



A STUDY ON THE IMPACT OF COLORS OF A PRODUCT ON CONSUMER BUYING DECISIONS

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Introduction:

It is observed that consumer buying decisions are influenced by many factors such as price, quality, packaging etc. It is also mentioned in some of the previous literature that color is also a significant variable that affects buying decision of consumers. Through this paper researcher is curious to understand if colors of products also influence buying decisions of consumers.

Every year Pantone Color Institute declares color of the year, according to studies many companies use the yearly color and make changes in the products and packaging to increase sales of their products. Therefore, researcher has also tried to find out if the color of the year declared by Pantone affects the consumer buying decisions.

This research paper is based on primary data collected from the consumers regarding their preferences and practices of buying household as well as personal use products. Gender specific preferences are also analysed in this research paper. This study reveals certain interesting facts about the impact of colors on buying decisions of consumers.

Objectives:

1. To understand role of color of product on consumer preferences/buying decision
2. To study color preferences based on gender
3. To check if color has the power to change our behaviour

Literature Review

To understand what type of research was already conducted related to the impact of the color of the product on consumers' buying decisions, various research papers, articles and available literature was reviewed. Following is the review of research papers which were found related to the study.

Research papers reviewed:

Color Psychology - A research paper on color psychology which states the importance of colors for designers. The author also briefs about different color categories. About 7 million colors can be seen by a human being. Furthermore, the factors that influence our perception of colors such as color context, relativity of colors, meanings of colors in different cultures (in major countries and continents) are shown. Understanding the perception of colors across different cultures is important for businesses and professionals considering their coloring options. In the past some scholars have explored to study the different meanings and symbolisms associated with colors in different cultures around the world. They conducted a survey in countries that asked people the meanings they are associated with different colors in different contexts. The results show a cross-cultural pattern



of both dissimilarity and similarity in the color meaning associations and color preferences. (Alnasuan, 2016)

Role color Plays in Influencing Consumer Behaviour- Color influences consumer behavior and perceptions, includes moods and emotions and helps companies in differentiating from the competitors, Visual attraction of different colors is observed and detected for the past several years. According to research “colors with a longer wavelength- such as red, orange and yellow as warm colors, while those with a shorter wavelength- such as green, blue and violet- are described as cool”. The authors say that marketers are usually unaware of the impact of color. Hence, the understanding of the role that color plays in influencing consumer behavior was done in this paper to help the marketers understand significance of colors and in turn allow them to understand the context and situation at hand. The authors think that the color of a product, promotional material or retail environment influenced customer’s behaviour to a large extent. It was found that the color most preferred was blue and the least preferred was yellow among both males and females. The dislike for yellow color was common and has been for a longer period of time. The results also suggested that colors influence customer’s purchase decision and brand recall. The use of colors differs based on gender along with the effect of attitude and attractiveness towards color on choice which is significantly higher for female consumers as compared to male consumers. It was also found that consumer’s purchase intention differed significantly for warm and cool colors as well as warm and neutral colors but there was no significant difference in purchase intention for neutral and cool colors. (Rathee & Rajan, 2019)

Color psychology in consumer decision making: a strategic approach. -The author states that colors are quite important in influencing customer behavior in terms of branding and marketing. Similar to other studies, blue was found out the most favorite color and yellow to be the least among people. The 2 genders' decisions were significantly different from each other. Colors seem to be powerful beyond aesthetics as they may arouse feelings, perceptions and give a substantial impact on how people interact with companies, goods and the shopping experience. The colors that are used to decorate product packaging and the visual style of business logos are examples of how well-chosen colors can convey meaning and influence customer behavior. The color influences consumers' decisions on which things to buy significantly. Warm hues frequently elicit strong feelings quickly, which encourages impulsive buying. Nonetheless, cold and neutral hues have a noticeable effect on consumers' longer-term purchasing intentions, especially in situations where dependability and trust are important factors. Launching fresh-colored product lines has been shown to increase brand interaction. According to every customer, color is the first preference to buy any product. Therefore, color can play a vital role in customer behaviour. (Yadav, 2022)

Research Design -

Descriptive research design is used for this research paper. Both primary and secondary data was collected and analysed to arrive at conclusions related to identified objectives. For the secondary data source, various articles, research papers, Research on pantone institute and people’s perspective towards it were referred.

Survey method was used for primary data collection. The data was collected by circulating a questionnaire using google forms. Questionnaire was sent to a certain age group

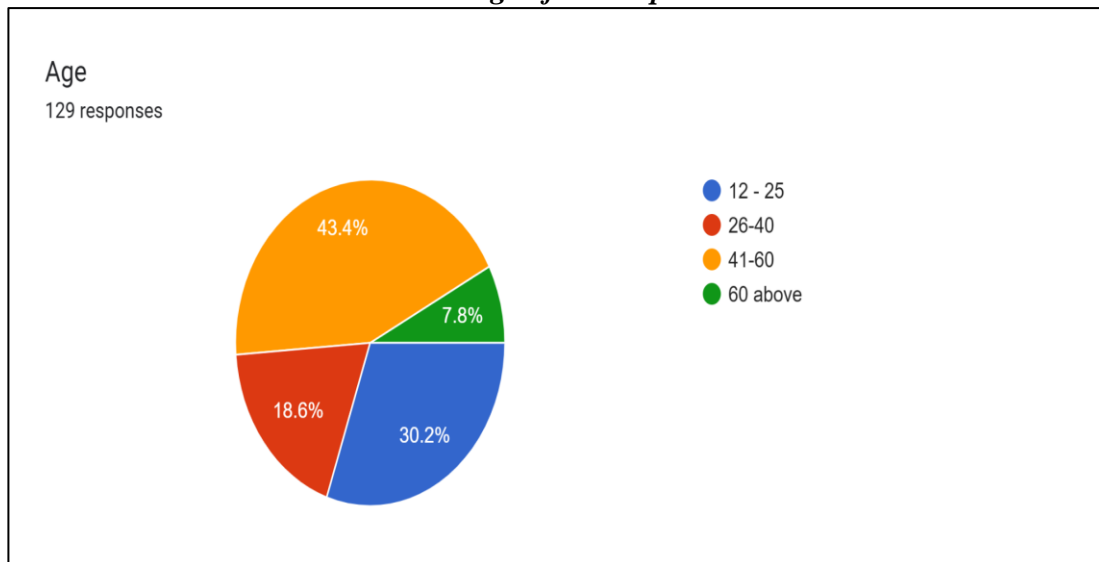


from 12 and above who have decision making ability and their own preference while buying products. Primary data collection and analysis was done based on that. A snowball sampling method was used and a total of 129 responses were received through this questionnaire. The data collected is analysed and represented in charts for a clear understanding and conclusions. Data Analysis:

The primary data collected serves as the base for answering the research questions and meeting the study objectives. Critically analyzing the primary data is an essential step to ensure that the study objectives are fulfilled. Following is the data analysis of the primary data collected for the purpose of this research paper. By critically analyzing the data in a structured way, researcher has tried to reach meaningful conclusions based on the evidence.

Demographic profile of respondents -

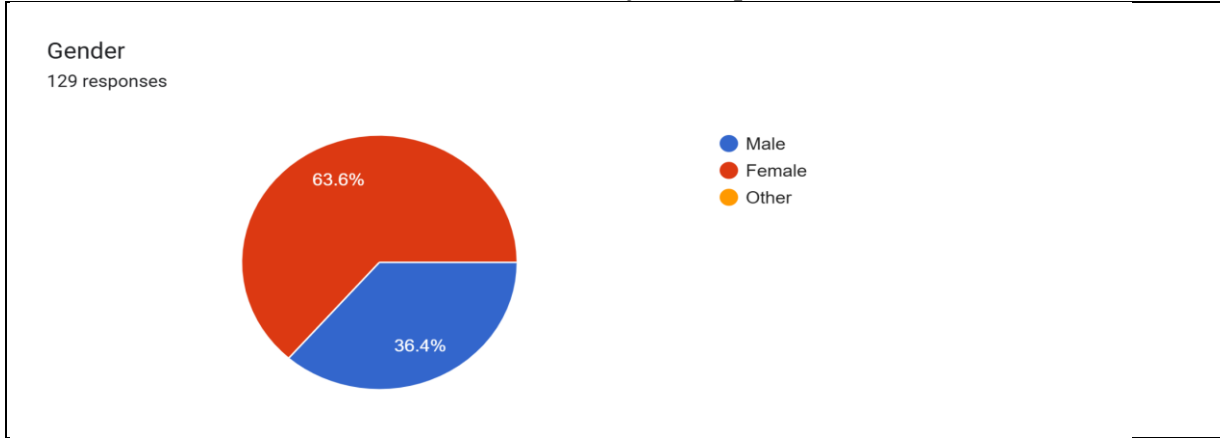
Chart 1 - Age of the respondents



Interpretation - Respondents from the age of 12 to 60 years were targeted. Maximum respondents (43.4%) belong to the age group of 41 to 60 followed by the age group of 12 to 25 (30.2%).

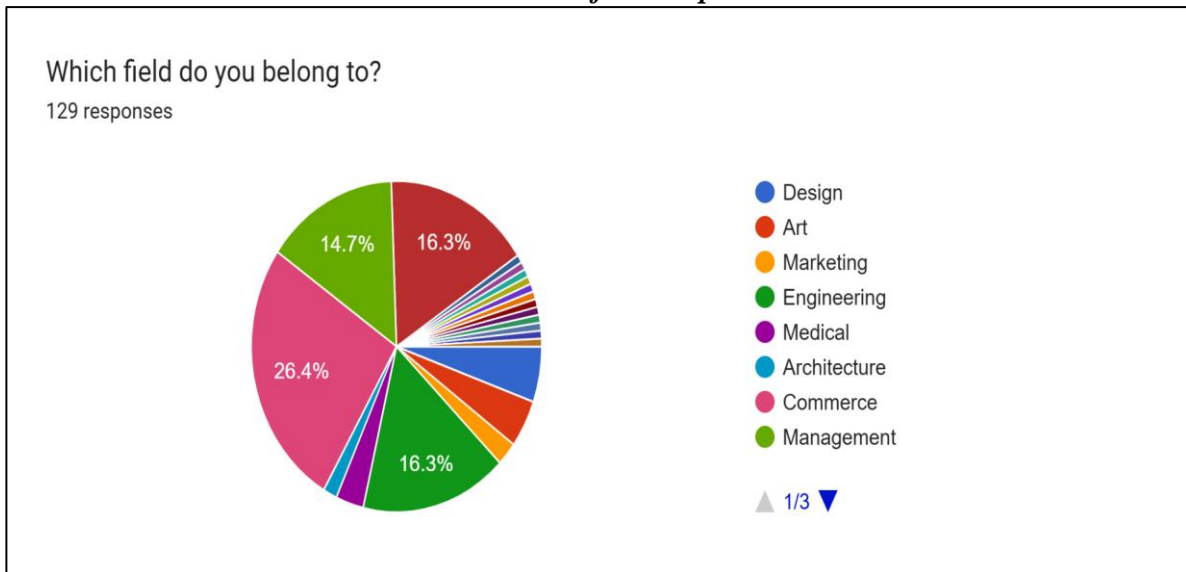


Chart 2 - Gender of the respondent



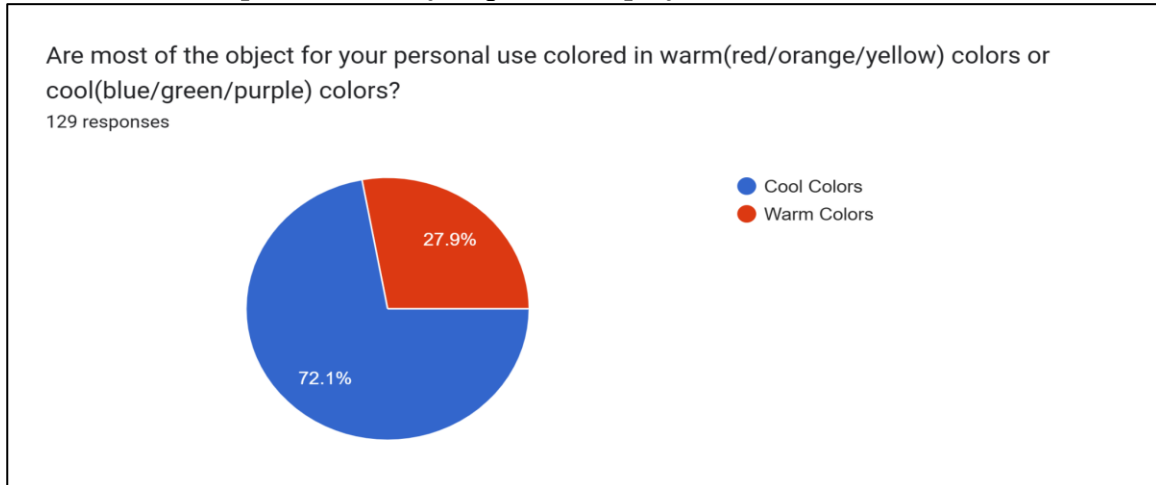
Interpretation - Out of 129 respondents, 63.6 % Female respondents and 36.4 % male respondents have participated.

Chart 3 - Field of the respondents



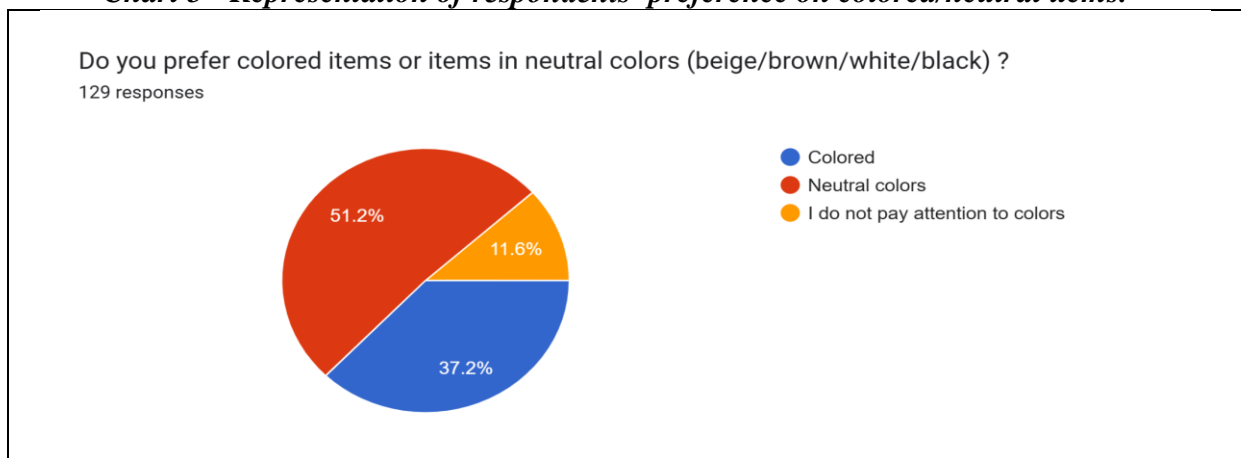
Interpretation - Respondents from a variety of fields and occupations have responded among which some of the common and major fields were - Commerce, Engineering, Science, Management, Art and Design and many others.

Chart 4 - Representation of respondents' preference on warm or cool colors.



Interpretation - Most of the respondents (72.1%) prefer their personal use objects in cool colors and the rest (27.9%) prefer in warm colors for their personal use products.

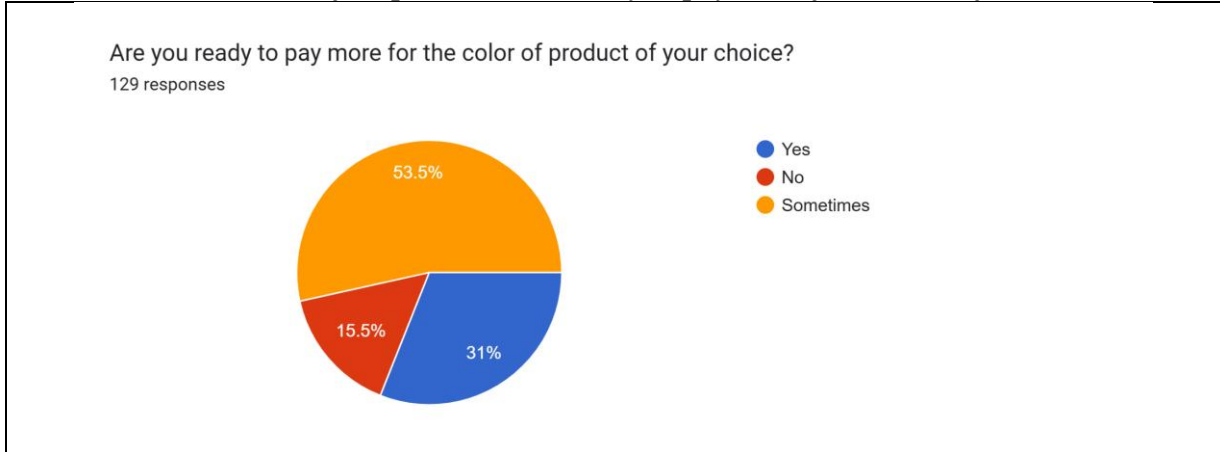
Chart 5 - Representation of respondents' preference on colored/neutral items.



Interpretation - Respondents were asked if they prefer colored items or neutral-colored items. 51.2% people prefer items in neutral colors and some (37.2%) prefer them in colors. But the rest of them (11.6) seem to not pay much attention towards the color

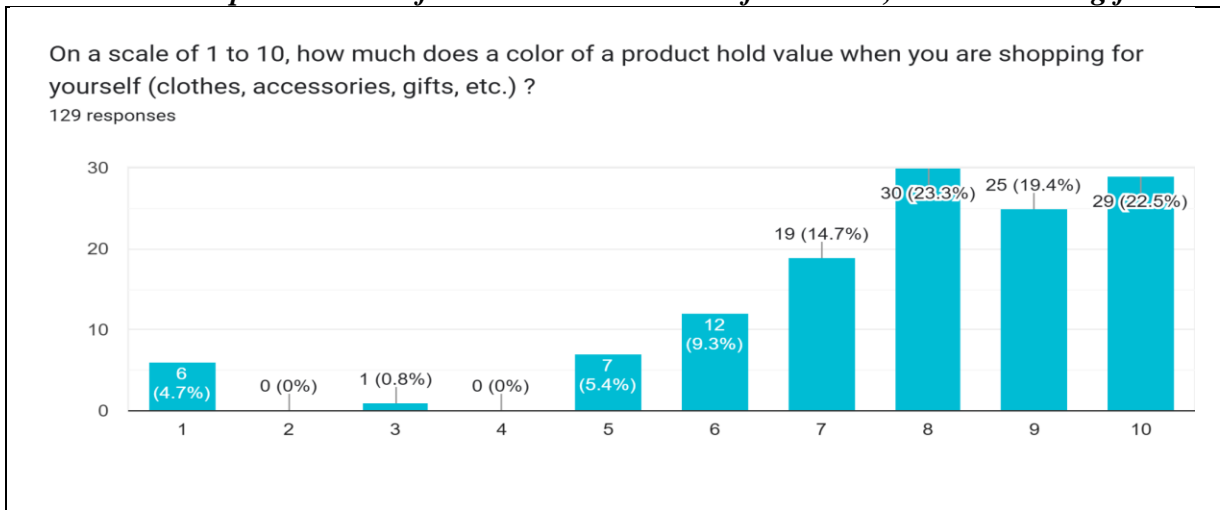


Chart 6 - To check if respondents are ready to pay more for a color of their choice



Interpretation - Most of the respondents (53.5%) are always ready, (15.5%) are sometimes ready to pay more for the product color of their choice. But the rest (31%) don't feel the necessity to pay more.

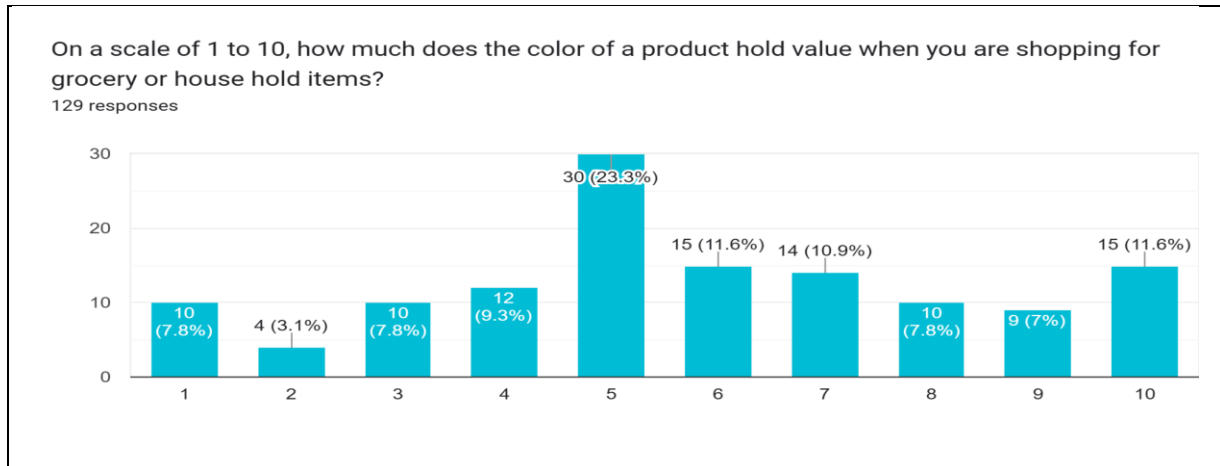
Chart 7 - Representation of the value a color holds for clothes, accessories or gifts.



Interpretation - On a scale of 1 to 10, most of the respondents (89.2) say that the color holds value for them as they have rated it above 6 but a few of them (10.8) don't think that color has much influence on them.

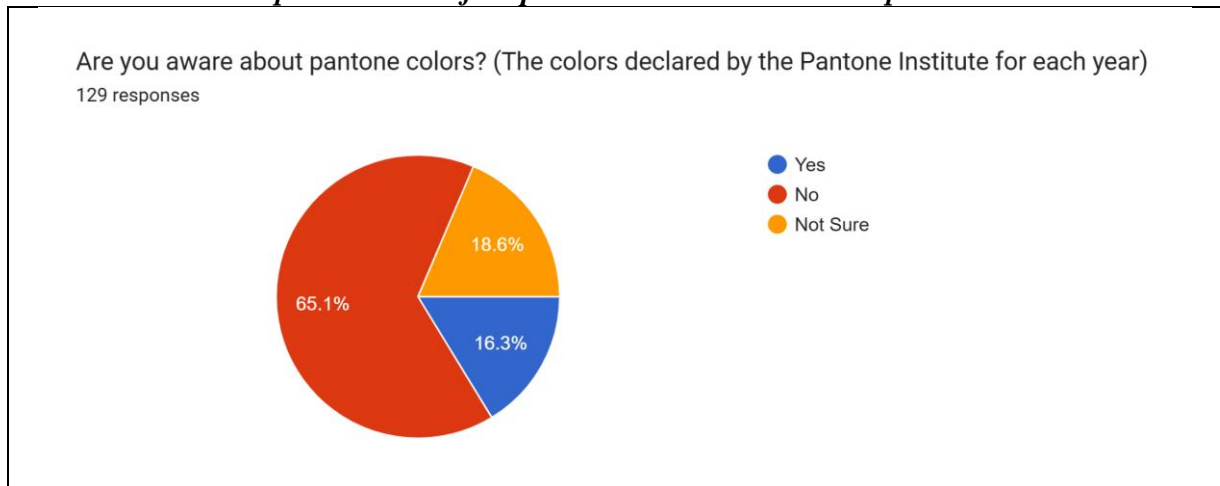


Chart 8 - Representation of the value a color holds for each respondent for household items.



Interpretation - On average color influences almost everyone when they are shopping for household items or grocery.

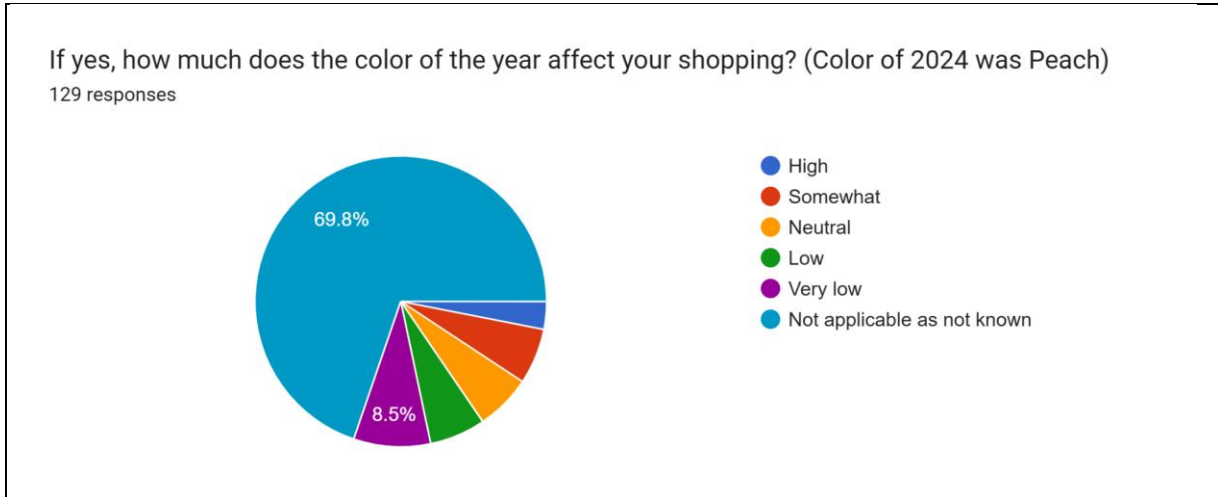
Chart 9 - Representation of respondents' awareness about pantone institute.



Interpretation - When asked about pantone institute, a large number of respondents (65.1) are not aware about it. A few people (16.3) seem to know about the same. But at the same time, some (18.6) are even unsure about it. People who know about the institute are very low.

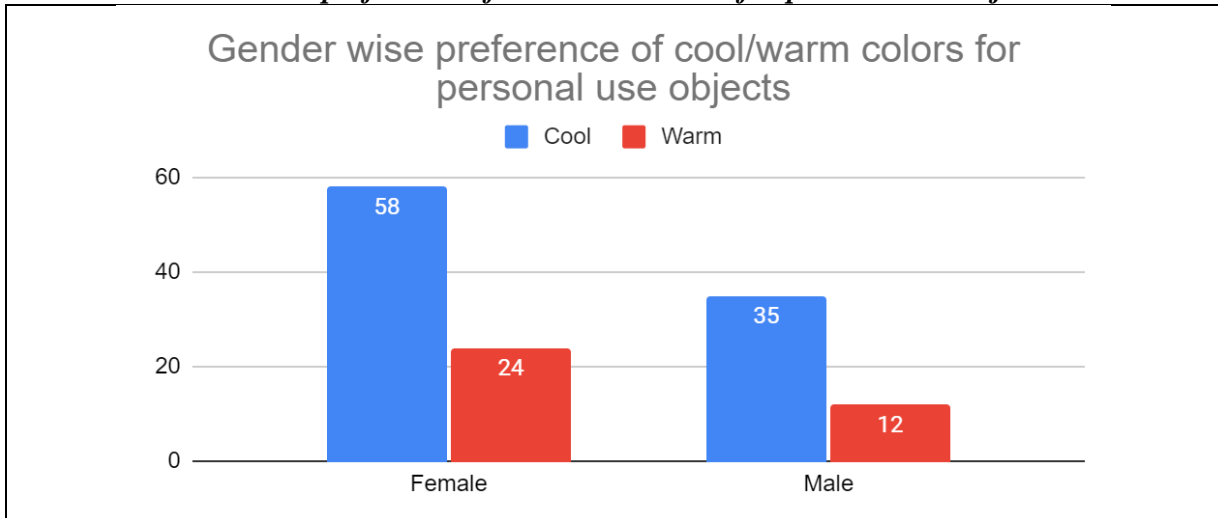


Chart 10 - Representation to check if the color of the year affects respondent's buying decisions.



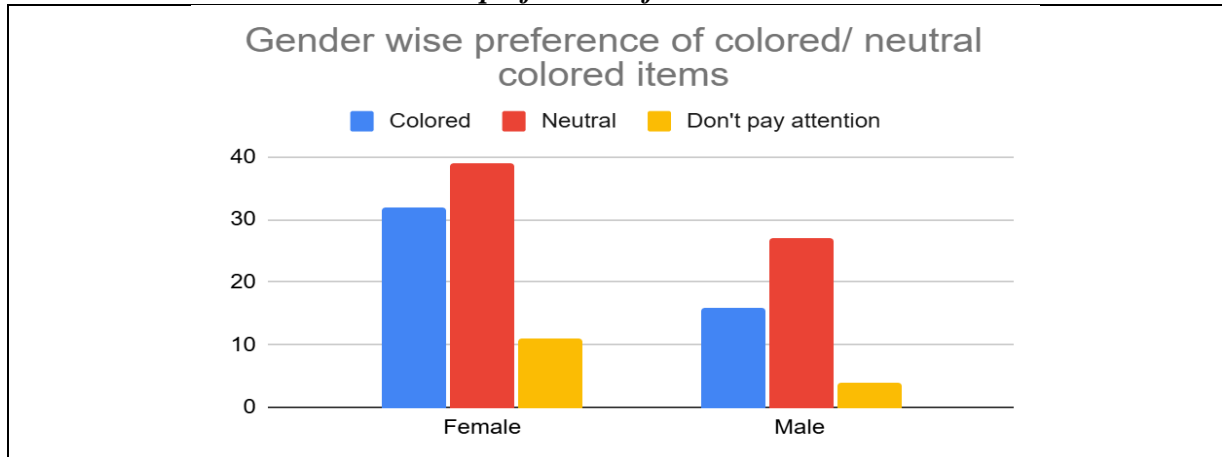
Interpretation - This chart is a representation of how much the color of the year affects each one. In which Most of them are not aware and to others it doesn't affect much. And there are a few who say it does affect their shopping.

Chart 11 - Gender wise preference of cool/warm colors for personal use objects.



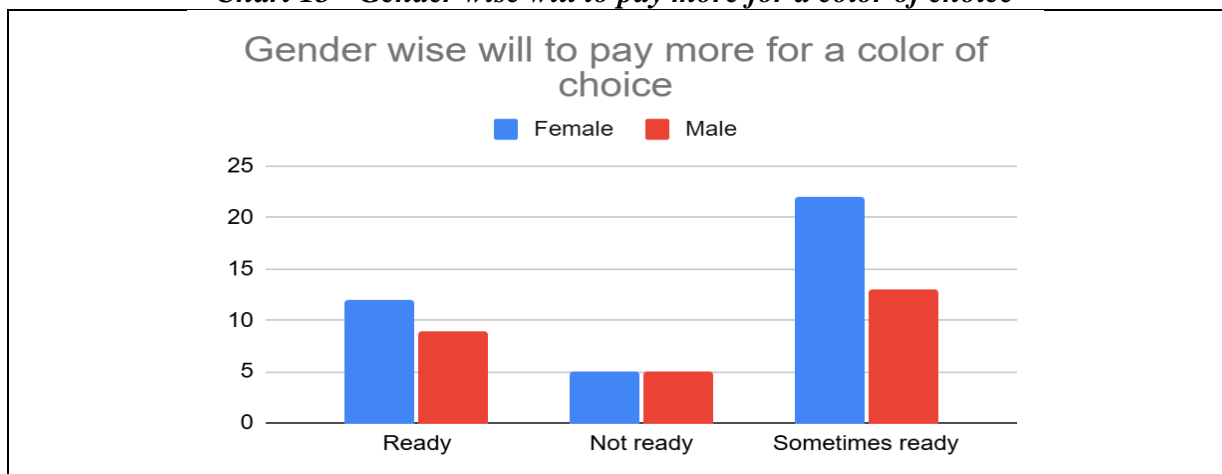
Interpretation - The chart clearly depicts that while purchasing personal use products cool colors are preferred over warm colors irrespective of gender. Almost 72% of the total respondents prefer cool colors and not warm colors.

Chart 12 - Gender wise preference of colored/ neutral-colored items



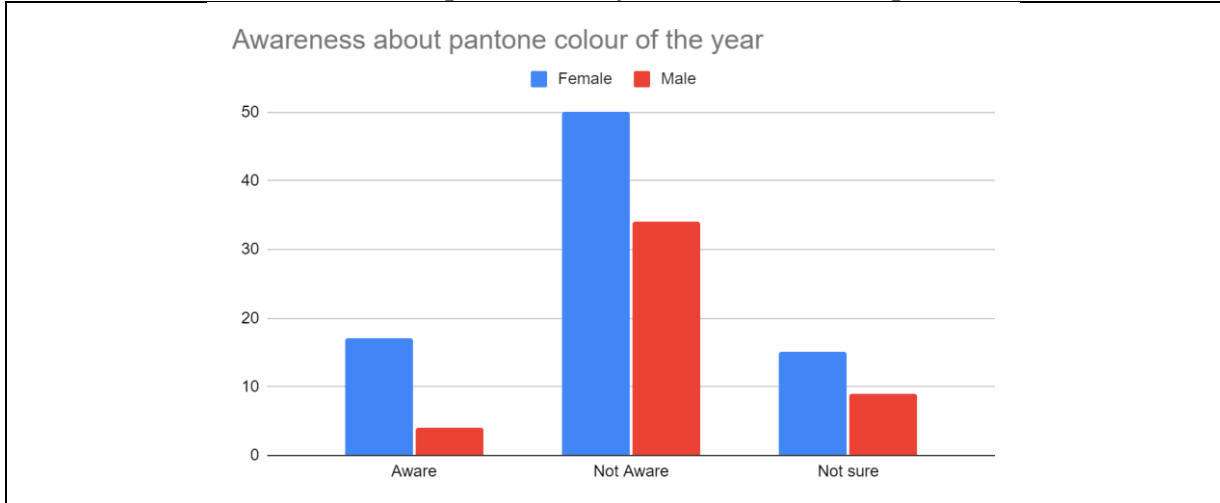
Interpretation: It can also be seen from the above chart that respondents prefer neutral color items over colored items. But gender wise analysis depicts that colored items are preferred by female respondents more than male respondents.

Chart 13 - Gender wise will to pay more for a color of choice



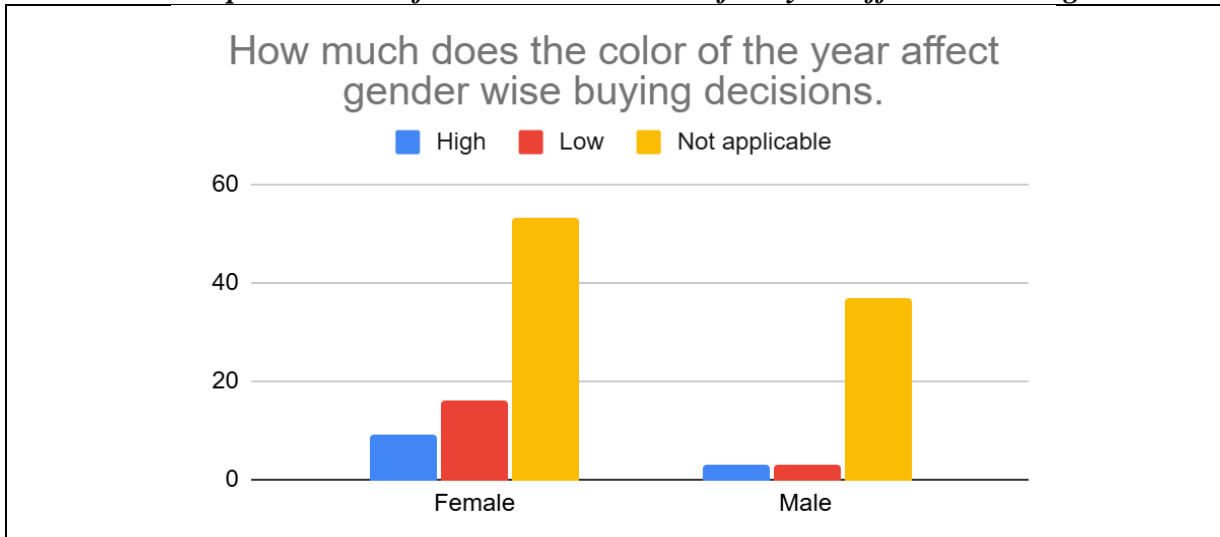
Interpretation - Out of all the male and female respondents, most of them are usually ready to pay more for a color of their choice. but a few of them don't prefer to do so.

Chart 14 - Gender wise representation for awareness about pantone institute



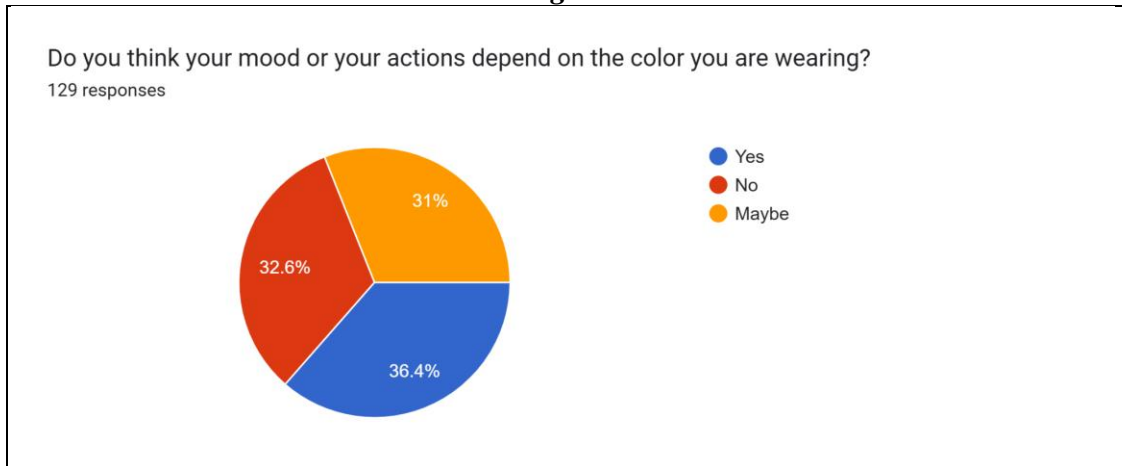
Interpretation- Majority of the respondents i.e. Out of 129 respondents, around 50 female and 34 male respondents are not aware about pantone institute. Rest of the respondents i.e. only 18 female and 4 male respondents are aware, and some are unsure of it.

Chart 15 - Representation of how much the color of the year affects both the genders.



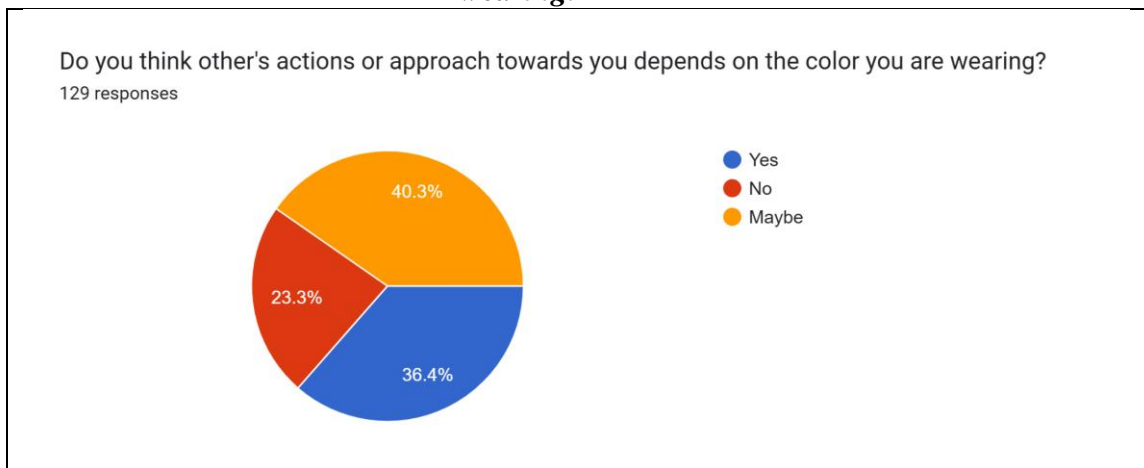
Interpretation - It is observed that the consumer buying decisions of most of the respondents do not affect based on the color of the year declared by pantone irrespective of their gender. There are a very few respondents who say that it does affect their shopping.

Chart 16 - Representation of respondents' behavioural change based on the color they are wearing.



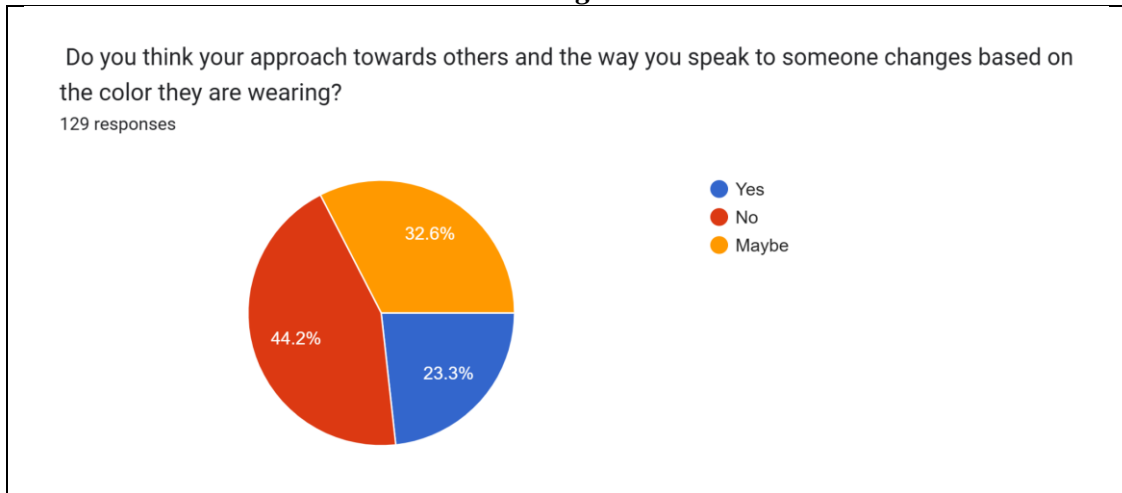
Interpretation - About 67.4 % of respondents say that their mood or actions depend on the color they are wearing out of which some are still unsure, but some are confident. The rest of them, which is 32.6 % say that their mood or actions do not depend upon the color they wear.

Chart 17 - Representation of others' behavioural change based on the color respondent is wearing.



Interpretation - About 76.7 % of respondents say that others' actions or approach towards them depends on the color they are wearing, of which some are still unsure, but some are confident. Rest of them, which is 23.3 %, say other's approach or actions towards them do not depend upon the color they wear.

Chart 18 - Representation of respondents' behavioural change based on the color others are wearing.



Interpretation -Majority of respondents (44.2%) think that their approach towards others and the way they speak to someone does not depend on the color they wear. whereas others think that it might depend. Some of which are unsure about it too.

Observations:

- It is observed that most of the respondents prefer cool colors over warm colors for their personal used items.
- Respondents are leaned towards neutral colors more than colored items.
- Majority of respondents are sometimes ready to pay more for the color they like.
- Maximum rating lies between 6 to 10 as high value to the color of clothes accessories, gifts, etc for each individual.
- Comparatively lower value is given to the color of household or grocery items
- It is observed that very few people are aware about the pantone colors.
- For most of the respondents, the color of the year does not make a difference in their shopping and for very few, it does. Out of the respondents who are not aware about it, for some of them, it unknowingly makes a difference.
- It is observed that the respondent's mood or actions do depend on the color they are wearing. Some are unsure too and for few people it does not depend.
- Most of the Respondents think that there might be chances of other's actions or approach depends on the color respondents are wearing, some of them are sure of it, whereas some don't agree to the same
- Most of the respondents say that their approach or the way they speak to someone does not change based on the color others are wearing. Something there might be chances of it while a few are sure of it happening.

Conclusion:

- While shopping for personal use items, the preference is given to cool colors.
- The most preferred category of colors is neutral color followed by cool and warm colors. Also a few of them do not pay attention to colors.



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- Maximum people are sometimes ready to pay for the color of their choice, some of them are always ready but a few of them refuse.
 - While purchasing items like clothes, accessories, gifts, etc the color of the products holds high value for most of the people.
 - Color does not play an important role while purchasing the grocery items according to people's response.
 - Color of the year declared by pantone institute, which is considered as the influencer in the market, is not known to the majority of respondents and therefore it is not considered by them while buying products.
 - It can be concluded that respondents' mood or actions do depend on the color they are wearing. Though some are unsure about it and few mentioned that it has no effect.
 - Respondents think that there might be chances of other's actions or approach depends on the color respondents are wearing, some of them are sure of it, whereas some don't agree to the same
 - It can also be concluded that the approach or the way respondents speak to someone does not change based on the color others are wearing.

Concluding Remarks:

Through this paper researcher attempted to understand if colors of products also influence buying decisions of consumers and it can be concluded that colors of the product surely have an impact on the buying decisions of the consumers. Gender of the consumers also influence color preferences. It is also concluded that color not only affects buying decisions but also has a significant impact on the approach and behaviour of the people.

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