THE ROLE OF COLOR IN MARKETING AND THE INFLUENCE OF EMOTIONS ON CONSUMER CHOICE

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Abstract: *Our article is devoted to the study of the role of color in marketing communications and its influence on the emotions and behavior of consumers. We consider the main aspects of color perception, its psychological impact and use in creating brands and advertising. Special attention is paid to the relationship between the emotional state of the consumer and his preferences when choosing goods and services. Examples of successful marketing strategies based on the competent use of the color palette are given.*

Key words: *color in marketing, consumer emotions, psychological impact of color, consumer choice, marketing communications, branding, advertising, color perception.*

Аннотация: *Наша статья посвящена исследованию роли цвета в маркетинговых коммуникациях и его влиянию на эмоции и поведение потребителей. Мы рассматриваем основные аспекты восприятия цвета, его психологическое воздействие и использование в создании брендов и рекламы. Отдельное внимание уделяется взаимосвязи между эмоциональным состоянием потребителя и его предпочтениями при*

выборе товаров и услуг. Приводятся примеры успешных маркетинговых стратегий, основанных на грамотном использовании цветовой палитры.

Ключевые слова: *цвет в маркетинге, эмоции потребителей, психологическое воздействие цвета, выбор потребителя, маркетинговые коммуникации, брендинг, реклама, восприятие цвета.*

Introduction. Color plays an important role in the perception of the world around us and is actively used in various fields, including marketing. The psychology of color is becoming an integral tool in brand development, advertising and product design. Each color can evoke certain associations and emotions, influencing consumer behavior and preferences. Emotions, in turn, play a key role in decision-making, especially in a highly competitive market. Research shows that consumer choice is often based not only on rational arguments, but also on emotional reactions that arise under the influence of visual stimuli, such as color. This article discusses the features of using color in marketing strategies, its impact on the emotional perception of the audience and its role in the formation of preferences. It also analyzes successful examples of using a color palette to enhance the impact on the target audience.

Main part. Color is one of the key elements of visual communication, which has a strong influence on the perception of the brand and advertising message. Color psychology studies how different shades evoke certain emotions, associations and behavioral reactions. For example, red is associated with energy and passion, and blue with trust and stability. These properties make the choice of color palette an important stage in the development of branding and marketing materials.

Color can distinguish a product from competitors, attract attention and form an emotional connection with the consumer. Research shows that more than 90% of the first impression of a product depends on its color. Thus, correctly selected colors help not only to attract attention, but also to create a positive

perception of the brand, which is especially important in a highly competitive environment.

Emotions play a key role in decision-making. Color, as one of the main visual stimuli, actively affects the emotional state of a person. For example, warm colors (red, orange, yellow) stimulate activity and excitement, while cool shades (blue, green, purple) promote relaxation and calm.

Subconsciously, the consumer perceives color as a signal. For example, green is often associated with environmental friendliness, which increases trust in products positioned as environmentally friendly. Red can create a sense of urgency, which makes it popular in sales and promotions.

Examples of successful use of color in marketing

1. Coca-Cola: Red used in branding is associated with energy, joy and celebration. This helps the company evoke positive emotions in consumers and strengthen attachment to the brand.

2. IKEA: The combination of blue and yellow emphasizes reliability and accessibility. Blue inspires trust, and yellow adds warmth and optimism.

3. Starbucks: The green color of the brand symbolizes harmony, environmental friendliness and calm. It reinforces the company's image as a proponent of sustainable development.

These examples show how the correct use of color can create a positive brand image and strengthen consumer loyalty.

It is important to consider cultural differences in the perception of color. For example, white symbolizes purity and freshness in Western countries, while in some Asian cultures it is associated with mourning. Such differences make the adaptation of color solutions necessary when entering international markets.

In the age of digitalization, color remains an important tool, especially in web design and social media advertising. The color palette affects conversion, time spent on the site, and even the perception of the product's value. For example, call-to-action (CTA) buttons are often highlighted in contrasting colors, such as orange or red, to attract attention.

Color is a powerful marketing communication tool that can significantly influence brand perception and consumer behavior. Key findings from the analysis:

1. Color affects emotions and subconscious associations, forming the first impression of a product and brand.

2. A competent choice of color palette allows you to stand out from the competition and create an emotional connection with the audience.

3. Taking into account cultural peculiarities in color perception is necessary for effective entry into international markets.

4. In the digital environment, the use of color affects user experience and conversion.

Based on the above, we can offer the following recommendations for using color in marketing:

1. Conduct research of the target audience to identify their preferences in color perception.

2. Test color solutions in advertising materials and interfaces to improve their effectiveness.

3. Use a color palette to emphasize the unique characteristics of a brand or product.

4. Adapt color solutions for different cultural and geographic markets.

5. Ensure that color matches the emotional message and brand values.

Conclusions and offers. Color is a powerful marketing tool that can attract consumers' attention, evoke associations and emotional reactions. Color design affects the perception of a brand, products and services, and also forms a general impression of the company.

The emotional component of choice plays a key role in the decision-making process. Colors evoke certain emotions and associations that can stimulate a purchase or, conversely, reduce interest in a product.

Each color has a certain meaning: red is associated with energy and passion, blue with trust and stability, green with nature and environmental friendliness. Companies actively use these associations to build a brand image.

The perception of color can vary depending on cultural and national characteristics, which requires companies to take into account local preferences when developing marketing strategies.

Well-chosen colors of packaging and advertising can highlight a product on the shelf, draw attention to the advertising message and increase the likelihood of a purchase.

Suggestions:

Analyze the target audience and its preferences in order to use color solutions that evoke positive emotions and associations in this group of consumers.

Conduct A/B tests to check the effectiveness of different color schemes in advertising, packaging design, and website interfaces.

When entering international markets, adapt color solutions taking into account local cultural and ethnic characteristics.

Create marketing strategies that can evoke positive emotions in consumers through a harmonious combination of colors and semantic accents.

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