

Importance of colours in Advertising and Marketing



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“Of all God’s gift to the sighted man colour is holiest, the most divine, the most solemn” Colour is the meaning full constant for sighted people and it has got more linkages with the behaviour of individuals. Colour is ubiquitous and it acts as a source of information conveying meanings to people. People’s reactions to colours are almost instantaneous and have a profound impact on the choices they make every day. This paper attempts to make an association between consumer product and colours used in those products. Colours have been known affect/reflect a person’s mood or emotions. Emotions make great impact on advertising and marketing of products. Colours have made great impact on product selling, marketing and advertising in physical as well as virtual world.

If a picture is worth a thousand words, a picture with natural colours may be worth a million, memory-wise. Psychologists have documented that "living colour" does more than appeal to the senses. It also boosts memory for scenes in the natural world. When people are confronted with either people or products they make up their minds and come to some form of conclusion within 90 seconds of their initial interactions. It was found in market studies that about 62-90 percent of the assessments are based on appearance/colours alone. Tactful use of colours can contribute not only to differentiating products from competitors, but also in influencing moods and feelings. People’s moods and feelings are unstable and that colours play roles in forming attitude, it is important that marketing managers understand the importance of colours in marketing.

Colour plays an enormous role in brand recognition. But to have an appreciable impact, colours must be chosen for the right reasons and with eyes open to the market place. This means removing your own biases from the process (see sidebar) and making choices that will provide sufficient differentiation for your business.

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