

How does **COLOR** Influence **CUSTOMER BEHAVIOR**

If you're choosing the colors

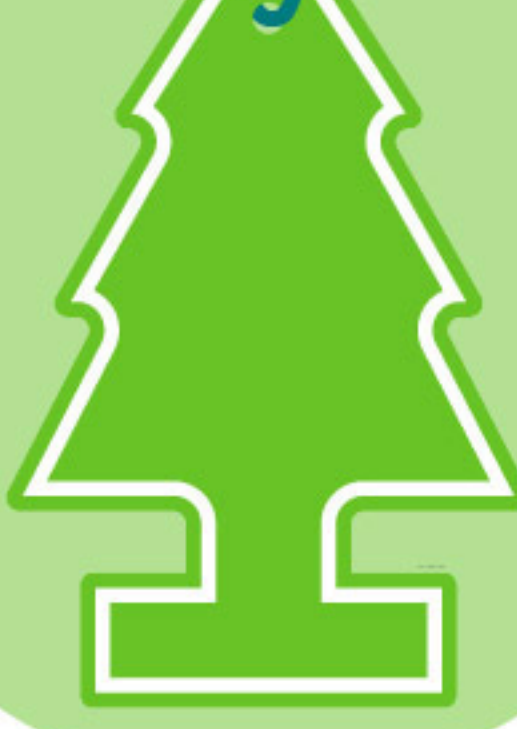
that appear in your retail space or on your brand's packaging, consider the effect certain colors can have on your potential customers. The colors you choose to use, the ways they are displayed and the way you combine them can have a real effect on customers. Here are some of the facts about perceptions surrounding color, and how you can use them to your advantage:

How Does Color Affect Purchasing Decisions?

93% of consumers say the visual appearance of the product is the most important factor.

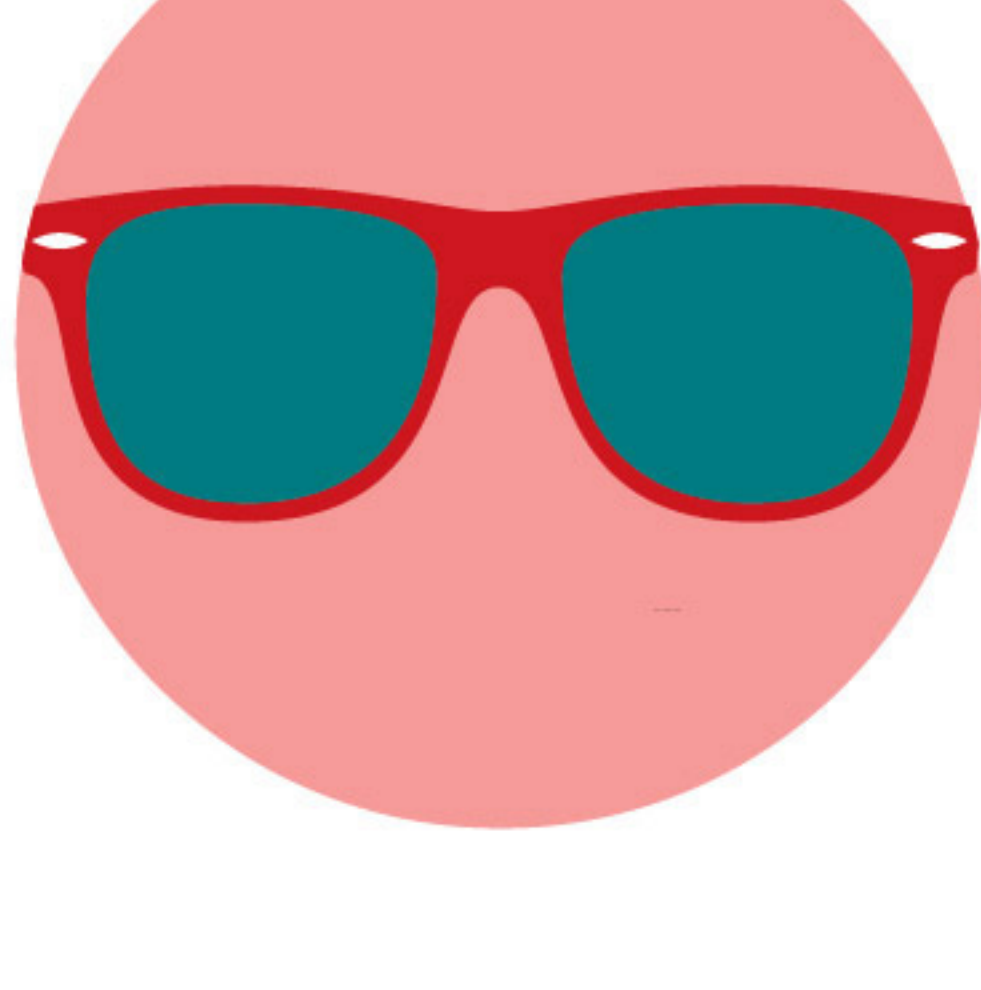
85% of consumers are heavily influenced by the color of a product.

Using Color to Change Customer Perception



Green tones remind viewers of plants and invoke thoughts of nature and serenity.

Sunshine **yellow** can help create feelings of optimism and happiness.



A **warm** color makes consumers think the temperature is higher than it actually is.

Positive & Negative Color Associations

Consumers associate certain colors with traits, including:



Color Combinations Influence Buyer Moods and Emotions



WARM COLORS

A combination of warm colors, like **red**, **orange** and **yellow**, is appealing to impulse buyers, who respond to perceived urgency.

COOL COLORS

Cool colors like **light blue**, **pink** and **navy** together appeal to budget conscious shoppers, who want to remain calm and make well thought out decisions.



How do Single Colors Affect Buyer Emotions?



RED

- ▶ hungry
- ▶ aggressive
- ▶ impulsive



YELLOW

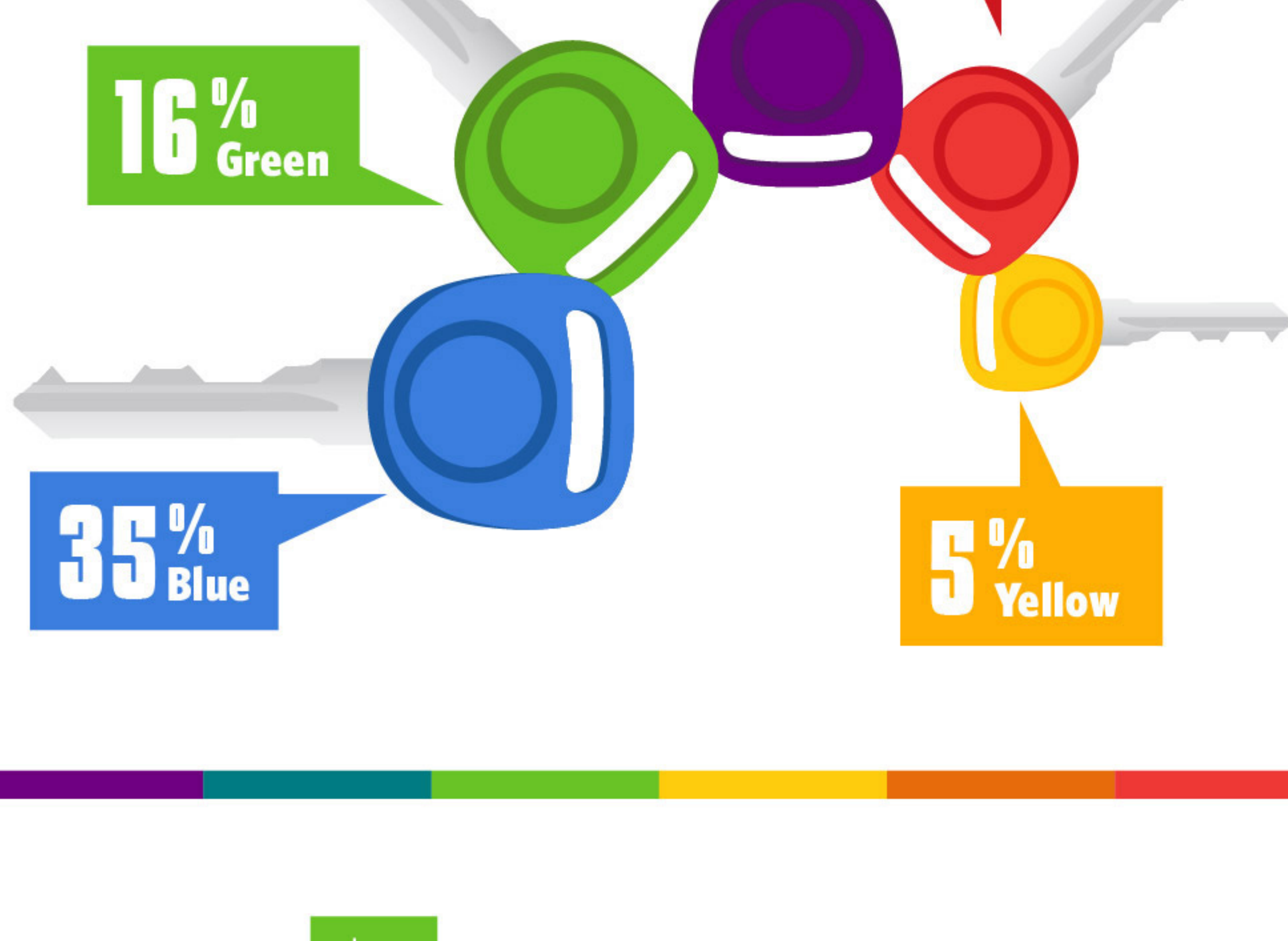
- ▶ enthusiastic
- ▶ happy
- ▶ calm



GREEN

- ▶ relaxed
- ▶ peaceful
- ▶ healthy

America's Favorite Colors



SOURCES

- <http://www.digitainformationworld.com/2013/08/how-colors-influence-people-psychology.html>
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