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RED COLOUR IN MARKETING

Colour is a powerful form of non-verbal communication. Colour can motivate, create emotion, show personality, set a mood and even create negativity. If you have a global market, cultural interpretation of colour is very important. Chinese culture finds yellow to be sacred and white to be the colour of death. In many cultures purple is considered royal but can also mean death in South America.

The major part of the article discusses the suitability of using red in the different sections of the marketing mix (Product, Price, Place and Promotion). This colour is a breathing of feelings. We can't imagine love without red. Red is the colour of love, excitement, danger, passion. Red is often associated with food because it stimulates the appetite. Red creates a faster heart beat and breathing. Red exerts a unique effect of grace and luxury. Red is also referred as the colour of kings, which results from historical meanings and the fact that it used to be a very precious and scarce colour. Only kings, their families and aristocratic citizens could afford the dye of which one gram was produced by killing about 10,000 special purple snails.

Nowadays, all over the world red can be seen almost everywhere: there are red road signs, fruits, alarm signals, roofs, flowers and backlights. Many people from different countries come to Holland, only to see the Red light district. This people rise the level of touring in the country. Red is also very important in the fashion industry. Stars walk on the red carpet, soccer players see red cards for fouling and the Red Cross helps people in need. Practical examples back up literature findings and show that red can be a very helpful tool, for example, to attract customers' attention for a shopping window or advertisement. So, marketers need to consider that influencing factors such as age, social status, cultural background or product-involvement affect the successful use of red.

Red is also popular in marketing and advertisement: for Masterfoods, Henkel, Hennes & Mauritz, Toyota, Oracle, Marlboro, Pentax, Air Berlin, also for

Windows corporation colours is the most important part of their marketing politics and a lot of other companies use the red colour in their logo. That's why red is a heavily advertised colour. Also, because it's very popular red can influence on the price. Of course it depends on the company and depends on what colour the company prefer. No wonder, that red has a signalling effect and does not fade in the background. The Coca-Cola has been one of the most successful product launches in our history. In 2007, company sold nearly 450 million cases globally. Put into perspective, that's roughly the same volume as total business in the Philippines, one of our top 15 markets. By September 2008, Coca-Cola is available in more than 100 countries. So the dominated colour of Coca-Cola is red.

Tests showed that red and orange draw the attention to an object more quickly than other colours. Marketing experts recognize this special attribute, which makes it worthwhile considering for marketing and advertising propositions.