

**Bondar I., Yelizarov I., Samoylyuk V.  
I. Mel'nikova, research supervisor  
Kryvyi Rih National University**

## **IMPACT OF COLOR ON EMOTIONAL PERCEPTION OF ADVERTISING**

When developing advertising it is important to phrase a copy, to choose a plot or a spectacular picture and a color scheme to convey sense-feeling and the mood of the advertisement. Advertising helps consumers receive initial information about a new product, learn about its benefits, get a description and assessment of goods. In most cases advertising forms the consumers' first impression of the product or service, so it's important to do it in such a way that it makes the necessary impact on the consumer. In the modern advertising industry psychological aspects of information perception are crucial for reaching this goal effectively.

Colors in an advertisement carry some emotional load - colors can be sad and happy, evil and good, etc. Colors not only cause certain reactions of a person, but also somehow form his/her emotions themselves. This means that consumers' attitude to advertisement can be controlled by certain color combinations.

Applying knowledge of impact of different colors on the human psychology, ad people and psychologists have a strong influence on the consumers. Using colors they help manufacturers persuade consumers to buy their product. Knowledge of characteristics of each color can help to create a certain image, to cause certain emotions and associations.

When developing an advertising campaign it is advisable to consider cultural and ethnic characteristics of consumers around the world, because if certain advertising is effective in one country, it does not necessarily mean that it will be successful in another country. Same colors mean different things in different countries.

Unlike the cultural component, the physiological one is independent of ethnic characteristics and determined solely by the response of the nervous system to colors. Warm, bright colors are characterized by the ability to improve a person's tone and increase his/her activity; cool, calm colors have a calming action. Western countries started studying the color effect on consumers long ago. For example, red, yellow and orange colors make an object visually closer, increase its size, make it "warmer". Blue, blue, purple, black colors make it visually farther, smaller and colder.

Colors influence primarily emotions. According to psychologists, 80% of the color impact is processed by the nervous system, and only the remaining 20% - by the visual system. It is important to make out the right color scheme of the product itself, its packaging and the global advertising campaign as a whole. The smallest imbalance of these factors could affect, ultimately, the consumers' choice.

Color is an element that, when used professionally, can make advertising extremely effective and, consequently, improve the financial condition of a company.

