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PSYCHOLOGY OF COLOUR IN MARKETING

Colours speak very loud to our subconsciousness and have a positive or negative reaction within ninety seconds. The psychology of colour must be considered when designing marketing materials. Colour choices are made for business cards, brochures, web sites, posters, emblems, mottos and other materials not only to enhance the appearance of the item – colours also influence the consumer behaviour.

Black suggests power and seriousness, it implies submission and is associated with evil, but it is classic and it always evokes strong emotions. It is ideal for text on a light background in mottos.

Blue colour implies security and faithfulness in business. It is the most popular and the second most powerful colour. People are more productive in blue rooms, because they are calm and focused on the task.

Brown is associated with reliability, but it is used for minor items in marketing.

Solid brown is the colour of earth and is abundant in nature. In India, however, it is the colour of mourning.

Grey colour means earnestness and creativity. In business it is traditional and conservative. Grey is associated with the timeless, middle-of-the-road, solid things in life. A bit of grey will add solid feeling to the product. Silver is an offshoot of grey and often associated with giving a helping hand.

Green colour symbolizes health, fertility and freshness on the one hand, and money and jealousy on another. Business uses it to communicate status and wealth. It is the easiest colour for the eye and it can improve vision.

Orange is the most flamboyant colour, it reflects happiness, energy and fun. There is nothing calm even remotely associated with this colour. Purple is the royal colour and it suggests luxury. In business it is used for upscale items. Red is the most emotionally intense colour, it stimulates a faster heartbeat and breathing. In marketing it is used to attract general attention. White is a colour of purity and devotion. In marketing it is used to project neutrality and it is the best for the

background colour of the material. Yellow is an ambiguous colour. For example, in U.S.A it is a symbol of prosperity, but in Russia it suggests separation. In restaurant marketing it is popular too: it speeds metabolism and release of serotonin in brain, which has an influence on the mood.

Some companies pay much attention to the colours when marketing their products and services. Studies have shown that vivid red encourages people to eat quickly and leave - and that's exactly what fast food outlets want you to do. The most suitable example is McDonald's with its red emblem and bright decorations inside. It's true that walls in banks are often blue. Their aim is to bring a feeling of security to the clients. Green colour dominates in pharmacies, cosmetic companies. White colour is used by mineral water companies to emphasize pure and fresh water.

Colour is a meaningful constant for people and it's a powerful psychological tool in such field as marketing. Taking into account statistics, not a lot of companies use this psychological method in their marketing affair, but actually knowledge of this silent language can bring to a big success in business.