

Kolosova A.A.
N.V. Shinkarenko, research supervisor
O.D. Shvets, language adviser
National Mining University

INCREASE SALES WITH COLOR, SOUND, TASTE, SMELL AND TOUCH

Marketing is largely a game of getting the customer to perceive your product or service in a certain way. We usually think about words, but perception occurs when any one of the five senses - vision, hearing, taste, smell and touch - is affected. In this way, marketers use color, sound, flavors, scents and surface to shape your perceptions. Customers (and site visitors) will react to these things; even if they are unaware they are doing so.

Color influences our moods and physical responses. But when thinking about color, you have to think in terms of two color hues (warm and cool), degrees of color saturation (what we call richness), and levels of depth (light or dark) as ways to influence customer perceptions.

Color psychologists have found that warm colors (red, orange, and yellow) generally encourage activity and excitement, whereas cool colors (green, blue, violet) are more soothing and relaxing. That's why so many soaps, lotions and body washes come in packages with cool colors; they're trying paint a calming picture of their product. That's also why kids toys and candies are often in the warm colors; they're trying to encourage perceptions of fun and energy.

Color can have great effect on whether or not your customer likes your product. In fact, some marketers use experts to help forecast which colors consumers will like two or three years down the road. Researchers have also found differences among social classes in color preference. Hot, bright colors usually appeal to lower-end markets, which deep, rich colors have historically appealed to higher-end markets.

Sound represents an important form of sensory input. In particular, music can influence physical behavior. Fast music, like the kind you'd hear at a health club, tends to energize consumers. Slow music can be soothing. The type of music you play can have dramatic and direct effects on your business. For example, researchers found that a slow temp can increase sales as much as 38 percent in retail stores because it encourages leisurely shopping. Alternatively, a fast tempo is

more desirable in restaurants because customers will eat faster, thus allowing greater table turnover and higher sales.

Sound can also impact moods. Likeable and familiar music can induce good moods, whereas discordant sounds can create bad moods. This is important because moods may affect how we feel about products.

As both sound and color can affect moods, you can use the two together to strongly shape customer perceptions. A massage studio, for example, may want to use cool-color décor with melodic harp music playing in the background. A nightclub, on the other hand, may want to use hot colors and loud, fast music to produce perceptions of energy and excitement. Using the wrong colors and music together may undermine your marketing efforts.