

STUDY ON IMPACT OF COLOUR MARKETING ON CONSUMERS

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ABSTRACT:

Colour has a major impact on how we look at things and perceive them. They are visually appealing and if a correct colour combination is used in a product, it appears to stand out from other products. This study intends to understand what impact do colours make on the behaviour of consumers. Moreover, it intends to look at how colour altogether helps a consumer make his/her purchase decisions. This study makes a conclusive assessment using primary as well as secondary analysis of how various individuals perceive different colours and how it impacts their decision making, and hence its results will be useful for various companies and marketers in making key decisions vis-à-vis colours of their products and its packaging. It offers a robust analysis of consumer's perception of different colours and at the same time it analyses different studies conducted in the area across the globe. Resultantly, the study adds to the discussions taking place around the subject substantially.

Purpose – The impact colours have on purchasing decision of a consumer.

Limitation – The population predominantly consists of people residing in urban areas, and so the results may vary if the rural population is taken into account.

Methodology and Findings – The study has been carried out with the help of multiple secondary sources and surveying 166 individuals to collect the primary data. Three factors have been identified based on the primary survey and has been explained in detail in the paper. The factors are as follows:

- 1) Structure of Packaging
- 2) Purchase Decisions based on Colours

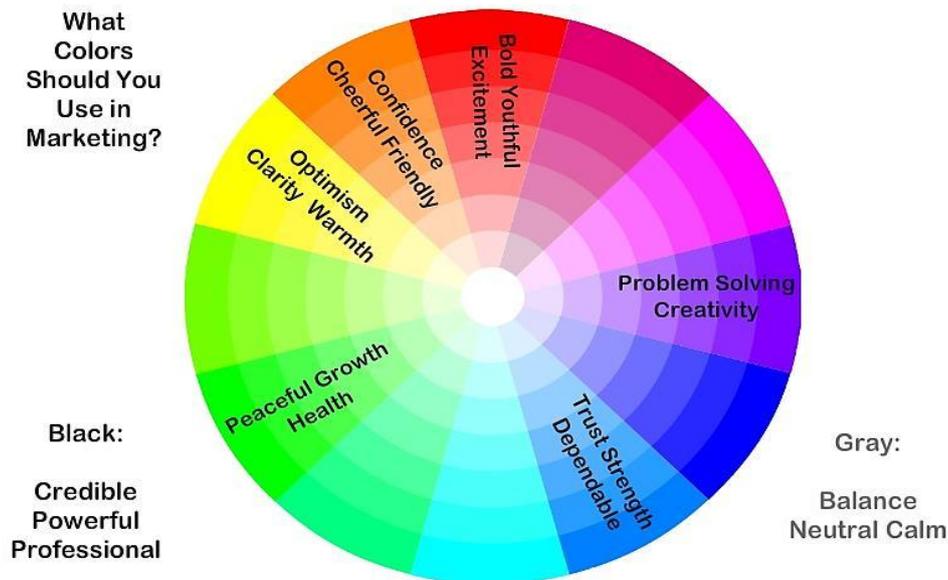
Visual Appearance of Packaging

KEYWORDS: Colours, Colour-Marketing, Consumer Behaviour, Purchasing decision

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I. INTRODUCTION

Colours are the essence of life. The world would probably be a boring place to live in if there were no colours. Colours add meaning to our life and make it more enjoyable. The importance of colours is not just limited to making life pleasurable; it has perhaps surpassed that traditional approach. Colours have made their mark in fields like marketing, psychology etc. They've helped to understand these fields better and made large contributions. Colour plays an important role in marketing. Visuals play a benefactor in advertising and marketers need to understand how to make that appeal by choosing the right choice of colours. Colours can influence the way a buyer looks and perceives brands. As a result of this, colours influence our purchase decisions subconsciously. If a company chooses the optimum mix of colours, it can conduct marketing campaigns successfully as it would rate high on visual appeals. This can lead to an increase in customer base and hopefully conversion rates as well. An example is HubSpot whose conversion rates increased by merely choosing the right colour. As per the data from CCICOLOR, 62-90% of a judgement made by an average person on another person, brand or environment is influenced by colour. That is the power colour wields over marketing. (Novoseltseva, 2016).



Looking at the influence colour has on marketing; we decided to conduct our research on this topic. We intend to look at how colour altogether helps a consumer make his/her purchase decisions. To understand how colour helps in the visual appeals i.e. through packaging. To know the importance of colour in a brand logo. To know whether colour impact a consumer’s purchasing behaviour when he/she is looking for products online or reading a magazine. We also want to know how colours impact print ads. Lastly we want to analyse customer responses to colours.

II. LITERATURE REVIEW

Colour is considered as one of the viable instruments in advertising. An investigation of telephone directory advertisements by *Derrick Daye (2007)* reasoned that promotions in shading are perused up to 42% more than highly contrasting promotions. Colour plays a vital role in the process of marketing, for instance, marketers use attractive package colour and design, logos, and attractive colour combination in the stores to grab customer attention.

In essence to this colour has become an important element of a brand’s visual equity and the value derived from this “look and feel” contributes brand recognition and building brand image. (*Labrecque, et al., 2003*). It is also evident from the decision making of an individual on the basis of colour differentiation, that colours contribute in influencing moods and feelings of an individual either positively or negatively and plays an inevitable role in generating an attitude towards the brand. (*Singh, 2006*). Colours perform three functions namely attention grabbing, aesthetics and communication. Colours are successful in drawing consumer’s attention at the point of purchase. Therefore consumers associate colours with product types and brands. Their preferences are also based upon gender, culture, race and other psychographic dimensions. Colours also perform the function of drawing voluntary and involuntary attention through communication through food. Therefore companies should carefully select the colours while launching brands and redesigning products. (*Raisanen & Luomala, 2011*). The paper by studying the relationship shared between product and colour meanings, attempts at understanding the role of package colours in consumers’ product experiences. The following framework incorporates the functions of involuntary and voluntary attention due to colour deviation. The qualitative research was conducted through 18 individual in-depth interviews. The participants were undergraduate students – 9 men and 9 women – between the age group 19-30 who participated voluntarily for the programme. The evidence from the study points out three functions of package colours - attention, aesthetic experience, and communication. The paper states, “The focus here was to examine consumers’ product-specific colour meanings, and the evidence offers particularly insights into the meanings associated with the package colour-product type interface.” The limitation was that the sample size was very petite of 18 individuals only and so a bigger sample size would fetch better data. (*Loumala, 2010*)

Researchers contend that colouring influences purchase behaviour of consumer. Motivation purchasers react best to red-orange, dark and illustrious blue. Customers, who plan and stick to spending plans react best to pink, light

blue and naval force. Conventionalists react to pastels - pink, rose, sky blue. In any case, to check exact shading impacts and view of customers is troublesome as there are numerous parameters, for example, culture, sexual orientation, age, financial class, and religion and so on. Significantly, societies vary in their masterful articulations as hues speak to various implications and tasteful interests in various societies. "Colouring is imperative in advertising. A few items have been re-stimulated and organizations have been re-invented due to colouring. New items receive certain colours as a feature of their character, and the least difficult symbols can take on a persona. Brands get related to shading that can be perceived despite the fact that brand name isn't obvious. Viable utilization of colouring is evident in the Food and Beverage industry. Colouring influences the adrenal organs, enticing the taste buds", says Leatrice Eiseman, Director, Pantone Organization. Munich Personal RePEc Archive in their report on item attributes and quality recognition stressed that hues have implications and are a key instrument in corporate promoting procedures. These implications are utilized with the end goal of item and brand separation and furthermore based on customer perception. Buyer notice hues first on a bundle and these inclinations with respect to hues and examples sway their image decisions. Hues additionally convey the nature of the brand and effect brand assessments of purchasers. Hues are related with items on various measurements. The arrangement of hues pursues the shade measurement on a movement size of inclinations. Hot colours (for example red and yellow) lean towards action, highly contrasting are nonpartisan and cold colours (for example green, blue) are on latent end.

Progressively immersed colours make object show up progressively powerful. It gives the idea that the evaluative impact of shading communicates with the nature of an item, while the impacts of shading upon made a decision about action and the power of objects with which they are related are efficient and steady with the shade and immersion measurements, separately Red and Orange are exceptionally invigorating shades. Red interests all the more especially in printed message and are connected with flame and warmth and consequently utilized by organizations when offering a hot or free bargain. Orange is a friendlier shading than Red and is for the most part preferred by youngsters matured 3-6 and teenagers. Pink is seen as sweet and engaging while Yellow is alluded to as a soothing shading and translated as heavenly, rich, tart furthermore, tart (when related with citrus). Green is viewed as reviving, solid and is associated with nature and vegetables. It doesn't request when related to no vegetable nourishment. Sky shows serenity and trust and ocean proposes dedication. Accordingly, Blue shading injects same emotions in items and promotions. Numerous banks utilize blue as it shows constancy. Blue is unadulterated and cool and is ideal shading for items like filtered water. It has little intrigue with regards to nourishment particularly for grown-ups as they find it weird, however children cherish it as it gives an alternate look. Consumer preferences changes along with the trend but their perception and responses to basic colour rarely changes. Memory maintenance studies finish up that a word or expression imprinted in shading than in high contrast is 78% bound to be recollected by shoppers. Printed word enacts the left cerebrum while shading actuates the correct cerebrum and along these lines when both are joined then it impacts customers with better review, acknowledgment and consideration. Decision of right hues can draw in customers and additionally impact basic leadership particularly at purpose of procurement where they just spend .03 of a second looking at every item. Thus, colour is used as a strategy to create a brand image by using it in all communication medium such as packaging, logos etc. (Patil, 2012).

Earlier research suggests that compatibility among visual elements of a product or brand such as colour and the shape of the logo positively impact the consumer's responses related to purchase intention, product familiarity, satisfaction related to aesthetic appeal and value. Apart from this, the association between the colour and shape of a product's logo is also a factor for gender stereotyping done by consumers related to a particular product or brand. The research conducted by Lieven, Grohmann, Hermann, Landwehr and Van Tilburg (2015) suggests that there exists a strong correlation between certain design elements of a logo and perceptions related to the brand's masculinity and femininity. For example, shapes that appear round and curvy and filled with warm colours are associated with femininity whereas shapes that are sharp and angular such as squares, cubes, pyramids etc. and use cool colours are associated with masculinity. The research conducted by Carien Waaijer (2018) concluded that the red coloured logo with a round shape influenced the consumers to perceive the brand as being competent and therefore portrayed the brand to be reliable, successful and intelligent.

Different colour triggers different biological colour reactions in a human body. Packaging helps a product stand out visually against its competitor, that is, attractive packaging and brand logos make a product more distinctive and eye-catching. Consumers anticipate different colours with different set of food flavours for example, green with mint or lime, brown with cola or chocolate. Colour can change taste perceptions of a person which dominates other flavour information sources which may include labelling and taste.

Considering the global reach of internet in today's world and increased online shopping trend, the back-ground colour of a website can influence the waiting time, affect, and willingness to recommend the site to other person increases. For example, blue colour is considered to be a colour of relaxation which tends to increase the waiting time, while red or decreases the waiting time as it does not create a sense of relaxation. The author concludes the paper in essence of colour research in variety of marketing areas keeping in mind the complexities of colour research and offering a variety of questions for future research. (*Labrecque, et al., 2003*).

Colour is ubiquitous and decisive source of information. The initial perception of an individual towards either people or products takes place within 90 seconds of their initial interactions with the same. Nearly 62-90% of the subject assessment is reliant on the colour of the subject alone. It is also evident from the decision making of an individual on the basis of colour differentiation, that colours contribute in influencing moods and feelings of an individual either positively or negatively and plays an inevitable role in generating an attitude towards the brand.

The choice of colour in branding has a big impact on how your brand is perceived. Colours can be associated with different emotions and feelings they arouse. Eg: Red with energy, Yellow with happiness, Green with freshness, Blue with loyalty and Black with power. (*Singh, 2006*)

III. OBJECTIVES

This paper intends to identify whether colour marketing has an impact on consumer behaviour.

1. How does a consumer respond to colour and does it make an impact on their buying decision.
2. To understand how colour helps in the visual appeals through packaging.
3. Which factors have an effect on a consumer's purchasing behaviour.

IV. METHODOLOGY

For our research we are going to use an e-questionnaire and if needed some telephonic or personal interviews.

(4.1) Process For Data Collection

Our main source of data collection is e-questionnaire. We are opting for convenience sampling whereby we will be surveying people as per our suitable time and convenience. The sample would comprise of people whom we know that match our criteria. But we are not limiting ourselves to convenience sampling and so we also want to carry out a snowball sample where we would be asking initial respondents to share the questionnaire with other people matching the criteria. Our target market is essentially people between the age of 18-50 years, who shop for products frequently. The respondents belong to Gujarat. We sent e-questionnaires through social media to people whom we know with the hope that the questionnaire would be forwarded in their proximal circle thus leading to a snowball sample. Our questionnaire includes multiple choice questions and likert scales. We want to know the impact of colours on consumer behaviour and how it affects their perception. Therefore it is important to know customer preferences for which we have included questions where customers have to select a brand on the basis of necessary cues thus forming a qualitative research. We have also conducted a factor analysis for our quantitative research through SPSS.

Our universe consists of frequent shoppers (individuals) in Gujarat. We want to understand individual consumer behaviour and how colour affects their purchasing decisions. Therefore we are targeting individuals instead of groups. The sampling unit over here will be the consumer which will be extracted out of the universe. Our population is around 200-250 consumers. If we want to prove our objectives, a sample size above 150 respondents is necessary which we were able to collect. Our sample size is 164. More responses will lead to accurate results and we would be able to conduct a better factorial analysis.

(4.2) Operational Definitions

Convenience sampling: It is a non-probability sampling technique that is used by researchers to extract data from those who are conveniently available.

Snowball sampling: It is a non-probability sampling where data is collected from the referrals of the respondents. It is useful to extract samples with traits that are hard to find.

Cross sectional design: It is a part of descriptive research where respondents are surveyed on certain variables only once.

Factorial analysis: It is used to ascertain variability and correlation between variables under study. Large number of variables are broken down into fewer factors.

(4.3) Analysis Type: Factor Analysis

Factor analysis is a method to decrease a varied number of variables into a lesser number of factors. This method collects maximum common variance from the list of variables at hand and makes a common score out of them. The technique Factor analysis is a part of *General Linear Model* or GLM for short and it takes several assumptions like there is linear relationship and multicollinearity. In our research, the dependent variable is consumer behaviour and the independent variables are colours in packaging, colours in brand logos and purchase behaviour. We believe that the independent variable is affected by these 3 independent variables and thus a correlation exists between them. Through factor analysis, we want to check how accurate is this correlation and whether we can prove our hypothesis or not. For purchase behaviour we have selected attributes like preferences of consumers, selection of products, liking etc. For packaging we have attributes like logo, shape, durability, colour etc. For brand logos we have chosen attributes like goodwill, experience and brand loyalty. All these attributes are spread over a total of 15 questions. We want to examine which of this attribute is the main cause of our independent variable affecting consumer behaviour through the factor loading results. This will essentially fall under the principal component analysis.

(4.4) Data Analysis

Table 1

Component	Total Variance Explained					
	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.101	33.895	33.895	6.101	33.895	33.895
2	1.952	10.843	44.738	1.952	10.843	44.738
3	1.377	7.647	52.386	1.377	7.647	52.386
4	1.136	6.310	58.695	1.136	6.310	58.695
5	1.000	5.558	64.253	1.000	5.558	64.253
6	.840	4.667	68.920			
7	.763	4.240	73.160			
8	.675	3.751	76.910			
9	.610	3.389	80.299			
10	.570	3.167	83.466			
11	.517	2.870	86.335			
12	.481	2.671	89.006			
13	.451	2.506	91.512			
14	.382	2.121	93.634			
15	.343	1.905	95.538			
16	.306	1.700	97.238			
17	.256	1.423	98.661			
18	.241	1.339	100.000			

Extraction Method: Principal Component Analysis.

Table 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.850
Bartlett's Test of Sphericity	Approx. Chi-Square	1118.315
	df	153
	Sig.	.000

Table 3

Communalities

	Initial	Extraction
Q1	1.000	.734
Q2	1.000	.808
Q3	1.000	.595
Q4	1.000	.702
Q5	1.000	.665
Q6	1.000	.723
Q7	1.000	.695
Q8	1.000	.547
Q9	1.000	.641
Q10	1.000	.612
Q11	1.000	.664
Q12	1.000	.681
Q13	1.000	.592
Q14	1.000	.514
Q15	1.000	.672
Q16	1.000	.570
Q17	1.000	.607
Q18	1.000	.545

Extraction Method: Principal Component Analysis.

Table 4

Correlation Matrix^a

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	
Correlation	Q1	1.000	.537	.328	.524	.218	.220	.471	.208	.185	.217	.230	.170	.258	.421	.264	.146	.26
	Q2	.537	1.000	.562	.285	.306	.158	.189	.258	.294	.066	-.025	-.058	.235	.391	.201	.198	.15
	Q3	.328	.562	1.000	.246	.268	.180	.212	.338	.231	.184	.200	.120	.323	.359	.343	.224	.14
	Q4	.524	.285	.246	1.000	.308	.186	.565	.291	.221	.442	.398	.440	.325	.253	.348	.158	.35
	Q5	.218	.306	.268	.308	1.000	.390	.247	.272	.215	.146	.093	.102	.305	.271	.107	.218	.16
	Q6	.220	.158	.180	.186	.390	1.000	.194	.433	.052	.175	.176	.115	.386	.256	.256	.217	.02
	Q7	.471	.189	.212	.565	.247	.194	1.000	.352	.384	.565	.514	.519	.338	.364	.452	.198	.37
	Q8	.208	.258	.338	.291	.272	.433	.352	1.000	.361	.247	.321	.202	.392	.273	.451	.327	.25
	Q9	.185	.294	.231	.221	.215	.052	.384	.361	1.000	.448	.415	.298	.166	.261	.276	.288	.35
	Q10	.217	.066	.184	.442	.146	.175	.565	.247	.448	1.000	.561	.531	.294	.327	.412	.215	.31
	Q11	.230	-.025	.200	.398	.093	.176	.514	.321	.415	.561	1.000	.606	.304	.287	.422	.264	.33
	Q12	.170	-.058	.120	.440	.102	.115	.519	.202	.298	.531	.606	1.000	.341	.276	.409	.208	.29
	Q13	.258	.235	.323	.325	.305	.386	.338	.392	.166	.294	.304	.341	1.000	.394	.419	.422	.18
	Q14	.421	.391	.359	.253	.271	.256	.364	.273	.261	.327	.287	.276	.394	1.000	.437	.322	.25
	Q15	.264	.201	.343	.348	.107	.256	.452	.451	.276	.412	.422	.409	.419	.437	1.000	.398	.20
	Q16	.146	.198	.224	.158	.218	.217	.198	.327	.288	.215	.264	.208	.422	.322	.398	1.000	.24
	Q17	.264	.156	.140	.354	.168	.021	.372	.256	.358	.319	.335	.293	.180	.259	.204	.245	1.00
	Q18	.392	.299	.284	.304	.233	.227	.414	.346	.391	.291	.305	.363	.259	.330	.346	.330	.45
Sig. (1-tailed)	Q1		.000	.000	.000	.003	.002	.000	.004	.009	.003	.002	.015	.000	.000	.031	.00	

Table 5

Pattern Matrix^a

a. Rotation failed to converge in 25 iterations. (Convergence = .000).

Table 6

Component Matrix^a

	Component				
	1	2	3	4	5
Q7	.733				
Q15	.664				-.397
Q4	.652			-.431	
Q10	.642	-.439			
Q11	.640	-.491			
Q18	.632				
Q14	.621				
Q13	.604		.411		
Q8	.601		.333		
Q12	.597	-.543			
Q1	.579		-.461	-.303	
Q9	.563			.491	
Q17	.519		-.304		.348
Q3	.513	.457			-.314
Q16	.503		.361	.413	
Q2	.455	.658	-.375		
Q6	.418	.309	.515	-.328	
Q5	.434	.380			.531

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Table 7

Sig. (1-tailed)	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18
	.000	.000	.000	.003	.002	.000	.004	.009	.003	.002	.015	.000	.000	.000	.031	.000		
	.000	.000	.000	.000	.022	.008	.000	.000	.201	.378	.231	.001	.000	.005	.005	.023		
	.000	.000	.001	.000	.011	.003	.000	.001	.009	.005	.063	.000	.000	.000	.002	.037		
	.000	.000	.001	.000	.009	.000	.000	.002	.000	.000	.000	.000	.000	.001	.000	.022	.000	
	.003	.000	.000	.000	.000	.001	.000	.003	.031	.118	.097	.000	.000	.086	.003	.016		
	.002	.022	.011	.009	.000	.006	.000	.255	.013	.012	.072	.000	.000	.000	.003	.395		
	.000	.008	.003	.000	.001	.006	.000	.000	.000	.000	.000	.000	.000	.000	.005	.000		
	.004	.000	.000	.000	.000	.000	.000	.000	.001	.000	.005	.000	.000	.000	.000	.000		
	.009	.000	.001	.002	.003	.255	.000	.000	.000	.000	.000	.000	.017	.000	.000	.000		
	.003	.201	.009	.000	.031	.013	.000	.001	.000	.000	.000	.000	.000	.000	.000	.003	.000	
	.002	.378	.005	.000	.118	.012	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	.015	.231	.063	.000	.097	.072	.000	.005	.000	.000	.000	.000	.000	.000	.000	.004	.000	
	.000	.001	.000	.000	.000	.000	.000	.017	.000	.000	.000	.000	.000	.000	.000	.010	.000	
	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	.000	.005	.000	.000	.086	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	.031	.005	.002	.022	.003	.003	.005	.000	.000	.003	.000	.004	.000	.000	.000	.001	.000	
	.000	.023	.037	.000	.016	.395	.000	.000	.000	.000	.000	.000	.010	.000	.004	.001	.000	
	.000	.000	.000	.000	.001	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	

a. Determinant = .001

Tables 8 and 9

Factor Analysis

			Descriptive Statistics			
Q16	Q17	Q18	Mean	Std. Deviation	Analysis N	
.146	.261	.392	Q1	3.9146	.78641	164
.198	.156	.299	Q2	3.2988	.85930	164
.224	.140	.284	Q3	3.1524	1.04848	164
.158	.354	.304	Q4	3.9573	.92908	164
.218	.168	.233	Q5	3.0915	1.08427	164
.217	.021	.227	Q6	3.1585	1.14012	164
.198	.372	.414	Q7	4.0671	.89395	164
.327	.256	.346	Q8	3.0793	1.05659	164
.288	.358	.391	Q9	3.6341	1.09109	164
.215	.319	.291	Q10	3.9634	.95217	164
.264	.335	.305	Q11	4.2256	.88841	164
.208	.293	.363	Q12	4.2866	.87055	164
.422	.180	.259	Q13	3.3841	.94900	164
.322	.259	.330	Q14	3.1159	.88199	164
.398	.204	.346	Q15	3.4817	.93646	164
1.000	.245	.330	Q16	2.9268	1.06570	164
.245	1.000	.454	Q17	3.7439	.93744	164
.330	.454	1.000	Q18	3.8354	.90856	164

Table 10

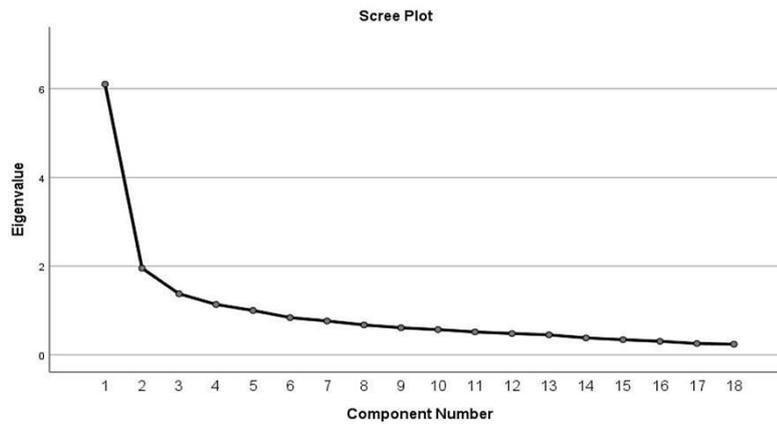


Table 11

.031	.000	.000
.005	.023	.000
.002	.037	.000
.022	.000	.000
.003	.016	.001
.003	.395	.002
.005	.000	.000
.000	.000	.000
.000	.000	.000
.003	.000	.000
.000	.000	.000
.004	.000	.000
.000	.010	.000
.000	.000	.000
.000	.004	.000
	.001	.000
.001		.000
.000	.000	

V. DISCUSSION

The contribution of the research shows the relation between the two different variables. It analyses the behaviour pattern of the consumers. Both colours and visuals play an important role in advertising and because of which there is an influence on the buying or purchase decisions of a consumer. The primary purpose of the research is to understand the impact of colour marketing on consumer behaviour. It examines how consumers perceive the image of the brand and the colour of the product. As said, the brand recognizes the value and equity and the building of brand image and the importance and essence of colours has been recognized. (*Labrecque, et al., 2003*). Colours depict different things and now the companies have understood this and have started working upon this.

In this research, a total of 166 questionnaires were proposed to be filled by the respondents. Out of 166, two responses were discarded as the answers in the questionnaires were duplicated and were not proper. Thus we collected a total of 164 responses. Our target group mainly consists of students (67.1%) within the age group of 18-21 (58.5%). There are also respondents within the 21-30 (21.3%) and 40-50 age (12.2%) group. 55% of our respondents were males and 44.5% were females.

11% of our respondents were business men/women. The others were either homemakers, entrepreneurs, professionals or in the working class. Through this research, it was found that most of the people pay a keen interest to the packaging while purchasing any product. Also, it was seen that colour becomes one of the most important bases for purchasing any product as seen in the question of identifying the better detergent packet and the result stated that 48.8% (80 responses) statements were because of the colour and font of the product. At the end of the research, we could match the results with our hypothesis that was to correlate the effect of colours on consumer behaviour. For the research, a mixed group in terms of gender was taken which showed that the research was bias free. Also, the pictures of the products taken in the questionnaire were also not of any Indian brands which became a strength for us as it also leads to unbiased results of the survey.

From our primary data, we came to various conclusions. First of all, we concluded that colours are usually the first thing that a consumer notices. Consumers are also attracted to colours and give preference to colours while purchasing a product as majority of them have answered in the affirmative. When a product is presented to a consumer, they are attracted to the design and the colours (if any). When asked about their preference for 2 products and why, most of them (49%) selected a product on the basis of the design and colours associated with it. From the various statements given, we have concluded that consumers are attracted by colours as majority of them have given a rating to this question. Their purchase decisions are not always based on colours. 83% of them take price into consideration and 93% take the quality. There are very few products that are bought due to the colours associated with them as only 57 out of the 164 respondents feel so while majority of them are neutral to this fact. 121 respondents feel that colours are important for an aesthetic appeal. Gender has more influence over the selection of colours than culture. Colours definitely reflect an emotion. 115 respondents believe that if attractive colours are used, a product's purchase frequency can increase. Thus we can see that a consumer is highly attracted to colours and one of the major factors that affects his/her buying decision is colour. This validates our 1st and 3rd objective that colours and other related factors affect a consumer's purchasing decision.

As far as packaging is concerned, consumers pay special attention to that as their purchase decision is affected by the same. Over 58% of the consumers feel that packaging affects their purchase decision. Over 130 respondents believe that attractive colours in packaging increases its appeal which is about 81% of the total respondents. Consumers prefer bright colours on low involvement products and subtle colours on high involvement products. About 126 people consider quality, size, shape and sturdiness as important features of packaging. From our primary data we came to a conclusion that only 50 respondents feel that they will buy a product based on its packaging but when the term "attractive packaging" comes into picture, this number increases to 80. Packaging does not always determine the value of a product. Mediocre packaging has no special effect on consumers but if appropriate colours are used in packaging is used, it can create a attract consumers which can increase the purchasing frequency of a product. This proves our 2nd objective that attractive colours used in packaging can create a visual appeal.

A factor analysis was also conducted where we were able to find five factors that affects our research. They are structure of packaging, visual appearance of packaging, purchase decisions based on colours, behavioural impact

of colours, and impact of gender and culture on colours. Purchase decisions based on colours and behavioural impact of colours are related to our 1st objective (purchasing behaviour), structure and visual appearance of packaging are based on our 2nd objective (packaging) and impact of gender and culture on colours on the 3rd (factors affecting consumer behaviour other than colours).

VI. CONCLUSION

Through the Factor Analysis, we were able to discover that there are five major components/factors that affect our research which is evident through the Eigenvalue Chart wherein the first five components' eigenvalue was above 1 and therefore they were extracted. Secondly, in the Factor Analysis, the Structure Matrix, which determines the correlation between the variables (questions) and the extracted factors, has been used in order to load the questions and extract the relevant factors. For interpreting the data more effectively, we have set a size cut off of 0.5 which allowed us to load questions that had a very high correlation (i.e. more than or equal to 0.5) with the extracted factors.

The first Factor is 'Structure of Packaging' wherein the questions loaded were related to the sturdiness of packaging, quality, size and shape, aesthetic appeal etc. The finding of our research shows that packaging plays a major role in consumer perception for buying products. Packaging communicates the product description. The components of packaging such as (shading, structure, material, size, naming) are significant for the item in order to keep the customer satisfied and for the manufacturer who utilized the printed data on the packing as an item advancement with the examination of exceptionally costly notice. Secondly, the component of packing keeps the customer's fascination towards the item and has a direct effect on the purchasing intention of the product. The nature of the packing material can spare item, alluring item, increasingly best item and positive discernment toward the item. Beautiful background, shading, shape, appropriate naming, bolts, symbols, and little bundling attract the customer towards the item. So it is essential for the marketing manager that they should concentrate on the packing standard and actualize the methodology that item bundling are think about components and measurements of advertising. (*Hussain,2015*)

The second factor is 'Purchase Decisions based on Colours' which included components such as buying behaviour of the consumer based on colours. It is necessary to understand the colour harmony and its principle and how it affects the consumer buying behaviour. Though over a period of time, colour trends fluctuate. Current marketing research should focus on how colours influence the buying decision. Our research also shows that colours have become important for marketing the product. Packing and colour plays vital role for promotion and sale of the product. Neuro marketing has come up to explain the consumer psychology with respect to colours. The third factor is 'Behavioural impact of colours' which is related to emotional aspect of colours, difference in the purchase of high involvement and low involvement products based on colours etc. Marketers need to know how effective colour element plays an important role in marketing and sale of the product. Emotions and hues and visual elements influence an individual in the process of making decisions about whether to buy a product or not. As in this research paper, past research papers have also validated the fact that colour has a massive psychological impact on the consumer's evaluation and purchase intention of a product. As suggested by Louis Cheskin, consumers are surrounded by colours and therefore they continuously undergo new experiences which increases the emotional aspect in the meaning of certain colours. Consumer behaviour theories related to personality and perception also provide evidence of the fact that certain colours on the product packaging signify certain emotions, for instance, 'Red' symbolises personalities such as exciting, hot, strong and passionate; 'Blue' symbolises respect and authority; 'Black' stands for sophistication, power, authority and mystery and 'White' symbolises purity, goodness, cleanliness and formality. Secondly, as seen in this paper and previous papers, gender also influences the choice of colour for a consumer as certain colours are labelled as masculine and certain as feminine in nature, which is also evident in the fact that various luxury brands of bags, watches, jewellery etc. most of the times prefer to use pastel colours and softer and more delicate hues of colours on their products as compared to masculine luxury brands. Therefore, it can be said that colour psychology is an important factor in the success and failure of a product in the market hence the colour of a product should be decided based on whom the product is targeted to and what are the probable emotional and psychological traits in the consumer that can be traced in the product based on its colour. (*Jutila, 2018*)

The fourth factor is ‘Visual Appearance of Packaging’ which involves the aesthetic appeal and attractiveness of packaging. Aesthetic packing design leads to an increase in the sale of the product. Consumers purchase the product on the basis of visual stimulus along with the factors such as shape, design, motion, colour of the packing of the product which triggers the consumer to buy the product. The research shows that design of the product, the higher attractiveness and aesthetic appeal of the product will result into more consumer engagement and increase in consumer purchasing. The Consumer purchases the product on the basis of design and attractiveness of the product over other competitive brands. Therefore, package designers should explore the minds of the consumers to gain competitive edge in packaging design. The last factor is ‘Impact of Gender and Culture on Colours’ which is related to choice of colours based on gender, culture, value of packaging determined through colours etc. A gender orientation distinction in colour inclination among British members has been over and again detailed, in which the male and females show an inclination for blue-green hues, while females express an extra inclination for pink-purple hues. To research the power of gender orientation contrast in colour inclination in an alternate culture, our research shows that different cultures and gender plays important role in purchasing the product. Research shows that gender plays a role in purchasing the product on the basis of colours, means females inclined to purchase the product which communicates pink hues, with warm colour combinations while male purchases cool hues products. Thus, the research shows that gender is linked with colour preferences rules the choosing of products. (Mutsikiwa & Marumbwa, 2013)

Through our research we also found that the quality of any product is also an important factor that the consumer takes into consideration while making a purchase decision. Quality is not only important for the product but it is also an important factor in packaging of the product. From the statements, we also conclude that people are not always focused just on colours, they also take into consideration the packaging of the product. Price of the product, utility of the product and brand name associated with the product are also the secondary factors which consumers take into consideration. Price also affects the purchase decision in case of multiple products to choose from. After considering the major factor such as colour and packaging consumers tend to focus on the above three factors as well. The major factors through which consumers are likely to make their purchase decisions are colours and packaging. Use of attractive colours, packaging and design of the product gives a competitive advantage to the seller/ marketer.

Therefore, from the perspective of consumers, colours and packaging play a very important role in influencing their purchase decisions and product choices on a subconscious level. Marketers today should take these factors into consideration to present their products to the consumer, at the same time, the consumers should be aware and conscious in evaluating the products in order to differentiate between the utility portrayed by the package, design and colour of the product and the actual utility of the product. This research is significant from a marketing view point. Not many papers have been established about the impact of colour marketing on consumers. So through this paper, marketers can develop products with attractive colours and improve their packaging by developing visual appeals. They can take into consideration the gender and culture of the consumers and use necessary colours in their products. Other factors like price, quality and brand awareness also play a role in affecting a consumer’s buying decision. Colour plays a very important role in creating visual effects but it is neglected by marketers. Colours are only related to emotions but it is much more than that. This research tries to develop a link between the purchasing behaviour of a consumer with one of the most overlooked factors i.e. colour. There is a scope for further analysis by increasing the sample size and know more of a consumer’s demographics. Nevertheless, this paper satisfies the objectives it was to written for.

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