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COLOR AS A TOOL OF INFLUENCE ON THE CONSUMER

Purpose. Analyze the effect of color on the consumer's choice of products; explore aspects of color as a tool to enhance consumer aesthetic satisfaction and stimulate consumer judgment of purchase confidence.

Keywords: visual effects, emotional transmission, color impress, choice of product, consumer.

Objectives. Color is an important carrier to express all kinds of emotions, connotations and information, but also an essential element in packaging design. From the emergence of supermarkets, goods directly meet with consumers, by the goods itself directly with customers for communication, color plays a decisive role in the packaging and decoration of goods, plays a decisive role, it is the soul of packaging, determines the vitality of the goods. Only by paying attention to the psychological influence and emotional reflection of color on people, and understanding the visual language and expression form of color, can successfully use color in the design of goods.

Methodology. The methodological basis of the work is the principle of systematicity. The established departments have decided to use a comprehensive approach based on the established method of system analysis.

Research results. In today's highly prosperous commodity economy, modern commodity sales, especially daily necessities, are mostly carried out in supermarkets. In the face of a wide array of many goods, consumers first notice that the outer packaging with novel and unique colors, can instantly leave a visual impression of that kind [1]. The main color of good commodity packaging will be particularly eye-catching, inducing consumers to associate the exquisite and moving place of goods through the business of harmonious color harmony and product packaging, so as to generate the consumption motivation of a certain commodity and promote the purchase behavior.

Every customer scans the goods on the supermarket shelves for only 0.03 seconds, so the packaging of the goods must be attractive enough to encourage customers to buy the desire, and the color of the commodity packaging must be

able to help customers to have a general understanding of the actual content of the goods.

Product attribute as color is the inherent nature of the product itself. Different products have differences in their attributes. Further speaking, the carrier of communication, audience group and means of communication are all different. The same kind of products, in the same functional appeal, should rely on emotional appeal to close the relationship with consumers.

Emotional demands should start from the psychology of consumers and grasp the emotional characteristics of a certain group of people, because of different nationalities, customs, hobbies, taboos and ages, the feeling of color is also different. For example, the psychological characteristics of children, the psychological characteristics of teenagers, the psychological characteristics of middle-aged and elderly people, analyze their living habits, social class, cultural background, etc., seize their characteristics, differences, combined with the attribute characteristics of different colors; such as red, yellow, green, orange, etc., the application of different colors, bring different visual feelings to the audience [2]. This is due to the age difference: children like bright and intense colors, young people love gorgeous, bright and vibrant colors, elderly likes low-purity colors. The difference in gender also affects: female likes warm colors, representing the softness of women; male likes black and cold colors, showing male maturity and fortitude. The place of residence of the consumer also affects: urbans love low solid colors, but rurales prefer high solid colors.

Conclusion. On the premise of meeting the functional needs of products, they should focus on their high emotional demands, go deep into the hearts of consumers, and closely connect the products with the requirements of a certain kind of consumer groups, so as to achieve the maximum cognitive effect. Color in design of goods is not only meets the functional needs of consumers, but also increases them the psychological added value of the product, so as to meet the ultimate purpose of commodity design.

References

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