

THE COLORS TO PRODUCT AND PROMOTION COMPANY

POP Delia, ROȘCA Dorina, PAȘC Ildiko, POP Mircea T.

University of Oradea

dpop@uoradea.ro, drosca@uoradea.ro, ipasc@uoradea.ro, popmt@uoradea.ro

Keywords: color, brand, product, promotion, consumer behaviour

Abstract: Colors are elements which give rise to recognition and suggests the value of brands, particularly such consumers. Color palette by individuals are convinced that buying and using scientific color and combinations of colors it is desirable to stimulate consumption level.

1. THE COLOR – MARKETING TOOL?

It is widely accepted that the marketing policy of a firm element product has a pivotal role. In addition, the promotion is the component of the marketing mix that support strong product company. Both product policy and policy to promote the organization shall be established according to segments of consumers for whom they are addressed.

In addition, the promotion is the component of the marketing mix that support strong product company. Both product policy and policy to promote the organization shall be established according to segments of consumers for whom they are addressed.

From these premises I tried demarcation and analyses the factors directly adjoin one another, even at the level of principle, the two components of your marketing mix. This item applies to color as elements decorative but finally and psychological influents of the consumer.

The human eye can perceive seven millions of colors. Certain colors have undesirable effects: can irritate your eyes or may cause headaches, while other colors or combinations thereof have beneficial effects, creating enjoyable, soothing sensation by methods. As a result, proper use of color can create different, depending on the status of individual perception. Thus, the colors may increase attention or productivity, can minimize the eyestrain, can relax the entire body, can create agitation, etc. Therefore, the study and its correct operation has positive effects on man and organizations. Are the relevant results of a study carried out between 6 and 10 April 2009 in Europe, Middle East and Africa by printing equipment Division of Hewlett-Packard that quantifies the power of their color effects? Results of the research showed the following: people are 75% more tempted to read a message, use colors in a message is increased by 65% of his or her degree of restraint and if the message urges purchase, favorable reaction is 80% more often present in the case of those messages than colored black and white.

From these premises I tried demarcation and analyses the factors directly adjoin one another, even at the level of principle, the two components of your marketing mix. This item applies to color as elements decorative but finally and psychological influents of the consumer, message is increased by 65% of his or her degree of restraint and if the message urges purchase, favorable reaction is 80% more often present in the case of those messages than colored black and white.

From these premises I tried demarcation and analyses the factors directly adjoin one another, even at the level of principle, the two components of your marketing mix. This item applies to color as element decorative but finally and psychological influencing of the consumer.

The colors represent an important marketing tool and thanks to actually that they can distinguish strong marks or products and influence the form and means of promoting them. They help to sending messages, create creed and emotion. But, for the optimal use of color is important knowledge age, profession, nationality and target consumers, personal

preferences. Also, it is essential to use depending on the culture, tradition, religion, gender, etc. (in a country, red may refer to gambling, and another may have a completely different meaning). At the same time and hue of red we mean: red coral, carmine red, purple, ruby, scarlet, cherry or any other thousands from which we can choose.

A study completed in August 2009 by specialists in marketing from Business Machine, study done on 42 communication campaigns conducted in Romania in the last two years, our first response to a message is in 72% of the cases decided by the color of the message and its associated images and only in a proportion not exceeding 28% of the words and the logic of the message.

Carl Jung "Color is the mother tongue of subconsciously" because the colors generate meanings shall apply, emotion, recognition and appreciation to a subliminal level. Colors can "handle", creating some of the States, like this:

- Blue may induce a cold, with good weather, with loyalty, safety and State of comfort and calm, induces the possibility of exceeding any worries;
- Red - eye color is a fastest (0.02 seconds); it induces a warm but leads to an increase in being synonymous with energy and speed, but also in reference to danger;
- Yellow is the color of heat, light, smile detection (joy, happiness, gives the impression of heat and unlimited, but evokes and betrayal);
- Orange is a warm color and less brutal as red, in reference to the gaiety and dynamism;-Green is the color of nature and expectancy, current and intelligence; it is rarely used in the industry, with the exception of mineral waters and preserved;
- Silver is associated with the spirit of competition and adventure;
- Note - Golden gives a lush garden, prestigious, high status;
- Gray is synonymous with technology and efficiency, is aimed in particular high-tech or male products, gives a sense of sadness and melancholy;
- Violet and mauve suggests the mystery and a default nobility (Royal violet is a color which carries the idea of dignity and spirituality), but should be used sparingly because in excess, creates a bad impression and makes the message is rejected regardless of the contents thereof;
- Pink symbolizes love, wisdom and meekness, are soft, tender, gingers, being a good remedy against anguish, but excess creates inertia, infantilism and false;
- Brown is associated with traditional values as: friendship, stability and confidence; sometimes it's perceived as being associated with the hippie lifestyle boring and 1970s;
- White is pure, virgin, clean and youthful;
- Black is sophisticated, elegant, enticing and, last but not least, mysterious

Another important element is that the color cannot be seen in isolation but in relation to other colors with which it is used at the same time. Are combinations of colors that change impact and give the base color depth. Red on white has a different power than red, grey and a little yellow area affects more powerful than an area of violet which is several times higher. These principles have been studied, researched and many painters and designers have applied the rules of the harmony of colors and contrasts.

A basic principle is important in painting and equally important in marketing. People have a desire for balance and prefer generally color harmonies in exchange for imbalances, disruptive combinations. Also, further attention should be paid to the interplay of colors and shapes, letters and symbols.

Therefore, at present, there is a real "battle" between designers to find the ideal solution to ensure the persuasion of the message and inducing the consumer a particular State and at the same time in order to guide and stimulate deciding to purchase. Persuasion is much stronger if it is accompanied by a sensory experience of the nature of color.

The use of sensory experiences of chromatic is considering its qualities defined product intrinsic, mark and his and packaging. This paper focuses on the aspects of color in impact: politics by brand and packaging and the company's policy to promote accomplished through Web pages.

2. USE OF COLORS IN THE COMPANY'S TRADEMARK POLICY

A powerful brand being built by creating a relationships between brand and consumer. In this respect, the primary objective of the people of marketing is to differentiate as much clearer to mark their own competing brand elements. For an organization to define target segment of consumers and the description of the benefits of own goals are very difficult to achieve. For this reason it is more beneficial to the development of trade and the creation of a separate figure of it using symbols, words, sounds, and in particular colors.

For the sample of the above are relevant examples fast food sites using branded mostly red and yellow strident, colors that individual, but also in combination encourages, according to studies, the following behavior: eat something fast and consistent but also leaves quickly, attitude which is exactly what they want to obtain such premises – large flow of clients. Most fast food sites use these colors to mark their most representative are: McDonalds, KFC, Burger King, Mama, Papa John 's, etc.

The choice of the color scheme is very important and in industrial business. They tend to use black or grey marked by a main color. For example: Black & Decker, Dyson, Kärcher, Renault, Skoda, KTM, etc.) The main Color improves on the messages that the company wishes to transmit them, deepening what black and gray suggests: strength, power, technology, quality.

In financial services-domain privacy, reliability and seriousness -favorite colors are dark blue, dark green, red Bordeaux, grayish or other similar colors. The examples are those of the relevant companies, Bank: BCR the Bancpost branches, Volksbank, Commercial Bank of Carpatia, etc., or insurance companies: ING, Asirom, Omniasig, Eureka, Unita, etc. In the logo, in addition to the fundamental, basic colors are used in small proportions and colours aimed at attracting attention and awareness-raising on the detention of individuals in their memory.

With regard to mobile businesses and their brands have colors with a certain the symbolism. Thus, mark Orange is the form of a square orange and was chosen from the color of the fruit that it gives it a name. Was a word short, strong, with impact. The square appeared to counteract the roundness of the fruit. Also, the color was chosen for its significance and Feng-Shui-reflecting the element fire and denotes: Organization, youth, communication, creativity and happiness that are, in fact, characteristics of the target consumers. Mark Vodafone encourages passion for customers-red is the color of passion-passion for people who use services, for those who work in the firm, passion for results and passion for the world around them. Cosmote has as the base color of the Mark Green intended to mislead the public trust, honesty, freshness, innovation, ecology, their communications firm resulting in improved quality of life.

Are major firms shall retain their color or combination of colors of the mark by over a hundred years: Coca Cola, Kodak, Heinz, shell, Kellogg 's, etc. Newcomers on the markets concerned realize that sometimes all colors have already been used and then turn to color shocking, atypical for that class of products. Shocking Colors are conscious decision to use a color in a category that no brand has never used it before or no one has assumed the risk of use, which places the brand as being different from the others. This overlaps with the desire of businesses to hold own color in the category.

Examples may be Whiskas cases under the category of food for animals (mauve in a world yellow/brown feedstock's), Vanish into the category of detergents (cyclamen in a world white, blue, green, red-orange).

There are cases (very rare) ideal and company brand protection for the main colors from the band. Tiffany has protection on the blue; Tiffany called PAL color that is the year 1837 after Tiffany. Another example is the Deutsche Telekom with purple and gray UPS with Brown and crackers Manner for their specific pink which I use in 1924.

3. ITEM THAT SELLS PACKAGING

Packaging means the combination of elements intended for the protection of a product, in order to maintain the quality and integrity during handling, transport, storage, sale and consumption and for the facilitation of such operations. In addition to the physical elements of the packaging and design elements are essential and packaging design not only promotes. These are the form of graphics, balance (consisting of: agree video – visual harmony, diversity – visual contrast, conflict – disagreement), light, color, horizontal lines (movement promoting a feeling of rest, relaxation and rest; diagonal lines suggests action and movement, and sometimes give the illusion of instability; curved lines suggests a feminine atmosphere and adds movement), voltage and expression.

Also, an important element in the process of positioning of the product is the consumer to propose a series of major benefits but to be unique and relevant. These benefits are usually functional ("Yoghurt X does not contain preservatives and quality is certified"). But these benefits can be retrieved easily, or may be over bid competition. At the same time, customers choose products, mostly by emotional and not relying on particular functional logic (comparing benefits). These two aspects, overlapping with increasing competition and the segmentation of the market led to exploitation by firms combining functional benefits with the State of mind. Thus, the benefits of yoghurt X functional were completed, for example, with the freshness of the milk, increase immunity or health they offer. All of these benefits are marked and induced stronger through colors used in the design of the product and its packaging.

Color is the one that reinforces the advert on the packaging. The colors of the alter human perceptions, for example: a white object seems bigger than one black, a drink in a warm drink red looks more than one blue in a container. These effects are misleading and in industry, for example today, red is mainly used to complement a line and wings, creating a more sportily model (see example :Ferrari, which produces powerful, sports cars, red).

All based on the color to be made, and the marketing people have induced dread breathing easier to feel the smell of fresh grass, leaves using the colors Blue and green combined with white at the majority of nasal spray.

In the same idea lies and Poison scent of Christian Dior created in four flavors: Tendre Poison, Poison, Poison, and Pure Poison. Based white flowers, all these four perfumes have almost the same smell but evokes an imaginary different color: purple vial grace sensual (Poison), green (insolent Tendre Poison), Hypnotic Poison diabolical (red) or sophisticated white (Pure Poison).

Usually, in the case of the milk used colors as minor leaving white to dominate, just to confuse the idea of a good, clean, and fresh. In the case of sausage items labels are small, colored, and with that stagnate appetite. Yellow is a color of "warning", in combination with black or red frequent is used to indicate on packaging and promotional sales, special prices, product differentiation, etc. Relevant in this respect would be, for example, promotional packages of soft drinks category (2.5 litres/price 2 liter) or coffee (sign with the text "300 Gr. priced 250 gr.").

At the same time, products "economy" of most categories have colors, for the simple fact that in most cases are placed on the bottom shelves in supermarkets and should attract more attention to be applied to. The colors of the "noble" (as gold, silver, purple, blue anthracite, intense) indicate the level of "premium" products. But, meaning that they receive certain colors is related to the reference system in which the Association, the consumer but common and tradition of the colors in the geographical area concerned. An example of this is the packaging box Pate Sibiu, predominantly blue, although in theory it is said that foodstuffs are successful in colored packaging in warm colors. Pirates, but have been accustomed for decades with preserved blue Mullins so best received are products which comply with this "tradition".

The freedom to choose a color provocative marketing is not permitted at all times so that there is sometimes limitations imposed by the codes that have been learned with many years ago and which cannot be changed until after a period of time. Thus, for example, the package will be the predominant colors chocolate brand associated with other colors that indicate different kinds: blue for milk chocolate, red to green to black chocolate, chocolate, nuts etc., colors supported by manufacturers for many years and known to consumers. Often, what influence the most is the "unexpected". Attempts in this direction were on the market: your company Heinz created ketchup packaged in green box or Pepsi had product Pepsi blue. But with all the novelty of the idea, they were considered a failure just because it doesn't satisfy the met traditional associations created in subconsciously consumers.

4. THE COLORS IN THE PAGES OF WEB SITES

The first contact with a firm represents its Internet access page. It is considered that a good Web design involves a combination of colors, a user-friendly, easy navigation with attractive animation. Good sites are optimized for search engines and introduce the reader to the message agreed. And if WebPages color is essential in achieving the purposes for which it was created.

The role of color in Web design is much more important than in the case of other means of promotion because the colors may affect available to its visitors, subliminal more messages the reader, can highlight important issues or can lead to confusion, a fact which would have as a result of rapid exit on that site. For this reason the designer of a Web site must ask questions relating to what message should be sent to the consumers and that is the reaction that is desired. As so, you can use intense colors (red, which can be combined with white, red, black or grey), usually they creating impression on a small group of visitors, but it is risky for those who don't agree red and thus create a negative impression.

For this reason very many designers make use of the color pale, which do not attract attention at first glance but maintained visitors on the site and create customer loyalty to a wider segment of visitors. The risk of above should be taken when that site is thought to send a specific message. According to the profile consumers to whom it is directed at the company's product and the colors are suitable. To choose the optimum range of solution should be tested first colours on marketing materials, sample narrower, measuring impact and it was only after this stage is passed to the implementation of the larger scale, the site itself.

Specialists in Web-design appreciates that when designing a site using sets of colors and not only colors apart. Theoretical and statistical, there are several sets of colors that are most commonly used and have the highest impact: 1. red, yellow and white; 2. Blue and white; 3. Red, grey and white; 4. Blue, orange and white; 5. Yellow, grey and white.

In conclusion, the experts have determined that blue is the most pleasant color, being one of the colors that "safe" inspires in almost all cultures. So, in Web-design can be used

safely blue color in almost any kind of site, regardless of the type of visitors, the purpose of the site (commercial, governmental, art, etc.) or location (Europe, North America, etc.).

5. CONCLUSIONS

In an identical manner of first contact with an unknown person, and service marks, product and packaging Products Company or its Web page creates the first impression, which is vital in shaping opinion of consumers. But for the branded product, a packaging and corporate sites color is the overwhelming majority. Color (dominant) communicates messages that are received by consumers at subconsciously long before making a certain choice, but particularly by it.

What colors you choose for your brand, products and advertising material? What are the reasons to take this decision? What message you want to speak? What types of consumers concerned? These are the questions whose answers should guide the use of chromatic elements from the composition of a packaging of a product or design a Web page.

BIBLIOGRAPHY:

- [1] Kotler, Ph. – *Kotler despre marketing*, Editura Curier Marketing, București, 2003;
- [2] Kotler, Ph. – *Conform lui Kotler*, Editura Brandbuilders, București, 2006;
- [3] Middleton, Jh. – *Maeștrii afacerilor online*, Editura meteor Press, București, 2009;
- [4] Pamfilie, R.; Procopie, R. - *Design și Estetica mărfurilor*, Editura ASE, București, 2002;
- [5] Petre, D.; Iliescu, D. - *Psihologia Reclamei*, Editura Comunicare.ro, București, 2004;
- [6] Russel, J.T.; Lane, W.R. – *Manual de publicitate*, Editura Teora, București, 2003.