

Color Psychology in Fashion Retail

Vandana

Abstract— Color plays an important role in marketing products. It is a robust promoting tool that influences client purchases in several aspects. Marketers should explore the harmony of colours for prospering promoting of merchandise. Nearly all merchandise sold-out nowadays have colourful facades. Choosing the correct colours to use has a colossal impact on product sales. Whereas no single set of rules governs color selections, analysis has established general pointers supported the principle of associative learning, the connection between color and feeling. The scientist created a diagnostic study on the scientific discipline of color influences shoppers shopping for behavior. Secondary knowledge has been extensively employed in this analysis. Color properties like hue, saturation and value, were discussed. Usage of colours within the packing of merchandise, however colours earn whole image to a product, however colours facilitate marketers to speak the whole to customers and the way to match colours with customer's temperament area unit extensively mentioned. Conclusions were drawn supported this diagnostic study. Color will so influence a person; but, it's vital to recollect that these effects disagree between individuals. Factors like gender, age, and culture will influence however a private perceives color. Science of color is additionally wide employed in selling and stigmatization. Several marketers see color as a crucial a part of selling as a result of color is accustomed influence consumers' emotions and perceptions of products and services. Corporations conjointly use color once choosing whole logos.

Index Terms— Brand Image, Consumer Buying Behavior, Color Psychology, Hue, Marketing, Saturation, Value

1 INTRODUCTION

“Retail space, i.e. the proximate environment that surrounds the retail shopper, is never neutral.” MARKIN, LILIS & NARAYANA

Psychology of color is additionally wide employed in selling and disapproval. Several marketers see color as a vital a part of selling as a result of color is accustomed influence consumers' emotions and perceptions of products and services. Firms conjointly use color once choosing whole logos. These brands appear to draw in additional customers once the color of the whole logo matches the temperament of the products or services, like the color pink being heavily used on Victoria's secret disapproval. However, colors don't seem to be solely vital for logos and merchandise, however conjointly for window displays in stores. Analysis shows that heat colors attended attract spontaneous purchasers, despite cooler colors being additional favorable.

Color plays a serious role in retail sector, promoting merchandise. It's a serious influencing impact on client shopping for behavior. It's a robust promoting tool that considerably influences client purchases, most in order that it accounts for eighty fifth of the rationale why somebody decides to get a product (Hemphill, 1996). Marketers should perceive the psychological science of color order to use it effectively. Psychological science of color is that the study of hues as a determinant of human behavior. Color influences perceptions that aren't obvious, like the style of food. Colors also can enhance the effectiveness of placebos, as an example, red or orange pills area unit typically used as stimulants. Color will so influence a person; but, it's necessary to recollect that these effects dissent between individuals. Factors like gender, age, and culture will influence however a personal perceives color. For example, men tend to report that red garments enhance feminine attractiveness, whereas females deny any garment color impacting that of men.

2 STATEMENT OF THE PROBLEM

Consumer behavior is one amongst the advanced subjects within the field of selling. Consumer's behavior is additional dynamic than static and it's greatly influenced by several factors. One amongst the factors is color that influences the shoppers shopping for behavior to a larger extent. Influencing impact of shopper behavior varies with the patron and is additionally supported the merchandise, complete temperament, etc. A product as well as packaging and graphics/visual imagination will be designed well, however have a dull or garnish color palette might contribute to an absence of shopper enthusiasm towards the merchandise. This could be a similar for a product and package style or graphics/visual imagination, which can are available an irresistible color combination, however is poorly designed in terms of kind, engineering science or practicality. The proper color usage might simply persuade a shopper to gravitate to the merchandise despite its poor style. It's essential in style to mix kind, function, aesthetics, and color harmony in an exceedingly single product. Will client the buyer the patron wish to shop for a poorly thought out style supported associate degree irresistible color combination? Can a shopper overlook or reject a well-designed graphic or product supported a poor color combination? This can facilitate some designers perceive that color is important to style and the way it should build a consumer gravitate towards a selected product whether or not designed well or not. Color is really what sells a product. It's the primary issue a shopper notices. We have a tendency to don't sleep in a black and white world however in an exceedingly spirited, spirited atmosphere of communicative colors. This has prompted the scientist to create a diagnostic study on the psychological science of Color Influences on shopper shopping for Behavior.

3 COLOR PSYCHOLOGY

It has been proved that colours have a robust result on perception and thus colours of retail outlets will be vital. The proper selection of colours is a very important consideration making the impression required to influence complete and merchandise choice. Color of look, brand or packaging has a very important role in serving to the shoppers create apart one company product from the opposite. Cheskin (1957) says that the choice of colours and color combos may be a necessary method for making an honest style package. Color may be an important component of style thanks to the actual fact that it's typically vivid and unforgettable. The colour will have a major result ability to acknowledge a product. Color attracts the eye of the consumers. Each color creates completely different which means in step with the buyer perception. Black and white color is employed for making a picture of power, red for energy, blue is employed for trust, inexperienced for balance. Finally, most theorizing has targeted on color as associate variable quantity instead of a dependent variable; but, it's conjointly doubtless that several situational and intrapersonal factors influence color perception. Additional or less all merchandise oversubscribed nowadays have colourful facades. Choosing the proper colours to use has a massive impact on product sales. Whereas no single set of rules govern color selections, analysis has established general pointers supported the principle of associative learning, the connection between color and feeling.

If shoppers are influenced by stimuli intimate at the purpose of purchase, the follow of making powerful atmospheres ought to become a crucial promoting strategy for many exchange environments.

Fun facts for these colours include:

- Blue naturally suppresses craving, therefore exploitation it on a food-based web site could also be off-putting to guests. Many people suspect that the rationale for this is often that there aren't several everyday foods that are blue.
- Yellow is fun and elfin, however you've got to recollect that it's conjointly used for warning signs. An excessive amount of yellow will heighten feeling an excessive amount of, however yellow in tiny doses is the right answer for vocation attention to a particular decision to action on your web site.
- Green has such robust associations with nature & being environmentally friendly that the colour alone will send a message that a corporation is moral. Also, inexperienced is turning into additional and additional in style since it offers the reposeful qualities of blue and also the energizing effects of yellow.
- Orange has been known as "the new red," however it's a tough color to figure with. It's a favorite among youngsters and may have connotations of being low cost, thus incorporating it into your web site that's targeted at adult consumers ought to be through with caution.
- White incorporates a ton of advantages, however it comes with a fairly necessary drawback: It is troublesome on the eyes once true white is paired with true black. A tactful answer is to use Associate in nursing off-white like ivory,

that offers identical advantages as white however is viewed as tons additional comforting.

- Black is definitely one among the foremost usually used colours, however take care because it has several conflicting associations – as an example, it's edgy, however it's additionally company, formal, and ancient. The nice news is that each black and white have numerous hues between them, thus victimization darker and lighter shades offers identical benefits with fewer drawbacks.
- Red powerfully promotes action, several internet designers argue that's the most effective possibility for buttons and different calls to action. Analysis doesn't essentially support this claim, thus don't feel it's your solely possibility.
- Purple is a royal color in the sense that it will likely draw in female customers but immediately repel male customers. It certainly isn't recommended for all industries, but for a select few like jewelry, chocolate and high end brands, it can be the perfect choice.
- Brown is that the least fashionable color for the style. Each men and girls dislike it, and it may be troublesome to try it well with alternative colours. Its positive connotations are dependableness and toughness, however it takes consideration to stay it from trying bland and dark.

Source: <https://www.trajectorywebdesign.com>



4 USAGE OF COLOR IN RETAIL

Marketers use color associations to extent product sales by sending a message to the customers.

RED: Increases the heart rate, creates a sense of urgency, is an emotional color and hunger and evokes excitement and boldness.

Red works for these industries very well:

- Food
- Technology
- Agriculture
- Transportation

Red doesn't work for these businesses:

- Airplanes
- Clothing
- Finance
- Energy

Successful brands that use red:

- McDonalds
- Coca-Cola
- Kelloggs
- Lay's
- Colgate
- KFC

BLUE: Creates a feeling of trust, tranquility and productivity.

Blue works for these industries very well:

- Health care
- Banks
- Technology
- Airplane
- Energy
- Finance
- Agriculture

Blue doesn't work for these businesses:

- Clothing
- Food
- Cars

Successful brands that use blue:

- Ford
- IBM
- Facebook
- Twitter
- LinkedIn
- VISA
- PayPal
- Oral-B
- DELL

GREEN: Signifies harmony, growth, health, and nature.

Green works for these industries very well:

- Food
- Technology
- Energy
- Finance
- Household

Green doesn't work for these businesses:

- Airplanes
- Clothing

- Cars

Successful brands that use green:

- Subway
- Holiday Inn
- Animal Planet
- Starbucks

ORANGE: Suggests confidence, enthusiasm, creativity and ambition.

Orange works for these industries very well:

- Creative
- Technology
- Health care

Orange doesn't work for these businesses:

- Airplanes
- Clothing
- Cars
- Energy
- Finance

Successful brands that use orange:

- Harley Davidson
- Fanta
- Nickelodeon
- Firefox
- Payless
- Gulf

BLACK: Conjures the image of wealthy, elegance, class, opulence, authority and power.

Black works for these industries very well:

- Technology
- Clothing
- Cars

Black doesn't work for these businesses:

- Food
- Health care
- Finance
- Energy

Successful brands that use black:

- Mont Blanc
- Jaguar
- Chanel
- Nike
- Puma

SILVER/WHITE: Shows youthfulness, perfections, cleanliness, purity and coolness.

Silver/White works for these industries very well:

- Credit Cards
- Health care
- Clothing
- Charity

Silver/White doesn't work for these businesses:



- Food
- Agriculture
- Finance
- Energy

Successful brands that use white or silver:

- Apple
- Ralph Lauren
- BMW
- Adidas

PURPLE: Displays power, royalty and wealth

Purple works for these industries very well:

- Health care
- Technology
- Finance

Purple doesn't work for these businesses:

- Agriculture
- Energy

Successful brands that use purple:

- Crown Royal
- YAHOO!
- Taco Bell
- Hallmark

YELLOW: Conjures energy, joy, happiness, sunshine, intellect and cheer.

Yellow works for these industries very well:

- Food
- Energy
- Household

Yellow doesn't work for these businesses:

- Airplanes
- Clothing
- Finance
- Cars

Successful brands that use yellow:

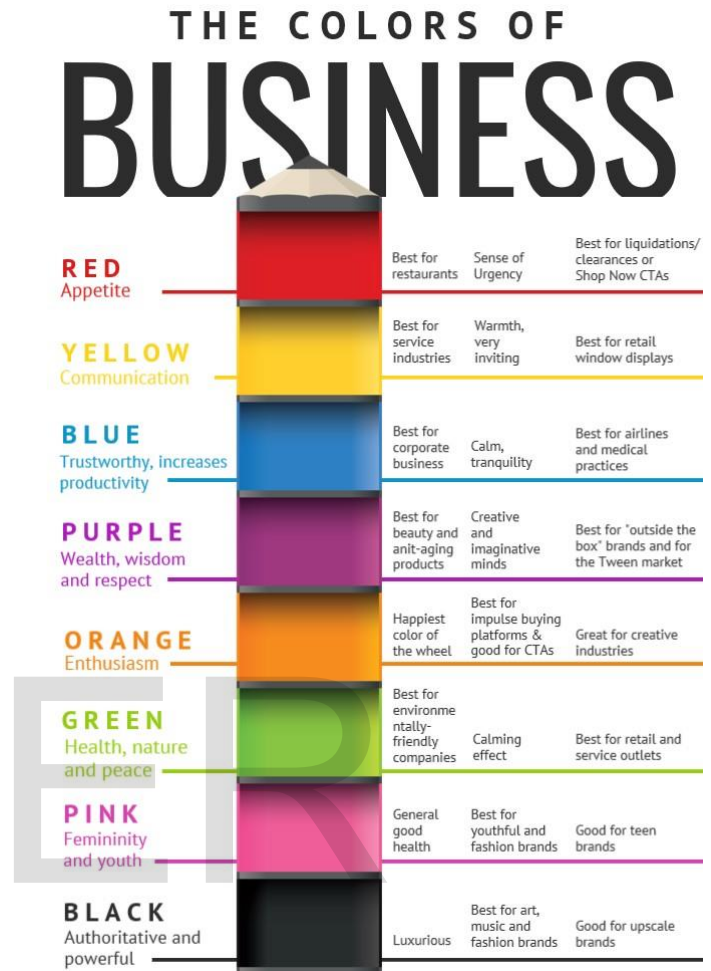
- DHL
- Shell
- National Geographic
- Ferrari
- IKEA
- Sprint
- Denny's

When creating an emblem, graphics, signs, and different disapproval materials these company, forever ponder the type of business that they are in and so the sensation they have to evoke from your customers.

Source: <https://gatecitysigns.com>

5 COLOR HELPS IN RECOGNIZING BRAND

Brand recognition is that the consumer's ability to spot or



associate a product with a complete. Marketers establish complete recognition by employing a specific formula of colours and shapes to make a complete mark. The key's consistency; constant colours should be gift altogether sides of a corporation. As an example, a company's web site ought to be visually relatable to its store and shopper merchandise.

Brand recognition contains a giant impact on shopper getting behavior. Except for impulse shoppers, many patrons hunt down merchandise of brands they acknowledge. Triple-crown color manipulation allows shoppers to quickly and simply establish the complete they're searching for amongst an ocean of comparable merchandise.

Color helps in establishing whole recognition. It conjointly conveys traits a few company's temperament, or, whole image. During this sense, color is an imperceptible language. Color could be a terribly prestigious supply of knowledge once individuals square measure creating a getting call. Customers usually build AN initial judgment on a product among ninety seconds of interaction therewith product and regarding 62%-90% of that judgment relies on color. Individuals typically see {the logo, the whole, the emblem} of a brand or company as an illustration of that

company. While not previous expertise of seeing a brand, we start to associate a whole with sure characteristics supported the first brand color. Color mapping provides a method of distinguishing potential brand colours {for new, for whole spanning new, for brand new} brands and guaranteeing brand differentiation among a visually untidy marketplace. A study on complete color asked participants to rate but applicable the logo color was for fictional companies supported the merchandise each company created. Participants were given with fictional product in eight fully totally different colors and had to rate the appropriateness of the color for each product. This study showed a pattern of brand color appropriateness supported product perform. If the merchandise was thought-about sensible, fulfils a need or solves a problem, then a sensible color was seen as most applicable. Firms ought to decide what kinds of product to supply so select a brand color that's in tensional with their products' functions.

Although color are often helpful in selling, its price and extent of use depend upon however it's used and also the audience it's used on. The utilization of color can have totally {different, completely different} effects on different people; thus experimental findings can't be taken as universally true. Firms select colors for his or her logos and store styles not simply because they give the impression of being sensible, however to speak specific qualities a few service or product. As an example, Burger King, McDonald's and Wendy's use red and yellow in their logos and store exteriors" convey urgency, hunger, energy, and speed. This communicates to the patron that they're quick and economical. Firms like Whole Foods use inexperienced for his or her emblem and store signs that communicate that they're environmentally aware. UPS's brownness emblem and delivery trucks communicate UPS's promise to deliver packages during a reliable and consistent manner.

6 COLORS TO MATCH CONSUMER PERSONALITY

When individuals feel connected to a complete, they're seemingly to shop for from that complete, however it's not almost about the merchandise any longer. Once they feel they perceive and understand the complete, once the complete temperament is everything they price, everything they want they may be, they're not simply shopping for the merchandise. They're shopping for into the complete. Consider Mercedes-Benz – they need spent years self-praise the Ruler model – management, leadership, excellence. Once individuals purchase a Mercedes, they aren't simply shopping for an automobile, they're shopping for into the brand's temperament – they require to be a part of the Mercedes-Benz club.

While some color associations seem to be powerfully nonmoving, plenty depends on the temperament, age gender, and cultural background of the buyer. As an example, completely different reminder color charm to specific temperament sorts of shoppers. Nutriment restaurants and clearance sales use stimulant colors like red, orange, and black to elicit a way of urgency in impulse consumers. Retail outfitters use lighter colors like pink and sky blue to evoke calm, soothing expertise for ancient shoppers preferring to flick thru things at a leisurely pace.

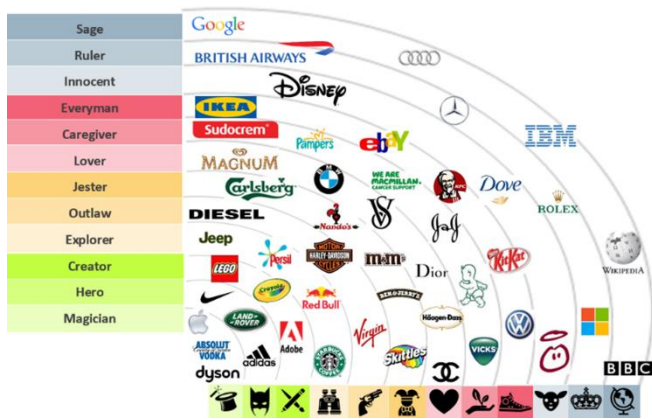
With all the advantages of getting a robust, clear complete temperament, several brands invest a lot of time, cash and energy in it. However, what they usually forget to try and do is to ascertain however their complete temperament is being perceived by most of the people. In reality, a brand's temperament isn't the one they need created, it's the one they're gave the impression to have. Best case situation, these 2 match, and therefore the complete will reap all of the numerous edges. Worst case, there's a couple. The complete is making an attempt to relinquish off an explicit temperament, however it's being perceived as a special temperament. This creates issues between the buyer and therefore the complete – the buyer can have expectations concerning practices, products, worth and services that aren't being met by the complete. Customers might begin to feel the complete guarantees things that it doesn't deliver. The complete might realize itself attracting customers that they weren't expecting. Customers might imagine the complete is dissimulation to be one thing it's not. Imagine for an instant that {a new, a replacement, a complete new} laptop brand.

A strong complete temperament will create a shopper feel. A brand's temperament will create a shopper feel safe, valued, excited, confident, glamorous, and rebellious. And therefore the great point concerning individuals is that they don't continually purchase logically. On several occasions, individuals purchase as a result of the method they feel.

Chances are that if a shopper feels connected to a complete and therefore the complete temperament makes them feel one thing positive, they're going to be a lot of loyal. After all, a survey of over twenty four nice British customers found that sixty fifth say that when they realize a complete they like they have an inclination to stay thereto.

Source: <https://www.retailmarketing.com>





however it wasn't till 2007 that the colour trend prediction took on a lifetime of its own. Nowadays, once a replacement color is proclaimed, Pantone offers color lovers Associate in Nursing array of sacred product and color combination palettes designed particularly with the corresponding colourize mind. Many brands combat the task of planning product with the colour of the Year. This reinforces the importance of however the Pantone color trend forecast is vital and cogent.

In the previous few years, the announcement of the new Color of the Year has had many media coverage. Bloggers have written articles concerning the way to use the color; homemade producers have created product to sell; graphic designers have created social media templates ... which simply skims the surface.

7 COLOR OF THE YEAR INFLUENCE MARKETING TRENDS

PANTONE 19-4052 Classic Blue



Pantone has chosen "universal favorite color" Classic Blue, or Pantone 19-4052, as its colour of the year for 2020. The Classic Blue color is delineate by Pantone as "a consoling presence ingraining calm, confidence and affiliation and shade that's promptly comforting and relatable.

Each year's color is set through an extended and thoughtful method that takes into thought life style and business trends, aforementioned Pressman.

"Typically, trends that they need a bent to check in color measure reflective large macro trends that measure happening in culture".

Color influences will come back from art, future media, movies, lifestyles, socioeconomic and political conditions, travel destinations, new technology - very something.

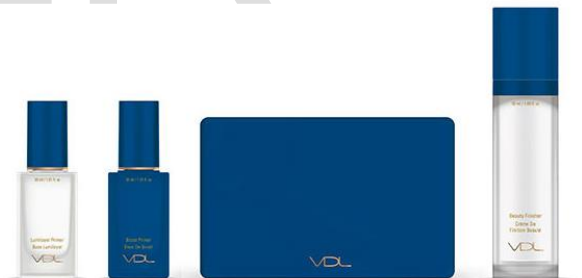
The Pantone Color Institute studies color trends throughout the year so as to make your mind up on succeeding Pantone Color of the Year. They take into thought all aspects of society: fashion, marketing, social media and even politics. The hue chosen as Color of the Year has become progressively potent within the immense world of style and brand promoting.

The first Color of the Year was designated back in 2000,

Globe: Classic Blue on the Decks



VDL: Classic Blue Beauty Products

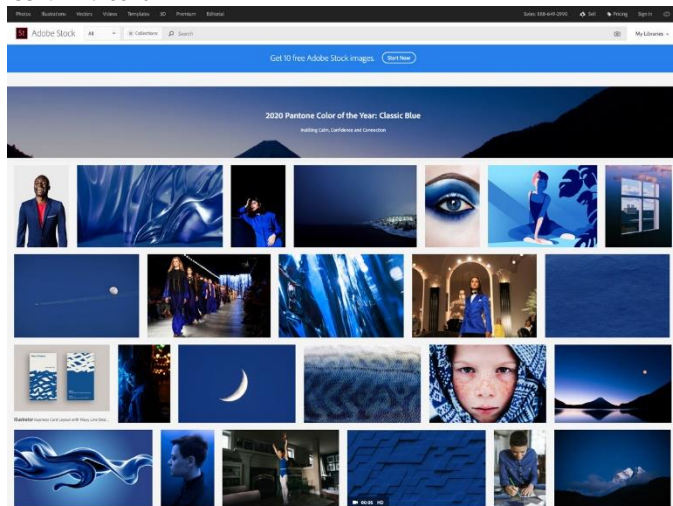


Kravit: Classic Blue Interior Decor Items



Adobe Stock: A Curated Classic Blue Visual Collection

Source: <https://visme.co/blog/pantone-color-of-the-year/>



Dark, rich blue has been heavily adopted by technology and driving brands to suggest intelligence, confidence and



liableness. Blue has calming impact on viewers. Usually related to corporatism, it's expected that a number of the most important names in these sectors have chosen the color to forefront their identities.

8.3 Pantaloons

Green may be a color of nature and is of course pleasing to the attention. It invokes the positive feelings of Serenity,



Success, Health, Peace, Joy, and Hope. The color is cool and calming. It has healing effects on people, each physically and showing emotion, and is understood to possess a soothing impact to human vision. Since it takes dominance within the flora and fauna, inexperienced takes a great deal of area within the human eye's spectrum. So, it's a perfect background for Pantaloons as a result of its visible anywhere.

8.4 La Senza

The most female color, pink shades area unit however versatile. Being a lighter shade of red, brands that use pink will retain a



way of energy and cheer blended with a perception of soothing calm. This can be a sense typically related to sex and lust. It additionally shines a nurturing lightweight that soothes and reminds every one of the feminine principle.

8 COLOR PSYCHOLOGY OF FAMOUS BRANDS

8.1 McDonald's

The colors red and yellow were chosen for a selected reason – and no, it wasn't as a result of they looked nice with



Ronald McDonald's clown-like face. It truly has got to do with science. The colour red is stimulating and is related to being active. It additionally will increase pulse rate that helps to jumpstart your appetency. The colour yellow is related to joy and is that the most visible color in daylight, thus that's why a McDonald's emblem is really easy to identify on a huddled road.

The brain processes color before it processes words or shapes, thus that's why the fast-food chain selected these 2 colours for his or her emblem and complete. Red and yellow causes you to hungry, encouraging you to require to shop for the merchandise they sell, whereas additionally creating you are feeling happy. However McDonald's color scientific discipline isn't the sole method they create cash – the possible way they create money doesn't even have to be compelled to do with their food.

8.2 Samsung

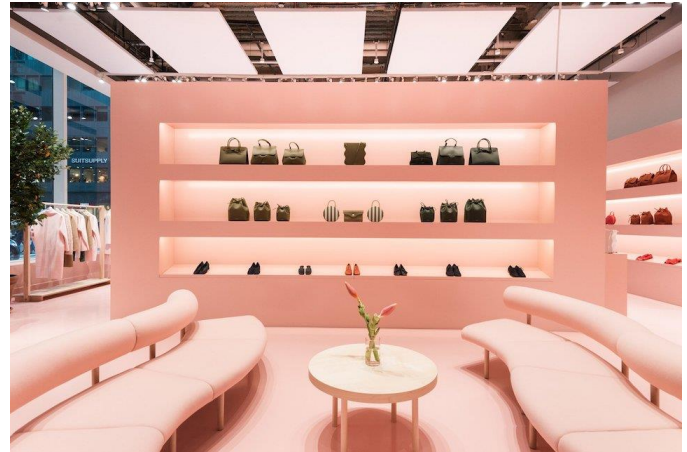
8.4 Cadbury



It's Cadbury that reins exceptional in its purple regalia. Sagaciously trademarking Pantone 2865c within the chocolate and drinks sector, Purple not solely lines its flagship dairy farm Milk bars Cadbury was aforesaid to own taken on the purple modify honor of Queen Victoria and therefore the royal association continues nowadays because it creates batches created to a special direction to be sent to the royal palaces every year. Often related to luxury, magic, power, wisdom, and creativity, it's the equalization color between red and blue's color psychologies. Whereas red brings greatness and power to the colour, blue brings relaxation, modernation and stability, and along they create purple the proper balance of the 2. Color science says that it "can have calming effects over the mind and nerves, it is ascent and may trigger creative thinking."

same color in tint and shades. It gives a soothing and pleasing effect to the eyes.

Source: <https://www.trendtablet.com/63142-color-coding-retail/>



Source: www.designerpeople.com

9 RETAIL COLOR SCHEME

Color psychology is a fantastic choosing the ideal brand color scheme. Color wheel helps in designing and thinking about what kind of color theory they want to work with.

9.1 Monochromatic colors scheme

When you have one over-riding temperament attribute that whole need to outline the brand, a monochromatic whole color palette might be an ideal selection. This is using the

9.2 Analogous colors scheme

An analogous brand color palette uses many hues that seem next to every different on the colour wheel. These shades go well along as a result of they need similar emotional connotations, that build them a secure bet for many style methods.

This theme uses high contract of shades by choosing hues that area unit altogether opposite to every alternative, however area unit complementing. E.g.; pink and lime.





Source: <https://designessentiainmagazine.com/ksheer-sagar-rmdk/>

9.3 Complementary colors scheme

Complementary colours are the shades that seem opposite one another on the colour wheel, making the very best level of distinction. Complementary colours are nice for incompatible and giving your brand an additional dramatic look.



Source: propability.co.uk/store-developments-hamleys-prague

9.4 Triadic colors scheme

A triadic color palette attracts shades in from numerous sections of the colour wheel. These schemes square measure prevailing as a result of they permit firms to play with a good vary of various colours and their meanings once they're shaping their whole. The toughest a part of selecting a triadic colour scheme is obtaining the correct mix of shades to explain your whole identity.

Source: <https://www.sportswear->



international.com/news/stories/Opening-Pepe-Jeans-unveils-new-colorful-store-concept-on-Regent-Street-13235

10 SWOC ANALYSIS

10.1 Strength

- Different colors evoke different emotions.
- Colors can play tricks on customer mind.
- 62-90% of a first impression is due to colors.
- Blue is the world's favorite color.
- Color are appealing to eyes.

10.2 Weakness

- Men, women and kids see colors differently.
- It's possible to be afraid of certain colors.
- Not every color looks good.
- Color trend change every year.
- People who love the color "tint" hate the color "shade".

10.3 Opportunity

- Change the color scheme depending on the season.
- Pick color according to the customers liking. For example: kid likes bright colors so kids' area should paint red or yellow.

10.4 Challenge

- Green color overused and now almost expected in environmental design.
- Brighter colours are popular every very much used by all the industry.
- Choose the right color scheme for the business.

11 RESEARCH DESIGN

I did primary research, qualitative and quantitative each to administer my analysis a stimulating direction.

In qualitative research, I took personal interview of Fashion Industry people. As a researcher I communicate how color psychology works in retails sector, how consumer react towards the color of the surroundings. Every new fashion season reinvents the idea of fashion colors and new trends are born.

People I took interview are:

Mr. Nitin Nautiyal, department manager of Mark and Spencer in Khan Market, Delhi.

Ms. Ananya Singh, Ph.d scholar and Faculty at Manipal University, Jaipur.

Mr. Akshay Bhargava, Founder of Akshay Bhargava Design House.

A quantitative survey was conducted by multiple choice survey and respondents were asked to given a chose one option. Respondents included both male, female and other from the five age groups namely 20-25, 25-30, 30-35, 35-40 and 40- above of mixed professions like Graphic designers, PR, Digital Media, Students and Designers. Convenient sampling method is used 30 samples were studied. The sample was collected during the period starting from 1st March 2020 to 6th March 2020.

The collected data was analyzed using percentage analysis and diagrams using Google forms. The questionnaire was majorly designed to know consumer's color impact while shopping. Consumers were asked to their opinion on the color psychology that which color they see often in the retail store and color make impact on their buying behavior in the questionnaire.

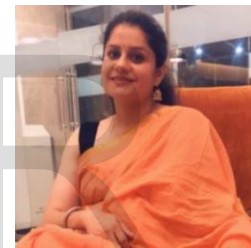
12 PERSONAL INTERVIEW



Nitin Nautiyal
Department Manager at
MnS Store, Khan Market

Nitin Nautiyal is the department manager at Marks and Spencer Store, Khan Market Delhi.

Nitin has told me that planogram come with guidelines and they follow the instructions. In Spring Summer the color scheme go 'light to dark' and in Fall Winters 'dark to light'. According to Nitin mostly people prefer light colors in summer as they are mostly comfortable according to the environment. Inside of the store is of white and grey color and outside is also white and Logo is written with Black color.



Ananya Singh
Ph.D Scholar and Faculty at
Manipal University, Jaipur

Ananya Singh is a Ph.D scholar and Faculty at Manipal University, Jaipur in Fine Arts Department. She recently presented her paper in University of Oxford and University of Havard.

She said that retail stores usually use a mix of colors to style their stores. The rule being that no single color ought to overpower different colors. This is often very true once exploitation bright colors like red. Calmer, lighter colors may be used for many of the styles, however, they ideally ought to be complemented with accents of either bright or dark colors.

She also said retail designers think about color option to be one in all the foremost vital elements of the look method. One last tip is to incorporate complete colors within the retail style in order that really represent the complete and shoppers can begin to associate those colours with the brand. Retail planning could be an extremely strategic step for brands. Once it's done well, it will build complete loyalty and improve the brand's name. All in all, retail style are a few things that ought to be planned well, keeping in mind the brand's tone and temperament still as customer's



Akshay Bhargava
 Founder of Akshay Bhargava
 Design House

Akshay Bhargava is founder of Akshay Bhargava Design House. He has worked with famous designers like Nikasha and Soltee. Presented his collection in Vault International Fashion Week 2018.

Brand identity is finished to imprint brand's name and image within the minds of individuals and color plays a major role in making it. Once checking a visible system shapes and colors play a vital role. For higher whole recall and perception these colours and shapes inside the merchandise class should diverge. Colors do impact on a person's state of mind, personality and cognitive ability.

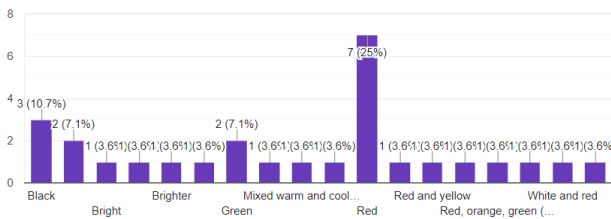
13 SURVEY

Does color of the retail store influence you to walk in the store?

30 responses

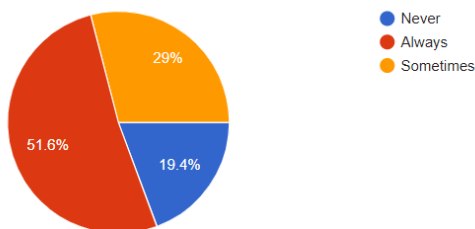
What color are you seeing first while walking into the mall or market?

28 responses



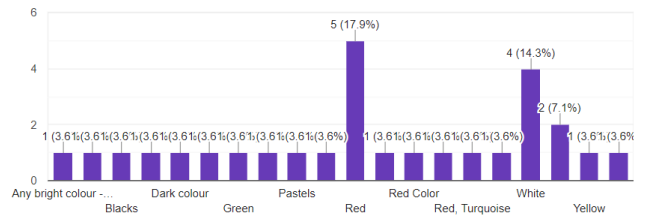
Do you think color affects gender role in retail sector?

31 responses



Which color you will notice first of the retail store?

28 responses



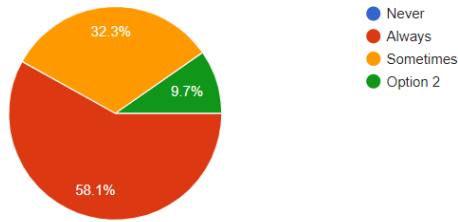
Do you think color are important feature of the retail store and why?

29 responses

- Yes
- Yes, it catches customers attention
- Yes
- Yes, because colour is the main important factor which help people to recall any merchandise easily
- Yes, because they need to convey a brand value through emotions & it shows the brand is engaging and latest in trend
- Yes,It connects with the brand.
- Yes, to create ambience
- for aesthetics
- No
- That's how you can make me buy
- Maybe they are because some colours just catch the eye.
- Yes it makes the store more attractive
- Yes. They tend to maintain the vibe and theme of their products
- Yes because it attracts us
- Yea
- Yes for attraction
- Yes and it attracts people
- To attract customers and to have good visual merchandising
- Coz they catch our attention
- Psychology
- Yes,as they attract me

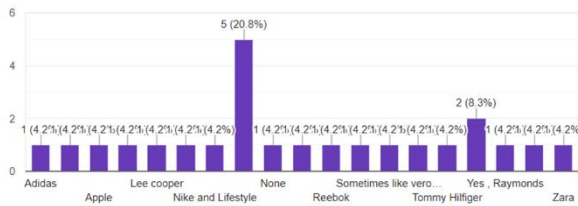
Do colors help consumers in creating/ increasing brand recall?

31 responses



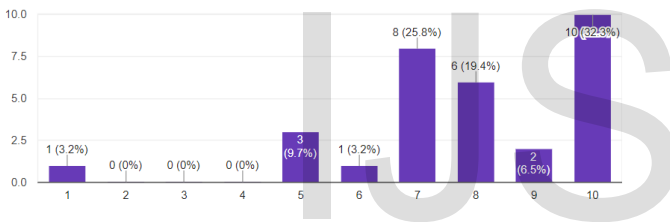
Does color of the logo of particular brand has impact on you? Name the brand.

24 responses



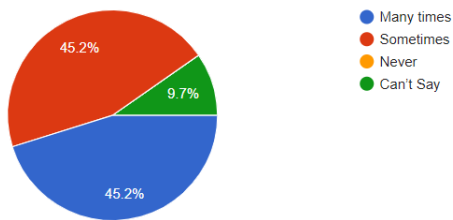
Does color play major role in retail sector?

31 responses



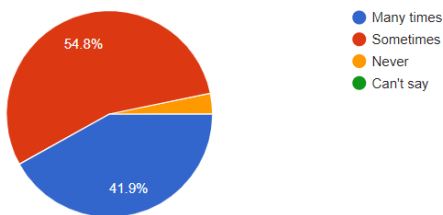
Does color of the packaging influence you to buy the product?

31 responses



Do you think color affects the buying behavior of the consumer?

31 responses



14 CONCLUSION

Although Color is a crucial issue influencing the patron shopping for call method. It's not merely associate afterthought once it involves product packaging and company stigmatization. Marketers and businessmen invest enough time in choosing colours that replicate the values of the corporate and preferences of the audience. The reward for doing therefore is enlarged sales, complete recognition and shopper loyalty. Product packaging, branding, and shopper awareness all operate totally different psychological principles. Color includes a massive role to play in maximizing success. Hence, it's necessary to know the color's harmony, its impact and principles, so anticipating and designing however customers can react to the chosen colours.

It is on the retailers half to stimulate a consumer within the store. Today, analysis based mostly empiric techniques have gone additional in attempting to grasp the consumer psychology. This strategy is quick developing, significantly within the attire retail sector. Latest retail strategy uses colours to attract the shoppers. Colours will provides a positive message and encourage sales.

50% people said yes color of the retail store influence them to walk in the store and 40% said sometimes. Sports brands and high end brands color of the logo has more impact on the people. Mostly people strongly agree that color play role in retail sector, 3 people are neutral and 1 person doesn't agree on the point. 14 people believe color of the packaging influence them to buy the product and 14 people believe sometimes its affects them and 3 people are not sure. Mostly people notice Red color first and warm color like yellow, orange most. Then bright colors, cool colors and neutral colors. That means mostly outlet chose Red or warm color for the store. Red is the most noticeable color and then white color. Mostly people agree that color is the important feature. 54.8% people strongly agree that color affects the buying behavior of the consumer. 41.9% people think it affects sometimes. 51.6% people strongly agree that color affects gender role in retail. 29% people says it affects sometimes and 19.4% says never. 58.1% people strongly agree that colors help consumers in creating/increasing brand recall. 32.3% people says sometimes color helps to recall the brand.

Color may be a sturdy retail tool, as a result of people react instinctively thereto. Their sub-conscious minds square measure programmed to retort to paint, and for the good minded retailers, client central approach is that the key. The merchandiser needs to decide the colour theme of his store supported the age and sex of his target customers; men or girls, is that the store for teenagers, middle aged, or senior citizen etc.

Research has shown that color will have an impression on the retail expertise. Up to ninetieth of initial impressions concerning merchandise area unit supported the colour of their packaging. Considering that color is that the primary info that our brains devour, this isn't stunning. Studies show that some colours area unit so related to bind feelings. Blue

is that the presumably to represent ability and calm, and red excitement. However, it may be the presence of color that matters, rather what the colour really is. Color plays powerfully into the perceived 'attractiveness' of product packaging. Brightly-colored packaging galvanized additional impulse-buying behaviors in participants than plain packaging. This can be as a result of the brain receives additional visual info, stimulating the reward-seeking areas of the brain that conjointly trigger excitement.

Younger customers' enticed by the energy of bright and vibrant colours, whereas girls like pink within the setting, and senior citizen like delicate hues. Wrong selection of colours can create the merchandiser realize customers moving off from the merchandise. A snug in-store setting creates the client feel relaxed and make them linger round the search. This will ultimately create them take the shopping for call, if additionally supported by persuasive front staff.

It is necessary to acknowledge that color trends aren't permanent, and may fluctuate over an amount of your time. Therefore, it's necessary to remain up to now with current market research on colorize order to create the most effective choices for an organization.

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