The impact of color on the customer's perception

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Abstract

"When color is at its top, design is at its fullness"

Paul Cézanne, French Artist Painter (reflection reported by Emile Bernard in his article "Paul Cézanne" published in the "Occident" newspaper n°32, July 1904,)

Title: The impact of color on the customer's perception

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Problem discussion: The color plays a role more and more important for the customer's and for the brands. In this thesis i investigate how the customer's react in front of a range of the same product with different colors in order to determinate if color is impacting customer's choice.

Purpose: Men have been early concerned by Color, and the today's world is even more concerned with the development of the marketing where strategic decision cannot be supported without color impact on new articles. Therefore the main objectif of this study is to explore the influence of package color on the final customer decision. Then i will determine the real impact of color on the customer's.

Methodology: the main objective of the methodology is to know how i collected data and what kind of data. I want to demonstrate if people are getting influenced by colors packaging, for that i developed a descriptive research based on a quantitative side using a questionnaire. After the data collection i decided to use my own statistics and external studies to reply to my research question.

Empirical data: concerning the empirical data i collected data via a online surveys, with those answers a realized statistics and i compare my results others studies.
conclusion: after the data assemble and the analysis, I conclude that color plays a role much more important than people think.

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I) INTRODUCTION

The subject about the impact of color has been chosen, because several previous studies indicated how packaging and color interact with each other, basically color and packaging play an important role in customer's life since many years, 20th century was the birth of colored packaging to increase sales (Shaw and Jones, 2005). However color can influence positively but also negatively the customer's perception on a product, this is the reason why understanding the impact of color on the customer perception can be an advantage for firms and start-up.
**Background:**

We can demonstrate the role of colors in their religious and warlike aspects in Pharaonic Egypt (Andreu and Ziegler, 1997) and in Greece with the great philosopher Aristotle (350 B.C.E) and the theory of the rainbow, where Aristotle explain how light influence color perception.

"we have now show why the rainbow has three colors and that these are its only colors" (Aristotle, 350 B.C.E, Book 3, Part 4, paragraph fifth)

Today firms are using the color as a marketing tool, International brands are everywhere, they want to increase profit in developing market share and marketing tools. The main marketing strategy trend for the last 20 years is to create a product mixing colors packaging and design. The objective is to attract the consumers attention, in this way color is important part in new articles launch. (Beath and katsoulacos, 1991)

Divard and Urien (2001) underline the importance of color in order to attract the customers attention and stand out of competitors. The color is everywhere, in every advertising in every stores (Roullet,2004).

Others study shows us that color is a very important factors in the consumers final choice to buy a product. According to Lauren I. Labrecque and George R. Milne (2010) the color plays an important role because this branding message will activate memory and will influence the brand perception in a negative or a positive way then if a customer meets a brand logo, the customers perception will identify the brand and associate it with the meaning of the color during his first vision.

But the global strategy can differ from region to region for example, people from Asia haven’t the same color taste that European have, White is representing the mourning for the Asians while it's Black in Europe.(J-G Causse, 2014).
To show color effect on a common day life product, we decided to focus on one packaging product that is involved in the life of many people, the selection landed on Cans.

**Problem:**

All companies need customer's to survive, that why companies developed different marketing strategies, attracting a maximum of consumers and then developing their profit (J-G Causse, 2014)

The color is the first message that the customers receive buying a new product, in this way a lot of companies used a global strategy marketing indicating the product nature with an appropriate color like black for coffee, white for a shower gel, red for the meat and green for vegetables/fruit.

Adopting the right color with the right product is a strategy that has been used by many companies, according to Olivier Guillemine (2012), the president of the French color committee, assembling designers and Fashion designers, for a majority of customers the color represents a strong emotional dimension of the product. Bellizzi and Hite (1992) recommend using cold colors for reasoned purchasing place and hot colors like red for impulsive purchasing place, during a sales period you will see all the new price in red color.

Each genders and culture have different color taste (Ellis and Ficek, 2001), that is why companies must adapt their color strategy in function of their segmentation. However concerning multinational, is it still the same color packaging in every countries ? With the changing of genders and culture, the customers loyalty can decrease and customers will not buy the product. (East, Sinclair and Glendall's, 2000). Is the color packaging having a main role in the customers decision ?
According to Evans and Berman (1992) the Packaging is the art to attract future customers (like color) with a basic product packaging. Today many firms like coca colas manage their image thank to the relation color/ packaging.

**Purpose :**

The most important thing is to understand how the customers will react facing a color range. The idea is to collect information data sending defined questions to many participants. The aim is to use the result to understand the color function for customers. Thank to the data, we will see how the consumers can be influence by colors packaging.

The reasons why companies are using colors as a strong marketing strategy can be understood easily, however it's very complicated to know the customers reactions in front of a product with a large color range. Knowing those reaction is the goal of this research.

**Research question :**

How the customers react in front of a range of products with different colors?

In this research, i study the impact of color on the customers, in particular the customers attitude in front of a common product with a large range of colors and their behavior when they want to buy this product.
2.1 Where the color comes from?

a) definition

According to Aristotle (350 B.C.E), one of the most famous Greek Philosopher and scientist, the visible is the color and the color is the visible things itself. Then any color sets in motion what is transparent; and this is all its special nature, Aristotle said there is no visible object without light, and color is visible only with the light. That no totally wrong, whereas Aristotle wrote this, 2000 years ago.

However, some recent theories are saying that color doesn't exist (J-G Causse, 2014), Michel Pastoureau (2005)a specialist in colors and symbols maintain that color exist because people are seeing it, indeed scientists speak about visible spectrum, in fact our eyes are sensitive by wavelengths or Electromagnetic radiation, and it will respond to this wave length from about 380 to 780 nanometers (J-G Causse, chapter 1, 2014) basically the visible spectrum is the light that eye can see.

Obviously, there is different kind of wavelength that our eyes can't see like(R. Taillet, L. Villain, P.Febvre, 2013, page 404):

- The micro wave
- The infrared
- The ultraviolet
- X-ray
- Gamma ray
Thus, the color is a physiologic sense, which can be created by different needs like a light energy source like a transmitter light, an object who will receive the light, an eye who will receive the light from the object and you need a visible spectrum (or visible light).(J-G Causse, 2014)

Then, according to Maurice Déribéré (1964), French chemist and color specialist, the color is a perceived sense through the eye of the vision of a colorful element.

**b) Eye functions**

The color is characterized by three elements: the tint, the luminosity and the color saturation (Causse, 2014). However, we can perceive color because the retina of human eye is formed by 3 kinds of sensory cells named Cone cells, each with different pigments.(Jameson, Highnote and Wasserman, 2001)

![Color Sensitivity Diagram](http://memeticdrifting.com/index.php/2013/03/09/biochemistry-of-sight/)

- S (short) Cones; more sensitize by Blues colors
- M (medium) Cones; more sensitize by Greens colors
- L (large) Cones; more sensitize by reds colors

(Causse, 2014, page 23)

Then, the main function of this cone is the color vision; in fact the color sense is a mixing of these cones. (Oyster 1999 page 325-378)

However, the luminosity plays an important role about the perception intensity. As an example, in the darkness, the light intensity decrease and the cones cells have a limited sensibility in the darkness (or Twilight). (Jean Gabriel Causse, 2014)

we can also find the Rod cells, the rod are ten times more comparing to the cones cells. the rod cells are not sensitive to the color but to the light intensity, when the light intensity is decreasing the rod cells will be stimulate. (J-G Causse, 2014)

http://www.olympusmicro.com/primer/lightandcolor/humanvisionintro.html

Finally, when the light intensity decreases, the light can be enough to activate the Rods cells but too weak to activate the Cone cells, the rods cells are also responsible for the night vision. (Arthur C. Guyton, 1992, page 373)
However our cones have a better sensibility in the darkness with the blue colors and a bad sensibility with the red colors. (Oyster, C.W. (1999)"The human eye : structure and function").

c) Color's symbolization

According to Goethe (1810), each color has different meanings in function of the time period and the civilization and the main trend.

Finally, according to Pastoureau and Simmonet (2005) it's very important to know the colors sense, because they can influence our future behavior and the way of thinking and of course the final decision in customer’s position

As an example, Antique Egypt picture representing Tutankhamun chest, we can see the importance of the colors Yellow, Red and Blue. Which were symbolic at that time, 1327 before J.C ( Howard Carter, 1922)

Black

This color represents in Occident the death, the darkness but also the distress, the sadness and of course the luxury and elegance, while in Orient this color is a gentry’s symbol, mystery and deviousness.

In this way, the color black gives a luxury and elegance image to a product, with this color the customer will take serious feelings to the product. (Roullet, 2004, pages 152-154; J-G Causse, 2014, pages 177-181)
According to Olivier Guillemin (2014), the black color is based on the clergy and as I said previously the color of death.

**White**

The White color is in general a peace, purity color but also cleanliness, security and freshness symbol. However in occident, white is the color of wedding, the joy and hope, whereas white is associated at death and sadness in Orient and in a section of Africa. (Roullet, 2004, pages 152-154; J-G Causse, 2014, pages 177-181)
Grey

The Grey color has in general the same signification everywhere in the world, representing sadness, fear and monitory. (Roullet, 2004, pages 152-154; J-G Causse, 2014, pages 177-181)

Pink

Pink is for many years a strong symbol of Femininity (many people consider that as a stereotype). In occident, love, tenderness, kindness are represented by this color. In Orient pink could be associated to softness and pornography. However In some countries like India (with a Hindu majority), pink is a spirituality symbol. (Roullet, 2004, pages 152-154; J-G Causse, 2014, pages 177-181)

Red

All over the world, Red is an energy, strength, power, ban and blood symbols. In the west, Red is associated to the power, the war and the passion. In Far East red represents chance, Happiness and death. Then in the Middle East red is the

**Yellow**

The Yellow color represents the intellect, knowledge and light. In occident this color could be associated to light, wisdom and corruption (as an example a yellow rose is an infidelity symbol). In Orient, yellow represents authority, power and wealth.

However, in some special countries like Egypt, yellow can be associate to the joy but also the death. (Roullet, 2004, pages 152-154; J-G Causse, 2014, pages 177-181)

**Blue**

All over the world, this color represents the cold and sadness. In occident, blues stands for serenity, faith, darkness and weakness while in orient, blues symbolizes purity, melancholy and depression (as an example: in the ancient Egypt, blue was a fortunate symbol for dead people in the underworld.) (Roullet, 2004, pages 152-154; J-G Causse, 2014, pages 177-181)

**Green**

Green represents in general the life, fertility and the environment. In occident, this color represents vegetables, fertility and ecology.

In Italy, green is a misfortune symbol; in USA, it's a sign of wealth and luck.

In the Muslim world, green is the great Islam symbol; In India, green represents the purity and the harmony. (Roullet, 2004, pages 152-154; J-G Causse, 2014, pages 177-181)
**Orange**

Just like Red, Orange represents energy and joy. In occident, orange stands for heat, pride, luxury and dignity. Orange is also the Netherlands national color. Then in Indian, orange is an optimism symbol. (Roullet, 2004, pages 152-154; J-G Causse, 2014, pages 177-181)

**Purple**

Purple or violet is the color of mystery and spirituality. In occident, purple is a secret, fear and death symbol. In Orient, it's a devilish symbol. Then in Japan, it's a trespass symbol (by the way this color is forbidden during wedding). (Roullet, 2004, pages 152-154; J-G Causse, 2014, pages 177-181)

**Brown**

For many people, this color is linked with the earth and a protection symbol. (Roullet, 2004, pages 152-154; J-G Causse, 2014, pages 177-181)

As a conclusion, according to Divard and Urien (2001), the society increased and decreased the color importance in the humanity history and in function of the culture, depending where people are located.

2.2 - **Influence of color in consumer behavior**

As we can see, we are living in a color world, and each people can have a different color perception, as example the red color can increase the physical domination and Elliot, Maier and Mollerand Al (2007) realized a small experience, during an I.Q test. They observed that our reasoning capacity decrease in presence of red color.
Then relaxing and creative colors are in general associate with cold color like blue or purple. According to Liao & Liu (1995), both colors decrease the blood pressure and this action is good for the relaxation.

This is with all these colors parameters that firms are going to try to attract customers by putting the right color for the right article, sometimes with success, sometimes with flops.

a) Gustative Perception (color impact experience)

As colors are becoming a strategic choice what would happen if we don’t have any color? The below experience is just to show that without color perception customers can lose the reality sense in a very confusing manner.

In the 21 century, we taste firstly the food, before everything, with our eyes, all great cooks and food producers understood perfectly this opportunity. For modern people, if the food is not beautiful(nice and fresh look) whereas the taste will not be so good for the customers. Today, the eye has a better influence than our tongue about our Gustative perception (Causse, 2014, page 78-79). Let’s take one concrete example, there is a restaurant in Paris named "Dans le noir?", in English "In the darkness?" (http://www.danslenoir.com/index.en.html). In Fact you have dinner in total darkness, Jean Gabriel Causse (2014) explains that it’s a very interesting experience, because you will discover the life with an handicap and reverse role with blind people, by the way customers are guided and served by blind people. In the darkness, without your eyesight you are more attentive, then you can take the “surprise” menu where you must guess what you are eating. Finally without your eyesight the gustative perception is totally transformed. Jean Gabriel Causse said in his book (2014), he confused a fish with a thick lamb steak after his dinner in this restaurant. What is the conclusion of this small experience: it means in darkness you are losing a part of your understanding, colors are helping “to catch “reality.
To develop a little bit more a scientific point of view, a Spanish study has been realized by Fernandez-Vasquez & Al (2013) named “color influences sensory perception and liking of orange juice”, using one of the most consumed orange juice, they realized this study with around one hundred people.

They gave to the people the basic orange juice in a store market. In another moment, they gave to the same people the same orange juice with red and green tint, (strictly the same juice). With a big majority, the "red" orange juice has been considered as the best with the best taste for the guinea pigs, and the "green" orange juice has been considered a little bit acidic.

Another study has been realized by Percy in 1974, about the lightness, the product lightness can influence the gustative perception for the customers. Just like with the Spanish study above. The main role of this study is to see, which color is the best for spicy ketchup. They gave to the customers, 3 kind of ketchup more or less dark. Of course the customers didn't know it was the same ketchup.

Finally, the dark red ketchup has been judge spicier than the medium ketchup, and this one for the customers is spicier than the light one.

Pantin-Sohier (2011) realized their own study, with children's and different concentrated fruit syrup, darker the product is and stronger is the taste.

According to Divard and Urien (2000, 2001) and Koch and Koch (2003), each color can be associated with a gustative perception

- Pink for sugary
- Green with the salty
- Orange with peppery
- Yellow for acidity

The blue color is in general used only for cocktails, sweets and then dairy product.
Finally, according to Pantin-Sohier (2005), people cannot identify the food perfume without its color, and if you put another color, people can make some mistake during the test.

As a conclusion, all of the studies show the importance of color, on adult people but also with children's, the color contrast and the lightness of color influence indeed the customers ‘taste of the product and the gustative perception.

Then the most interesting things in this study, is when Jean Gabriel Causse (2014) confuse fish with Lamb, without any color we cannot make the difference about our food, and the taste is totally different.

b) Favorite and least favorite colors

Can it be possible that your favorite color makes you happy and more efficient on your work place?

According to Bellizzi and Hite (1992), there are 2 kind of colors, the "hot colors" with Red, Orange and Yellow, these colors are considered as stimulant while the "cold colors" with blue and green, are judged as relaxing.

Thus, Bellizzi and Hite (1992) recommend using cold colors for reasoned purchasing place and hot colors for impulsive purchasing place.

However, a big majority of people consider cold colors as more attractive than space with hot colors. (Bellizzi and Hite, 1992) cold colors are in general used for reasoned purchasing place.

Some studies show that the color blue is one of the most useful and favorite color for a majority of guinea pigs, Ellis and Ficek (2001) realized a study about the color preferences in function of the gender and also the sexual orientation. They interrogated around 5000 persons.

With a total of 1934 men, blue is by far the favorite men color seeing as 45% of men chose this color, then it's the green with 19,1% of the vote, finally the
third color is the black and the red with 12.1%. Concerning the three least favorite color, we have brown with 0.7% and pink with 0.5% and orange with 0.8%.

Concerning women with a total of 3666 answers, 27.9% preferred the color green, the second one is the color blue with 24.9% of the votes, then the next color are the purple with 12.2% and the red with 11.9%. The three least color for women are brown with 0.5% and grey with 0.02% and orange with 1.8%.

Ellis and Ficek (2001) underlined the fact that the yellow color is not really appreciated with 1% for men and 2.7% for women. As I wrote in the color symbolization part yellow represents corruption and infidelity (yellow rose => infidelity symbol).

Another study has been realized by Joe Hallock (2003) next pages you can find his graphics researches.

This is the men favorite color graphic, as we can see the color blue is still the men favorite color with 57% and green the second with 14%. Then, the third one is black with 9%. Finally, the two studies are equal.
This graphic above represents the women favorite color, just like in the Ellis and Ficek (2001) study, blue with 35%, purple with 23% and green 14% are on the podium.

This graphic shows the men's least favorite color, orange and brown are just like in the Ellis and Ficek (2001) study, the worst color for men with respectively 22% and 27%, unluckily the pink color is not present in Joe Hallock graphic (2003).
This last graphic shows the women's least favorite colors, just like the Ellis and Ficek (2001), the orange with 33% the grey with 17% and the brown 20% are the most hated colors for women.

**c) Influence of color in the price**

According to Middlestadt (1990), he showed that the same product presented with different background colors, influenced a lot customers. Middlestadt used 3 objects:

- A perfume bottle
- A fountain pen
- A water bottle

He realized his study on 84 peoples, only women. The study was to present the 3 objects in blue and in red.

After the experimentation, Middlestadt noticed no color manipulation with the perfume and the bottle, nevertheless the color manipulation worked with the pen, the color with the best significant affect was blue, because blue is a color ambient and increase the positive attitude to buy a product
Roullet (2004) realized another study with 600 students from different countries like France and Tunisia about the influence of the price on customers. He proposed this time 4 objects:

- A radio
- A coffee machine
- A microwave
- A toothbrush.

During the experience Roullet (2004) assimilates each product with three different color background (blue, green and red) and the study shows that in function of the color background, he notices a price evolution, thus a product exhibits with a blue background color, has in general price estimation higher than a product exhibits with a green or red background color.

2.3- Relation between color and product packaging

Packaging

According to Vidales Giovannetti (1995), there are 3 kinds of packaging. The first one has just a direct contact with the product, like a meat pack or a perfume bottle. The second, the packaging has to protect the product and communicate the qualities of the product to the customer. The third, the packaging contains both previous kind of packaging.

For Evans and Berman (1992) the Packaging represents the product identity and also the brand identity.

The main packaging task (Paul Trott, fourth published 2008):

- To attract buyers in the stores
- Communicate a message (for example the environment is the main trend and the environment is in general assimilate with the color green)
- Facilitate purchasing among the customers
- Seduce after the purchasing, indeed you must seduce your customers and they will buy again your product
- Facilitate the product use (as an example the orange juice or a carton of milk packaging)

As conclusion the packaging plays an important role from the sell point of view but can also help to win the loyalty of the customers.

As said previously, the main trend actually is the environmental (or the ecology), with the color green and to sensitize customers.

b) Relation packaging color

As said previously, the Packaging is the art to attract future customers with a basic product packaging.

According to Cheskin (1957), during the 50ies the soda brand named 7-up decided to change packaging (of course without changing the product), the brand added some yellow color on around 15% on its bottles. Finally the customers noticed that the taste was better and lemon-flavored a little more pronounced.

In this way, the color is vital for the first customers impression, According to Roulet (2004) the colors is especially important if your product is not really famous, in a saturated market the competitions will inspire the product leader to be identified by the customers, however the competitors must distinguish themselves.

The best example has been underline by McClur and al in 2004, every people on Earth can identify Coca Colas bottles with Red and White colors. While it main competitors, Pepsi, is using blue color in majority, red and white colors are also present on the Pepsi logo just like Coca-Colas. Color is making firm/article identity.
However, with the globalization, a major part must be export all around the world. Companies must be careful with the culture shock, indeed as we see in the color's symbolization; each one has different colors meanings. Wooten (in 2011). Let’s take Cadbury case, the chocolate maker developed and commercialized a purple packaged bar of chocolate.

In Europe, with Milka already present since years, there isn't any problem for customers if this bar of chocolate is purple packaged; it sounds so to say “normal”

But in Asia, in country like Taiwan or even China, people identified this product as a low quality product, so Cadbury has simply changed product packaging in Asia, of course its creating cost to have 2 different packaging colors but the Asian market is strong. (J-G Causse, 2014)

According to Aslam (2011), if you want to make business in Asia, use light and colored Packaging. (maybe good to know before deciding any new article launch!)

Finally, some authors assure that packaging colors influence customers perception; Payne (1958), about the article weight. From the lightest to the heaviest => Green, light blue, yellow, purple, red and blue. It means 1 kg of Green looks lighter than 1 kg of blue.

Most recently, Déribéré (1996) assure that color can influence the customer’s perception about the size; the customers would overestimate the size of the product if this one has some "hot" colors like Red or yellow, and of course on the contrary the customers will underestimate the size of the products with "cold" colors like blue and green. We can say 1 meter high in Red looks bigger than 1 meter high in green.

Then, color is really influencing the perception of the customers about the taste, the brand identity, the quality and the products itself.
c) Impact of color on marketing

According to Christian Gronroos (1989), Marketing represents every activities and resources that a firm must implement to satisfy needs and wants of customers previously selected in a market.

However, according to Phillip Kotler (1971) a strategic marketing professor and specialist about marketing theory, the main Marketing objective is to create a value for customer, the author means we must create a desire to buy a product among our future customer, and then to capture value from customers.

Then, the main function of the Marketing is the customer satisfaction for that we need to identify the customer's needs, to anticipate them and to satisfy the customers' expectations (Anderson, Fornell and Lechman, 1994). To realize a Marketing study we can use different marketing Strategy:

- **Segmentation** = you must divide the market into specific group of customers, then you will recognizes the different customer's needs, as an example you can find a geographical segmentation like Countries (France, USA) or regions. And the demographic segmentation like for the genders or the age of your customers. (Reid and Bojanic, 2009, page 139)

- **Targeting** = the targeting is simply a decision about which market segment you will prioritize for business. the mass marking is representing by one product for one market, the differentiated marketing is when you have different version of a product for one market (like Coca-Colas), then you have the target marketing for specific product for each markets and finally the focus marketing, a specific product for a niche market. (Rossi, McCulloch and Allenby, 1996)

- **Positioning** = the brand or the product must occupy a stable and distinct place in the minds of the customers, there are different kinds of positioning; the functional positioning the product will solve a customer's problems and will be benefits for customers; the symbolic positioning, the brand image is the main identification product for the customers and finally the experiential positioning, the product will stimulate the customers. (Trout. J, 1969)
• Application of color in marketing

According to Gregory Ciotti (2013) a marketing Strategist, color represents one of the most interesting but also the most controversial aspect of marketing.

First of all, color plays an important role in branding, even if the Globalization is trying to standardize the product range, when a firm sells its products in every continent, the firm cannot create a set of color for each products and each countries. (J-G Causse, 2014)

However, with a color, we can target a customer base, thus the firms can choice it future color in function of the geography, demography and finally to target customer base. (J-G Causse, 2014)

Thus, some studies show that people has different point of view in function of the colors findings; colors influence how customers look at environment and influence the personality of the brand. A study named "Exciting Red and competent Blue" wrote by Lauren I. Labrecque and George R. Milne in 2010, if a customer meets a brand logo, this logo will create a message, and the color plays an important role because this branding message will activate memory and will influence the brand perception in a negative or a positive way (see examples: Heinz case with the green Ketchup). But if the customer meets a new brand logo, the customers perception will identify the brand and associate it with the meaning of the color during his first vision, as an example children's who don't know Coca cola before, will associate the red color with this brand.

Then, another study in "color Research and application" (AR Robertson, 1977, vol 2 pages 7-11) suggested that color is very important for the Brand identity, when you are making a new company, the human brain prefer without any doubt distinguishable brands. As an example if all of your competitors are using a color, you must use another color to stand out on the market.)

Finally, without any doubt, color maybe represents for the customers initially a small detail, but all of this detail will influence you, and even if you don't want to buy this product, starting from you can recognize the brand, it's a first
victory for the firm, because one day, you will probably buy one of them products (J-G Causse, 2014).

Then, it's a dangerous strategy for the firms who try to use a large color range with their product. The customer will maybe see the product, will have a judgment but you are not sure he will buy it or not. (J-G Causse, 2014)

One of the greatest success with a large color range is the IMAC G3 (http://www.macworld.com/article/1135017/imacanniversary.html) and the IPOD, Apple revolutionized the high technology world while the others computers were reduced with black or grey colors.

According to Philippe Roaldés (2011), Manager of color 3D workshop, thanks to Apple the computer became more than a simple work tool; it became an ornament tool, just like the IPOD who became a Fashion accessory (personal experience)

However, many firms knew big flops with their product, even marketing professional can realize mistake, as an example Nestlé tried to conquer the yogurt market with the LC1 and failed. According to Brice Auckenthaler (2011), a Marketing consulting expert, the customers would have assimilated the product with a medicine, that why this product was not a success.
Then, we cannot associate any color to any product, did you already see a hot pink car? (Personal opinion), not me. Even if Pink is actually a trend color, this color doesn't work for the automobile sector (http://www.linternaute.com/acheter/dossier/couleurs-qui-font-vendre/5.shtml). Last example of big flop was the green Ketchup, while the main trend was not the green Heinz tried to impose it new ketchup, unfortunately this was flop.

On the left we can see the famous LC1 from Nestlé. The grey color was assimilated for the customers view, the product to a medicine.

On the left we can see the Green ketchup a Heinz big flop. The main conclusion is without any doubt, we cannot change easily the customers’ habits.

d) News from France about cigarette packs

Recently, the French Government with the agreement of the European Union has decided to adopt a new cigarette pack, these neutral packs will arrive next year, the main goal is to break the cigarette producers marketing strategy, in creating neutral packs without logo and banal color. (Below the next cigarette packs). http://www.metronews.fr/conso/tabac-la-loi-touraine-instaure-les-paquets-de-cigarettes-neutres-sans-logo-pour-le-20-mai-2016/mneD!RJR66gHHfN8M/

The hope is to forget the red Malboro packs, the yellow Philips Morris packs and the blue Gauloise Packs, as we already see previously in the application of color in marketing section, a study in "color research and application" 1976, the color is very important for the brand identity. And without their respective color, the cigarette brands should lose a part of their brand identity and finally their brand influence, of course cigarette producers don't agree with this new directive, because they know that they can lose one of their main competitive advantage: the recognition, and in the long term, the profit will decrease. (http://www.lefigaro.fr/conjoncture/2014/09/24/20002-20140924ARTFIG00066-le-paquet-de-cigarettes-neutre-arrive-en-france.php)

The main objective of this campaign is to decrease adolescent smoking.

"Teenagers, smokers or not, judge this new packs uglier, more insipid, not really attractive, uninteresting and boring" underline Karine Gallopel-Morvan, a
teacher in the public health high school of Rennes and specialist in social marketing.


Smoking kills around 73 000 people every year in France
III) Methodology

Research question

The purpose of this study is to know how the customers react in front of a range of products with different colors?

1) Type of research

According to Babbies (2001), exploration, description and explanation are the main purpose used by researchers. (Babbies, 2001)

Firstly, a research is said descriptive when the main objective is to define and explain a situation or a events, therefore the researcher writes a descriptive about what he observed around him (Sauders, Lewis and Thornhill, 2009)

Secondly, concerning the exploration study, the topic will arouse researcher curiosity and this one will get a better understanding by observation and identification of the key issue, which is going to allow allow him to decide direction for his future study. (Philip Kotler, Gary Armstrong 2006).

Finally the explanation study, this study will push the researcher to understand the cause and effect of a problem, basically the researcher will give an answer to his study (Babbie E, 2001)

In this study i wanted to observe the impact of color on the customer perception, i focus on the descriptive research using a survey to collect the data.

2) The Method research

In an academic research, there are two method research, the qualitative research and the quantitative research.
On the one hand, the qualitative research is a method focus on behavior people examination, the main interest of the researcher is to explain the "why and how" of a decision process. (Pope and Mays, 1995).

According to Merriam (2009) the qualitative research is based on understanding and meaning of people's mind, a qualitative study can be realize using behavior people observation or interviewing a independent contractor. The quantitative research is explaining theories by examining numerical data. Statistical data from numbered data is the main instrument to measure quantitative research. (Creswell, 2003).

Recap chart:

<table>
<thead>
<tr>
<th>quantitative</th>
<th>Qualitative</th>
</tr>
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<tbody>
<tr>
<td>Focus on facts</td>
<td>Focus on understanding</td>
</tr>
<tr>
<td>Test Hypothesis</td>
<td>Generates Hypothesis</td>
</tr>
<tr>
<td>data from precise measurement</td>
<td>Data from observations or interviews</td>
</tr>
<tr>
<td>General statistics from a large sample of people</td>
<td>Capture details from a short sample of people</td>
</tr>
</tbody>
</table>

For this study, i developed the quantitative side, using a questionnaire. i sent this questionnaire on Facebook, to different groups, so people from different countries gave answers.

3) Data collection

There are two kind of process to collect the data, first of all the primary data collection and then the second data collection

According to Hox and Boeije (2005, page 593-596), the primary data collection involves experimenting a large sample of people using survey, case studies or group observation, the main objective of this data collection strategy is to obtain a massive random sample of the population. Then researchers will analyze the information answer to the data collection (survey or study case).
On the other hand, according to Hox and Boeije (2005, page 593-596) with the second data collection, the researcher can get information from others studies or others purposes like books, journals or articles.

However, Hox and Boeije (2005, page 596), highlighted 3 problems, firstly the researcher have to locate data sources with precision, secondly those data must be useful for the researcher and thirdly the data quality is crucial.

In my case, i used both data collection, first of all i collected a massive sample of people answers 100 ,thank to a survey that i posted on social network and different social groups. Then i used information from others studies as Ellis and Ficek (2001) study to compare our results

4) Population and sample

According to Gay (1987), the best method to obtain representative sample is the ramdom sampling, the main goal of this method is to obtain a reflect of the population characteristic.

in my study both genders at every age could answer the questionnaire, randomly and anonymously. With the sample of population i could realize some interesting result about:

- Favorites colors
- Non Favorites colors
- Subject gustative perception (commentary form, no statistics)
- Influence of color with price impact

Each graphics will be analyzed and compared, with Ellis and Ficek (2001) study and Joe Hallock (2003) study for favorite and non favorite colors.

Concerning the influence of color about the price, i realized a different study compared to Middlestadt (1990) and Roullet (2004), they used a background
color with a product, in my case, i asked people if men and women are ready to pay more or less for a product with a good consideration for them.

The questionnaire was launched on April 17th until May 1st for a result of one hundred and five answers

IV) EMPIRICAL DATA

This study has been developed about the personal point of view of the customer, gradually in the questionnaire the subject will see that he is really influenced by colors. To realize this study i managed 105 answers.

First of all, the study is based on the Coca Cola cans packaging, the Coca Colas has been chosen because this firm owns a strong packaging based on the cans color

Then, i found a picture make up with different cans of Coca Colas with different colors, this pictures represents the main point of the study giving a visual support for the subjects and a choice possibility.

Next, the statistic has been realized about the favorite color of the subjects, their non favorite colors and then the influence of color about price.

However, this study shows also the personal gustative perception of the subject. It means during the study each person's said which cans has the best/good taste and the worst/bad taste in relation to the colors.
1) Personal Question

a) Gender

Man/Woman?

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<tbody>
<tr>
<td>Man</td>
<td>34.3%</td>
</tr>
<tr>
<td>Woman</td>
<td>65.7%</td>
</tr>
</tbody>
</table>

The gender distribution shows us that there is around 65.7% of women and 34.3% of men answered this questionnaire. As you can see women represents the large majority of the sample.

b) Other information

- Color Blind people

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<tbody>
<tr>
<td>Yes</td>
<td>5.7%</td>
</tr>
<tr>
<td>No</td>
<td>94.3%</td>
</tr>
</tbody>
</table>

above we can see the percentage of blind color people, 94,3% of them are not blind color, however 5,7% have that disability.

- Nationality

Concerning the nationality, a majority of French people answered the questionnaire; in the analysis part we will see their gustative perception about
Coca Colas a US firm. Then people on all around the world had a look on the questionnaire like

- Americans
- Germans
- Spanish
- Indians
- Belgians.

Despite a strong international sample, there are not enough international answers to realize a global study.

- Age distribution

As we can see the age distribution is totally unequal, only 3% of people are over 50 years old while 85% of people are under 25 years old. Those percentage are logical, the questionnaire has been sent on different social network thus it's normal to see people under 25 years old like me.
2) Question about the color selection

a) Influence of color

The first one shows us if people think that they are influenced by color or not, below we can see the results by genders.

69.56% of women are thinking, that the product color can influence them. 13.04% of women are more or less influence by the product color. And then 17.39% of them are thinking, they are not influence by color of product.

Concerning men, it's more direct, 83.33% of them are thinking, they are definitively influenced by product color while 16.66% are thinking, they are not influence by the product color.
b) Favorites and hated colors

Product color influence (men)

- **83.33%**: Yes
- **16.66%**: No
- **0%**: Maybe

What is your favorite color(s)?

- Red: 11.4%
- Yellow: 5.7%
- Green: 20%
- Blue: 22.9%
- Pink/Burgundy: 8.6%
- White: 5.7%
- Black: 5.7%
- Orange: 0%
- Brown: 0%
- Grey: 2.9%
- Autre: 17.1%
In this study, we can see that both genders’ favorite color is blue with 22.9% of the votes, green with 20% of the votes and then red with 11.4% of the votes. You can also notice a point named “autre”, this word means “other” in French, a little mistake during the questionnaire, without consequences for the study result.

The next graphic shows us the most hated colors, pink/burgundi with 28.6% is the least favorite color, then there is the brown with 20% and finally Orange with 17.1% of the votes., we should notice also the color yellow is in fourth position with 11.4% of the votes. In fact the color yellow has a bad reputation and it’s not really appreciated because of the yellow rose (flower), this rose is the symbol of infidelity.

3) Question about the color perception

After the question, if people are influenced by colors and what are their favorite and least favorites colors, the study continue with the visual and gustative perception.
a) Gustative perception

For the people who judged the cans with their gustative perception, I added up an open-ended question to help me understand how color packaging can influence gustative perception of people.

- "Should taste like Toothpaste"
- "blue and pink looks too chemical"
- "i don't mind of the color, the taste is more important"
- "no blue for a drink it's too weird"
- "this color looks so unnatural"
- "doesn't look tasty"
- "it remember me a bad taste"
- "it looks tasteless"
- "it looks very chemical"
- "i don't like orange taste"
- "would be a weird flavor"

as we can see, for people the color packaging impacts their gustative perception in function of the color customers will be more attract or will reject the product. Therefore for people orange and pink colors are not considering like attractive to be used on a dietary food packaging. For them the color can change the drink taste while there are no a whole difference.
b) Visual perception

Just like the gustative perception, people judged cans with their visual perception, and i also used an open-ended question, to have a better understanding about the color packaging and the visual perception

- "red is the basic coca cola!"
- "because it's my favorite color"
- "warm color attractive"
- "this color is beautiful"
- "more natural compared to others colors"
- "flashing color"
- "it's the original coca cola packaging"
- "All have the same taste but some colors are more attractive"
- "i always saw this cans on supermarket"
- "because i already know this brand"

As we can see, people associate firstly the color with the brand, for them red cans is the basic cans. In this way the color represents a strong brand symbol (like red for coca colas), some of people insure the product is the best because they already saw it in a supermarket. Then of course, customers will buy a product because it's his favorite color or because the brand is using a flashing color.

As a conclusion, the color packaging represents a great asset for brands sales and brands identity.
c) Cans packaging

Above, we can see the Coca Cola cans pictures, this picture is interesting for the study, first of all we can see the red cans of Coca Cola, this can is a strong symbol of Coca Cola identity, today everybody knows Coca for the red/white logo and the red can. Then you can see the blue and green cans, both colors are according to my previous results (favorite and hated graphics) the most favorites colors for people. Next, we can see the orange, pink and purple cans, this three colors are according to the authors previously cite the hated colors.
4) Question about the sales process

a) color can influence the price

This last analysis part is concerning the influence of the price by gender, the first graphic show us how much per cans a woman is ready to pay.

- 4,34% of them are ready to pay more than 0,30€ per can to get their favorite cans.
- 17,39% of them are ready to pay between 0,05€ and 0,10€ more to get their favorite cans.
- 26,08% of them are ready to pay between 0,10€ and 0,20€ more per cans to get their favorite one.

If you accumulate all of this numbers : 47,81% of the women are ready to pay more to get their favorite cans. Then 52,16% of them want to pay a lower price to get their favorite cans.

As a conclusion, almost 1 woman on 2 would like to pay a higher price to get what they want; the next graphic will show us the men point of view.

<table>
<thead>
<tr>
<th>How much per cans a woman is ready to pay more.</th>
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</thead>
<tbody>
<tr>
<td>0,05€ - 0,10€ less</td>
</tr>
<tr>
<td>0,10€ - 0,20 less</td>
</tr>
<tr>
<td>more than 0,30€</td>
</tr>
<tr>
<td>0,05 € - 0,10€ more</td>
</tr>
<tr>
<td>0,10€ - 0,20€ more</td>
</tr>
</tbody>
</table>
concerning men:

- 33,33% of them are ready to pay between 0,10€ and 0,20€ more to get their favorite cans

It's 7 points of percentage more comparing with women for the same section. Unfortunately, men prefer a lower price per cans with:

- 41,66% of them are ready to pay between 0,05€ and 0,10€ less to get their favorite cans, around 20 points of percentage additionally comparing the women graphic for the same section.

- 25% of them are ready to pay between 0,10€ and 0,20€ less to get their favorites cans, around 5 point of percentage additionally comparing the women graphic.

<table>
<thead>
<tr>
<th>How much per cans a man is ready to pay more.</th>
</tr>
</thead>
<tbody>
<tr>
<td>33,33%</td>
</tr>
<tr>
<td>0,05€ - 0,10€ less</td>
</tr>
<tr>
<td>0,05€ - 0,10€ more</td>
</tr>
</tbody>
</table>


V) ANALYSIS OF EMPIRICAL DATA

The analysis part relate the findings of the empirical data to the theories used in the frame of references, in order to answer the research question: How the customers react in front of a range of products with different colors? The idea is to know the most appropriate colors on the market.

On the one hand, we need to determinate the favorite customer's colors, the idea is to know the most appropriate colors on the market.

On the other hand, we need to know if the color packaging plays an important role for the customer perception, the idea is to evaluate the visual and the gustative perception of customers, then we will determinate the influence of packaging on the price.

1) Dominant sales colors

The first part of the purpose is to determinate the dominant sales colors towards the customers.

In my study, we can see that both genders favorite color are:

- blue with 22.9% of the votes
- green with 20% of the votes,
- red with 11.4%

Ellis and Ficek (2001) realized a study where 1924 males and 3666 females provided answers, in their answers for both genders blue and green are the favorites colors. Blue is the favorite color for 45% of males and 24.9% of woman, as for green 19.1% of males voted for this color and 27.9% of woman.
The red is just behind with 12,1% of the votes for males and concerning women red is at the fourth place with 11,9%.

Joe Hallock (2003) also realized a study about color preferences by gender, according to his result the color blue is the favorite one for males and females with respectively 57% and 35%. Then the color green is the second favorite for males with 14%, and third favorite color for females with 14% as well. Finally the color red is also one of the favorite colors with 9% for females and 7% for males. (see graphics pages 21-22)

Benchmarking summary of favorite colors (percentages)

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<tr>
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</thead>
<tbody>
<tr>
<td></td>
<td>Men</td>
<td>women</td>
<td>Men</td>
</tr>
<tr>
<td>Blue</td>
<td>45%</td>
<td>24,9%</td>
<td>57%</td>
</tr>
<tr>
<td>green</td>
<td>19,1%</td>
<td>27,%</td>
<td>14%</td>
</tr>
<tr>
<td>red</td>
<td>11,9%</td>
<td>11,9%</td>
<td>7%</td>
</tr>
</tbody>
</table>

This benchmarking made with my study result, is showing the same favorite color: Blue; hated colors are more dispatched in the 3 studies .

As a conclusion my study is showing us the same result that Ellis and Ficek (2001) and Joe Hallock (2003) studies, exactly with the same colors.it's not a suprise according to the color symbology (Roullet, 2004, pages 152-154; J-G Causse, 2014, pages 177-181), red is the color of strenght energy and power, blue represents serenity and faith and green symbolizes life, fertility  ecology.

Ellis and Ficek (2001) : blue, green and red are clearly the favorite colors for people.

Joe Hallock (2003) : the favorites colors just like in Ellis & Ficek result are blue green and red with high percentages
The next part shows us the most hated colors, in my study the most hated colors are

-pink/burgundy with 28.6% is the least favorite color,

- brown with 20%

- Orange with 17.1% of the votes.

Just like the previous part, this one is very similar with the Ellis and Ficek (2001) and Joe Hallock (2003) studies.

In Ellis and ficek (2001) study, for both gender brown and orange are the colors with the smaller numbers of vote. 0.7% of males and 0.5% of females voted for the brown color. Concerning the color orange 0.8% of males and 1.8% of females voted for this color. Come just after pink color with 0.5% of votes males and 5.3% of votes females.

Joe Hallock (2003) for his study realized least favorite colors graphic to one side just like me. (see graphics pages 22-23). it’s an interesting study because for both gender, orange brow and yellow. the males participants gave 22% of their votes to orange and 27% of their votes to brown color.

Concerning females, they gave 33% of their votes to orange and 20% of their votes to brown.

Finally, Brown and orange in both study were the most hated by people in general. However, in the color symbolization (Roullet, 2004, pages 152-154; J-G Causse, 2014, pages 177-181), brown represents the earth and it's a protection symbol, concerning orange, this color represents energy, joy and pride.

We should notice also the color yellow is in fourth position with 11.4% of the votes in my study (see graphic page 40), in Ellis/Ficek (2001) and Joe Hallock (2003) studies yellow is not a favorite color as well. In fact the color yellow has a bad reputation and it's not really appreciated because of the yellow rose (flower), this rose is the symbol of infidelity.
Benchmarking summary of hated colors (percentages)

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Men</td>
<td>women</td>
<td>Men</td>
</tr>
<tr>
<td>Pink/burgundi</td>
<td>0,5%</td>
<td></td>
<td>28,6%</td>
</tr>
<tr>
<td>Brown</td>
<td>0,7%</td>
<td>0,5%</td>
<td>27%</td>
</tr>
<tr>
<td>orange</td>
<td>0,8%</td>
<td>1,8%</td>
<td>22%</td>
</tr>
<tr>
<td>yellow</td>
<td>1%</td>
<td>2,7%</td>
<td>13%</td>
</tr>
</tbody>
</table>

After the comparison between the results of my study, Ellis/Ficek (2001) and Joe Hallock (2003) results, we can underline the likeness of them, for both graphics the favorite colors and the hated colors.

The colors like blue, green and red are clearly on the top of favorites colors for both genders, while brown, orange and yellow are the hated colors for people with their low percentages.

Ellis and Ficek (2001): blue, green and red are clearly the favorite colors for people, while brown, orange and yellow don't catch subjects attention.

Joe Hallock (2003): the favorites colors just like in Ellis & Ficek result are blue green and red with high percentages while as we can see the most hated colors are brown, orange and yellow.

Finally We are clearly since 14 years and probably more with the same colors standards; which is very important for strategic decision made by companies, it’s very risky to decide for others colors than the favorite ones.
b) Customers Perception

After the question, if people are influenced by colors and what are their favorite and least favorites colors, the study continue with the visual and gustative perception.

- visual

I propose a pictures with different color's cans, to analyze the visual perception. With no surprise the classic Red cans of Coca colas is the favorite one with 40% of the votes far ahead, the blue one with 8,5% and the green one with 11,4%, whereas both colors were considering as the favorites ones for people in Ellis and Ficek (2001) and Joe Hallock (2003) studies. Then we can see the point view of the subjects, the red Coca colas stays the best because for people it's the original Coca colas packaging, therefore the Red color represents the brand identity for Coca. Just like in the McClur and al (2004) study, anyone on the world identity coca cola with the red and white colors, those colors are the brand identity of coca colas.

However, some people choose cans for the appeal, the beauty of the cans and simply because the subject like its favorite color.

A next part of this answers give us an interesting point of view, indeed for some people the color of the packaging looks comfortable for the eyes while for others the flashing colors are more interesting for them. Liao et Liu (1995) associated "cold colors" like blue or purple, as relaxing an creative, these colors could decrease the blood pressure and increase the peaceful behaviors. Elliot, Maier and Mollerand Al in 2007 realized another study showing that flashing colors like red can decrease our reasoning capacities.

Finally, the color packaging of a product play an important role on the customer, indeed a majority of people identify colors not to a product but directly to the brand, starting from you can recognize the brand, it's a first victory for the firm, because one day, you will probably buy one of them products (J-G Causse, 2014).
• Gustative

After the visual perception, the next questions concern the gustative perception, the cans with the worst taste are the orange with 22.8% of the votes and the pink cans with 17.14% of the votes. According to Ellis and Ficek (2001) and Joe Hallock (2003), we saw in their study that people don't like orange and pink colors after brown, therefore these results are perfectly logical, with the main least colors trend.

Concerning the commentary results, people associate the color directly with a bad taste, and in general the main commentary is "it's doesn't look tasty". Some of them associate the cans taste with the term chemical, the colors are too tasteless and ugly to be associate with a can and to be attractive for the subjects. Therefore for people orange and pink colors are not considering like attractive to be used on a dietary food packaging.

Finally, according to Pantin-Sohier (2005), people cannot identify the food perfume without its color, and if you put another color, people can make some mistake during the test. The color contrast and the lightness of color influence indeed the customers' taste of the product and the gustative perception.

As a conclusion for this part, with the pictures, we saw different customer’s behavior. First of all visual perception about the brand identity, Red for Coca Colas, secondly the influence of colors about the visual perception plays role as important as the gustative perception. We can put orange packaging to a coca colas cans, and people will associate it with a bad taste whereas the red one is considering as the best Coca Cola.
• Color Sales process

in her study Middlestadt (1990) determined that customers attitudes change in function of the color. she examined the effect of background color on product attitudes and beliefs. she concluded that color plays a significant role on attitude toward buying a product and this attitude change in function of the color.

Roullet (2004) assimilates each products with three different color background (blue, green and red) like Middlestadt (1990) and the study shows that in function of the color background, he notices a price evolution, thus a product exhibits with a blue background color, has in general price estimation higher than a product exhibits with a green or red background color.

in my study i didn’t use color background but directly the packaging color of the product, this analysis part is concerning the influence of the price by gender, the first graphic show us how much per cans a woman is ready to pay.

If you accumulate all of this numbers : 47,81% of the women are ready to pay more to get their favorite cans. Then 52,16% of them want to pay a lower price to get their favorite cans. Finally, almost 1 woman on 2 would like to pay a higher price to get what they want; the next graphic will show us the men point of view.

concerning men : 33% of them are ready to pay more to get their favorite cans it's 7 points of percentage more comparing with women for the same section. Unfortunately, men prefer a lower price.

as a conclusion color can the influence the sales process and beliefs in particular about the price, a large part of customers are ready to pay more to get a product with their favorite colors.
VI) CONCLUSION

As a conclusion, the color plays definitively a major role, this study shows us that color stays unconsciously one of the main decision criteria about the final customer purchasing.

This study shows also that we cannot minimize a problem like color, in fact everybody has his favorite and less favorite color, and is more or less influenced by them, and everybody has a different visual and gustative perception thank to these colors.

However, color progress with the society and traditions, a new color can maybe come on the top of the color standard during few years and completely forgotten next 20 years. The trend influences the color and the color influences the customer. But in always keeping in mind the favorite colors.

Finally, we can associate definitively color as a strong competitive advantage for firms and they should not doubt about the color efficiency. More and more color is playing its role in the strategy of new articles arriving on the market.

Then about color and like Ingvar Kamprad is used to say

“Most things remain to be done “

"A glorious future !"

Ingvar Kamprad, founder of IKEA (the testament of a furniture dealer, 1976)
- **Strategy Recommendations**

- All firms must be careful about their future logo, the logo is the first symbol of the brand identity, if customers can recognize your logo, they can recognize your products. But as demonstrated colors standard should be in the choice.

- Big firms like IKEA ("Handling of colors and color samples", rule in the IKEA group, 10/08/1999) have decided to have a Color Council, the main role of this council is to choose the appropriate color to an appropriate product. Every Year this Color Council decide what colors trend the company will go for, the color plays an important role, they should decide if customers will like to buy a orange or pink sofa. Then the color council will decide the main color trend just like at Grand Couturiers.

- The color represents a very strong and competitive advantage, to associate the good product with the good color is crucial for companies launching new articles.
VII) APPENDIX

1) Questionnaire (to collect the data)

Man/Woman?

- Man
- Woman

Nationality

How old are you?

Are you color-blind?

- Yes
- No

Favorite color(s)?

- Red
- Yellow
- Green
- Blue
- Pink/burgundi
- White
- Black
- Orange
- Brown
- Grey

Other(s) color(s)...

* several colors can be select

hated color(s)?

- Red
- Yellow
- Green
- Blue
- Pink/burgundi
- White
- Black
- Orange
- Brown
- Grey
Are you influenced by product color?

Look this picture

Which can has the best taste for you?

why?
Then which can has the worst taste for you?

........................................

why?

........................................

Are you ready to pay a little more or less your favorite Coca Colas cans?

........................................

How much per cans?

0.10€ - 0.20€ more

0.10€ - 0.20 € less

More than 0.30€

0.05€ - 0.10€ more

0.05€ - 0.10€ less
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