



CHOOSING THE RIGHT COLOR: A WAY TO INCREASE SALES

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ABSTRACT

It can be stated that the colors are one of the most important and powerful tools of design for marketing materials such as web sites, direct mail, ads, and etc. Meanings and Usage of Color can vary from country to country. Therefore, it is necessary to identify each culture color psychology for correct use of color. This paper focuses on the psychological meaning of each color and suggests using it in the correct position. To this purpose the relationship between color and culture, gender, emotions and Costumer behavior are expressed. Findings of the study indicate that managers, Graphics' designer and advertisers can use colors for increase Customer attention, and then use it to increase sales.

Keywords: Color, Psychology of color, Marketing, Costumer behavior.

JEL: D12, M31, M37

1. INTRODUCTION

Colors are one of the most important factors that influence our perceptions. Their impact is visible in every part of our daily lives, influencing our interactions with other individuals and with inanimate objects. Colors are one of the most important elements in customer and consumer contexts. Similar products are sold often in different colors or with different packaging. Showcase stores and their interior, Shopping mall walls and aisles use multiple colors.

You may have noticed to banners, flags and colorful signage around your community. When it comes to choosing the "right" colors, it's not only a matter of the most visible color choice, but Emotions are evokes in the colors. If you choose the "wrong" color for text or the graphics, this makes you might move your message to the wrong on a subconscious level, and it is not quite what you wanted. This could lessen or reduce or even neutralize a message that you were always trying to get it.

Color is one of the first primary factors considered by consumers when you are shopping and is a very influential factor in product selection. (Clarke and Honeycutt, 2000). There are a number of studies that suggest that consumer color choice depends on demographic factors, such as age, gender, ethnicity and socio-economic level (Choungourian, 1968; Krishna, 1972; Boyatzis and Varghese, 1994). Understand the meanings of colors is learned and it can change over time (Adams and Osgood, 1973; Hupka *et al.*, 1997). Also, color preferences Takes effect by external factors such as geographic location (rural or urban) and climate (Wagner, 1988). Singh (2006) concluded in his study that “Marketers know that an average consumer’s decision to purchase a product is based, up to over 60%, on its color” (Singh, 2006).

In general, colors have the power to affect a consumer’s overall perception of a product and will affect purchase decisions. (Sable and Akcay, 2010). Colors have different meanings, Implications and perceptions in different cultures, ethnicities and countries (Madden *et al.*, 2000; Aslam, 2006). The knowledge and awareness of consumers’ color choices enables marketers to identify and offer the right and suitable products color. Color is also used to attract, draw attention, create a purchase intention, and desired atmosphere in retail stores (Bellizzi *et al.*, 1983; Kerfoot *et al.*, 2003).

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Grossman and Wisenblit (1999) stated that the importance of color selection is a function of the price level of a product and average life. In high priced, high involvement and long life products, consumers are paying attention more on colors in their choice. In contrast, for Lower prices and low involvement products, consumers are more flexible in their choice (Grossman and Wisenblit, 1999). In general, the perception of the color choice and response of consumers for different products has become very complex, because consumers have developed a wide range of color associations for different products. Marketers need to know that choosing the right color is the more important for valuable and expensive goods as a factor of showing the importance and type of goods (Ogden *et al.*, 2010; Akcay *et al.*, 2012).

This article reviews the literature on the psychology of color meanings and its effects on marketing of different industries and various commodities. It examines Differences in the meanings of each color in every culture and nationality. Also states the impact of colors in differences gender. For this reason, in this paper, the psychology of color has been expressed in various markets. To select the color for each type of product and industry should be according to the type of customer, consumer goods culture, gender and emotions. Accordingly, in this paper, after the introduction, the literature is expressed in generalities about color and its relationship to culture,

gender and emotion. In Section III, recommended colors for different industries, this application can be used in the logo, packaging and advertising. Conclusions are stated in the last section,.

2. LITERATURE REVIEW

According to the definitions set forth in Wikipedia Identify the color is a visual perceptual property in human which beings are divided into different categories. Color is caused by the interaction of the spectrum of light (distribution of light power versus wavelength) with the spectral sensitivities of the light receptors in the eyes. Being different colors and their physical properties is associated with differences in the physical properties of objects, materials, light sources and etc such as light absorption, reflection, or emission spectra. Accordingly, Light splits to six spectrum of distinct color in dealing with objects: red, orange, green, yellow, blue, and violet. Light sources emit various wavelengths of light. In other words, the spectrum is light intensity distribution from its source. Combinations of Spectrum different light create new colors and there are many color sensation. Indeed, may formally a class of light Spectrum to create a same sense of color, But widely it may be felt and understood differently in different species. The difference is less within the same species. In summary, the color of objects depends on the following two cases:

1. Physical objects in their environment
2. Characteristics of the Understanding eye and brain

Physically, it can be said the color of the object is detected by the light reflected from the surface, properties of objects in Surface reflectance, light angle and viewing angle of viewer. Some objects do not reflect light, they are Transporter or Publisher of Light which it also leads to colors.

Viewer's understanding of the object's color is not only the range of light emitted from its surface. But also color differences between objects can be recognized independent of the light spectrum, point of view, and etc. This feature is known as color stability and constancy.

Harrington and Mackie (1993) are expressed among these colors, the red has the longest wavelength whereas the violet the shortest. A yellow object absorbs all of the colors in the spectrum except the yellow light. Not absorb light reflected from objects to eyes, and then moves to the brain where it is interpreted to yellow. The eyes are included of rods and cones cells that allow us to distinguish and see lights and colors. To identify different colors, there are three different groups of cones cells: type I, type II and type III which are respectively associated with blue, green and red. (Harrington and Mackie, 1993). Other colors have been created from combining these three colors.

According to psychologists, colors are divided into the following main sections:

1. Warm colors which are included red and yellow
2. Cool colors which are included blue and green
3. Neutral colors which are included White, black and gray

It is significant point that the Distinguish between warm and cool colors is relative; since the color experiences vary between individuals, knowing the color experiences of others may not be suitable. Experience or perceived of a person of red color can vary from another person.

The science of color is sometimes called chromatics, chromatography, colorimetric, or simply color science. According to Wikipedia's definition, we can say:

“Color science states the color’s perception by the human eye and brain, the origin of color in materials, Color theoretical in art and Physical electromagnetic radiation in the visible area.” Marketers believe that the colors have a high impact power on the process of selection and purchase of a good by consumers, Sustainability brand image in Mind, and change the mood of consumers. Colors can differentiate a product from competitors and create positive or negative feelings about the product (Grossman and Wisenblit, 1999; Singh, 2006). Demographic differences such as age, gender and ethnic group cause consumers to accept and perceive color are differently (Akçay *et al.*, 2012). Younger people are more influenced by color, In other words, the Perception and effect of colors is different in each age, for example: Red is evokes blood and passion of a group of more than 55 years of age, but this color (red) is a sign of love and blood in teens. Research also suggests that the admission of blue color by young adult is more than older age groups.

According to recent studies, ethnic differences also affect the choice of colors (Sliver, 1988; Jameson, 2005). Akçay *et al.* (2012) is expressed that “Hispanics are usually drawn to brighter, stronger, more intense colors. African Americans deeply tend to saturated colors and Asian Americans compared to other ethnic groups have a significantly lower preference for green. African Americans and Hispanics lean proportionately more toward purple, Asians toward pink and Caucasian toward green.” (Akçay *et al.*, 2012).

Most of research about physiological effects of color on human’s dates suggests that there is a contrast between the effect of blue and red color with some exceptions. Red is the warmest, while blue is the coolest; these colors are on opposite sides of the color spectrum and have a different and strong influence on behavior. For instance, Babbitt (1878) Concluded that create violence by red color is more than blue. Gerard (1957) finds that red increases blood pressure, respiratory rate, and eye blink frequency while blue don’t have such effects. Also studies indicates red to be more arousing than green and blue to be more relaxing than red (Jacobs and Hustmyer, 1974).

Thus, red (vs. blue) with an aggressive response by increasing autonomic and cardiovascular activity creates a sense of the client to buy more.

Findings of previous results, summarized in the table 1 are express.

2.1. Colors and Culture

Color and its meaning is entirely dependent on nationality, ethnicity and cultural perspectives. Wiegersma and Van (1988) in a cross-cultural study find out that blue was the most preferred color in general across cultures. In the Hindu religion of India's most sacred color is orange, Orange is the most sacred color in Hindu religion in India, but the Ndembo (one kind of culture in Angola and Zambia) Orange is not known (Tektronix, 1988). In Islam, the color green is sacred. Celts used the green in wedding ceremonies due to be also sacred enough, until the Christian church introduced the white color as the colors used in the wedding. In Inuit communities, use a lot of

words and meanings to describe white. In these communities, there are 17 different descriptions to explain this color. In this culture white is the most important color.

Tektronix (1988) stated that “red and white is a combination used for ritual decorations in Melanesia and for representing the Sacred Heart of the Catholic Church in Mexico, and black always had a negative connotation associated with it, dating back to 2300 BC” (Tektronix, 1988).

In summary tables 2, 3, 4 and 5 show the meanings of colors in some cultures and countries.

2.2. Colors and Emotions

Colors’ Impact Pathways to different people is various; But Colors have a significant effect on emotions. Many studies have been done on the effect of color on consumer emotion and perception. Colors are one of the most important tools in the distinction between Brands (Macklin, 1996; Gorn *et al.*, 1997).

Hemphill (1996) shows that brighter colors (white, pink, red, blue) Create more positive reactions in people such as happy, excited, But the darker colors (brown, black) make the opposite effect. Green induces withdrawal, while black induces anxiety, and Red, aggression and excitation.

Labrecque and George (2011) find that a brand’s use of the color red or other warm colors such as orange conveys more excitement than cooler colors such as blue. Also, the website color and its background color have effect on the behavior of visitors and customers. Similarly, another study concluded that hospital rooms with blue walls as less stressful, and orange rooms as more stimulating, relative to rooms with white walls (Dijkstra *et al.*, 2008).

In the end, colors also affect performance. Mehta and Juliet (2009) concluded that while red enhances performance on detailed tasks, blue helps performance on creative tasks Mehta and Juliet (2009). Consistent with this research benchmarks, Table 2 shows a summary of feelings of each color:

2.3. Colors and Gender

Different colors also have different effects on gender. Khouw (2002) found that “men were more tolerant of gray, white or black than women, and that women reacted to the combinations of red and blue more frequently, and got confused and distracted more than men”.(Khouw (2002)

Casparie Connie (2007) offers the following classification:

- **Colors for Female:**

- Blue, Purple and Green (all cool colors) are Top 3 favorite colors in female
- Orange, Brown and Gray (warm and neutral) are Top 3 least favorite colors in women.
- Women’s preferences to green decreases with age are increasing.
- Woman’s Preferences for purple increase with age is increasing (all genders)
- All genders dislike of orange with increases their age.

- **Colors for Male:**

- For man blue, green and black (2 cool and one neutral color) are top 3 favorite colors.
- For man brown, orange and purple (neutral, warm, mixed colors) are top 3 least favorite colors.
- Men’s preferences to green decreases with age are increasing.

- All genders dislike of brown and purple with decreases age.

2.4. Colors and Costumer Behavior

Bellizzi and Robert (1992) find that the results which will be created by red color on customer are more negative than the blue color. In other words, red reduced willingness to buy or the desire to browsing and search on the market. As respects the red is physically more arousing than blue, blue confers more positive values than red, and thus influences buyer perceptions and behaviors favorably. (Bellizzi and Robert, 1992). Crowley (1993) shows that blue walls in the stores make relaxing and pleasant feeling for customer, but the red effect is inversely (Crowley, 1993). In spite of importance of the effect of color on willingness-to-pay, this subject has received very little attention.

3. THE USE OF COLOR IN MARKETING

The colors indicate our physical and emotional responses to visual stimuli and this has an impact on our interpretation of these stimuli. Indeed, the colors affect our understanding of the world around us. This is why color is so important in fields of graphic and architecture, Also, why graphic designers, interior designers, and architects are interested that Know the meanings and the influence of colors and to use it in just the right way. Each color creates a symbol in the human mind, in fact, it represent a unique emotion and personality. In every color lies a psychological meaning that Show the effects of color on mood. Knowing these effects can make benefits of using appropriate colors.

Belk.W.R. (1975) indicated that environmental factors such as noises, sizes, shapes, scents, and colors influence consumer perceptions and purchases. We focus on a particular symptom and its color that consumers are exposed to their environment. (Belk.W.R., 1975)

So, we must be aware of the psychological effects and psychological meanings of colors when we design or marketing for our product such as designing of business card, brochure, web site, posters or other material. Colors not only affect the beauty of product Rather they also influence our emotions and behavior. We will do well to consider the impact that the colors we use will have on our target audience.

For instance, researches have shown that warm colors specially reds and oranges encourage meal consumers to eat quickly and leave, this is why most fast food restaurants are decorated with light red and orange colors, and the effects of these colors are the cause that restaurant owners want costumers to do it.

Due to the different meanings of colors in different cultures, we must be considered the attitudes and preferences of our target audience when we are designing a color for a Product. For example Usually use gray for cheap goods in East Asia (Japan, China), while gray is the dominant color of high quality goods in U.S., Purple is the dominant color of cheap goods in U.S. and expensive in Asian countries (Grossman and Wisenblit, 1999). Research on color meanings in different cultures is important, when color is a part of a global product launch. Tables 2, 3, 4 and 5 show the meaning as well. Considering these tables is essential when choice of colors.

With industry growth in the globalization process, it is necessary to consider the factors affecting marketing. Today, Color is considered as an important factor in selling. The following table suggests the best use of color in the industry. Again, we note that according to the culture, religion, gender do not forget to choose the color.

4. CONCLUSION

Graphic artists, Marketers, advertisers and all managers involved in the sales process believe that the effects of colors on the consumer decision certainly can help facilitate the exchange process.

This study has shown how color can provide attention to customer and can stimulate emotions. It also shows that color has an effect on the perception and provides an attitude; this attitude improves learning and persuasiveness. Color can be effective on every level of sale of a commodity, from brand logo, image, signage, display, packaging, and even the product itself.

Colors have a very powerful effect on people's perceptions and emotions and based on instincts and associations. In many cases, the first thing we attention about products is their color; Color makes our assumptions about an item in the first moment, accordingly, the colors are very useful and very important tool for designers and marketers. Colors are simplest and most refreshing tool for a communication and influence on individual in a society faced with full of information, technology and stimulation overload. Color has strong associative meaning, they can influence people quickly and communicate powerful and create an unconscious inference and strong reaction.

In recent years, globalization has become a central theme in the market and everyone has noticed. In this way, companies must be aware of the cultural differences between colors in different countries around the world. Color perception, preferences and meaning of different colors are different in every culture and ethnic, and this is certainly an important factor in global marketing.

The best ways to use the correct colors is to see that how to use it by the Famous and successful companies. We know that big companies spend millions of dollars to researching what color would be the appropriate for the increase in sales. So, When we see the colors used for a product (website, logo, packing and ...), It creates in us a feeling about color.

Another way to identify right color is to experiment and observe. Test and see colors and their combinations and see how they make sense for you. It is likely that others people feeling is similar you about these colors.

Any designer can make use of a set of principles for designing better. According to the content expressed in this article, suggest the following steps in order to increase sales:

- Specify the type of customer of products (man, woman, teen) and who they are buying for (themselves, kids, babies, mothers, fathers, sports enthusiast, etc).
- Understanding the concepts of color in the Culture of product Customer.
- Decide what emotion you hope your costumers to experience. Using the color(s) you have choose in step one find the emotion you hope your costumers to have when they see your product.

- Use the suitable color scheme tool to determine the right and proper colors for your product.

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Appendix

Table-1. Introducing color groups and their application

Groups	Color	Comments & Recommendation
The Excitable Colors	RED	<p>The most emotionally intense color</p> <ul style="list-style-type: none"> - Provides a stronger heart rate - A sign of anger or danger - Shows excitement <p>If the object of your sign or print is to excite, alarm or stimulate, choose red.</p>
	YELLOW	<p>It is vivid & demands attention</p> <ul style="list-style-type: none"> - Happy and sunny day - too much is hard to look at - Shows the speed of metabolism - Increasing concentrations <p>McDonalds used it in their décor for years to get people to eat faster.</p>
	ORANGE	<p>Orange is a vibrant color & less intense than red & yellow. It denotes:</p> <ul style="list-style-type: none"> - energy - warmth - strength - wholesomeness <p>If you want people to sit up and take notice orange would be a great color to use.</p>
The Calming Colors	BLUE	<p>Blue is one of the most popular colors. It is cool & calm.</p> <ul style="list-style-type: none"> - The symbol of royalty - company's color - Related to intelligence - Stable and conservative - it makes people so productive - inhibitor of appetite - Relaxed <p>If you need a print for inside a restaurant, blue is not a recommended color of choice.</p>
	GREEN	<p>A popular color that symbolizes nature, life, renewal, & the environment. It is:</p> <ul style="list-style-type: none"> - The simplest color in the eye - calming/relaxing - The characteristic color of money - can also mean greed, jealousy or envy - Dark green indicates wealth - It is intended for men
	PINK	<p>Pretty in pink! Pink is:</p> <ul style="list-style-type: none"> - Romantic and attractive - Cheerful and playful - youthful
	PURPLE	<p>Purple signifies:</p> <ul style="list-style-type: none"> - luxury - wealth - Complexity and royalty - it is rare in nature, so looks artificial

		Because it doesn't always feel "real" you don't see purple used often in decorating or signage.
The Colors	Neutral	<p>Black is:</p> <ul style="list-style-type: none"> - Represents the power and authority - Serious and conservative - The cryptic and bad - classy <p>Use black if you want to convey elegance, sophistication or mystery.</p>
		<p>White</p> <p>The color of purity, white conveys innocence & cleanliness. Most regular signage is on a white substrate because it is the most neutral of colors. In these cases it generally won't provoke any physiological reaction.</p>
		<p>Brown</p> <p>Brown is the color of the earth& implies:</p> <ul style="list-style-type: none"> - Wholesomeness - Stable and material <p>can also unhappy or eager</p>
		<p>Gray</p> <p>Gray is:</p> <ul style="list-style-type: none"> - Conservative and formal - Moody and balanced - Generally an unexciting color. <p>Grey is the color of corporate bigwigs or associated with heavy industry.</p>

Source: by researcher

Tables-2. The meanings of colors in East Asia

Colors	Areas and countries	Meanings of colors
Red	Eastern	-prosperity -good fortune -worn by brides -symbol of joy when combined with white
	China	-the color of celebration and happiness such as wedding - long life and vitality -used in funerals ceremonies
	India	-this color shows love and beauty -fertility and purity - power and wealth -used in wedding ceremonies -shows married woman - color of fire and fear
	Thailand	- Sunday's color
	Japan	-danger and anger -Life
Pink	Eastern	-feminine
	Japan	-very good - Suitable for both men and women
	Thailand	- Tuesday's color
Orange	Korea	-trust
	Eastern	-happiness -spirituality
Yellow	Thailand	- Thursday's color
	Eastern	-imperial and sacred
	China	-honor -royalty and sacred - color of masculine
	India	- auspicious and sacred - Merchant's Symbol
	Thailand	-Considered auspicious as the bright yellow flower "cassia fistula" is a national symbol -represents Buddhism. - Monday' color
Green	Japan	- beauty -courage -cheerfulness and mirth -aristocracy
	Eastern	-new life, regeneration and hope -fertility
	China	-fertility -hope and new life -exorcism and disgrace

	India	- Islam's color -hope -new starting -harvest -virtue
	Thailand	- Wednesday's color
	Japan	-freshness, youthfulness and eternal life
	Indonesia	-a forbidden color
Blue	Eastern	- immortality
	China	-immortality -the color of feminine -associated blue films
	India	-Lord Krishna's color -the color of national sports
	Japan	-Daily Life
	Korea	- mourning's color
	Thailand	-Friday's color
	Eastern	-wealth
Purple	India	- comforting and sorrow
	Japan	- wealth and privilege
	Thailand	-color of mourning for widows - Saturday's color
White	Eastern	-funerals and mourning -death -sadness
	China	- mourning -Virginity and purity -Modesty and Humility - Age -unhappiness
	India	-unhappiness -symbol of sorrow in death of family member - traditionally the only color a widow is allowed to wear -funerals - peace and purity
	Japan	- symbol of death is White carnation flower
	Thailand	-white elephants are symbolizes auspicious -in Buddhism white is symbol of purity.
	Korea	-morality - innocence and purity -birth and death
	Eastern	- Wealth and welfare -healthy
Black	China	- young boy's color
	India	-lack of appeal -anger, apathy, darkness, negativity and evil -ward off evil
	Japan	-color of the night -mystery's color -shows feminine energy -evil and a threat -alluring and provocative
	Thailand	-unhappiness -bad luck, evil
	China	- color for earth
Brown	India	- mourning's Color

Source: by researcher

Tables-3. The meanings of colors in Western countries and Australia

Colors	Areas and countries	Meanings of colors
Red	Western	Energy- thrill- act - risk - love - longing - a warning to stop rage with green Christmas - Valentine's Day
	Russia	-Related with the Bolsheviks and Communism meant beautiful in Russian language often Used in marriage ceremony
	Australian Aborigines	-Color of the Earth and land -ceremonial color
Pink	Western	-Take care and foster- Love and Romantic - For women
	Europe	-baby girls -feminine color
	Belgium	- it is used for boys
Orange	Western	- Items cost effective and Cheap -Combined with Black on Halloween

Yellow	Ireland	-religious color for Protestants - It seems that the Irish flag with white for peace, green for the Catholics
	Netherlands	- Color of the Netherlands royal family
	Western	- Joy, happiness -Hopeful - cowardly -Discreet, warn of dangers and hazardous substances
	France	-jealousy
Green	Greece	-sadness
	Western	-lucky color in most western cultures -spring, new birth, regeneration -nature and environmental awareness -Saint Patrick's Day -jealousy -greed
	Ireland	Color symbol of Ireland - Irish Catholic religious color
	France	- Is not good for packing
	South America	-death
Blue	USA	- Money - Envy
	Western	-trust and authority -conservative -corporate -peace and calm -depression -sadness -"something blue" bridal tradition -masculine color -baby boys
	Belgium	- for baby girls
	Mexico	- Lamentation -Reliance - Calm
Purple	Colombia	- Related to soap
	Western	- Royalty -Divine -Riches and reputation -Top ranking position of power -Military Honor
White	Brazil	- mourning and death
	Western	- weddings and brides -angels -hospitals, doctors - purity and cleanliness -peace
Black	Western	-Power -control -intimidation -funeral -mortality-Lamentation -revolted
	Australian Aborigines	- Ceremonial Color -Usually are used in their work
Magenta	Brown	- safe -practical -convenient -stable -reliable -Down to earth Innovative -creative and artistic -Imagination and outrageous -Loving - sympathetic and kind -Encouraging emotional equilibrium -Spiritual yet practical -Non-compromising
	Spain	- Democracy political party Official and color of the Union Progress
	Netherlands	-Used by the Amsterdam based Magenta Foundation in support of anti- Ethnocentrism

Source: by researcher

Tables-4. The meanings of colors in the Middle East and Africa

Colors	Areas and countries	Meanings of colors
Red	South Africa	- mourning's color
	Nigeria	- Used in ceremonies -chiefs and directors Dress
Yellow	Middle East	-Happiness -prosperity
	Africa	-Used for high rank person
Green	Egypt	- mourning's color
	North Africa	-corruption and the drug culture
	Egypt	- spring - hope

	Middle East	-Islam's color -Power and strength -Fertility – luck and chance
	Saudi Arabia	-prestige -wealth
	Middle East	-protection
Blue	Iran	-mourning's color -Spirituality and Paradise -immortality
	Egypt	- to ward off evil -protection -virtue
White	Middle East	-purity -mourning
Black	Middle East	-evil -mystery
	Africa	-wisdom -Age

Source: by researcher

Tables-5. The meanings of colors in religions

Colors	Areas and countries	Meanings of colors
Red	Hebrew	-sacrifice, sin
	Christian	-love and passion, sacrifice
Orange	Hinduism	-Saffron, a soft orange color, is considered an auspicious and sacred color
Yellow	Jewish	-yellow star badges of the Middle Ages and post war Germany and Poland
	Buddhism	-wisdom
	Christianity	-Christ's color
Blue	Judaism	-holiness
	Hinduism	-the Krishna's color
	Catholicism	- Mary's robe color
Purple	Catholicism	-mourning -death, crucifixion
Black	Judaism	-unhappiness -bad luck, evil

Source: by researcher

Table-6. Emotion Chart

Groups	Colors	Emotion
Cool Colors	Blue	stable, calming, trustworthy, respect, mature, trust, reliability, belonging, coolness, refreshing, clean
	Green	growth, positive, organic, comforting, nature, fresh, cool, growth, abundance, wealth, fertility, luck, generosity, envy, prosperity
	Purple	youthful, contemporary, royal, royal, spirituality, dignity, prosperity, rich, mystery, wisdom, respect, religious
	Silver	Credit, scientific, clean and cold
Warm Colors	Red	energy, danger, stop, negative, excitement, hot, excitement, strength, sex, passion, love, movement, speed, life, risk, vitality, anger
	Pink	youthful, feminine, warm, soft, sweet, nurture, security
	Orange	flamboyant, fun, happy, energetic, new attitude, renewed, positive, organic, playfulness, warmth, vibrant, childlike, joyous, antidepressant
	Yellow	laughter, optimism, creative, positive, caution, warmth,

		sunshine, cheer, coward, happy
Neutrals	White	pure, innocence, clean, honest, pure, virgin, clean, youthful, mild
	Black	serious, authority, power, dark, dominant, sliming, Strong, death, sophistication, elegant, seductive, mystery
	Brown	wholesome, organic, unpretentious , reliability, stability, friendship, natural

Source: by researcher

Table-7. Recommend for the best using of color in the industry

Group	Color	Recommend For
COOL	Blue	<ul style="list-style-type: none"> - Business related websites and products(e.g. banks) - Blue color is applied for large business and investment corporate which trust and honesty are very important to them. - Computer-related industries and Hi-tech businesses - can be used on Web sites that are in the field Men's products, medical and cleanliness equipment, technology - It is recommended to use a light blue color to the tourism and travel Services and health and wellness Industry - Dark blue is often used by political organizations, religious organizations and legal firms.
	Green	<ul style="list-style-type: none"> - Finance and Accounting related products (e.g. forex related) - entertainment and leisure related websites and products - It is useful and practical in cases involving healing and health - Green is beneficial color for the nutrition of safe, natural and organic products - To motivate people for social activities - Dark green is an ideal for financial and money websites.
	Purple	<ul style="list-style-type: none"> - Purple is more suitable for products and websites related to women or children, although younger men are slowly becoming more attuned to it. - A sign of success, thinking, and science and used for academic institutions - Represents wealth, extravagance and gold-related industries - It is recommended to use a light purple color to the Services and Industry targeted female market.
WARM	Red	<ul style="list-style-type: none"> - Eye-catching logos , calls to action - In amounts it is effective in the promotion of products or services related to. - Using of a touch red on your website shows the passion and energy for business. - The larger amount of red is used in industries that are related to appetite and food, passion, energy or speed.
	Yellow	<ul style="list-style-type: none"> - Yellow is a great color for children's products - Apart from the above types of businesses, avoid its use where you are trying to impart a message of stability. - Be used where you want to people move faster like fast food outlets, the combination of yellow and red creates more appetite and encourage people move on quickly. - The combination of yellow and red is warning and used this combination for warning signs.

		<ul style="list-style-type: none">- Many charities choose to use it as a major component of their marketing program.- For products and websites promoting women's products and services, such as beauty salons, fashion businesses and cosmeticians.
	Pink	<ul style="list-style-type: none">- Brighter pink is recommended for use cheaper and trendy products in teenage and pre-teen market.- Dusty pink is more suitable in sentimental services and products in older market.
		<hr/>
	Orange	<ul style="list-style-type: none">- Orange is an invaluable color in encouraging sales in restaurants, café's, bistros and diners as it stimulates appetite and conversation.- This is a good color for hotels and resting places.- Use it in sports teams to convey concepts such as energy, adventure and flamboyance.- Orange is a great color to use on toys for young children,- Brighter orange is recommended for use in beauty salons, treatment centers and High class restaurant.
		<hr/>
NATURAL	Black	<ul style="list-style-type: none">- Black is beneficial for businesses selling luxury, elegance and sophistication.- Use products markets that are related to the high end youth like as music related businesses.- The combination of black and rich, bright, jewel colors such as red, emerald, cobalt, yellow and orange creates a dramatic effect. It also shows the heavy use of black felt intimidating and unfriendly.
		<hr/>
	White	<ul style="list-style-type: none">- White is probably the best color to use as the background color for websites.- Use products markets that are related to cleanliness, safety and simplicity. white is a great color to use on hi-tech products businesses, bathroom items, infant and health related products and kitchen appliances,

Source: <http://www.empower-yoursef-with-color-psychology.com/color-meanings-in-business.html>