Pick Me! Pick Me! Pick Me! Exploring Color Psychology in Marketing

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My project was about how brands/companies can use color psychology to market their products to consumers. I have always been in the many different ways that color psychology can be used in the real world. So I wanted to test how colors affect how we make decisions and how brands can capitalize on that. My hypothesis was If an item is wrapped in a color that is popular such as blue or red, I think it will have a higher chance of being chosen because it is popular with consumers. I created a google survey and had 30 participants fill out the survey. I opened the survey by asking their ages, gender identity, if they were colorblind, and what their favorite color was. The first section asked what color they connect with the given emotion. The given emotions were happiness, sadness, anger, fear, and disgust. I gave them 8 colors to pick from, this would give me a baseline for the next half of the survey. The second section was a selection of different colored boxes. The participants were asked to choose which box catches their attention first. The boxes were the same stock photo of a gift box that were different color combinations. So my hypothesis was supported in the sense that blue was one of the most attractive colors. It was not only the favorite color but it was one of the most consistent colors during the second part of the experiment/survey.

Awards Won: