

## The Role of Product Color in Consumer Behavior

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### Introduction

Psychological approaches and consumer personality traits in changing consumer behavior are the key product marketing strategy. Sensory marketing and its related elements to influence consumer behavior and emotional arousal of customers or mental imagery are new tools of marketing management. Product color is one of the first variables that the consumer encounters when viewing the product, so it will have the greatest impact on the visual and perceptual sense of customers. Color psychology is used in product design and marketing not only for aesthetics and physical appeal, but also as a tool to convey meaning, evaluate, judge, and provide information to consumers. This study was conducted by qualitative method with constructive grounded theory approach. This study aimed to investigate the role of product color in consumer behavior.

### Method

This is qualitative research that uses a constructive grounded analysis. The study population included experts and relevant literature in the field of color psychology and marketing management. The theoretical sampling was used to meet the analytic needs and emerging categories. The data collection tools were data extraction form and exploratory interviews to supplement and enrich

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the data. A total of 14 exploratory interviews and 70 related scientific documents formed the research sample. This study utilized remote interviews by Skype video-calling due to COVID-19 social distancing restrictions. Accordingly, relevant literature was reviewed to emerge codes and create issues. The selection of samples was completed purposefully until the theoretical saturation was reached. In data analysis, first, open coding and then focused coding were performed and finally, a constructivist model was designed. Constant comparison of data and memo writing took place with the open coding process. In this study, the Atlas. Ti 7 software was used to analyze the textual data. Code validity was obtained through peer check, member check, external audit, and Kappa Cohen index were used to calculate the reliability of extracted codes.

### Results

Using constructive grounded analysis, 41 sub-categories and eight main categories were identified and the theory was presented based on the Charmaz method. The main categories of the role of product color in consumer behavior include psychological dimensions of the consumer, personal interests and preferences, consumer response, socio-cultural dimension, biological or sensory-motor responses, color characteristics, and finally consumer demographics.

### Conclusion

Product color affects consumer behavior on three levels. At the individual level, the psychological dimensions of color are demographic characteristics and individual preferences. At the product level, it is color and properties and type of product and at the behavioral level, consumer behavioral responses and sensory-motor behavior. Dimensions and psychological factors affecting color selection and its perceptions along with demographic variables should be considered when designing, producing, and marketing development. Social and neural marketing must be considered to improve the moral and social consequences of using a variety of colors.

**Keywords:** Color, Product, Consumer Behavior

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