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# The Significance of Color in Marketing Strategies

## The aspect of color in Marketing

Most marketers consider color to be a significant component of marketing since color can be used to manipulate the feeling and view of a customer regarding certain commodities and services. Color has impacts on the notions that are not obvious like the taste of food. Thus, color psychology is the study of the color of how the behavior of human beings is related to color (Ciotti, 2014). Color can be applied to show different emotional results like joy, harmony or love. When used, it can arouse a person's view of a commodity or an item. However, color may have different meanings for different individuals, but specific purposes of color are common to the entire universe. Additionally, individuals may have a different view of color because of their culture and life experiences. I have applied the knowledge of color psychology to brand my commodity meant for skin care.

There are two main categories of colors in the packaging design of my commodity. The first one is green and sand color to symbolize nature and the second one is pink and orange color to express the diversity of smells. Since the packaging design was done at the end of the sustainable development course, it was important to ensure that nearly all materials used, if not all, are environmentally friendly. The outer cover of the package is made from seed paper since such kind of writing is not harmful to people and does not pollute the environment. Additionally, the paper can be reused to grow crops when watered.

Nature is always known to be green. Therefore, using the green color in my packaging design is meant to make consumers feel the naturalness of the product (Tsemashko, 2017). Through this idea, the customers will believe that the skin care product is manufactured from naturally existing raw materials like plants and not from mixing different chemicals in the laboratories. This kind of perception attracts many customers since most people value essential commodities because natural commodities have very few or no side effects. Additionally, the sand color also supports the impression of naturalness. The two colors go further and invite people to protect the environment because they will see the worthiness of nature in the packaging design of my commodity.