

Come utilizzare i colori per vendere il tuo prodotto

di Paolo Franzese





PSYCHOLOGY

OF COLOR

84.7%

of consumers cite color as the primary reason they buy a particular product.



WHEN PEOPLE BUY



93%

look at Visual Appearance.

6%

look at Texture.

1%

decide on "Sound/Smell".



80%

think color increases brand recognition.

"Research reveals people make a sub-conscious judgment about an environment or product within **90 seconds** of initial viewing. Between **62%** and **90%** of that assessment is based on color alone."



52%

of shoppers did not return to a store due to overall aesthetics.

OUTCOME OF THE USE OF COLOR

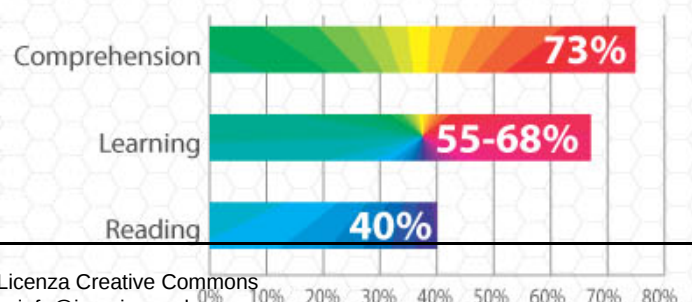


Ads in color are read up to

42% more often

than the same ads
in black and white.

COLOR CAN IMPROVE



Infographic by [WebpageFX](#)

Da un articolo scritto da Paolo Franzese il 16 Novembre 2015