Come utilizzare i colori per vendere il tuo prodotto

di Paolo Franzese

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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".

"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."

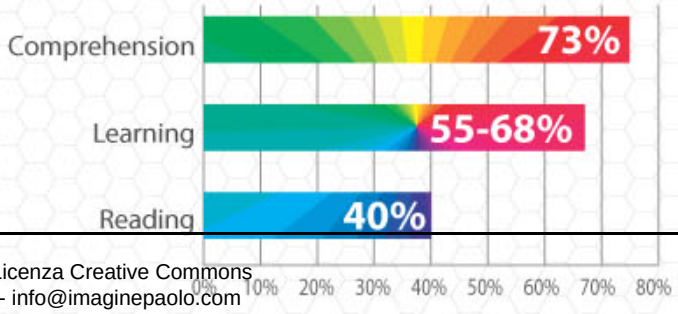
80% think color increases brand recognition.

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



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Infographic by WebpageFX

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