

Color Marketing: Impulse Strategies for Consumption

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Abstract: *The present work had as general objective to understand the influence that the colors exert in the decision of consumers when buying a product. To achieve the proposed objectives, a bibliographic review on the topic was initially used. In a restricted aspect, a quantitative research, supported by the exploratory-descriptive method, corroborated, in turn, the investigative procedure of the questionnaire. In view of the COVID 19 pandemic, his research brought in forms from google, where 103 people were interviewed, the base company for this research was the O Boticário franchise, in the city of Jaguaribe Ceará. Through the research, it became clear that the use of marketing with color strategies influences consumers to buy a certain product, driven by the visual aspect that the colors provide, therefore 62.1% of the respondents answered can identify the visual aspects related to the application of colors in your colors. In the purchase process, this information reinforces that consumers are likely to make purchases with the direct influence of colors.*

Keywords: Marketing. Colors. Consumers

1. Introduction

The preparation of the article comes from the proposal to establish a more specific knowledge about the attribution of colors at the moment when consumers make purchases, thus, colors can value products in their optical and attractive aspect due to technological changes and globalized aspects.

In view of these transformations mentioned, the consumer began to exercise a new behavior, as he became a well-informed, demanding individual with incalculable possibilities of purchase in an increasingly polarized market. This way, consumers are influenced by their cultural, social, personal and psychological aspects for the acquisition of goods.

Colors are capable of causing great acts in people's decisions and behavior. According to Pastel (2016), "Color represents 85% of the reason why you bought a certain product". Thus, in product marketing, it is essential to consider several factors, hence the following questions arise: How do cores really influence when making a purchase? And do marketing use colors as strategic tools?

It is taken as a foundation of business interest, understanding the influence that coloring has on consumers' decision-making when purchasing a product. Thus, the preparation of this work comes from the proposal to establish more specific knowledge: Analyze whether the nuclei have symbologies; check if marketing uses colors as a strategy tool; and understand if there are negative points about colors. The present work deals with the theme Marketing of Colors: marketing of colors: impulse strategy for consumption. This theme is part of a curiosity to really understand how cores influence a person at the time of purchase.

Initially, a bibliographic review on the chosen theme was used. In a more specific aspect, a quantitative research, regarding the approach to the problem. The questionnaire is subsidized by the exploratory-descriptive method. The author structured this work starting with: Introduction, then a theoretical framework constructed from the view of

several authors on the subject in question. Continuing, we have the methodology of its development as the results obtained from the measurement of the research data, and finally, as final considerations of the object under study and expansion of the horizon for future research.

2. Theoretical Framework

2.1 Consumption Concept

Consumption is classified as an act of acquiring something through purchase, being understood as one of the most important activities in the economy, which is fundamental for the movement of financial capital, also generating employment and income. Therefore, consumption is considered as a final phase in which the product reaches the consumer in order to satisfy it (CARVALHO, 2019).

It is important to highlight that there are several types of consumption, among them: collective and individual. In the individual, the consumption of each one of us is considered individually, as for example, when we wear an outfit, only we can be consuming that outfit at that moment. In the collective it can be represented by the education and health services.

We also have the public and private, where the private occurs through families, companies and individuals, and the public through public administration; the superfluous and essential, where the superfluous consumption is the secondary and tertiary consumption, as for example, the aesthetic products, and the essential is the one that supplies the essential necessities of life; and the intermediate and final, in which the intermediary is represented by the services of other goods, such as the raw material, and the final consumption, is what is intended for basic satisfaction (FERREIRA, 2014).

The practice of consumption can be carried out by the State, companies, families and or individuals, who wish to purchase services and products. It is worth mentioning that there are several factors that determine at the time of

purchase, such as product prices, income, culture and consumption habits (CARVALHO, 2019).

Therefore, it is possible to list the color as one of the points that also influence the time of consumption. That's because colors are in all products; thus, it is as if the external factors and the color (as an internal factor) maintain a direct and decisive link at the time of purchase. For this reason, it is understood that the act of consuming changes considerably in different regions, families, countries, social classes and people.

2.2 Meanings of Colors

Understanding the purchasing decisions based on colors becomes an important research factor, as it is perceived how much this influence in the choice of the product to be purchased by the consumer. However, other factors such as brand and price are also important, but they directly interfere with the purchase. The meaning of colors according to psychology is a study that points out the way our brain behaves in the face of information captured visually. It may seem simple to know, but the truth is that the technique is much more complex than the concept suggests.

Colors are a powerful way to convey an idea or message in each culture. The meanings can differ widely or be similar. Colors have the ability to transmit sensations that can either relax or stimulate, cheer or sadden people. Although its meaning is universal, according to each culture, each color can take on different aspects.

Color is interpreted directly in the person's brain, which will pass through a sensation to his visual organs. It is considered as a physical-chemical phenomenon. Colors have different meanings between different cultures, and can assume different functions, such as, for example, the standardized colors of traffic lights (SKLARZ, 2016).

The "color" adjacency can be applied in different contexts. In Western culture, colors can represent a person's emotions. In the decorations of the rooms, the colors have great effects. The color of hair, skin, eyes. In other words, colors symbolize and determine events and sensations (CREPALDI, 2006).

Therefore, colors influence all human senses and sensations, there are no clear guidelines for choosing the colors of your brand. The word "depends is an unusual and frustrating answer". Unfortunately it is the truth. After all, the context in which we are working is an essential consideration. It is the feeling, the humor and the image that your brand or product creates that matter.

2.3 The importance of colors at the time of purchase

Colors represent a great influence on people's daily lives, playing a fundamental role at the time of purchase. This happens due to Organs sensory organs that play a role on the stimulus transmitters that the consumer ends up receiving in order to attract their attention. Thus, it can be said that colors transform, animate, modify, interact with the environment

and act directly on people's behavior (ZYLBERGLEJD, 2017).

The influences that colors directly provide to consumer decisions at the time of purchase affect in a way that can determine the success as well as the failure of an enterprise. It is important that companies and shopkeepers understand that working with consumers' senses facilitates the relationship that people will have with the product (DUMMEL, 2017).

In order for the consumer to feel attracted and stimulated to do what he feels at ease, it is interesting to articulate all possible stimuli when setting up a space, or product (FIGUEIREDO, 2016). That said, it is clear that color is of great relevance in the field of communication, in which clear messages permeate, helping at the time it is being transmitted.

However, the reactions that people may have with these stimuli present, are difficult to predict if they are presented in a uniform manner. And, in this sense, the preference for a certain color may vary according to the economic situation, fashion, existential difficulties, among other factors.

In many cases, a color can bring about a certain memory that can be associated with an experience that the person keeps in memory. It can also determine different reactions according to how the color is exposed, which makes it indispensable that it makes a beneficial use in awakening such reactions, since colors are able to provide material and affective associations in people (ZYLBERGLEJD, 2017).

There are also affective choices that influence the decision for a specific shade of color, and many people behave in a way that is faithful to their preferences. Although it may appear as something relative, there is a psychological weight that prioritizes one color and another, since each human being is able to capture stimuli according to the unique structure of his senses. Emphasizing the differences in the social and biological field of each person creating different degrees of sensitivities (DUMMEL, 2017).

According to Guimarães (2001) and Pedrosa (2003), color exerts an influence when choosing the moment that the consumer is experiencing at the time, so the advertiser must have the wisdom to use colors according to the characteristics of the medium. Thus, a color will depend on the application area, and therefore, the color can be defined as visual information that is caused by the physical stimulus.

With this, it is possible to understand that in order to choose a certain color, the person can receive several stimuli, such as, for example, the color that attracts the most attention; the color you like best; the color that reminds you of something or someone; the color that most commonly represents that brand or product; the color that apparently brings you luck; and this, are fundamental characteristics of experiences that the person is living in the present or lived in the past and can contribute at the time of choice.

2.4 Uses of Colors as a Strategic Tool

For the Brazilian Micro and Small Business Support Service (SEBRAE, 2013), the use of colors is considered to be one of the most important techniques in the world of marketing, which can cause major impacts in the consumer choice process.

The colors are directly linked in the sense of the human being's vision, and it is in this field that the brain stimulation occurs, causing an immediate reaction, which can be positive or negative. It is worth mentioning that, however much the perceptions are subjectively manifested, each shade of color has a broad meaning and can be applied in a generalized way (AKAR, 2018).

For marketing, colors portray a very relevant meaning through the perceptions that people provide in favor of the campaign. This is due to the fact that symbols and colors are considered as universal representatives and extremely important for the scheme of human language (VIANA, IANN and COUTINHO, 2013).

That is, colors are able to arouse specific feelings, emotions and sensations for most people, and this should be used within the universe of marketing.

It can be understood that colors are elements of construction of a visual language, and that language uses several codes for human communication. Therefore, it is noted that colors have a very important representation in the lives of human beings, since it makes it possible to define actions and behaviors, to awaken sensations, causing psychological and bodily reactions. Thus, it is considerable that advertising meets people's needs (CREPALDI, 2006). Corroborating with the author, it is clear that we are living more and more in a competitive society, and with that, it is essential to use colors as an attractive and stimulating tool for consumers so that they can achieve the purposes of the product.

Colors are considered as a non-verbal language and can be used positively by marketing. Since, according to the study by Patel (2016), it was identified that 85% of people define color as a main element at the time of purchase; 80% of consumers believe that color can determine the recognition of a product or brand; and 93% of people consider that the look and color are the factors that stand out the most in the product (AKAR, 2018).

The author Patel (2016), emphasizes that visual communications have much more an immediate impact on people. This is because when using the right colors, it helps to establish a greater identity in the brand and thus, conquer the target audience.

As a result, it is considered that through visual communication, mainly due to colors, it is possible to transmit the real values of a certain company in a more dynamic and objective way. And, this visual communication works better because it occurs instantly. Because, according to Viana, Iann and Coutinho (2013), before even perceiving the images clearly, the brain is able to identify colors, because, consequently, these are integrated in the person's

daily life in the forms of expressions, being able to forward automatic and complex messages.

2.5 The symbology of colors and their representativity at the time of choice

Colors carry a symbology about different powers, such as promoting attraction, recognition, reliability, stimulus to purchase, and differentiation in the market. Since, colors present a power of communication, because they can evoke feelings and emotions, inspiring thoughts and actions, and transmitting ideas and concepts. Colors also permeate social, spiritual, cultural and even scientific meanings (BLOG FOUR, 2015).

Amid the countless possibilities that color can provide, being able to allow man's imagination and creativity. Color in relation to visual communication plays a threefold role: building, expressing and impressing. In this way, the color when in the eyes impresses the retina, and when felt causes an emotion, building its own feeling, presenting symbols and language in which they communicate an idea (CREPALDI, 2006).

The way people choose their clothes, which colors they like to wear, ends up showing a little of the personality of each subject. As well as, it is worth to be careful about the color that the house is painted. Even if there are colors that hardly make a person sick, such as white. The point is that colors correspond to a very considerable level of influence on human life, and that they can be used beneficially or not in the person's daily life (LUZ, 2016). Colors carry a symbology about different powers, such as promoting attraction, recognition, reliability, stimulus to purchase, and differentiation in the market. Since, colors present a power of communication, because they can evoke feelings and emotions, inspiring thoughts and actions, and transmitting ideas and concepts. Colors also permeate social, spiritual, cultural and even scientific meanings (BLOG FOUR, 2015).

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The colors that correspond to the sensorial sense, act in the human emotionality, producing sensations of movement, and a compulsive and involving dynamics. Some colors represent a perception of proximity, and another of distance. Regarding these degrees of distance and proximity, it will depend on many factors, such as saturation, and lighting (CARDENAL; GIARETA, 2009).

It is important to emphasize that at different times people will give preference to a certain color based on pleasant experiences and that are associated with their life, using as criteria for choosing a certain color in relation to the sensation and emotion that it can transmit within the its singular.

Color is an element that represents the greatest strength in relation to human emotion, providing an evocative power that will provide any memory of the product disclosed (CREPALDI, 2006).

Color can reach each subject's emotions and is important for an effective content transmission, as well as for the sales process. People are extremely visual. Colors have the ability to increase the recognition of a product by up to 80%, which in fact is directly related to the trust that pervades the consumer (APOLINARIO, 2016).

Therefore, the power that colors present as a means of skill in attracting specific types of consumers, and in changing behaviors at the time of purchase is inexplicable. What can be said that the color representation of the brand's friendliness.

3. Methodology

The subject under study was researched at the company "O Boticário", located in the city of Jaguaribe - Ceará. 103 volunteers participated in the research, among which are those who fit the following criteria: customers who made purchases between January to June 2020.

The methodology of this work was through bibliographic review, an exploratory, descriptive and quantitative study, using the questionnaire, sent via WhatsApp, in the private of each consumer as a collection instrument, considering that we are in a pandemic period of COVID- 19, and so we cannot do it in person.

The bibliographic review according to Santos (1999), "The bibliographic research is done with case in documents already elaborated, such as books, dictionaries, encyclopedias, periodicals, such as newspapers and magazines, besides publications, such as communication and scientific articles, review and critical essays".

The research has an exploratory procedure that, according to the author Gil (2010), offers familiarity with the problem in order to make evident the hypothesis for its conclusion through data collection.

According to the author Gil (2008), the research is descriptive because it describes the characteristics of certain populations or phenomena. One of its peculiarities is the use of standardized data collection techniques, such as the questionnaire and systematic observation.

As for the technical procedure, it is a survey survey that according to Gil (2002) is a rational way that provides an answer to the problems offered.

The study is basic in nature, and the approach adopted was quantitative, which according to Knechtel (2014), is a research modality that works on a human or social problem, is based on the test of a theory and is composed of variables quantified in numbers, which are analyzed in a statistical way, in order to determine whether the generalizations foreseen in the theory are sustained or not.

The instrument used was the questionnaire where the response parameter followed the Likert scale, using the Google forms tool with clients of the company O Boticário, using via WhatsApp to facilitate the resolution of the questionnaire and the practicality in data tabulation. In order to promote the legality of the study, as for the field research, he was contacted with the subjects targeted by the research, to present the objectives, and to request a signature in the Free and Informed Consent Form - TCLE.

For this, the researched person was guaranteed total confidentiality in relation to the information obtained without the influence of the researcher and in an easy and fast way, considering all ethical and legal aspects, especially those provided for in resolution 510/2016 of the National Health Council (CNS), which govern research involving human beings.

4. Results Analysis

The applied research had the amount of 103 volunteer respondents, it was carried out through the Google Forms platform with people who frequent and buy products from the company "O Boticário", in Jaguaribe - Ceará.

All respondents live in Jaguaribe Ceará. The event took place from 05/21/2020 to 06/23/2020 in order to find out if there really is an influence of colors in the acquisition of products. This Forms platform was used due to the moment being experienced by the COVID-19 pandemic, so the questionnaire link was sent to each consumer via WhatsApp. The results that were obtained by the research will be presented below. Starting with figure 01, it is a question about the interviewees' social data.

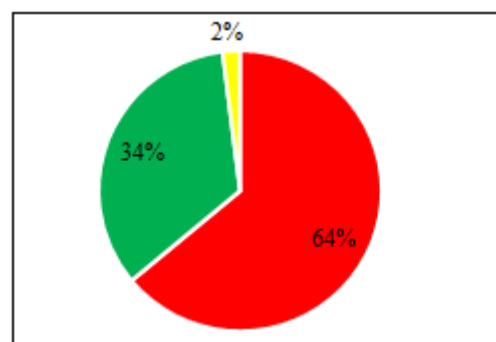


Figure 1: What is your gender?

Fonte: Elaborado pela o autora (2020).

Figure 01 highlights that 64% of consumers are female, 34% male, and 2% answered others. With that, it is possible to observe the advance of effective female participation in the market, today, women have the empowerment to be the most consumers in relation to the company "O Boticário", or buy for themselves or as a gift to someone.

In the figure below, it shows some socioeconomic aspects of the research participants, characterizing their profile.

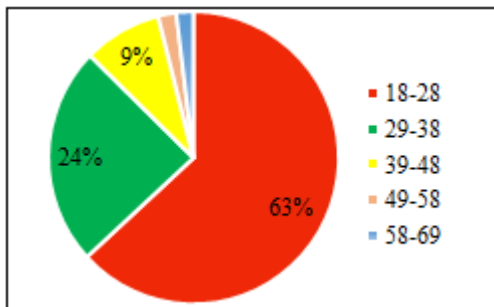


Figure 2: What is your age group?
 Source: Elaborated by the author (2020)

Figure 02 shows the age group of the interviewees, 63.1% are between 18 and 28 years old; 24.3% between 29 and 38 years old; 8.7% are between 39 and 48 years old. Thus, through the result of ages, it can be observed that the majority of consumers are considerably young people between 18 -28 years old, where consumption occurs in an exacerbated manner, due to the strategic actions of marketing, taking into consideration the needs, desires and thoughts of the target audience.

In the next Figure, the interviewees' salary income was checked to see if they have a high, medium or basic purchasing power.

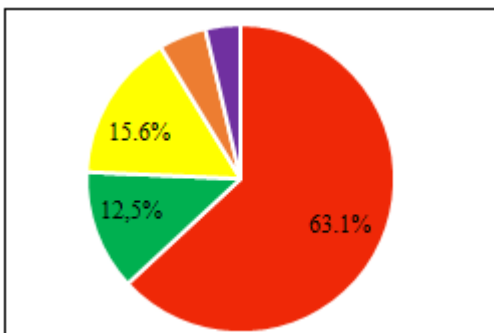


Figure 3: What is your monthly salary income?
 Source: Elaborated by the author (2020)

In figure 03, with regard to the total monthly income obtained in the survey, when considering minimum wages, it appears that 63.1% have a minimum wage; 12.6% two salaries; 14.6% have 3 (three) salaries. The salary value in 2020 is R \$ 1045.00. Thus, understand that the majority of consumers are in the low income bracket.

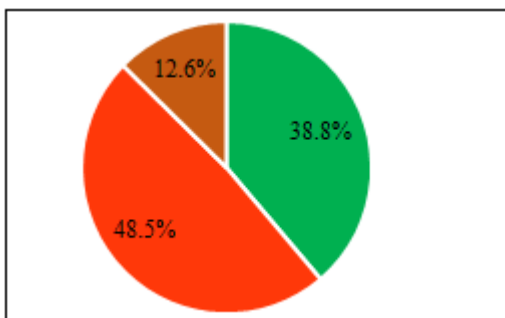


Figure 4: What is your level of education?
 Source: Elaborated by the author (2020)

In figure 04, the educational level of the interviewees was analyzed, where 48.5% have a degree; 38.8% have

secondary education and 12.6% have a specialization or master's degree. We checked at this point and it drew our attention, as it is a reason for satisfaction to have a high number of people who managed to take flights in schooling, this reach is very important for the economy of our municipality.

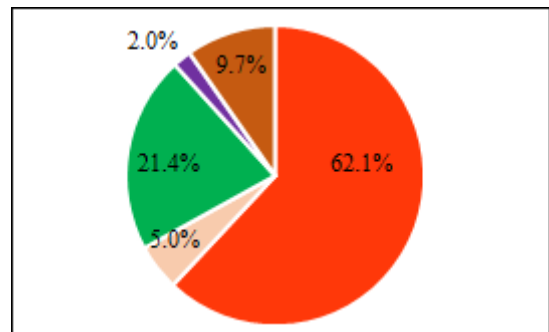


Figure 5: When you are going to choose a product from “O Boticário”, can you identify the visual aspects regarding the colors?
 Source: Elaborated by the author (2020)

Figure 05 shows that we have the statement regarding the positions of the authors mentioned in the theoretical foundation, which according to SEBRAE (2013), the use of colors is considered as one of the most important techniques in the world of marketing, which can cause impacts of great relevance in the consumer choice process.

Thus, it is noted that 62.1% of respondents answered that yes, they can identify the visual aspects regarding the application of colors in their sales process, such information reinforces that consumers are likely to make purchases with the direct influence of colors.

In the same perspective, 21.4% said they may be able to identify, so these consumers do not pay attention to some aspects of the strategies, however, this does not exclude these consumers from future captures of new marketing strategies aimed at emotional sensations with impulses of colors. And only 9.7% of the people who answered the survey said that they rarely identify this phenomenon.

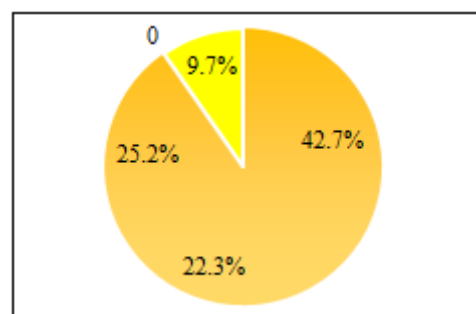


Figure 6: Are the colors of the packages striking and decisive in the purchasing decision-making process?
 Source: Elaborated by the author (2020)

It is noticeable that 42.7% of the interviewees confirm that the colors of the packages are striking and help in the decision-making process at the time of purchase; 25.2% answered perhaps; 22.3% did not and 9.7% reported that rarely.

The author Patel (2016), emphasizes that visual communications have much more an immediate impact on people. This is because when using the right colors, it helps to establish a greater identity in the brand and thus, conquer the target audience. With that, it is highlighted that the packaging can, yes, be a decisive factor for women in the acquisition of cosmetics, as shown in the research, since the majority of the interviewees are female.

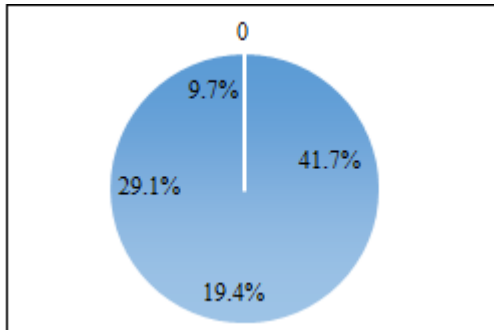


Figure 7: Do the marketing strategies in the vision of colors used by Boticário serve as impulse purchases for you?
Source: Elaborated by the author (2020)

According to the survey, 41.7% of people observe the visual aspect, the color strategy that the company uses in marketing and reported that yes, it generates some momentum when consuming a product or brand, while 19.4% of the not think that colors bring this perception to purchase a product, 29.1% already answered maybe, maybe there is still doubt or lack of knowledge about these strategies together with colors and 9.1% answered that they rarely have this perception of analyzing these strategies before making a purchase at the company “O Boticário”.

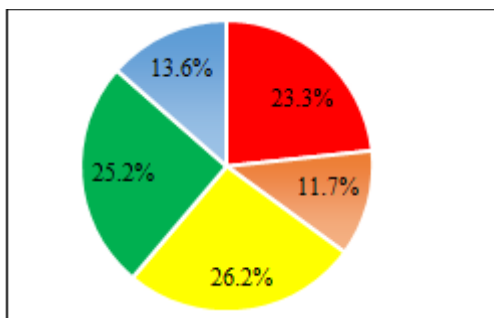


Figure 8: Have you made a purchase influenced / moved by the color of the product?
Source: Elaborated by the author (2020)

In figure 08, which was understood as the main basis of the research, it was seen and analyzed the effect on the colors, at the time of purchase, whether it has influence or not. We have 23.3% who responded several times to colors motivated them; 11.7% reported that almost always; 26.2% a few times; 25.2% said they hardly bought at this company due to the colors and 13.6% said they never did. The survey had 103 respondents, the context shows us that sometimes the respondents let themselves be influenced at the time of purchase by the color of the object.

Some surveys claim that 85% of people believe that color is a decisive factor in purchasing, even though the survey does not show this majority, but, in general, in the franchise “O

Boticário”, the salespeople, who are not part of the respondents, but which were consulted by the author, the colors are increasingly influencing the time of purchase, especially in terms of packaging, however, the other strategies that the company uses also boost the consumer at the time of purchase.

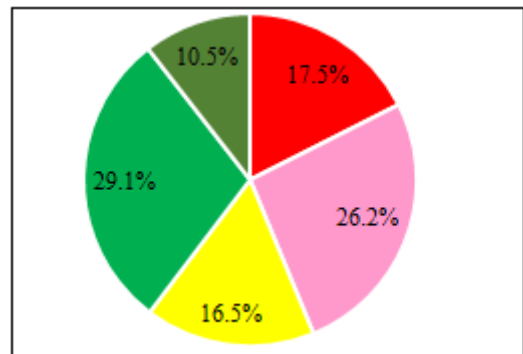


Figure 9: Can you make emotional connections with the colors of the products in the Apotheccary?
Source: Elaborated by the author (2020)

It appears that 17.5% often make emotional connections with colors; 26.2% almost always have this link between colors and products in mind; 16.5% a few times; 29.1% hardly and 10.7% never manage to interconnect colors and products.

In this line of understanding of the volunteers' responses, colors can be used as a language for understanding the senses, and can be used by professionals as strategies to increase sales, and also as a way to improve the communication that companies have with consumers.

During the research, there was no way to explore in the company about the use of color strategies in marketing, as it is worth mentioning that the company located in Jaguaribe is a franchise, and it already receives information and data from the franchisor.

The analysis of the research according to the data collected shows that it was very favorable for the study, since, in a pandemic period of COVID-19, it managed to cover a popular of 103 people, which brought more credibility to the results regarding the gathering. Thus, there is an emerging need for organizations to adhere to such means of communication and to increase color strategies in their company.

5. Final Considerations

Over the years, the business world has undergone several transformations in the face of an increasingly challenging market, consumers are more demanding and competition is increasing on a large scale. Therefore, organizations had to improve themselves, investing in the quality of their product, service and price, it is more than urgent the need to develop strategies not only to perform tasks, but also to draw the attention of consumers, in that concerns the characteristics of products or services and the emotions that colors can cause to them.

The purpose of this project was to investigate the influence of colors when shopping for the company's consumers, O Boticário, located in the city of Jaguaribe-Ce. In this survey, we were able to verify that more than half of the interviewees are considerably young consumers and with a great purchasing power of products, even having the base salary as their source of income.

According to the field study and analysis, it can also be emphasized that colors most often cause exacerbated significance in consumers' decision-making, since this influence is related to the type of product or services being offered by the company in question, in this case the question of marketing, because it involves visual aspects, the needs and desires of each individual.

Therefore, it is emphasized that this work achieved the proposed objective, understanding the influence that coloration has on consumers' decision-making when purchasing products. However, it is of utmost importance that further studies are carried out on the relevance of colors in a purchase, this was a suggestion left at the company mentioned here for the interview, with the purpose of expanding this knowledge to assist managers in the attractive process, resulting in a wider reach of the target audience.

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