

# Come utilizzare i colori per vendere il tuo prodotto

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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".



# 80%

think color increases brand recognition.



# 52%

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

"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."

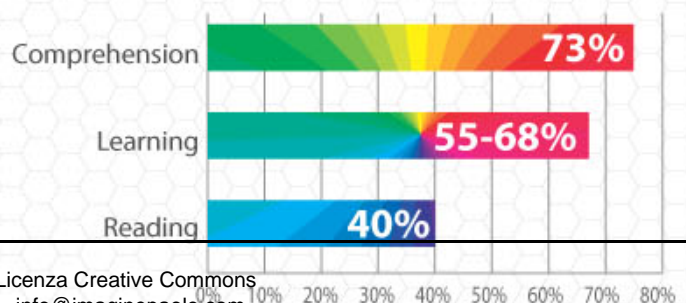


### OUTCOME OF THE USE OF COLOR



Ads in color are read up to **42% more often** than the same ads in black and white.

### COLOR CAN IMPROVE





Infographic by [WebpageFX](#)

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