



## Analytical Survey of *Colour* in Product Advertisement Study of Consumers in Ibadan, Nigeria - (Appraisal of Graphic Design Principles)

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### Abstract

Colours are a part of human existence which is controlled by the visual impulses of the human brain they are also an integral part of any product advertisement. Colour affects every aspect of man's lives. Graphically, colour affects the exchange of goods and services between the manufacturer of products and the final consumer. As a result, colour is essential to advertisement of products because it challenges the established order of products and draw fresh attention to existing products by making it stand out of others. The advertising world revolves around the principle of attraction: whatever a product may be, the advert must attract the consumer. One of the first things consumers will notice is the aesthetic package and colour of the advertisement. This research explores the role of colours in product advertisement. Certain factors like colour coding, colour symbolism in advertisement, history of colour and how the brain interprets colour are also explored in this research. The research concluded that the success of any product advertisement depends on the combination of colours used in projecting the product to the consumer.

**Keywords:** Colour, Role, Aesthetic, Product, Consumers, Graphics

### 1.1 Introduction

The concept of colour is one of the major criteria that determine the maturity of a product advertised in this technological age. During the early period, man depended solely on smell stimuli for survival but presently, the visual senses is the most developed of man's perception, man's sense of awareness and aesthetic value are justified through sight. Human beings react to colour aesthetics differently. Also, countries and nationalities have certain colours used for different occasions, seasons and festivals. Some colours create certain reaction in human beings. For example, red colour evokes feelings of violence in human beings because of its similarity to the colour of blood. Also, red serves as an attraction to children. Colour perception is not restricted to human beings alone; animals like bulls are known to be charged at individuals wearing red clothes. Psychological and emotional meanings are attached to colour aesthetics in product advertisement.

A number of researches have been carried out on the graphical role of colours in product advertisement in countries like America, India, and China and in some African countries, like Ghana, South Africa and Nigeria. Most of the researches established that colours play an important role in the advertisement of products. Consequently, it is essential for graphic designers to understand the implication of colours they use to enhance designs for advertisement. Generally, colours are categorized into two: warm, bright and loud colours like red and orange then passive; serene and soothing colours such as blue and green.

Graphic designers use some of these colours to their advantage and complement the general attractiveness of the product advertisement together with the message. The main goal of advertisement is to attract consumers to patronize a service, to buy a product or to pass a message across. Colours in actual sense attract and can, at the same time, distract. As a result, for any product to be advertised, it is important to know which colour evokes the emotion of the consumers and which one would communicate effectively and not discredit the product. In product advertisement, colours are perceived by the eyes and interpreted in the brain for visual stimulation. Moreover, the success of a product in the competitive market is not only due to the high quality of products or services but also to the colour scheme used in advertising the product, because it goes a long way in enticing the audience. One of the first things to be noticed in a product advertisement by consumer is the colour particularly in an advertisement that doesn't have a multimedia advantage like adverts in newspaper or on a billboard. The colours and designs are the only things that hold an advert together. Colour in advertisement is one of the concepts that advertising experts use to study carefully before projecting any products to the consumer.

Therefore, the study investigates the effects of colour in advertisement of products on the consumer in Ibadan, Oyo State Nigeria.

### 1.2. Statement of Research Problem

Advertisement has become an indispensable part of human lives and it takes long roots in human sub-consciousness. The role is to provoke to fulfil a certain action by influencing the sub-consciousness of man in the

part of the decision making to buy some goods and services, not all adverts are created to have effective aim of impacting people and there are a lot of them which are completely ineffective. The most effective way to achieve the desired result of advertisement of product is hidden in colour perspective. Many product advertisements are not projected with appropriate colour palette. The right colour layout, which can significantly increase the chances of the advertisement and make it really noticeable and memorable for consumers are absent in some product advertisements. For the quality of colour do improve the standard and impact of product advertised on the consumer (Oladumiye 2011). This study therefore investigates colour as a product of good advertisement.

### 1.3. Aim and Objectives of the Study

The aim of this study is to evaluate the role of colours and the impact on consumers of products advertised in Ibadan, Oyo state Nigeria.

### 1.4. Objective of the Study

In order to achieve the above aim, the objective of the study is to bring to limelight the perception of consumers of product advertised in colours.

### 1.5. Justification of the Study

Colour contributes greatly in determining the aesthetical role of a product. Colour scheme used in the advertisement of a product can make or mar the product in the market. Odigbo (2007), notes that the quality of colour used in a product advertisement are not always in harmony to the product, while the unbalance associated with the use of colour suggests the need for improvement in product advertisement in Oyo State Nigeria. Hence, there is the need to examine the situation in the Nigerian graphic design industries and advertising industries so as to suggest better ways of approaching the problems of colour in advertisement of products for the consumers. It is believed that the study will serve a useful purpose to potential and prospective readers and the extent of which colours affect product advertisements would be known.

### 1.6. Scope of Study

The study examined the graphical roles of colour and the implication of using colours as means of expression in product advertisements on consumer of products in Ibadan Oyo State Nigeria.

### 1.7. The Study Area

The study area is Ibadan in Oyo State Nigeria where the study population could easily be located. The city is selected because it is one of the major commercial centres in Nigeria.

Ibadan is the capital city of Oyo State and the third largest metropolitan area by population in Nigeria, after Lagos and Kano with a population of 1,338,659 according to the 2006 census. Ibadan is also the largest metropolitan geographical city. At Nigerian independence, Ibadan was the largest and most populous city in the country and the third largest city in Africa after Cairo and Johannesburg. It is a home of many industries. Different adverts are present in the city due to her land and the large population. It is a geographical entity or area that advertisement is being practised. Ibadan is a city in Nigeria located in the South western part of Nigeria. Some industries, businesses and other economic activities are located in the city. Media houses are located in Ibadan and the largest advertisements of products are made on in media, billboards, stadia board for consumers' awareness.



Figure 1: Billboard advert at Challenge road, Ibadan

Source: Author's Collection 2015

## 2.0. Literature Review

Colours in product advertisement have evolved through the years. It has been studied from different viewpoints by several scholars with different meanings for different schools of thought. The historical perception of colour started 30,000 years ago when natural colour pigment were used for ritualistic cave paintings. These were in operation to the modern day therapy, though these colours have immense impact on human beings. Colours have provided humans with medical techniques and a way to distinguish between class systems. Examples of these were the famous cave painting of Lascaux, La Ferrari and the Chauvet cave in France. Also, the early Egyptians used colour as a therapy for healing since they believed it had magical abilities. They created the colour red, yellow and by developing pigments in the soil. They created 'Blue Frit' over 5000 years ago by grinding blue grass. Red dye was valuable than gold to the Aztecs who created colour from the crushing of female cochineal beetle. Yellow was produced from concentrated cow urine mixed with mud and sepia from the dried ink sac of squid. The colour 'Red Lead' was discovered by accident around 2500CE. The first washable paint was produced in the 1870s and it was called 'Charlton White'. In 1880, the Sherwin-Williams company perfected a formula of paints which formed new colours and paints. This was in use all over the world.

Several years after, Plato, a philosopher discovered that when two colours are mixed they create a third colour. Later in 1665, Sir Isaac Newton conducted an experiment with glass prism to help understand light and colour. He found out that white sunlight that shone into the prism split, revealing the colour ray known as spectrum; red, orange, yellow, green, blue, indigo, violet. From the above, Isaac Newton observed that seven colours were projected. This discovery changed the world's understanding of light and colour and he was the first to understand the rainbow colour (Aditi 2009) and (Oladumiye2011).

## 2.1. Graphical Role of Colour in Product Advertisement

Colour according to Grave (1951), is a sensation created in the eye by the breakdown of white light from the light waves. Colour, therefore, is a concept that depends on light and, visibility since human beings may not be able to identify any object in the dark. Advertisement of products depends on colours. Consumers love to buy coloured advertised goods; they prefer advertisements in colour to black and white adverts. Colour perception makes product advertisement subjective to the consumers as its existence depends upon sensory apparatus of human beings. Since colour is the sensation created in the eyes by the breakdown of light waves. As a result, it is one of the most expensive and important elements which arouse universal appreciation in product advertisement. Colour perception to the consumers plays an important role in the choice of goods and materials or products advertised.

It affects mood in advertisement both in print and electronic, media. Consumers often appreciate the colour of electronic media advertisements and the colour of packages and products this could make them to buy what they do not intend to buy. Colour perception makes products advertisements linger on in one's memory and it is subjective in advertisement of products. Colour researchers say that it is a principle that strikes ones perception and makes consumers to have a second look at the goods advertised. In the words of Jacob (2009), colour adds a new dimension to environment and excitement, and it brings joy to the environment. In prosecuting a piece of advertisement, colour combination is a key factor. Thus, it should be operated within a positive tendency field in order to produce some specific perceptual advertisement. Jacob (2009), emphasizes that colour influences most strikingly, man's judgement of temperature, space, time and weight. Colour is generally considered the most potent device available to advertising practitioners or graphic designers in the aspect of aesthetic composition. As a result, the use of colours can make or destroy a design and thereby alter the purpose which the message is meant to serve.



Figure 2: Billboard advert at Gbagi Area, Ibadan  
Source: Author's Collection 2015

## 2.2. The Concept of Graphic Design and the Effect on Product Advertisements

Graphic designs have been practised in various forms throughout history. According to Jacob (2003), the history of graphic design in product advertisement was dated to the manuscript era in ancient China, Egypt and Greece, the production of printing books was developed in the 15<sup>th</sup> century and the advances in graphic design were developed alongside. This covered subsequent centuries with the composition of typesetters and designers of product advertisement. Akolo (1990), notes that in the ancient china, Egypt and Greece, some of the pictures posted on walls of shrines and cave suggested many prehistoric graphical expression of product advertisement of an ancient metaphysical and mythical system of ideas. Thus, one can conclude that graphics played an important role in ancient times to propagate the popular beliefs about its role in product advertisement.

The success of product advertisement in Ibadan in Nigeria depends on the manipulation of graphics elements and principles and their application in advertisement. The remarks by Geoffrey (1995), confirmed that there is an enormous range of design principles some of them are to organize in the various aspects of advertisement, such as lines, spaces, light and colours. This assertion shows that for the audience or consumers of goods to recognize a finished product the process of organization and composition of graphic design should be considered as a fundamental principle that cannot be discarded in the product advertisement. Girad (2003) pointed out in his research that all graphical design products are highly important to our contemporary daily life. Girad was temporarily saying that we interact with graphics design, products constantly and most designers have the opportunity to interact with people in all situations as far as product advertisement is concerned.

Oladumiye (2011), remarked that sincerity in product advertisement can be seen in the arrangement of colours which form the content of graphic design; however, this assertion is connected with the introduction of graphic design in contemporary times as a course of action or the adaption of a means to an end in product advertisement.



Figure 3: Billboard advert at Iwo road area, Ibadan  
Source: Author's Collection 2015

## 2.3. Theoretical Framework of Product Advertisement

Product advertisement is a collection term for public announcement which helps to promote sales of specific commodities or services. It was further established that product advertisement is a form of mass selling strategy employed when the uses of direct person to person selling is impractical or inefficient. It is distinguished from other activities intended to persuade the public such as propaganda publicity and public relations.

Debes and Williams (1996), report that product advertisement ranges from the publishing of simple, straight forward notices in the classified advertisement columns of newspaper. Debes and Williams conclude that product advertisement can be referred to as an integral segment of urban industrial civilization mirroring contemporary life in its best and worse aspects. Within this simple report, product advertisement in electronic and news media serves as an integral part of the economy in a developing country where product advertisement is the basis of revenue. Wright (2009) states that there are several forms of advertisement, among these are the most important ones which are based on different aspect of economic development. The first is institutional advertisement which is designed solely to build on prestige and public respect for product. The second is cooperative advertisement in which manufacturer's share the expenses of adverts in a local newspaper or magazine while the third is product advertisements which are directed ultimately related to the purchasers and traders through journals, magazines, electronics media as well as commercial persuasion in graphics.

## 2.4. Aesthetic Roles of Colours and colour Symbolism in Product Advertisement

The symbol and value of colour in product advertisement is a means of breaking through the consumer's psychological sense of awareness; colour symbol and value can raise the perception of the consumers. Research

suggests that in print media, information graphics can raise the perception of quality of some consumers; design work can also stimulate emotions while colour value can motivate consumers depending on their cultural background and personal experience. Cultural origin plays a significant role in the evaluation of colours. For example, red, yellow and orange colours tend to stimulate, excite and create an active response in people from different cultural background.



Figure 4: Display of Several colourfull Billboard Adverts on a building at Mokola, Ibadan  
Source: **Author's Collection 2015**

The advertising world revolves around the principle of attraction and value of colour. Whatever the product, the advertisement should attract the consumer. One of the first things a consumer may notice about any advertisement is the colour value. In product advertisement that does not have a multimedia advantage (like adverts in the newspaper or on a billboard), the colours and design values are the only things holding the advert together. Colours, therefore, are one of the things that advertising experts study, especially since they can have so many different connotations in different contexts. An advertisement must break through consumers' psychological screens to create the kind of attention and value that leads to perception. Value, therefore, is the first objective of any advertisement and the functional building block in the creative pyramid. The designer may spend as much time and energy figuring out how to express the big idea in an interesting and attention grabbing way. This can be achieved with the use of colour value.

Print advertisement often uses the headline as the major attention and value devices in getting to the consumers of products. The copywriter's goal is to use the largest and boldest types of letters and relevant colours in the advertisement to get the attention of the audience. Many other devices also help gain attention in print media; they may include dynamic visuals and unusual layouts, vibrant colours, or dominant advertisement sizes. In electronic media, such may include special sound effects, music, animation, or unusual visual techniques. To be persuasive, product advertisements verbal messages must be reinforced by the creative use of the non-verbal message elements. Artists or designer must keep colour, layout and illustration, to increase vividness. Research suggests that, in print media, information graphics colour explanatory charts and tables, raise the perception of quality of some readers. Artwork can also stimulate emotions. Colour, for example, can often motivate consumers, depending on their cultural background and personal experience.

National or cultural origin can play a role in colour preference. For example--red, yellow and orange colour tend to stimulate, excite and create an active response. People from warmer climates apparently, are most responsive to these colours. Certain colour connotations also stimulate ethnic connotations. Metallic gold and red, for example are associated with China. Turquoise and beige are associated with the Indian tribes of the American Southwest. Primary colours (red, blue, yellow) juxtaposed with white stripes exude decisiveness and are often used in sporting events as team colours, Thus, they are associated with a sporting lifestyle.(Campbell,1993)

The colours we experience during the four seasons often serve as guides for combining colours and for guessing the temperaments of individuals who dress themselves or decorate their houses in specific seasonal colours. Spring colours such as yellow, green, and light blue, for example, suggest a fresh and exuberant character. Winter colours such as dark blue, deep violet and black are associated with cool, chilly attitude in Nigeria. Human beings usually feel refreshed after sleeping, as a result, associate the colours of the morning--emerald green, raspberry and pale yellow with early morning energy. Likewise, the cool colours of sunset use to dominate when at home relaxing after day's work, while sunset colours--perch, turquoise, and red- orange often are associated with relaxation and reflective moods.

According to Aditi (2009), some colours are ambiguous in product advertisement. Colours like violet and leaf-green fall on the line between warm and cool. Colours like red are extremely powerful colours. Red is a symbol of

blood and fire. It has strong effect on the eyes and as a result, symbolizes energy, power, vitality and vigour. It is an attractive colour to nearly everyone it's the first colour babies can see, the most popular colour among children, and generally liked by adults and as well has high value in products advertisement. Since it has the ability to physically affect humans by increasing the breathing and pulse rate, it can be used for anything exciting. Sometimes, the power of a product is described by the use of red, with active use of red in the motor industry and its associated products red is speed, red is the beat, red is the groove. In addition, red is used to arouse adult men and women. Therefore, it's used in beauty products like nail polish, lipstick and perfume. Red's ability to stimulate the appetite also makes it an excellent tool in food products as well. Sometimes red is used to symbolize fast-acting pills. Since red is associated with the most passionate emotions (both love and hate) it is the only colour that can really portray any vigorous reaction you cannot use green, blue or purple for. For instance those red hearts or that red faced dog in cartoons purple blue and green cannot be used for them. Thus on the overall, red is pretty useful in product advertisements.

Green is a natural colour it is one of the colours in Nigeria flag. It is a symbol of health nature plantation and freshness; popular for mint products and soft drinks (Seven-UP). In today's world, green has a very strong association with the 'get-green' fad and environment movement. As a result, green portrays health and nature more than ever. Along with this, green has the nurturing and tranquil effect as it happens to be the easiest colour for the eye to see. Green is synonymous with harmony in value, and is a very vital colour in advertising. In some contexts, green is like the green traffic light signalling "GO", the lighter shades of green are strongly connected to freshness and vitality. A lot of revitalizing creams and refreshing drinks like tea are advertised in green. On the other hand, green is also associated with money and financial power think about the US dollars and some Nigerian currencies meaning that sometimes it can be used to depict fast-earning schemes and investment plans.

Blue is probably the universal favourite. It is the coldest colour with most appeal value; effective for frozen foods if used with lighter tints becomes as a cool shade. It promotes serenity and clarity; it also denotes intellect and precision. Blue has a lot of significance in formality and elegance, especially in its deeper shades. Some products advertisements are in blue e.g. luxury cars, navy-blue suits and rich blue office rooms. Since it increases the concentration ability, blue can also be used to highlight the effectiveness of a product in terms of its smooth running. The cold side of blue is used to show refreshing cool drinks and icy cold mountain water. It is also associated with purity, which is why window cleaners, mineral water, and glasses are all given blue tints. Blue is also associated with masculinity and can be used accordingly. Although it is a versatile colour, blue loses out on food products as it suppresses the appetite. Therefore, it is unwise to use blue in the field of food product advertisements.

Yellow is a two-faced advertising colour. Yellow has an high impact to catch a consumer's eyes, particularly when used with black. It is good for corn, lemon, cornflakes or suntan products. Although it is the most eye-catching colour, yellow can be fatiguing to the eye and overbearing to the mind. Yellow is a happy, energetic colour that sometimes symbolizes rejuvenation hence, the use of colour yellow in beauty products is common. On the other hand, the colour remains distasteful to men, maybe because of its conventional "cheap" connotation. Yellow is also used to show the scrumptious attraction of buttery food products, the sunshine cheerfulness of toys and such and the happy child atmosphere in general. People associate yellow to sunshine and happiness, so towards that effect, it remains a good advertising colour tool. (Helena and Stephen 2004)

Purple is the luxury colour. High quality in its elegance, it is often used to attract women who find the colour irresistible. Because of its costly appearance, it can affect perception of bargain hunters while at the same time, giving quality to cheaper products. As a result, purple is on the overall, a regal mark of the feminine with teenage girls forming the largest proportion of purple fans.

According to Malcolm (1998), orange is a more neutral shade of red. Orange is the most "edible" colour especially in brown tinged shades; it evokes autumn and good things to eat. It has all the energetic warmth of the warmer half of the colour wheel but it does not have red's association with negative emotions. It is used as an adrenaline power shot, with a lot of use in energy drinks, orange flavourings and children associated products. On the negative side, though, orange can give a very strong impression of shoddy cheapness, so although it shouldn't be used on luxury products, it can be used for low-price things like fast-food and bargains. While orange stimulates the appetite, it should not be used for more expensive food products. It is usually reserved for candy and soft drinks.

Pink is the number one feminine colour in the world (Campell 1993). Known for its attractive quality, pink is used all over as the "in" advertising colour for all girl-related things. It is also used as a pastel colour pale pink is a baby-colour as well. Pale pink is used in baby lotions and powders, and it can also represent silky smoothness in other lotions for women. Although it can have a calming effect, men often find pink an irritating reminder of female existence of something they like to acknowledge! Maybe because of its feminine quality, pink also represents sweetness and angelic cherubs. As a result, pink food products can entice the sweet-teeth of consumers all around. (Campell 1993)

Black is the smooth shade of exclusivity. It conveys sophistication and high-end merchandise, and is used to stimulate purchase of expensive products. It is good as a background and foil for other colours. Shiny black is a mark of excellence, while black on the whole is a very formal colour in product advertising, hinting of corporate touches. Although black tends to be a more traditional colour, it can be used to give class to advertisements as well.

Black text is one of the most conventional bromides of advertisements, but experts are finding it useful to change traditional black on white writing as it makes information pop out better. White, on the other hand, is the cool airy shade of purity, used a lot to depict cleaning substances, it is also often used to give a calm look to a room shown in an advertisement. Modern and abstract, white remains a favourite where clear-cut lines play a role.

Brown is a masculine colour, associated with earth, wood, mellowness, age, warmth, comfort, used to sell anything, even cosmetics. Colour value influences not only the sight, but in other senses the bodies as well. So, we can taste 'sweet pink colour, hear the lousy shout red, we are probably aware of the 'airy white', or smell the freshness of the green' Possessing the most perfect colour human beings have developed diverse ways of using colours for personal and business needs and communication and advertisement of products. (Campbell 1993) and (Aditi2009).

## 2.5. Colour is an excellent of advertisement tool in Nigeria

Oladumiye (2013) opine that in the Nigerian scene, telecommunication industries have been the best turf for colour wars. MTN launched the attack in 2001 with its yellow. Today, MTN is the undisputable owner of 'yellow' in Nigeria. An interesting fact is that, yellow is not the only colour in the brand logo of MTN, there is also blue and red, but the company decided to be single-minded as regards its brand colour to achieve maximum impact. So, while blue, red and yellow are the logo colours of MTN, yellow is its brand colour. Econet another telecommunication industry, decided to take a different route rather than concentrate on its dominant blue colour, it decided to show all its corporate colours, which was a tactical error. Consequently, Econet did not capture any colour. When Glo arrived in 2003, it chose a unique colour: lemon green. That colour associated it to Nigeria's national colour (green) as a brand, while at the same time differentiating it from Nigeria's leaf green. At first, Glo's green looked odd, because it was not seen as a corporate telecom colour. But today, Nigerians have become used to the Glo colour. In the banking industry, only two colours seem to attract most of the Nigerian banks: red and blue. The blue group members include First Bank, Union Bank, Intercontinental Bank, Oceanic Bank now Access Bank and, Oceanic now Eco Bank (Arueyingbo 2001).

The red group boasts of United Bank of Africa (UBA), Zenith Bank, Equitorial Trust Bank (ETB), Sterling Bank (STB), but regrettably, neither the blue banks nor other brands (like Pepsi, Omo, Nigerian breweries, etc.) that use blue own the colour in the Nigeria. In the same vein, neither the red banks nor other red brands- including Coca-Cola, V-mobile, Celtel, Zain,Airtel, Moneygram, and Visafone own red in Nigeria. There is a third group among the banks when it comes to colour: the Non-Aligned Group Guaranty Trust Bank (GTB) (orange), Wema Bank (purple), FCMB (black and yellow), Fidelity and Unity Banks (green), Spring Bank (yellow). Members of this group have tried to be different with their colours but the problem is that many members of this group have not pushed their colour too strongly, with the exception of perhaps, GTBank. When GTBank transformed from green to orange in 2005, the colour looked strange and queer for a bank. But today, it is seen as cool because people are conversant with it and by being extremely different, colour wise, GTBank own the orange colour in Nigeria.



Source: Authors Collection 2015

## 3.0 Research Methodology

To avert a haphazard approach to this study, the researcher chose a methodology that would be suitable for a study of this sort; however, it is pertinent to state that every research procedure is determined by the nature of the research problems and objectives. In this study, graphical roles of colour in product advertisement: A case study of Ibadan, Oyo state in Nigeria. The most reliable research methodology capable of eliciting response from respondents is survey research. Primary data were used in this study and were obtained through questionnaire administration on consumers (audience) in Ibadan, Oyo State. Consumers were selected from different places in the city. Survey research, according to Igbinosun (2002) is a process of gathering data from a target population through the questionnaire or interview, and subjecting such data to statistical analysis for the purpose of reaching conclusions on subject matter of study and providing solutions to identified research problems was used to carry out the research.

### 3.1. Sample and Sampling Techniques

In order to arrive at a trusted and reliable result, the sample size of this study is drawn at one hundred respondents within Ibadan metropolis. The sampling technique most suitable for this is the simple random sampling where each person has the equal chance of being selected to make up the desired population. Kothari (2007) states that sometimes, it is practically impossible to take a complete and comprehensive study of the population because of the nature and pattern of distribution or dispersion of the elements. Consequently, we do sampling because it is the only way to estimate the population's characteristics.

### 3.2. The Research Population

The population of this study are consumers of products advertised goods and services in Ibadan, the capital city of Oyo State in Nigeria. The respondents are made up of every members of the public: business men and women, students, educated and non-educated.

### 3.3. Instruments of Data Collection

The research instrument used for field data collection was structured questionnaire. The use of questionnaire in this study is imperative because it creates room for accurate report and data presentation. There is, usually no biased response since the questions are mostly close ended, to encourage the respondents. The questionnaire was personally administered by the researcher so as to elicit useful information. Considering the fact that some consumers are illiterate, the researchers also used the interview as an instrument of data collection.

### 3.4. Descriptive Statistics

Descriptive statistics was used in the analysis of data. Raw data sourced from the field was assembled, collated and, analyzed using frequency distribution, mean, standard deviation and chi- square. These were used to analyze the background of this study; they were also used to assess the roles of investors in electronics and telecommunication products design quality in Nigeria.

## 4.0. Presentation and Interpretation of Data

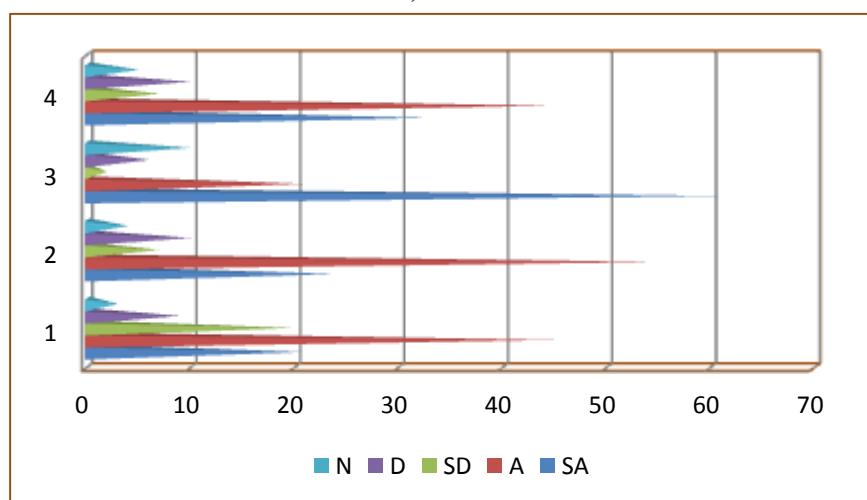
### 4.1. Data Presentation

To arrive at a comprehensive result in this research work, a total of 100 questionnaires were distributed to respondents within Ibadan metropolis.

Below are the questions presented through questionnaires administered by the researchers and the corresponding responses and the data presentation

**Question 1-4: Do every advert always catches the attention of the consumers *e.advert***

**Chart 1: Adverts catches attention, attract audience and create emotion**



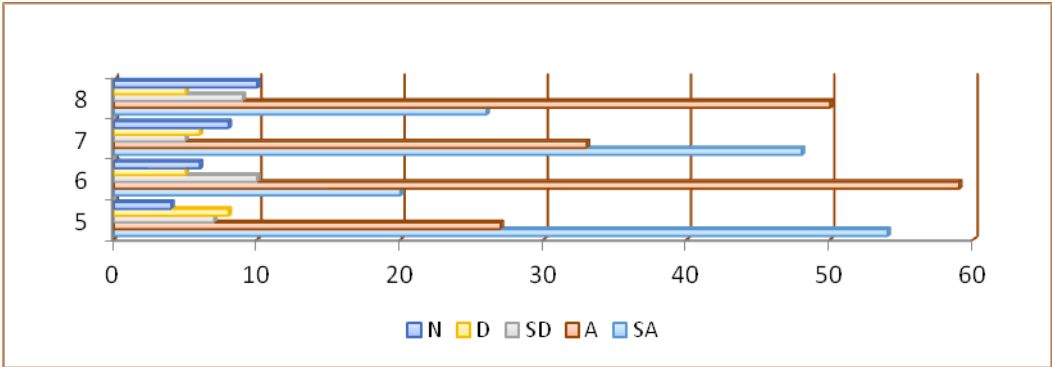
**Source: Field Survey 2015**

Key:SA-STRONGLY AGREE A-AGREE SD-STRONGLY DISASGREE D-DISAGREE N-NEUTRAL

This chart is on the attention of the consumer of products as an advert catches their attention. From the chart 21% of the 100 respondents strongly agree that every advert always catches people's attention, while 45% agreed. That is, 66% of the respondents are in affirmative that every advert always catches people's attention. This percentage shows that no matter how the advert looks like, people will at least, for a second; take a look at the advert to get the message behind what the advertisers are trying to pass across to the audience and the consumer.



**Question 5-8: Do product Advertised with vibrant colours attract audience. v-vibrant**  
**Chart 2: Vibrant Colour Advertisement**

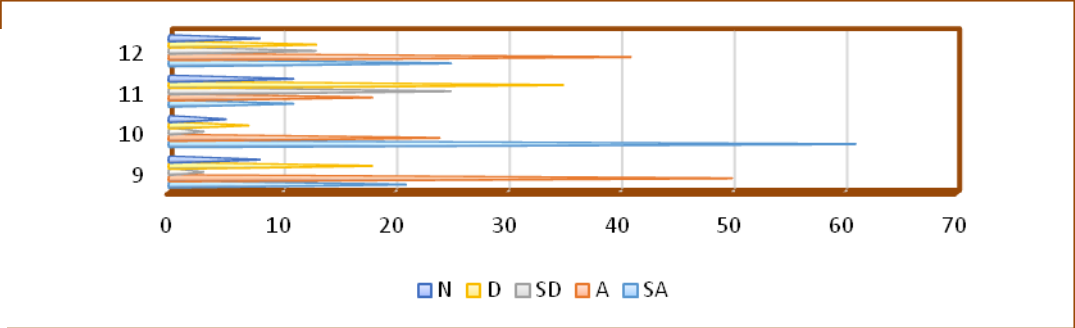


Source: Field Survey 2015

Key: SA-STRONGLY AGREE, A-AGREE, SD-STRONGLY DISAGREE, D-DISAGREE, N-NEUTRAL

From the chart above, 24% of the 100 respondents strongly agree that adverts with vibrant colours attract audience, 55% agreed and 79% of the respondents are in affirmative that adverts with vibrant colours attract audience. This percentage clearly shows colour has a great role to play in the beauty of an advert which makes an advert attractive to the audience. And also colour speaks louder than voice in product advertisement in Nigeria and all over the world. It prolongs interest in product advertisement.

**Question 9-12: Colour shows the quality of an advert. c.quality**  
**Chart 3: Quality of Colour in Product Advertisements**



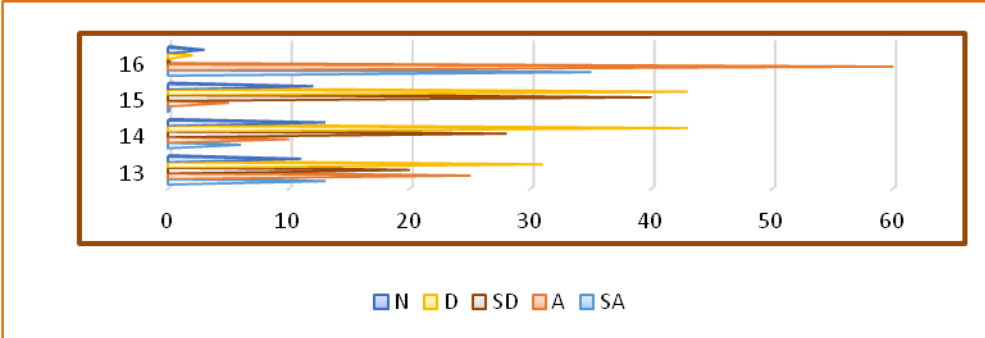
Source: Field Survey 2015

Key: SA-STRONGLY AGREE A-AGREE SD-STRONGLY DISAGREE D-DISAGREE N NEUTRAL

Chart three was on the quality of colour in product advertisement. 33% of the respondents strongly agree that advertisements with colour show the quality of products, while 45% agreed. 78% of the respondents confirmed that product advertisements in colour show the quality of an advert. This percentage clearly shows that colour can determine how good an advertisement is.

**Question 13-16: Colour used in advertising a product encourages consumers to purchase the product.c.purchase**

**Chart 4: Encouragement of Colours**



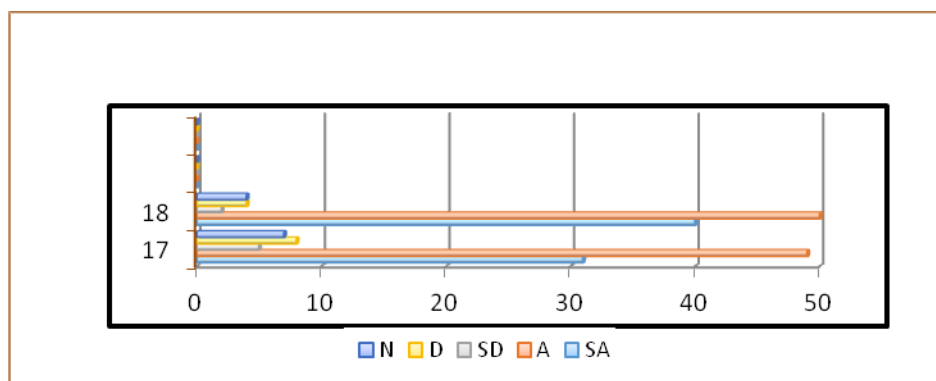
Source: Field Survey 2015

Key: SA-STRONGLY AGREE A-AGREE SD-STRONGLY DISAGREE D-DISAGREE N-NEUTRAL

Chart four gives the opinion of respondents on whether the colour used in advertising a product encourages people to purchase the product or not. 54% of the 100 respondents strongly agreed that colour used in product advertisement encourages people to purchase the product while 27% agreed. Based on this, one can comfortably conclude that colour used in advertising a product entice the audience and the consumer of products and services, encouraging them to purchase products not needed and delivers information about particular products being advertised.

**Question 17-18: Colours used in products advertisement depicts the quality of the product *c. feeling, emotion and essential***

**Chart 5: colour depicts the quality of product**



Source: Field Survey 2015

Key: SA- STRONGLY AGREE A-AGREE SD-STRONGLY DISASGREE D-DISAGREE N-NEUTRAL

The above chart presents the opinion of respondents on whether people have the same feelings for colours or not. 13% strongly agreed and 25% agreed. 20% of the respondents strongly disagreed while 31% disagreed. With this result, we can conclude that people's mind set on colours differ from one individual to the other because it linger on in the memory of consumers and goes a long way to entice the consumer and audience.

## 5.0. Summary of Findings

Considering the nature of the questionnaire, the questions were categorised under the six advertisement production identity which are *e-advert*, *v-vibrant*, *c-quality and purchase*, *feelings, emotion and essential*. As a result, six questions out of the whole questions in the questionnaire were analysed to draw a general conclusion on the role of colour in advertisement of products in Ibadan, Oyo State, Nigeria. These six questions were picked based on their level of relevance. With the analysis, a good conclusion on the research topic was made. The questions picked for analyses are: Question 1: Do every advert always catches people's attention? Other three questions were categorised under it. These questions were denoted as '*e.advert*' in the analysis. The respondents agreed strongly that there is no way an advertisement may look, it would have impact on the consumers and catch their attention at first instance. Question 2: opines that adverts with vibrant colours attract audience. This question is denoted as '*vibrant*' in the analysis. The percentage clearly revealed that colours show products' high quality. 79% of the participants put the highest importance on colour vibrancy when purchasing. Question 4: established that colours show the quality of an advert. This question is denoted by '*c.quality*' in the analysis. Question 5: states that colours used in advertising a product encourage people to purchase the product. This question is denoted by '*c.purchase*' in the analysis. And that 73% of purchasing decisions are made in-store. As a result, eye catching colours are important to successful sales. Product recognition improves 80% with colour used in the advert. Question 13: opines that colour used in advertising a product encourages people to purchase the product. This question is denoted by '*c.feeling and emotion*' in the sense that colours create emotion in the advertisement of products. Findings indicated that feelings and emotion play positive roles in purchasing of goods advertised because colour makes products advertised last longer in the memory of the consumers, but according to this research people's feelings differ from one individual to another. Question 18: Coloured advertising is essential for a product. This question is denoted by '*essential*' in the analysis. 90% of the respondents were of the opinion that advertisement is essential for creating awareness for product. (Jesse, 2007)

## 5.1. Conclusion

In conclusion, product advertisements cannot stand without the use of colour in disseminating ideas. Colour determines the advances in product advertisement. In this finding it is crystal clear that colour is the back bone of any product advertisement. Colour plays a major role, in the advertisement of a product. Colour is the most

important factor to be put into consideration during the design of a product's advertisement, because it draws attention; it creates feelings and emotion in the mind of the consumers.

When asked to approximate the importance of colour when buying products, 84.7 percent of the total respondents opined that colour accounts for more than half among the various factors important for choosing products. Research further stated that 92.6 percent of the consumer opined that they put importance on visual and colour of products. The respondents profess that colour makes the product memorable and colour increases memory. If a picture is worth a thousand words, a picture with natural colours may be worth a million. Psychologists have documented that "living colour" does more than appeal to the senses. It also boosts memory for scenes in the natural mind. By hanging an extra "tag" of data on visual scenes, colour helps us to process and store images more efficiently than colourless (black and white) scenes in the advertisements of product. Colour draws attention in product advertisement, it prolongs interest and shows the products of high quality and stimulates the senses and emotion of the consumer. It is clear, on the basis of the above research, that colour is a major factor in product advertisement. Therefore, it is extremely important that colours are defined, specified and managed in order to ensure proper products recognition by the consumer.

## Recommendations

Colour is one of the principles of graphic designs that stand high ovation in product advertisement. At the inception of contemporary advertisement, product advertisements were carried out in black and white. The advent of technology ushered in the use of colours in product advertisement. As a result, to enhance a good advert the advertising industry should master the principle of colours and know the right colour for products to be advertised by them and they should also be conversant with the law of colour

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## APPENDIX

### GRAPHICAL ROLE OF COLOUR IN PRODUCT ADVERTISEMENT

#### A CASE STUDY OF CONSUMER OF PRODUCTS IN IBADAN, OYO STATE NIGERIA

This questionnaire is designed to find out the Graphical roles of colour in product advertisement in Ibadan, Oyo State. Your support in filling the questionnaire will contribute a lot to the success of this study.

#### Section A

Personal Data

Sex: Male ( ), Female ( )

Age: 16-25 ( ), 26-35 ( ), 36-45 ( ), 46-55 ( ), 56 & Above ( )

Marital Status: Single ( ) Married ( )

#### Section B

This section consist of the questions related to the research questions

Please tick correctly your view towards the questions below

SA- STRONGLY AGREE, A- AGREE, SD – STRONGLY DISAGREE, D – DISAGREE, N - NEUTRAL

S/N	QUESTION	SA	A	SD	D	N
	<b><i>e-advert</i></b>					
1.	Every adverts always catch people's attention					
2.	Adverts with vibrant colours attract audience.					
3.	Colour in advert brings emotion.					
4.	Colour shows the quality of an advert.					
	<b><i>v-vibrant</i></b>					
5.	Colour used in advertising a product encourages people to purchase the product.					
6.	Colour delivers information about a particular product in its advert.					
7.	The memory of colourful advert lingers in people's brain/mind.					
8.	Colour makes a brand memorable.					
	<b><i>c-quality</i></b>					
9.	The colour used to advertise a product makes people to make subconscious judgement about a product.					
10.	People decide to buy a product because of its advert.					
11.	Colourless (black and white) adverts are noticed on the same basis as colourful ones.					
12.	Colours used in an advert always depict a lot about the product.					
	<b><i>c-purchase</i></b>					
13.	People's feelings for colour are the same.					
14.	The colour used in product advertising depicts the quality of the product.					
15.	Aesthetic is not needed in advertising a product.					
16.	The beauty of an advert draws people to the advert.					
	<b><i>c-feelings, emotion and</i></b>					
17.	The colour scheme used to advertise a product goes a long way in enticing the audience.					
	<b><i>essential</i></b>					
18.	Advertising is essential for a product.					