

The Impact of Web Banner Colour on Consumer Emotions and Purchase Intentions

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DESCRIPTION

The colour of web banners is pivotal in shaping positive consumer experiences in an online shopping environment. Colours such as red may elicit excitement and urgency, blue fosters trust and calmness ultimately evoke specific emotions, influencing users' perceptions and behaviours towards specific products and/or services. The correlation between web banner colour, emotional responses, and purchase intentions has become a focal point for marketers seeking to optimize consumer interactions. Understanding how web banner colours impact users' emotional states and subsequent purchase decisions provides valuable insights for crafting effective digital marketing strategies and enhancing the overall user journey in the dynamic landscape of e-commerce.

Colours within web banners act as potent triggers for emotions, influencing users' perceptions and decisions to buy. Thus, the emotional resonance created by web banner colours significantly impacts users' purchase intentions. Positive emotional associations with a brand, cultivated through thoughtful colour choices, significantly increase consumer trust and brand loyalty.

Moreover, the context in which web banners are presented adds complexity to the colour-emotion-purchase intention relationship. On the other hand, cultural and demographic factors also shape colour preference and responses, emphasizing the need for a nuanced approach in global marketing efforts. A harmonious colour scheme that aligns with both the brand identity and the cultural context enhances the effectiveness of web banners. As technology advances and consumer expectations evolve, the strategic use of colour in web banners becomes increasingly crucial. Brands seek to create immersive online experiences that capture attention and guide users seamlessly toward purchase decisions. A thorough understanding of the psychological impact of colours in the digital space empowers marketers to optimize web banner designs for specific outcomes. Hence, as the online landscape evolves, marketers must remain attuned to emerging trends, user preferences, and cultural links to craft compelling web banners that resonate with diverse audiences and drive desired consumer actions.

Therefore, research on colour psychology has revealed the profound impact of colour on human perception, with colour being identified as a primary element capable of capturing and retaining customers' attention. Customers often form their initial impressions of products, individuals, or environments within the first 90 seconds, and more than two-thirds of this assessment is influenced by colours, mainly red, blue, and green hues. Further, exposure to the colour red generates greater feelings of arousal than exposure to blue. However, the impact of colours on consumers' emotions and purchase intention has been extensively explored in various academic disciplines, including advertising, sociology, and psychology. Despite this, empirical investigations in marketing literature are still in their early stages, with studies focusing on colour hue, saturation, and value of web banners. The influence of these elements on emotional state and purchase intention in online and in-store shopping experiences is a subject of ongoing research.

The discussion of this study revolves around the intricate relationship between colour attributes—specifically hues, saturation, and value in a web banner—and their impact on consumer emotional states and purchase intention. The observed connections between colour hues and emotion underscore the importance of context in shaping consumer decision to buy. The significance exploration reveals that certain colours may elicit different emotions and perceptions from consumers depending on the context in which they are presented. For instance, warm colours and gold evoke feelings of luxury and richness in the context of a high-end fashion brand. In contrast, the same colours may not convey the same luxury associations in a different setting.

Moreover, understanding the emotional pathways through which colours influence perceptions adds depth to comprehending consumer behaviour in the online shopping environment. This insight enables marketers to craft more targeted and emotionally resonant branding strategies, as emotions are pivotal in shaping consumer preferences and purchase decisions. Exploring additional dimensions of colour psychology, such as cultural influences and individual differences, can contribute to a more comprehensive understanding of the complexities involved in

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branding. Additionally, recommendations for marketers include implementing flexible and dynamic colour strategies that align with the emotional triggers relevant to their brand positioning.

CONCLUSION

The impact of colour hues, saturation, and value in a web banner on consumer emotional states and purchase intention yields significant insights with implications for marketers and researchers. The observed relationships between colour hues, emotion, and purchase intention within their contextual frameworks reveal a complex correlation, as the field continues

to evolve, future research opportunities indicators. Exploring additional facets of colour psychology, considering diverse consumer segments, and investigating the cross-cultural implications of colour in luxury branding are potential avenues for further inquiry. Moreover, recommendations for marketers include implementing dynamic colour strategies that align with specific emotional triggers and brand positioning. The dynamic nature of consumer preference and market trends underscores the need for ongoing research and adaptive strategies to maintain a competitive edge in web banners' ever-changing landscape of colour.

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