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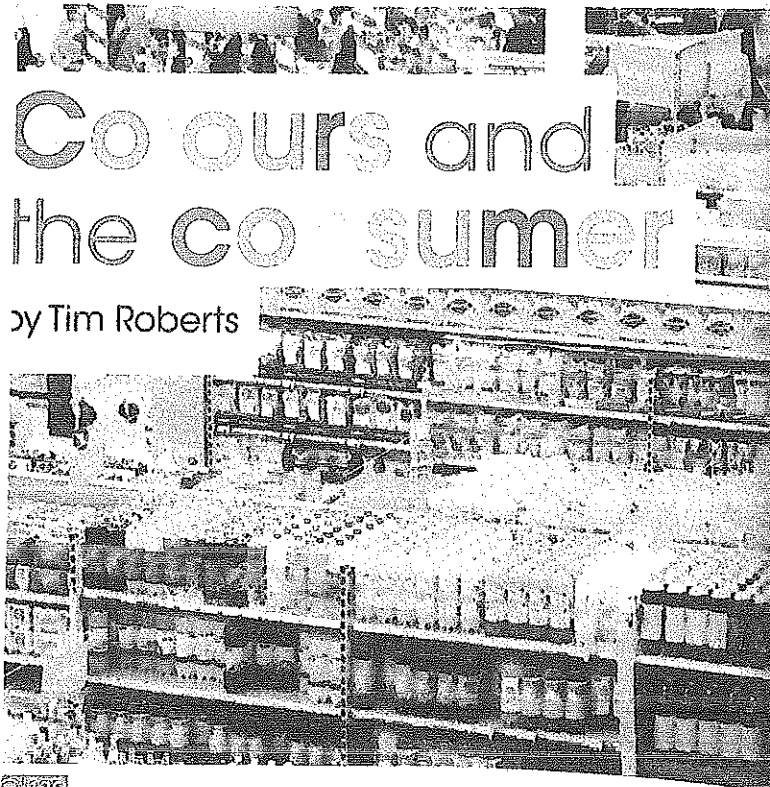
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**CONCORSO PUBBLICO, PER ESAMI, PER L'ASSUNZIONE TEMPO  
PART TIME E INDETERMINATO DI N.2 ISTRUTTORI CONTABILI  
CATEGORIA C**

**PROVA PREDISPOSTA PER LA LINGUA INGLESE**

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# Colours and the consumer

by Tim Roberts

In today's competitive market, shops need to pay attention to the colours they use to attract customers. All colours are associated with different emotions, so they have to choose them carefully. Here's a brief outline of the effect of different colours on the typical consumer.

## Red

Red is the colour of extremes and strong emotions: passion, danger and anger. It's associated with speed and excitement, so it's no surprise that red is the most popular colour for sports cars. It is the most noticeable colour in the spectrum, so it's used for everything that wants to attract our attention in a hurry, such as warning signs on the road and fire engines. This is why you often see 'SALE' signs in red. The colour red makes your heart beat faster and attracts people who buy things on impulse.

## Blue

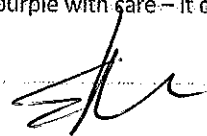
Blue is the colour of security, loyalty and honesty. This is why it's used by so many banks. If blue is used on a website, customers will trust the site with their credit card details. Blue is a calm, relaxing colour, often used to attract careful customers rather than impulse buyers. When blue lighting was installed on the streets of Glasgow, crime fell dramatically.

## Green

Green has always been the colour of growth and nature. Now it has become the symbol of ecology and the environment. This is why it's often used on food packaging. There are different shades of green and it's a colour that has to be chosen carefully. Light green is fresh and eco-friendly, while dark green may be associated with negative emotions such as jealousy and greed. In western cultures, green is a lucky colour.

## Purple

Since Roman times, purple has been associated with royalty. It suggests magic and mystery, wealth and luxury. Expensive anti-aging beauty products are often packaged in purple, especially to attract the older and wealthier customers. Shops must use purple with care – it can easily look old-fashioned.



Yellow is the colour of youth, happiness and creativity. Bright and cheerful, yellow is a colour that makes people feel energetic. If a shop window has yellow in it, customers will be attracted to the shop.

## Pink

Pink is the colour of pre-teen girls. For products that focus on this age group and gender, pink is the colour that shops always choose. Pink suggests love, friendship and kindness. While red is passionate, pink is romantic and sweet.

## Orange

Children love orange. It's fruity and fun. In shops it may suggest that a product is economical or cheap. It's no surprise that it's the colour of cheap airlines like easyJet and the online bookstore Amazon.

## Colour combinations

Red and yellow are used for logos by McDonald's, Burger King and Kentucky Fried Chicken. It's difficult to see this combination without thinking of fast food. However, black and white suggest elegance and was chosen by Chanel for their branding.

