

# 40 Facts about how Psychology of colors can boost your website conversions

Applying color psychology is one of the most powerful methods to appeal to customer attention, trigger their purchase behaviour and ultimately drive more sales. Realizing how important colors are in every visual presentation of your business can help you increase conversion rates.

- Product assessment takes 90 seconds and between 62% and 90% of this judgement is based on color alone.
- Color impression is responsible for 60% of the acceptance or rejection of a product and 80% of brand recognition
- For 84.7% of consumers, color is the main reason for buying a particular product
- 2/3 of shoppers will not buy a large appliance unless it comes in their preferred color.
- As a marketing experiment, a few years ago Heinz changed the color of their signature ketchup from red to green and sold over 10 million bottles in the following 7 months, which led to \$23 million in sales. This was the highest sales increase in the brand's history.

## Shoppers and Colors

Impulsive buyers: most common in clearance sales, outlet malls and fast food establishments. Colors: Royal blue, black, red-orange

Shoppers on a Budget: banks, larger department stores. Colors: navy-blue, teal

Traditional buyers: most likely to be found in clothing stores. Colors: Pink, rose, sky-blue

## Preferences by Gender

### Women:

- Soft colors and more receptive to tints
- Most liked: cyan, pink, green
- Most disliked: grey, brown, orange

### Men:

- Bold colors, more likely to select shades of colors
- Most liked: blue, green, black
- Most disliked: brown orange pink

## Red

### Life – Excitement – Boldness

- Increases the heart rate and creates urgency, that's why it is used in clearance sales
- The most emotional color

Popular for:

- Food
- Technology
- Transport
- Agriculture

Questionable for:

- Healthcare
- Household

Unpopular for:

- Energy
- Finance
- Airplane
- Clothing

Brands that use red:

- MacDonalds
- CocaCola
- Kelloggs
- Lay's
- Red Bull
- Virgin
- Nike
- Ace Hardware
- Kentucky Fried Chicken
- AVIS
- Colgate
- Time
- Nintendo

## Blue

**Productivity – Tranquility – Trust**

- The most commonly used color in today's websites and branding
- Banks and businesses choose to communicate security to clients
- Favoured by 57% of men and 35% of women

Popular for:

- Healthcare
- Energy
- Finance
- Airplane
- Agriculture

- Technology

Unpopular for:

- Clothing
- Food
- Car

Questionable for:

- Household

Brands that use blue:

- Skype
- LinkedIn
- Twitter
- Facebook
- IBM
- Ford
- Oral B
- General Electric
- Pay Pal
- Pepsi
- Visa

## Green

**Growth – Nature – Harmony**

- Frequently used in stores to help customers relax

Popular for:

- Energy
- Finance
- Food
- Household
- Technology

Questionable for:

- Healthcare

Unpopular For:

- Clothing
- Airplane
- Car

Brands that use Green:

- The Body Shop

- Subway
- Spotify
- Whole Foods Markets
- Animal Planet
- Hilton

## Orange

### Ambition – Enthusiasm – Confidence

- Call to action: sell, buy or subscribe

Popular for:

- Healthcare
- Technology

Questionable for:

- Food
- Household
- Agriculture

Brands that use Orange:

- Nickelodeon
- Hooters
- Harley-Davidson
- Fanta

Unpopular for:

- Clothing
- Airplane
- Car
- Energy
- Finance

\*\*Web color orange, defined as #FFA500, is the only name color defined in CSS that is not also defined in HTML 4.01

## Black

### Authority – Power – Elegance

- The most popular choice for marketing luxury products

Popular for:

- Technology

- Clothing
- Car

Questionable for:

- Household
- Agriculture

Brands that use Black:

- Mont Blanc
- Louis V.
- Jaguar
- Chanel
- Blackberry

Unpopular for:

- Food
- Energy
- Finance
- Healthcare

## White / Silver

### Perfection

- In advertising is associated with coolness and cleanliness in advertising

Popular for:

- Healthcare
- Clothing
- Cards
- Charity

Questionable for:

- Agriculture
- Airplane
- Household
- energy
- technology

Unpopular for

- Finance
- Food

Brands that use white:

- Apple
- Ralph Lauren

- Asos
- Honda

## Purple

### Wealth – Power – Royalty

- Most often in anti-aging or beauty products chromatics

Popular for:

- Healthcare
- Technology
- Finance

Questionable for:

- Airplane
- Household
- Clothing
- Car

Unpopular for:

- Energy
- Agriculture

Brands that use Purple:

- Yahoo
- Craigslist
- Taco Bell
- Cadbury
- Crown Royal

## Yellow

### Joy – Intellect – Energy

- Often associated with food
- Used by brands to evoke cheerful feelings

Popular for:

- Household
- Energy
- Food

Questionable for:

- Agriculture
- Healthcare

Unpopular for:

- Airplane
- Clothing
- Car
- Finance

Brands that use yellow:

- National Geographic
- CAT
- Shell
- Pennzoil
- DHL
- Hertz

## Colors and Website Conversions

Poor website navigability and poor overall design are the reasons why online shoppers choose not to purchase from a particular website.

- 93% find the visual as number one influencing factor affecting their purchase decisions
- 42% of shoppers base their opinion of a website on overall design
- 52% won't return because of overall aesthetics.

## Call-to-Action Button Colors

In practice, red, orange and green are the best colors for conversions, but only if they stand out.

- 65% lead to increased add-to-cart rate
- 9% boost overall conversion rate
- 13.5% drive conversion rates increase in mobile users

## Success Cases

- BMI's use of red in CTAs increased conversions by 2.5%
- Ript saw a 6.3% increase in sales by switching from Green to Yellow
- Extra Storage Space had a 7.8% increase in online reservations after changing the CTA button from blue to orange
- HubSpot's red button outperformed their green button by 21%, based on 2,000 website visits
- Performable got a 21% conversion rate increase from changing a green button to red
- Dmix increased conversions by 34% after changing their CTA to red
- For Beamax there was a 53.13% increase in clicks on a red link compared to the original blue
- VegasSlotsOnline.com changing the CTA button "Sign Up Here!" from green to yellow increased conversion by 175%

In a competition held by Visual Website Optimizer, the winner between:

- White button with green text
- Green button with white text

- Red button with white text

The third option (red button with white text) won with 5% better conversion.

Unbounce declared that a big orange button (BOB) is the future of CTA buttons.

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