

De invloed van kleur op klantgedrag

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Negentig procent van de informatie die ons brein opneemt, is visueel en visuele data wordt volgens onderzoekers zestigduizend keer sneller verwerkt dan tekst. Kleurgebruik is daarbij een facet dat retailers en marketeers niet mogen vergeten, blijkt uit deze infographic van webanalyticsbureau KISSmetrics. Wie bijvoorbeeld een aanbieding onder de aandacht wil brengen, moet veel oranje gebruiken. Dat prikkelt namelijk de koopknop. Dit advies en meer weetjes over kleur zijn te vinden in deze infographic.

how do COLORS Affect Purchases?

For retailers, selling is the art of persuasion. There are many factors that influence how and what consumers buy. A large part of every decision is based on visual cues and the strongest and most persuasive is color.

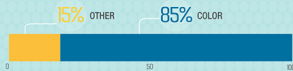
KISSmetrics

Color and Marketing

When marketing new products, it is crucial to consider that consumers place visual appearance and color above other factors when shopping.



85% of shoppers place color as a primary reason for why they buy a particular product.



Color and Branding

Color increases brand recognition by 80%. Brand recognition directly links to consumer confidence.



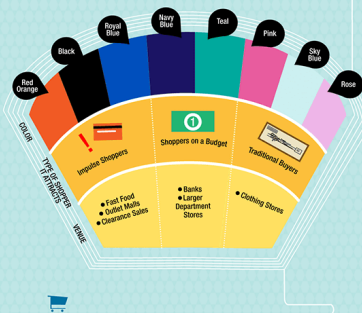
Color and North American Consumers

Color is one of the most powerful methods of design. However, it is not entirely universal. Colors that entice in North America are different from those that entice in India. Below are colors that affect North American online shoppers.



Color and Types of Consumers

Color also has the unique ability to attract specific types of shoppers and change shopping behavior.

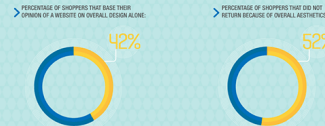


Other Influences

Color is not the only item that influences consumer behavior. For online shoppers, design, buzz words and convenience affect their need to shop.

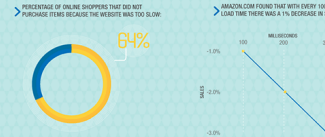
Overall Design

For many online shoppers, poor website navigability and poor overall design are the reasons they choose not to purchase from a particular website.



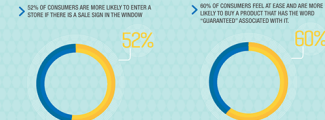
The Element of Time

Speed, efficiency and convenience are some of the many reasons shoppers are turning to internet retailers. Having a web site that runs even five seconds slower than your competitors could mean a huge economic loss.



Power Words

Retailers rely on the ability of words to evoke emotions in consumers. The right "power" words could prompt a consumer to purchase an item at one retail shop over an identical item at another shop.



Source: dribbble.com, kissmetrics.com, "The Effects of Store Environment on Shopping Behaviors: A Critical Review" by Chen Yu-Lan, "The Profit of Color" by Color Marketing Group, "The Psychology of Color in Marketing" by Jane Campbell, "The Psychology of Web Performance."