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COLOUR ADVERTISING

The aim of this paper is to study how gender affects color perception in advertising and packaging. The starting point of the study was the hypothesis that the choice of color palette is often influenced by stereotypes about the difference between female and male perception of color.

The main purpose of advertising is to elicit a specific reaction from the audience. Recently, the question of the relevance of the product has become directly dependent on its design and how a particular color or pattern can make a man or woman take this product.

Gender advertising is a kind of message that is directed at a certain group of people who have a specific set of characteristics, which includes not only gender, but also social affiliation.

Along with the content, the main component of a successful ad is color. Color is one of the most powerful factors that contribute to the fact that this particular product has found its specific place in your home. This is a kind of link in the advertising message, which makes adjustments to the perception of information. According to modern researchers, color is a characteristic function of perception that allows you to acquire certain knowledge about an object. When developing the philosophy of the brand color occupies a central place among other factors. Each color that we see directly or indirectly implies something, and this helps to influence the perception of a particular brand. Color advertising is much more effective than black and white, as it increases the visibility of the advantages of the products presented. There are some people who have a sense of color very strongly connected with other sensations, and they perceive color of not only the surrounding objects, but also sounds, numbers, letters, tastes and smells.

A serious problem for the creators of advertising is the correct choice of color palette, as different colors can be perceived by a man and a woman in different ways. Individual colors in combination with each other express very special meanings, based on the experience gained and leading to associations.

There are no specific rules on which colors are considered strictly female, and which are male yet. There are only the results of research conducted over the past eight decades, which allow us to make some generalizations. And while the data is mixed, one conclusion is undeniable: men and women have different color preferences.

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