

## تأثير الصور الملونة أو بالأبيض والأسود على الحالة المعرفية والنفسية للمستهلكين

### The effect of colored or black and white imagery on the cognitive and psychological state of consumers

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#### ملخص الدراسة:

تتناول هذه الدراسة تأثير الحملات التسويقية الملونة على العمليات النفسية للمستهلكين، مقارنة بالصور بالأبيض والأسود. وتعتمد نظرية مستويات التفسير على كليهما، الأبيض والأسود، لتحفيز التفكير المنطقي. وكما هو معلوم، للألوان تأثير كبير على مشاعر المستهلكين وعواطفهم. وتخلص هذه الدراسة إلى أن العلامة التجارية للشركات أداة نفسية تؤثر أيضاً على ذاكرة المستهلكين وعمليات اتخاذ القرار لديهم. ولتوضيح ذلك، سيتم عرض دراسة حالة لشركة كوكاكولا الأمريكية العالمية.

**الكلمات المفتاحية:** الصور الملونة ، الأبيض ، الأسود ، الحالة المعرفية ، الحالة النفسية للمستهلكين

#### Abstract

This research examines the impact of colorful marketing campaigns on consumers' psychological processes, comparing them to black and white images. The theory of levels of interpretation utilizes both black and white, stimulating logical thinking. As we know, color has a significant influence on consumers' feelings and emotions. This research concludes that corporate branding is a psychological tool that also affects consumers' memory and decision-making processes. To illustrate this, a case study of the global American company Coca-Cola will be presented.

### **Methodology:**

The qualitative analysis in this research will be based on a critical examination of recent studies in psychology and color perception in neuromarketing between 2019 and 2024. Studies were chosen on the basis of how well they correlated with cognitive effort and mental imagery. The empirical results of consumer reactions to monochromatic and colorful visual stimuli were compared in order to analyze the data.

### **The difference between sensory and abstract perception as a theoretical framework:**

The process by which the mind interprets information from the outside world is called visual perception. According to a study by Lee and Fujita (2021), color visuals are linked to a product's surface and secondary qualities, producing a "concrete" psychological reaction. Black and white visuals, on the other hand, compel the mind to focus on "primary attributes," or higher-level interpretation, and abstract the image from its color elements.

### **Colored visuals' psychological impact (Emotional Vividness):**

Colors are instantaneous emotional triggers. Labrecque (2020) asserts that colors affect psychological states in the following ways:

- Kinetic arousal: Warm hues like red and yellow raise adrenaline levels, which is why they work well in "clearance" or "quick sale" ads.
- Conditioned association: Blue is used in tech and banking brands to lower consumer concern since it produces a psychologically comfortable mood (Spence et al., 2023).

On the other hand, too much color can cause "cognitive distraction," in which the focus shifts from the underlying marketing message to the aesthetics of color.

### **Cognitive Abstraction (Black and White's Cognitive Effectiveness):**

Black and white have a special ability to improve conceptual recall on an intellectual level. According to Puacin & Zhang (2022), the lack of color lowers visual noise, enabling customers to assess a product according to its social significance or functional qualities.

- Abstract thinking: While viewers of color advertising are more likely to focus on the "how" of the goods, those who watch black-and-white ads are more likely to consider the "why" of their need for it (Wang & Li, 2024).

## **Branding and Mental State Design:**

Here, the design of a brand's visual identity reflects the desired mindset of its target audience.

We can say here that the famous brands belonging to TikTok and Google lead to creating a high sense of interaction and energy by focusing on the youth age groups. Large companies, such as Apple and Mercedes-Benz, often use a single color for most of their products; this reflects the brand's intellectual sophistication. Most research suggests using a style that allows the brand to be clearly and easily understood, even if the symbol is simple.

### **Coca-Cola's "Bold Red" Strategy: A Case Study:**

1. Part of Psychology: Conditioning and Emotional Arousal The American company Coca-Cola uses the color red in its products for aesthetic appeal and also as a psychological stimulus for consumers. A 2020 study by researcher Labrecq states that this red color has a high capacity to stimulate the brain and increase heart rate, leading to a greater desire among younger consumers to purchase the product.

2. From an intellectual perspective: the consumer's cognitive uniqueness and memory.

Coca-Cola has succeeded intellectually in creating what marketing neuroscientists call "mental tagging." According to a recent study by Spence et al. (2023) on the effects of color in packaging, the use of red for decades has made the Coca-Cola logo a "heuristic shortcut" for the brain, allowing it to recognize the product in less than 0.1 seconds without having to read the text.

As a result, making a purchase requires less "mental effort" and is nearly automatic (System 1 Thinking).

3. Black and white contrast (The Monochrome Shift):

The corporation uses less color in some campaigns or limited editions (like silver or black Diet Coke cans) to accomplish various cognitive objectives. Coca-Cola Zero's usage of black seeks to shift customers away from the conventional "sugary" connotation of red and toward abstract thinking linked to power, masculinity, and modernism. This reinforces the theory that cutting down on color helps the brain focus on figuring out the product's "functional characteristics," such whether or not it has sugar (Lee & Fujita, 2021).

4. Inferences made from the case:

- Transcontinental Identity: The color red unites customers' mental states in many situations, making it a universal language that works across language barriers.
- Association with Joy: In the fast-moving consumer goods (FMCG) market, black and white are hard to remember for a long time, but Coca-Cola advertising with bright colors (like the "Open Happiness" campaign) have done precisely that.

## Results and Recommendations:

1. On a psychological level: Colored graphics are great at making people feel good right away and connecting them to the product through their senses.
2. On an intellectual level, black and white images make people think critically and focus on the product's main value. They are also better for promoting high-end goods or complicated services.
3. Suggestion: Marketers should pick their visual design based on the "decision-making cycle." Colors are the answer if the choice is based on feelings and is made right away. But if the choice is about money or social prestige, black and white works better.

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