

STUDY OF HUMAN REACTIONS THAN COLOR AND ITS EFFECTS ON ADVERTISING

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Abstract

This paper aims to examine the impacts of the human psyche and subconscious color when buying and consuming goods. Colors cannot be only from the physical perspective, But the psychological impact on the mechanism of color have human body through which can be used to predict many behaviors. Commerce and advertising can be valuable as an efficient tool and color in guiding the consumer interest and increase sales. This article shows to achieve cooler effects, in addition to knowledge of the psychological effects of color, as well as employing appropriate color in the advertisement with the space around and understand it's symbolic, should study the culture and history of a country. And many of the behavioral patterns and the collective interests of the history and culture of a community identified. This article can be a better understanding of the psychological effects of color in the first phase of commercial advertising and to give to the fans.

Key words: *Environment, Environmental design, Color Psychology, Psychological, Reactions, Advertising*

Introduction

In the contemporary world and with respect to the span of human communication, has always been in the midst of a host of information and Visual messages located in your environment to be able to interact and communicate with each other and with the established environment, to fix your needs. The structure of this non-verbal communication of Visual elements and video have been formed each of which has a certain value and importance and are the that make up the harmony collection to move any faster and better visual message can help in the midst of these elements, colors look different than any human visual element to attract and has more expressive power and effect of environmental design is an investment, particularly in the field of advertising since it Line with the established messaging and communication through in human feelings and emotions.

To believe "Gauguin" color such as reactivity to call off an internal language and instinctive emotions, suggest and acts precedence over words that can be used with it to manipulate human emotions. The impacts of this complex and wonderful phenomenon is in terms of Physiology and also cause psychological reactions in humans, and in the wake of its actions are perceived to be emotional or logical update. This is caused by the existence of Visual interactions that caused chemical reactions, electromagnetic after viewing the color in the eyes and along with it the within the human and psychological areas occur [1]. "Bear" claims this is In terms of Psychology rarely can be a great thing to see color in nature, no one of us cannot be against nature and instincts, emotions and Emotions [2]. Upon the face of the man with the colors and color combinations as a Visual stimulus, is a psychological reaction initially [3]. that is located in the area of psychology.

Knowledge of the psychology of mind and spirit always with handles that with reference to human behavior and reactions against the phenomenon, ' and their feelings about the study. Mental and psychological effects of color on human beings, the judiciary and among them clean as well as the effects of expressive colors from the other components of the study in this area. In this paper, the researcher is trying to analytical and descriptive way-check with a library of documents and studies to analyze the effects of Visual stimuli on the environment and engage human and then the role of color and its effects on human reactions to environmental design as a communication element and studied advertising.

1- The Reciprocal Relationship Between Human and Environment

In the world of the reality of the relationship because the communication is part of the nature of human nature and that is both verbal and non-verbal (language) (image, color, etc.). In other words, communication is a behavioral process in which the element to the name of the message exchange between a sender and the recipient is in the process of contracting with us has always been between the sender and the recipient are there that makes the perception of the message. In fact, the sender of the message with the symbol of the selection of their social environment and psychological aspects of the common people, his message [2].

Among the wide range of human communication, his relationship with the environment is undeniable. In this connection, the environment and all the factors that affect it can be a good platform for growth and human progress. "Levine" of environmental psychology researchers in the school of believes that behavior is a function of mutual impact factors that originate from the individual and the environment [4]. Whatever in the environment as stimulating the presence of true human action is faced with Today, the human environment with a host of video information and data that is encountered can be used as advertising environments. Continue discussion of outlines and describes the graphical environments and the role of Visual communication in advertising media.

2- Environmental Graphics and Advertising

In the contemporary world has witnessed increasing development of technology and information and the exchange of huge volumes of messages in non-verbal communication human beings with one another and with the environment, and this factor, it's more to meet the needs related to its environment. And as he is part of this range of communication-what position the sender and the recipient's condition-always in search of different solutions and tools to make your communication and interaction with the surrounding environment. The environment in facing their inner concepts of information and reacts to it. Visual and video elements, including non-verbal communication is a powerful tool that, according to the expressive capabilities and its value, in order to effect the transfer of concepts and in addition has a significant impact on performance information, behavioral patterns affect human social life as much as psychological abnormalities and reduced pressures on today's stressful life and environment into a pleasurable experience or converter [5].

In the context of environmental graphics as tools of human thought and affecting culture, seeking to establish coordination between the Visual elements and the different coordinate cultural and sociological dimensions in a society [6] And its main objective creation and offer solutions based on stimulating and encouraging the audience to target and a specific destination[7].this communication media on the basis of international division does not have a reference to the different areas including picot kilograms of traffic signs, symptoms, Visual guidance systems, graphic design on the buildings and stores, body graphics transport and

finally the big dimensions graphic designs in divided, which is advertising as one of the great design of a subset of media

In all these areas in addition to the introduction of a special product in case of contact and awareness, appropriate opportunities for mental health and the beauty of the Visual environment is also placed under the original that it creates a sense of surprise and creative show in performance, drawing the attention of the audience according to its interests and behavioral reactions and also establish a relationship with a recipient is any message of Revelation [8] so according to this approach is that any communication of structured promo Components such as the "source" (the sender), "message", "communication" and "duct" recipient "is composed [9].

On this basis, a source of ideas for the message in the form of one of the expressive tools such as Visual elements, through one of its audience for media tool biometrics and expects a positive response among them creating [10] In addition to the above two components can be "interference" and "open." is also in the process of advertising communication. Interference cause and message open. Reaction on the part of the recipient, the sender is notified that the message from getting to repeat the operation if necessary send the message [2].

Based on the topic expressed can be two results were important: firstly, the communication process in advertising, audience or recipient of the message against the incoming information _ what verbal and non-verbal form of reaction _ shows that this is the first step in defining the relationship between knowledge of psychology and advertising.(1-2) Secondly, the purpose of advertising media in line with its communication, need constructive elements of the message and color as one of the symbol of communication and transition effects can contain messages or concepts to be independent that communicate psychic and mental reactions, in humans can be effective [11].(2-2) so more to study mutual relation between psychology and advertising on the one hand and check the truth of color and human reaction level against one of the other Visual message.

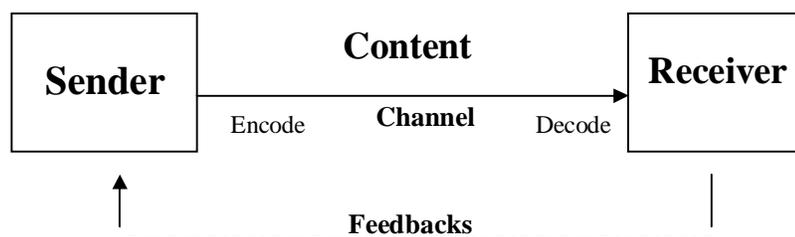


Figure1-The process of transferring messages from sender to receiver

1-2- Mutual relation between the science of psychology and advertising

Along with the growth of the industry, increase the production of the goods, the variety and countless human presence as well as the main events, contact advertising also these factors to a huge transformation is achieved so that to achieve optimal results, a lot of science to help us. From among the different fields of science, psychology with studies that have special value and significance to the study of human behavior and mental processes and behavior

pays a set of activities and actions that can be observed and measured, but the process is a set of mental acts that are directly visible and not understanding but also visible in its behavior [12].

Many of the psychologists in the 20th century with their theories to explain this behavior, mental processes. The theory of "Scott" in his first book in the field of the psychology of advertising based on meanings associated with Pavlov based on "the human condition" and "Skinner" in the field "Behaviorism" that change human behavior is based on the "learning", including [13] The corporate world of advertising, many of these methods are more physicality to influence the audience have benefited, like "negates and proof", the classic "conditioning" methods, the method of "sudden" scheme, the method of "argument" and "Association" [14] In uses man as the main axis of the advertising, in a mental and psychological process to process the information and messages that are sent from the sender pays all the existing stimulus and, commensurate with the level of irritability, answers [15] . So in explaining the relationship between advertising and the field of psychology, being the main axis can be shared, i.e. human beings, with a set of perceptions, reactions and behavior ', resulting from the face of the actuator. The man in the field of advertising is that a message from a contact recipient receives and for emotional and rational action causing aware in his spirit; it's the same psychological aspect of advertising that must covert messages in the message and the constituent elements of the human aware effect [16]. believe to be "successful" "advertising that is targeted to the kind of fundamental instincts."

2-2-the truth and the human reaction level (colors in the ads and the level and etc.)

Due to its broad and extensive range of color, can be a phenomenon named "psycho physiology" and read about it in the three physical backgrounds, and studied psychology [17]. The science of physics has always been to describe the relationships between the light, the sense of sight and color perception. In other words the wavelength of optical neural cell vision is going to be sent to areas of the brain and makes it possible to color vision [2] The science of physiology, to explain the relationship between the subjective effects of objective with their color and the process in which the eye and the brain when induced stimulation of color experience to happen happens, studied. In the field of psychology, perceptual and psychological reactions of man in the face with color and behavior it takes into consideration.

"Kandinsky" believes that the colors vibrating mental beyond the primary level and physical impact, because the physical sensation is not stable and can only be a step in the direction of the spiritual impulse. "So is not only a mechanism to get the color that you see are from it; the outside world gets connected to the world and within and at the same times the human thought and cognitive mechanisms. On the basis of research into the type of character-oriented and in its reaction to how the color will be based on the amount of irritability [3] But what about the accuracy of the human being with any type of character of any level of irritability, its color against the phenomenon of reacts.

The first and largest human reaction level compared to the biological effects of color which is more associated with environmental needs. Need to know about the world of light and color and continue the survival of such effects. The second impact is caused by the reaction. Believe to be "young" colors in understanding human conscious pronoun takes place that includes individual and collective conscious. The collective conscious experiences set the initial stop of the model things that human kind has experience and a potential factor for the human expression and reaction against the same phenomena similar to that faced by our ancestors.

Based on this idea, the inherent knowledge that humans have to be vague in their mental images rather than and coloring pictures are part of the primary and basic human emotions relative to the intrinsic knowledge related to the same color. The third level is a symbolic reaction to the conscious action and includes concepts that are informed and through training. Many of the beliefs and are taught about the color that features the world to the assigned destination.

The fourth level is related to the response under the dominate culture, climate and the beliefs of each area and representing characteristics of a community. In fact, such a flag color and music and etc. Part of the book the culture of each region. At this level of color, religion and culture and even exponents the geographic area of a nation in art, makeup, dress, architecture and etc. Affect it. The fifth level is related to the social movement that is raised under the title of fashion or style, and in all the realm of artistic generalization. It also meets the needs of many human and psychological causes of consistency at the level of the community. The latest and smallest level of human interaction, individual interest and experience he returns [3]. (Fig 2).

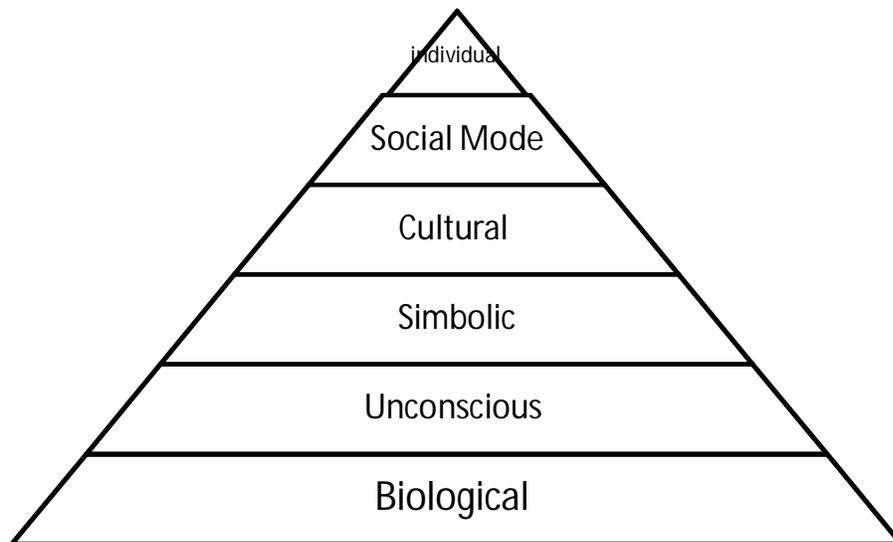


Figure 2- The level of human reactions to color

3-the psychological effects of colors in advertising

The main mission of informing and send message or advertising content from the sender to the recipient that the message is certainly a value, your thinking and ideology within the this is the same as the initial part of the information content of a message's meaning [17]. But the second part of the message here is more about the accuracy of outcomes is, message transfer through the Visual elements of the original structure is a Visual form of communication and irritates the human senses (the audience) [18].

In the midst of the Visual elements of transition effects, color is the most powerful language of communication in the world; and before the property is functional aesthetic and

symbolic communication. The important thing is that, despite being about a different that color communication among linguists and researchers there for all humans with every culture and every language, their status in the most basic color (dark and clear) will understand [2] The colors are as recognizable around the world they are man's comment on him and in the judgment of a human hand, media message to communicate.

In the world of advertising and communications, the aim is to encourage the public to attract a wide audience and encourage consumer and advertising a message transfer properly and with the correct use of the sense, with the psychologist's colors in the following fields seems indispensable: a graphical image and branding, product packaging, in such a way that expresses its content and quality, in all forms of advertising including print sheets, Shopping centers, TV, Web, Billboard, website user, Panel, poster, logo and corporate identity, in the product and in any place where should be of short duration and is the fastest form of contact and send messages and tools So in addition to Visual, structural features and its aesthetics, pay attention to the expressive properties of, and how human reactions can also be based on the analysis.

Red, a chemical message to the brain renal gland hormone Epinephrine reaches the adrenaline release. Chemical systems of the body that can cause changes in the hormone by the greater and faster breathing and heart rate, blood pressure and pulse rate and increased skin reactions are irrigative. This is a psychological reaction that is not in our control. As a result of the human brain will always be on red to create the excitement and energy of the doubly effective That's why it's color, lively, dramatic, a threshold that most know of human emotion in and much inhibitory power is stimulated [20].

Yellow color, which is a level of evokes the man biologic for the Sun and the daily activities and with the ancient relationship with the insect bite and dangerous animal Hunter and etc. The man invited to more accurately sense. This color has more bounce than the other host Rennes and that's why it comes earlier to the eye. Brilliant color, beaming, and Illuminator, heat the Sun GON.

Yellow "losher" believe that searching to find a way to come out of the security threats In search of a more satisfying to satisfy peer to philosophy or metaphysics, filling the mind with religious teachings, interest to advance the global effort to create a brotherhood. Yellow represents the development is welcome relief because of the obstacle and Bella [20].

Blue color on the surface biologically strongly associated with water and sky, and this is a symbol of stability in the lives of human beings. The ocean and the sky do not fall down and never the same sense of trust that is in blue. This color is due to the effect of the sympathetic, leading to decreased blood pressure and pulse rate and breathing control. Under the influence of muscle tension to reduce the color goes to the same direction of the psychological relax and soothe a revitalizing. This causes the mind thought and more. The color blue is a constant, gentle, cool (cool), and are reliable.

The green color in the biological level, the color of nature and flowers and plants. Clear green, the first buds of and growth again, and remember the dark green, long and strong, the color of pine and the silence of the forest. Colors is natural, refreshing, relieving, wound healing, and has the same trust and ensure fresh water.

This color with the effect on the nervous system modulation in a distant place. Low pressure brings with it expanded to build the vessel continues to feel the heat. And mark the life, growth, eternity, nature, balance [21] appears to be absolute, one of the most calming

green color. This is no color to reflect the containing no suffering or fear "and is not in addition to any movement; but quiet and motionless and satisfied from himself. But if it is added to the yellow, blue and be added if, to reflect the folks.

Orange, such as yellow and red, the psychological impact on more to show voluntary nervous system to work. In terms of color temperature is the most popular among others. Friendly, charming energy, color, jolly; that the color of the cursor leaves the sun rays fall and energy sector. This color as color social, happy. Orange in very severe cases was serious, it should not is suitable for serious messages and more in this issue of personality "Brown-oriented" can be seen. This color on nervous system because it has a appetite.

White color as the color of your absent view but to light it, we examined the presence of all colors. According to "Newton" white light all the colors of the color wheel in it while light black no. This color human eyes shines and a white disc in front of any color can create a clear sense of contradiction., purity, simplicity, Bali style, along with the. The white color of whatever tends to be warmer and cream feel their friendship has more.

The color black is synonymous with human biologic in the level of darkness, lack of light and magical mystery night. Color is a powerful, mysterious, beautiful and classic and magnitude. Shi, menacing and deadly effect and crossed. In where is the induction of weight loss are hardness and durability. "Loshier" who believes that the black color is first choice, the choice is not normative. Because all the relish of the misplacement and leads to compensatory behavior and everything. This person suffered a non-rushed and behavior wise it's about the fate [20].

The brown color is completely rural, color in the color of the Earth and is a positive expression of CRP. Protective, rich, healthy and safe, durable. Kauai and its color shade because, yellow, Brown and khaki are willing to and etc.

The pamphlet was the root of the most paint, Neutral colors, although as of color (colorless) is known but only in words of such Reliability message to induce. Of neutral tone evokes the past and ancient buildings and temples. Some colors are classic, durable. Go to the dark side as more powerful personality of the plant, the black and the Brown to move toward warmer and more land.

Discussion and conclusions

The discussion can be found such that with regard to the development of today's world of Visual Communications as the fastest and the best kind of non-verbal communication to increasing development in the side's first marathon. Human beings as recipients of information and messages from the surrounding environment, in fact, are the main contact for this type of communication. So the message from the sender side and through media advertising to be sent by humans should be carefully considered. Nowadays, a large part of the colors as Visual message content, sometimes without the semantic thematic display, raises the fact-filled with emotional reactions and behavior are the logical and of the audience faces. Although terms of the age of the audience and personality characteristics in the choice of color is influenced by the existence of all human the reaction to involuntarily have this level of color reactions as noted above which have different levels that can be effective for advertising Designer. Pick and choose a color from the message he can fit the outcomes related to one or more levels. With regard to the level of reaction against color, aware that are of a higher wavelength such as red and yellow are then more attention towards it reacts faster. Yellow and red colors are due to the effects on the nervous system Physiology body feel excitement, activity and irritability are higher than other colors. These two colors surrounding

the origin of human nature in of fire and can be caused by the Sun and that's why the inner potential and significant and heat are part and this is the same biological levels in humans. This is the color for packaging a product that fits its inner content, or in the midst of a series of products needs to be more attention, seems appropriate. Even to deliver the messages that need to have the excitement and mobility can be used. Given the symbolic level of conscious all of us humans with the help of an informed education and symbolic than red felt and we retreat (like red traffic lights). According to the researchers that the average time to see each product second for each person would be so use these two colors and a variety of close to where (purple, Orange, purple) in a short term the necessary impact can look upon the human mind.

The Green and blue color due to the lower wavelength, later than the earlier of two colors to the eye and due to the effects of Physiology as lowering blood pressure and breathing under control. In a kind of feeling calm and soothe the nervous system in humans arise. These two colors according to a level of biologic in humans is associated with the sky and the sea and is the same as a symbol of stability in her life has created so its application in the broad sense of this advertising can relax and make them. Or at the level of the signal in human brain aware chemical added.

It is recommended for more color in advertisements and commercial impact of the cultural level of influence with the study of the history and culture of each community, the colors are the system of rule in history, cultural and historical memory in community and also more symbolic dimensions. Social movement seems to be at the level of the historical memory through the same community as well as the colored icons are stimulated. Business and advertising can study the history and culture of each society and with the use of the color effects on consumption and the purchase of goods created more profits.

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