

The Integration of Color Perception and Product Design: A Gestalt Approach to Understanding Marketing Effectiveness

Dunia Harajli

Lebanese American University

Bart Norré

University of Applied Sciences Western Switzerland

Guillaume Fernandez

PHD Candidate University of Geneva

Kirti Dutta

Rishihood University

Elise Godel

University of Applied Sciences Western Switzerland

Acknowledgements:

We thank our research assistant, Mohamad A. Safa (Lebanese American University), for his valuable suggestions, revisions, and comments which improved the final version of the paper.

Cite as:

Harajli Dunia, Norré Bart, Fernandez Guillaume, Dutta Kirti, Godel Elise (2024), The Integration of Color Perception and Product Design: A Gestalt Approach to Understanding Marketing Effectiveness. *Proceedings of the European Marketing Academy*, 53rd, (119424)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



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Abstract

This study investigates the integration of color perception and product design through a Gestalt approach. We explore the concepts of brand perceptions and color, along with their associated meanings and attributes. The methodology involves an examination of mental models and perception within the context of marketing, incorporating fundamental principles of Gestalt psychology. Using an AI-empowered iCode that implements Response Time Testing (RTT) with students in India, Lebanon, and Switzerland, our survey reveals respondents' confident and hesitant responses. The online survey is divided into two parts: one focuses on testing color attributes to validate existing theories, while the second involves introducing an object (a can) with the same colors and attributes. We aim to assess the extent to which color attributes are resilient when applied to objects. Our findings reveal that participants perceive some attributes as strongly confident, while others are non-existent. Furthermore, respondents show decreased agreement with the earlier proposed attributes when the same colors are applied to cans. Our findings suggest that the attribute of a color is also dependent on its context. These findings hold vital implications for marketing communication across cultures.

Subject Areas: *Advertising, Branding, Consumer Behaviour, Decision-Making*

Track: Advertising & Marketing Communications