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~~Emotion and Online
Shopping Color
Psychology Effects Of
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Even this subset of color psychology is too broad for a single review; thus, we focus primarily on effects of color perception on downstream affective, cognitive, and behavioral responding in two fundamentally

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important domains of daily life: achievement contexts and affiliation/attraction contexts.

HISTORICAL
CONTEXT (PRE-
TWENTY-FIRST
CENTURY)

~~Color Psychology:
Effects of Perceiving
Color on ...~~

Abstract. Color is a

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ubiquitous perceptual stimulus that is often considered in terms of aesthetics. Here we review theoretical and empirical work that looks beyond color aesthetics to the link between color and psychological functioning in humans. We begin by setting a historical context for research in this area,

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particularly highlighting methodological issues that hampered earlier empirical work.

Color On

~~Color Psychology:
Effects of Perceiving
Color on ...~~

According to color psychology, the feeling of people is stimulated by warm colors whereas cool colors induce a sense of relaxation and

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calming effect (Elliot
and Maier, 2014).

Besides that, color...

~~Color Psychology:
Effects of Perceiving
Color on ...~~

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psych-010213-115035

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Color psychology:
effects of perceiving
color on psychological
functioning in humans.

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@article{Elliot2014ColorPE, title={Color psychology: effects of perceiving color on psychological functioning in humans.}, author={Andrew J Elliot and Markus A. Maier}, journal={Annual review of psychology}, year={2014}, volume={65}, pages={

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95-120 } } Psychology

Effects Of

~~Color psychology:
effects of perceiving
color on ...~~

Color psychology
Influence of color on
perception. Color has a
large impact on food.
Color affects how
people perceive the
edibility and... Placebo
effect. The color of
placebo pills is reported

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to be a factor in their effectiveness, with "hot-colored" pills... Blue public lighting. Blue light ...

~~Color psychology—~~

~~Wikipedia~~

The intensity of illumination also affects colour perception. At very low light levels, blue and green objects appear brighter than red

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ones compared with their relative brightness in stronger illumination, an effect known as the Purkinje shift for its discoverer, the Czech physiologist Jan Evangelista Purkinje. At higher levels of illumination, there is a related shift in hues, called the Bezold-Brücke effect, such that most colours appear less

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red or green and more
blue or yellow as the ...

~~Colour - The perception
of colour | Britannica~~

Chapter 7: Perceiving
Color - The physical
dimensions of color
- The psychological
dimensions of color
appearance (hue,
saturation, brightness)
- The relationship
between the

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psychological and
physical dimensions of
color (Trichromacy
Color opponency) -
Other influences on
color perception (color
constancy, top-down
effects)

~~Chapter 7: Perceiving Color~~

While perceptions of
color are somewhat
subjective, there are

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some color effects that have universal meaning. Colors in the red area of the color spectrum are known as warm colors and include red, orange, and yellow. These warm colors evoke emotions ranging from feelings of warmth and comfort to feelings of anger and hostility.

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~~It Affect How You Feel?~~

Common Psychological

Effects of Colors purity

innocence cleanliness

sense of space neutrality

mourning (in some

cultures/societies)

~~Color Psychology: The
Psychological Effects of
Colors~~

The psychology of color
as it relates to

persuasion is one of the

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Psychology
Effects Of
Perceiving
Color On

most interesting—and most controversial—aspects of marketing. The reason: Most of today ' s conversations on colors and persuasion...

~~Color Psychology: How Colors Influence the Mind ...~~

It can even reveal your personality traits

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depending on your
favorite color. RED.

Red makes us feel
energized as it

symbolizes the color of
blood. It is also a very
sensual color as it
focuses the...

ORANGE. Orange is a
youthful color typically
associated with
adolescence and fun and
frivolity. We ...

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~~Color Psychology: How
Different Colors Affect
Our Perception~~

Color Psychology:
Effects of Perceiving
Color on Psychological
Functioning in Humans

Color Psychology:
Effects of Perceiving
Color on Psychological
Functioning in Humans
Elliot, Andrew J.; Maier,
Markus A. 2014-01-03

00:00:00 Humans

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encounter the world as a colorful place. Color is perceived on essentially every object that we view in daily life; it is even present in our dreams (Rechtschaffen ...

~~Color Psychology:
Effects of Perceiving
Color on ...~~

Blue light has been shown to increase

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subjective alertness and performance on attention-based tasks [14, 15]. Holzman stated that blue has the greatest effect on body restart to daily rhythm ...

~~(PDF) Color and psychological functioning: A review of ...~~

Color psychology is the
Page 27/34

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study of how colors affect human behavior, mood, or physiological processes. Colors are thought to influence our buying choices, our feelings, and even our memories. Ideas related to color psychology are heavily implemented in the areas of marketing and design.

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~~Human Behavior~~

The psychology of colour The most important aspect of colour in daily life is probably the one that is least defined and most variable. It involves aesthetic and psychological responses to colour and influences art, fashion, commerce, and even physical and emotional sensations.

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Psychology

~~Colour – The
psychology of colour |
Britannica~~

Color psychology suggests that different colors can evoke psychological reactions. For example, color is often thought to have an impact on moods and emotions. Sometimes these reactions are related to the intensity

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of a color, while in other cases they are the product of experience and cultural influences.

How does the color green make you feel?

~~Green in Color
Psychology: How Does
Green Make You Feel?~~

The negative and positive psychological effects of colors can be observed in human

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beings based on the combinations in which they are used. In a study conducted on men and women by Kuller in 1981, color was shown to have a great effect on EEG and heart rate, as well as the emotional perception of objects.

**SPECIALIST
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~~Renk Etkisi | The Effect
of Color | Psychology
and Color~~

But they're also seen as the least shy of any hair color—and in one interesting study, the most successful: when researchers analyzed the hair colors of 500 CEOs, they found that 4% had red hair. This might seem minute, but when you consider the

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extreme rarity of
redheads in the
population, it's actually
quite a significant
percentage.

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