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## **THE EFFECT OF COLORS ON PEOPLE'S BEHAVIOR**

The psychology of color is the enormous study of colors and their influence on our behavior or basic human processes. Considering, that the colors can affect the choice and our feelings, it can even make us remember our past experiences. When the bright sun shines, you feel happy and carefree, but when it is cloudy and the condition becomes worse, it can cause a low mood. Colors can be an important reference point for your attention. As you might expect, companies can often highlight unusual offers or discounts in bright colors. Our intellect is planned to pay attention to things that have a contrasting color compared to its surrounding.

Colors can be used to conclude health, character, thinking, perception. The clothes we choose in the morning can tell a lot about us, so the color we wear is not accidental - we like it and feel like it's the most suitable for us at the moment. Usually, we intuitively look for the color we need. Marketers are well aware of how colors affect customers. For example, in those cafes whose owners want customers to waste less time for food and quickly clear the table, so more visitors will be able to go through, there are always a lot of such bright colors as yellow and red. At the same time, soft and muffled lighting can be found in restaurants where the owners are interested in keeping customers longer and therefore create a cozy atmosphere, to enjoy food in peace.

Primary colors on the color spectrum: red, yellow, and blue. With only these paints in your hand, plus white and black, it is easy to recreate all the other colors.

Red causes tension. That's the reason why this color is always used in prohibition road signs. Arousing colors are active and aggressive. Color combinations of warm colors symbolize the strongest opposite feelings: love and hate, joy and anger. It makes a person more talkative, excites emotions.

Yellow and orange colors are usually confident and optimistic. These sunny colors will easily cheer you up, especially on a bad day, colors have a special energy that attracts people to themselves. At the same time, they emphasize intellect and creativity.

Deep blue is considered the coolest color. It brings a sense of peace and silence, relaxation and well-controlled emotions, desire to get out of the situation. It also often causes depression and is commonly used in anti-advertising. Many people associate this color with the sky, as well as patient, honest and open people.

Dark colors like black are obtained by adding black to the base color. They narrow the space, can create a feeling of fear or a feeling of comfort, security. Any color tends to black when the brightness decreases (for example, when the illumination decreases to complete darkness). With increasing brightness, any color tends to be white. What about white, it is also loved by many people. One thing unites them: they are all neat and careful. Also, people who love white can be described as insightful and self-sufficient. Hospitals are often painted white to give us a feeling of sterility.

Many psychologists have studied the issue of color choice, and have concluded that a person's color perception can change not only with age but also depending on our life situations.

Famous Pixar's movie "Inside Out" produced associated emotions with different colors. Screen time with one of the main characters Joy, colored with yellow, – delighted and colorful. In dark and hopeless scenes, for instance, a character called Sadness, marked with ocean blue is desperate and absolutely depressed. One more emotion – red Anger, appears on the screen in the moment of irritation. He is

aggressive and rude. Fear is purple, this character is always frightened, insecure, and easy to manipulate. The last one is poisonous green Disgust. She is associated with something unpleasant and troublesome. These emotions were matched to colors in connection with generally accepted attitudes and associations.

Many color researcher has to face that different emotions and colors are "connected" to each other on a very deep basis. Colors do not absolutely rely on emotions, but they can associatively evoke or express feelings, they appear to each person individually.

Color, like energy, is necessary to maintain the tone of the central nervous system. There are known cases of the so-called "color starvation" with the color poverty of the environment. Properly used colors affect our worldview and behavior, they can improve our mood or worsen it.

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