

The Impact of Colour on Print Advertising among the Different Culture in EMU

Shirin Eghdami

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Approval of the Institute of Graduate Studies and Research

Prof. Dr. Ali Hakan Ulusoy
Acting Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Master of Arts in Communication and Media Studies.

Assoc. Prof. Dr. Agah Gümüş
Acting Dean, Faculty of Communication
and Media Studies

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Arts in Communication and Media Studies.

Assoc. Prof. Dr. Agah Gümüş
Supervisor

Examining Committee

1. Assoc. Prof. Dr. Agah Gümüş

2. Assoc. Prof. Dr. Anıl Kemal Kaya

3. Asst. Prof. Dr. Ibrahim Dalkiliç

ABSTRACT

Print advertising was designed for the local target market and primarily focuses on the local language to communicate with the customer. However, immigration and education in international universities such as Eastern Mediterranean University influences the rise in diversity of cultures. The diversity of international students inhabiting one area proliferate the need to use specific design elements of advertising such as visual and colour to appeal to every individual cultural background. Therefore, the use of appropriate colours in advertising can greatly affect the success of the advertised product.

The aim of this study is to examine the impact of colour on print advertising amongst 350 students from different cultural ethnicities who study in the Eastern Mediterranean University. The methodology to carry out this study was quantitative, and random sampling method was used in order to collect data. After collecting data, the SPSS software was used to analyse it. In data analysis, descriptive statistics were based on the demographic information of questionnaires, and therefore, T-TEST and ANOVA methods were conducted to test the research questions. Findings of the study show that amongst all the colours studied in this research, red colour attracted the most attention among respondents in the print advertising. However, gender and cultural differences in the choice of colour were not effective elements.

Keywords: Print Advertising, Colour, Different Culture

ÖZ

Basılı reklamcılık yerel pazarı hedef alarak tasarlanmıştır ve temelde müşteriler ile iletişim kurmak için yerel dile odaklanmaktadır. Ancak, Doğu Akdeniz Üniversitesi gibi uluslararası üniversitelerde, göç ve eğitim, kültürel çeşitlilikteki artışı etkilemektedir. Bir alanda yaşayan uluslararası öğrencilerin çeşitliliği, her bir kültürel geçmişe hitap etmek için görsel ve renk gibi reklamın belirli tasarım öğelerini kullanma ihtiyacını arttırmaktadır. Bu nedenle, reklamlarda uygun renklerin kullanılması, reklamı yapılan ürünün başarısını büyük ölçüde etkileyebilmektedir.

Bu çalışmanın amacı, Doğu Akdeniz Üniversitesi'nde öğrenim görmekte olan farklı kültürel etnik kökenlerden gelen 350 öğrenci arasında, basılı reklamcılığın üzerindeki etkisini incelemektir. Bu çalışmayı yürütmek için kullanılan yöntem niceldi ve veri toplamak için rastgele örnekleme yöntemi kullanıldı. Veri toplandıktan sonra, analiz etmek için SPSS yazılımı kullanıldı. Veri analizinde, tanımlayıcı istatistikler anketlerin demografik bilgilerine dayandırılmıştır ve bu nedenle araştırma sorularını test etmek için T-TEST ve ANOVA yöntemleri uygulanmıştır. Çalışmanın bulguları, bu araştırmada incelenen tüm renkler arasında, kırmızı rengin basılı reklamcılıkta katılımcılar arasında en fazla dikkat çektiğini göstermektedir. Ancak, renk seçiminde cinsiyet ve kültürel farklılıklar etkili unsurlar değildir.

Anahtar kelimeler: Basılı Reklamcılık, Renk, Farklı Kültürler

DEDICATION

To my family and dear sister Şebnem Çoban.

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I would like to express my special thanks of gratitude to my supervisor, Assist. Prof. Dr. Agah Gümüő, who gave me the golden opportunity to do my thesis.

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Chapter 1

INTRODUCTION

Different colours appeal uniquely towards different cultures. In some countries including Iran, Iraq and western countries, black colour symbolizes death; whereas, in Egypt, it symbolizes new birth. White colour and red colour have religious significance in India. Red colour symbolizes historical importance in Japanese festivals and in Poland is a symbol of national pride. Colorology is a multilateral study for researching the impact of colour on cultures. Advertising shares the same technical knowledge with the concept of colorology, including cognitive psychology, philosophy, and cellular biology (Thompson, Palacios, & Varela, 1992). An assortment of colour concepts originating from different cultures is not well received within the business environment and wrong colour choices can lead to overall confusion in advertising. The importance of colour in print advertising is well described by Huang: “differences in colour preferences between cultures are more likely to be manifested through colour usage in printed advertisements” (Huang, 1993).

Therefore, in order to pick and choose a suitable colour in advertising, critical attention should be focused onto the region of specification, such as the city of Famagusta, whereby institutes like Eastern Mediterranean University have amassed in the city over 18000 international students from 110 countries. The population and the effect on the specification of the city should also be taken into consideration, as well as cultural and economic features. For this study, we’re going to examine the impact of colour on

print advertising among different cultural ethnicities in Eastern Mediterranean University Institute.

1.1 The Aim of the Study

Print advertising is one of the traditional forms of advertising that has gathered success in local conditions (Hornik, 1980), and even in some reports, it is more influential than electronic (Source & Dewit, 2007) and online ads (Sundar, Narayan, Obregon & Upal, 1998). Press advertising emphasises local language (Hornik, 1980), however, with the rise of a variety of cultures in a society because of immigration, and education in the international university such as Eastern Mediterranean University with around 18000 students from 110 different countries living in Famagusta, language is not a good element for customer communication. In this study, we examine the impact of colour on print advertising among the different cultures in EMU.

1.2 Statement of Problem

There are two different focus perspectives on advertising: local and international. Most of the trade advertising concentrate on the transferability of advertising performance worldwide, Rutigliano points out that 'common denominators' make it possible for ads to be understandable in different cultures (Rutigliano, 1986). While local advertising uses ideas that are particular to the local area, Hornik argued that local specification makes it almost impossible to standardize worldwide (Hornik, 1980).

Quelch and Hoff outlined a new approach which might be rewritten for advertising in this way. They assert that certain factors of international advertising can be standardized while other elements in some cases can be localized. They insist that global marketing is not an either/or proposition. Rather, there is a range of global approaches affected by product concept, consumer differences and similarities, and marketing

operations. Quelch and Hoff outlined marketing as being parallel to the decision framework used in advertising. Their position might be rewritten for a global approach which can be measured anywhere on a spectrum of tight agreement to an advertising concept that loses agreement on advertising details. Certain elements of global advertising can be standardized while other elements can, or in some cases, must be localized. The polar positions can be reconceived as a continuum that depicts a range of adaptation and standardization opportunities. (Quelch & Hoff, 1986). International advertising is now said to be making end runs on the language barrier by placing more emphasis on visuals and music (Eger, 1987). In addition, the execution can be changed by making a literal translation of the verbal message. In other words, there is a substantial copy in advertising, but the copy is faithfully translated from one language to another. Finally, execution differences can be designed to reflect the culture of the local community. There may be a theme that remains constant, but the executions are differed from one country to the other. In other words, there are points in between the bipolar positions that represent combinations of standardized and localized approaches. This vision was also expressed by Onkvisit and Shaw who suggests that some degree of advertising uniformity is possible and desirable, although the appropriate advertising approach may vary depending upon consumer characteristics and environmental factors. This viewpoint seems more reasonable than the oversimplified bipolar positions because it balances the conflicting demands of efficiency and effectiveness and more closely describes how things work in practice (Onkvisit & Shaw 1987; Laufer 1985). Kramer (1959) notice that the domestic advertising copy was unsatisfactory for international advertising purposes. Certain colours are considered lucky in some countries and not so lucky in other countries. While translating the advertisement copy, one must take expert assistance.

The purpose of this study is to examine the impact of print advertising as tools of local advertising on students from four different cultures. In this study, colour is considered as one element that can replace the local language in print advertising.

1.3 Research Question

- 1- What is the relationship between the colours used in print advertising and the tendency to be shopping?
- 2- What sort of colour is used to get attention to advertising?
- 3- What is the relationship between gender, age and culture, and colour of advertising?

1.4 The Importance of the Study

Media has a vital role in providing beneficial information which is useful to create and maintain democracy and the first sort of popular form of media appeared as a print press. Then, the performance of print media extended in the term of entertainment and business by advertising. Advertising has been a crucial part of the work for centuries. Signs of businesses existed during the primary Greek and Roman cultures (König & Whitmarsh, 2007). Until the 17th century, advertising was just used to direct customers to local merchants. The widespread of the printing press, regional newspapers appeared and took over classify advertising. In the 19 th century, the first commercial catalogues cropped up. Radio and television directors were the innovation of the twentieth century which as entertainment media attracted advertising. These media began to compete with print media. The Internet, electronic displays, digital colour production presses as the innovations of the last century, have created a multiplicity of audiences. Therefore, the endurance of print media has become a challenge and consequently for print advertising. However, the advent of new media has created an opportunity for print advertising to compare. According to the study of 100 top

advertisers in the US, print promotions are successful in sales firm. Magazine advertising was more effective than network ads and print newspaper have more recognition than network advertising TV (Sorce & Dewitz, 2007).

An important issue about print advertising is focused on local languages, since more printed ads are published in newspapers, magazines, and local media, but with the expansion of immigration' phenomenon due to education and the continuation of life out of the country, many cities, including Famagusta, are the second home of students who do not understand the Turkish language, the native language of the city; as Vladimir (1950) mentioned that language and copy problems are the two most important problems when designing an advertisement for foreign markets. Therefore, it seems that in addition to the local language of this city, it should also be noted to the other elements which can be understood as printed advertisements for non-native residents of the city.

This study examines the impact of colour on print advertising among the different cultural ethnicities at Eastern Mediterranean University. Four different cultures are chosen; Turkish, Iranian, Arab and Nigerian; 350 questionnaires were distributed randomly among students of this university also, three sorts of print advertising are defined to participants; bus station ads, billboards around city and university and advertising of newspapers.

1.5 The Motivation for the Study

Even though a large amount of modern advertising has filled our lives and we are surrounded by ads of television, radio and online, print advertising as a traditional form is still popular, and the sense of security that comes from print advertising has created

the importance of print advertising. Although there are many positive features for print advertising, it is more effective than modern press ads such as TV and online ads and transmits more awareness about the content of consciousness to the audience (Source & Dewit, 2007) but, the emphasis on local conditions as well as on the local language of the region (Hornik, 1981) has led to a review as an international ad. Sanders (1958) stressed the need for adapting advertisements not only for language purposes but also for the cultural differences. He stated that a skilful international advertiser should be able to adapt to advertisements which different people can “readily absorb”. He assumed message must be meaningful in terms of the experience of the people. As a result, other elements of design in print advertising are more important than before, especially as even in small cities such as Famagusta, because of the international student diversity that Eastern Mediterranean University and the migration and residence of around 18,000 students in the city, the native language even in local advertising is not enough.

Consequently, in this case, is studied the impact of colour as one design element on the print advertising among the different Culture in Eastern Mediterranean University.

1.6 The Assumption of Study

Since print ads rely on native language, in this study, it is assumed that print ads can affect audiences with different cultures if they do not focus their attention on the local language. A major assumption in this study is that the colours are an alternative for local languages, especially in a situation where there is an international university, such as Eastern Mediterranean University with around 18000 foreign students coming from unique cultural background and cannot effectively communicate using Turkish as the native language of this city.

1.7 The Layout of the Study

This study is comprised of five chapters with the introduction, the literature review, the methodology and the theoretical frame, the analysis and at last, the conclusion. In the introduction chapter, an overall framework for the study is drawn and the aim and importance of the study, the research question of the study are defined.

The literature review chapter discusses how advertisements are used as a tool to increase the consumption in society and reviews and previews the study which emphasises colour in design and revises the reflex of different cultures in confronting with the same colour.

The methodology of this study is quantitative, uses random sampling methods, and the statistical population of this study is the population of Eastern Mediterranean University. The sample is 350 people who were chosen from different institutes and faculties of Eastern Mediterranean University and they come from the different cultural background. To examine the variation of this research we used a questionnaire. After collecting data, the information will be compiled for the usage of SPSS to analyse data. For analysis, descriptive Statistics is according to the demographic information of questionnaires then, T-TEST and ANOVA are used to find the questions of this research.

1.8 Limitations

This research concentrates on the colours as one of the most important parameters of design advertising. Despite other elements of design such as the suitable design, slogans, logos and etc, have an important role to attract audiences. Age and gender also can be effective on the result of this examination. Another limitation is related to

the Statistical Society which assumes that the totality of Statistical Society which can see colour. Also, data collection for this research involves 2018-2019 fall semester. Since the sample of this research has been carried out according to the nationality community of the institute of EMU, the sample is not comprehensive because of lack of similar work in this field. The experiences of this research model is not available.

Chapter 2

LITERATURE REVIEW

Nowadays, advertising exists everywhere in all of our daily lives. People are exposed to hundreds or even thousands of persuasive messages each day. These messages constantly attempt to persuade viewers to feel, believe, act and buy. Some of these are carefully constructed messages succeed in affecting our attitudes and behaviours more than others and this phenomenon is attended by other scientists such as sociology scientists; they have a new perspective on the subject (Kadry, 2016). It seems like the concept of advertising and culture are associated with one another, so that, McCracken assumed the cultures have a creative role in the production of meaning in advertising production (McCracken, 1986); As sherry 1987 said:

System of symbols synthesized from the entire range of culturally determined ways of knowing that is accessible through ritual and oriented toward both secular and sacred dimensions of transcendental experience in hyper-industrial society. As a variant of rhetorical behaviour, advertising is both expressive and programmatic.

As part of the culture, advertising form an apparatus to reframe meanings in order to add value to products. Ads arrange, organize and drive meanings into signs that can be inscribed on products—always geared to transfer the value of one meaning system to another. In this way, advertising comprises a system of commodity-sign production designed to enhance the exchange value of commodities, by differentiating the meanings associated with each commodity (Goldman, 2005).

Moreover, in every culture, in the background of every signs and colour, there are stories which are bold in that region and can be interesting for others; and advertising can transmit them.

In the field of design advertising, semiotics is regularly used to signify an advertiser's message using signs or symbols, visual semiotics are used in a very wide range, and as Semiotics, is the study of signs, symbols, and signification. It is also the study of how meaning is created according to this knowledge, the visual symbols and colours can transfer concepts that might not have a linguistic equivalent in a foreign language. Advertising has its own language, visual advertising can mean a remarkable amount of information in a brief look; the colours, lighting, arrangement, gestures and expressions are delivered simultaneously. These are not adding to the verbal message but are essential persuasive devices on their own (Kadry, 2016).

The other view defines advertising as the perspective of art in the contemporary century, as Schudson (2000) said advertising is an official or state art, it is clearly art. The development of painting, photography, and prints in the fine arts has been intimately intertwined with the commercial art for a century. Consequently, the colour has a substantial character in the sorts of art which has the primary role in print advertising.

This chapter has reviewed these ideas of theoreticians about advertising and print advertising, and theory of information that has attracted the attention of advertisers in current years, and then refer to the definition of colour and colour perception as a factor affecting advertising in addition, has presented the Gestalt psychology theories.

2.1 Advertising

Advertising is a non-personal communication about the products and services or the ideas of companies and brands which is done by sponsors to achieve a varied audience (Yadin, 2002). This is an imperative plan for every sort of businesses. This is one of the most central communication tools for people who want to sell a product or service to someone (Scutaru, 2010). Likewise, advertising creates a way to relate with the clients to inform and influence their attitude and behaviour to sell some things as advertised. For this reason, despite high advertising expenses, it is referred to as an investment, not cost. Researches have been conducted by researchers in the field of advertising. The findings strongly support that repetition leads to a more positive reaction than familiar or often used brands. Calder and Sternthal's (1980) find out the repetition of ads led subjects to a more positive evaluation for a familiar brand but to a more negative evaluation for an unfamiliar one. Craig, Sternthal, and Levitt (1976) in the other examination recognized that subject also could recall repetitive ad information better for familiar brands; in addition, according to Politz (1960), repetitive magazine ads led to about five times more brand-evoking for established brands than for newer or less established ones Levitt study indicated that repetitive advertisements were generally higher for well-known brands rather than less well-known brands. According to the study of Tellis (1988) advertising become effective in raising the volume purchased by loyal buyers but less effective in capture of new buyers. So that survival or continuity of any business is depended onto the activities of informing and advertising the products of that unit. Marketing is a common requirement between corporations and brands and all of them want to develop their markets more and more. Therefore, information intention, when and how to promote it and which media is suitable for the presentation of the product to attract the audience

to earn? Maximum sell is so important. Thus, it seems necessary for them to find the best way to connect to the people as consumers.

The other important issue is the choice of appropriate advertising which is a definite success factor in any advertising activity (Aduloju & Odugbesan, 2009). Hornik notes that there are two kinds of approaches for identical advertising. One of them it is planning for crosses borders which other elements such as design and colour, music can be alternative languages while the other argues for advertising that is localized and using appeals that are specific to the native area as the local language (Hornik, 1981). According to Moriarty and Duncan (1991) when global advertising works, it can save a lot of money in manufacturing, packaging, and advertising's costs. Thus, choosing the proper advertising according to the target audience is necessary and any mistake can cause problems for manufacturers and brands. Ricks et al. (1974) reported advertising mistakes to bring on reputable marks in foreign speaking markets to demonstrate the risks innate in making global ad copy. This is an implied alert that languages have the majority hardness to make standardized advertising and that global managers who rely on communication language-based, are the biggest problem for global advertisers. However, Opportunities for standardization are limited by the elements that evoke inconsistent meanings across cultures (Clarke & Honeycutt, 2000). The mistake in the advertising process can lead to an irreversible outcome for some companies. As a result, this mistake makes a good background for rival companies benefit. Therefore, evaluating the effectiveness of advertising is one of the most substantial issues in the field of advertising. This means that the successes of advertising broadcasts which are money consuming are dependent on how much more would become successful in the achievement of goals. Effective advertising can attract

the attention of the audience, has a memorable effect, and stimulates the buying of audiences, consequently, identifies the strengths and cover the weaknesses point of services and products. Because advertising is a complex process and advertising performance is completely dependent on customer response (Telis, 2004) it seems necessary to attend more of the aspects which have an impact on creating suitable advertising. For instance, some people believe that methods for measuring the effectiveness of advertising include direct and intermediate measures. On the one hand, direct sales test and investigate the actual behaviour of advertising, and, by assuming the hierarchy of effects, the evaluation of the impact of an advertisement is related to the amount of attention received or the awareness of the advertiser's message, and on the side, the scale and the mediator evaluates the effect the message has on memory (Wells et al, 2006) or, in other words, is it possible for audiences to identify and call advertisements and messages (Shimp,1997)?

Furthermore, effective advertising is dependent on the relations between culture and communication. Researchers in cross-cultural communication caution that every culture imparts its purposes and manage its affairs through communication. In every culture, there are primarily common systems of symbols which their members can understand and exchange meanings. These symbols are not apparent for others who are not from this culture and need to learn beyond language to find that distinguish one culture from another (Barnlund, 1988). Advertising is affected by culture and It can also be a root of mistakes if the communication is not handled right (Ricks 1981). Usunier (2000) point up that “comparing language to pictorial elements in advertising, many pretend that pictures are understood everywhere. This is certainly true but does not help the international advertiser much since the issue is not whether pictures are

understood but how they are understood.” New advertising doesn’t offer articulate story and just provide an ambiguous message which includes colourful images, to the audience and create a challenge for them to understand signifiers. Thus, it is necessary to be a connective narrative between the sender and receiver of messages (Goldman, 2001). Consequently, others from other cultures with any back grand from the sign and symbol of one culture, cannot understand the content of messages. This myths and symbols can include special design and colour etc. (Scott, 1994). In addition, advertising is a potential manner to transfer meaning to bring the consumer good. Some researchers believe the most power of advertising is that focuses on cultural differences and specifically token consumers’ backgrounds and (McCracken, 1986). According to Levitt (1983), it is almost impossible to think of a product or service that is marketed the same way everywhere. Even Coca-Cola, which is one of the most commonly mentioned examples of a truly global product, changes packaging and sweeteners in various areas.

At last, is reviewed advertising as the perspective of art, Levitt (1970) has been supposed the similarity between art and advertising. From Levitt, then, the real power of advertising is to accentuate values or desires, helping us forget about others. A fine piece of art might make feeling as though we have left the troubles of the world behind as we achieve aesthetic ecstasy, and it usually does this by helping us forget what the piece of art neglects-the lowly, the mundane, the trivial. In much the same way, advertising’s power is in helping us to become focused on ideas or ideals, and in helping us to forget our other desires. The value of Levitt’s picture of advertising is that he has shown us quite powerfully that advertising, like art, provides meanings, dreams, and ideals for us to pursue.

2.1.1 Print Advertising

With the emergence of digital media, the relevance of print media has been debated by some researchers. Print media are significantly threatened by the widespread of digital media and that the sales of print media are declining. (Gomez, 2008; Leatherbarrow, 2012). However, Gomez (2008) asserts that print media such as books, magazines, and newspapers preserve popularity among the reading public because they greatly appreciate how print media look. In the same way, Anderson (2014) points out that even computational and scientific fields extremely rely on print media. For instance, in the medical field, print journals are considered as crucial and reliable resources widely used by health care professionals. Nossek, Adoni, and Nimrod (2015) have conducted research on print media reading in nine European countries with different cultures and similar technology. The obtained evidence has clearly indicated that print media preserve their popularity in the 21st century. About half of the European respondents have recognized that they read either print books or print newspapers. The choice of digital or print media depends on readers' needs and purposes of reading (Liu, 2008). Those people who attempt to receive authoritative and detailed information on certain events choose print newspapers or print books, while those people who want to satisfy their psychosocial needs or want to be entertained choose digital media.

According to the other view, parents are obsessed with digital devices and digital media, although they attempt to inspire their children's interest in reading print books. According to Richtel and Bosman (2011), parents hold the view that the experience of reading print books is unique and contributes much to the overall development of their children. In addition, old people without appropriate digital skills, researchers and

scholars also contribute much to the survival of print media. As Berger (2006) specifies, academic authors and student prefer print publications to digital publications.

The printed advertisements catch the eye of the reader subconsciously even when the reader is not consciously looking for them (Sorce & Dewitz, 2007) and in comparison, with the online version, the content of print advertising is more understandable. The audience of print ads, during scanning subconsciously see and store the ads, therefore it is not possible to avoid ads by changing the channel or clicking to remove the ad from vision as electronic media. Also, with the expansion of electronic commercials, print advertising has more space to offer bigger and better ads more than ever are visible. likewise, Hooper (2012) mentions the increasing interest in print media by some sites and online services such as Google, Moshi Monsters, and Net-A-Porter which have recently started to publish print magazines to attract new partners and customers and realise new strategic goals. Hooper (2012) mentions about famous Berlin magazine in the name of 032c which advertised the website.

2.2 Cognitive Information Theory

The cognitive information assumes that advertising provides information that can decrease search costs or the amount of time or effort consumers spend in learning about a brand or product category. This model reviews customers as logical decision makers who search using advertising, recommendations, and interactions with sales personnel to find the best value among the market offerings. The ability to learn about a product's quality attributes via advertising and the price of the product are common factors in determining the length of the search (Vakratsas & Ambler, 1999).

Vakratsas and Ambler (1999) illustrate a research stream that focuses on describing the number of attempts consumers use before making a purchase. The real buying behaviour is not the outcome measure of interest, instead, it is related to the search attempt spent prior to purchase (Vakratsas, & Ambler, 1999).

According to Xia and Monroe, the search for information increases with the concurrent increase in the price of a product, its social visibility, importance to the customer, and amount of information about it that is available. Conversely, the amount of pre-purchase searching decreases with the consumer's increased prior knowledge and time constraints (Xia & Monroe, 2005). Franke, Huhmann, and Mothersbaugh (2004) in one examination compared the content of a magazine Ad is typically read for "convenience they goods" versus for "search goods." They defined that search goods as products that can be simply evaluated before purchase, and advertising is assumed to provide beneficial information on brand attributes. Ease products rely on experience to judge differences among brands. They found that consumers do not seek out advertising for these products. The amount of information available in an ad was positively associated with the readership of ads for search products but negatively associated with readership of ads for convenience products. Consumers exerted more effort on ads for search products than for convenience products.

2.2.1 Impact on Cognition and Affect

Xia and Monroe (2005) reported that "consumers only exhibit limited search despite the availability and low cost of information," and then ask, "Do consumers make their decisions based on insufficient information or do they also acquire information through ways other than direct search?"

Xia and Monroe (2005) state that all information purchase is not remoted to the period prior to purchase. They emphasise on the importance of accidental information scanning by customers, and it is ignored by the advertiser. Vakratsas and Ambler (1999) described exposure to a brand name being the reason for pleasure a good service and does not require knowledge of brand attributes to form that preference and it is possible to shape without cognition, thus, it is difficult to scale without asking consumers questions to show their emotions.

2.2.2 Effects of Print Advertising on Consumers' Cognition

Print advertising is more effective than television advertising and compared to online advertising, press ads transmit more awareness about the content of consciousness to the audience (Source & Dewit, 2007). In the other study, Sundar, Narayan, Obregon, and Uppal (1998) measure in the lab (using one ad in two different conditions, newspaper and online) setting to assess the recall and recognition of online text advertisement versus the same advertisement in a newspaper. People who were exposed to the printed newspaper ad had higher recognition scores for its advertising content than those who received the online version. In addition, Calder and Malthouse report that readers are reading magazines as a luxury, and they read magazines both for personal free time and to know about new things.

In the end, people indirectly, seek the world around them and learn about new things that may be related to current or future consumption decisions. Advertising in print media increases consumers and it is more acceptable because it pushes people to become up-to-date.

2.3 Definition of Colour

Colours are the primary element for consumers in shopping and they are influential in product selection. (Clarke & Honeycutt, 2000). According to Wikipedia's definition "Colour science states the colour's perception by the human eye and brain, the origin of colour in materials, colour theory in art and Physical electromagnetic radiation in the visible area." The concept of colour is known in society and could be changed in time (Adams & Osgood, 1973).

The world around us is surrounded by various wavelengths that make it possible for us to see the world as colourful. There are six different wavelengths: Red, Orange, Yellow, Green, Blue, and Purple of which Red has the longest, Purple has the shortest wavelengths (Harrington & Mackie, 1993). In fact, one objective which appears red absorbs all the colours in the range except the red light. Psychologists divide the colour into the three segments, warm colours that are contained in red and yellow. Cool colours that are included in blue and green. Neutral colours which are contained in white, black and Gray (Singh, 2006). In addition, colour is included in the pigment of the colour and chroma is referred to as saturation. It is defined as the richness or deepness of the colour. High level saturate colours are the greater proportion of the pigment. Purity or intensity of lightness is relative to a neutral scale which is extended from pure white to pure black. If the colour mixes with black (or with), the high (or low) value of colour appears (Gorn, Chattopadhyay & Yi, 1993).

2.3.1 Colour Models

According to the Wikipedia, colour model is a system for scaling colours that can be perceived by the human and a process of combining different values as a set of primary colours. Naturally, colour models have three or four colour components. Different

colour spaces are available for different applications (Ford & Roberts, 2011). Colour models can be divided into three categories according to image processing applications.

2.3.1.1 Device-Oriented Colour Models

It is also called device dependent colour models that linked and affected by the signal of the device (Plataniotis & Venetsanopoulos, 2013), and the resulted colour affected by the tools used for displaying (Ford & Roberts, 2011). These models are used widely in many applications that demand the colour be consistent with hardware tools used (Plataniotis & Venetsanopoulos, 2013), examples are any hardware devices that used for human visual perception such as TV (Rasras, El Emary, & Skopin, 2007) and video system (Chou, 2004).

2.3.1.2 Device -Independent Colour Models

The colour model not affected by the given device properties (Plataniotis & Venetsanopoulos, 2013), and the same colour will have resulted from the set of parameters without any consideration for the performance of the device (Ford & Roberts, 2011). This type of colour models is useful in network transmission information so that the visual data has to traverse through different hardware devices (Plataniotis & Venetsanopoulos, 2013).

2.3.1.3 The Munsell Colour Space

The earliest organization of colour perception into colour space was Munsell's colour model created by Professor Albert H. Munsell, and most familiar device independent colour space (Ibraheem, Khan, & Mishra, 2012). Munsell colour model represented as a cylindrical shape with three dimensions equals to value (lightness), hue, and saturation (colour purity) (Plataniotis & Venetsanopoulos, 2013), and according to Wikipedia, it was the first model that isolates the three colour components into

disciplinary independent, regular, and three-dimensional space. The principal of equality spacing between the model components are the main idea of the Munsell colour model, these components are hue, value, and chroma, the hue is represented by a circular shape broken down into ten sectors defined as; Red, Yellow-Red, Yellow, Green-Yellow, Green, Blue-Green, Blue, Purple-Blue, Purple and Red-Purple which means the hue range is [1, 10], the value divided into eleven sections refer to lightness (white) at value ten or darkness (black) at value zero which means the range is [0, 10] and perpendiculars the Munsell colour model, and the chrome presents the saturation of the corresponding selected combination of each of hue and value parameters (Plataniotis & Venetsanopoulos, 2013) and its range is [0, 12] as seen in Figure 1.

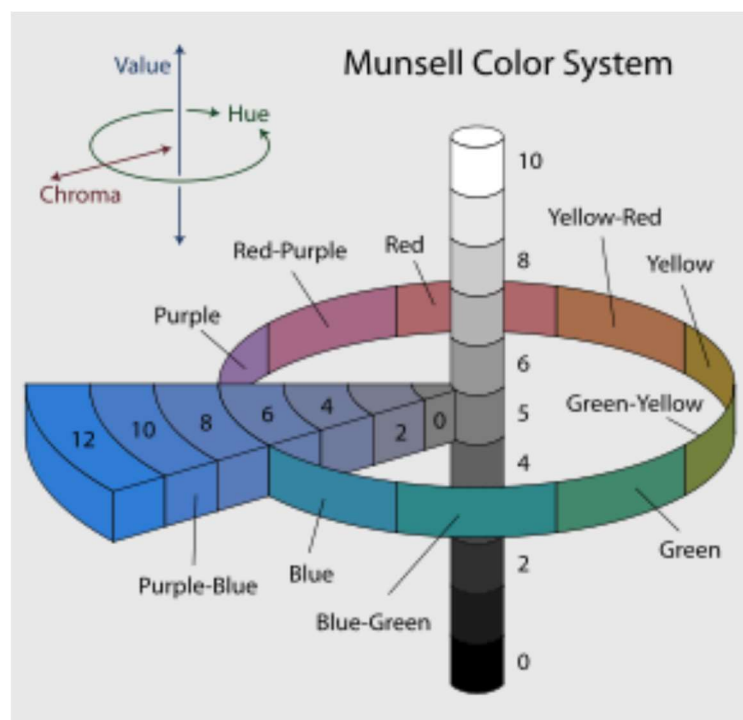


Figure 1: Munsell colour system

The hues circle at value 5, chroma 6; along with the vertical V value from 0 to 10. These divisions continue to the major ten groups into ten equal sub colours. Thus, leading to 100 equal space sub-colour. The chroma scale extends from 0 up to 14,

depending on the strength of the sample to be estimated and the colours of the beginning and end of each spectrum are close to the next spectrum; this is called categorical perception (Harnad, 1987). The value scale extends from 0 to 10. A code of 0 is related to signify pure black and a value of 10 is about pure white. Accordingly, any every colour notes exactly by simply taking the levels of colour, chroma, and value. There is a different manner of chromas and values for each colour. For instance, the yellow, the confine of chromas at down levels of value is very small. In the higher value, yellow's properties are such that the range of chroma increases. For yellow, the variable range of chromas is at the value 1 #9 level. Unlike Yellow, Blue and red have a wider range in their chromas at the mid-value level, with their widest range of chromas existing in the #4 to #6 value level range. Thus, any comparison of blue or red, with yellow, controlling for value and chroma, could only be made within a very restricted range.

2.3.2 CMY (K) Colour Model

CMY (K) model is a subtractive model based on complementary colours (Cyan, Magenta, Yellow, and (Black)) with respect to additive colour in RGB colour model (Chou, 2004). Generally used for output devices such as printers. The representation of the model is shown in Figure 2, and the transformation regarded.

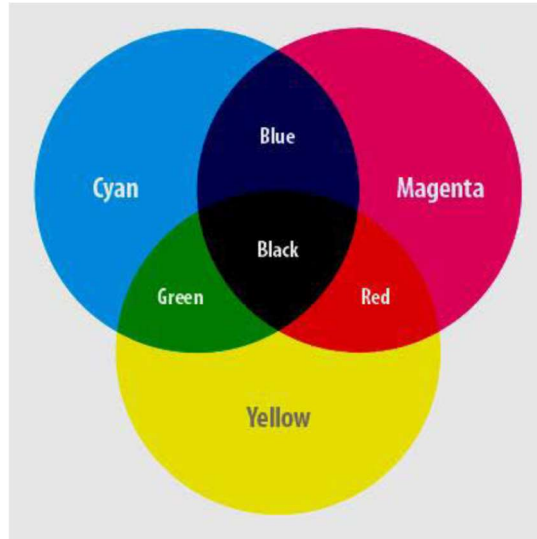


Figure 2: CMY (K) subtractive colour mode

In the other aspect of perception, colour has depth root on the human culture. So that each of the ancient human cultures are bestowed in one sacred colour. The colour for Celts and Muslims is green, orange for Hindu region in India and white for Christianity. Wiegiersma and Van der Elst (1988) found that blue was the most preferred colour in general across cultures. The cultures have a creative role in the production of meaning in advertising production (McCracken 1986). In every culture, there are stories which are bold in that region and can be interesting for others too. Sherry (1987) has proposed that is “a system of symbols synthesised from the entire range of culturally determined ways of knowing that is accessible through ritual and oriented toward both secular and sacred dimensions of experience”. Different meanings of colours in different cultures is the most important factor in design advertising for global managers; Gray is associated with cheap products in East Asia like Japan and China but in America, it is a luxurious colour, Purple is associated with cheap goods in the U.S. unlike expensive goods in Asian countries (Grossman & Wisenblit, 1999).

2.3.3 Effective Factors on Colour Efficiency in Advertising

The value of colour became apparent for advertisers since the last 60 years when researchers have studied the effect of colour in print ads (Hanssens, Dominique, and Weitz, Barton A. 1980). The colours can motivate emotional response and affect persuasiveness (Tucker, J.1987). The Colours have increased the average of magazine readers and advertising cost (Kirmani, A. 1997). Most of the study in the impact of colour on advertising compares the difference between colourful ads and black and white. these researchers (e.g., Diamond, 1968; Valiente, 1973) report colourful advertising ate more success in attracting audiences. Also, other studies assume that Blue is a better background in compare with Red. Researchers also recognize that colours with high levels of chromatic are more successful on the attract of people and create more influence advertising in contrast with colour with low-level chroma (Guilford & Smith 1959). In addition, colour research proposes that value is about feelings of relaxation. The high value is linked to the lighter colours which should be more relaxing than the lower value and darker colours (Lakowski 1983; Lakowski and Pole 1963). Bellizzi et al. (1983) indicated that the cold colours create feelings more relaxation; psychologist also emphasis that cool colours are calm, peaceful and relaxing, (James & Domingos 1953). The research of corn and el 1993 confirm that the persons who exposed to an ad containing a higher chroma colour are likely to be more infused and more favourable ad attitude than those exposed to an ad containing a lower chroma colour. In addition, he supposed high-value colours in an ad are lead to enhanced feelings of relaxation, a more favourable ad attitude, and a more favourable brand attitude, respectively; and proposes that those exposed to ads with a Red hue are more likely to be aroused than those exposed to ads with a Blue hue (Gorn, Chattopadhyay & Yi, 1993).

Sentiment can also affect the colour classification in the affected person Cembalo et al. (1978) In the study of the relationship between colours and emotions, colours are classified into two cheerful categories and these situations are based on emotional responses and behavioural intentions. (Alpert & Alpert, 1986) Of course, the effects of colour on the feelings are visible in retail (Jacobs & Sues, 1975).

According to the discovery of Clarke and Honeycutt, Blue is accepted as an appropriate colour for men in the U.S, while in France this colour is red. Purple is the mourning colour in Venezuela, whereas, it is black in France and the U.S. The colour green is associated with money in the U.S. and pharmacies in France (Clarke, & Honeycutt, 2000). Red catch attention to the exciting, blue is tender, lenitive the Violet is inspired and dreamy and is seen as a majestic colour; yellow is a joyous symbol, black is a professional symbol of strength (Wexner, 1954); Green is related to peaceful, kind, beautiful, young (Madden & et al, 2000).

Also, every colour can be rememberable of produce, for instance, green could be used to emphasise on the fresh food beautiful (Madden & et al, 2000). In other research, Wiegiersma and Van d. Kotler (1973) indicated that environmental conditions in the shopping centre such as sound, format, design, scents, and colours; they transmit messages and create feelings that increase the probability of buying. Wiegiersma and Vander Elst (1988) assume that blue is the popular colour in the universe across cultures. Orange is the holy colour in Hindu religion in India, however, the Ndembo in Zambia do not even affirm orange as a colour (Tektronix, 1988). In Islam and Celts, green was also sacred until the Christian church alternates the white colour for Celt. In Inuit communities, white is so important. Red and white are significant for ceremony

decorations in Melanesia and for representing the Sacred combinations in Mexico (Tektronix, 1988).

Gender is one of the elements that is always introduced as an agent of colour and men are more interested in black and white grey. Instead, women are attracted to the combination of red and blue colours and even more spectra. He also concluded that the combination of blue and red colours is also interesting for adults. These research results have confirmed the impact of colour on the perception of colour gender. This research, confirm the effect of colour on the gender and age, also confirms the effects of the warm and cool colours, as well as the calibration of the value, colour, and contrast in the design. (Khouw, 2002). Colours that are predicted to be attractive to women are categorized by Casparie (2007) include:

- Blue, Purple, and Green (cool colours) are more favourite colours for women.
 - Orange, Brown, and Gray (warm & neutral) are second much-loved colours for them.
- Women's priority to green decline with increasing age.

Also, according to Casparie (2007) men are interested in these categories:

Blue, green and black are head three favourite colours for man. brown, orange and purple are the top three least favourite colours for them; Popularity of green reduces with age increasing in men. As the age increases, the tendency to Purple colour increases in both genders, but decrease the popularity of orange.

2.4 Perception

According to psychologists and physiologists, sensory perception is a process that begins with the physical and physical realities of the environment and continues with the living response and the psychological analysis for adaptation to the environment (Guyton & Hall, 2006). Researchers in these terms distinguish between sensitivity as a simple matter of a subject and linked to nervous stimulation and perception as consciousness about the experimental issues around and the relationship between them (Coren & Ward, 1989). They recognized the complex step in the brain between sensitivity and perceiving. (Wall & Melzack, 2002). They also have different approaches to perceive, such as Goshbat, Nerve Finders Feature, The theory of integrity of properties and Detection by components (Goldeshtian, 1999). Robbins and Judge (2009) described perception “A process in which individuals organize and interpret their sensory impressions in order to give meaning to their environment”. namely, as a process in which individuals organize and interpret their sensory impressions in order to give meaning to their environment.

Perception is defined as the process of one’s ultimate experience of the world and involves further processing of sensory input. Sensation and perception are virtually impossible to separate because they are part of one continuous process. Perception in human processes sensory stimulation and translated into organized experience. The world is full of stimuli that can attract our attention through various senses. Thus, persons can describe systematically the sights, sound, smell, and taste that populate our conscious experience. It is a fundamental process in all interpersonal communication encounters. Stimulation, organization, interpretation-evaluation, memory, and recall (Devito & et al, 2009). These five stages of how we perceive

people and the processes that influence our perceptions. Gestalt's theory believed that complex very important in perception. As humans perceive events, the brain actively selects, organizes and integrates sensory information to construct an event. Perception creates faces, melodies, and illusions of the raw material of sensation.

2.4.1 Simulation

The world is full of stimuli that can attract people attention through various senses. Thus, humans can describe systematically the sights, sound, smell, and taste that populate our conscious experience. Stimulation includes selective attention and selective exposure. Selective attention occurs by anticipating fulfil needs and prove enjoyable (Rooks & Willson, 2000, Devito & et al, 2009).

2.4.2 Selective Perception

Selective perception is a fundamental phenomenon of a generalization that is central to any explanation of selective perception. It is presented with a complex stimulus, the subject perceives in it what he is "ready" to perceive; the more complex or ambiguous the stimulus, the more the perception is determined by what is already "in" the subject and the less by what is in the stimulus. It is mean that any characteristic that makes a person, object, or event standout will increase the probability that it will be perceived (Bruner,1957). Selective exposure occurs by exposing information that will confirm existing beliefs, contributing to objectives and having a state of satisfaction. As people are not able to percept everything that is happening around them, simultaneously, they tend to engage in selective perception; perceiving only positive things (Devito & el, 2009).

The term "belief structure" seems to be the most accurate descriptor and, as such, was used throughout this research. Fiske and Taylor defined a belief structure as a

"cognitive structure that represents organized knowledge about a given concept or type of stimulus... It contains both the attributes of the concept and the relationships among the attributes" (1984).

Cognitive and motivational mechanisms mingle in the selective process, and it may be of some use to assess their relative contributions. It supposes either: first, selective attention to a part of a stimulus reflects a deliberate ignoring of the remainder as irrelevant to the subject's goals and motives, or second, selective attention is a learned response stemming from some history of reinforcement. In the latter case, we might still be at some pains to determine the nature of the reinforcement, but by creating a situation from which any immediate motivation for selectivity is removed, we should be able to separate the second mechanism from the first. The situation in which we obtained our data meets this condition, and hence our data provide evidence for internalization of the selective processes (Walsh, 1988).

A belief structure reduces information-processing demands and renders information worlds manageable by organizing experience (Bower, Black, & Turner, 1979), by assisting information acquisition and retrieval (Cantor & Mischel, 1977), and by providing a basis for inference (Snyder & Uranowitz, 1978). In short, a belief structure works as a leader to an information domain.

2.4.3 Organization

The capacity to identify and recognize objects and events is crucial for normal perception. Without that capacity, people cannot effectively others their senses. The perception which organized by rules, schemata and scripts. Organized by rules, people perceive things that are physically close together constitute a unit. People developed schemata from actual experiences as well as vicarious experience from daily activities

or from television, reading or hearsay (Devito & el, 2009). Some familiarity represented in mind will be schema. This would help one's perception of categories into the number of categories. However, it may cause perception errors as it influences one's to perceive non-existence things or miss seeing things in presence. A script is a form of schema that focuses on action, event or procedure. It is a process of how people behaved and how they organized it with their own action which organized by a pattern (Devito & el, 2009).

2.4.4 Interpretation-Evaluation

In this interpretation-evaluation stage it is two processes of stimuli by individual experiences, needs, wants, values, expectations, physical and emotional state, gender and beliefs meaning based on by individual's rules, schemata and scripts. In other words, evaluating individuals depending on one's own script the way individual behaves and perform the action appropriate or inappropriate (Devito & el, 2009).

2.4.5 Memory

memory is the storage of both perception and interpretation-evaluation that are kept according to scripts and schemas Events or experiences is not the objective of recollection but is more likely heavily influenced by individuals' preconceptions and individuals' schemata (Russell & el, 1976).

2.4.6 Recall

After some time, the memory that is stored individuals want to recall certain information. Recall stage reconstructs what individual heard in a way that is meaningful. Recall information is consistent with schemas. However, failure to do so is inconsistent with schemas. Recall information drastically contradicts one's schema because it forces individuals to think or even rethink (Devito & el, 2009).

2.4.7 Halo Effect

When a person draws a general impression about an individual based on a single characteristic, such as intelligence, sociability, or appearance, a halo effect is operating. The halo effect is generally defined as the influence of a global evaluation on evaluations of individual attributes of a person, but this definition is imprecise with respect to the strength and character of the influence. At one extreme, the halo effect might be due simply to an extrapolation from a general impression to unknown attributes. Global evaluations might colour presumptions about specific traits or influence interpretation of the meaning or effective value of ambiguous trait information. It is possible, however, that the halo effect is a much more powerful phenomenon. Global evaluations may be capable of altering perceptions of even relatively unambiguous stimuli, about which the individual has enough information to render a confident judgment. If so, then the halo effect involves much more than the influence on presumptions about attributes or interpretations of the meaning of attributes but extends to alteration of judgments about attributes for which we generally assume we can render independent assessments (Nisbett & Wilson, 1977).

2.5 Colour Perception

There are different theories about colour perception which some of them are mutually reinforcing, others are contradictory, and some of these are discussed in this section.

The first discussion is about the chromatic aspect of colour and; two assumptions that one of them by researchers such as Edge integration theory proposes that this is accomplished by spatially integrating steps in luminance and colour contrast that likely result from reflectance changes. Thus, a neural representation of relative reflectance within the visual scene is constructed. The largest reflectance in the neural

representation appears white and applied to map relative lightness onto an absolute lightness scale Gelb (1929).

Another model is called and as pioneers, Katz (1935) have especially emphasized, who is characterised as a phenomenologist, and Koffka and other upholders of the Gestalt theory (Koffka 1935 Gilchrist et al. allege that it is not the luminance that decides the perceived lightness of a surface. Any luminance level can be perceived as light or dark depending on the context, and the surface that is perceived as white functions as an “anchor” for the perceived lightness of all other surfaces seen simultaneously. Most oftentimes the anchor for” white” is defined as the surface that has the highest luminance in the visual field – Highest Luminance Rule. This is, however, not true in all situations, since it also has a tendency to perceive the largest area in the field of vision as an anchor for” white” – Area rule. As long as the lightest area also is the largest of the two rules coincide, but they come into conflict if the darker one also is the largest. Then there is a tendency to perceive the largest area as white at the same time as the smaller and lighter area also is perceived as white which is a paradox that is solved by perceiving the smaller space as luminous (Gilchrist, 2006; Gilchrist & et al., 1999).

At last two different theories reconciled by Wallach (1948, 1963, 1976), then by Koffka (1935) and (Gilchrist, 2006). The Wallace’s theory assumes the highest brightness within a uniformly illuminated region is always seen as white and the light of all other level emerging within that same framework of illumination is determined by their brightness ratios with respect to the white level.

Linguistic relativists scientist debate that classified perception of colour is created by language. The hypothesis is defined by (Sapir, 1921; Whorf, 1956) and claim that the language is initially perceived in groups, then expands among groups. This theory is predicted by definitive perception and is different because the languages are different (Kay & Kempton, 1984; Pilling & Davies; Roberson, Davies & Davidoff, 2000).

Universalists predicted that classical perception is “hardwired” into the optical system and categorical perception of colour is known as an internal, general, and conceptual sense and it appears during babyhood before the time of learning colours. According to certain examination, there is some evidence that confirms the categorical realization of colour in four months babies (e.g., Bornstein, Kessen, & Weiskopf, 1976; Franklin & Davies, 2004).

Of course, for suggestion of both hypothesises, there is evidence of previous research. There is also enough evidence to exclude both hypotheses and to allow research to continue at this scale and the continuation of this discussion is not included in this research.

In addition, there are also several other classifications of colours that are related to the linguistic relativist’s theory that are included:

- Demographic variables and culture are elements which affect the colour effectiveness in an ad. Hoyenga and Wallace in their research 'Differences in the Perception of Autokinetic Movement of an Afterimage' did not report any differences between two genders term of colours performance (Hoyenga, K.B., Wallace, B.1979) and this result is repeated by Lee and Barnes in ‘Using Colour preferences in Magazine Advertising’ (Lee, Barnes, & Jr.1990).

- Age is one of the effective factors influencing the colour between individuals, for example, Red is a manifestation of love and more popular with teens Blue is more popular among young people than other ages (Hossein Nezhad, M., & Kavehnezhad, K. 2013).

- Geographic factors play a significant role in the acceptance and the concept of colour. (Akçay et al., 2012). Also, external effects such as geographic position and climate can affect the effect on colour priority (Wagner, 1988). Petterson proposed in the region where sunlight is extremely bright, colours and contrasts decline in intensity, thereby making it more difficult to distinguish between colours. As a result, through natural selection, people of the warm land have a more highly developed black and white vision (Pettersson, R. 1982).

- Economic and technological advance have an impact on colour usage across cultures. People from the developed region have more experience of the range of colours when contrast with those cultures emanating from areas of developing economy. Cultures emanating from areas of developing economy tend to possess differing colour experiences, although, in a minor magnitude (Pettersson, R. 1982).

- Ethnic differences which impact the select of colours (Sliver, 1988; Jameson, 2005). Akçay argued “Hispanics are usually drawn to brighter, stronger, more intense colours. African Americans deeply tend to be saturated colours and Asian Americans compared to other ethnic groups have a significantly lower preference for green. African Americans and Hispanics lean proportionately more toward purple, Asians toward pink and Caucasian toward green.” (Akçay et al., 2012).

- psychological impact of colour was studied by Lewinski (1938). The study of four red, blue, yellow and green light on fifty students in the lab condition showed that of Red and Yellow as "most unpleasant " and Green and Blue as "most pleasant."

2.6 Gestalt Principle

Gestalt is a German word and it is translated as form and shape (Ncube, L. B., & Crispo, A. W, 2007). Gestalt psychology was founded in 1910 by three German psychologists, Max Wertheimer, Kurt Koffka and Wolfgang Köhler. Gestalt. Psychologists assume that 'total' is over the sum of the parts. The whole involves actions that are not performed by their members, but processes are shaped by the quiddity of the total (Moore & Fitz, 1993). Knowledge is not measured as a cumulation of information and knowledge, but knowledge means rebuilding thought and expanding Insight (Torrans, 1999).

This theory defines recognition patterns and forms associations; group objects that are close together into a larger unit; relate and group objects of similar shape. It is interested in higher order cognitive processes relative to behaviourism. The aspects of gestalt theory that interests designers are related to the theory's postulations of visual perception. As result, it supposes to assumed that the images can be more easily standardized (Moriarty & Duncan, 1991), images are presented as a universal language. So, using the image as international languages make it possible for designers to mix this industrial with art. Miracle (1966) argued that the illustrations in advertising can be the element dependent on standardization among cultures. This theory includes principles that make the problems easily expressed and perceived and implemented. Some of them include:

2.6.1 Simplicity

It is shown that having a simple structure in model results from the simplicity of its implementation and this principle is beneficial for management. (Smith & Burkett, 2007). This principle emphasizes the apparent similarity and does not include the nature. Second as familiarity claims “things are more likely to form groups if the groups appear familiar or meaningful” (Fitz, 1993).

2.6.2 Similarity

Moore and Fitz present Similarity that shapes are categorized by the viewer in the group (Moore & Fitz, 1993). This law indicates a tendency to group together shapes, objects or design elements that share some level of similarity in terms of colour, tone, texture, shape, orientation or size. Where X, Y and Z are perceptually grouped because of the colour, texture, shape, tone, orientation, size imposes a pattern of perceived similarity. The law of Similarity tends to over-ride the law of Proximity and colour and contrast act as catalysts in re-defining perceived groupings.

2.6.3 Common Fate

This law suggests that groups of shapes or design elements that share a similar orientation, movement or configuration tend to be perceived as a group, depicted as follows: $X_1; X_2 \frac{1}{2}! X_1 \frac{1}{2} \bullet X_2 \frac{1}{2}$ Where X_1 and X_2 are perceptually isolated because of colour, texture, shape, tone, orientation or size press a pattern of perceived dissimilarity (Shepard, 2001). This Gestalt principle argues that “shapes tend to be perceived to continue beyond their ending points.” (Nesbitt & Friedrich, 2002; Moore, Fitz 1993).

2.6.4 Proximity

The Proximity shows that “objects or shapes that are close to one another appear to form groups” (Moore & Fitz, 1993). Under this Gestalt law, randomly located items that tend to be perceived as being separate; while items located together, they are perceived to be group, and as a result, the closer visual elements are closer to each other, the more likely they will be perceived as being part of a group (O’Connor, 2015).

2.6.5 Pragnanz or Good Figure

Pragnanzis is an important role in Gestalt perception and it is one that is easy to perceive as a whole; and emphasise good figure is always a closed figure. To understand the surroundings, we need to separate the shape and background (Hunt & Bullis, 1991). Where separate shapes exist as distinct visual entities, they are perceived as a group after a search for familiar patterns, shapes or objects. This law is used in the images which are design as posters of the film, advertising of magazine and newspapers (O'Connor, 2015).

2.6.6 Figure-Ground Segregation

This Gestalt principle propose shapes, objects or design elements, and are perceived separately as a figure background separation due to apparent contours and outlines. Colour and colour contrast can influence which area is perceived, and which is ground. Light colour is saturated to tend to make design elements appear chromatic while darker one tends to design elements appear paler (O'Connor, Z, 2015).

2.6.7 Ambiguous Figure-Ground Images

This principle is defined when the contours between figure and ground exist with lack of certain definition. Identifying headlines, logos and text blocks in this way has become a common practice in visual communications design. Ambiguous figure-

ground images are often used for great effects in art and many areas of visual communications design such as advertising (O'Connor, 2015).

Chapter 3

METHODOLOGY

3.1 Research Methodology

Sukamolson (2007) assume, for describing the specified subject in details scalar data are gathered by various methods. Quantitative research implies questionnaires and surveys. This research is very practical for measuring assumptions and approaches and discover the community's attitude towards an issue (Sukamolson, 2007).

This is quantitative research; the society of this study is Eastern Mediterranean University with more than 18000 students who are studying in 2018 -2019. The Sample group are 350 students who are chosen randomly selected in faculties of this university. The questionnaire was distributed during the Fall semester, November 2018.

3.2 Research Design

This is a case study at the Eastern Mediterranean University. In comparison with the most design, that can flex more than others and allows the researcher to retain the real specifications of real-life happenings in the process of inquiry into a case.

It has been well-defined by Yin as “an empirical inquiry which investigates a contemporary phenomenon within its real-life context when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used” (Yin, 1984). It was also described by Danesi as “case study analysis

based on exhaustive compilation of data regarding an individual or group” (Danesi, 2009).

3.3 Research Context

This study was carried out at Eastern Mediterranean University in the Turkish Republic of North Cyprus. Turkish Republic of North Cyprus is located on the northern side of the divided island of Cyprus on the east of the Mediterranean Sea. The population of TRNC is 208,886 and it has a surface area of 3,355 km (Lisaniler, 2006). According to Güsten (2014), there is a presence of over 110 nations in North Cyprus.

The specific location of this research is Eastern Mediterranean University. Eastern Mediterranean University is a university that offers present-day quality education for international students. It was established in 1979. It has a land mass of 3000 acres of land with 200.000 sq. of an indoor area and has 11 faculties. The university offers the following faculties: Architecture, Arts & Sciences, Business & Economics, Communication and Media Studies, Education, Engineering, Health Sciences, Law, Medicine, Pharmacy, Tourism. It offers the following departmental schools: Business and Finance, Computing and Technology, Health, Services, Justice, Tourism and Hospitality Management, Foreign Languages and English Preparatory School. Three institutes are offered as well; Institute of Graduate Studies and Research, Institute of Advanced Technology and Research and Development, Institute of Distance Education. Students from most of these faculties, schools, and institutes participated in this research.

3.4 Population and Sample

The society of the present study is Eastern Mediterranean University with 19000 students from 106 countries. This study is done in Fall 2018/2019. Sample group are 350 students who are chosen randomly in all faculty of this university.

The definition of random sampling is when participants in the population are selected by a process that is random. (Shlomo, Antal, & Elliot, 2013). This method is used to afford all the members of society the same opportunity.

3.5 Data Collection Instrument

This research is done by using a questionnaire which is made according to Likert compression. The questionnaire is the data gathering instrument. This method is suitable for this research, because the students of this university are from different nationalities and their medium of communication is English. This makes it possible for the 350 participants to answer accordingly with more focus on the contents of the questionnaire. It is also helpful in saving time and could increase the reliability of participants responds (Phellas, Bloch, & Seal, 2012). This questionnaire is divided into two parts. The main questions were formed from the research questions which is defined in chapter 1.

Initially, the subject of the research and the aim of the study is summarized and explained to the participants. The first part were the demographics of the study including age, gender and nationality of participants. The second section included the main questions. The state of the questionnaire prompt on the impact of advertising on the introduced and development of new productions. Then continues to prompt about the impact of print advertising; with the end focus on the colour of advertising.

3.6 Research Procedures

This study was carried out at the Eastern Mediterranean University to find out the impact of colour on print advertising between different cultures students of this university. The questionnaire was corrected and was ready for use, and was distributed among fifteen students in the Faculty of Communication and Media Studies at Eastern Mediterranean University. The questionnaire was understandable for the sample. After distributing the questionnaires, data collection and analysis of the results were performed by SPSS software. Thereafter the survey questions were distributed through random sampling to the students of Eastern Mediterranean University. All 350 questionnaires were fully filled and delivered to the researcher.

3.7 Reliability and Validity of the Research

A primary test was done to measure the validity of the questionnaire among 15 students of Communication and Media Studies. This was done with 22 Likert scale type items on the questionnaire. The alpha coefficient of the whole questionnaire is found to be 0.7 which indicates the reliability.

Table 3.1: Reliability Statistics

Cronbach's Alpha	N of Items
0.767	22

After data collection, information was collected to be used in the label of Descriptive Statistics. To measure the relationship between different variables, T- test and ANOVA were used.

Chapter 4

ANALYSES AND FINDING

This section gives the data analysis of the survey study which was carried out with 350 participants at the Eastern Mediterranean University (EMU) in the city of Famagusta. This chapter considers in detail the analysis of research questions through the respondents' answers.

4.1 The Findings and Analysis of Survey Study

4.1.1 Demographic Analysis of Participants

Table 4.1 shows that the subjects were aged 18 years and older and the highest age was 27 years and older. In this case, the largest number of participants is in the age group of 18-20 years, representing 33.3% of the total number of participants. The second group age was 21 to 23 with 29% population. 22.2% was in more than 27 groups. The smallest group was 24 to 26 years old with 14% of the population.

Table 4.1: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	117	33.3	33.5	33.5
	21-23	102	29.1	29.2	62.8
	24-26	52	14.8	14.9	77.7
	27-above	78	22.2	22.3	100.0
	Total	349	99.4	100.0	
Missing	System	2	0.6		

Table 4.2 shows the whole number of participants of this study were 350, male participants were 246 presented as (70.1) while the female was 98 presented as (29.1).

Table 4.2: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	98	27.9	28.5	28.5
	Male	246	70.1	71.5	100.0
	Total	344	98.0	100.0	
Missing	System	7	2.0		
Total		351	100.0		

Table 4.3 shows the distribution of the different nationalities involved in this research. The participants in the study were 22% Turkish, 18% Iranians, 27% Arabs and 16% Nigerian. 16% of the participants said they were of another nationality.

Table 4.3: Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Turkish	77	21.9	22.1	22.1
	Persian	64	18.2	18.3	40.4
	Arabic	95	27.1	27.2	67.6
	Nigerian	56	16.0	16.0	83.7
	other specify	57	16.2	16.3	100.0
	Total	349	99.4	100.0	
Missing	System	2	.6		
Total		351	100.0		

4.2 Descriptive Analysis

According to Table 4.4, 46.7% of participants answer totally agree when asking them ‘advertising effect to introduce new products.’ 43% of participants agreed. 4% select the item ‘not mention’ and 3.4% disagreed and 2.9% were totally disagreed with this idea.

Table 4.4: Advertisements affect the introduction of new inventions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	10	2.8	2.9	2.9
	Disagree	12	3.4	3.4	6.3
	Not mention	14	4.0	4.0	10.3
	Agree	150	42.7	43.0	53.3
	Totally agree	163	46.4	46.7	100.0
Total		349	99.4	100.0	

According to Table 4.5, when asked about the effect of advertising on the development of innovation, 31.1% answer Totally agree, 47.6% were agreed, 9.7% of participants answer not mention, 9.1% were disagree and 2.3% Totally disagreed with this idea.

Table 4.5: Advertising affects the development of inventions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	8	2.3	2.3	2.3
	Disagree	32	9.1	9.1	11.4
	Not mention	34	9.7	9.7	21.1
	Agree	167	47.6	47.6	68.7
	Totally agree	110	31.3	31.3	100.0
	Total	351	100.0	100.0	

Corresponded to Table 4.6, about the impact of advertising on consumers for having new products, 39.9% of respondents were asked Totally agreed 42.7% answer agree, 10.3% answer not mention, 3.4% of the people answer Disagree and 0.3% Totally disagreed with this idea.

Table 4.6: Advertising impacts on consumers for having new products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	1	0.3	0.3	0.3
	Disagree	12	3.4	3.5	3.8
	Not mention	36	10.3	10.6	14.5
	Agree	150	42.7	44.2	58.7
	Totally agree	140	39.9	41.3	100.0
	Total	339	96.6	100.0	
Missing	System	1	3.4		
Total		351	100.0		

13.7% of participants answer totally agree to ‘Advertising of newspaper is encouraging for shopping. 32.5% of participants of this study were agreed and 23.9% answered not mentioned and 23.9% disagreed and 4.9% answer totally disagree. 3.4% of participants did not answer.

Table 4.7: Advertising of newspaper is encouraging for shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	16	4.6	4.7	4.7
	Disagree	77	21.9	22.7	27.4
	Not mention	84	23.9	24.8	52.2
	Agree	114	32.5	33.6	85.8
	Totally agree	48	13.7	14.2	100.0
	Total	339	96.6	100.0	
Missing	System	12	3.4		
Total		351	100.0		

According to table 4.7, 21.4% of participants totally agreed and 41% them answer to agree to 'Bus station advertising is Intelligent' and 20.2% answer not mention. 12% of people answer disagree and 4.8% were disagree with this idea. 0.6% did not answer at all.

Table 4.8: Bus station advertising is Intelligent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	17	4.8	4.9	4.9
	Disagree	42	12.0	12.0	16.9
	Not mention	71	20.2	20.3	37.2
	Agree	144	41.0	41.3	78.5
	Totally agree	75	21.4	21.5	100.0
	Total	349	99.4	100.0	
Missing	System	2	0.6		
Total		351	100.0		

Table 4.9 indicates 19.7% of participants totally agreed and 44.2% agreed that Urban ad's billboards are pleasant; 22.8% answer not mention. 6.3% of people answer disagree and 2.3% totally disagreed. 4.8% did not answer.

Table 4.9: Urban ad's billboards are pleasant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	8	2.3	2.4	2.4
	Disagree	22	6.3	6.6	9.0
	Not mention	80	22.8	24.0	32.9
	Agree	155	44.2	46.4	79.3
	Totally agree	69	19.7	20.7	100.0
	Total	334	95.2	100.0	
Missing	System	17	4.8		
Total		351	100.0		

corresponded to Table 4.10, 20.8% participants were total agree and 34.5% agreed with 'The billboards around the university are pleasant'; 25% response not mention and 12.8% of the people answer disagree and 2.6% totally disagree with this idea.

Table 4.10: The billboards around the university are pleasant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	9	2.6	2.7	2.7
	Disagree	45	12.8	13.4	16.0
	Not mention	89	25.4	26.4	42.4
	Agree	121	34.5	35.9	78.3
	Totally agree	73	20.8	21.7	100.0
	Total	337	96.0	100.0	
Missing	System	14	4.0		

Table 4.11 indicates 19.7% participants were total agree and 42.5% answer agree with 'Symbols in ads represent products'; 24% answer not mention and 6.8% of the people answered disagree and 1.4% response totally disagree with this idea and 5.4% did not answer to this.

Table 4.11: Symbols in ads represent products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	5	1.4	1.5	1.5
	Disagree	24	6.8	7.2	8.7
	Not mention	85	24.2	25.6	34.3
	Agree	149	42.5	44.9	79.2
	Totally agree	69	19.7	20.8	100.0
	Total	332	94.6	100.0	
Missing System		19	5.4		
Total		351	100.0		

According to Table 4.12, 38.5% of participants of this study were total agree and 39.3% agreed with 'The creative design in the ads is an alternative for language'; 12% answer not mention and 5.4% of the people answer disagree and 1.7% disagreed with this idea. 2.8% of persons didn't answer to this one.

Table 4.12: The creative design in the ads is an alternative for language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	6	1.7	1.8	1.8
	Disagree	19	5.4	5.6	7.3
	Not mention	43	12.3	12.6	19.9
	Agree	138	39.3	40.5	60.4
	Totally agree	135	38.5	39.6	100.0
	Total	341	97.2	100.0	
Missing	System	10	2.8		
Total		351	100.0		

Corresponding to the table 4.13, 45.6% of participants of this research were, totally agree and 32.5% agreed that 'Colours in advertising is an effective element on shopping'; 12% answered not mention. 6% of people answer disagree and 1.7% respond totally disagree; 2% did not answer at all.

Table 4.13: Colours in advertising is an effective element on shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	6	1.7	1.7	1.7
	Disagree	21	6.0	6.1	7.8
	Not mention	43	12.3	12.5	20.3
	Agree	114	32.5	33.1	53.5
	Totally agree	160	45.6	46.5	100.0
	Total	344	98.0	100.0	
Missing	System	7	2.0		
Total		351	100.0		

Table 4.14 shows 17.9% of participants totally agreed and 32.5% agreed that 'Seeing Red causes, a sudden purchase decision'; 25.4% answered not mention. 17.7% of people answer disagree and 4.6% disagreed; 2% did not answer at all.

Table 4.14: Seeing Red causes a sudden purchase decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	16	4.6	4.7	4.7
	Disagree	62	17.7	18.0	22.7
	Not mention	89	25.4	25.9	48.5
	Agree	114	32.5	33.1	81.7
	Totally agree	63	17.9	18.3	100.0
	Total	344	98.0	100.0	
Missing	System	7	2.0		
Total		351	100.0		

Table 4.15 illustrates that 7.1% of participants totally agreed, 24.8 agreed that 'Seeing Orange causes a sudden purchase decision'; 34.5% of participants answers 'not mention'; 26.2% of people answer disagree and 5.1% of them were disagree; 2.3% did not answer at all.

Table 4.15: Seeing Orange causes a sudden purchase decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	18	5.1	5.2	5.2
	Disagree	92	26.2	26.8	32.1
	Not mention	121	34.5	35.3	67.3
	Agree	87	24.8	25.4	92.7
	Totally agree	25	7.1	7.3	100.0
	Total	343	97.7	100.0	
Missing	System	8	2.3		
Total		351	100.0		

In table 4.16, 14% of participants totally agreed and 23.9% respond agree that 'Seeing Blue causes, a sudden purchase decision'; 33.6% answer 'not mention'; 21.7% of people answer disagree and 5.7% totally disagreed. 1.1% of persons did not answer.

Table 4.16: Seeing Blue, causes a sudden purchase decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	20	5.7	5.8	5.8
	Disagree	76	21.7	21.9	27.7
	Not mention	118	33.6	34.0	61.7
	Agree	84	23.9	24.2	85.9
	Totally agree	49	14.0	14.1	100.0
	Total	347	98.9	100.0	
Missing	System	4	1.1		
Total		351	100.0		

According to the table 4.17, 19.1% of participants totally agreed and 23.4% agreed that 'Seeing black causes a sudden purchase decision'; 26.8% answer 'not mention' 22.2% of people answer disagree and 6.3% respond #disagree; 2.3% did not answer at all.

Table 4.17: Seeing Black, causes a sudden purchase decision.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	22	6.3	6.4	6.4
	Disagree	78	22.2	22.7	29.2
	Not mention	94	26.8	27.4	56.6
	Agree	82	23.4	23.9	80.5
	Totally agree	67	19.1	19.5	100.0
	Total	343	97.7	100.0	
Missing System		8	2.3		
Total		351	100.0		

According to table 4.18, 19.1% of participants totally agreed and 38.5% agreed that 'In general, people tend to wear cool colours (Blue, Violet, and Green)'; 21% answer mention, 14.5% of people answered totally disagree and 4.6% answered disagree; 2.3% did not answer at all.

Table 4.18: In general, people tend to wear cool colours (Blue, Violet and Green)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	16	4.6	4.7	4.7
	Disagree	51	14.5	14.9	19.5
	Not mention	74	21.1	21.6	41.1
	Agree	135	38.5	39.4	80.5
	Totally agree	67	19.1	19.5	100.0
	Total	343	97.7	100.0	
Missing System		8	2.3		
Total		351	100.0		

According to table 19.4, 14% of participants totally agreed and 37.9% agreed that 'In general, people tend to wear warm colours (Red, Orange, and Yellow)'; 21% respond 'not mention' and 15.1% of people answer disagree, 5.4% answer totally disagree; 1.4% did not answer at all.

Table 4.19: In general, people tend to wear warm colours (Red, Orange, and Yellow)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	19	5.4	5.5	5.5
	Disagree	53	15.1	15.3	20.8
	Not mention	92	26.2	26.6	47.4
	Agree	133	37.9	38.4	85.8
	Totally agree	49	14.0	14.2	100.0
	Total	346	98.6	100.0	
Missing System		5	1.4		
Total		351	100.0		

Table 4.20 shows 39%% of participants totally agreed, 43.3% answered agree that 'Attracting attention through the name of a brand is effective in advertising'. 8% of

participants answered 'not mention'; and 5.1% of people answered disagree.1.7% answer totally disagree and 2.8% did not answer.

Table 4.20: Attracting attention through the name of a brand is effective in advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	6	1.7	1.8	1.8
	Disagree	18	5.1	5.3	7.0
	Not mention	28	8.0	8.2	15.2
	Agree	152	43.3	44.6	59.8
	Totally agree	137	39.0	40.2	100.0
	Total	341	97.2	100.0	
Missing	System	10	2.8		
Total		351	100.0		

According to table 4.21, 30.5%% of participants totally agreed, 47.6% answer agree that 'Attracting attention through the colour are effective in advertising'; 12.3% reply 'not mention' and 6.8% of people answer disagree and 1.1% disagreed. 1.7% did not answer at all.

Table 4.21: Attracting attention through the colour are effective in advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	4	1.1	1.2	1.2
	Disagree	24	6.8	7.0	8.1
	Not mention	43	12.3	12.5	20.6
	Agree	167	47.6	48.4	69.0
	Totally agree	107	30.5	31.0	100.0
	Total	345	98.3	100.0	
Missing	System	6	1.7		
Total		351	100.0		

Table 4.22 indicates 31.3% of participants answered totally agree and 42.7% agreed that 'The proper use of colour in advertising are reasons memorizing goods and buying them'. 15.7% respond 'not mention'; 10% of people answered totally disagree or disagree and .6% did not answer at all.

Table 4.22: The proper use of colour in advertising are reasons memorizing goods and buying them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	9	2.6	2.6	2.6
	Disagree	25	7.1	7.2	9.7
	Not mention	55	15.7	15.8	25.5
	Agree	150	42.7	43.0	68.5
	Totally agree	110	31.3	31.5	100.0
	Total	349	99.4	100.0	
Missing	System	2	.6		
Total		351	100.0		

Table 4.23 illustrates 31.9% of participants totally agreed and 46.2% agreed that 'The use of brand-specific colours in advertising creates a sense of psychological security in the customer and increases its purchases'; 12.5% reply 'not mention' and 86.8% of people answer disagree, 1.1% totally disagreed and 1.4% did not answer at all.

Table 4.23: The use of brand-specific colours in advertising creates a sense of psychological security in the customer and increases its purchases

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	4	1.1	1.2	1.2
	Disagree	24	6.8	6.9	8.1
	Not mention	44	12.5	12.7	20.8
	Agree	162	46.2	46.8	67.6
	Totally agree	112	31.9	32.4	100.0
	Total	346	98.6	100.0	
Missing	System	5	1.4		
Total		351	100.0		

In table 4.24 69% of participants, totally agree or agree that 'Colours that are considered important in culture are seen in the design of popular brand advertisements'. for 19.5% this statement did not mention and 11% of people answered disagree and totally disagreed and 0.6% did not answer at all.

Table 4.24: Colours that are considered important in culture are seen in the design of popular brand advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	12	3.4	3.4	3.4
	Disagree	28	8.0	8.0	11.5
	Not mention	67	19.1	19.2	30.7
	Agree	157	44.7	45.0	75.6
	Totally agree	85	24.2	24.4	100.0
	Total	349	99.4	100.0	
Missing	System	2	0.6		
Total		351	100.0		

Correspond to table 4.25, 34.5% of participants totally agree, 44.4% agreed that 'Seeing the design of international brands' in accordance with cultures are encouraging to buy'.10.8% of participant answer, 'not mention' and 7.1% of people answered disagree and 2.6% totally disagreed, 0.6% did not answer.

Table 4.25: Seeing the design of international brands' in accordance with cultures are encouraging to buy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Totally disagree	9	2.6	2.6	2.6
	Disagree	25	7.1	7.2	9.7
	Not mention	38	10.8	10.9	20.6
	Agree	156	44.4	44.7	65.3
	Totally agree	121	34.5	34.7	100.0
	Total	349	99.4	100.0	
Missing	System	2	.6		
Total		351	100.0		

4.3 Finding

The result of the survey made it possible to analyse and find out the answers to the research questions. Valuation of research questions achieved from the outcomes of the survey and results that were compared by T-TEST and ANOVA were done and discussed in the present section.

RQ1: What is the relationship between the colours used in print advertising and the tendency to be shopping?

According to the Table 4.27 analyses between two state of questionnaire ‘Advertising impacts on consumers for having new products’ and ‘Colours in advertising is an effective element on shopping.’ there is a meaningful relationship sig = 000 as result $p < 0.05$.

Table 4.26: ANOVA analysing between ‘Advertising impacts on consumers for having new products’ and ‘Colours in advertising is an effective element on shopping’

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.954	4	5.989	10.461	0.000
Within Groups	187.187	327	0.572		
Total	211.142	331			

RQ 2 what sort of colour is used to get attention to print advertising?

According to table 4.27, there is a meaningful relationship between the colours asked and their impact on customer attention and Red with Sig = 0.000. The Red colour has more power to attract attention to the advertiser.

Table 4.27: ANOVA among ‘Colours in advertising is an effective element on shopping’ and colours group

		Sum of Squares	df	Mean Square	F	Sig.
Seeing Red causes, a sudden purchase decision.	Between Groups	28.571	4	7.143	6.069	0.000
	Within Groups	391.929	333	1.177		
	Total	420.500	337			
Seeing Orange causes a sudden purchase decision.	Between Groups	5.955	4	1.489	1.492	0.204
	Within Groups	330.376	331	0.998		
	Total	336.330	335			
Seeing Blue, causes a sudden purchase decision.	Between Groups	10.092	4	2.523	2.102	0.080
	Within Groups	403.269	336	1.200		
	Total	413.361	340			
Seeing Black, causes a sudden purchase decision.	Between Groups	3.548	4	0.887	0.629	0.642
	Within Groups	468.232	332	1.410		
	Total	471.780	336			

QR3 What is the relationship between gender, age and culture, and colour of advertising?

- Gender and get attention to the colour of advertising:

As it is clear from the table 4.28, a significant difference is not observed in participants gender. Table shows that $T(168.371) = 0.923$ $P = 0.357 > 0.05$ was observed. In accordance with the results of Independent T-Test.

Table 4.28: Independent Samples – Test in perception of different gender in colour of advertising

	gender	N	Mean	Std. Deviation	Std. Error Mean
Colours in advertising is an effective element on shopping.	1	94	4.2553	0.98304	0.10139
	2	241	4.1452	0.97450	0.06277

Table 4.29 Independent Samples – Test in perception of different gender in colour of advertising

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Colours in advertising is an effective element on shopping.	0.002	0.965	0.927	333	0.355	0.11009	.11879	-0.12359	0.34377
			0.923	168.371	.357	.11009	0.11925	-0.12533	0.34551

- Age and get attention to the colour of advertising:

In term of age groups and get attention to the colour in advertising according to the table 4.30, there is not significant relationship among the age groups sig = 0.192, $p > 0.05$.

Table 4.30: ANOVA in get attention of different age groups in colour of advertising

	Age				
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.176	4	2.044	1.533	0.192
Within Groups	449.312	337	1.333		
Total	457.488	341			

- Culture and get attention to the colour of advertising:

In different culture groups and get attention to the colour in advertising according to the table 4.31, there is not significant relationship among the culture groups sig = 0.2, $p > 0.05$.

Table 4.31: ANOVA in get attention of different age groups in colour of advertising

	Age				
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	10.236	4	2.559	1.386	0.238
Within Groups	622.103	337	1.846		
Total	632.339	341			

Chapter 5

CONCLUSION

This chapter is divided into three sections: first, the summary of the study; the second part is provided with the conclusions drawn from the study. The final consists of the recommendations for further research.

5.1 Summary of the Study

This research is intended to draw special attention onto 'The Impact of Colour on Print Advertising Among the Different Cultures in EMU' attitude towards such kind of advertising. Quantitative research was used for conducting the present research. Questionnaires that included 25 items in two sections clouded the demographic information of responders and 22 states in Likert Scale format. The method of this study is random sampling. 350 respondents in total took part in the present research. Participant of the survey were the international students who study in the Eastern Mediterranean University (EMU) of Famagusta city of Turkish Republic of Northern Cyprus (TRNC). This research was done between the months November and January in the Fall semester of 2018-2019 Academic Year. Before the main study, the researcher conducted a pilot study with the participation of 15 students in order to examine the reliability and validity of the outcomes. Therefore, after analysing the outcomes of the pilot study, the main survey was distributed to the international students of Eastern Mediterranean University.

5.2 Conclusions Drawn from the Study

Quantitative research was conducted for this study. The survey accounted for 350 participants and the questionnaires included 39 items. Conclusions drawn from the research are as follows:

The whole population of this study was 350 students from different faculties of EMU university who were over 18 years of age. In this case, the largest number of participants is in the age group of 18-20 years, representing 33.3% of the total number of participants. The second group age was 21 to 23 with 29% population. 22.2% was in more than 27 groups. The smallest group was 24 to 26 years old with 14% of the population. The number of male participants was 246 presented as (70.1) while the female was 98 presented as (29.9). According to the results, the distribution of different nationalities was involved in this research. The participants in the study were 22% Turkish, 18% Iranians, 27% Arabs and 16% Nigerian. 16% of the participants said they were of another nationality.

In terms of attention to print advertising, more agreed to the use of urban ad billboard and billboards around university. According to the result, 19.7% of participants totally agreed and 44.2% agreed that Urban ad's billboards are pleasant; 22.8% answer not mention. 6.3% of people answer disagree.

Also, 2.3% totally disagreed and 20.8% participants totally agree, 34.5% agreed with 'The billboards around the university are pleasant'; 25% response not mention and 12.8% of the people answer disagree and 2.6% totally disagree with this idea.

In addition, 13.7% of participants totally agreed and 32.5% agreed to 'Bus station advertising is Intelligent' and 20.2% answer not mention. 12% of people answered

disagree and 4.8% disagreed with this idea. There was an overall less interest toward the advertising of newspapers;

13.7% of participants answer totally agree to 'Advertising of newspaper is encouraging for shopping. 32.5% of participants of this study agreed and 23.9% answered not mentioned and 23.9% disagreed and 4.9% answer totally disagree.

RQ1 What is the relationship between the colours used in print advertising and the tendency to be shopping?

To recognise whether the participants' opinion about the 'colours used in advertising' and 'consumer decision making to shop' is valid, ANOVA was used to find the relationship between these two items the result shows that there is a meaningful relationship sig = 000 as result $p < 0.05$

RQ 2 what sort of colour is used to get attention to print advertising?

To find out which sorts of special colours is incorporated in advertising, ANOVA was used to find out which colour is more successful to attract the attention of people toward the advertising. According to the result, between four colours prompted in the questionnaire and 'colours used in advertising', Red was successful to attract the attention people toward the ads.

QR3 What is the relationship between gender, age and culture and colour of advertising?

According to the result of T-test, $t = 0.923$ $P = 0.357 > 05$ there is no significant differences between two genders in terms of effect of colour in advertising.

Also, according to the ANOVA analysing there is no difference between the meanings of the age group in response to the item 'Colours in advertising is an effective element on shopping' and this result is repeated among the cultures groups and this item again.

5.3 Recommendations for Further Research

Further research is recommended for further reflection and concentration:

- study the Psychological Impact of Colour in advertising.
- examines the symbols and their role in advertising with respect to cultural interests and characteristics.
- Study the impact of slogans and their role in advertising with respect to cultural interests and characteristics.
- examines the symbols and their role in advertising with respect to cultural interests and characteristics.
- Study impact of colour on the personality of brands.
- study impact of colour in digital ads

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APPENDIX

11	Seeing Red causes, a sudden purchase decision.					
12	Seeing Orange causes a sudden purchase decision.					
13	Seeing Blue , causes a sudden purchase decision.					
14	Seeing Black , causes a sudden purchase decision.					
15	In general, people tend to wear cool colours (blue, violet and green).					
16	In general, people tend to wear warm colours (red, orange and yellow).					
17	Attracting attention through the name of a brand is effective in advertising.					
18	Attracting attention through the colour are effective in advertising.					
19	The proper use of colour in advertising are reasons memorizing goods and buying them.					
20	The use of brand-specific colours in advertising creates a sense of psychological security in the customer and increases its purchases.					
21	Colours that are considered important in culture are seen in the design of popular brand advertisements.					
22	Seeing the design of international brands' in accordance with					

	cultures are encouraging to buy.					
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