

Module 15: "Color and Emotion"

Lecture 41: "Behavioural Level"

The Lecture Contains:

- ☰ Behavioural level: experience
- ☰ Behavioural reaction towards designs
- ☰ Reflective Level: Affective System to learning new concept
- ☰ Reflective reaction towards designs
- ☰ Some other aspects which connect people emotionally with products
 - Brand Emotion
 - Color and Emotion
- ☰ Meaning of Color in Society
 - Unique Meanings of Red in Different Cultures
 - Red for the Social Cause
 - Red as Social Taboo

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Behavioural level: experience

The eye sees and brain perceives, analyzes and changes the behavior accordingly. The behavioural level is about use, about experience with a product.

Previous experience becomes a major consideration in the behavioural level.

Behavioural reaction towards designs

Four components of good behavioural design: function, performance, usability, and also physical feel of the product. If the function is inadequate, or if the product does not perform up to our expectations, if the product is difficult to operate, if the interface is alien to us, we tend to get frustrated and it results in 'negative emotions'. This explains the importance of good behavioural design in products. Physical touch and feel can make a huge difference in people's appreciation of products.

Reflective Level: Affective System to learning new concept

The Reflective Level consciously helps to learning a new concepts and generalizations about the world. A person is scared of walking on a 25 meter long one meter broad wood-plank above a 50 story building.

The Affective system passes the judgment first and later the conscious rationalization tries to justify the decision by logically interpreting the situation.

Reflective reaction towards designs

Attractiveness is a visceral-level phenomenon. The response is entirely to the surface look of an object.

Beauty comes from the reflective level. Beauty looks below the surface content. Beauty comes from conscious reflection and experience. It is influenced by knowledge, learning, and culture. Attractive things work better Smooth, polished metal, or soft leather, or a solid, or warmth of wood surface Each material produces a sense if cold, warmth, smooth, textured surface feeling that come out of touch sense.

Touch, vibration, feel and olfactory, sound, visual appearances have equipped mankind to experience and protect from the unknown factors.

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Some other aspects which connect people emotionally with products

Brand Emotion

In the world of products, a brand is an identifying mark, the symbol that represents a company and its products. Particular brands produce an emotional response that draws the consumer toward the product or away from it. Brands have taken on the emotional representation.

Sergio Zyman, former chief marketing officer of Coca-Cola, "Emotional branding is about building relationships; it is about giving a brand and a product long-term value." But it is more: it involves the entire relationship of the product to the individual. Zyman's , "Emotional branding is based on a unique trust that is established with an audience".



Plate5



Emotional Bonding Coca-Cola



Salt & Pepper Stand

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Color and Emotion

Color has direct impact on our mind. The Psychological Effects of Color is studied under Color Psychology. The researchers have tried to examine and understand the effect of color in human mind and body. From ancient times people have applied color for various therapeutic reasons.

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

Colors on the blue side of the spectrum are known as cool colors and include blue, purple and green. These colors are often described as calm, but can also call to mind feelings of sadness or indifference.

(Read more Ref. <http://psychology.about.com/od/sensationandperception/a/colorpsych.htm>)

(Read more Ref. <http://www.colormatters.com/color-symbolism>)



Plate6 Emotion of Red

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Red is the color of extremes. It's the color of passion, seduction, aggressiveness, danger, anger, and adventure. Our prehistoric ancestors saw red as the color of fire and blood— energy and primal life forces— and most of red's symbolism today arises from its powerful associations in the past. Human scarify was directly related to red-blood color. Ancient cultures have practiced such rituals where red color has significance.

Red is also a magical and religious color. It symbolized super-human heroism to the Greeks and is the color of the Christian crucifixion. Red was almost as rare and as expensive as purple in ancient days – a fact that may explain its magic and power. Paradoxically, today's intense red dyes come from crushed insects (the lacquer beetle and the cochineal).

Following are some of the global information related to the significance of red color-

- Red is one of the top two favourite colors of all people.
- Red is the most popular color used on flags in the world. Approximately 77% of all flags include red.
- Red is the international color for stop
- Red districts sell sex and pornography in every European culture
- The history of languages reveals that red is the first color after black and white. (All languages have words for black and white. If a third hue exists, it is red.) (Ref. <http://www.colormatters.com/red>)
- Unique Meanings of Red in Different Cultures

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Meaning of Color in Society

Unique Meanings of Red in Different Cultures

Red is the color of good luck in Asia and is the most popular color in China.

Most Japanese children draw the sun as a big red circle.

In East Asian stock markets, red is used to denote a rise in stock prices. (Note: In North American stock markets, red is used to denote a drop in stock prices.)

Red is an auspicious color for marriage. Brides in India and Nepal wear red saris; in Japan, a red kimono symbolizes happiness and good luck.

Red for the Social Cause



Plates 7 Red for Social Cause

Red is perhaps one of the most visible color which is used various social causes. 'Red' has many role to play in the society- stands for alert, prominently visible (plate 7) as a mail-box, red as fire-extinguisher and fire-engine are some of the commonly found products, which are around our society. The color itself establishes non-verbal communication in the society.

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Red as Social Taboo



Red as Taboo

'Red-light Streets, Amsterdam



Plates 8 Red for Wedding

Similarly, many common colors that human beings experiences have certainly create direct or indirect emotional impact (plate 8). Red has been used as taboo in the society- 'Red-light Street'. On the otherhand the same red color is immensely popular color associated as wedding color (plates 8). Thus, there are colors which have different meaning and their emotional relevance in social or individual relationship. Since we have already discussed on the same topic in detail (Color Reacts, lectures 26-27) on color and its emotional relevance we need not have to repeat it again.

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