

ally strong motivation, freedom and belief in the result. It is important to choose effective teaching methods, and not to throw the English lessons for a long time, practice in one form or another is needed constantly. At the same time, conversational practice is especially important, but when your goal is to increase the level of English, to learn the language of business, it should be a really high-quality conversational practice, ideally with native speakers.

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ARE YOU SELLING THE RIGHT COLOUR?

One of the main aims of marketing culture is to investigate the target market before launching the product or a promotion campaign. However, what proportion of success can a product colour play? A. Paramar claims that colour is the least expensive way to change the product [1]. Mubeen M. Aslam, the researcher from the University of Wollongong Australia, proves this statement with his investigation of psychological and sociocultural associations, meanings of colors in a cross-cultural marketing perspective. He outlines its role as a marketing cue [2].

Colour is an integral element of corporate and marketing communications. It helps companies being marketed and differentiated. And ones selling products worldwide strive to maintain a consistent brand image throughout their markets: Chevron uses red, white and blue, Shell uses yellow and red. For merchandise colour signals product's physical features, influencing perceptions of price, quality and wider image of the retail offer [3]. Food colour affects the consumer's ability to identify flavor correctly and forms distinct flavor profiles and preferences, and dominates other flavor information sources including labelling and taste. So, colour takes on enormous importance for sellers.

At the same time, colour forms, as part of non-verbal conversation, carry important symbolic and associative messages to buyers. But it represents different meanings and aesthetic appeals in different cultures. It is argued that difference in colour associations are probably more of a latent philosophical-religious attitude than an innate difference in the perception of colors. So, locality, customs, taboos, demographic factors such as age, sex, education, income, family status, and ethnicity influence colour preferences of the cluster of people with language similarities. That is why assuming a perspective of colours as 'universal' and applying it to alien markets often leads to cultural *faux pas*. For example, red is perceived to be unlucky in Chad, Nigeria and Germany, but lucky in China, Denmark and Romania. It is a bride's color in China but masculine color in the UK and France. It symbolizes ambition and desire in India and love in Korea, Japan, China and the US.

This means that two points of [self-presentation](#) of a firm and buyers preferences should be coherent. But mostly, the choice of colour in making local marketing decisions should be determined by the cultural values, marketing objectives and desired customer relationship levels in target market. A dynamic culture-sensitive approach in colour research and its strategic using will enhance corporate image, predict purchase behavior and reinforce customer relationships, allowing foreign business to establish value-based marketing systems and develop a competitive advantage in the emerging markets.

References

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