

# Neuromarketing and Psychology of Colors in the process of Making Purchase

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**Abstract**— The present work is a qualitative research, with the intention of improving the measurement or the reach of the results used as a data collection procedure or focus group, or that had a team of participants participating in a non-research sample. probabilistic in performance with the research objectives, striving for the heterogeneity of the group. Did a research try to answer a starting question like neuromarketing and a psychology of the nuclei that are influencing the purchase decision making? A general research aimed to identify the influence of Neuromarketing and core psychology on consumer behavior, and how to define criteria that show the concept of neuromarketing, expose the perception of the influence of core psychology and diagnosis the effect of neuromarketing on the behavior of consumer using a use of colors. Through oras a result of the focus group, it is not allowed how the nuclei can influence the decisive buying process of a particular individual, since the nuclei remain unaware of consumers and can be triggered as a mind trigger, using the tools and methods of neuromarketing .

**Keywords**— Neuromarketing . Psychology. Colors. Consumer.

## I. INTRODUCTION

Neuroscience is an area of relatively new knowledge within the vast field s performances, and became of paramount importance for the understanding, development and functioning of the brain, which drives human behavior and its peculia authorities regarding the s choices, motivations, decision making and nervous impulses .

Based on this assumption and the need to better understand consumer behavior in relation to the market, to understand fact res key, Motivation will intrinsic and preferences cie ntificamente proven, comes the junction of neuroscience to marketing, thus constituting neuromarketing.

Neuromarketing through the use of color psychology shows an immediate effect on consumers' perception, creating emotional and empathic ties, which makes it easier to have knowledge about the target audience's preference. Such knowledge , may allow to work strategically the ones closest to reach the sales potential and to understand how the marketing techniques influence the consumers through the perception of colors.

Neuromarketing, understood as science, has been gaining space in the business sector, opening up new branches of business strategies, with a higher level of competitiveness, allowing high performance for commercial activities.

In a society born of INFORMATION s as of today , the individual 's change of opinion quickly. Thus, the need arises to compreen der and entend er consumer behavior, a thorough soaking on motivation and customer preference to make an assertive purchase and satisfactory for both parts company / client.

Thus, this paper aims to achieve answers to the central issue of this study, which is how the Neuromarketing and psychology of colors are influencing n making purchasing decision?

Based on this , the article seeks to explain the power of neuromarketing, to understand the logic of consumption, and why color psychology is intrinsically interconnected in the consumer's perception. However, it should be noted that the study of neuromarketing, however recent, deserves to be studied and debated in universities and companies regardless of its segment, as it tends to limit new lines of research and business tools, being fundamental for professionals marketing and / or managers, since it focuses on helping the segment to finalize an assertive negotiation for both parties.

The study has the general objective , i dentificar the influence of N Euromarketing and psychology of colors in consumer behavior, and specific objectives introduce the concept of neuromarketing, and xpor the perception of the psychology of influence of colors and diagnose the effect of neuromarketing consumer behavior through the use of colors.

Referring to textual organization of that work, and contra is not the first to bring the concept of neuromarketing and their respective technical definitions and exhibitions bringing the use of the same in the second under the light of the thought of some authors sought -If hold a brief understanding about the psychology of colors, in the third, a conversation was held between the authors to better understand consumer behavior through neuromarketing strategies and the psychology of colors. After the mentioned sections, the work describes the methodological path adopted for this study, leaving the experience report with the Focus Group in a playful way .

**II. THEORETICAL FOUNDATION**

**2.1 NEUROMARKETING: CONCEPT AND TECHNIQUES.**

According Kottier (2014), the neuromarketing is the central idea of the brain mechanism study, to accurately grasp the pulse behavior of a consumer, eager to develop new marketing strategies, best applicable to the market.

Like Matos (2018) , on euromarketing is done by the association of marketing and neuroscience [3] , in perspective enables r marketers with information assertions about the customers. Still according to the aforementioned author, neuromarketing techniques are simple and easily replicable forms that allow for coherent and highly economical decision making, which otherwise the methods would not be viable.

Redivo and Gouveia (2018), emphasize that Neuromarketing is an extremely contemporary subject for the academic and business world, which started at Harvard University in the late 90s, based on neuroscience and neuroeconomics[4] , seeking to support the discoveries of preferences and motivations of potential consumers and impotences of a determined market segment.

Vidigal Filho (2018) , stresses that Neuromarketing, even though it is a recent tool for business managers , it tends to grow immensely in the organizational environment, bringing several benefits to the company / customer relationship so troubled in sales negotiations. It is observed that neuromarketing has blossomed with the useful need to understand in depth not only what the consumer says, but also what he can measure positively about the company's brand .

Given that the famous search s commercial satisfaction, often fail to measure real and objective data on the actual consumer opinion , organizations are seeking explores r increasingly communicating with the subconscious of individuals in the use of techniques in neuromarketing

For Silva (2018), there are some techniques necessary to enable a better understanding of the human brain, in order to understand the decision process studied by neuromarketing.

Técnica	Sigla	Medida
Imageamento por Ressonância Magnética Funcional	fMRI	Nível de oxigenação de sangue no cérebro
Tomografia por Emissão de Positrons	PET	Utiliza substâncias para rastreamento das funções do organismos
Eletroencefalograma	EEG	Atividade elétrica
Magnetoencefalografia	MEG	Campo Magnético
Rastreador Ocular ( <i>Eye Tracking</i> )	-	Foco no olhar

Fig.1 - More traditional methods and techniques in neuromarketing

Source: Silva (2018).

For the author, the functional magnetic resonance technique is the most common technique for scanning the human brain in neuromarketing. Thus, the functional magnetic resonance imaging has become a technique in which use is

made of magnetic waves and radio to create high-quality brain imaging , which enable a better understanding of the actions taken by individuals .

In the view of Ferreira (2018) , The neuromarketing fills gaps of tax methods are the traditional marketing,

bringing in context factors that may influence the behavior and the customer's perspective. So you can not otar that neuromarketing as well as seeking to know the customer, he understands that it is essential to seek and ntender what consumers feel m , which are mares pains and fears, what you s drives m to buy a product / service , but also what they feel m to invest your money , always seeking to balance the sense of win-win in the relationship business and customer .

Monge ( 2017 ), defends the position that society has been going through a process of cognitive changes , which directly affects its values, behaviors, perspectives and emotions, leaving a “ gap ” for companies to reach society with the power of persuasion applied by neuromarketing, increasing the possibilities of organizations to make more assertive negotiations, in order to reinforce the customers' consumption decision .

According to Silva (2018), neuromarketing has strategies that can create a desire to buy in people, directly influencing their power to decide whether or not to buy a product or service in a given organization, yet according to the author, such strategies are associated with human senses, with in order to influence the subjects to make certain choices.

And ompanies are of appropriating targeted strategies to reach your target audience uses n of neuromarketing, using in their campaigns advertising actions of emotional appeal, working intensificamente with colors, sounds and smells, as well as with subliminal messages, in order to attract and maintain the emotional bond with customers.

Authors such as Vidigal Filho (2018) and Ferreira (2018) , r eforçam the neu romarketing is an analysis tool that brings support for managers identify the desires and customer consumption motivations, through your feelings and sensations produced by unconscious, raising the sales potential by companies in order to bring more efficiency and effectiveness in the negotiation process.

It should be noted that the consumer is more active and selective when deciding where to buy , whether for products or services. The bserva up with it the evolution of the decision-making power to buy the client, on the other hand the companies are in the process of empowerment strategies and methods to reach these consumers, some methods was m unthinkable by managers there years ago .

Neuromarketing has entered the business processes to strengthen the company / customer bonds, worn out in the once win-lose relationship, where the customer leaves with the feeling of loss when closing a deal. Thus,

neuromarketing seeks to understand the desires of the human mind in order to directly reach the consumer's desire, need and longing, to undo the win-lose feeling and transform it into win-win.

## 2.2 PSYCHOLOGY OF COLOR: A BRIEF UNDERSTANDING

Denotes is that the communication means will are going through a time where Happens transformations in quickly, so , it is possible to note that consumers are increasingly concerned with the developed advertising and advertising by organizations, many times using the colors to influence your target audience to consume your product / service.

This perception VE is that the colors used so harmoni the a can be a tool for high performance for such strategies . According to Figueirêdo (2016), 84.7% of consumers find colors more important than other factors when choosing a certain product, yet according to him 93% of consumers observe the visual aspect to choose a product, as well as 60% acceptance or rejection of a product / service is directly interconnected with colors.

The fact is that color is present in all marketing strategies. D this way is up to the professional marketing understand the psychology of colors to create a direct relationship with the audience target. Often these professionals use m such resources in advertising campaigns understand that any failure in the choice of color can put all your strategy to lose.

According to Faganello (2015) , Barbosa and Bazzani (2015), the human being since his childhood is already taught to differentiate colors, becoming something so natural that the preference for colors is in the subconscious of each person , both authors reinforce that color studies come from antiquity, but the most relevant discoveries for communication and marketing are new. Ma s , to understand with the color affect the subconscious of the human being, it is necessary one to fundamento in psychology.

The colors develop a very important role in the visual assessment of the customer, one time that it plays an influence on consumer decision-making, and so can awaken different sensations and effects both under psychological as Fisiologic the individuals (M OTA, 2016 ).

As Oliveira (2016), the psychology of c ores has a key role in the and ntendimento the meaning of these , and how cad color can be used to mod the the Bailout to increase

sales, whether in physical stores or *e-commerce*, thus the psychology of colors contributes to influence the decisions of potential customers.

According to Nunes (2016), the psychological studies on the color is a sensory reality in which does not go unnoticed, with no possibility of escape these realities imposed by the psychology of colors, in which will work the emotional part of people can agree on a compulsive desire for involvement produced by colors. Fica observed that it is an involvement complex, conditional on influences suffered by the culture and personal condition of psychological individuality of each individual, always accompanied by a function unconscious and

suggestive by which colors present the key access to the individual's subconscious.

To Zylberglej (2017), the Psychology of Color refers to a state of the human brain in an attempt to identify the transformations, sensations and feelings through them, this study aims to understand persuasion because of the colors, and how feelings and emotions are directly involved in their perception by individuals. The connection of colors with feelings is not by chance, they are strategies developed to develop a deep emotional relationship between product and consumer.

COR	POSITIVO
<b>Azul</b>	Tranquilidade, harmonia, simpatia, lealdade, confiança, divindade.
<b>Amarelo</b>	Luz, criatividade, inteligência, felicidade, otimismo.
<b>Branco</b>	Inocência, bondade, pureza, perfeição, princípio.
<b>Vermelho</b>	Amor, energia, felicidade, vida, paixão.
<b>Cinza</b>	
<b>Preto</b>	Elegância, poder, formalidade, conservador.
<b>Marrom</b>	Longevidade, conservador.
<b>Turquesa</b>	Espiritual, cura, proteção, sofisticação.
<b>Dourado</b>	Prosperidade sorte, luxo, beleza.
<b>Verde</b>	Saúde, vida, esperança, liberdade, dinheiro, tolerância, naturalidade.
<b>Laranja</b>	Coragem, diversão, sucesso, amizade.
<b>Roxo</b>	Luxúria, ambição, poder, magia.
<b>Rosa</b>	Doce, delicada, charme, gentiliza, romantismo.
<b>Bege</b>	Flexibilidade, conservador.
<b>Prata</b>	Velocidade, gratidão, intelectualidade, modernidade.

Fig.2 - Psychology of Colors, sensation emitted by colors.

Source: Adapted from Pereira Junior et al, 2016.

Thiel (2018), confirms the ideals too, when he says that the psychology of colors is the science that seeks to understand how the colors can cause interference in human behavior, since the human brain is programmed to develop the same or similar functions as consuming,

process and digest visual information more quickly. The author reinforces that colors, worked in a harmonious way, can boost emotions.

To Cavazana (2018), the colors always will play sensations harsh on people, varying from person to person

both in relation to the senses Psychology as visual. Thus, when talking about color psychology it sums intrinsically to explain and interpret the effect on each individual, however the preferred these apparent colors to be something relative, it is noted involvement psychological on the preference of a color or another, since each human being understands the stimuli of the outside world through their experiences.

The psychology of colors within the language of developing strategies to increase sales, is therefore a vehicle of communication that companies have with their customers and is increasingly becoming a high performance tool and of fundamental relevance to outline strategies and create psychological and emotional bonds with your consumers.

### 2.3 CONSUMER BEHAVIOR THROUGH NEUROMARKETING AND COLOR PSYCHOLOGY

In the view of Oliveira et al (2019), To enter into the merit of understanding consumer purchasing activities, it is of fundamental importance to seek to identify and understand the true stimulus factors that drive the individual's purchasing behavior, given that certain stimuli they can have a positive or negative impact on the customer's view of the product and / or service, so this factor can influence the decision-making process.

According to Crespo (2018), retain the understanding of consumer behavior is to understand how customers are consuming and researching the products and services offered by a particular company, such knowledge is fundamental and crucial to keep the organization alive in the market, this behavior influences the purchase decision. Comprehend, that the behavior of people are understanding that will induce methods and procedures to assist the consumer's path in the buying process.

According to Soares (2018), the mere way of changing the production process and transforming it into a broader experience for the consumer, totally demystified from the central idea of only trying to supply the consumer's need, becomes an extremely strong point for the development of sales in the view of consumers, even often using emotions to enable a greater range of wishes to be fulfilled.

It is observed that colors can be a very useful tool in the neuromarketing process to help create an emotional bond with the consumer, since colors have been part of people's lives since their childhood.

Colors are present in human life on several occasions, given that the first stimulus brain occurs by

sight. In this perspective, colors are very important basic communication tools for companies, since customers stop buying products because they are unable to please their visual presentation. (FAGANELLO, BARBOSA and BAZZANI, 2015).

According Crespo (2018), the color in its pure and real essence, goes far beyond a simple optical phenomenon, since the colors have a specific personal meaning, and has an impact on the individual intimately and variable from person to person the caused sensations. In this perspective, color psychology is essential in neuromarketing, since it seeks to explain how the consumer will behave in the face of that proposed color, this is due to chromatic stimuli, which may reflect on sales.

Soares (2018), reiterates that in the case of Neuromarketing, is essential to understand the psychology of colors, since the operation right influence and INSTANT thinking and behavior of consumers, so that the brain human has the ability to understand and comprehend the colors and their shades. However, it is crucial to know how to interconnect the meaning of colors and the sensations transmitted by each one of them, because only then will it be possible to make a favorable bridge to reach the consumer.

In Silva's view (2018), the most relevant advantage of neuromarketing is clearly the ability to find certain information that was hidden in the customers' minds. The author stresses that the effects of neuromarketing to organizations and society are vital to the growth of an engagement relationship and trust, once that this relationship takes an engagement potential purchase, which directly involves taking decision. Such possibilities proposals by neuromarketing can cover results ever achieved with the use of traditional marketing.

### III. METHODOLOGY

The methodology adopted in the present work is characterized by bibliographic, survey and ethnographic research. The literature review aimed to verify the literary reviews in articles, books, websites and periodicals, so that they pray selected studies published in the database bases *Scientific Electronic Library Online* (SciELO) and *Google Academic* within 10 / 08/2019 30 / 11/2019, with inclusion criteria at the time, for articles studied from 2014 to 2019 for developing the theoretical framework.

Para Medeiros (2019), the survey research is a type of research that takes place with the data retention order or

information about characteristics or opinions of a group, being selected as a representative of a population. The study is of a basic nature, and the approach adopted was qualitative, the classification regarding the objectives of the research is to be descriptive, according to Mezzaroba and Monteiro (2017), the descriptive research does not suggest explanations, it describes in a simple and simple way reliable phenomena as the researcher notes, however, this does not imply that the data is not interpreted.

To obtain primary data collection was used the *focus group* (focus group). Vergara (2004), believes that the focus groups are of a qualitative research technique based on group interviews, which is based essence I, the involvement of individuals in collective group, seeking to answer relevant aspects of certain phenomenon, so generate meaningful data to support a research.

As collecting secondary data, instrument used to survey the socio - demographic data constituted an objective

questionnaire, where the response parameter obeyed the scale Likert, being one of the most used to reach the information. According to Silva (2010), it is a low-cost technique, since it presents the same questions to everyone involved, guarantees the confidentiality of the interviewee and may contain questions to answer the exclusive purpose of the research.

As for the tabulation process of the socio-demographic questionnaire, it was done using the Microsoft Excel program, version 2010 and the data were analyzed using a relative frequency distribution.

As for the sampling process, non- probabilistic or intentional sampling took place in compatibility with the research objectives, whose inclusion criteria were defined by the researcher (Table 01), where the recruitment of volunteers was through successive indications of people belonging to the target population of the study.

Table 1 - Inclusion criteria of the research subjects

Criteria recruitment d oa volunteers				
Graduate Student in Business Administration	Marketing Graduate Student	Professionals working in the marketing area	Managers without academic training	Managers with academic backgrounds
Titles				
Student 01	Post Graduating 01	Professional 01	Manager without graduation 01	Graduated Manager 01
Student 02	Graduate Student 02	Professional 02	Manager without graduation 02	Graduated Manager 02

Source: Research Data (2019).

For authentication, legalization and comparison of data collected within the focus group, it was decided to effecting two meetings to be able to create an interaction. Aute semantics and true the resulting collected using the methods criteria, but with different individuals, creating so a method called one by one, to look up a broader reading of the data collected, but also bring greater veracity to the result and more likely to achieve the objectives proposed.

In order to promote the reliability of the study, as the field research, was contacted the volunteers for esclarec ent on the study, with their consent, then there was the realization of the research, after it was clarified the statement of objectives, and request signature in the Informed Consent Form - TCLE. For this was guaranteed to researched complete confidentiality regarding the information obtained without the influence of the researcher and easily and quickly, considering all the ethical and legal

aspects, mainly in and the established in resolution 510 /2016 of the National Health Council (CNS), which govern research involving human beings.

### 3.1 DESCRIPTION OF THE STRUCTURE OF THE FOCUS GROUP

In addition to having a previously structured script, the researcher adopted some preparatory measures that worked satisfactorily to enable the outcome of the focus groups. For the development of the focus groups, the researcher chose a moderator to conduct the questions and dynamics, who did not outline his opinion on the questions, but transformed the environment into a reliable and safe space for the volunteers to feel free to report what in fact, he was thinking about that question, a co-moderator, to replace the first in his absence or to serve as a support if necessary. A

person was also invited to support the audio recording equipment, with the prior authorization of the volunteers.

The First focus group (FG) took place on December 11, 2019 Cidade de Icó - CE, with 10 volunteers for the research. According to the authors Mendonça and Gomes (2017), a large number of participants can hinder the effective participation of all components, so it suggests an amount of 6 (six) to 15 (fifteen) people for each meeting. In both FGs , sought -If heterogeneity among invited to participate, as a feature based there to better match the purpose small website of the research in question.

There were three FGs with different volunteers, the first of which was only used as a pilot group, which provided a reference for the others, thus allowing the researcher to check the script, the devices used and the best application of the dynamics, as well as the delimitation of the answer time for each question, the volunteers of this referred FG, became aware of the test.

For all meetings, the same technical procedures were adopted for the script, using Gui's (2003) script as the basis for a focus group on applied qualitative research: intersubjectivity and construction of meaning, adapted by the researcher (2019).

Just start the group with everyone present;

The moderator initiates the FG, leaving the environment safe and reliable;

Thanks for everyone's participation;

Obtain the authorization to carry out the process of recording the audio, deixan of course the same is not serião cited at work, where the identity of all would be maintained in secrecy, the recordings only serve as the basis to transcribe the results by the researcher, and that after such a description of the data, the audios would be deleted;

Information that after completing the work, the researcher would be available to present the results obtained;

Both were aware that they were chosen for convenience, meeting the inclusion criteria of the research;

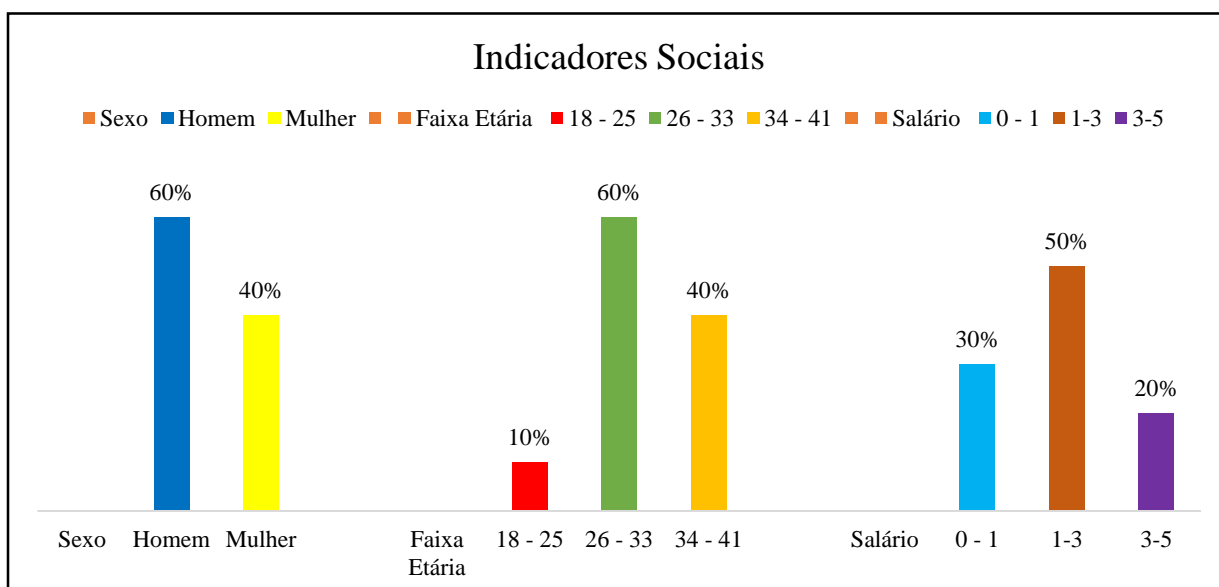
Before the questions, there was a dynamic where chocolates wrapped in primary colors were made available on a table : red, blue, yellow and secondary : orange, green and violet, in order to understand the preferences of the colors in a non-inductive way, where they pretended he was m buying the s chocolates, being knowledgeable that the taste would be the same;

Discussion of questions moderated by the moderator without intervening in his opinion, remaining neutral;

Explanation of Objectives with the focus group.

#### IV. THE EXPERIENCE WITH THE FOCAL GROUP : RESULTS AND ANALYSIS

Table.2 - Social indicators of volunteers



Source: Research Data (2019)

Table 01 expose the social indicators of respondents, where the bserva

is one heterogeneity among volun addressees in that focus group, in relation sexual gender 60% of those involved were

men and 40% women ranging from 18 to 41 years most prevalent between 26 and 33 years.

To start the activities of the focus group, the volunteers were directed to a table containing 60 (sixty) chocolates packed with pa peis of primary colors and secun would you give the same s simulated s purchase s , aware that everyone had m flavors equal , being that , each one could buy up to two candies according to his will, it would not be allowed more, buying only one unit.

It was noted that the volunteers tried to simulate the purchase of chocolates by the colors of the mentioned packages, each participant had the possibility to buy 2 (two) chocolates, it was seen that 6 (six) participants took the 2 (two) chocolates of the same color , 3 (three) participants of different colors, and 1 (one) was undecided because there was no longer the color he wanted, so the participant chose only one candy.

This situation called the attention of the group, since understanding and understanding the stimulus and impulse of purchases are part of studies in neuromarketing, however, according to Soares (20 18), the psychology of colors needs to be interconnected with neuromarketing in order to reach the consumer , explains Cavazana (2018) , the color develops different sensations and emotions from person to person, however the preference s by the apparent colors m be something related to the same to influence the decision-making process of buying.

It was observed that the dynamics of opening had a fundamental importance in two aspects, first it helped to break the ice of the group and leave the volunteers at ease, since they are not part of the same circles of friendships and proximity. According served as the impetus for the first question of the GF, as well as the simulation helped volunteers indirectly making calls the color preferences with the pulse s needs to buy goods and services being persuaded by the colors.

It was noticed that the volunteers simulated the purchases of chocolates selectively, trying to choose the same s by the colors of the packages, such actions were noticeable when they were at the chocolates table, as well as in their speeches in the first question, one of the volunteers stressed in his speech:

“ When everything about the meeting was explained and that we needed to go to a table that was on the side of the room, imagining that the chocolates were being sold, since they were all of the same flavor, only the color of the packaging changed, I was desperate because that boy had already taken two of the red color, think that there

was no more in the red color ” . (Woman, professional 01 , 27 years old).

After all the opening ritual of the Focal Group, the moderator asked: Does this particular color of the chocolate packaging that you bought influence you at the moment that you are buying a product / service?

“Yes, when I'm going to buy mainly clothes, I always look for pieces that have yellow details, I don't really understand why, but it brings me peace, I feel good, a little crazy, right? ( laughs ). ” (Woman, manager without graduation 02 , 38 years old)

“Most of the time, yes, because I think the color red wears well, but the funniest thing I like to buy kitchen products and utilities in this color , even more than clothes, the vast majority of the pots at home are red, even the handles of the spoons are (laugh) let me show you a picture. [...] in short, without a doubt, the colors influence when I'm at the store and I see something, I'm automatically there to pass the card ”(Woman, professional al 01 , 27 years old).

“No, I am not a fan of primary or secondary colors, but I believe that colors directly influence, I simulated the purchase of chocolates without interference in colors, but I believe in what has already been debated that almost 90% are impelled to realize or acquire a good or services due to the impact of colors ”. (Male, manager with graduation 02 , 41 years old).

"I believe too, used an Internet service provider that always called the color of the logo it the slowness of it, to and then started to use the BrisaNet by think r the half color orange juice conveyed me more strength and power, do not know where I took this , even because I searched on google about the color orange and it totally goes against what I think, but for more than 5 years using this company service and whenever I see that orange logo I feel good about paying for the service ”. ( Man, student 01, 30 years old)

By the statements, denoted the power of persuasion that colors can cause us consumers, is in line psychology of colors and the neuromarketing as tools able to create and develop assertive strategies for attracting new customers and closing sales.

According to Matos (2018), Neuromarketing presents itself in the form of contributing to the professionals of the area regarding the decision-making



process of consumers, seeking to understand their preferences and desires, in a simple way, so that traditional marketing would not be able to reach .

[...] “It becomes easier to pay for a product when, in addition to supposing a need, it brings a sense of familiarity due to its color, my dream has always been to have a yellow room, very yellow, but society has put in my parents' mind that yellow, it would not be an ideal color to put in a boys room (laughs), like when I live I will only buy buckets of yellow paints and various yellow objects, I will have the purchasing power in my hands”. (Male, student 02, 19 years old)

It was possible to identify that in a select group the vast majority make direct connections with colors, being influenced by Neuromarketing techniques, so once understanding the preferences of colors and how to apply correctly, managers and professionals in the field of marketing can achieve greater results in sales of services and products offered.

Thus it is noticeable that some consumers determined their choices being driven by colors, which the author Figueirêdo (2016), reaffirms in his research, where 84.7% of consumers find colors more important than other factors when choosing a certain product.

It was clear that the volunteers were engaged and participating in the development of the debate, even with such heterogeneity in the choice of participants in 15 minutes of conversation, the environment became familiar to everyone, so that the space became safe to walk through the other questions. .

In the following question, two responses caught the attention of the focus group, when asked: Do the colors contain any sensation, feeling, memory ?

“I particularly have a terrible feeling with the blue color, because when I was a child I witnessed a murder of a lady, where she was sitting on a sidewalk leaning against an all blue wall, then a man on a motorcycle arrived and fired 2 shots at her, the wall was with traces of blood, so when I see the blue color on walls and clothes always freely me to this situation, give just creating resistance to blue. (Male, manager without graduation 01, 33 years old)

“I was here thinking about the power that colors have over people, I have a strong memory of my childhood about the colors that came to me, I had a green sheet, that very sweet and clear green, it helped me to sleeping, I loved that color, it

brought peace and comfort to my nights, I went to study abroad and ended up leaving him at my mom's house . Some time passed by I got married and all my bed sheets I bought light green, something led me to buy that color, and at the time I didn't even remember this situation that happened to me in childhood , it seemed that it was in my sub conscious”. (Woman, Graduate 02, 35 years old)

Analyzing the two responses, a peculiarity was found in the justifications, the two volunteers expressed feelings and sensations arising from things that happened many years ago, even from their childhood, emotions that helped or hinder the purchase decision process, because they are emotions of comfort and rejection that were created by the colors in question.

Both responses , the demonstrates m that some people bring the preferences and rejections by certain colors since his childhood , as they get in your sub conscious, being used as mental triggers in time to make a purchase .

Such results found corroborates m with s thought s authors Faganello, Barbosa and Bazzani (2015), when they say that the colors are present s in people's lives since his childhood, thus contributing to their preferences regarding color, according to the authors, in order to understand better with colors, they began to influence people since their childhood, making it necessary to study more deeply within the psychology of colors.

"Colors change feelings, sometimes I believe that it can even manipulate people's mood". (Male, student02, 19 years old)

“This is so incredible, that when I see anything pink, I automatically remember my sister who loves that color. I was recently in Belo Horizonte, and I spent more than R \$ 2,000.00 (two thousand) only on bullshit , because I found a store that sold many pink things and was stronger than me”. (Woman, Graduate 02, 35 years old)

“I have a very funny memory, my first girlfriend broke up with me in a green shirt, you believe that I have nothing green. I ended up creating a feeling of rejection”. (Male, graduated manager 02, 41 years old)

The moderator took up the attention of the focus group and questioned: In a hypothetical situation, see you people come out to buy a piece of clothing in a particular store, arriving there, the color of the piece that you like is more car to about 30%, you would make the purchase ?

“Look, I would buy without a doubt, I've been in a similar situation but the item in question was a motorcycle, I paid a little more but the feeling of accomplishment was stronger, we feel good, the boy explained to me that he was more expensive, I don't remember at the moment, more I paid, and the happiness was so great that I took two friends to the store later ”. (Male, professional 02, 31 years old).

“Only 30%? I would pay even more, people here talking about the influences of colors, the thought came to me several times that I stopped buying certain things because it was not the color I identify with ”. (Male, manager with graduation 01, 26 years) .

Consumers are willing to pay more expensive for products the s which are identified, and the price does not become a key factor in the decision of consumers , thus being able to win such customers with strategies involving the psychology of colors.

“I am considered a cow hand person, more of this situation I would know why? If it is not in the color that I like, I would not wear it, so it would end up being more expensive. ” (Woman, Graduate 01, 29 years old) .

"I believe that we created an identity with colors from a very early age, this makes people not think twice about closing a purchase, when they find something in the color they like". (Woman, professional 01, 27 years old).

For Monge (2017), the positioning of society has changed, with that the perspective of the cognitive scope is now different, the behavior and emotions became more evident, which left gaps for companies to reach these people, in order to reinforce the consumption decision.

Continuing the discussion with a group, they were faced with the last question: V oc onth can identify the marketing activities used by companies to focus on attracting customers and sell products / services by the colors?

"I can identify in companies large sizes , but understand how difficult it is to make this miracle in small businesses , as we used to do marketing, very traditional and very high costs, such as pamphlets and banners, more always using only the color standards any company that is on the rise at the moment, I never stopped to think about asking customers' market

research the question do you feel good about which colors? Or which color you like best, so you would have tools to do virtual actions too [...]” ( Male, professional 02, 31 years old).

“I'm in the last year of college, I've been through all the marketing courses, I honestly can't identify it, something so simple that it's not available in the academic environment yet, as the guy said, we understand a lot of the traditional that maybe not so much effects". ( Man, student 01, 30 years old)

"I do, I always analyze this mainly when I'm at the mall and I see several stores with strategies for garments with similar colors, I don't know if there was any research in this field, but I think it's a marketing action using the colors as a contribution". (Woman, Graduate 01, 29 years old)

“Sometimes, yes, in advertisements, I will use this now in my work and seek more knowledge of techniques and applications, as I was often caught in this without knowing it. I never answered a marketing survey that talked about colors, always trying to lock our profiles by age, sex and salaries ”. (Woman, profession al 01 , 27 years old).

“No, I think that in the bigger picture the focus is on price, but it's something to think about urgently, so I noticed here everyone has an affinity for something for different reasons, so this can help us sell more, and let customers more satisfied. ” (Male, manager with graduation 01, 26 years) .

“[...] More honestly no, we are dragged to do as disclosures have always been done and we don't understand why sales have been dropping for some years, maybe doing simple actions like these can help us understand and understand our customers, not the fault and the crisis, our fault for living in a box ”. (Male, manager without graduation 01, 33 years old) .

Strategic actions using the colors , according to the speech s seems to be something still far from the reality of some professionals and like - minded people d the area , however it is understood that neuromarketing is still something very new, especially when used together with the psychology of colors, they are visible and replicable strategies for organizations, measuring their reach and impacts on consumers.

Thus for Silva (2018) , one of the most apparent advantages of neuromarketing and finding certain

information, which are intrinsically in the minds of consumers, so that organizations can act in reliable actions and which provides a win-win sensation.

This line of understanding the responses of volunteers, the psychology of colors can enter as a language understanding of the senses and can be used by professionals as *Weird atégias* to increase sales, and also as a way to improve the communication that the hyd sas has with consumers.

## V. FINAL CONSIDERATIONS

We tried to measure the use of the focus group in the scope of a qualitative research, to answer the problematic proposed by the present work. As a result, the experience with the focus group was extremely rich to reach the general objective, in this way it became noticeable how on euromarketing and the psychology of colors applied in an associated way can influence the decision-making process of consumers.

Such influence is given by the factor that the colors emit sensations, emotions and feelings in consumers who leave prone to con vanish products and services, much sometimes without even taking into account their monetary value, on the other hand, the n Euromarketing measures and evaluates the impulses that strategic marketing used s with subsidies d psychology d colors can affect consumers, since understood that each individual responds differently by the sensations of colors.

With analysis s of the experimental results with focus groups it was possible to understand why, the individuals carry with them some prefer is TRENDS colors, which can in fluenciar in the buying process or "boycotting" the p lanos consuming any product. Such preferences are intrinsically intertwined with situations, emotions and feelings inferred from childhood, situations that often remain as mental triggers in your subconscious, which influence or bar the consumer in the decision-making process.

This research provided understanding the large possibilities that companies have to earn a dialogue directly with their customers and consumers power i s a more interactive and dynamic way, can operate in their research markets and marketing research with requirements basic, as their color preferences. But he was ní had in the interviewees one bit of knowledge about neuromarketing themes and color psychology.

According to Vidigal Filho (2018), the most recent neuromarketing is already used in several organizations, an

example of which is the Colombian advertising company Z + carried out an advertising campaign in 2010, for the Avianca airline using the ne uromarketing techniques to achieve your goals.

Also according to the author mentioned above, the Coca-Cola company is also one of many known for the use of actions with footprints of neuromarketing *insights*. Appropriating neuromarketing strategies and the psychology of colors, he has stupendously strengthened his brand as well as associating the color red directly with his company, making the color red in the perception of consumers the key point and for the organization to communicate with consumers.

Thus, it is hoped that future research in this area will seek to understand what the causes and effects of such actions and strategies can directly have on the consumers' brains, and whether these actions can harm the future perception that consumers have about these organizations. It is suggested for future research, measure the ethical uses of s within the neuromarketing actions as c onvém warn, however, the need for professionals to keep re m ethics and the code of conduct in the developed actions.

It is recommended for the professional marketing area include in their market research questions such as preferences for colors, and seek ownership of new till techniques and tools available for the development of ACA, trying to leave estratégi traditional currently no longer arises m both in effect and in the past, as consumers' perceptions have changed, gradually boosting the need to think outside the box.

The focus group as a funding instrument data and information for this survey was proficient, however, it requires taking some precautions need s as the number of people involved, since it can lead to a dispersion of the volunteers and the answers become biased repetition by influences of the first to respond on.

The time for the questions to be discussed and the general time spent in the group were fundamental to keep the participants engaged in the process, another crucial factor was the number of questions and the clarity of the questions, the large number of questions and the complexity can cause research feasibility, direct and objective questions are advised only so that the answers will flow naturally.

Considers was found that this research has helped to increase the knowledge of a subject that is in constant growth and adaptation in the market, it is understood that the use of neuromarketing and psychology of colors can still far from reality in some small businesses, but with the technological advancement and the vast dissemination of

knowledge, in a short time, both will be present and accessible to any companies. It emphasizes the importance of managers and professionals to seek more knowledge and information on new market trends .

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