The use of color on websites has significant psychological impact, influencing people's perception and behavior. Here are some key insights:

- **92.6%** of people say the visual dimension is the #1 influencing factor affecting their purchase decision (over taste, smell, etc.).
- **90%** of consumers won't buy a large appliance unless it meets their preference for color.
- **Two out of three consumers** won't buy a large appliance unless it meets their preference for color.
- **Up to 90% of product assessment** is based on color alone.
- **92.6%** of people say the visual dimension is the #1 influencing factor affecting their purchase decision (over taste, smell, etc.).

### Color Preferences

- **Colors women love the most:**
  - Blue
  - Green
  - Purple
  - Brown
  - Gold
  - Orange
  - Red
  - Black

- **Colors women hate the most:**
  - Green
  - Gray
  - Blue
  - Purple
  - Brown
  - Gold
  - Orange
  - Red
  - Black

- **Colors men love the most:**
  - Blue
  - Green
  - Purple
  - Brown
  - Gold
  - Orange
  - Red
  - Black

- **Colors men hate the most:**
  - Green
  - Gray
  - Blue
  - Purple
  - Brown
  - Gold
  - Orange
  - Red
  - Black

### Why are most web hyperlinks blue?

Hyperlinks are blue because it was pure good luck that the default color of hyperlinks is blue with underlining. This convention has stuck and is now a part of the internet's culture.

### Color'use in Marketing

- **H.J. Heinz Company:** Changed the color of their signature ketchup from red to green and sold over 10 million bottles in the first 7 months, resulting in $23 million in sales. At the time, it was the highest sales increase in the brand's history.
- **Ript:** Changed a CTA button color from green to yellow (in addition to tweaking the button copy), resulting in a 6.3% increase in sales.
- **Performable:** Changed the color of a Call-To-Action (CTA) button from green to red, resulting in a 21% increase in conversions.

### Conclusion

Color has a powerful psychological influence on the human brain. Learn how others have harnessed it and how you can do the same.