

## Understanding Customer's Perception of Colours and Its Impact on the Effectiveness of Television Advertisements in Sri Lankan milieu

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Television advertisements, as one major marketing communication mix tool has to be carried out effectively and efficiently to achieve the organizational objectives in the very tumultuous business environment. Among the elements of a television advertisement, colour, the magic of light plays an important role in delivering of the desired message to the target audience. From early days of evolution, all living beings respond to colours considerably. They have assigned specific meanings to certain colours. Therefore, meaning of colours and impact of colours may divergent from context to context. Then, problem concerned here is that how the meaning of colour is perceived in the Sri Lankan milieu and what is the impact of colour perception by customers to the effectiveness of television advertisements. Hence, the objective of the study is to find out the perception of colour by the customers and their impact to the effectiveness of the television advertisements. As a pioneering effect recounting to colour perception and its effectiveness of the television advertisements, study on awfully closed to the exploratory in nature. The sample was drawn on convenience sampling method and descriptive statistics were used to analyse the raw data into meaningful findings. The sample size was limited to 250 television viewer. The findings of the study revealed that customers as a whole have assigned some meanings for certain colours. When they recall television advertisements of brands using a specific colour the recall rate was effectual. When considering with other elements of television advertisement, the customers' recall on colours were accurate. In conclusion, it is clear that colours play an important role in television advertisements and it should be given due consideration in the Sri Lankan context.

Key Words: Customer's; Perception; Colours; Effectiveness; Television; Advertisements

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