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Numerological and neuromarketing perspectives on color in digital marketing: Enhancing click-through and conversion rates

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Abstract

This work investigates, using both qualitative and quantitative methods, the brain and behavioral reactions to color in digital marketing. With color psychology so important in developing successful strategies, digital marketing has focused more and more over the past 10 years on visually beautiful and emotionally compelling material. Powerful visual signals, colors cause certain emotional reactions and greatly influence customer behavior. Using eye-tracking and electroencephalography (EEG) to gauge consumer reactions to digital commercials with different color schemes, this study combines ideas from color psychology, behavioral economics, and neuromarketing. With regard to click-through rates (CTR) and conversion rates, the results show that warm colors (red, orange, yellow) and high-contrast ads beat cool colors (blue, green, purple) and low-contrast ads. Warm colors get a CTR of 4.8% and a conversion rate of 3.3%, according to quantitative data; high-contrast ads get a CTR of 5.4% and a conversion rate of 3.6%. Longer focus periods on warm colors and high-contrast areas found by eye-tracking data point to increased interest levels. Warm colors are said to be "exciting" and "attention-grabbing," according to qualitative data from participant interviews; cold colors are said to be "calming" and "trustworthy." While low-contrast commercials are typically seen as "bland," and "easy to ignore," high-contrast ads are hailed as "clear" and "striking." The study also uses Panch Mahabhutas and numerological approaches to connect color efficacy to the energetic and dynamic properties of their related numbers and elements. These revelations provide marketers with practical ideas for improving engagement and increasing CTR and conversion rates by means of ideal color and contrast selections in digital advertising.

Keywords: Color psychology, digital marketing, neuromarketing, consumer behavior, eye-tracking

Introduction

Over the past ten years, the terrain of digital marketing has changed significantly as more and more people value producing aesthetically pleasing and emotionally captivating material. Within this development, color psychology has become increasingly important for the construction of successful marketing plans. Powerful visual cues, colors can cause certain emotional reactions and greatly affect customer behavior. In this regard, knowing the neurological and behavioral reactions to color in digital ads becomes absolutely essential for advertisers trying to maximize their campaigns.

Marketing and Colour Psychology

Rooted in both art and science, color psychology holds that different hues can cause diverse psychological and emotional reactions (Elliot & Maier, 2014) [2]. For example, whereas cold colors like blue and green are connected to peace and trust, heated colors like red and yellow are generally related with enthusiasm and haste. These links are not only cultural but also based on evolutionary biology, where some hues have historically indicated danger or safety (Kaya & Epps, 2004) [4]. Therefore, the deliberate use of color in marketing can possibly affect consumer impressions and behavior in significant degrees. Depending on the type of goods, research shows that up to 90% of snap decisions taken on items can be based just on color (Singh, 2006) [8].

Visual Cues and Behavioral Economics

Visual cues are also very important in consumer behavior, as behavioral economics—which investigates how psychological, cognitive, emotional, cultural, and social elements affect

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economic decisions—also emphasizes (Thaler & Sunstein, 2008) ^[9]. Mostly at a subconscious level, visual stimuli—especially colors—can affect decision-making processes. This interaction of color psychology and behavioral economics offers a rich foundation for comprehending consumer interaction with digital marketing content. For instance, "nudge theory" holds that little environmental changes—such as color adjustments—can have a big impact on behavior (Sunstein & Thaler, 2021) ^[10].

Measuring responses in neuromarketing

Combining neuroscience with marketing concepts, neuromarketing provides sophisticated tools and methods to track and evaluate consumer reactions to marketing stimuli (Plassmann *et al.*, 2012) ^[6]. By means of technology such as eye-tracking and electroencephalography (EEG), researchers can obtain understanding of the brain correlates of consumer behavior including memory recall, attention, and involvement. These instruments help to record real-time data on consumer processing of visual information, so offering a better knowledge of the success of various marketing approaches.

Numerology – The Core of Energy Hidden in Color

Complicating color psychology and behavioral economics, numerology also provides understanding of consumer behavior—especially in digital marketing. Numerology, the study of the mystical relevance of numbers, holds that numbers can have natural meanings and affects on human conduct. For example, some numbers are said to be luckier or more appealing, which would affect customer choices. Often connected with luck and optimism, the number 7 can help to increase the apparent attractiveness of a good or an advertisement. On the other hand, because of its connection with superstition, the number 13 could have negative meaning for some customers.

By adding still another layer of knowledge to customer behavior, numerological insights into marketing strategies can enhance color psychology and behavioral economics. For instance, a digital advertisement showing a \$7.99 product might be seen more favorably than one costing \$8.00 since the number 7. seems appealing.

Literature Review

Research on color psychology, behavioral economics, and neuromarketing provides a wealth of understanding on how visual cues—especially color—impact consumer behavior.

Color psychology

Color psychology is the study of how various colors affect human emotions and actions. This discipline implies that colors can arouse particular psychological reactions that can greatly influence consumer behavior. Bellizzi and Hite (1992) ^[1] discovered that whilst cold colors like blue and green tend to inspire serenity and trust, hotter colors like red and orange can promote enthusiasm and urgency. These emotional reactions are not just shaped by culture but also by human evolution, where some hues have historically suggested danger or safety (Kaya & Epps, 2004) ^[4].

Labrecque and Milne's (2012) ^[5] additional studies show that color usage context is quite important. Red, for example, might be connected based on its use with excitement and passion or with danger and mistakes. Similarly, blue is a common option for business and

financial institutions since it is usually associated with dependability and competency.

Behavioral Economic Theory

Behavioral economics investigates the psychological, cognitive, emotional, cultural, and social aspects affecting economic choices. These mechanisms depend much on visual signals including color. Thaler and Sunstein (2008) ^[9] first proposed the idea of "nudges," minute environmental alterations that might have a major impact on behavior. Colors used in commercials can be strong nudges, gently directing customer behavior without clearly altering the surroundings for decision-making.

Studies have demonstrated how color could affect urgency and perceived worth. For instance, a Gorn *et al.* 2004 ^[3] study found that taste and quality impressions are influenced by color of product packaging. This is consistent with the theory that, when making fast decisions, customers often rely on visual shortcuts, or heuristics; so, color is a powerful heuristic.

Customer neuroscience and neuromarketing

Neuromarketing uses marketing concepts combined with neuroscience to grasp the neurological processes behind consumer behavior. This method gauges real-time brain activity and eye movements in reaction to marketing stimuli using technologies including electroencephalography (EEG), functional magnetic resonance imaging (fMRI), and eye-tracking.

Studies by Plassmann *et al.* (2012) ^[6] show how well neuromarketing techniques expose subconscious reactions to advertising. EEG, for example, can identify differences in brain wave patterns linked to emotional arousal and attention, while eye-tracking can show which parts of an advertisement most grab visual interest. Designing more successful marketing plans depends much on these realizations.

Reimann *et al.* (2010) ^[7] investigated how varying colors influence brain activation patterns using fMRI. Red colors, they discovered, triggered parts of the brain linked to arousal and attraction; blue colors, on the other hand, triggered areas linked to cognitive control and calm. These results highlight the complicated interaction between color perception and brain activity, therefore giving a biological basis for the psychological consequences of color.

Methodology

Sample Size

The study recruited 1000 participants aged 21-50 through online platforms. The sample comprised 50% males and 50% females to ensure gender balance.

Materials and Procedure

For the research, digital ads featuring different color pallet were produced. To replicate real-world conditions, the adverts were shown on a virtual web browsing environment. Participants' neurological and ocular responses were measured using neuroomarketing instruments including EEG and eye-tracking sensors. Furthermore noted were behavioral statistics including conversion rates and CTR.

Quantitative Data Collection

Web analytics software tracked conversion rates and CTR. These measures gave numerical understanding of the

efficiency of several color palleties.

Qualitative Data Collection

Post-experiment interviews allowed participants to discuss their impressions and emotional reactions to the adverts, therefore gathering qualitative information.

Results

The neurological and behavioral reactions to color in digital marketing were investigated in this work using both qualitative and quantitative approaches. The findings give a thorough knowledge of how various color combinations in digital adverts affect consumer behavior and cerebral activity.

Quantitative Results

Conversion Rates and Click-Through Rates (CTR)

The study examined conversion rates and CTR for digital ads featuring different color palleties. Over four weeks, data was gathered from one thousand volunteers.

Tone of Colors

CTR for Warm Colors (Red, Orange, Yellow): 4.8%

CTR for Cool Colors (Blue, Green, Purple): 3.0%

Conversion Rate for Warm Colors: 3.3%

Conversion Rate for Cool Colors: 1.2%

CTR for High Contrast Ads: 5.4%

CTR for Low Contrast Ads: 2.7%

Conversion Rate for High Contrast Ads: 3.6%

Conversion Rate for Low Contrast Ads: 1.2%

Warm-colored advertising had a notably better CTR and conversion rate than cool-colored ads, according the data. In terms of CTR and conversion rates as well, high-contrast ads beat low-contrast ones.

Eye-Tracking Information

Participants' visual attention to various portions of the commercials was gauged using eye-tracking technology.

Average Focus Time on Warm Colors: 2.1 seconds

Average Cool Color Fixation Time: 0.8 seconds

On High Contrast Areas, Average Fixation Duration: 3.3 seconds

Average Focus Time on Low Contrast Areas: 1.0 seconds

The findings revealed that participants fixated more on warm colors and high-contrast areas, implying that these features more successfully caught and kept visual attention.

Qualitative Data

Every one of the 1000 participants underwent post-experiment interviews in order to obtain qualitative information on their impressions and emotional reactions to the commercials.

Responses to Warm Colors

60% of participants regularly said warm-colored advertising were "exciting," "energetic," and "attention-grabbing."

19% Warm colors seemed to some participants "overwhelming" or "too aggressive."

Responses to Cool Colors

51% of participants Often labeled as "calming," "trustworthy," and "soothing," cool-colored commercials were 32% of participants related Cool hues to be "dull," or

"unmemorable."

Responses on High Contrast

70% of participants described as "clear," "striking," and "easy to focus on," high-contrast commercials were

10% of participants described High contrast could be "jarring" or "too intense," some participants pointed out.

Responses on Low Contrast

Thirty percent of the responses were positive. One praised low-contrast commercials as "gentle" and "subtle."

Many people (40%) thought low-contrast commercials were "bland," or "easy to ignore."

Thematic Examination

Several important topics were found by a thematic study of the interview material:

Interest and Focus

Participants routinely said that strong contrast and warm colors were more interesting and attention-grabbing.

Emotional Influence

Warm colors provoked stronger emotional reactions—positive as well as negative—than cool colors.

Respect and Calmness: Perception

Cool hues were connected with emotions of trust and relaxation, which could be helpful for some kinds of commercials, such those for financial services or healthcare.

Clearance and Concentration

Better clarity and focus associated with high contrast helped participants to process the content of the advertising.

Discussion

The findings of this research offer a sophisticated knowledge of how color decisions in digital marketing affect consumer behavior and physiological reactions. Combining quantitative and qualitative data allows us to obtain numerous important insights with great relevance for marketing plans.

Affections on Conversion Rates and Click-through Rates (CTR)

Regarding both CTR and conversion rates, the quantitative data showed a definite inclination for warm hues and high-contrast ads. Red, orange, and yellow among warm hues got a CTR of 4.8% and a conversion rate of 3.3%. Cool hues such as blue, green, and purple had a CTR of 3.0% and a conversion rate of 1.2%. With a CTR of 5.4% against 2.7% and a conversion rate of 3.6% against 1.2%, high-contrast advertisements much exceeded low-contrast ads.

These results line up with other studies on color psychology, implying that warm colors arouse more enthusiasm and urgency than cool ones, which can motivate quick decisions including clicking and buying (Elliot & Maier, 2014) ^[2]. High contrast improves visual clarity, so enabling consumers to comprehend and interact with the advertisement material more easily, so raising their chances of interaction and conversion (Gorn *et al.*, 2004) ^[3].

Visual Perception and Involvement

Eye-tracking studies confirmed even more how well warm colors and high-contrast commercials worked. Participants

fixated on warm colors for an average of 2.1 seconds, while on cold colors they spent 0.8 seconds. Low-contrast sections just attracted 1.0 second of fixation; high-contrast areas attracted for an average of 3.3 seconds.

This extended visual attention points to high-contrast components and warm colors as more successful in grabbing and preserving customer interest. Higher engagement levels shown by the longer fixation times are vital for delivering the message of the commercial and inspiring customer action (Reimann *et al.*, 2010)^[7].

Perceptive and Emotional Reactions

Deeper understanding of the psychological and perceptual effects of color selections comes from the qualitative data. While 19% of participants found warm-colored advertising "overwhelming," or "too aggressive," most (60%) said they were "exciting," "energetic," and "attention-grabbing." Though 32% of respondents said they were "dull," or "unmemorable," 51% of participants described cool-colored advertising as "calming," "trustworthy," and "soothing." Seventy percent of participants said high-contrast advertising were "clear," "striking," and "easy to focus on." Ten percent, however, thought great contrast to be "jarring," or "too intense." Thirty percent of respondents said the low-contrast commercials were "gentle" or "subtle," forty percent said they were "bland" and "easy to ignore."

Panch Mahabhutas (Five Great Elements)

Vedic philosophy holds that the basic building blocks of the cosmos are the Panch Mahabhutas—Earth (Prithvi), Water (Jal), Fire (Agni), Air (Vayu), and Ether (Akash). These components have varying colors and effects on human behavior that can be connected.

Fire (Agni) - Warm Colors Red, Orange, Yellow

Red (Agni) is intrinsically energetic and exciting; it represents energy, passion, and transformation. Red and other colors connected to fire arouse powerful emotions and inspire movement. This is consistent with the increased CTR and conversion rates recorded for red colors since they inspire an urgency and enthusiasm.

Orange (Agni) also possesses the transforming and passionate traits of fire. Its dynamic character helps it to grab viewers' attention and inspire interaction.

Yellow (Agni) reflects the lighter and more expansive side of fire, thereby inspiring warmth and optimism that could improve engagement and conversion rates by generating a positive and energetic impression.

Water (Jal) – Cool Colors: Blue, Green, Purple

Blue (Jal) is peaceful, flowing, and trustworthy; it soothes and grounds you. Blue, connected with water, advances dependability and peace. Although great for fostering trust, it might not inspire quick response, which would help to explain the reduced CTR and conversion rates.

Green (Jal and Prithvi) represents both Earth's stability and water's loving properties. It encourages balance and development, although it might not be as motivating for instant involvement.

Purple (Jal and Akash) calls luxury and introspection since it symbolizes the deeper, instinctive side of water mixed with the expanse of ether. It might draw intelligent consumers, but it might not cause rapid interaction.

High Contrast Air (Vayu) and Ether (Akash)

Together, air—symbolizing clarity and movement—and ether—symbolizing expansiveness and subtlety—help to improve visual clarity and focus from Vayu and Akash. High contrast explains the greater CTR and conversion rates by offering clear and stunning images that grab attention properly, thereby complementing these aspects.

Earth (Prithvi) and Water (Jal) – Low Contrast

Together, Earth—symbolizing stability and subtlety—and water—symbolizing fluidity and calmness—create a soft and harmonic visual experience for Prithvi and Jal. Low contrast fits these components but would not be as good in grabbing instant attention, which would result in reduced engagement rates.

Numerology of Colour

In terms of both click-through rates (CTR) and conversion rates, the quantitative data from this study reveals a clear predilection for warm colors and high-contrast commercials. Numerology offers an interesting framework to explain why some colors and contrasts could work better in digital marketing. Here, we examine these choices in line with numerological correlations with particular numbers.

Warm Colors and Their Numerological Reversals

Red (number Nine)

Numerology of 9 (Mars): Mars rules number 9, hence signifying energy, passion, and aggressiveness. Red, connected to Mars, exudes a powerful and strong energy that would grab people's attention right away. This helps to explain why red got a high CTR of 4.8% and a conversion rate of 3.3%, since its vivid and action-oriented character forces instant participation and action.

Orange (number 1)

Numerology of 1 (Sun): The Sun controls the number 1, hence signifying leadership, desire, and starting point. Orange connected with the Sun radiates warmth, energy, and optimism. Its enticing and interesting brightness results from which good CTR and conversion rates follow. The Sun's impact guarantees that ads with orange tones stand out and grab attention.

Yellow, number three

Numerology of 3 (Jupiter): Jupiter rules number 3, hence signifying development, imagination, and happiness. Yellow makes one happy and hopeful since it reflects Jupiter's wide-open, optimistic spirit. Yellow is hence a pleasing and interesting hue that generates a high CTR and conversion rate. The impact of Jupiter helps yellow-colored commercials present a friendly and positive impression, therefore improving involvement.

Cool Colors: Their Numerological Correspondences

Blue (Fourth number)

Numerology of 4 (Uranus/Rahu): In Vedic astrology, the number 4 corresponds with Uranus (Rahu), thereby signifying stability, order, and pragmatism. Linked with the number 4, blue fosters dependability, peace, and confidence. Although these features are great for establishing trust and long-term connections, they might not inspire quick actions as successfully as warmer hues, hence resulting in a lower CTR of 3.0% and a conversion rate of 1.2%.

Green (Fifth number)

Numerology of 5 (Mercury): Mercury rules number 5, hence signifying dynamism, adaptability, and communication. Green, connected with Mercury, calls harmony, balance, and expansion. Its soothing and stabilizing effect might draw careful attention but, unlike warm hues, it might not inspire quick action, therefore reducing the CTR and conversion rate.

Purple (Number seven)

Numerology of 7 (Neptune): Though not stated clearly in the first data, if purple is connected with the number 7, ruled by Neptune, it indicates meditation, spirituality, and profundity. Though it may appeal to a more specialized audience, purple conjures a feeling of elegance and introspection that would not generate great immediate connection.

Low versus High Contrast Colors**High Contrast—Numbers 5, 8, and 6**

Number five, Mercury, stands for adaptability and fast communication. Linked with Mercury's dynamic character, high-contrast images improve instant recognition and understanding, therefore improving CTR of 5.4% and conversion rate of 3.6%.

Saturn, number eight, stands for clarity, efficiency, and strength. High-contrast ads associated with Saturn's disciplined and structured energy provide clear and striking visuals that capture and maintain attention effectively.

Number 6 (Venus): Venus symbolizes harmony and aesthetics. High-contrast visuals associated with Venus enhance visual appeal and clarity, making the content more engaging and easier to focus on.

Low Contrast (Numbers 2 and 7)

Number 2 (Moon): The Moon represents tranquility and balance. Low-contrast visuals linked to the Moon's calming influence create a serene and understated visual experience. While this can be pleasing, it may not capture attention as forcefully, leading to lower CTR and conversion rates.

Number 7 (Neptune): Neptune symbolizes subtlety and introspection. Low-contrast visuals associated with Neptune's depth may appeal to more thoughtful engagement but do not drive high immediate engagement, resulting in lower CTR and conversion rates.

Thematic Study

Thematic study of the interviews turned up numerous important themes

Interest and Focus: Consistent observations of warm colors and strong contrast as more engaging and attention-grabbing matched the quantitative results on visual attention and involvement.

Warm colors caused more intense emotional reactions—both good and negative than cool hues did. This implies that even if warm colors might stimulate interest, they should be utilized judiciously to prevent overwhelming customers.

Cool hues were linked with emotions of trust and peace, which could be especially helpful for commercials in industries such financial services or healthcare, where stressing dependability and stability is vital.

High contrast was associated with improved clarity and focus, so enabling participants to more successfully digest

the advertisement material. This clarity is crucial to guarantee the client will remember and grasp the message of the commercial.

Consequences for Marketing Strategies

These results have numerous relevance for digital marketing plans. Marketers should think about employing warm colors and high-contrast designs to boost interaction and drive more clickthrough and conversion rates. To prevent overwhelming consumers, they must strike a balance between these components, though. Though their immediate engagement measures are lower, cool hues can be more effective for goods or services where trust and peace are most valued.

Furthermore, the application of neuromarketing techniques such as eye-tracking and EEG offers insightful real-time analysis of consumer reactions, therefore enabling marketers to modify their plans depending on empirical information. This strategy can produce more tailored and successful commercials that appeal to target markets on both conscious and subconscious levels.

Conclusion

This study shows how important color decisions and contrast levels are in digital marketing, therefore affecting consumer behavior and neurological reactions. The results of the research highlight how well warm colors (red, orange, yellow) and high-contrast ads outperform cool colors (blue, green, purple) and low-contrast ads in terms of click-through rates (CTR) and conversion rates. While high-contrast images improved clarity and concentration, therefore enhancing interaction, warm colors, linked with excitement and urgency, caught more attention and promoted better engagement and conversions. Longer fixation times on warm colors and high-contrast areas, eye-tracking evidence validated these effects. Qualitative observations showed that whilst cool colors were seen as peaceful and reliable, warm colors provoked significant emotional reactions—both positive and negative. While low-contrast advertising were sometimes considered as boring and easy to ignore, high-contrast ads were appreciated for their clarity and concentration. Combining numerology's perspective with the Panch Mahabhutas, the study offers a complete knowledge of these preferences and links color efficacy to the energetic and dynamic traits of their corresponding numbers and elements. These revelations provide marketers with practical advice on how to balance these components to prevent overwhelming consumers while nevertheless proposing the use of warm colors and high-contrast designs to increase engagement and achieve greater CTR and conversion rates. By use of neuromarketing techniques such as eye-tracking and EEG, which offer real-time data on consumer reactions, these strategies can be further refined and the development of more customized and powerful commercials that really appeal to target markets enabled.

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