

## **Russian Citizen Personality Typology and Their Belonging to the Generations “X”, “Y”, “Z” Impact on the Perception of Colors During Demand and Consumer Preferences Development**

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**Abstract:** A long time ago domestic and foreign scholars noted that the color advertising attracts attention more often than its faceless black and white counterparts. The researcher's desire to reduce the costs for a potential sponsor and increase the effectiveness of any promotional product developed by creative agencies was the main purpose of the marketing research and the publication of this study. The obtaining of comprehensive information on the psychological perception of a particular color in the ad layout by the target audience, allows agencies to carry out the production of advertising materials more qualitatively. Advertisers with this kind of information can determine almost accurately the things by which buyers are guided during making their purchasing decisions. In this study they presented the results of the market research and color psychological perception dependence analysis on a personality type and the extent of the emotional impact on a potential customer. It is assumed that within an unconscious and weakly conscious level, each basic color has a certain emotional reaction. During the ongoing research 5 types of personality were determined (“Artist”, “Leader”, “Doubting”, “Well-wisher” and “Creator”) in respect of which the experiment was conducted, aimed at the determination of psychological reactions that occur among these respondents, depending on the perception of a particular color, occurring in various advertising materials. These associations were studied empirically in the work. The results obtained during the survey were summarized in a single table of relations, processed using the statistical package IBM SPSS Statistics and thus “the decision tree” was developed-the most important tool of the researcher's technique concerning the determination of consumer attitudes to the color palette of advertising communications. The tool according to which both the customer and the executor of promotional materials have the ability to get the answer to one of the most important questions in advance: “What attitude does a color inspire among the consumers distributed on personality types?”. After the performed analysis, obtained during the research of results, the researchers proposed the relationship for each individual personality and color segment. The practical recommendations are provided on the application of obtained results in the advertising activity of the Russian market subjects.

**Key words:** Personality type, color, emotion, marketing, statistics package IBM SPSS statistics, Howe-Strauss theory of generations

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### **INTRODUCTION**

The opinions of most scholars is reduced to the fact that the modern world community is in transition period from the post-industrial economy to the economy based on information and knowledge. Within the terms of this new model such assets become the basic economic resource, along with the traditional one: land, labor and capital. Against this background, humanity evolves and changes. This gradually leads to the fact that most of the existing approaches in marketing begin to lose their

effectiveness and some forms of advertising messages are not perceived by consumers any longer. Within the developing conditions of modern personality development the work becomes more and more difficult for marketers. The use of classical marketing techniques and methods effectively implemented by market subjects even 10-20 years ago, can not guarantee the achievement of maximum results today. Buyers do not perceive information any longer which was previously digested easily and quickly. The researchers of this study propose to consider the characteristics of the marketing impact on

a modern man, based on Howe-Strauss generation theory. The theory developed in 1991 by American scientists Neil Howe and William Strauss, appeared at the junction of several sciences: economics, demography, history, etc. Neil Howe and William Strauss drew the “conflict of generations” which is not associated with age-related contradictions. Children are different from their parents at any age, irrespective of education and have different values.

The researchers in his writings define the concept of “generation” as the summary of people born in a certain time period. This period makes about 20 year or one “phase of life”: childhood, youth (the phase which includes adolescence and youth), the average age and old age.

According to this theory, the values of a man’s life is the core which integrates around attitudes, beliefs, needs (an author’s interpretation) around him. These values are the so-called filter in the choice of life goals, the values and their uniformity develop and determine a generation rather than age.

The values of generations are developed at the age of 10-12 years under the influence of a number of events (economic, political, social and technological ones) and family education as well as under the impact of educational institutions (a kindergarten, a school) which play a significant role. A child can not assess what is happening during this period but simply studies the most effective patterns of life. These values define behavior: the specifics of communication, conflict solutions, the peculiarities of development and motivation, the principles of perception, consumer preferences.

## **MATERIALS AND METHODS**

Sociologists distinguish generation X, Y and Z. Let us consider them in more detail.

**Generation X (1963-1984):** The development of generation X in Russia happened during “cold war” period, perestroika, the transition to market economy. This generation is distinguished by a willingness to change, individualism and pragmatism. “X” are also called the children “with the key on neck”: while their parents were working from morning to night, they studied independent living: they do their homework by themselves, warmed and cooked dinner, they planned their leisure time. This explains an early independence of people of this generation, their hope on their own. Generation X highly appreciates time and therefore it is an active consumer of intermediate products and fast food.

**Generation Y (1983-2000):** Generation Y witnessed the collapse of the USSR, changing economic and political

model of Russia development. They evidenced a rapid development of internet, mobile communications and digital technologies. Having experienced so many changes, this category of citizens does not believe in long terms and does not develop distant plans.

Generation Y became the first generation which affected significantly the traditional marketing strategies of large companies: with a non-stop access to information to Internet and an active use of social media, they do not trust direct advertising. The representatives of this generation can quickly check online any information about product and service quality as well as the reviews about them. Y are selfish as anyone, they want to stand out and be special.

**Generation Z (since the beginning of 2000s):** The becoming of generation Z takes place in the country which gradually restores from a deep economic crisis and acquires stability. The power vertical develops, the state apparatus gains strength and power. Small companies are absorbed by major networks. Policy is characterized by instability.

According to the forecasts of researchers, the representatives of generation Z will be idealists more likely. They become full-fledged free persons only in a virtual space, the access to which is simple and natural for them. This is the generation of creators, artists and musicians. Their world is the world created for them personally in a computer network. Accordingly, a trip to a store for them will be only a heavy duty. Z will store products and services for the future.

According to the Federal State Statistics Service (Rosstat) report on January 1, 2016, the generation Y is represented by about 29.5 million people, the generation X-by 41.2 million people approximately and the generation Z-about 23.4 million people (Anonymous, 2016a, b). The percentage weight of generations in general population of Russia (143 700 000 people) is the following one: generation Y-20.5%, generation X-28.7% and generation Z-16.3%.

According to the stated above, the researchers conducted the study using the statistical package IBM SPSS Statistics, the purpose of which was the examination of color perception differences by the representatives of three generations and personality types. The study involved 391 people aged from 9-40 years, the representatives of X, Y and Z generations with no deviations in physical and mental development. All colors were represented alternately on a screen in RGB format. An average age of respondents made 18.8 year, according to generations:

- X-36.2 year
- Y-19.6 year
- Z-10.2 year

The 197 males and 194 females were surveyed. The 5 types of personality with standard behavioral stereotypes were taken as the basis (the corresponding share of respondents was specified).

**Leader-31.7%:** Good leaders are developed from such people. They are not afraid to take unconventional decisions. These people always know what they want and get their way. There is only one opinion for such people and this opinion is their own. They would prefer the status to the rest. An enterprise performance is provided (Adizes, 2004).

**Well-wisher-33.8%:** Most friendly people from all figures. They create such an atmosphere in a working team that will make people work together (Adizes, 2004). Conflicts are not their element. They are ready to give up, to bend, to negotiate, to resolve any situation. The only thing where they show a peculiar firmness for themselves are the issues of morality and justice.

**Artist-14.3%:** Skilled experts, excellent performers are quite conservative, consistent and predictable in their actions. All information is systematized among these people. They maintain order in organizational processes (Adizes, 2004). They are pedants in everything and are very attentive to details. However, it is difficult for them to find a common language with their colleagues.

**Doubting-14.8%:** These individuals are in a state of transition and dissatisfaction with the present state of affairs. They are characterized by the state of confusion and unconsciousness. They are inconsistent in their deeds and actions.

**Creator-5.4%:** This category of citizens is characterized by innovative thinking, creativity and willingness to take risks (Shklyar *et al.*, 2015). They are innovators in everything. The world perceive the world as a constantly changing and an inconsistent system. The worst thing for these people is routine and rigid terms.

## RESULTS AND DISCUSSION

The following were obtained to the question “what is your favorite color?”.

**Green:** Green color (26%) was the most popular one among surveyed audience. It is the color of nature renewal, spring and harmony. It is preferred by sincere, calm, sociable, communicative people, usually socially active ones, although there are modest, kind and patient among them, fond of seclusion. As a rule the lovers of green are afraid of foreign influence, they try to keep peace and quiet around them by all means (Anonymous, 2016a, b).

In many ways, this explains the fact that not only the marketing people of commercial banks and insurance companies but also many manufacturers of drugs as well as entrepreneurs engaged in their sale to end consumers through pharmacy chains, seek to tap this very “calm” and “balanced” color as in the design of product packages, so as in the selection of a dominant corporate color of pharmacies and the development of advertisement. Besides, green color is designed to emphasize the “environmental friendliness” of a product and their consumer commitment to ‘a healthy lifestyle’.

**Red:** The next color that Russians prefer is red (17%). Open, outgoing people like it, full of zest for life, thirst for adventure, brave and resolute. Typically, they are passionate natures and it is manifested in all spheres of life-in love in friendship and in work. The lovers of red can not stand monotony and the absence of diversity. As a rule, these people can not live without an extreme-car racing, action sports, hunting, horse racing and hiking. The lovers of red can be rather aggressive, hot-tempered, rude and imperious, prone to hasty conclusions about people. This category is citizens are usually unable to notice and acknowledge their shortcomings.

However, it should be noted that red color (particularly if marketers use only this color or it dominates on the background of other colors) requires a very careful and cautious use. Otherwise, the situations in which its prevalence evoked a sharp negative reaction among potential customers and users based on associations with excessive “harshness” as well as and “pain” and “blood” are frequent ones.

**Dark-blue (15%):** Dark-blue is usually the preference of humble, diligent, patient, persistent, reliable and organized people. They are loved and respected for the inherent wisdom and character strength. As a rule, these people get tired easily and quickly, so they need a frequent rest. Among the fans of blue, there are also the ones prone to melancholy, suspicious, extremely cautious, often suffer from the doubts of nature who need to feel the benevolence of others.

Blue color by its nature is designed to create inner strength, foster stability and harmony and therefore the confidence of many respondents in the reliability of products and services as well as advertising models, decorated with a given color looks very natural. In this regard, the choice of financial and credit institutions (commercial banks), insurance companies, investment companies and other in blue tones is not an accidental one during the formation of their own corporate identity and company style.

**Blue (12%):** It is the color of artists, not necessarily within the profession. Such people love life, love to play some beautiful roles in it, love success and as a rule, they achieve it easily. This category of citizens committed to recognition. If this is the work they like, they are more successful in it. If a person prefers blue color, it can not stand being alone and usually suffer deeply when there is a void around him. He is very sociable by nature and has many friends. He can give a lot but wants to get as much instead. The fear of being alone is among few qualities that complicate his life.

With a wide range of colors, tones and semitones, blue color may denote coolness and freshness. This color characteristics is extremely important in the situations when marketers need to convey to consumers the information that they acquire not penetrating "cold" but some refreshing "coolness" (producers of refreshing napkins, drinking water, carbonated beverages, breath refreshing products-chewing gum, candies, etc.), emphasize once again the "lightness" of finished products (cigarettes "light" with lower nicotine content as well as decaffeinated coffee or with a minimum dose of it in a product).

The share of other colors does not exceed 10%. The least attractive are orange, brown and gray (each of them makes no >1.3%). This complements the characteristics of the considered generations of Russians.

**Orange:** The representatives considered generations do not like noisy parties, irrepressible fun, loud laughter, boasting and open intimacy. This category of citizens prefers a narrow circle of really close friends to a huge number of acquaintances and if they find each other, then he is a friend for life. Nevertheless, despite the low rate of orange attractiveness and perception by our compatriots, its high ability to improve the mood of potential customers should be mentioned especially in those situations where it is combined with green, gray and blue tones even by small inclusions. "Naturalness" of this color allows consumers to associate it with sun, flowers, citrus fruits and an abstract exotics.

**Brown:** A low attractiveness of brown among Russians means that generation X, Y, Z fantasize about many things-for example, they dream of a trip with a traveling circus or to become a racing driver... they are interested in everything new and ordinary things seem incredibly boring. They are witty, impulsive and generous. They love people but they need to be bright and prominent.

It is generally accepted that brown color is perceived differently by many consumers in the West than in Russia. The explanation for this lies apparently in the fact that many Europeans, whose living standard is generally higher than among an absolute majority of our fellow citizens associate rich brown color with luxury and affluence. This is not only the color of expensive furniture, brandy aged in oak barrels, elite varieties of cigars, coffee and chocolate. For example in Switzerland, the watch manufacturers of leading brands, actively involve brown hues in advertising. Gold bracelets of watches is often shot in a nice brown color.

**Gray:** The dislike to gray speaks about the unacceptability of neutrality by Russian residents. They prefer to be right or wrong but not abstain ones. Routine is too boring for them: the representatives of considered generations tend to more saturated life. Maybe it makes them to change their attachments, interests and preferences frequently during the search of their happiness.

Besides in terms of consumer perception, products, decorated in shades of gray against the background of similar elegant and colorful products of competitors will be lost on shop shelves and will not attract the attention of buyers.

Thus, we can conclude that correctly selected colors in the course of marketing strategy implementation by companies, not only create a specific set of feelings, emotions and associations with respect to a product (or a service), a brand, an advertising communication but also make a significant impact on consumer perception and encourage him to purchase. The performed analysis allowed to develop a basic preference for colors among modern Russian consumers.

Then, the relationships were studied between the generation types and the types of personalities and color perception. The evaluation of communication importance was tested using the chi-square criterion with the significance level of 10%. As the part of the study they found that the distribution of respondents by personality types differs for generations. The share of leaders is the maximum one in generation X (38%), somewhat lower in generation Y (35%) and significantly lower in generation Z (18%), the proportion of well-wishers from X-Z is increased on the contrary (19, 35 and 49%, respectively).

Table 1: Emotions and colors used in the research for the study of their relationship

Emotions	Colors
Interest	Grey
Joy	Dark-blue
Pleasure	Blue
Surprise	Green
Fatigue	Red
Sadness	Yellow
Anger	Orange
Aversion	Violet
Shame	Brown
Fear	Black

Apparently, these regularities are explained by age differences (Xthe oldest generation, Zthe youngest one). Leadership qualities are developed with age and the number of people disappointed in life is also increased with age.

The amount of performers varies insignificantly for X-27 and Z-29% but their amount is significantly less in generation Y-only 9%. On the contrary the amount of doubting ones is the maximum one for generation Y-18% while it makes 8% for X and 4% for Z. And if the share of artists for X and Y generations is about the same (8 and 7%), then they are not determined in generation Z.

The researchers suggest that this trend of generation Z is associated with a huge influence of Internet. The representatives of Z are developed mainly in an artificial, well-modeled space and this made an impact on their creative development. A.V. Sapa indicates in his scientific works that “they are engaged in creative work otherwise: make websites, flash movies, electronic presentations, create whole worlds in online games: home, environment, clothing, weapons and some make whole games, receiving a lot of money for their research” (Sapa , 2014). The study of color respondent perception links with different kinds of emotions for different generations determined the following differences (Table 1). The results of studies are presented below concerning the emotions for which the differences in generations are the most pronounced ones.

**“Interest” emotion:** If for generation X this emotion is associated primarily with blue and yellow (20%), for generation Y this emotion is associated with blue (15%), purple, brown, black and white (13%) and for Z it is associated with green (22%) and blue (18%). **“Fatigue” emotion.** For generation X fatigue is associated with purple color (36%), for generation Y it is associated with gray (35%) and for Z it is associated with brown (21%). **“Sadness” emotion.** All generations have he association with gray color as a rule (X-27, Y-36%) which is especially pronounced for Z generation (the choice of 65% of respondents). But beyond that, this

Table 2: Personality type and generation influence on favorite color selection

	Personality type					
Generation/ color	Leader	Well-wisher	Performer	Doubting	Creator	Total
X						
Dark-blue	0	0	43	100	0	19
Blue	40	0	0	0	0	15
Green	0	100	57	0	0	35
Red	60	0	0	0	100	31
Y						
Gray	0	0	0	8	0	1
Dark-blue	13	6	41	26	0	15
Blue	11	16	0	13	0	11
Green	23	25	35	29	50	27
Red	25	13	0	0	0	13
Yellow	0	17	0	11	0	8
Violet	9	9	0	0	0	6
Brown	0	0	0	0	29	2
Black	4	9	0	0	0	4
White	15	6	24	13	21	13
Z						
Dark-blue	14	16	17	0	0	15
Blue	0	21	13	0	0	14
Green	14	16	22	33	0	18
Red	50	24	13	0	0	24
Yellow	0	16	0	0	0	8
Orange	0	0	17	0	0	5
Violet	21	0	17	0	0	9
Black	0	8	0	67	0	6

emotion is associated with blue with black (18%) for generation X and with black (21%) and brown (16%) for generation Y.

**“Shame” emotion:** If for generation X this emotion is characteristic of red and orange (50%) for generation Y this emotion is the characteristic of brown (33%) and red (21%) and for Z generation this is the characteristic of purple (25%) and black (21%).

**“Fear” emotion:** Generation X associates this emotion with purple color (50%) while Y and Z generations associate it with black color (46 and 58%, respectively). The strongest differences in a color choice among the representatives of different generations, are observed according to the following emotions: “interest” and “fatigue” (significance level-5%).

The most similar selection of colors among the representatives of different generations takes place according to the following emotions: “Surprise” enough uniform distribution between colors (except for gray) and “Anger” red color prevails. The differences in a favorite color selection among the representatives of different generations. The most favorite colors are green (35%) and red (31%) for generation X, green (27%) for generation Y and red (24%) for generation Z. Finally, the analysis was performed concerning the impact of a person type and generation on a favorite color choice (Table 2).

**Summary:** The performed study allowed the researchers to identify a number of relationships between emotions and colors as well as the existing relationship between generations, species, the types of personality and color perception. These facts are considered by the researchers as very important ones because there is the possibility of a certain manipulation with the minds of considered segment of people and the increase of information transmission by a certain color. The total audience analysis, reviewed via the connection of personality typology and color loyalty and also to the rejection of a certain color scheme showed that Russians, at the moment are characterized by a friendly attitude to the world, the desire to occupy the leading positions in everything, the fear to fall under foreign influence. They want to keep their individuality. All this must be taken into account by marketers, carrying out the multifaceted analytical, practical and creative activity in all aspects: from the development of a single brand, corporate identity for their organization to the development, market entry and an effective promotion of new high-quality and competitive product. A modern buyer acquires goods guiding not only by habit developed during many months, years and even decades, based on inner conviction in a high quality and an attractive price but also on emotions, mood, impulse perceptions that are developed, including also well-matched colors.

Therefore, any market supply as well as visual marketing methods of its provision to a specific target audience, should be made in the colors that will make the most fruitful impact on it.

## CONCLUSION

The conclusion impact of a person and generation type on a favorite color selection.

**Leaders:** The most favorite colors for generation X are red (60%) and blue (40%), red (25%) and green (23%) for generation Y, red (50%) for generation Z.

**Well-wishers:** The most favorite color for generation X is green (100%), green (25%) for generation Y, red (24%) and blue (21%) for generation Z.

**Performers:** The most favorite colors are green (57%) and blue (43%) for generation X, blue (41%) and green (35%) for generation Y, green (22%)-for the generation Z.

**Doubters:** The most favorite color for generation X is blue (100%), green (29%) and blue (26%)-for generation Y, black (67%) for the generation Z.

**Creators:** The most favorite color for generation X is red (100%), green (50%) for generation Y. This type of personality was not identified in generation Z.

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