The impact of Color Element of E-advertising on Social Network Platforms on sales growth

Mohamed Abdel Moez Aly Youssef

MSC
PhD Researcher, Sadat Academy for management sciences, Cairo, Egypt
Marketing manager at Soudanco co., Egypt
Email: Mohamed.moez73@icloud.com

Abstract

Objective: Increased exposure on social media sites makes consumer vulnerable to digital advertising, promoting them to make a purchase. However, concentrated marketing necessitates devising innovative strategies for intriguing customers. This study assesses The impact of Color Element of E-advertising on Social Network Platforms on sales growth

Method: Descriptive analytical research design was adopted with the use of questionnaire as data collection instrument. A sample of 385 respondents was randomly selected and test instrument administered on them.

Results: It showed that advertising design majorly affects the sales growth (69.6%), Conclusion: The Color used in the E-advertising on Social Network Platforms has a positive impact on sales growth.

Keywords : Color, E-advertising ,Social Network Platforms, sales growth

Introduction

Color is an essential part of any advertising campaign as it conveys the right mood and allows potential customers to associate those emotions with your products or services. The proper color combination leads to the right emotions. Color can affect our brain in one way or another, If a man refusing to eat for days will be placed into a red room, he will start desiring food. An aggressive patient put in a blue room will be calmed down in a period of one hour. These ideas became the results of various experiments conducted by doctor Ponza in 1875. He used colored glass, walls and furniture in various rooms and put different types of people there.

Color is an essential element in any business ad campaign. It plays a significant role in generating sales as it can influence consumer feelings and thoughts about goods or services you are promoting on your ads. Consumers first draw on color than on words and messages, and even faces of people you put on the ad. (https://viewst.com/how-does-color-affect-ad-campaign)

Color theory

Color theory is the art and science of colors, our understanding of how colors mix, how people perceive colors, and the message the colors communicate. Are you aware that colors impact how one thinks and behaves? In fact, color ads attract 42 percent more attention than those in black and white. When a prospect's eyes meet a particular color, they immediately send a message to the

brain. After a nanosecond of processing the information, the individual makes a judgment about what they see. They may be interested, bored, or repulsed. Always Color Affects Consumer Psychology, Strategic design directs prospects' eyes, subtly telling them where to look and what to focus on. Color perception is instrumental in this process. The use of color harmony also impacts the logic order or psychology of an ad or piece of visual content. Using complementary colors can create a jarring effect, while analogous colors imbue a sense of serenity. The mood a social media marketer wants a target audience to feel can essentially be induced with the right color design. Color choice can increase the effectiveness of a campaign, especially when it comes to conversions. Major color contrasts can draw the eye to a specific element on a page or ad, like your pitch or call to action. Deviating from the ad's color scheme can create a focal point that draws eyeballs like a magnet. With social media, the customer is not in front of your desk for you to negotiate the sale. However, colors can be persuasive by invoking emotion. While our individual reactions to certain colors will vary based on our personal experiences, there are some broad generalizations that do affect customers' psychological perception of color. For example, people often associate the color blue with trust and the color green with growth. Luxury brands might use silver or gold to convey elegance or sophistication. Color can distract the customer away from negative feelings or even persuade them to

make a decision or take an action. It's extremely important to know your target audience when building a social media campaign to decide what colors may be most effective to this end. The target audience and the type of vibe an ad is hoping to send should be a factor in determining what colors to use and how. For example, men may prefer bold, bright colors while women prefer softer ones and pastels. Men also tend to shy away from purple, for example, so ads targeting men should not use that color. Knowing the target audience intimately and choosing what emotions to evoke is instrumental in building an effective social media campaign. One of social media's biggest uses is brand building, an activity that is crucial to the perception of a company or campaign. 80 percent of consumers think color increases brand recognition. This is an easy statistic to believe; Facebook as a brand is tightly linked to that dull blue and Twitter to its own sky blue. There are two major considerations for building a brand around color: 1. Choosing a color that fits with desired associations. 2.Staying consistent with that color for logo, ads, website visuals, and more. Ultimately, the recipe for success in using color for social media is to take note of the importance of color, their interpretation in your particular geographical area, and how your target audience perceives color. The wrong colors can impact both the success of a campaign, but the good news about social media is that there's always the ability to test and find out what works the best.

(**https://www.convinceandconvert.com/digital-marketing/marketer-color-theory/**).

Influence of Colors as a Key Element in Consumer Marketing

Colors are known to have a powerful psychological impact on people's behavior and decisions, and this knowledge is very well utilized by designers and marketers alike. The psychology of color in advertising is the most important and fundamental element of maximum sales, if the colors are chosen correctly and the sale of the goods is advertised, it indicates that the correct color, which over time can become a trademark, which is the brand color. Color Psychology is a part of psychology that deals with the study of observers' emotions and reactions to specific colors. People react differently to certain colors and they arouse different human emotions, moods and behaviors. For a new product in the advertising market there is nothing more important than the right advertising strategy - no important details, everything needs to be investigated and analyzed. Color psychology is based on mythical theories and reflections on the emotional and mental effects of color, positive and negative. Cold colors are also associated with sadness and depression, and warm colors with aggression and defiance. For retailers, shopping is the art of buying, where there are many factors that affect how and what consumers buy. However, a large part of purchases is decided by colors which have a great impact on the

mind of the buyer. Since peoples are creatures who think and feel, presumably to decide on something, it should be both logical and feel good. If the product is intended to appeal to a specific culture, it should be revealed what each color means. Color can be the most important element in a business advertising campaign. Customers notice the color ahead of words and even the fresh model that works to stay close to the company's products (Campbell, 2008). The choice of color in advertising and promotional campaigns can influence consumers' feelings about products or services and can play a major role in generating sales like any slogan. The best color for advertising depends on what we sell and how we want the product or service to be perceived. Knowing the target audience for the advertisement is critical in choosing the best colors to create ads that capture and keep people's attention. The emergence of a strong emotional response requires that color play a major role in advertising. People respond differently to different issues. How people perceive colors is seen from a subjective point of view. There are a number of factors that influence how people perceive colors so it is difficult to say how colors can affect the emotions or actions of consumers. Choosing the most effective colors for an advertising campaign requires understanding the effects that different colors have on potential customers (Satyendra, 2006). Color is a powerful marketing weapon used by marketers to attract consumer attention, and therefore it is essential that they

become familiar with the psychology of color, i.e. how colors affect customers because it affects the sales of products. It is important to investigate which are the target segments in their free time, what are their interests and similar. Yellow and orange are better choices for the younger population. But when selling luxury products, an attempt is made to avoid using colors that most people perceive as "cheap", according to various analyzes, it is better to use black in this case. As in any country that has a specific culture and tradition, the perception of color in marketing should be given special care because not every color has the same meaning. For example in Kosovo, a white color means happiness for this reason is a symbol of brides traditionally wearing white wedding dress, but it may

happen that in different cultures in the world white color reflects misfortune for this reason marketers have to pay attention to the perception of colors when researching the impact of color on the emotions and behaviors of individuals across different countries and cultures. When used properly, colors can have very positive effects on achieving the desired effect in the business, so they are essential in creating and enhancing brand recognition, in attracting consumer attention through advertising, websites and similar business ventures, as well as stimulating productivity and creativity. Improving the working environment and other benefits to the business.(Bytyçi,, 2020) Color is a valuable tool and an integral element of marketing communication. It tells who and what the company and its brands

are. Color is a communicator that adds value to a company's message. It boosts moods and emotions, influences perception and helps businesses differentiate their brand of products. It causes people to judge according to it, draw conclusions and link certain emotions to it. The purpose of color in marketing communication is to get people's attention and stay in their memories for the longest time (Abhik and Tai, 2003). They can also, and very often used as a marketing tool to influence people. In the practical world of advertising, color is a variable that is manipulated daily, more intuitively.

E- Advertising and the Internet

Ongoing analysis by the team at Kepios reveals that there are now more than 5 billion internet users around the globe, marking a momentous milestone on the world's journey towards universal access. That journey only began about 50 years ago, with the first transmission of data via an internet-like network taking place in October 1969. Email followed in the early 1970s, but it wasn't until Tim Berners-Lee developed the World Wide Web some 20 years later that adoption of the internet really started to gain momentum. When the first website went live in August 1991, fewer than 4 million people around the world used the internet, but internet users grew quickly over the following decade. The global user total passed 50 million shortly after the removal of commercial internet restrictions in 1995, and by the turn of the millennium, well over a quarter-of-a-billion people were already

online. The billionth internet user likely came online sometime in 2005, but it only took another 6 years for that global user figure to double to 2 billion. Less than 5 years later, in early 2015, the global figure passed the 3 billion mark . By early 2017, more than half of the world's total population was using the internet. The global user figure passed the 4 billion mark in early 2018 . That means it has taken roughly four years for the global internet user total to grow from 4 billion to 5 billion.. These trends indicate that internet user growth rates have slowed in recent years, but that's perhaps to be expected now that more than 6 in 10 people are online. The latest data show that internet users have still increased by almost 200 million yearly though, representing year-on-year growth of slightly over 4 percent.

Time spent online

The latest wave of research reveals that the world's internet users now spend an average of 6 hours and 53 minutes online each day. The latest figures mean that the world's 5 billion internet users still spend a combined total of more than 2 trillion minutes online every single day. For context, the typical internet user now spends more than 40 percent of their waking life online. On average, younger people tend to spend more time online than older generations do, with young women spending the greatest amount of time using the internet. GWI's research reveals that women aged 16 to 24 now spend an average of 8 hours per day online, meaning that many women in this demographic now

spend as much time using the internet as they do sleeping. At the other end of the spectrum, men in the Baby Boomer generation say that they spend just under 5½ hours per day online, but that still equates to roughly a third of their waking hours. https://www.hootsuite.com/newsroom/press-releases/digital-2022-report

Social media platforms

Social media platforms such as Google+, Facebook, YouTube, Instagram, Snapchat, and Twitter, and many others are popular internet sites where people especially youth interact freely, sharing and discussing information about each other and their lives, products or services, using multimedia mix of personal words, pictures, videos and audio. Advertisers have always been fascinated by media and the youth because of their primacy to business. Social media are the latest platform that advertisers are spending huge part of their advertising budget on.Social media is continually finding ways to integrate into every aspect of individual life. Its advent has revolutionized the relationship between a firm and a customer given its constant connectivity and accessibility. Kapoor, et al. reasons that marketing dynamics have significantly shifted with the emergence of social networks, which have provided different ways to improve the customer consciousness. Most studies confirm customers behavioral and perceptual engagement with various social media platforms such as an instrumental tool for optimizing company marketing

efforts. Advertising through social networks has created a more interactive virtual environment for promoting business and brand recognition. Several organizations are using social media networks for targeting customers and establishing a profitable relationship. Social media network have been use as a strategic marketing tool is found to impose a persuasive influence on customer purchasing and increasing sales. such as instead of relying on the traditional modes of advertisements customers are more inclined to use social media to assess a products, it's quality , prices and peer reviews to support to determine the credibility of the product. Lee and Hong had been document that creativity in the idea, design, brand image, and celebrity endorsement increasing sales of the products. The significance of social media advertising is evident from Pricewaterhouse Coopers (PWC) issued IAB (Internet Advertising Revenue) report, which highlighted that digital advertising revenues increased by 23.1% in 2018. Also based on statista company we can found that revenue will be expected to be 487.9 billon USD.

Internet use in Egypt in 2022

There were 75.66 million internet users in Egypt in January 2022. Egypt's internet penetration rate stood at 71.9 percent of the total population at the start of 2022. Kepios analysis indicates that internet users in Egypt increased by 1.4 million (+1.9 percent) between 2021 and 2022.

Generally, in the Egypt, based on statista company in 2022

•Ad spending in the Digital Advertising market is projected to reach US\$733.00m . The market's largest segment is Search Advertising with a market volume of US\$376.00m. In global comparison, most ad spending will be generated in the United States (US\$232.70bn). The average ad spending per user in the Search Advertising segment is projected to amount to US\$4.63. Source: (https://www.statista.com/outlook/dmo/digital-advertising/egypt)

Social media statistics for Egypt in 2022

There were 51.45 million social media users in Egypt in January 2022.

The number of social media users in Egypt at the start of 2022 was equivalent to 48.9 percent of the total population, but it's important to note that social media users may not represent unique individuals. Kepios analysis reveals that social media users in Egypt increased by 2.5 million (+5.0 percent) between 2021 and 2022 (https://datareportal.com/reports/digital-2022-egypt) . Various studies report that seven factors stimulate the growth of the sector; including increasing demand, high adoption rates of high-end internet and mobile devices, increasing younger population that use internet heavily and smartly, constant use of social networks, cross-border ecommerce, and growth in the numbers of entrepreneurs along with improved great government support . As a result, people are exposed to many advertising messages every day, becoming more resistant to traditional forms

of advertising. Knoll reports that there are constant concerns about the usefulness of advertising campaigns and how these campaigns can attract more customers. The increasing competition further has forced advertisers and designers to re-evaluate their advertising methods to pursue more comprehensive and effective marketing concepts. This evaluation is critical for both researches as well as managers. Also, existing researchers have generally concentrated their attention to either purchasing behavior , brand management , customer relationship], innovation management , and employee recruitment . Whereas, the studies on the specialized social media areas such as advertisement, its component, and its elements are found limited. Tuten and Solomon also highlighted that social media advertising is instrumental in shaping the consumer's decision making through promotion and communication. Accordingly, Dar et al. supplied that there is a need to examine social media advertising in recent times. Oh, Bellur, and Sundar also emphasize to discover more advertising dimensions that affect customer reactions and perceptions of the product. Thereby, given the limited research concerning the advertising elements and design, this research aims to highlight the impact of design of the e- adverting through social media on sales growth. It also identifies the factor that impact the sales growth. The study assumes that the results drawn would contribute to the understanding of the role of Color of the e- adverting through

social media on sales growth   and help supply valuable information to the companies and their advertising color for crafting better advertainment designs leading to improved product sale and promotions.

Literature Review
Social media platforms

Various studies report that many factors motivate the growth of the sector; including increasing demand, , constant use of social networks, high adoption rates of high-end internet and mobile devices, increasing younger population that use internet heavily and smartly, cross-border ecommerce, and growth in the numbers of entrepreneurs along with improved great government support . As a result, Public are exposed to many advertising messages every day, becoming more renitent to traditional forms of advertising. Knoll refer that there are constant concerns about the usefulness of advertising campaigns and how these campaigns can attract more customers. As a result of increasing competition further has forced advertisers and designers to re-evaluate their advertising campaigns to pursue more comprehensive and effective marketing concepts. This evaluation is critical for both researches as well as managers. Also, existing researchers have generally concentrated their attention to either purchasing behavior, brand management, customer relationship, innovation management, and employee recruitment. Whereas, the studies on the specialized social media areas such as advertisement, its

component, and its elements are found limited. Tuten and Solomon have been highlighted that social media advertising is instrumental for increasing sales and in shaping the consumer's decision making through promotion and communication. As accordingly, Dar et al. Supplied that there is a need to examine social media advertising in recent times. Oh, Bellur, and Sundar also emphasize to discover more advertising dimensions that affect customer reactions and perceptions of the product. Thereby, given the limited research concerning the advertising elements and design, this research aims to highlight the impact of design of the e- adverting through social media on sales growth . It also identifies the factor that impact the sales growth. The study assumes that the results drawn would contribute to the understanding of the role of design of the e- adverting through social media on sales growth   and help supply valuable information to the companies and their advertising designers for crafting better advertisement designs leading to improved product sale and promotions. studies Lim et al. (2004) showed that there are still differences in online consuming behavior of individuals from different cultures. This emphasizes that although consumers may now shop more globally, they still act locally. Hence, a study investigating the cross-cultural effects of factors that may influence online consuming behavior can still be relevant. It is suggested that in an online environment, people from cultures that are more risk averse (i.e., more uncertainty

avoidant), might attach more value to trust-inducing cues. Recently, Broeder and Scherp (2017), compared Western and Asian consumers and, could not find evidence for a trust effect on buying a photo camera in a blue online environment, compared to red and yellow environments.

Social media advertisement

Making purchase over the internet has never been easier and quicker, in the sense that there is a process of bargaining with each mechanism on every website, and in addition to that, online selling enables us to cut the costs of marketing and distribution and help us eliminate cost for human resources. Communicating the products and services through the internet has been dominantly adopted by marketers nowadays, with one of the effective online media to advertise the product is through social networking site. A social networking site that has gained popularity in Egypt is not only used as a means of communication, but along with the development of social media website, has been used as a political campaign and product or service promotion. Promoting through social media is more effective as social media is able to reach a wider consumer, as well as more quickly. Through social media, the business actors can deal directly with customers or potential customers and keep at pace with the development of their experiences with the products on offer. Consumers' commentaries which are satisfactory or tend to compare with other products can be easily

identified by business actors. Marketing strategies through social networking can not only be adopted by smaller companies or home industries but also big corporations whose line of business is in other sectors. Social media may disseminate various matters related to human life, even with the rapid development, social media is not only used as a means of communication between one individual and the others but also can serve as a platform for business owners to sell their products. This is received by customers who mostly spend their time in front of monitor screen and gadgetry which is also mostly done . There are many social media platforms that fit into Egypt users, like Facebook, Twitter, and Instagram. All forms of social media accessed through the internet with the purpose of informing the company's products is referred to as social media marketing, in addition to making use of website as the main media in marketing the products. The propagation of media has changed the way message in advertisement is delivered and received. Due to the high costs incurred in reaching out to mass audience, advertisers are moving away from television advertisement and opting to invest in an alternative media such as social media platforms in order to reach out to their target customers. The emergence of social media has helped organizations directly to be engaged, efficient, cost-effective and timely end-customer contacts if compared to other conventional means of communication. Therefore, social media advertisement brings more benefits not only for large

multinational companies, but also for small and medium-sized companies and even non-profit and government agencies. "Marketing through conventional channel is four times more expensive than marketing through the Internet" (Kotler et al., 2009). A company communicates with its customers through various platforms such as online forums, word-of-mouth, blogs, discussion board and chat rooms as sponsored by the companies, products or services where consumers rank the website, internet forums and discussion, Mo-blogs (a website containing digital audio, pictures, films or photos) and several social networking websites. With the assistance of social media platforms, the consumers can actively interact with advertisements, in which case the social media platforms enable consumers to like specific advertisements, to follow certain advertisements on it, to share it with friends and to find out which friends like the advertisements. Quite a number of consumers turn away from conventional advertising sources such as radio, television, magazines, and newspapers and use social media more often to search for information about the products and make purchasing decisions. Online Advertising is the art of using the internet as a medium to deliver marketing messages to an identified and intended audience. It is helpful for attracting website traffic and brand exposure, but first and foremost, online advertising is designed to persuade the targeted customer to engage in a specific action - like, making a purchase. Advertising is reflected

as a strategic marketing tool for attracting people and increasing interaction for deriving customer actions towards a product or service. Previously, television and print advertising were used and considered pillars of the advertising and marketing process. However, with the development of digital technology, the use of advertising through social media evolved, which helps attract people and creates a positive perception of the product or service. Zhu and Chang reported that social media advertisers customize and tailor the advertising message as per their customers' preferences, because of the perceived level of personalization help customer to stay loyal as well as satisfied. Zain & Salman stated that emotional responses to advertising greatly influence consumer purchase decisions. also expertise predict that animation and images are the significant components in social media advertising. The success of the e- advertising and effectiveness of online advertising are based on its design elements, such as image, color, writings, designs, and effects .Ashley and Tuten reported that creativity of the designs and content assist enhance the receiver ' s opportunity, motivation, and the ability for processing information from an ad. However, firms often virtually spend on advertising to attract the target audience without consulting or undergoing in-depth research on design strategies which often leads to the failure to convince the client. Visual design factors along with the theory of visual rhetoric , emphasizes that visual elements help easily convey the

marketing messages, which often rely on advertising in psychological, emotional and social connotations to affect consumer purchasing behavior effectively .Accordingly the increased ability to attract attention amid the abundant of competing products, depending on the optimal use of design style, image, colors, objective, writings, texture, and effects can characterize the multifunctional of advertising. All those must be followed by the next step of delivering a message to the consumer, which requires attention to the written elements as the type choice, color and font size, which must be used appropriately for the product and consumer.

Sales increase

Sales growth depended on consumer's purchasing decision. Recently, interest in researching the decision to buy through social media has increased due to its significant impact on the sales growth and global economy .Many studies have declared that the most significant component in the formation of consumer behavior and decision making that lead to increasing sales is the attractive ad. Attractive ad and advertised product help convince the consumer and motivates his purchase decision through the creativity in the idea, design, brand image, and celebrity endorsement. Holis stated that exposure to a single online ad can have a significant impact on the purchase and help decide to buy a new product which increasing the sales for the firm. The advertising drives consumers to buy a product or service by

gauging in the emotional reaction of the recipient through visual elements of advertising messages. Also, the preference and likelihood of online purchases increase if the consumer likes the design of the ad.

The model:

The following figure represents A Schematic representation of the variable discussed in the study

Independent variable Color		Dependent variable Sales Growth

Methodology
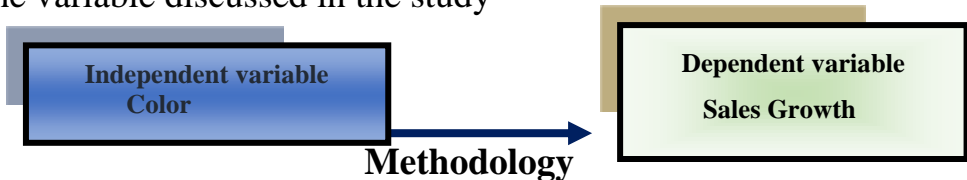
Measurement instrument:

The researcher used a questionnaire form prepared by the researcher to examines impact of " The impact of Color Element of E-advertising on Social Network Platforms on sales growth ".

Research Sample:

- **Research Population:** The research population will be customers who greater than 1000000.
- **Sample size:** Due to the large size of the society, the size of the sample to be drawn from a large statistical society can be determined using the following equation: Sample   size (n) = 2Z / (FS)2 * P (1-P)

  Z=1.96 at p- value 0.05   FS = 0.05

                                                                    P= 0.5

  As a result, the sample size will be **385 respondents**.

Table (1) illustrated the number of responses sample

No of responses	No of corrected responses	No of wrong responses	%
385	385	0	100

The number of responses of sample was 38° responses, all were correcting with (100%).

Statistical methods used:

Data were unloaded by known Statistical Package for Social Sciences Statistical Program was the statistical analysis using the computer through a statistical package software IBM SPSS V. 25, the precursor to the disaggregation of data, and through him was:

1. Testing reliability through Cronbach's alpha coefficient to test the stability of the questionnaire.
2. Correlation by Pearson coefficient.
3. Descriptive statistics of the data through the tabulating data in the form of (Numbers, Percentage) for variables questionnaire.
4. Descriptive statistics of the data through the tabulating data in the form of (mean, the relative weight percentile, standard deviation and one sample T-test) for questions questionnaires to prove the validity study hypotheses.
5. Simple and regression to study the impact of independent variables on the dependent variable to prove the validity study hypotheses.

Results
Reliability & Validity:
Reliability:

To check the stability of the questionnaire, the researcher used Cronbach's alpha equation (Cronbach Alpha) and the following table shows the reliability coefficients generated using this equation.

Table (1): The reliability of the questionnaire

Variables	Cronbach's Alpha	N of Question
H questions	0.835	7

From the above table illustrate that, the reliability coefficients of the questionnaire were good values where reliability coefficient values were (0.835) for Strategies (H questions,) consequently that indicate the values of reliability coefficients to the validity of the questionnaire' questions for the application and the reliability of the results and trust.

The validity:

The researcher calculates the intrinsic validity for each axis of the questionnaire as follows:

Table (2) the numbers and percent of the fourth hypothesis' questions

Question	Strongly Agree		Agree		Neutral		disagree		Strongly disagree	
	No	%	No	%	No	%	No	%	No	%
Do you agree that using shiny color in the E-advertising has a positive impact on the sales growth?	177	46.0	189	49.1	1	0.3	18	4.7	0	0
Do you agree that using the gradients of color in the E-advertising has a positive	177	46.0	189	49.1	1	0.3	18	4.7	0	0

Question	Strongly Agree		Agree		Neutral		disagree		Strongly disagree	
	No	%	No	%	No	%	No	%	No	%
impact on the sales growth?										
Do you agree that using the black and white Colors in the E-advertising has a positive impact on the sales growth?	117	30.4	223	57.9	1	0.3	44	11.4	0	0

Table (2) shows the following:

➢ The greatest number for answering the question (Do you agree that using shiny color in the E-advertising has a positive impact on the sales growth?) (Strongly Agree) with No (177) percent (46.0%), while the number of (Agree) were (189) with percent (49.1%), the number of (Neutral) were (1) with percent (0.3) and finally, the number of (disagree) were (18) with percent (4.7%).

➢ The greatest number for answering the question (Do you agree that using the gradients of color in the E-advertising has a positive impact on the sales growth?) (Strongly Agree) with No (177) percent (46.0%), while the number of (Agree) were (189) with percent (49.1%), the number of (Neutral) were (1) with percent (0.3) and finally, the number of (disagree) were (18) with percent (4.7%).

➢ The greatest number for answering the question (Do you agree that using the black and white Colors in the E-advertising has a positive impact on the sales growth?) (Agree) with No (223) percent (57.9%), while the number of

(Strongly Agree) were (117) percent (30.4%), the number of (Neutral) was (1) with percent (0.3%) and finally, the number of (disagree) were (44) with percent (11.4%).

Table (3) means, standard deviations, weight percentile and T-values of the questions which related with the fourth hypothesizes

Question	Mean	SD	Weight Percentile	Degree	T value	P-value
Do you agree that using shiny color in the E-advertising has a positive impact on the sales growth?	4.36	0.72	87.27	Agree	37.159	0.000
Do you agree that using the gradients of color in the E-advertising has a positive impact on the sales growth?	4.36	0.72	87.27	Agree	37.159	0.000
Do you agree that using the black and white Colors in the E-advertising has a positive impact on the sales growth?	4.07	0.87	81.45	Agree	24.139	0.000
Total fourth hypothesis	4.27	0.58	85.33	Agree	42.907	0.000

Table (3) shows the following:

➢ T-test value was (37.159) which a significant at (0.01) for question (Do you agree that using shiny color in the E-advertising has a positive impact on the sales growth?) with mean (4.36) and the weight percentile was (87.27%) which place in the degree (agree).

➢ T-test value was (37) which a significant at (0.01) for question (Do you agree that using the gradients of color in the E-advertising has a positive impact on the sales growth?) with

mean (4.36) and the weight percentile was (87.27%) which place in the degree (agree).

➢ T-test value was (24.139) which a significant at (0.01) for question (Do you agree that using the black and white Colors in the E-advertising has a positive impact on the sales growth?) with mean (4.07) and the weight percentile was (81.45%) which place in the degree (agree).

➢ T-test value was (42.907) which a significant at (0.01) for (Total fourth hypothesis) with mean (4.27) and the weight percentile was (85.33%) which place in the degree (strongly agree).

Table (4): Correlation between The Color in the E-advertising on the Social media platforms and sales growth

Variables	Sales Growth	
	r	**P-value**
The Color in the E-advertising on the Social media platforms	0.670^{**}	< 0.001

** r values significant at (0.01)

From the above table we find that the Pearson correlation value was (0.670) which significant at (0.01). Therefore, there is a correlation between The Color in the E-advertising on the social media platforms and sales growth.

Table (5) Simple linear regression test to study the impact of Color in the E-advertising on Social Network Platforms on sales growth

Model	B	t	p-values	R	R^2	F	p-values
Constant	0.889	4.476	< 0.001				
Impact of Color in the E-advertising on Social Network Platforms on sales growth	0.824	17.655	< 0.001	0.670	0.449	311.711	< 0.001

To study the impact of Color in the E-advertising on Social Network Platforms on sales growth was test by linear simple regression and the results were as follows:

➢ The value of the correlation coefficient (R) to the relation between Color in the E-advertising on Social Network Platforms on sales growth was (0.670).

➢ From the results of the coefficient of determination (R^2) of regression simple linear in the previous table, we find that there is an impact of Color in the E-advertising on Social Network Platforms on sales growth were (44.9%).

➢ The test significant model regression based on the value of (F), which amounted to (311.711) which was significant at level < (0.01), which confirms the significant regression model.

➢ It has been through model significant regression coefficient test (B), which explains the presence of Color in the E-advertising on Social Network Platforms with value (1) increased sales growth value with (0.824) and rely on the

value of (T), which amounted to (17.655) which was significant at level < 0.01.

H accepted: The Color used in the E-advertising on Social Network Platforms has a positive impact on sales growth.

Conclusions

It is believed that study results largely conceived the role Color of E-advertising and the extent of its positive impact on sales growth

Reference

Abhik R. and Tai, S.T.C., 2003. Store Environment and Shopping Behavior. *Journal of International Consumer Marketing*, 15(3), pp.71-99. doi: 10.1300/J046v15n03_05

Broeder, P. and Scherp, E. (2017). Colour preference of online consumers: a cross-cultural perspective. *Marketing from Information to Decision Journal*, 1(1), pp. 5-15.

Bytyçi, S., 2020. Influence of Colors as a Key Element in Consumer Marketing. *Expert Journal of Marketing,* 8(1), pp.41-47.

Campbell, J., 2008. *Color Psychology in Marketing - Brand strategy of The Black Project* [online] Available at: https://www.brandingstrategyinsider.com/color-psycholog/#.XpHR-MgzY2w [Accessed on 11 March 2020].

Holis N (2005) Ten years of learning on how online advertising builds brand. Journal of Advertising Research 45: 255-268.

Knoll J (2016) Advertising in social media: a review of empirical evidence. International Journal of Advertising 35: 266-300.

Kotler P, Armstrong G (2010) Principles of marketing. Pearson education.

Lee J, Hong IB (2016) Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. International Journal of Information Management 36: 360-373.

Lim, K., Leung, K., Sia, C. and Lee, M. (2004). Is eCommerce boundary-less? Effects of individualism-collectivism and uncertainty avoidance on Internet shopping. *Journal of International Business Studies*, 35(6), pp. 545-559.

Satyendra, S., 2006. *Impact of Color on Marketing*. Thesis, University of Winnipeg, Canada.

Tuten TL, Solomon MR (2017) Social media marketing. Sage. Dar NA, Ahmed MA, Muzaffar MH, Nawaz K, Zahid Z (2014) Facebook verses television: Advertising value perception among students. International Journal of Business and Management Invention 3: 61-70.

Zain-Ul-Abideen, Salman S. Effective advertising and its influence on consumer buying behavior. European Journal of Business and Management 3: 55-66.

Zhu YQ, Chang JH (2016). The key role of relevance in personalized advertisement: Examining its impact on perceptions of privacy invasion, self-awareness, and continuous use intentions. Computers in Human Behavior 65: 442-447

Internet

https://www.convinceandconvert.com/digital-marketing/marketer-color-theory/

https://viewst.com/how-does-color-affect-ad-campaign