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Letter to the Editor
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Green Price? Green Tag? Facilitate Decision Making

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Dear Editor,

This letter is my opinion on a research article, titled "Red price? Red flag! Eye-tracking reveals how one red price can hurt a retailer". Authors are Hongjun Ye, Siddharth Bhatt, HaeyoungJeong, Jintao Zhang, Rajneesh Suri. This article has been published in the Journal of psychology and marketing, 22nd of January 2020 [1].

There are two terms that might be utilized interchangeably; one term is Neuromarketing, which refers to the application of psychology and neuroscience in marketing, the other term is consumer neuroscience which refers to a multidisciplinary field that encompasses neuroscience, economics, and psychology. Consumer neuroscience strives to gain insights into how marketing affects the human brain, it also benefits from neuropsychological devices such as EEG, fMRI, PET. These are brain imaging techniques that study the brain of consumers and the underlying mechanism to understand, how they make up their minds and make a decision [2]. Eye-tracking is another tool that is used in this scope, it measures pupil dilation, eye movement, and the point of gaze [1].

Marketers attempt to design their products outstanding since prominent features would grab consumer's attention and consumer's gaze [2]. If products are salient consumers tend to be fixated on longer than less salient items and at last, the more consumers focus on items the rate of liking them would be higher, and relatively more likely to be chosen. Stimulus features like brightness and color affect visual saliency [3].

Colors have been used to attach meanings to objects. Moreover, they are full of meanings and they can influence consumer's behavior, feelings, and choices. Colors also grab consumer's attention, so marketers use colors in their advertisements, product packaging, web designing, and so on [4]. Presenting stimuli with a specific color repeatedly would lead to forming an association between the color and relative item; one of These learned associations is that consumers learned that presenting an item's price in red means discount or paying less amount of money and this results in higher savings [1].

The article that has been mentioned earlier, argues that how sales managers can increase perceived savings from stores, and how presenting one red price could lead to lower sales. So many product features can be reformed such as price number font type, regular price, and sale price interval, and the color of price to increase perceived savings; this paper particularly argued about presenting prices in red color [1].

The red color is associated with two concepts in our mental representation; according to past studies red color is associated with the red traffic light which conveys the stop signal and inhibition [5]. The latter association is with savings to what extent presenting prices in red color increase savings from a store because of the association of red price with discounts [6].

We suggest that sales managers may replace red price with green price by this means they could eliminate the stop signal that red color communicates. Moreover, studies have shown that green color associates with go signal and facilitates performance [7]. We could also consider green as a special discount similar to the experiment that people thought purple was a special discount [1].

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