chromophore

The part (atom or group of atoms) of a molecular entity in which the electronic transition responsible for a given spectral band is approximately localized. The term arose in the dyestuff industry, referring originally to the groupings in the molecule that are responsible for the dye's colour.

Source:

PAC, 1994, 66, 1077 (Glossary of terms used in physical organic chemistry (IUPAC Recommendations 1994)) on page 1097

PAC, 1996, 68, 2223 (Glossary of terms used in photochemistry (IUPAC Recommendations 1996)) on page 2232