

Preferences for different colours and colour combinations in selecting clothing and accessories of women students

V. JHANSIRANI*¹ AND D. SARADA²

¹Research Scholar and ²Research Supervisor

Department of Home Science, Sri Padmavati Mahila Visvavidyalayam
Tirupati (A.P.) India

ABSTRACT

Colour evokes various emotional feelings such as, excitement, energy, calmness. These feelings evoked by either colours or colour combinations. In addition to all the traditional meanings associated with colours in various cultures (those linked to birth, weddings, functions, funerals or even the colour of the mailbox, accessories, house hold purpose, vehicles etc.), there are also those layers of meaning brought about by international marketing, national marketing and communication. People purchasing different products according to their colour preference. Even the climate in which we live influences the colour preferences. A study was carried out from September to December 2015 on 100 women students drawn at random from different colleges in Tirupati to explore "preferences for different colours and colour combinations in selecting clothing and accessories". A colour preference scale along with questionnaire was used to collect data the colour preference of women students while selecting of dresses and accessories and also the colour influence on their mood, memory and enhance their attention level. One interesting result that emerges from the study is colour preference effects are not limited to the positive influence of pink. Although much attention was focused on pink, Clothing effects on person perception involves other colors, such as the association between black clothing and perceived aggression. Here, wearing pink, and also white and black combination was associated with higher attractiveness scores. The two colors were approximately equivalent in their effects on attractiveness. In the sense that both pink and white and black combination scores were not significantly different from each other in any of our comparisons, and both were associated with higher scores than several other colors. At the other end of the scale, there was a comparatively deleterious effect of colour preference were green and sky blue in some comparisons, even when compared to red or yellow.

Key Words : Colours evokes, Clothing and accessories, Dresses

INTRODUCTION

Color theory is a science in itself. Studying how colors affect different people, either individually or as a group, is something some people build their careers on. And there's a lot to it. Something as simple as changing the exact hue or saturation of a color can evoke a completely different feeling. Cultural differences mean that something that's happy and uplifting in one country can be depressing

in another. Affects your Mood; Red can boost your energy, yellow often makes people feel happier, and blue is proven to bring down blood pressure and slow your heart rate which is why it is often associated with being relaxing. If you combine the happiness of yellow and the relaxing feel of blue you get green, a very pleasing colour for many people.

In the educational setting, higher demand is put on excellent academic achievements. The extent to which students utilize their cognitive abilities are also important and may contribute to better academic achievement. The cognitive abilities of the women students refers to the way their perceive, pay attention, remember, think, and understand the lessons. Colour helps in memorizing certain information by increasing their attention level. Colour is a powerful and important communication tool, and it is tied to religious, cultural, political and social influences. Another factor that influences people's colour preferences is that throughout their life there will be social and cultural changes and this can directly impact on their favourite colours

The question as to why this colour should be more effective is pure speculation. As noted by Hartley and Rutherford (2003), several suggestions have been made regarding possible reasons for colour effects, including "psychological effects". For example, "Blue for instance, is viewed as a cool colour and typifies restraint. Yellow connotes warmth, whereas the colours red and orange project warmth and action" (Wright *et al.*, 1997) - see also Gaw *et a.* (1945); Plack and Schick (1974) and Hemphill (1996). However, studies by Weller and Livingston (1988) and Godar (2000) did not find strong "psychological effects" due to paper/background colour.

METHODOLOGY

A study was carried out from September to December 2015 on 100 women students drawn at random from different colleges in Tirupati to explore "preferences for different colours and colour combinations in selecting clothing and accessories". A colour preference scale along with questionnaire was used to collect data the colour preference of women students while selecting of dresses and accessories and also the colour influence on their mood, memory and enhance their attention level. The data was tabulated and discussed as follows:

RESULTS AND DISCUSSION

Colour expert Faber Birren carried out many studies into this area and in his book *Color Psychology and Color Therapy*, he states that for both genders, blue and red "maintain a high preference throughout life". He found that yellow is popular with children but as become move into adulthood it shows less popularity. Birren found that "with maturity comes a greater liking for hues of shorter wave length (blue, green, purple) than for hues of longer wave length (red, orange, and yellow)".

Colour preference of women students :

The psychology of color as it relates to persuasion is one of the most interesting—and most controversial—aspects of marketing. Most of today's conversations on colors and persuasion consist of hunches, anecdotal evidence and advertisers blowing smoke about "colors and the mind" (Ciotti, 2013).

The Table 1 shows that 96 per cent of the sample preferred Pink, White and black colour as their favorite colour. A 65 per cent of women students associated Pink and white colours with good luck. An 80 per cent of women associated black with bad luck. Around 90 per cent of women

Table 1 : Distribution of the sample according to their colour preference

Sr. No.	Questions	Red	Blue	Yellow	Pink	Green	Purple	Sky blue	White and black	Black	White	Other colours
1.	What is your favorite colour?	02	-	-	96	60	02	60	96		-	-
2.	Which colour do you associate with good lucky?	10	10	-	65	15	-	-	-		65	-
3.	Which colour do you associate with bad luck?			10						80		10
4.	If you want to impress somebody at a meeting function etc. Which colour dress do you wear?	-	-	-	90	-	-	10	90	-	-	-

stated that they preferred pink, white and black colours for choosing dresses for special occasions and also to impress upon somebody. This shows that pink, white and black are colours given preference by women students under study.

Colour preference for selection of dresses and accessories :

Understanding our emotional reaction to color is important in advertising, fashion, product design, graphic design, and architecture. Color plays a major role in mood associations that determine the way we feel about a product.

The respondents of the women students to six questions on colour preference for selection dresses for different occasions was collected under presented in Table 2.

Table 2 : Women students colour preference for selection of dresses and accessories

Sr. No.	Questions	Yes (%)	No (%)	Don't know (%)
1.	Do you select your dresses and accessories according to colour preference (favorite/other colours)?	98	02	-
2.	Do you think colour communicates?	74	13	13
3.	Does colour influence our social networks?	76	16	08
4.	Does colour influence our mood?	86	14	-
5.	Do you wear different colour dresses on different occasions?	100	-	-
6.	Is colour play important role in enhancing our attention level?	88	12	-

The Table 2 shows that 98 per cent of women students student’s selected dresses and accessories according to colour preference that is their favorite colour. Around 74 per cent thought that colour communicates. A 76 per cent stated that colour influences an social networks. And 86 per cent felt colour influence our mood. Almost all the women said they wear different colour dresses on different occasions. An 88 per cent said colour plays an important role in enhancing our attention level.

According to O’Brien (2003) Psychological research supports the premise that colour affects the body in different ways. The following are some body changes that take place around colour:

Blue slows the heart rate, suppresses hunger and reduces blood pressure. Red increases blood pressure and motor-skills activities. It also sharpens the appetite. Yellow increases cardiopulmonary activity, so it is very exciting and it can also be irritating to be around for some people. Green (a mix of blue and yellow) is a well-balanced colour, good for speech development. Good for contemplation, and a restful state. Purple speaks to the intellect and is considered a very cerebral colour. Good for contemplation and for inner thought.

Selection of products and colour preference :

Gruson 1982 stated color has a powerful effect on behavior, Researchers Assert

Passive pink, as it is also called, is perhaps the most dramatic example, and certainly the most controversial, of many attempts to use light and color to affect health and behavior. Already, there are enough color schemes to spark nightmares about mind control: red to increase appetite and table turnover in restaurants, ultraviolet to reduce cavities and spur children’s I.Q.’s, and blue to swell the ratio of female chinchilla babies to males. “It seems clear that light is the most important environmental input, after food, in controlling bodily function,” reported Richard J. Wurtman, a nutritionist at the Massachusetts Institute of Technology. Several experiments have shown that different colors affect blood pressure, pulse and respiration rates as well as brain activity and biorhythms. As a result, colors are now used in the treatment of a variety of diseases.

The youth follow Fashion /Trend they select dresses of a popular brand and also the products of colour of the year which is announced by the Fashion industry.

The Table 3 indicates that a notable per cent (38%) stated that they selected colour of their products according Fashion/ Trend occasionally. Only 34 per cent of the sample selected colours of their products according to Fashion /Trend simultaneously only 30 per cent of the women students colours according to season. And only 29 per cent women student gave preferred to colour of the branded products. A majority of respondents said only occasionally colour controls their emotions.

Table 3 : Selection of products and colour preference					
Sr. No	Questions	Regularly	Rarely	Occasionally	Never
1.	Selection of colour according to fashion / trend	34	24	38	04
2.	Selection of colour according to season	30	40	16	14
3.	Do you give preference of colour in branded products	29	30	28	13
4.	Does colour control your emotions	02	16	76	06

Colour influence on peer group and memory :

If a picture is worth a thousand words, a picture with natural colors may be worth a million, memory-wise. Psychologists have documented that “living color” does more than appeal to the senses. It also boosts memory for scenes in the natural world. Tests indicate that a black and white image may sustain interest for less than two-thirds a second, whereas a colored image may hold the attention for two seconds or more.

The perception of the respondents on colour influences on peer group and memory was collected which is as follows.

The Table 4 shows that a 60 per cent of the respondents agreed that colour has an influence on peer group and colour affix memory.

Table 4 : Colour influence on peer group and memory

Sr. No	Questions	Strongly agree	Agree	Agree with some extent	Disagree
1.	Will colour influence on peer group	16	60	20	04
2.	Is colour affects on our memory	28	60	10	02

Conclusion :

One interesting result that emerges from the study is colour preference effects are not limited to the positive influence of pink. Although much attention was focused on pink, Clothing effects on person perception involves other colors, such as the association between black clothing and perceived aggression. Here, wearing pink, and also white and black combination was associated with higher attractiveness scores. The two colors were approximately equivalent in their effects on attractiveness. In the sense that both pink and white and black combination scores were not significantly different from each other in any of our comparisons, and both were associated with higher scores than several other colors. At the other end of the scale, there was a comparatively deleterious effect of colour preference were green and sky blue in some comparisons, even when compared to red or yellow.

REFERENCES

- Adams, F.M. and Osgood, C.E. (1973). A cross-cultural study of the affective meaning of color. *J. Cross Cult. Psychol.*, **4**(2):135–156.
- Benjamin, H. Detenber, Robert F. Simons and Jason, E. (2009). The Emotional Significance of Color in Television Presentations. *Media Psychol.*, **2** (4) : 331-355 (<http://rsimons.psych.udel.edu/color3.htm>).
- Cernin, P., Keller, B. and Stoner, J. (2003). Color vision in Alzheimer's patients: Can we improve object recognition with color cues? *Aging Neuropsychol C.*, **10**(4):255–267.
- Ciotti, G. (2013). The Psychology of Colour in Marketing and Branding <http://www.helpscout.net/blog/psychology-of-color>
- Farley, F.H. and Grant, A.P. (1976). Arousal and cognition: Memory for color versus black and white multimedia presentation. *J. Psychol.*, **94**(1):147–150.
- Gaw, D.G, Chestkin, L. and O'Brian, R. (1945). *The Power of Color*. Chicago: Color Research Institute of America.
- Gruson, L. (1982). color-has-a-powerful-effect-on-behavior-researchers-assert <http://www.nytimes.com/1982/10/19/science>.
- <http://www.britannica.com> [2001], The Psychology of Colour, Encyclopaedia Britannica.
- <http://www.colormatters.com> [23 April 2001], Natalia Khouw, The Meaning of Color for Gender
- <http://library.thinkquest.org> [23 April 2001], Psychological Effects of Colour Perception.
- Ludlow, A.K. and Wilkins, A.J. (2009). Colour as a therapeutic intervention: The case of J.G. *J Autism Dev Disord.*, **39**(5) : 815–818.
- Morton, J. (2010). Why color matters. 2010 Available from: <http://www.colormatters.com/color-and-design/why-color-matters/>
- Moore, R.S., Stammerjohan, C.A. and Coulter, R.A. (2005). Banner advertiser-web site context congruity and

color effects on attention and attitude. *J. Advertising*, **34**(2):71–84.

Mariam, Adawiah D. and Intan, Aidura A. (2012). Students of low academic achievement – their personality, mental abilities and academic performance: How counsellor can help? *Internat. J. Hum. Soc. Sci.*, **2**(23) : 220–225.

Mariam, Adawiah D. (2012). In: *Psychology in Malaysia*. Noor NM, Dzulkifli MA, editors. Kuala Lumpur (MY): Pearson.

O'Brien, S. (2003). The Psychology Of Colour http://www.colourtheory.net/articles/colour_psychology.

Wichmann, F.A., Sharpe, L.T. and Gegenfurtner, K.R. (2002). The contributions of color to recognition memory for natural scenes. *J. Exp. Psychol. Learn.*, **28**(3):509–520.
