

COLOR PSYCHOLOGY

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Research Question:

How is color influencing one's mood?

Review of Literature:

Colors may simply appear to be basic and immaterial, yet they influence our everyday lives more than we may know. If somebody is feeling irate, it could simply be because they're furious, or it very well maybe that they are encircled by or taking a gander at the colors red. It's hard to believe, but it's true! Individuals' temperaments can change since they are taking a gander at various colors! There are numerous speculations on how a basic tone can change one's entire state of mind.

As per Johnson (2007), colors influences disposition by delivering certain synthetic substances and invigorating various emotions, for example, hunger. For instance, blue can cause one to feel quiet since it discharges quieting synthetic compounds, and red can make one hungry because it is a craving energizer. Yellow can cause one to feel aggravated, and individuals lose their temper most in yellow rooms. Be that as it may, pink is sedating and can cause one to feel feeble. Taking everything into account, Johnson says that relying upon the colors, one's body can get things done (like creating synthetic compounds) that cause a specific passionate response (distraught, tragic, and so on)

Another thought, by Smith (2007), is that the impact colors produce depends on what one's body does accordingly. For instance, yellow is intellectually invigorating, and enacts memory, while red builds certainty. Additionally, earthy color can cause an individual to feel precise and stable, while a dull blue can cause one to feel pitiful. In this manner, Smith says that various colors do truth be told change one's temperament and the results can be negative or positive.

A third author, Wollard, (2000) assumes that tone can influence one's state of mind, however, the impact additionally can rely upon one's way of life and what one's very own appearance might be. For instance, somebody from Japan may not connect red with outrage, as individuals from the U.S. will in general do. Likewise, an individual who prefers the colors earthy colored may connect earthy colored with bliss. In any case, Wollard believes that tones can cause everybody to feel the equivalent, or near the equivalent, state of mind. As indicated by Wollard, pink lessens animosity, which is the reason the dividers of the prison cells in the Seattle jail are pink! Additionally, earthy colors can cause one to feel ameliorated. Wollard feels that tones do influence one's state of mind, however, different elements can change what one should feel.

Eric, John, and Paraag's (2007) primary concern about colors brain research are that tone has both a physiological and mental impact. For instance, green causes individuals to feel loose because it loosens up their muscles and causes them to inhale further and all the more gradually. Moreover, blue brings down the circulatory strain, which causes one to feel quiet. Eric, John, and Paraag presume that colors influence one's state of mind on account of what it never really body.

One more thought, via Airey (2006), is that tone is energy, and it can have a physical, mental, profound, or potentially enthusiastic effect on individuals. He expresses that dark can cause one to feel refined and secure, however, it can likewise cause one to feel discouraged. Additionally, earthy colors can cause an individual to feel dependable and genuine, while yellow lifts confidence. In this way, Airey presumes that various tones can have various types of effects on individuals.

Analysis:

There are three thoughts regarding color brain science in these sources, and they all state that colors influence one's temperament. They contrast dependent on what elements impact the impacts of colors, for example, culture, feeling, and what goes on inside one's body. One of the three thoughts is that colors influence mindset dependent on one's sincere beliefs. For instance, if an individual abhorrence the color pink, he may connect pink with disdain. Another thought expresses that colors influence mindset dependent on one's way of life. For instance, somebody from the U.S. may think about the colors green when alluding to envy, while individuals in Japan consider yellow regarding needing what another person has. Nonetheless, most of the sources counseled state that colors influence disposition by impacting what goes on within individuals. For instance, seeing the colors blue delivers quieting synthetic substances, which thusly makes one quiet. Likewise, because yellow is the hardest color for the eye to zero in on, individuals may get aggravated when taking a gander at yellow, and infants cry most in yellow nurseries. These speculations don't appear to share a lot of practice speaking.

Methodology:

To test thoughts regarding how colors influence one's state of mind (colors brain science) this specialist will test sixty center school understudies (thirty young ladies and thirty young men) on how the tones green, blue, dark, yellow, red, pink, and earthy colored cause them to feel. The understudies will stamp the inclination that each color causes them to feel, as indicated by the decisions that appeared on the model study beneath.

Along these lines, the best number of male center school understudies believed that dark caused them to feel tragic, cold, and discouraged; and green caused the vast majority of them to feel secure and safe, etc. The numbers in brackets by the inclination show the level of young men that believed that way. The explanation these rates are so low is that there were various reactions, and for most inclination classes there were just a couple of young men who felt that way.

Example Survey

(The only thing that varies in each survey is the color being checked and the gender of the student answering.):

Choose as many responses as the color sensation matches you. Does the color make you feel that way?

Happy/Blessed/loved
 Excited/ Crazy
 Positive/ Hopeful/
 Motivated
 Sick/ Exhausted/
 Motivated
 Puzzled/ Perplexed/
 Hyper
 Guilty/ Lost
 Strong/ Jolly/
 Energized

Survey Results:**Most female associated these feelings with these colors...**

Black	Green	Yellow	Pink	Brown	Red	Blue
Guilty/Lost/ Depressed (43%)	Strong/Jolly/Energized (27%)	Excited/Crazy (53%)	Happy/Blessed (27%) and Love/Affection (27%)	Puzzled/Perplexed/Hyper (40%)	Positive/Hopeful/Motivated (40%) and Love/Affection (30%)	Calm/cheerers (35%)

So, the most noteworthy number of female center school understudies thought that dark made them feel pitiful, cold, and discouraged; and green made most of them feel impartial and adjusted, and so on. The numbers in brackets by the sentiments appear the rate of young ladies that felt that way. The reason most of these rates are so low is that there were numerous distinctive reactions, and for most feeling categories there were as were one or two young ladies who felt that way.

Most male associated these feelings with these colors...

Black	Green	Yellow	Pink	Brown	Red	Blue
Puzzled/Hyper (37%)	Lost/Depressing (27%)	Excited/Crazy (17%)	Love/Affection (33%)	Sick (20%)	Happy/Blessed/loved (27%)	Relaxed/ calm (57%)

Along these lines, the best number of male center school understudies believed that dark caused them to feel tragic, cold, and discouraged; and green caused the vast majority of them to feel secure and safe, etc. The numbers in brackets by the inclination show the level of young men that believed that way. The explanation these rates are so low is that there were various reactions, and for most inclination classes there were just a couple of young men who felt that way.

S no.	Variables	Sub variables	Percent %
1.	Color can increase brand recognition?	YES	60%
2.	The first thing that consumers will Notice about the logo is color.	YES	80%
3.	Color has the power of persuasion?	YES	50%
4.	Color can change a human's mood?	YES	40%
5.	Huma's always attracted to color when they buy something?	YES	70%

Conclusion:

Colors influence one's state of mind, however, it can influence young men and young ladies in an unexpected way. For instance, while most female center school understudies discovered green impartial and adjusting, most male center school understudies thought that it was secure and safe. Nonetheless, there are likewise a few likenesses between the female and male center school understudies. For instance, most female center school understudies imagined that earthy colored caused them to feel exhausted, thus did the male center school understudies! Additionally, both found that pink caused them to feel love and fondness. In any case, a few outcomes in this investigation were unique with the examination referred to. For instance, the examination expressed that earthy colored would cause young ladies and young men to feel secure and safe, yet rather it caused them to feel exhausted. Moreover, the examination said that yellow would cause young men and young ladies to feel bothered, yet most young men and young ladies detailed that it caused them to feel upbeat and happy. By and large, the vast majority of the outcomes were unique with the exploration sources counseled. Regardless, clearly, colors have an extraordinary effect on one's disposition.

References:

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