



RESEARCH ARTICLE

THE AWESTRUCK COLOR AMONG TEENAGERS, THE JUSTIFICATION BEHIND THE COLOR
FLAVOUR – AN EXPERIMENTAL ANALYSIS

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ABSTRACT

There is no escaping color. Whether it's choosing what to wear when you wake up in the morning or using color to make a picture full of life, color choice is always there. Color can affect your mood and motives. Some psychologists say that a person's favorite color can say something about their personality. Below is an insight into what a favorite color might have to say about a person. Not all of these traits may be true to you but you might be able to relate some to your own personality or someone else you know personality. This article is an attempt to find the most dominant color among teenagers.

Key words:

Color choice, Psychology,
Colors and Personalitv etc.

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INTRODUCTION

The teenage population is day by day increasing as on today's status the population is around 41% of the total population. They spend their free time with watching internet, shopping online, using social media, listening to music, sports and other activities etc., they are ambitious, aspiration oriented, and their aspirations are nearly identical. They want to graduate from high school, go to graduate from college. They look towards the future. They know more about technology than previous generations. They spend most of their time on the internet, playing video games, surfing the web. In India, teenagers have significant buying power than others.

Objectives of the study

1. To find the fascinated color among boys and girls who are particularly in the teen age group.
2. To analyze the reasons for the likeliness of the color.
3. To evaluate the factors that motivates them to choose the color.
4. To get out the purchasing habit of teenagers with their favorite color.

Literature review

Color has strong influence on visual attribute, recognition, attention and identification of objects (Wichmann *et al.*, 2002). Perception and meaning of color differs in various cultures. (Aslam, 2006; Madden *et al.*, 2011). Teenage consumers have developed a wide range of color associations for various products (Akca *et al.*, 2012).

Your favourite color and what it says about you ?

1. White – Symbolic of purity, innocence and artlessness and simplicity. Nurses and chefs wear white to display cleanliness and hygiene.
2. Red – Strength, healthy and vitality, ambitious, quickly judge others, optimistic. Looking at red makes your heart beat faster.
3. Maroon – Matured, likable and generous.
4. Pink – symbolizes love and affection without passion. Protective, sheltered life, charming and gentle.
5. Orange – Luxury, pleasure, fun loving person, popular, little fickle and vacillating, fearless ness, curiosity and restlessness.
6. Yellow- Happiness, wisdom and imagination, mentally adventurous, search for novelty and self fulfillment. Shrewd personality, strong sense of humor, intellectual. Yellow is the brightest color to the human eye.
7. Green – Harmony and balance, hope, renewal and peace, gentle sincere, frank, sociable, prefer peace at

any price, self effacing, modest and patient. Green can relieve the feeling of homesickness.

8. Blue – soft, soothing, compassionate and caring, deliberate, conservatism, patient, persevering, conscientious, sensitive and self controlled. Faithful, too cautious. Blue can suppress hunger.
9. Purple – highly individual, fastidious, and witty and sensitive, strong desire to be unique and different, temperamental, expansive and artistic. Purple is the color of magic.
10. Brown – Stamina and patience, very solid and substantial, dependable, steady and conservative, reliable and kindly.
11. Gray – color of caution and compromise, good business ability and tend to work too much.
12. Black – dignified and impressive without being showy. Give the appearance of mystery. It's said that wearing black makes some people look thinner.

- c. Adolescents/teenagers - Girls – Pink, red, Boys – Blue, Green, Yellow
- d. Young adults – Age group of around 25 less open in experimenting color, they are most sure of themselves and find their direction in life.
- e. Mature 65+ years old – preference is blue greens, bright, stimulating colors like red, orange and yellow.
- f. Corporate color preferences – More serious the business the darker colors they prefer like dark blue, dark green etc., The more casual and light hearted the business – the lighter colors like red, orange, yellow, pink and purple.
- g. Blue collar workers- prefer bright, warm primary and secondary colors of the rainbow.

Color psychology

Color involves aesthetic and psychological responses and influences art, fashion, physical and emotional sensations. (Britannica). Colors are not universal to all humans in all cultures. Color terminology, color harmony, color preferences, color symbolism, and other psychological aspects of color are culturally conditioned, and vary with both place and historical period. Colors are always associated with mourning. Some factors affect colors are age, mental health, and mood. Some colors have a therapeutic effect on physical and mental disabilities.

Color Changes

Some people's favorite color remains the same throughout their whole life whereas others change from time to time. A change in favorite color could be because of new needs or desires in the person's life. Pink is a popular color for little girls because it portrays innocence and the need to be protected. As a person progresses through different stages in life they have different needs and desires (e.g. growing up and not anymore relying on being protected, hence change in favorite color from pink). A lot of people generally have one fancied color that will remain the basis of their favorite color for life but sometimes people do change, so do color choices.

Color symbolism

Color symbolism is the use of color as a representation or meaning of something that is usually specific to a particular culture or society. Context, culture and time are certainly important factors to consider when thinking about color symbolism.

Color preferences

1. **Gender based**
 - a. Male – Prefer blue, red yellow and orange.
 - b. Females – Pink, red, blue, yellow and orange.
2. **Age based color preferences**
 - a. Babies – cry in yellow rooms, respond best to high contrast visuals.
 - b. Pre adolescent children – red, yellow, orange, green and purple.

Research methodology

A survey was conducted in the nearby higher secondary school at Villupuram. With the help of my daughter who is studying 9th standard in that school the questionnaire was circulated. And the response rate is 90%. A sample of 100 students was selected who are in the age group of less than 19 years old. The majority of respondents are female i.e., 60 students are female members and the rest 40 students are male members. The respondents are the mix of people who are from urban, rural areas. Surveys were analyzed using statistical package.

Hypotheses of the study

1. Product color choice differs between genders.
2. A teenager's ethnicity (tradition, culture) affects their product color choice.
3. Teenagers color choices vary according to type of product.

Analysis and interpretations

The above table says that out the total respondents 60% are female respondents and the rest 40% are male members. The age group of respondents is 13 to 19 years. Majority of the age group falls in the age of 14 to 15 years. The favorite color choice for female respondents is pink. Universally pink is the favorite color among girls. Not only pink is a favorite color for teens but also it attracts the minds of the elderly people also. Because pink gives peace, it symbolizes love and affection. The favorite color choice among male respondents is blue. But put together the likeliness for blue by males and females are more than the pink color. So, blue is assumed to be the favorite color among youth. Why blue the world color because blue symbolizes soft, soothing, conservative, and faithful and suppress hunger. It is the safest color and it is accepted as the world market color. Majority of the respondents prefer to purchase clothing in their favorite color. Followed by pouches, wallets, pens etc., the respondents opined that happiness is the major motivating factor to go for purchases of products in their favorite color. Among the youth favorite color choice improves their personality. About 92% of the respondents say that by wearing dresses with their favorite color improves and shows the ethnicity, tradition, culture etc., Majority of the respondents feel that whatever the product they purchase they choose only their favorite color. The above table clearly explains the color choice between genders. Majority of the female respondent's interest is on pink color. Majority of the male respondent's interest is on blue color.

Table 1. Socio economic status of the respondents

S. No.	Status	Number of respondents	Percentage	Cumulative percentage
Gender of respondents				
1	Female	60	60%	60%
2	Male	40	40%	100%
Age of the respondents				
1	14 -15 years	45	45%	45%
2	16 -17 years	40	40%	85%
3	18 -19 years	15	15%	100%
Favourite choice of colors (Female)				
1	Pink	34	56%	56%
2	Blue	18	30%	86%
3	Red	5	8%	94%
4	Others(Purple, Green, orange)	3	6%	100%
Favourite choice of colors (Male)				
1	Blue	16	40%	40%
2	Black	9	22%	62%
3	Orange	8	20%	82%
4	Others(Red, Yellow)	7	18%	100%
Things they have with the favourite color				
1	Clothing	58	58%	58%
2	Pouches, Wallets, pens	14	14%	72%
3	Watches, Bicycles	16	16%	88%
4	Comb, Others etc.,	12	12%	100%
What motivates the favourite color?				
1	Happiness	62	62%	62%
2	Luck	16	16%	78%
3	Satisfaction	18	18%	96%
4	Others	4	4%	100%
Do you feel your favorite color improves your personality?				
1	Yes	86	86%	86%
2	No	14	14%	100%
Do you feel your favourite color portray our ethnicity, culture etc.,				
1	Yes	92	92%	92%
2	No	8	8%	100%
Purchasing habit of favorite color products				
1	Always whatever I purchase	65	65%	65%
2	Some products	12	12%	77%
3	Rarely	6	6%	83%
4	Pens alone	17	17%	100%

Source: primary data

Table 2. Table showing product color choice between genders

Particulars	Males	Females	Total
Pink	---	34	34
Blue	16	18	34
Red	2	5	7
Orange	8	1	9
Black	9	1	10
Others	5	1	6
Total	40	60	100

Source: Primary data

Table 3. Teenagers ethnicity affects their product color choice

	Portray Ethnicity, culture and tradition of ours			
	Yes	No	Total	
Favorite color	Pink	32 (35%)	2(25%)	34(34%)
	Blue	30(33%)	4(50%)	34(34%)
	Red	6(6%)	1(12.5%)	7(7%)
	Orange	9(10%)	---	9(9%)
	Black	10(11%)	---	10(10%)
	Others	5(5%)	1(12.5%)	6(6%)
	Total	92 (100%)	8(100%)	100

Source: Primary data

Table 4. Table showing Teenagers color choices vary according to the choice of product

	Type of products			
	Wallets, Pouches, Mobile covers, Pen, Clothing etc	Two wheelers, four wheelers etc.,	Total	
Favorite color	Pink	31(35%)	3(25%)	34(34%)
	Blue	30(34%)	4((33.33%)	34(34%)
	Red	13(15%)	3(25%)	16(16%)
	Black	8(9%)	2(16.67%)	10(10%)
	Others	6(7%)	0	6(6%)
	Total	88(100%)	12(100%)	100

Source – Primary data

But there is a grace for Blue color for both the genders. So, it is clear the most dominant color among the youth is blue. It is the common and safest color. The above table shows the relationship between the teenagers' ethnicity and color choice. The cross tabulation analysis clearly depicts that the most dominant color among youth are pink and blue color. The P value is 9.425 which are statistically significant at 5 df. So it clearly states that there is a relationship between ethnicity and color choice. It abruptly shows that there is a positive relationship between these two. It shows when the respondents wearing or using their favorite color dresses, pouches etc., it portrays their ethnicity, shows culture, tradition etc. The above table clearly states that Teenagers color choice vary according to the choice of product. The cross tabulation analysis clearly depicts that when they buy clothing, wallets, pens, mobile covers, pouches the teenagers has a great freedom and choice to select their favorite color. But if it goes for heavy investment almost the choice of teens are almost regretted. There the parents play a vital role in making the decision only 12% of the populations are allowed to take the decision of wards. The P value is 7.285 which is statistically significant at 4 df. It clearly shows that there is a close association between the favorite color and choice of variety of products.

Conclusion

Teenagers have a significant purchasing power than others. They purchase the products based on their taste, preferences, particularly based on their favorite color. So, almost all the

corporate are concentrating much on producing products based on youth preferences and tastes. Teenagers shop in shopping malls, discount stores, electronic stores etc., Teenagers are the future customers of most products and services. If companies offer good quality products, fair prices and build a trust with teens they will have customers for life. As for my opinion when the teen become older and getting maturity they change the attitude of not fitting into one color as desired. When days rolled by they use their mind and time in some other avenues. Hardly 2% of the entire population lives with their favorite color till the end. As they reach their late teens they often show a preference for black - this relates to a psychological need for black during the transition stage from the innocence of childhood to the sophistication of adulthood - it signifies the ending of one part of their life and the beginning of another, allowing them to hide from the world while they discover their own unique identity.

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