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## **A STUDY ON COLOR PSYCHOLOGY IN IMPULSE BUYING BEHAVIOUR IN APPAREL INDUSTRY**

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### **Abstract:**

*This study was conducted with the intention of better comprehending the psychological reaction that is elicited by the use of colour in marketing. In most cases, initial impressions of a person or thing are established during the first 90 seconds of encounter with that entity. The simple application of colour can account for anything from 62 percent to 90 percent of an overall impression. Because a customer's disposition and feelings are influenced by the colours to which they are exposed, the colours that are used in marketing have the potential to be used to create either a favourable or negative attitude towards the product being promoted. Understanding colour psychology is essential for any marketer who wants to be able to create goods and packaging that appeal to customers regardless of the moods in which those customers may be currently experiencing themselves. It's possible that various hues will elicit different emotional responses from different people. The previous research on the subject of colour psychology is analyzed in great detail in this study, which gives a detailed evaluation of that previous work. According to the findings of the research, colour has an important role in the process of advertising. When it comes to marketing their products successfully, proprietors of firms need to give careful consideration to both the looks of their product packaging and the names they choose for their businesses. The limitations of the study as well as potential next steps for research are discussed. When it comes to enticing customers and developing an image for a business or retail establishment, colours have a significant role. Warm hues are more successful when making judgements that involve more time and contemplation, whilst cool colours are more successful at luring customers and driving impulse purchases. To increase the total value of their product catalogues, several businesses are turning to colour printing.*

**Key Words:** Color, Psychology, Marketing



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## **INTRODUCTION:**

Businesses are continually seeking for new ways to generate sales by extending their share of consumers' wallets in order to keep up with the rising demands of their customers and the fierce competition in their industry. The modern marketer is aware that the only way to maximize customer satisfaction is to zero in on the precise requirements, desires, and inclinations of the populations that they are attempting to attract. Trying to anticipate and accommodate the varied and complicated behaviour of clients is the aspect of marketing that presents the greatest challenge. One type of consumer behaviour that is frequently observed in the marketplace is known as impulsive buying. Customers are said to engage in "impulse buying" when they give in to the sudden yet powerful and persistent need to acquire goods offerings without giving sufficient attention to the repercussions of receiving the offering. This drive can be described as "strong and persistent." One definition of the phrase "shopping on impulse" is the act of making a purchase on the spur of the moment rather than in preparation for a specific need or purpose. This is not the only definition of the phrase "shopping on impulse," however. To put it another way, this is the type of purchase that is made on the spur of the moment. Because of the widespread nature of the phenomena and the variety of ways in which it may be applied, the marketing industry places a high priority on research into impulsive purchasing. The reason for this is because businessmen are quite concerned about its potential.

### **Some Important Considerations Individuals Who Are Involved in Retail and Marketing**

It is usual practise in this day and age to take advantage of the tendency of customers to make rash purchases motivated by unanticipated wants or desires. This is a typical occurrence in the current world. For instance, a customer at a store might not have intended to purchase a chocolate bar, but they could feel compelled to do so if they saw it placed prominently on the last aisle before the pay registers. This can be a powerful sales tactic. Another option is that a customer who is in a very buoyant and pleasant mood would on the spur of the moment decide to purchase a pastry on his way to the bakery to buy bread, even if he had no intention of doing so beforehand. Therefore, there are two primary types of variables that might have an effect on the tendency to make impulsive purchases: internal and contextual impacts. Examples of internal impacts include the client's income and gender, in addition to generic demographic factors like age and location. In spite of the fact that many external elements are unique to the product category at hand, there are some aspects of a product, such as its pricing, the environment in which it is sold, the marketing strategies employed, the visual presentation, and so on, that may be considered influences.



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## **FASHION SECTOR IN INDIA**

The apparel sector accounts for around 8% of India's total retail market and generates revenues of close to \$40 billion USD annually. The fashion sector in India has become both exciting and lucrative as a result of the growing demand for various fashion accessories in the country. The term "fashion" in India refers to a broad sector that includes much more than just garments. The fashion and garment business in India has developed into one of the most active and quickly increasing sectors of the economy as a consequence of the entry of both domestic and international enterprises into the market. Researchers have also discovered, as a consequence of these shifts, that impulsive purchasing is becoming an increasingly widespread practise among Indian consumers. This is most likely attributable to the flood of imported products into the Indian market, the rise of the organised retail sector, greater disposable incomes, beneficial demographic segmentation, and the evolution of Indian culture as well as preferences held by Indian consumers. Marketers may take advantage of this circumstance by researching the many elements that may lead to such impulsive behaviour and by concentrating on the particular kind of fashion products that are more likely to be purchased on the spur of the moment. This will allow them to target the specific kind of fashion items that are more likely to be purchased on the spur of the moment.

The information that is gathered by our senses is extremely important to our overall comprehension of the world. There is a widespread perception that, out of the five senses, visual perception is the most essential and significant one. When it comes to making purchases across a broad variety of firms and fields, the truth is that we put our faith in our hunches as well as the information that is shown to us by our senses. When it comes to marketing and branding, making the right choice about the colour palette is of the utmost importance. Many people are under the impression that colour has a significant bearing on how we take in information. A recent research indicated that it takes the average individual around 90 seconds to form an opinion on someone or something after seeing it for the first time. According to the findings of research carried out by Colour preferences influenced product purchase anywhere from 62% to 90% of the time. When it comes to deciding how we understand any given piece of information, the component that has the single most significant impact is colour. Its impacts are pervasive in all aspect of our day-to-day lives, and it is generally accepted as a key factor in determining the decisions that customers make.

The interplay between the spectrum distribution of light and the spectral sensitivity of the light receptors in the eye is what gives rise to the phenomenon of colour perception. After interacting with the receptors in the eye, light is broken down into the myriad of colours that compose it. There is a wide variety in the lengths of wavelengths that are released by the many types of light sources. Because there are so many different wavelengths of light, each



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one of them is able to generate its own unique colour, which our eyes interpret as an intricate variety of tones. To put it more simply, there are two key factors that go into deciding the hue of an item: the actual thing itself and the context in which it is being viewed, as well as my personal impression of the colour.

The following is the primary category that psychologists use to divide colour;

- Colours that are on the cooler side, such as blue and green
- Colours that are considered warm, such as red and yellow;
- Colours that are considered neutral, such as white, black, and grey;

Marketing and internal business communication are two areas that benefit greatly from the use of colour. The shade of colour that is selected for a product may either improve or detract from the effectiveness of the item. Colour has a significant impact not just on the ways in which consumers think and behave, but also on their states of mind and the feelings they experience. Making use of colour in branding is advantageous for a number of reasons, one of which is that it enables businesses to differentiate themselves from their rivals. Many businesses operating in the same sector may seek to visually separate themselves from one another by utilising a variety of colour palettes. In the mobile industry, for instance, Verizon is the owner of the red brand, while T-Mobile and AT & A each have their own unique pink and blue brands, respectively. The use of colour is an essential component of the marketing process, and its effects can be seen in a variety of areas, including the creation of brand identities and product packaging, as well as the provision of services and the distribution of information. In increasingly competitive marketplaces, colour is an essential indicator that helps differentiate between different items and preserves their individual identities.

The responses of customers are logged in order to facilitate the identification of key distinctions between various items. The ecological valence hypothesis was established to explain why people prefer some hues over others when it comes to colour preferences. According to this hypothesis, the emotional responses that a person has to things of a certain hue might be an explanation for why that colour is one that they gravitate towards. People have a propensity to like colours that are closely connected to the things that they are passionate about. The colour of a product is one of the most instantly obvious characteristics, and one of the features that determines a customer's choice to buy that product. A study found that factors such as age, income, education level, gender, race or ethnicity, and geography all had a substantial impact on the colour preferences of customers. This conclusion can be supported by the findings of the investigation. The usual connotations and connections that have been attached to certain hues are shifting.



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Retailers frequently employ the use of colour as a means to capture consumers and encourage them to make a purchase, and marketers may better serve their clients by satisfying the demands of their customers if they provide items in hues that are liked by those customers. When it comes to making purchases, customers have very specific colour preferences, and these preferences may vary quite a little depending on the kind of goods being purchased. It is possible that the colour the customer chooses will not complement the tone that they consider to be most suitable for the goods. This research implies that colours are not viewed in isolation, which makes it difficult for businesses to adjust the hues of their products to the preferences of individual customers. The intelligent application of colour provides significant advantages to both the beauty of a company's logo and its brand identification. One way to think about it is as an essential component of marketing that is necessary for establishing and maintaining customer faith in the reliability of the products. Many individuals are of the opinion that the colour of a product, in addition to serving as an indicator of the manufacturer, also provides information on the selling price of the item as well as its overall quality. Therefore, selecting the appropriate colour for a product is an effective means of promoting and calling attention to the worth and usefulness of the product. However, if the incorrect shade is selected for a product, it may be more difficult for a company to reach the people for whom it is designing the product. When choosing a hue, it is essential to give some thought to the amount of time and money you are ready to invest in the product in order for it to fulfil your needs for as long as possible.

### **Color Controversy**

Academics are divided on the question of whether or not the colour of a person's skin has any bearing on their personality. The idea that an individual's skin tone could have an effect on their personality is not supported by the majority of schools of mainstream psychology. Numerous contemporary psychologists believe that colour is a major factor in the formation of our individual identities. In spite of this, we may be able to observe the influence of colour in the following areas:

#### **Colour and Physical Well-Being**

Since the beginning of the twentieth century, people have been aware of the significance that colour plays in the realm of medicine. Ancient Egyptian physicians would heal their patients by bathing them in light of varied colours. This was a common treatment at the time. Within the realm of complementary and alternative medicine, this movement may also be seen as the emergence of a fresh school of thought. Various hues have been associated with the therapeutic effects of treating a variety of diseases. In particular, it has been postulated that the colour red excites the liver, that the colour purple brings down blood pressure, and that the





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colour orange both strengthens the lungs and speeds up the metabolism of calcium. The sympathetic nervous system relies heavily on the hue green, whereas the digestive system responds favourably to yellow's stimulation.

### **Variations in Colour and the Attitudes of Different Cultures**

The way people were raised socially and religiously also had a significant impact on their colour vision blue is the colour that is considered to be the most acceptable when it comes to communicating appropriateness. Orange is considered to be the holiest colour in the Hindu religion. Orange, on the other hand, is not even recognized as a colour by those who follow the. Before the Christian Popes established white as the traditional hue for wedding rituals, the Celts held that the colour green had religious significance. Even in the beliefs of Muslims, the colour green is considered to be holy. White was the colour that was most favored by the Inuit. According to the colour scheme of red and white was utilized while designing ceremonial settings throughout Melanesia. In the appendix, we provide a detailed explanation of the symbolic meanings that each colour has conveyed over time, place, and different civilizations.

### **psychological investigation on the relationship between colour and feeling**

Colour can move people emotionally and connect with them in a number of different ways, depending on the context. According to the theory that associates colours with feelings, brown, black, and red are seen as "sad" hues, whereas blue, orange, and yellow are viewed as "happy" hues. Brown, black, and red are also thought to be "powerful" hues. They also gave the impression that people of varied ages had the same feelings on these issues. It's possible that aspects in the surrounding environment, such smells, sizes, noises, forms, and colours, might increase the possibility of a purchase by conveying signals, attracting attention, and invoking feelings. Numerous studies have shown a connection between a product's hue and the emotions and thoughts that it evokes in its target audience. darker colours, such as brown and black, have the opposite impact, whereas lighter colours, such as blue, white, red, and pink, are connected with positive feelings such as joy and enthusiasm. It is intentional for the fundamental colours of the brand to be warmer tones, such as red and orange, rather than colder tones, such as blue.

Utilisation of Colour in Advertising and Marketing Every piece of evidence suggests that colours are antagonistic towards one another. The absence of definitive scientific research on the subject of colours has resulted in an increase in the number of theories and urban legends around the topic. The most recent study on this subject has showed some encouraging outcomes, however these discoveries have only come from the colour consultancy business. Despite the fact that their research does not conform to an experimental methodology (Singh,



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2006), the bulk of their findings are supported by the general agreement of other marketers. The following are some examples of different ways that colour may be used in advertising.

### **Colors and Brands Colors evoke brands.**

Companies like Cadbury (which uses the colour purple), Coca-Cola (which uses the colour red), Heineken (which uses the colour green), and Shell (which uses the colour yellow) all use colours that have different connotations to different types of customers. package's colour rather than its textual information due to the intense emotional response that colour produces in the viewer. This is because colour elicits different emotions in different people. As was said earlier, the connotations of particular colours can vary greatly from one culture to another. It's probable that purple is used to label or package inexpensive commodities in the United States, but in Asian contexts, purple is used to label or package expensive goods. This would represent a cultural difference. with China and Japan, things that come with packaging that is grey are thought to be low-grade, whereas in the United States, grey packaging indicates that the product inside is of superior quality. As a direct result of this, in order to appeal to a bigger client base, businesses are putting more care into the colours that are employed in their logos.

### **REVIEW LITERATURE**

According to Fennis and Pryun (2017), a person's choice of hue may disclose a great deal about their aesthetic preferences as well as their personality. According to the findings of one study, customers acquire an opinion about businesses based on the use of a variety of symbols, colour schemes, and other design elements. The consumers mentally construct this in their minds. Colour psychology is predicated on the hypothesis that consumers' purchasing decisions may be influenced by the hues that are shown to them. Because customers have a strong emotional connection to certain colours, businesses frequently employ certain colours to attract customers to their establishments.

According to Giese and Parkman (2012), the use not just the typeface, but also the colours that are chosen may have an effect on how consumers perceive a brand in the marketplace. If a company employs typefaces that are fascinating to look at but difficult to grasp, they are squandering their time and the time of their employees. In order to successfully sell a product, you need to select colour palettes that compliment one another. According to the findings of this study, paying close attention to colour palettes might be an effective way to leave a long-lasting impact on clients. of certain hues in the design of a brand contributes to the establishment of an emotional connection between the company and the customers of the company.



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González (2015) discovered that the colour scheme is a reflection of the brand's more conventional method of connecting with its clientele. Customers are impacted by the backdrop hue of the advertisement, which causes them to develop an image of the brand in their heads. customers had a more favourable assessment of firms that had blue backgrounds, but consumers had a more negative perception of businesses that had black backgrounds because they were perceived as being more aggressive and attention-grabbing.

Chang and Lin conducted in (2020) study on various hues provide distinct information to our neural systems, we experience a wide range of varying emotions when exposed to them. These feelings could include rage, but they could also include happiness and a sense of anticipation instead. According to the findings of a survey that, more than eighty percent of company executives believe that colour is significant when establishing a brand platform. The hues that a customer sees have an influence, both good and negative, on their state of mind.

Kannan and Vinayagamoorthy (2014) To successfully sell a brand, one must do more than just appeal to the logical and emotional aspects of potential customers. In certain contexts, colour and presentation are also potentially deciding factors. consumers who are ready to pay for their purchases are targeted with product that is coloured in vivid, attention-grabbing colours. The goal of this strategy is to encourage such consumers to make more purchases after they have already paid for their initial ones. Even if the client has no practical need for these goods, the client's attention may nonetheless be stimulated by them because of their aesthetic value. This is because of the hues that were utilised in the production of these things. assert that a significant number of children accompany their parents when they visit shop showrooms. According to parents are more likely to purchase an item for their children if it is user-friendly for the children.

### **OBJECTIVE OF THE STUDY**

1. To study whether or not colour has a role in the purchasing choice of consumers
2. To find what effect colour temperature has on consumer intent to buy

### **METHODOLOGY**

In the present investigation, a descriptive technique was utilised, and both primary and secondary sources were utilised in order to assemble the data set. The online databases Emerald, ScienceDirect, and Taylor & Francis were searched using a set of keywords that included phrases like "colour perception," "colour meaning," and "colour and behaviour" in an attempt to find relevant secondary material. The vast majority of the data that was employed in this investigation came from several surveys.





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### **Data Collection Methods: Content Analysis**

In addition to books, journals, studys, and other forms of empirical literature, secondary data from prior research that has been carried out will also be taken into consideration in this study; hence, it is a suitable secondary information source. This research will also take into consideration other sorts of empirical literature. Both secondary sources of data, such as journals and publications, and empirical sources, such as prior research into colour psychology, consumer behaviour, and cultural attitudes on colour were utilised to collect the necessary information for this study. Due to the fact that this is a research conducted at a desk, secondary sources of data were utilised in the collection of the data.

### **DISCUSSION AND ANALYSIS**

According to the findings of the study (Table 1), a consumer's level of browsing activity increased by a proportional 0.253 unit for every unit that was regarded as an increase in the promotional efforts made by the website. In spite of a price score of 3.70 on average (Table 2), our research did not find a statistically significant association between the cost of the product and the level of interest shown by customers in the category. This is in relation to the price.

**Table 1: Gender Differences in Colour Preferences**

<b>Gender</b>	<b>Cool Colours</b>
Men	54%
Women	76%

Source: Journal of Genetic Psychology

When it comes to colour preference, males lean more towards orange, while women go more towards yellow. Colours such as blue, black, brown, green, and red appear to be more popular with males, whilst colours such as orange, yellow, purple, green, and red have a tendency to be more popular with women. Throughout the course of one's life, both the colours that a person gravitates towards and the emotions that are linked to certain tones will shift.

**Table 2: Type of Consumers**

<b>Type of Consumer</b>	<b>Place</b>	<b>Colour</b>
Traditional buyers	Clothing stores	Rose, Sky blue, Pink
Buyers on budget	Large Dept. Stores, Banks	Teal, Navy Blue
Impulse buyers	Outlet malls, Fast food	Black, Red, Royal Blue, Orange

Despite the fact that certain colour associations may appear to be innate, a great lot relies on the buyer's personality, age, gender, and cultural background. For instance, different colour



palettes have a propensity to appeal to customers with a variety of personality qualities. Because they are exciting to the senses and convey the impression of urgency, the colours red, orange, and black are frequently used in fast food restaurants and clearance sales. This is because impulsive consumers are more likely to make purchases when they see these colours. Pinks and blues give off a relaxing feeling in retail garment stores, which appeals to the more traditional buyers who prefer to take their time browsing the racks. Customers select clothing stores to purchase at because of the serene atmosphere that these establishments typically exude.

**Table 3: Impact of colour psychology on impulsive purchases in the fashion industry**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Color	10-	1.00	5.00	3.6634	0.65616
Navigation	100	2.00	5.00	3.8812	0.60660
Content	100	1.00	5.00	3.8564	0.73259
Variety	100	2.25	5.00	3.9480	0.54922
Price	100	1.00	5.00	3.7079	0.70095
Promotion	100	1.50	5.00	3.4257	0.79179
Valid N (listwise)	100	8.75	30.00	18.0707	1.01455

The regression study showed that the design variable did not substantially impact the browsing behaviour of online consumers, despite the fact that it had a high mean score (See Table 4 ) for the design variable. This was the case despite the fact that the average score was very high. As a result, the colour palette and the general style have been altered.

**Table 4 : Color psychology in impulse buying behaviour Analysis**

Independent Variable	Dependent Variable	R-Square	Sig.	B coefficient
Content	Browsing	0.047	0.03	0.196
Variety	Browsing	0.063	0.012	0.302
color	Browsing	0.03	0.085	0.174
Navigation	Browsing	0.035	0.034	0.231
Price	Browsing	0.02	0.156	0.134
Promotion	Browsing	0.092	0.002	0.253
Browsing	Urge to Buy	0.11	0.001	0.336
Impulsive Buying Tendency (IBT)	Urge to Buy	0.115	0.001	0.277
Shopping Enjoyment	Urge To Buy	0.093	0.002	0.25



When a significance threshold of 5% was utilised, the p-value for the navigation variable was found to be 0.034, but the p-value for the design variable was found to be 0.085. According to what was discovered, the amount of time spent browsing rose by 0.231 units for every one unit rise in the ease of navigation that the user experienced (Table 5).

**Table 5. Independent Samples t-Test**

Levene's Test for the Equality of Variances and the t-Test to Determine Whether or Not the Means Are Equal						
		F	Sig.	t	df	Sig. (2-tailed)
Choice of Product variances assumed	Equal	2.432	.120	2.619	223	.009
	Equal variances not assumed					
Choice of banner variances for a retail outlet assumed	Equal	.038	.845	1.836	223	.050
Equal variances not assumed						

Source: Survey by authors

### **The effect of colour on the consumer's choice of product and their ability to recall the brand**

It was examined utilising the Pearson's correlation to see whether or not the colour preferences of customers had an effect on their purchase behaviours and their ability to recall brands. It was demonstrated that each of the three criteria had a substantial link with the other two criteria. Given the existence of a significant association, additional regression analysis was carried out in order to determine the impact that colour had on the preferences of the client base. The results of the statistical study showed a very substantial ( $\beta=.587$ ,  $t=10.836$ ,  $p<.001$ ) effect that colour has on the choices that consumers make, and they discovered that it might account for anything from 34.5 percent to 100 percent of total sales. Studies conducted in the past demonstrated that consumers are more inclined to make a purchase from a



company that has a blue backdrop as opposed to one that has a red background. This was observed at retail establishments that had blue on their display walls.

### **Color's effect on consumers' propensity to make purchases**

We investigated how buyers felt about making a purchase based on whether or not a colour was warm, chilly, or neutral by using an analysis of variance (ANOVA). Table 6 's p-value of 0.016 indicates that the result is statistically significant at the 5% level, which is the standard used in this study. The value of the statistic on the exam is 4.202. As a direct result of this, it turned out to be abundantly evident that the perspectives of customers on their ultimate purchase choices might differ greatly between hue families.

In addition, post-hoc analysis using LSD (which stands for least significant difference) assisted in shedding light on the inequalities that were present.

**Table 6. Correlations**

		Purchase Decision	Colour Preference	Brand Recall
Purchase Decision	Pearson Correlation	1	.587**	.541**
	Sig. (2-tailed)		.000	.000
	N	225	225	225
Colour Preference	Pearson Correlation	.587**	1	.669**
	Sig. (2-tailed)	.000		.000
	N	225	225	225
Brand Recall	Pearson Correlation	.541**	.669**	1
	Sig. (2-tailed)	.000	.000	
	N	225	225	225

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Survey by authors



**Table 7. ANOVA Purchase Intention for different colours**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.967	2	2.483	4.202	.016
Within Groups	131.193	222	.591		
Total	136.160	224			
Source: Survey by authors					

**Table 8. Multiple Comparisons**

Mean 95% Confidence Interval						
(I) Colour	(J) Colour	Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Neutral	Cool	.06348	.11648	.586	-.1661	.2930
	Warm	-.39954*	.17377	.022	-.7420	-.0571
Cool	Neutral	-.06348	.11648	.586	-.2930	.1661
	Warm	-.46302*	.15995	.004	-.7782	-.1478
Warm	Neutral	.39954*	.17377	.022	.0571	.7420
	Cool	.46302*	.15995	.004	.1478	.7782

\*. The mean difference is significant at the 0.05 level. Dependent Variable: Purchase Intention

Method used: LSD

Source: Survey by authors

The analysis for the test to determine whether or not there was a statistically significant difference was carried out (table 8). It was revealed that there is a detectable difference in



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purchase intent between colours with warmer and cooler tones, as well as between colours with warmer and neutral tones, but that there is no obvious difference between colours with cooler and more neutral tones. This was a very interesting discovery. It's possible that this is because of the significant difference in wavelengths that exists between warm and cool hues, as well as warm and neutral colours, which results in a stunning contrast between the two sets of colours. On the other hand, there may not be a discernible difference in buy intent between colours that are warm and colours that are cool since the gap is less between colours that are neutral and colours that are cold. Grey, white, beige, and brown are some examples of colours that fall into the category of cool neutrals.

## **CONCLUSION**

Since colour psychology plays a big part in influencing consumer purchase behaviour, selecting the appropriate colours to evoke the desired feelings in customers would increase the likelihood of those customers making a purchase, given that colour psychology is one of the most influential factors in this area. Although the influence of colour on the human psyche differs from person to person, there are parallels between the way an individual identifies a hue with a given emotion and the way colour is symbolically utilised in different cultures. For example, red is often associated with anger in some cultures, whereas green is often associated with tranquilly.

According to the findings of the research, buyers are less likely to be lured to items that utilise hues that are linked with unpleasant emotions. One example of this is the usage of red, which has the opposite psychological effect on the customer than other colours, such as blue. This notion is driven home by the many ways in which people of different cultural origins understand colours. Even if a non-traditional colour palette for an event might not be the first thing that comes to most people's minds when they think of it, there is still a potential that it might bring in some consumers if it is promoted to the appropriate audience.

According to the findings of the survey, fashion firms often take into account the climate, geography, and culture of the areas in which their target customers live when coming up with new design concepts and colour palettes. Acculturation in that market has led to a shift in the predominant fashion patterns, which is one of the effects of acculturation. Acculturation rates are increasing in the majority of countries as a direct result of the accelerating pace of international migration. By designing designs that are attractive on everyone, clothing manufacturers strive to meet the needs of a market's existing customers as well as those who are entering it for the first time. One strategy to win over this group and encourage them to buy the company's merchandise is to incorporate clothing trends that are comparable to those worn in the immigrants' home countries.





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