

Colours Preferred by Today's Youth in their Rooms

Abstract

Colour plays a profound role in our lives and it creates illusion of space, luxury, warmth and coolness. Color affects human beings in many ways, on both the conscious and subconscious levels, every day of our lives, and a thorough understanding of the effects of color is very important when making interior design decisions for the home. Taking all this into consideration a study was conducted to find out the colours preferred by today's youth in their rooms. From the research it was very clear that the boys mostly were fond of white, blue, brown and black colours and the girls preferred the shades of pink, white, purple, and black colour.

Keywords: Colours, Preference of Youth, Bedroom

Introduction

Colour plays a profound role in our lives and it creates illusion of space, luxury warmth and coolness. "According to Birell, (1967) to speak of colours is to speak of the drama of life". Colour influences our emotions, actions and response to various people, things and ideas. Our choice of decoration, furnishing and clothing is strongly influenced by colour. Colour symbolizes and distinguishes many of the things that we see around us.

Color plays a vitally important role in the world in which we live. Color can sway thinking, change actions, and cause reactions. It can irritate or soothe your eyes, raise your blood pressure or suppress your appetite. Many people think that colour is just a matter of how things look and it is often dismissed as being purely cosmetic. However, the truth is that colour is light - the source of life itself; there is nowhere that colour does not exist and our instinctive, unconscious response to it is a vital element in our survival.

Aim of the Study

To find out the colours preferred by today's youth in their rooms.

When used in the right ways, color can save on energy consumption. When used in the wrong ways, color can contribute to global pollution. In today's sophisticated world it is easy to underestimate the power of primitive instincts, as they are largely unconscious. Science has always recognised the link between colour and mood/behaviour and there is a large body of scientific research into it. When the study of colour harmony is combined with the science of psychology, reactions can be predicted with startling accuracy. There is no such thing as a universally attractive colour. Red, for example, might be ones favourite colour but another person might hate it. One see it as exciting, friendly and stimulating, other sees it as aggressive and demanding. Blue might be perceived as calm and soothing - or as cold and unfriendly. It is the combination of colours that triggers the response. (motivationcentre.blogspot.com/.../importance-of-colours.html)

A well known quote said by people, "pink for girls and blue for boys" is obsolete. People react to colour differently. Generally speaking, warm colours such as yellow, orange and red are more stimulating then cool colours. Colours represent aggressiveness, while cool colours such as blue, green and violet represent tranquility, pride, reserved and quietness. Colour can work magic in a room. It can hide defects or create them it may enhance beauty and diminishing it. Previously, people didn't have any knowledge regarding judgment of colours but nowadays they are more concerned and aware regarding colour choice. As, many youngsters have their separate rooms, they are more colour conscious and they want new dimensions in their private areas. Due to advancement in technologies, more choices and more innovations came into existence. Too many shades are available in today's era and people have many alternatives as well, previously they didn't have any ideas about colour shades as very few were available and that limits the choice. Room color can influence our



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mood and our thoughts. Colors affect people in many ways, depending upon one's age, gender, ethnic background or local climate. Certain colors or groups of colors tend to get a similar reaction from most people – the overall difference being in the shade or tones used. So it's important to choose wisely. Most people do not think of color in terms of its psychological power. However, a lot of research has been done over the years to determine the impact that various colors have on the human mind.

Many people are aware how certain colors make us "feel" when we wear them or use them in decorating our homes, few of us think in terms of them having any kind of solid impact. There are, for example, colors that spur us to purchase. There are colors that automatically raise a warning signal in our body chemistry. There are colors that denote peace and colors that promote passion. Children respond well to bright colors, which is why primary colors are popular with them. Teenagers respond to more shocking colors, which explains their preference for fluorescent shades, deep reds, and the blackest blacks appeal to them. Adults prefer softer tones.

Even educational levels and the degree of sophistication seem to affect people's color preferences. In general, highly educated and sophisticated people favor complex colors, while those with less education and lower income favor low intensity, simple colors.

Significance of Colour

Red raises a room's energy level. It's a good choice when one wants to stir up excitement.. In the living room or dining room, red draws people together and stimulates conversation. In an entryway, it creates a strong first impression. Red has been shown to raise blood pressure, speed respiration and heart rate. It is usually considered too stimulating for bedrooms, but if you're only in the room after dark, you'll be seeing it mostly by lamplight, when the color will appear muted, rich, and elegant. Red, the most intense, pumps the adrenaline like no other hue.

Crimson can make some people feel irritable. With red invoking feels of rage and hostility is a color that should be avoided as the main color of a room. Sitting for long periods of time in a room this color will likely breakdown any peace and harmony you are striving to create in your home. Ancient cultures used the color red to stimulate the body and mind and to increase circulation.

Yellow captures the joy of sunshine and communicates happiness. It's perfect for kitchens, dining rooms, and bathrooms, where happy color is energizing and uplifting. In halls, entries, and small spaces, yellow can feel expansive and welcoming. Yellow although is a cheery color is not a good choice in main color schemes of a room. People are more likely to lose their tempers in a yellow room. Babies also seem to cry more in a yellow room. This color tends to create feeling of frustration and anger in people. This color is the most fatiguing on the eyes. In chromo therapy yellow was believed to stimulate the nerves and purify the body.

Blue brings down blood pressure and slows respiration and heart rate. That's why it's considered calming, relaxing, and serene, and is often recommended for bedrooms and bathrooms. If one

opt for a light blue as the primary color in a room, balance it with warm hues in the furnishings and fabrics. To encourage relaxation in the rooms where people gather family rooms, living rooms, large kitchens consider warmer blues, such as periwinkle, or bright blues, such as cerulean or turquoise. Blue is known to have a calming effect when used as the main color of a room. When going with blue go for softer shades of blue. Dark blue has the opposite effect. Dark blue evokes feels of sadness. One should use lighter shades of blue to experience a calm effect.

Green is considered the most restful color for the eye. Combining the refreshing quality of blue and the cheerfulness of yellow, green is suited to almost any room in the house. In a kitchen, a sage or medium green cools things down; in a family room or living room, it encourages unwinding but has enough warmth to promote comfort and togetherness. In a bedroom, it's relaxing and pleasant. Green also has a calming effect when used as a main color for decorating. It is believed to relieve stress by helping people relax.

Purple in its darkest values (eggplant, for example) is rich, dramatic, and sophisticated. It's associated with luxury as well as creativity, and as an accent or secondary color, it gives a scheme depth. Lighter versions of purple, such as lavender and lilac, bring the same restful quality to bedrooms as blue does, but without the risk of feeling chilly.

Orange evokes excitement, enthusiasm and is an energetic color. While not a good idea for a living room or for bedrooms this color is great for an exercise room. It will bring all the emotions out that one needs when jumping into fitness routine. In ancient cultures orange was used to heal the lungs and increase energy levels.

Neutrals (black, gray, white, and brown) are basic to the decorator's tool kit. All-neutral schemes fall in and out of fashion, but their virtue lies in their flexibility: Add color to liven things up; subtract it to calm things down. Black is best used in small doses as an accent, indeed, some experts maintain that every room needs a touch of black to ground the color scheme and give it depth. Dark walls make a room seem smaller, and light walls make a room seem larger. (<http://freshome.com/2007/04/17/room-color-and-how-it-affects-your-mood/>)

Color preferences have also changed over the course of history. In the mid-1800s, very bright colors were popular, but they were replaced by more subdued tertiary colors such as muddy reds, greens, browns, blues, pinks, and ambers in the 1870s and 1880s. The darkest shades could be found in dining rooms. Pastel and cream colors came back into fashion in the 1890s, and were popular during the latter part of Queen Victoria's reign. But as fashions changed and furniture began to become more ornate, heavier, and more elaborate, room colors also began to change, becoming richer and darker, although Victorian bedrooms remained light and cheerful. Color affects human beings in many ways, on both the conscious and subconscious levels, every day of our lives, and a thorough understanding of the effects of color is very important when making interior design decisions for the home. Taking all this into

consideration a study was conducted to find out the colours preferred by today's youth in their rooms.

Methodology

Descriptive research design was used for the present study. The tool developed for present study was questionnaire consisting of background information of the respondents, the preferences of colour for their rooms regarding furniture, furnishing, accessories and other areas of the room. The target group for the study consisted of the 30 boys and 30 girls between the age group of 18 to 25 years. The data collected was analyzed using percentages and frequencies.

Major Findings

The major findings of the study are as follows:

Background Information: It was found out that majority of the youths were studying in second year of college, majority in the age group of 18-20 years. Majority belonged to the commerce field of study. Majority of the youths father's were doing jobs and mother's were housewife. Majority of the youth's parents were educated upto graduation. The family income of majority of the youth's was above Rs. 30,000. From among the total respondents a little more than half of them resided in nuclear families. Majority of the respondents had their personal bedroom. It was found out that majority of girl's favourite colour for their room was pink and that of boy's was white. Nearly half of the girl's preferred light colours and boy's preferred both light and contrast colours.

Colour Preferred by Girl's for Various Items of their Room

Majority of the girls preferred brown colour for bed, chair, table, window, and shoe rack. The colour pink is equally preferred by a large number of girls for bed, chair, study table and window. Majority of the girls preferred pink colour for bedsheets, pillow covers, and towel. Maroon colour was preferred for carpets, also blue for bedsheets, cushion cover and pillow covers. Most of them also liked white and purple colour for bedsheet, pillow covers and napkins. White colour was preferred by almost all the girls for ceiling and flooring. Majority liked light purple and pink for walls. Girls mostly preferred pink and white colour for flower vases, show pieces and other accessories. Black colour was their favourite for glass frames and clock.

Colour Preferred by Boy's for Various Items of their Room

Majority of the boy's preferred red colour for flower pots, sky blue for walls, brown colour for furniture items, black colour for clock, glass frames, pen holders, etc. Majority of the boys preferred white colour for ceiling and flooring. Majority of the boys preferred white and blue colour for bedsheets, white for pillow covers, and towel. Maroon colour was preferred for carpets. Most of them reported that white and blue colour was their favourite colour.

Conclusion

From the research it was very clear that the boys mostly were fond of white, blue, brown and black colours and the girls preferred the shades of pink, white, purple and black colour.

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