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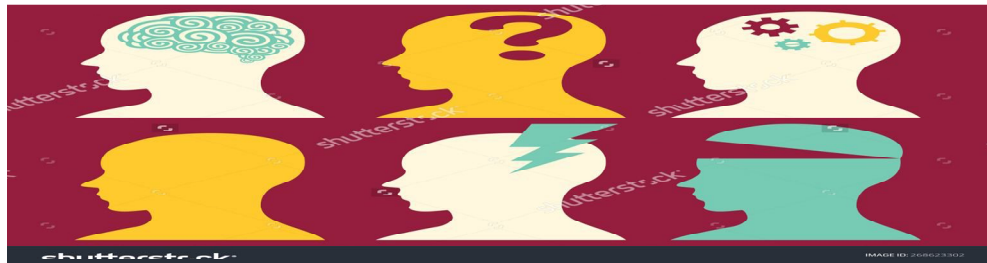
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THE CASE STUDY : EFFECTS OF COLORS ON DIFFERENT MENTAL STATES



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ABSTRACT:

Color psychology is the investigation of tones as a determinant of human conduct. Shading impacts observations that are not self-evident, for example, the essence of sustenance. Hues can likewise improve the viability of fake treatments. For instance, red or orange pills are for the most part utilized as stimulants. Another route in which hues have been utilized to impact conduct was in 2000, when the organization Glasgow introduced blue road lights in specific neighborhoods keeping in mind the end goal to lessen the wrongdoing rate. Shading can to be sure impact a man; nonetheless, recall that these impacts vary between individuals. Variables, for example, sex, age, and culture can impact how an individual sees shading. For instance, guys reported that red shaded outfits made ladies appear to be more appealing, while ladies addressed that the shade of a male's outfit did not influence his attractiveness.

KEYWORDS : Color psychology , advertising and marking , Organizations .

INTRODUCTION:

Color psychology is also widely utilized as a part of advertising and marking. Numerous advertisers consider shading to be an imperative piece of promoting on the grounds that shading can be utilized to impact shoppers' feelings and impression of products and administrations. Organizations likewise utilize shading when settling on brand logos. These logos appear to draw in more clients when the shade of the brand logo coordinates the identity of the products or administrations, for example, the shading pink being intensely utilized on Victoria's Secret marking. Be that as it may, hues are essential for logos and items, as well as for window shows in stores.

Research demonstrates that warm hues had a tendency to draw in unconstrained buyers, regardless of cooler hues being more positive.

Pause for a moment and envision your general surroundings without hues, how exhausting and unexciting life would be. Hues assume an imperative part in our day by day lives and it has been demonstrated that our exercises and reactions are impacted by them. Kenneth Fehrman, co-writer of the book, *Color: The Secret Influence* expresses that, "The vast majority are uninformed of the significant impact shading has on their conduct."

HUMAN MIND:

Every color has a uniquely affects people and empowers different reactions e.g. the fast food organizations use red, yellow and orange hues in their eateries and item bundling as these hues are observed to be useful in expanding hankering. An examination by the University of British Columbia has demonstrated that blue shading improves innovativeness while; the shading red is engaged and positively affects memory. The Blackfriars Bridge made of dark iron when painted green, demonstrated a decrease in suicide rate up to 30%. Contemplates demonstrate that pink shading is useful for animating reactions from females while dim green shading motivationally affects guys. We should investigate how a few hues influence our brain and body.

EFFECTS OF COLORS

There are four mental essential hues - red, blue, yellow and green. They relate individually to the body, the brain, the feelings and the crucial harmony between these three. The mental properties of the eleven fundamental hues are as per the following

RED- PHYSICAL

The color Red is the most lively of the considerable number of hues. It invigorates the adrenal organ and the neurons. This shading is perfect to wear for a walk or practice as it is an empowering shading. In any case, an excess of presentation to the shading red can bring about anxiety; it might likewise bring about dissatisfaction and incite outrage. Being the longest wavelength, red is an effective shading. Despite the fact that not in fact the most unmistakable, it has the property of seeming, by all accounts, to be closer than it is and in this manner it snatches our consideration first. Henceforth its adequacy in activity lights the world over. Its impact is physical; it invigorates us and raises the beat rate, giving the feeling that time is passing quicker than it is. It identifies with the manly standard and can enact the "battle or flight" sense. Red is solid, and extremely essential. Immaculate red is the least complex shading, with no nuance. It is fortifying and vivacious, benevolent. In the meantime, it can be seen as requesting and forceful.

- Positive: Physical courage, strength, warmth, energy, basic survival, 'fight or flight', stimulation, masculinity, excitement.
- Negative: Defiance, aggression, visual impact, strain.

BLUE - INTELLECTUAL.

Blue is the colour of the mind and is basically alleviating; it influences us rationally, as opposed to the physical response we need to red. Solid soul will empower clear thought and lighter, delicate soul will quiet the brain and help fixation. Thusly it is tranquil and rationally quieting. It is the shade of clear correspondence. Blue articles don't have all the earmarks of being

as near us as red ones. Over and over in exploration, blue is the world's most loved shading. In any case, it can be seen as frosty, unemotional and hostile.

- Positive: Intelligence, communication, trust, efficiency, serenity, duty, logic, coolness, reflection, calm.
- Negative: Coldness, aloofness, lack of emotion, unfriendliness.

YELLOW - Emotional

The yellow wavelength is generally long and basically empowering. For this situation the boost is enthusiastic, accordingly yellow is the most grounded shading, mentally. The right yellow will lift our spirits and our self-regard; it is the shade of certainty and positive thinking. A lot of it, or the wrong tone in connection to alternate tones in a shading plan, can bring about self-regard to dive, offering ascend to dread and nervousness. Our "yellow streak" can surface.

Have you ever asked why Smiley is yellow? The reason is that yellow discharges a synthetic in the mind called Serotonin, key for creating an upbeat state of mind. Considerations have demonstrated that yellow shading improves focus and gives the mind and sensory system a "reminder". A lot of yellow shading can bring about weakness. Think about demonstrations that children cry more in yellow rooms. It is the most troublesome shading on the eye and individuals may lose temper all the more regularly in yellow rooms. It is likewise advantageous for accelerating digestion system and is a typical sustenance shading.

- Positive: Optimism, confidence, self-esteem, extraversion, emotional strength, friendliness, creativity.
- Negative: Irrationality, fear, emotional fragility, depression, anxiety, suicide.

GREEN - Balance

Green strikes the eye so as to require no conformity whatever and seems to be, along these lines, soothing. Being in the focal point of the range, it is the shade of parity - a more vital idea than numerous individuals figure it out. At the point when the world about us contains a lot of green, this shows the vicinity of water, and little risk of starvation, so we are consoled by green, on a primitive level. Contrarily, it can show stagnation and, mistakenly utilized, will be seen as being excessively dull.

- Positive: Harmony, balance, refreshment, universal love, rest, restoration, reassurance, environmental awareness, equilibrium, peace.
- Negative: Boredom, stagnation, blandness, enervation.

VIOLET. Spiritual

The most brief wavelength is violet, frequently depicted as purple. It takes attention to a more elevated amount of thought, even into the domains of otherworldly values. It is exceedingly introverted and supports profound thought, or reflection. It has relationship with eminence and for the most part conveys the finest conceivable quality. Being the last noticeable wavelength before the ultra-violet beam, it has relationship with time and space and the universe. Extreme utilization of purple can realize an excess of contemplation and the wrong tone of it conveys something modest and terrible, quicker than some other shading.

- Positive: Spiritual awareness, containment, vision, luxury, authenticity, truth, quality.
- Negative: Introversion, decadence, suppression, inferiority.

ORANGE

Since it is a mix of red and yellow, orange is empowering and response to it is a mix of the physical and the passionate. It centers our psyches on issues of physical solace - nourishment, warmth, cover and so on - and erotic nature. It is a "fun" shading. Adversely, it may concentrate on the precise inverse - hardship. This is especially likely when warm orange is utilized with dark. Similarly, an excessive amount of orange proposes unimportance and an absence of genuine scholarly values.

- Positive: Physical comfort, food, warmth, security, sensuality, passion, abundance, fun.
- Negative: Deprivation, frustration, frivolity, immaturity.

PINK.

Being a tint of red, pink additionally influences us physically, yet it calms, instead of animates. (Interestingly, red is the main shading that has a completely separate name for its tints. Tints of blue, green, yellow, and so forth are just called light blue, light green etc.) Pink is an effective colour, mentally. It speaks to the ladylike rule, and survival of the species; it is supporting and physically mitigating. A lot of pink is physically depleting and can be to some degree weakening.

- Positive: Physical tranquillity, nurture, warmth, femininity, love, sexuality, survival of the species.
- Negative: Inhibition, emotional claustrophobia, emasculation, physical weakness.

GREY.

Pure grey is the main shading that has no direct mental properties. It is, be that as it may, entirely suppressive. A virtual nonattendance of shading is discouraging and when the world turns dim we are instinctually molded to attract and plan for hibernation. Unless the exact tone is correct, dim has a hosing impact on different hues utilized with it. Substantial utilization of dim normally demonstrates an absence of certainty and trepidation of introduction.

- Positive: Psychological neutrality.
- Negative: Lack of confidence, dampness, depression, hibernation, lack of energy.

BLACK

Black is all colours, completely retained. The mental ramifications of that are significant. It makes defensive obstructions, as it assimilates all the vitality coming towards you, and it covers the identity. Dark is basically a nonappearance of light, subsequent to no wavelengths are reflected and it can, in this manner be threatening; numerous individuals fear the dim. Decidedly, it conveys supreme clarity, with no fine subtleties. It conveys refinement and uncompromising greatness and it works especially well with white. Dark makes an impression of weight and reality.

- Positive: Sophistication, glamour, security, emotional safety, efficiency, substance.
- Negative: Oppression, coldness, menace, heaviness.

WHITE

Just as black is total absorption, so white is complete reflection. As a result, it mirrors the full drive of the range at us. In this way it likewise makes boundaries, however uniquely in contrast to dark, and it is regularly a strain to take a gander at. It conveys, "Touch me not!" White is immaculateness and, similar to dark, uncompromising; it is perfect, hygienic, and sterile. The idea of sterility can likewise be negative. Outwardly, white gives an elevated impression of space. The negative impact of white on warm hues is to make them look and feel showy

- Positive: Hygiene, sterility, clarity, purity, cleanness, simplicity, sophistication, efficiency.
- Negative: Sterility, coldness, barriers, unfriendliness, elitism.

BROWN.

Brown usually consists of red and yellow, with an extensive rate of dark. Thus, it has a significant part of the same reality as dark, however is hotter and milder. It has components of the red and yellow properties. Cocoa has relationship with the earth and the characteristic world. It is a strong, dependable shading and the vast majority think that its unobtrusively steady - more emphatically than the ever-well known dark, which is suppressive, instead of steady.

- Positive: Seriousness, warmth, Nature, earthiness, reliability, support.
- Negative: Lack of humour, heaviness, lack of sophistication.

CONCLUSION:

Color psychology is also widely utilized as a part of advertising and marking. Numerous advertisers consider shading to be an imperative piece of promoting on the grounds that shading can be utilized to impact shoppers feelings and impression of products and administrations. These logos appear to draw in more clients when the shade of the brand logo coordinates the identity of the products or administrations, for example, the shading pink being intensely utilized on Victorias Secret marking. Be that as it may, hues are essential for logos and items, as well as for window shows in stores. Every color has a uniquely affects people and empowers different reactions e.g. the fast food organizations use red, yellow and orange hues in their eateries and item bundling as these hues are observed to be useful in expanding hankering. An examination by the University of British Columbia has demonstrated that blue shading improves innovativeness while; the shading red is engaged and positively affects memory.

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