



ISSN: 2319-6505

Available Online at <http://journalijcar.org>

International Journal of Current Advanced Research
Vol 5, Issue 10, pp 1323-1326, October 2016

**International Journal
of Current Advanced
Research**

ISSN: 2319 - 6475

RESEARCH ARTICLE

**A COMPARATIVE ANALYSIS OF THE PERCEPTION OF COLOUR CONCEPTS AMONG
YOUNGSTERS OF HOME SCIENCE AND NON HOMESCIENCE STREAM**

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ARTICLE INFO

Article History:

Received 4th July, 2016
Received in revised form 15th August, 2016
Accepted 18th September, 2016
Published online 28th October, 2016

Key words:

Colour, Perception, Concept, Interiors, Effect.

ABSTRACT

Throughout history the colour has had an effect on mankind. Colour affects the totality of our being-the whole quality of our life each day. An average person treats the colour in different senses such as physical, psychological and artistic senses. The present study was undertaken with the broad objective of analyzing the perception of colour concepts among youngsters of home science and non home science students.

The structured questionnaire was prepared with all closed end questions for the purpose of data collection. The sample size for the present study was 340 under graduate students.170 from Home Science College and 170 from other colleges of Vallabh Vidyanagar.

It was revealed from the study that students from home science have better perception of colour than the students from non home science stream. The understandings of colour among home science students are higher.

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INTRODUCTION

Colour is the brain's interpretation of the different wavelengths of visible light waves. The study of colour and our everyday experience of it is a mixture of both art and science. Research shows that colours can affect the way we feel. The effects are measurable under controlled conditions that often do not manifest themselves to the same degree in real life situations.

The designing and decoration of a house is an important process as it is "what makes a house feel like a home". Decorating it to meet the needs and wants of the owner is what gives each home its individual identity. Choices of furniture, layout, artwork, plants, paints, and other accessories are the important part in the decorating process. Colour is an important aspect of the design of interior of space that can be enhanced by using appropriate colours. An appropriate colour for a space is relative and cannot be prescribed.

What Is Color?

The so called 'white light' we see as day light is made up of all the colours of the rainbow; it is the mixture of the waves of different wave lengths that create a white look. The 'wheel' of colours, or spectrum, is made up of red, orange, yellow, green, brown, blue, indigo and violet. The in between colour with fancy names, so often found on paint manufactures colour charts, are made by combining colours, pure and impure. There can be shade colours with black added. You can go on mixing colours in definitely, but eventually the resulting hues of tints will be too 'close' to be distinguished. (Smith' 2007)

Colours may just seem simple and unimportant. But they affect our daily lives more than we may know. If someone is

feeling angry it could just be because they are angry, it could be perhaps that they are surrounded by or looking at colour red. People's moods can change just because they are looking at different colours. There are many theories on how just a simple colour can change one's whole mood. (Eric, John, and Parag'2007)

According to Johnson (2007), colour does affect mood by producing certain chemicals and stimulating different feelings such as hunger. For example Blue can make one feel calm because it release calming chemicals and red can make one hungry because it is an appetite stimulant. Yellow can make one feel irritated, and it is a fact that people lose their temper most in yellow rooms. However, pink is tranquilizing and can make one feel weak. In conclusion, Johnson says that depending on the colour, one's body can do things (like producing chemicals) that cause a certain emotional reaction (mad, sad, etc.). (Johnson'2007)

There are differences in the perception of colours between genders. Know (2002) found that men were more tolerant of gray, white or black than women, and that women reacted to the combinations of red and blue more frequently, and got confused and distracted more than men. It was also found that the combination of red blue was the most preferred colour by adults. These results suggest that there are gender differences in the perception of colour. True, the subject's impressions of colour seemed to be more subtle and effected not just by the coolness or warmness of the colour palette, but also by the calibration of value, Chrome, and contrast used in the interiors (Know, 2002).

Meaning of Warm, Cool and Neutral Colour

Warm colours: in the daily life, is usually talking about warm greeting, warm friendship and a warm atmosphere. In colour

terms, the hues on the warm side of the colour circle are generally understood as comfortable, cosy and pleasant. Experiment proved that warm colour in space provides more comfortable area rather than cool colour (Pile. j, 1997).

Cool colour: those are that give the feel of coolness or calmness. These colour are green, blue, violet are on the cool side of the circle. These colours give sense of relaxing and calmness. Cool colour may become depressive and negative in psychological impact.

Neutral colour: white, black, gray are in this category. They are between cool and warm and they have less intense psychological effect. These colour may seems very boring but in the positive perspective, they are using in practical area with a minimum of emotional content. Achromatic colours are also considered as a natural colour, like brown, beige and tans are also considered as natural colours (Hummie, Ed, 2009).

Color Perception

Colour and the perception of colour, is a complicated matter, for example, what we see as red is an object which has absorbed all the other colours in the spectrum, and reflecting just red.

A white wall looks white because it reflects all colours, absorbing none; wear black absorbed all the colours reflecting none. Black is the total absence of any light colour. Eric, John, and Paraag's (2007) main point about colour psychology is that colour has both a physiological and physiological effect. For example, green makes people feel relaxed because It relaxes their muscles and makes them breathe deeper and more slowly. Furthermore, blue lowers blood pressure, which makes one feel calm. Eric, John, and Paraag conclude that colour affects one's mood because of what it does to the body.

Rationalization of the present study

Colour and the perception of colour is difficult to understand. Each individual has their own perception of colours. There are various colours and each colour has some or the other meaning as well as effect. Colour occupy very significance place in the life of every human being whether it's individual fondness for a particular colour or use of colour in their home and clothing. Therefore the study has been under taken to know the perception of colour concept among youngsters.

Broad Objective of the study

The broad objective of the research study was to analyse the perception of colour concept among youngsters.

Specific Objectives

- To explore the understanding of the youngsters related to basic concepts of colour.
- To analyze the difference in the understanding related to basic concepts of colour among Home Science students and Non Home Science students.

Limitations

The study belongs to the respondents in the age group of 18-25 years doing graduation in various colleges of VallabhVidya Nagar.

METHODOLOGY

Selection and Construction of tool:- The structured questionnaire was used as an instrument for gathering the data. The questionnaire was constructed to collect the information regarding Perception of Colors Concepts among Youngsters.

Description of the Tool: The questioner was prepared with all closed end questions for data collection. The questionnaire prepared has the following Sections:

1. Basic information of the respondent
2. Basics of colour
3. Colour in interiors
4. Colour in clothing

Population: The Home Science students and Non Home Science students were selected as population for the present research study.

Sample Size and Area of Study: The sample size for the study was 340 students. Where 170 students belonged to Home Science and other 170 students' belonged to Non Home Science stream from different colleges of Vallabh Vidyanagar.

Analysis of the data: The procedure used for analysis of data was coding of raw data and tabulation. For analysis frequency and percentages were used and represented in the form of tables and graphs.

FINDINGS AND DISCUSSION

Basic Information of the Respondent

Age: In home science stream 72% students belonged to the age group of 19-21 years and only 3% students were below 18 years. Whereas in non-home science stream 69% students belonged to the age group of 19-21 years and 14% students were above 21 years of age.

Education: It was found that in home science stream 62% students were the students of second year and 38% students were in final year of their graduation. In non-home science stream 51% were the students of second year and 13% students were in first year.

Basics of Color

It was discovered that 54% home science students said colour is combination of different colours whereas 47% students from other fields feel that colour is combination of light and colour.(Fig.1)

There was not much difference found in the view regarding use of colours. 48% students from home science and 47% students from non home science stream said that colours can be used for all the purpose i.e. interiors, food & clothing.

In home science stream 64% students selected red, yellow, purple colours and 14% students selected red, blue, green color as warm colors. Whereas in non-home science stream 46% students selected red, yellow, purple color and 25% students selected red, blue, purple color as warm colours.

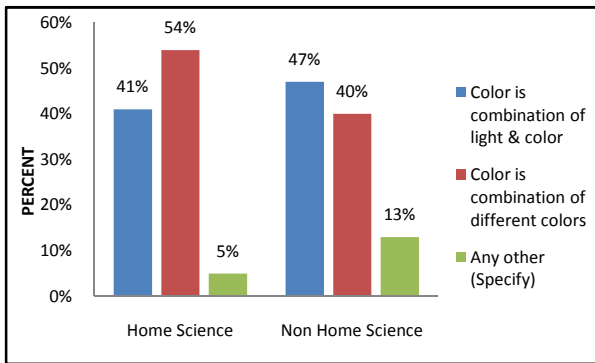


Figure1 Meaning of colour

In home science stream 68% students' selected green, blue, purple colour as cool colour and in non-home science stream 48% students selected green, blue, purple as cool colour.

It was found that 59% home science students felt that colour has an effect on human being both psychologically & socially, whereas 53% non-home science students realized the same. (Fig.2)

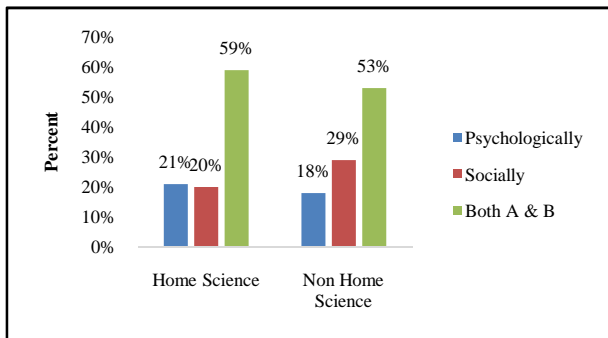


Figure 2 Effect of colour on human being

In home science stream 45% student of home science and 40% student from other stream said that colour can change the mood, behaviour and over all personality of an individual. Few said that only mood and behaviour can be changed through colours.

Color In Interiors

In home science 82% students said that doing interiors of home means home decoration, whereas 71% student from non home science said that doing interiors of home means home decoration.

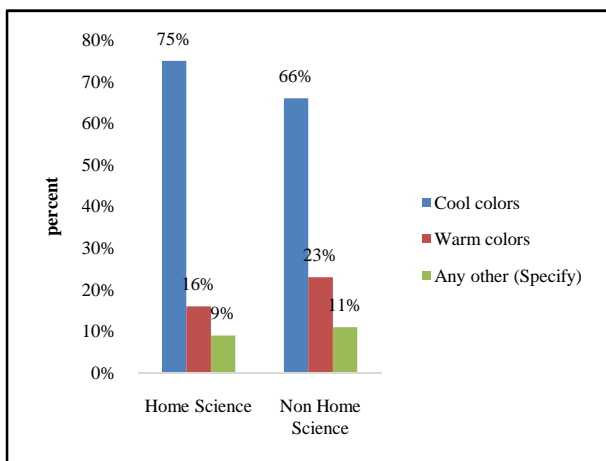


Fig.3 Colours ideal for Bed Room

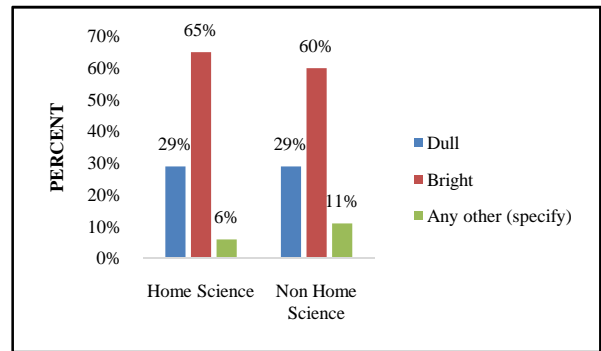


Fig.4 Colours ideal for Children's Room

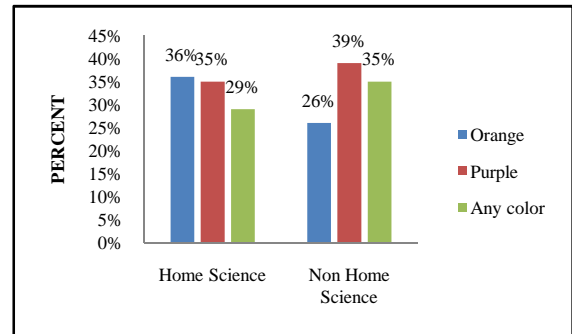


Fig.5 Colour like to use for Kitchen

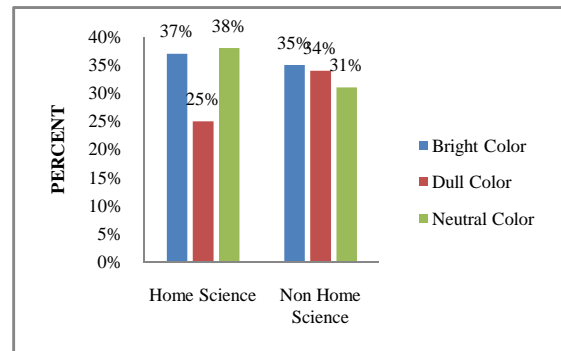


Fig.6 Colour preferred for Guest Room

It was realized that 69% home science students and 70% students from other stream selected light & cool colours for the room of their grandparents. In home science stream 52% students' selected light colour and in non-home science stream 46% selected light colour to show the ceiling high. 54% home science students selected bright colour and 48% non-home science students' selected bright colour for the room that is long and narrow.

Part-IV Color in Clothing

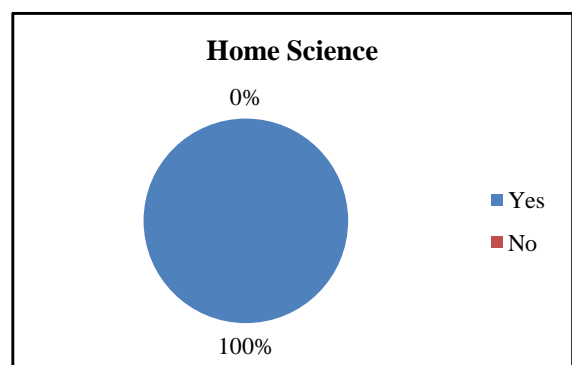
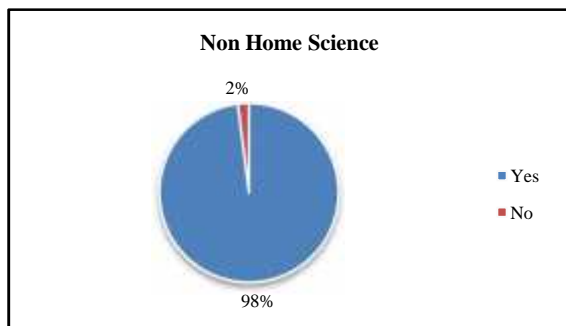


Fig.7 Selection of colour as for each Season



It can be seen from the above figure that 100% of home science students select the colours according to the season, whereas 98% students from other stream select the colour as per the season, therefore it can be said that there is not much difference in their selection.

It had been found that 93% home science students and 87% non home science students selected dark colours for winters. 91% home science students and 92% non-home science students selected warm colours during winters. Whereas 36% home science student and 40% non home science students selected light colours for winters.

In home science stream 100% of students and 85% non home science students selected cool colours for summer. 94% of home science students and 96% non-home science students selected light colours for summer.

It had been found that all the students from both the groups i.e. home science and non home science, said that bright colours are suitable for kids.

CONCLUSION

The main aim of this research study was to discover the difference between understanding of colors among the youngsters of home science and non-home science streams.

In order to make correct choices in colour use, one must learn the various qualities of the colours. It was interesting to know that Home science students were more aware about types of color, color wheel, use of colors in different season, effect of color on human beings and use of colors in interiors. These were the areas where it was found that home science youngsters know more about colors than non-home science. Therefore, it can be said that when we compare home science and non-home science youngsters, home science youngsters have better perception of colors. The power of colour can be used for achieving good health, better living and great success in life.

Acknowledgement

The present research study was conducted with the grant received under the CPE status of the S.M.Patel College of HomeScience.

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