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Personality and Fabric Color Preferences of Girls

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Abstract

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Clothing is important to the entire human beings at all stages of their life cycle. As the fashion and style changes fast, individuals especially youngsters give more preference to color and design and they want their dresses to be comfortable in addition to expression of their individuality. One of the major and most exciting elements of buying garments is color. This study aimed to identify the relationship between personality and color preference and to know the fabric color preferences of young female consumers with an age range of 20 to 30. The selected research instruments were NEO Five Factor Inventory and Fabric Color Preference Cards. Results indicated that there is no significant association between color preference and personality.

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Clothing is an important element of our day-to-day lives. It serves for diverse purposes, like covering the body, for comfort and protection, still some factors are related to psychological and social aspects like self-confidence and to feel more attractive and express your personality. Wearing of clothing is exclusively a human characteristic where the role of clothing and fashion is something that has hunted our society for a very long time that here is only very little archaeological evidence to determine the date that clothing started being worn. Sooner or later clothing started to be made to form fit the human body, with curved seams, laces, and buttons and Contrasting colors and fabrics also became popular.

According to Wichmann (2002) color is a visual and psychological factor that can be considered as a form of non-verbal communication which influences on almost all aspects of human's life. It improves recognition, memory and increases subjects' attention

People hardly ever recognize that a person may be unconscious of the colors around him and yet be powerfully affected by them with regard to mood, temperament, and behavior. Colors affect individuals emotions, often so subtly that you do not realize what has made you feel cheerful, subdued, or melancholy (Pollard, 1961).

The psychology of color is grounded on the mental and emotional effects colors have on sighted people in all facets of life. In certain therapies, color is often associated with a person's emotions indicating that Color may also influence a person's mental or physical state.

Color plays an important role in clothing and today there is a great variety of colors from which to choose are available. The logic of color is a matter of science but the magic of color is embedded in the emotions and it is this quality which makes it the primary ingredient in the world of fashion. Right use of colors may sometimes change a person's appearance.

It is widely accepted that clothing has the potential (and is commonly used) to reflect and convey the inner self; e.g. self image, mood, political affiliations, social aspirations, etc, (Entwistle, 2000; Kaiser 1997; Sproles, 1979); but also that consumers prefer products that are consistent with their identity (Feinberg, 1992). It may act as a primary factor in forming first impressions and in the perception of personality traits.

Personality can be referred to as the set of emotional qualities which is consistent and enduring in ways of behaving distinguish each person.



The psychology of color preference has been long studied by researchers since late nineteenth century. The earliest documented research concerned with color preference was carried out by Jastrow in 1893. He asked 4556 participants to select their single favorite color from a set of 12 colors and then he rank ordered the colors according to the vote frequency for each color. Differences in color preference according to gender, age, culture, personality and mood were studied and its dependency on topic was investigated.

The relation between personality traits and color preference of fabric as found in a group of students at Texas technological college by Caddel (1966), and the study concluded that introverted students would prefer cool colors and extroverted students strong colors.

Smith in 1976, attempted to objectively study the possible relationship between human color preference and human personality traits. And the result suggested that there is some associations made between color preference and personality traits.

Choate (1977) investigated color preferences of female respondents to find each color's affective value and relate to personality, and self-concept with implications. The results indicate that the color preferences may be associated with the age of the respondent. When subjects were asked to choose colors for general use and for use in clothing, there were no significant differences in their choices for hue, but there were significant differences in their choices for warmth and value. The preferences for hue varied with differences in socioeconomic status. The sample used for the study did not vary a great deal in personality characteristics. All subjects were rated as stable.

Lange and Jason (2007) addressed the relation between color preference and personality, based on subsets of respondents from a pool of volunteers who participated in a series of Career Transition Clinics provided by an Atlanta, The findings clearly indicate that people's color preferences as assessed through the Dewey Color System Test do provide meaningful information about their personalities, interpersonal styles, and behaviors.

According to Cigic and Bugarski (2010) social introversion and neuroticism/ anxiety were more prominent personality traits in subjects who preferred dark colors, while aggression and activity were more prominent in subjects who preferred bright colors. Ghorawat and Madan (2014) reported that there was no significant correlation found between the personality types and color shade preferences of the subjects except in the case of extroverted males.

Relation of personality characteristics and color preferences was studied by Stimpson and Stimpson (1979) indicating that males and females rank the colors identically except for yellow, which was significantly more preferred by males than females. Luscher and Scott (1969) suggested that individual personality characteristics may be predicted from individual color preferences

Wendy and Pammi (2010) conducted a study to quantify, formalize and explore the causal relationships between clothing style, preference, personality factors, emotions and mood with a view to better understand the psychological profile of the fashion consumer using a uniformly composed sample of females, explorative, quantitative research was carried out. Two sets of questionnaires were administered to the sample to examine emotion, mood and personality before trying on a set of eight garments categorized according to style, and again after to examine emotion and mood while wearing each outfit. Photographs of them were taken wearing each of the outfits. They then ranked the eight outfits into order of preference.

In a recent study of color and texture preferences and extraversion introversion, Shipman (1971) classified 89 seventh grade girls using the Junior Eysenck Personality Inventory (Junior EPI) and an adaptation of the McGuire-White Index of Social Status. Findings showed that there was a high positive correlation among the factors of warm color preference, introversion, and middle socioeconomic status

Compton (1966) determined the relationship between certain constitutional, perceptual, and personality characteristics of delinquent girls and their clothing fabric preferences indicating that adolescent delinquent girls differ from non-delinquent girls with respect to body constitution. These characteristics also appear to be projected in the girl's preferences for warm colors over cool colors in clothing fabrics.

According to Upadhayay (2014) brighter texture and bright color clothing was preferred more by girls as compared to boys. The dressing style of the college going student would be in accordance to their personalities which means to say that an introvert personality type will prefer simple design and light colored dresses where as an extrovert personality type will prefer colorful and attractive outfits.

Men and women do not accept the colors as same each other and their interest in selecting the colors are so wide that by choosing a special color of a packaged product, that color attract a special sex and repulse the other sex to buy the product (Babolhavaeji, Vakilian, & Slambolchi, 2015).

Fashion professionals are faced with the extremely difficult task of staying up to date with the latest designs, trends, technological changes, design and manufacturing techniques, and other similar aspects of the fashion field to ensure that the industry can continue to create the new designs that the public demands. Staying up to date with all of this information is not only difficult but also time-consuming. Questions remain about how color preference of clothing influence personality generally. There were no studies that have investigated together the relationships between the NEO Five Factor Model of personality, and color preference for clothing specifically in Kerala, India. The present study helps to give a better understanding of how the fashion consumer uses color of the clothing to reflect personality when making decisions about what to buy, may help us identify causal relationships between these factors and to help designers to create effective design plans.

Objectives

1. To know how the employment status of mother and online purchasing behavior of the participants.
2. To know how online purchase and frequency for going to shopping is associated.
3. To identify the relationship between personality and color preference.
4. To know the color preferences of girls for dresses.

Hypotheses

1. Significant relationship exists between employment status of mother and online purchasing behavior of the participants.
2. Significant relationship exists between online purchase and frequency of going for shopping.
3. Significant relationship exists between color preferences and personality.

Method

Participants

The participant for the present study consists of young female consumers belonging to different districts of Kerala. They were selected randomly from the general population. The total sample size was 150, their age range from 20 to 30. Among the total participants 130 (86.7%) were post graduate students and 9 participants (6%) were MPhil students and 11 participants (7.3%) were research scholars. Regarding the religious belief 98 (65.3%) from Hindu religion, 39 (26%) from Islam religion and remaining 13 (8.7%) from Christian community. Among the participants 13 (8.7%) have no siblings and 69 (46%) have 1 sibling, 45 (30%) have 2 siblings, 16 (10.7%) have 3 siblings, 2 (1.3%) have 4 siblings, 1 (.7 %) have 5 siblings and 4 (2.7 %) have 6 siblings. Birth order of the participants were also collected and found that 69 (46%) students were first born and 61 (40.7%) were second born, and 20 (13.3%) were later

born. Among the participants 146 (97.3%) were born and brought up in India and only 4 (2.7%) in Gulf countries. On the basis of family type 140 (93.3%) are from nuclear family and remaining 10 (6.7%) from joint family. Among the total participants 152 (83.3%) were unmarried and only 25 (16.7%) were married. Regarding the use of sari among participant's mother 115 (76.7 %) uses sari most of the time, 25 (16.7%) uses sari occasionally, and 10 (6.7%) didn't use sari at all. Similarly regarding use of churidar 34 (22.7%) uses churidar most of the time, 25 (16.7 %) uses churidar occasionally and 91 (60.7%) does not churidar at all. Regarding the Employment status of father and mother 145 (96.7%) are employed fathers 5 (3.3%) are unemployed fathers, were as 50 (33.3%) are employed and 100 (66.7%) are unemployed mothers. The education qualification of father of the participants were 89 (59.3%) completed SSLC or below 26 (17.3%) completed pre degree, 35 (23.3%) completed degree and above. Education qualification of mother were 84 (56%) completed SSLC or below, 31 (20.7%) pre degree and 35 (23.3%) completed degree and above.

Instruments

1. NEO Five Factor Inventory: Personality was assessed using the NEO FFI (Short form) developed by Costa and McCrae (1985). This model consists of five major dimensions of personality (NEOAC) and each of the five factors consists of six dimensions or facets of behavior. Short version, was designed to measure the five factors of personality in a test-booklet format containing 60 questions (Neuroticism, Extraversion, Openness, Agreeableness, and Conscientiousness). Scores ranges from very high to medium, to very low on each of the five factors. For the Revised NEO Personality Inventory, the test manual provides good support for both reliability and validity. Internal consistency coefficients were calculated at 0.86 to 0.95 for both the forms (self and observer).
2. Fabric Color Preference Cards: Fabric color preference cards were used to find the preferences of subjects on their fabric color choice. This was assessed by the responses to a set of 14 color cards prepared by the investigator, which is a 8x5 cm swatches cut from apparel fabrics purchased on the retail market. The fabrics used were selected from a local fabric store for color with no design or texture. The fabrics were mounted on a white chart paper of 12x8 cm so as to control other external stimulus and each card was numbered from 1 to 14.
3. Personal Data Sheet: A questionnaire was developed by the experimenter to collect information such as age, education, religion, number of siblings, birth order, place of birth and brought up, type of family, family income, marital status, mothers dressing pattern, employment status and educational qualification of both parents, about her purchasing behavior and her favorite color along with ranking of items concerning choice of fabric colors of participants.

Procedure

The participants were randomly chosen from the teaching departments of University of Calicut, Kerala, India. All the participants were asked to fill in the Personal Data Sheet. After a self introduction and rapport, they were asked to complete NEO FFI personality inventory. There was no time limit. The subject was required to read the question and choose the most appropriate option. Clarifications were done as and when needed. Assurance was given to each participant that the information gathered from them would be used only for research purpose and identity would be kept confidential. Then participants were presented with 14 different color cards with colored piece of cloth mounted on it. Each subject was told to express which of the following fourteen color panels she prefers the most when going to purchase clothes. The expressed color preference was recorded. Each color card was presented to the subjects for ten seconds. The subject was required to rank the shade of each color from 1 to 14 according to her

preference. The completed responses were collected back and the demographic variables were coded, then the data was entered into a spread sheet for further statistical treatment.

Results and Discussion

Analysis is the key of any research work and it is the way to test hypothesis formulated by the investigator. The different statistical analysis carried out in the study can bring some definite results.

The fashion industry is at once the most visible and overlooked of cultural sectors. Knowing how the fashion consumer uses color of the clothing to reflect personality when making decisions about what to buy, may help us to identify causal relationships between these factors and to help designers to create effective design plans.

To know how the employment status of mother and online purchasing behavior of the participants were associated, cross tabulation with chi square was done and the results are presented in table 1.

Table 1

Employment status of mother and online purchasing behavior of the participants

Variables		Statistics	Online purchase		Total
			Yes	No	
Employment status of mother	Yes	observation	24	25	49
		% within Em Mo	49.0%	51.0%	100.0%
		% within online	42.9%	26.6%	32.7%
	No	observation	32	69	101
		% within Em Mo	31.7%	68.3%	100.0%
		% within online	57.1%	73.4%	67.3%
Total		observation	56	94	150
		% within Em Mo	37.3%	62.7%	100.0%
		% within online	100.0%	100.0%	100.0%

$$\chi^2=4.22, p< .05$$

From table 1, it can be seen that there is a significant association ($\chi^2 =4.22$) between Employment status of mother and online purchasing behavior of the participants at 0.05 level.

Women are most powerful consumers in the world as they control almost 80 percent of the household spending. Working women are financially independent and The dramatic increase in the proportion of this women working outside of the home have led to an upheaval in the female gender role, the way they regard themselves and the products they choose to buy. And no longer can the women's expenses controls and influence be neglected. They spend more on attire than non-working women. They tend to make better contributions to the support of their children and families than men or unemployed women. Mothers usually act as caretakers for the purchase of products and services. Mothers occupation gives an easy accessibility of money which conserves the moral fabrics of society as they have their own savings and the power of decision making and purchase.

Women have been developed in an environment that provides more reasons and openings to shop as well as additional consumption opportunities such as internet, interest, television, and traditional catalog based shopping. Furthermore, young females are more apt to have become familiarized to media that depict rich and luxurious lifestyle.

To know how online purchase and frequency for going to shopping is associated, cross tabulation was done and the result are presented in table 2.

Table 2

Association of online purchase and frequency for going to shopping

Purchase	Statistics	Shopping			Total	
		Once in a month	Once in a week	occasionally		
Online	Yes	Observation	19	8	29	56
		% within online	33.9%	14.3%	51.8%	100.0%
		% within shop	51.4%	57.1%	29.3%	37.3%
	No	Observation	18	6	70	94
		% within online	19.1%	6.4%	74.5%	100.0%
		% within shop	48.6%	42.9%	70.7%	62.7%
Total	Observation	37	14	99	150	
	% within online	24.7%	9.3%	66.0%	100.0%	
	% within shop	100.0%	100.0%	100.0%	100.0%	

From table 2, it can be seen that there were 56 participants doing online purchasing but majority of the subjects (n=94) were not going for online purchase. When the association between online purchasing and frequency of shopping, it was found that there exist significant association ($\chi^2 = 8.19, p < .05$), which reveals that going for shopping and online purchasing is significantly related.

Internet shopping has been widely accepted as a way of purchasing products and services. It also provides consumer more information and choices to compare product and price, more choice, convenience, easier to find anything online (Butler & Peppard, 1998). Still some consumers feel uncomfortable to buy online. Lack of trust, for instance, seems to be the major reason that hinders consumers to buy online. Also, consumers may have a need to exam and feel the products and to meet friends and get some more comments about the products before purchasing. Such factors may have negative influence on consumer decision to shop online. As a result the study indicates that even though technological advancements are there people who go for offline shopping are more compared to online shopping. Major reasons that impede consumers from online shopping include Security and unsecured payment. Security seems to be a big concern that prevent customers from shopping online (Laudon & Traver, 2009) Because they worried that the online store will cheat them or misuse their personal information, especially their credit card (Comegys, Hannula & Vaisanen, 2009). Slow or late shipping, for instance, makes customer walk away from online shopping (Comegys, Hannula, & Vaisanen, 2009), spam or virus, bothersome emails and technology problem may also be a reason. Also customers viewing a product on computer screen can show a different effect than actually seeing it in the store (Federal Trade Commission, 2003). Some people think the product information provided in website is not enough to make a decision. Online shoppers will be disappointed if the product information does not meet their expectation (Liu & Guo, 2008).

But online shopping has been shown to an increased rate of frequency in shopping as they provide more satisfaction to at least some of the modern consumers seeking convenience and speed (Yu & Wu, 2007). Consumers can buy anything at anytime without going to the store; they can find the same product at a lower price by comparing different websites at the same time; they sometime want to avoid pressure when having a face-to-face interaction with salespeople; they can avoid in store traffic jam, etc. The factors that influence online customers increased purchasing behavior can be summarized into categories namely convenience, information, available products and services, and cost and time efficiency.

Table 3
Favorite colors of the participants

Colors	Frequency	Percent	Valid percent	Cumulative percent
Orange	3	.0	2.0	2.0
Black	23	.0	15.3	17.3
Lime green	5	.0	3.3	20.7
Olive green	4	.0	2.7	23.3
Pink	32	.0	21.3	44.7
Peach	11	.0	7.3	52.0
Violet	4	.0	2.7	54.7
Blue	24	.0	16.0	70.7
Teal	4	.0	2.7	73.3
White	6	.0	4.0	77.3
Golden rode	1	.0	.7	78.0
Deep rose	16	.0	10.7	88.7
Red	15	.0	10.0	98.7
Dark green	2	.0	1.3	100.0
Total	150	.2	100.0	

Table 3, indicates the favorite color of the participants, and the results indicates that most of the participants (32 participants) preferred pink color as their first preference among different colors for purchasing dress materials.

From the day that babies are brought home and cradled associations have been made about gender and colors. Pink color are traditionally considered feminine colors or are more closely associated with women, this study supports the fact that most girls preferred pink color for their first preference when choosing colors for dress materials.

According to Woodward (2007), women may be biologically programmed to prefer the color pink – or, at least, redder shades of blue – more than men.

British researchers Ling and Hurlbert (2007) consider that, women might prefer pinker shades because in cultures where pink represents girlishness and femininity and they have learned to identify with it and believed that women's attraction towards pinkish colors is innate. The early development of gender-stereotyped color preferences also supported the result that parents commonly dress their baby girls in pink from childhood and there is an increasing attraction and preference to pink by young girls (LoBue & DeLoache, 2011).

Table 4
Favorite colors of the participants (Ranking)

Colors	Frequency	Percent	Valid percent	Cumulative percent
Red	17	.0	11.3	11.3
Green	12	.0	8.0	19.3
Black	31	.0	20.7	40.0
Meroon	1	.0	.7	40.7
Yellow	4	.0	2.7	43.3
Pink	27	.0	18.0	61.3
Blue	30	.0	20.0	81.3
Rose	4	.0	2.7	84.0
Violet	4	.0	2.7	86.7
Peach	5	.0	3.3	90.0
White	9	.0	6.0	96.0
Purple	4	.0	2.7	98.7
Grey	1	.0	.7	99.3
Lavender	1	.0	.7	100.0
Total	150	.2	100.0	

Table 4 indicates that most participants choose black as their favorite color. Color studies done over the years indicate that the favorite colors of women do differ. Some of these differences in favorite colors may be attributed to cultural use of color and conditioning. It is well known that people prefer different colors, that color trends are not permanent and can fluctuate over an extended period of time and react differently to particular colors in different emotional states (Kaya & Epps, 2004). Films have always influenced the dressing style of the youth. The youngsters try to replicate the dressing style portrayed by their favorite actor in their hit movies. Recently college campuses were over-run with styles from the hit movie 'Premam'. The black color has become iconic.

A recent study by Wolf (2015) surveying over 1,000 youngsters to find which colors they most associated with certain qualities. Black came out either first or second in every positive category, and also was not thought of very often in terms of negative qualities. Sixty-six percent of women thought black as the most attractive color. The study also confirms that wearing black clothing makes you appear more attractive, intelligent, and confident

Table 5
Spearman's Correlations between favorite color and color preference

Correlation	Colors	Favorite color	Color Preference
Spearman's rho	Favorite color	-	-
	Color Preference	.001	-

Table 5 indicates the correlations between favorite color and color preference and the result indicates that there exists no significant difference.

Result emphasis that even though most people have a favorite color, their favorite color may not be the best one for their wardrobe as everyone has a unique group of colors that make them look their best and another that makes them look their worst. The most of the participants may be coordinating between those right colors together making the difference between a

stunning outfit and an ugly one. Because the colors come in many tints and shades, a favorite color doesn't mean that every shade of that particular color becomes their preference for their clothing. Moreover participants may not be selecting their favorite color because those colors may already exist with them.

Similarly Climate can affect color preferences of clothing, and people respond differently to various colors, depending upon the climatic conditions in which they live.

Patel (2011) suggests that life partners have in a greater influence in our style and wardrobe choices apart from their own favorite colors, as they are ultimately, whom women are dressing for.

A person's preference for a specific color on clothing depends upon how he/she feels in any situation, how they want to feel, and even how they remember certain experiences (Athilakshmi, et.al, 2015)

Table 6

Spearman's Correlations between favorite color and personality

Variables	Favorite color	Neuroticism	Extraversion	Openness to Experience	Agreeableness	Conscientiousness
Favorite color	-					
Neuroticism	-.101	-				
Extraversion	.016	-.153	-			
Openness to Experience.	.132	-.006	-.016	-		
Agreeableness	-.023	-.116	.279**	.023	-	
Conscientiousness	.128	-.201*	.200*	-.041	.195*	-

Table 6 indicates that there is no significant association between color preference and personality. Personality color does not have to be one you wear all the time. Personality changes from person to person, time to time and place to place. Therefore it can greatly influence the buying behavior of customers. Result emphasis that, Personality is not what one wears; rather it is the totality of behavior of a man in different circumstances. Even though studies indicate a strong relation between the two variables, the participants may be deciding for purchasing based on several other factors. They may choose a preferred color depending upon their skin color. In different walks of life, our emotional composition is different. Some might stick to their favorite color simply because they find themselves looking good when they're dressed in that tint, others might find their ambience tranquilizing in that tone.

Ghorawat and Madan (2014) conducted a study to find out whether the color shade preferences of individuals grouped according to their personality types are alike or not. The researchers concluded that there was no significant correlation found between the personality types and color shade preferences of the subjects except in the case of extroverted males.

Now a days people may not choose a color already existing in their wardrobe. They like to have variety in their clothes because they do not want to repeat the same dress every day. Currently fit and style are important qualities of clothes than color is considered. Most people today try to select clothes which they can mix and match so that they can achieve variety with few clothes.

Conclusion:

The major objective of the present study is to identify the relationship between personality and color preference and To know the color preferences of girls for dresses the results indicated that most of the participants ranked pink color as their first preference among different colors for purchasing dress materials concluding pink color are traditionally



considered feminine colors and it is believed that women's attraction towards pinkish colors may be innate. Most participants choose black as their favorite color, as favorite colors of women do differ; now a days black color has become iconic. There is no significant difference between favorite color and color preference, that even though most people have a favorite color, their favorite color may not be the best one for their wardrobe as everyone has a unique group of colors that make them look their best and another that makes them look their worst. There is no significant association between color preference and personality, that is, Personality is not what one wears; rather it is the totality of behavior of a man in different circumstances and the participants may be deciding for purchasing based on several other factors.

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