



Journal Homepage: - www.journalijar.com

INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR)

Article DOI: 10.21474/IJAR01/21974

DOI URL: <http://dx.doi.org/10.21474/IJAR01/21974>



RESEARCH ARTICLE

RESEARCH QUESTION: THE PSYCHOLOGY OF COLOR: HOW COLOR INFLUENCES HUMAN THOUGHT, EMOTION, AND BEHAVIOR

Siya Vaswani

Manuscript Info

Manuscript History

Received: 13 August 2025

Final Accepted: 15 September 2025

Published: October 2025

Abstract

This study examines whether colour has a significant impact on human mind, emotion, and behavior as evidenced by recent scientific studies in the field of colour psychology. To determine the physiological and psychological influences of colours on human cognition and emotion, studies from psychology-focused databases such as PubMed Central were reviewed. What the findings did reveal is that colours do stimulate measurable physiological and emotional responses: blue tends to lower blood pressure, improve creativity and productivity. At the same time, green reduces stress but increases eye strain. Red may raise an awareness of danger or prompt a fight-or-flight response from viewers. The research demonstrates that while colour psychology is solidly grounded in science, its effects are less overt than they might appear to be. While applications need to consider individual and cultural differences, practical implications for businesses, healthcare facilities, or educational settings can be drawn from these results. This study suggests that colour is meaningful, psychologically potent, and can be wielded to advantageous ends if used subtly and in the right places.

"© 2025 by the Author(s). Published by IJAR under CC BY 4.0. Unrestricted use allowed with credit to the author."

Introduction:-

Colour is an omnipresent stimulus that is constantly perceived by everyone in the world. It surrounds us in every aspect of our lives and extends beyond aesthetics. Colour actually has a profound influence over human psychology. Although the formal study of colour psychology is a relatively new field of scientific research, which emerged in the 19th century, ancient cultures have often used colour for a variety of therapeutic and symbolic uses. The first official exploration on colour psychology can be attributed to a German writer and poet, Johann Wolfgang von Goethe, who wrote a book focusing on colour theory. Titled "Theory of Colours", the book explores the poet's views on the nature of colours and how they are perceived by us. The psychological effect of colour is still in an incipient stage; however the past decade has seen a shift towards more empirical research, with a variety of studies investigating the impact of colour in fields like marketing and interior design.

Understanding how different colours affect human psychology has important implications across multiple domains, including education, healthcare, and workplace productivity. In a study titled "Impact of colour on marketing," researchers found that up to 90% of swift conclusions made about products can be based on colour alone, highlighting the practical significance of colour effects in consumer behavior and decision-making.

How colour affects the brain:-

Colour perception begins when light enters our eyes and interacts with specialized cells in our eyes known as photoreceptors, specifically cones. The human eye has three types of cones which are sensitive to different wavelengths of light - red, green and blue. They convert the light energy into electrical signals. These signals are transmitted to our brain where they are processed to create our perception of light.

The different wavelengths of light can help explain its effects on our body and mood. For instance, light with shorter wavelengths, like blue light, helps regulate our Circadian rhythm (the body's natural sleep cycle). This is because blue light suppresses the production of melatonin, a hormone that promotes sleep, and helps increase alertness and cognitive functioning. Additionally, excessive blue light exposure, especially in the evenings, can disrupt our natural sleep cycle and can lead to problems falling asleep. On the other hand, light with longer wavelengths, like red or yellow light, are often associated with warmth and comfort as they improve mood and reduce negative effects on the body's circadian rhythm. As a result, research has shown that since red light promotes calmness and relaxation, exposure to light with longer wavelengths in the evening can have positive effects on sleep.

Effects of specific colours:-

Blue is the most studied colour in psychology and often tends to be the most popular colour across the globe. This can be attributed to the fact that it often invokes feelings of peace and tranquility. As a result of this, blue is commonly used in environments where clarity and trust is required. Research has shown that the colour blue can reduce systolic blood pressure as it triggers the release of nitric oxide which helps alleviate blood pressure and improve endothelial function. Additionally, blue is also associated with enhanced creativity making it quite beneficial for brainstorming and innovation. Adding fragments of blue to workplaces or places where focus is required can boost productivity and reduce anxiety.

Another colour that is quite frequently studied is red. Multiple studies have shown that red can improve physical performance by stimulating the sympathetic nervous system, in turn increasing heart rate. This makes red a powerful colour for motivation and attention. Wearing red-coloured clothing can subconsciously make a person appear more dominant and intimidating as the colour is commonly associated with danger and confidence. However, red can also have some negative effects; for instance it can impair problem-solving abilities, possibly because it triggers a stress response in the brain. From an evolutionary perspective, the colour red is linked to survival. Whether it be fire, blood or ripe fruits, red often evokes strong emotions and conveys urgency due to its ability to grab attention. This function makes it ideal for marketing products that require an attention grabbing feature or a sense of urgency.

The colour green is a unique colour in psychology as it is described as the most balanced colour. This is because it combines the energy of yellow with the calmness and tranquility of blue. Furthermore, its central position in the colour spectrum adds to the sense of balance and harmony. Research suggests that green can help reduce eye strain which is why it is sometimes recommended in work spaces. Green is frequently associated with nature and growth. A study conducted on high school students found that there was a slight negative correlation between the colour green and chance of developing myopia. This means that if the students regularly exposed themselves to green-space, they could possibly lower their chances of becoming near-sighted.

Yellow is most commonly linked to happiness, optimism and energy. According to research, yellow is a psychologically and mentally stimulating colour that promotes higher cognition. Yellow is frequently used in fast-food branding and signage as it is quite eye-catching and vivid, which also makes it practical for warning signs and promotional materials. Yellow's stimulating properties may lead to adverse effects when used excessively, for instance it can over stimulate a person leading to anxiety. Depending on its shade and intensity, yellow can have a wide range of effects. Bright or harsh yellows may lead to feelings of caution whereas softer, paler yellows can evoke feelings of warmth. Yellow's dual nature highlights the importance of considering the shade and intensity of colours depending on different contexts.

Individual differences and Cultural variations:-

It's crucial to understand that colour perception is greatly influenced by both cultural and personal factors. Colours can have very different cultural meanings in different societies. Red induces feelings of danger, urgency, and love in Western nations. Red and green together create a festive colour scheme that is typical of Christmas. On the other hand, red is widely used in festivities like Chinese New Year because it represents happiness, prosperity, and good

fortune in many Asian cultures. This illustrates how, depending on one's cultural background, the same colour can elicit entirely different emotional and psychological reactions.

Our reactions to colours can be influenced by our individual experiences, character traits, and even fleeting mood states. Fascinating links between personality and colour preferences have been found in recent studies. For example, colour preferences are also influenced by personality traits. According to research using the Ten Item Personality Inventory, extroverts are more attracted to warm hues, while introverted people tend to favor cool hues.

Applications of Colour Psychology:-

Education and Learning:-

In educational settings, it can be highly beneficial to understand and apply colour psychology. It has been proved that color significantly improves memory function. For certain kinds of learning activities, different colors might work better. For example, blue may work better for creative thinking and problem-solving exercises, while red may be useful for tasks requiring focus and attention to detail. Color coding, of key text passages, ranks first among strategies to stimulate mental activity and memory retention, according to research, making it one of the best ways for students to memorize information. Teachers can put these findings into practice by encouraging students to use color-coding in their notes, creating vibrant classroom displays, and assigning colored markers to various concepts. To maximize the educational benefits of color, it is crucial to use it strategically and purposefully, as excessive use of color or conflicting color schemes can be distracting.

Healthcare and Therapy:-

Color therapy, sometimes referred to as chromotherapy, is a therapeutic approach that promotes healing and well-being by utilizing the visible spectrum of electromagnetic radiation. Although there is little scientific support for color therapy as a stand-alone medical intervention, there is evidence that color can affect stress and mood, which may have therapeutic advantages. In order to create more healing environments, hospitals and other healthcare facilities can strategically use color. Because of its calming qualities, which can help lower blood pressure and anxiety, blue and green are frequently used in waiting rooms and patient rooms. Furthermore, in order to bring back happiness and vitality and improve patients' overall healing experience, yellow and orange can occasionally be used in rehabilitation spaces.

Marketing and Design:-

Marketing and advertising frequently use color psychology to influence consumer behavior. Businesses carefully consider the psychological reactions they wish to elicit in customers when choosing colors for their logos, packaging, and advertising materials. While blue is frequently used by financial institutions and technology companies to communicate trust, stability, and reliability, red is frequently used in sale signs and fast-food restaurants to create urgency and stimulate appetite. Beyond just decisions, color has a significant impact on marketing. According to research, color alone can account for up to 90% of rash product decisions. Furthermore, research shows that color can boost brand recognition by as much as 80%. Consider Tiffany's distinctive blue, Starbucks' green, or Coca-Cola's red to see why big brands are so protective of their signature colors. Businesses can produce more successful marketing collateral and retail spaces by being aware of these color associations. However, since color meanings can differ greatly among various demographic groups, marketers also need to take into account the cultural background and personal preferences of their target audience.

Limitations of Colour Psychology:-

There are a few significant limitations to take into account, even with the expanding volume of research on color psychology. Many studies don't take cultural differences into account and have small sample sizes. Other elements like lighting, context, and personal preferences can overpower the often-subtle effects of color. This is a significant methodological issue as these situational factors may unintentionally affect behaviour and emotions, rather than the colour itself. Therefore, it is challenging to compare the findings of various studies due to this lack of standardization. The majority of the research has also been done in controlled laboratory environments, which might not fully represent how color influences us in real-world scenarios where colors coexist with other visual components and contexts. Some reported color effects may be inflated or unreliable due to the fact that smaller sample sizes can result in false positives or false negatives. Additionally, the majority of the research that has already been done has focused on educated, Western populations, especially college students. This results in a sampling bias that restricts our comprehension of the ways in which color impacts individuals from various age and cultural backgrounds. More extensive, culturally varied research that uses standardized techniques to analyze color effects in natural settings would be significantly beneficial to the field.

Conclusion:-

To summarize, color does matter, according to the evidence, and it can have quantifiable effects on our feelings, thoughts, and actions. These effects, however, can be complex and impacted by a variety of elements, such as context, individual differences, and culture. Even though color psychology has a lot to offer industries like marketing, healthcare, and education, it's crucial to approach claims about color effects with healthy skepticism and to take the individual and cultural context into account. We are likely to gain a more sophisticated understanding of how color influences human psychology as this field of study develops. The key is to understand that although color can be a very effective tool for affecting behavior and mood, it is only one of many elements that influence our psychological experiences.

Bibliography:-

1. Cherry, K. (2024, February 20). Color psychology: Does it affect how you feel? Very well Mind. <https://www.verywellmind.com/color-psychology-2795824>
2. Christenson, M. P., Sanz Diez, A., Heath, S. L., Saavedra-Weisenhaus, M., Adachi, A., Nern, A., Abbott, L. F., & Behnia, R. (2024). Hue selectivity from recurrent circuitry in *Drosophila*. *Nature Neuroscience*. Advance online publication. <https://doi.org/10.1038/s41593-024-01640-4>
3. Columbia University. (2024, May 16). How does the brain turn waves of light into experiences of color? ScienceDaily. <https://www.sciencedaily.com/releases/2024/05/240516122611.htm>
4. Elliot, A. J. (2015). Color and psychological functioning: A review of theoretical and empirical work. *Frontiers in Psychology*, 6, Article 368. <https://doi.org/10.3389/fpsyg.2015.00368>
5. Help Scout. (n.d.). Color psychology in marketing and branding is all about context. <https://www.helpscout.com/blog/psychology-of-color/>
6. Insights Psychology. (n.d.). The science of color: How hues influence feelings. <https://insightspsychology.org/psychology-of-color-emotional-impact/>
7. JD School of Design. (n.d.). Color psychology: Understanding the impact of color on emotions and behavior. <https://www.jdsd.in/color-psychology-understanding-the-impact-of-color-on-emotions-and-behavior/>
8. JMSR – Journal of Management & Social Research. (n.d.). The psychology of color in marketing: How visual elements affect consumer perception. <https://jmsr-online.com/article/the-psychology-of-color-in-marketing-how-visual-elements-affect-consumer-perception-142/>
9. Mehta, R., & Zhu, R. (2009). Blue or red? Exploring the effect of color on cognitive task performances. *Science*, 323(5918), 1226-1229. <https://doi.org/10.1126/science.1169144>
10. Smart Wellness. (n.d.). The psychological impact of different colors. <https://www.smartwellness.eu/blog-en/how-our-minds-shape-colors---and-how-colors-shape-our-minds>
11. Stern, M., Broja, M., Sansone, R., Gröne, M., Skene, S. S., Liebmann, J., Suschek, C. V., Born, M., Kelm, M., & Heiss, C. (2018). Blue light exposure decreases systolic blood pressure, arterial stiffness, and improves endothelial function in humans. *European Journal of Preventive Cardiology*, 25(17), 1875-1883. <https://doi.org/10.1177/2047487318800072>
12. Straits Research. (n.d.). Influence of colors on brand recognition and consumer behavior. <https://straitsresearch.com/statistic/role-of-color-in-branding-and-marketing>
13. The Faber Birren color theory. (n.d.). Ararat Rugs. <https://www.araratrugs.com/blog-home/the-faber-birren-color-theory>
14. The psychology of colors and their meanings. (n.d.). Color Psychology. <https://www.colorpsychology.org/>
15. UC Davis Health. (2022, August). Blue light: Effects on your eyes, sleep and health. <https://health.ucdavis.edu/blog/cultivating-health/blue-light-effects-on-your-eyes-sleep-and-health/2022/08>
16. Unplugged. (n.d.). Colour psychology: How colour influences your brain. <https://unplugged.rest/blog/colour-psychology>
17. Wonderful Colors. (n.d.). Birren color theory. <http://www.wonderfulcolors.org/blog/birren-color-theory/>