

## Relation of Personality Characteristics and Color Preferences in Working Females

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### ABSTRACT

Color preferences are mainly associated with the spirituality as well as the energies that reflect by the ones behavior also these colors can affect a person deeply to understand the personality characteristics. Numerous studies discovered that there must be a correlation between personality traits and color preferences. Little women are concerned consciously about particular colors which they wear on a particular day as their believes system. However, the woman is basically focusing on the spirituality and the positive energy which help her to manage the positive environment around herself during the time of work as well as her workplace. According to the preference of a woman in colors which they would like to prefer most, it helps others to understand the behavior better such as calm, relax, close-minded and aggressive in nature by the personality traits. The color preference have some meaning to reflect the personality traits which are associated openness to experience, conscientiousness, extraversion, neuroticism and agreeableness. Dressing is the main feature to all the human beings at all the phases of their life. In individuals it is an expression especially in women who believe in their individuality also prefer the most comfortable and suitable colors according to their personality which reflect certain values, ethics and morals in their life. The key objective of this study is to identify the correlation in between the color preferences and effect on personality attributes in working females.

**Keywords:** *Personality, Color, Personality and Color, Personality Characteristics, Working Women, Color Preference*

Color have the silent as well as the powerful language to describe about the individual's personality that how it can influence and affect feelings, emotions, mood and human behavior basically the color preferences is the non-verbal communication of pattern where an individual reflect certain aspects of quality of their personality. Colors play a major character in dressing it has ability to convey and reflect essence that is social aspiration, self-image and political affiliation. An individual chooses colors which have consistency to reflect one's identity this help to form an impression and acuity of personality trait in the prime component. Color make an immediate judgment in subconscious here people frame up their state of mind within initial interactions in a short period of time (Entwistle, 2000).

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## Relation of Personality Characteristics and Color Preferences in Working Females

It is a ubiquitous key and considered as a type of non-verbal communication of a person on the primary level. Individual pick the colors as per their personality and these colors which an individual prefer it resembles to their personality traits. Colors are additionally sorted as sāttvik, rājasik or tāmasik relying upon their dominating inconspicuous parts. This is how the colors affect human spirituality. When the person dressed in sattvik colors it leads towards spiritual practice whereas colors those are Raja-Tama in nature which leads spiritual progress towards hinder also the negative profound vibrations around an individual and others. Thus, we are bound to pull in negative energies as they also are Raja-Tama dominating (Holmes, Edward Fauty, Wurtz, & Burdick, 1985).

### 1.1.THE BIG FIVE PERSONALITY TRAITS

“The big 5” was initially introduced by Robert McCrae and Paul Costa. They studied all probable personality trait and then came to with five factors usually know as Big Five Factors these factors are basic elements of an individual’s personality. Five comprehensive traits of personality defined through theory these are extraversion, neuroticism, agreeableness, openness to experience and conscientiousness (Allik & Allik, 2002).

- Openness to Experience- The standard features of this trait is having insight and imagination. Those who are high in this trait more likely to have a wide variety of interests and adventurous. These people are highly curious about the others and world also keen to learn new ideas, experiences and things. And who score low in this are more likely to be rigid ones.
- Extraversion- It attributes those who are having assertiveness, talkativeness, outgoing, fun loving, sociability and great extent of emotions. In contrast people who are low they are reserved, introvert, quiet, and shy also in certain social events they feel like draining.
- Agreeableness- Those who characterized with this trait are friendly, nurturing, cooperative, caring, kind and trustworthy. On the other hand, people who score low these are self-centered, hostile, tend to more manipulative and even competitive sometimes.
- Neuroticism- The main characteristics of this factor are fearful, distress, anxious, worried, irritable, hypertensive, emotionally instability, most of the time they seem to be moody and sad. People who score low they are stable also emotionally resilient and well adjustable.
- Conscientiousness- People who score high in this dimension are responsible, hard-working, prudent, goal-oriented, great extent of thoughtfulness who work on every single detail which other might be miss they are self-controlled and dependable. On the other side where people score low in it they are impulsive.

### 1.2.COLOR PREFERENCES

The implications of self-concept related to personality added effect on values on the color preferences in females. Color preferences might be linked to the age of a person. It has significant differences which reflect the warmth, values according to the person’s socio-economic status (Choate, 1977).

An individual identifies their propensity to lean toward certain hues over the other where particular color relies on how a person feel in any circumstances according to their color preferences and how the recall their experiences. Color preferences has for quite some time been utilized to make spaciousness or sentiments of comfort. In any case how individuals are influenced by various color improvements changes from individual to individual.

### 1.3. COLOR REPRESENT FEELINGS AND PERSONALITY

Color is the essential part of an individual determination to originate a personal environment as per the likes and dislikes of a person. According to the psychologists there are certain connection in between personality and color preferences which an individual prefer to reflect certain kind of qualities in self. Whereas for reflecting a psychological need a person has psychological outlook to the core colors for instance someone who does not like red it directly reflects that a person has anxiety unconsciously (Luscher, 1990).

Eysenck suggested that introvert people engrossed with their own emotions and thoughts not like extroverts. They prefer to be a part of environment where they allow themselves to gain optimal excitement on a medium level (Ghorawat & Madan, 2014).

Color display the effect on excitement that shows the color preferences and personality traits relationship in between. More precisely extrovert choose energizing colors for instance red while the introvert chooses calm colors for instance blue (Spiegel & Keith-Spiegel, 1971).

- Red- This color described as the hue of arousing interest and excitement or enthusiasm which is associated with a person's strength arouses passionate emotions as well as pain. Most of the time this color chosen to be noticeable for danger and vigilance sign.
- Orange- People those who prefer orange they have classified of having predominant personality of being clever, spontaneous, impactful, impulsive, courageous, eager, generous, bold, charming, optimistic and immediate. It helps to evoke socialization and reduces the negative emotions also seen just as an anti-depressant in nature which shows positive impact on emotions.
- Yellow- People who like to wear yellow they are more likely to be sensible, organized, concerned, dependable, helper, punctual, loyal, stable, prepared, thorough, caring and faithful. It is an elevating color carries out playful and vigorous features of a person's personality. It helps to enhance an individual's communication and concentration also a sign of wisdom.
- Blue- Individuals who mostly prefer blue they are sincere, compassionate, personal, sympathetic, spiritual, enthusiastic, imaginative, warm, peaceful, communicative, idealistic and flexible. Whereas shades of blue induce different kind of emotions also it is a calm and cool in nature. Some shades represent excitement where other shades of blue represent wisdom.
- Green- Those people prefer green most are creative, problem solver, inventive, cool, analytical, conceptual, abstract, logical, global, imaginative, calm and collective. It helps to reduce anxiety and depression because it is a color of nature and health which is associated with the soothing qualities to make someone's feel relaxing mentally as well as physically. (Navarro, Cadorna, Lianes, & Esta, 2018).

The correlation between the cool and warm colors where cool colors equivalent to calm and passive mood and warm colors are equivalent to excited and energetic moods. Those who have similar preferences in colors they might have similar personality traits as well. The primary colors which females prefer in their day to day life are green, blue, yellow and red these colors reflect about their basic psychological needs. The shades of color in the spectrum series from violet to red such colors represents an individual order of emotions, from excitement, unrestricted, undeviating and has persistent impulsive release (red), over calmness (green), to concern and anxiety (violet) (Birren, 1973).

### REVIEW OF LITERATURE

(John, 2019) Reaction to color is a result of complex collaborations between light and retinal neurophysiology. This paper advances the speculation that the grouping of inclinations for the three essential colors yellow, Blue and red could give signals to the character of a person. The succession of inclinations will harbour shrouded examples or calculations specifically connected to character attributes. The changes or unpredictability saw in the above-mentioned inclinations painstakingly reported over an enormous quantity of perceptions will hurl fascinating examples this might be connected to the character attributes. The information against various theme will be utilized to distinguish similitudes in shading inclination designs that complement with character types that have been resolved utilizing institutionalized apparatuses for recognizing character types. The conventions to be pursued for testing the speculation have been definite. Measurable investigations of the informational collections are proposed. The participants that will be examined will ideally be a wellspring of information that will prompt disclosing the complications of different personality characteristics and personality types. It won't be strange to accept that the information produced can be generalize to peruse the physiological and biological situations too.

(Jonaskaite, et al., 2019) Hues convey social meanings like pink for young ladies and blue for young men. such initial gender orientation code may be contemplated in supreme shading inclinations in youngsters & grown-ups of the two genders. In kids, we saw that young girls picked pink or purple as their preferred tint more frequently than young boys, most well-known most loved shade in girls and young boys was blue, and young men picked red as their preferred more regularly than young ladies. The two genders never pick pink as their top choice, blue was a typical most loved shading, and ladies were bound to support red than were men. Red, pink, and blue was identified with feeling relationship with these hues. Pink was related with optimistic feelings to a similar degree as blue and red. Girls afterward connected more optimistic feelings with pink than boys. A few shared traits (blue) and gender contrasts (pink and red) live in total shading inclinations. These distinctions, notwithstanding, can't be completely accounted by enthusiastic affiliations. These gendered shading inclinations in connection to gender orientation generalizations and status contrasts among people.

(Kabzinska, Wieloch, Filipiak, & Filipowska, 2018) Profiling and personalisation these are the two basic interest where these two of them entity deals with the users, client, etc. The study concerned with the effect on client where the color preference reflecting people's personality. This may study focused on interests and demographic according to user's preferences. There is a connection in between the conclusion of review on the basis of BFI-44 personality attributes & Colors influenced along characterization of the Plutchik's wheel of sentiments. Whole result of this study was summarized by the inquiry of the following algorithm for compare the outcomes and unlike personality characteristics of some earlier examination where linear equation was applied.

(Bonnardel, Benibal, Dubey, Pande, & Bimler, 2018) The gender contrast in shading inclination among British members has been more than once detailed, in which the two guys and females demonstrate an inclination for green-blue hues while women convey an extra inclination for purple-pink hues. To explore the power of gender orientation distinction in shading inclination in an alternate culture. Results affirmed a gender orientation distinction in the two societies; members all in all communicated an inclination for cool over warm hues while furthermore females demonstrated an inclination for pink hues with a warm

## Relation of Personality Characteristics and Color Preferences in Working Females

predisposition for Indian females and a cool predisposition for British females. While these outcomes stretch out gender orientation distinction to Indian culture and bolster the all-inclusiveness of a fundamental example, they additionally uncover a culture-specific commitment basically saw in females. This gender-specific example of relationship was not repeated in the Indian example. Results point to a prototype example of gender orientation contrast in shading inclination with a striking cross-cultural closeness in men and an unobtrusive yet noteworthy social distinction in ladies whose source is yet to be clarified.

(Pazda & Thorstenson, 2018) The large number of researches on human shading inclinations has fundamentally cantered around tint. Just a pinch of research has concentrated on inclinations along the chroma measurement of shading. The present research analyses how extraversion identifies with an inclination for high and low-chroma hues (with chroma being controlled while holding tint and softness steady). Results from two examinations uncovered that extraversion was emphatically connected with an inclination for high-chroma hues, however not low-chroma hues. This relationship stayed critical in the wake of controlling for the other Big Five attributes, tactile formulating affectability, negative or positive effect, and gender.

(Amritharai & Manikandan, 2017) Attire is critical to the whole individuals at all phases of their life cycle. As the design and style changes quick people particularly, youths give more inclination to shading and plan and they need their dresses to be agreeable notwithstanding articulation of their uniqueness. One of the major and most energizing components of purchasing articles of clothing is shading. This investigation meant to recognize the connection among character and shading inclination and to realize the texture shading inclinations of youthful female purchasers with an age scope of 20 to 30. The chose research instruments were NEO Five Factor Inventory and Fabric Color Preference Cards. Results showed that there is no noteworthy relationship between shading inclination and character.

(Bakker, van der Voorta, Vink, de Boon, & Bazley, 2015) An individual personality characteristic and its relationship within the individual traits somehow color preferences are dependent on those characteristics which lead a person to reflect certain features about themselves. In this there are significant differences found between age group, gender, personality and education for instance being emotional, practical and as a team player. The preferences of colors amongst people shows the characteristics of an individual such as energetic, quiet, creative and able to concentrate in an attentive manner. The outcomes of this study are the importance of fashion designer, interior designer, architects and product designs for getting the basic idea that how an individual prefer color by people on different objects.

(Fetterman, Liu, & Robinson, 2015) The literature of color psychology has put forth a persuading Défense that shading isn't just about aesthetics, yet in addition about importance. This work included situational controls of shading, rendering it unsure with respect to in the case of color-meaning affiliations can be utilized to describe how individuals contrast from one another. The recent research centres around the possibility that the shading red is connected to, or related with, singular contrasts in relational antagonistic vibe. red inclinations and perceptual predispositions were estimated alongside individual contrasts in relational antagonistic vibe. It was discovered that (a) an inclination for the shading red was higher as relational threatening vibe expanded, (b) antagonistic individuals were one-sided to see the shading red more much of the time than nonhostile individuals, and (c) there was a connection between an inclination for the shading red and unfriendly communal basic

## Relation of Personality Characteristics and Color Preferences in Working Females

leadership. These investigations speak to a significant expansion of the shading brain research writing featuring the need to take care of person-based, just as situation-based features.

(Ratnasabapathy, 2015) The essential goal of this examination was to see whether there existed any connection between the character qualities of individuals grouped based on their shading inclinations and their separate accomplishment inspiration. It was discovered that subjects arranged in the Green classification with cool, quiet, aggregate and sensible standpoint have fundamentally positive connect with levels of Achievement Motivation and the Orange and Blue shading class having qualities like energy, otherworldliness, compelling relational abilities, creative, harmony cherishing and adaptability had an effect however not in a noteworthy level on their Achievement Motivation, though those grouped in Gold have a negative Pearson's Correlation coefficient showing that the two parameters considered are contrarily related. This could be credited It is to the characteristics like absence of request, Dependable, Sensible and Anxious. The outcomes and ends drawn from this examination recommend that it very well may be material for a more extensive range of the populace.

(Bonnardel, Beniwal, Dubey, Pandey, & Bimler, 2012) Color preferences in Britishers reported as independent studies repeatedly amongst gender difference. Where both females and males showed interest in preference for color blue and green. While female display their interest towards the color pink and purple. To research the strength of gender orientation contrast in shading inclination in an alternate culture. Results affirm a gender orientation in contrast in shading inclination of similar sort in the Indian and British examples with an inclination among females for purple and pink colors. Social contrast was just seen among females rather than Indian females and the British female preferred lavender to orange color. (Moody, Kinderman, & Sinha, 2010) The study was done to quantify the relationship between personality characteristics, clothing styles and color preferences in females to analyse the emotions and mood of the individual. This research helped to understand the better view of psychological status towards the fashion trends and consumers. There were two different sets of questionnaires which were applied to examine the mood, emotions, and personality traits according to the individual's personality styles during the time to wear outfit as their preference towards colors.

(Cigic & Bugarski, 2010) The main aim of this research is to know about if there is any difference of color preferences and personality attributes. The instrument in this research was used the color inclination questionnaire and the Zuckerman-Kuhlman personality questionnaire were applied also designed for this specific aim of this research. In this study it was find out that there are people who prefer bright colors (yellow and red) and other group of people who are preferred dark colors (black, grey and brown). Neuroticism or anxiety and the people who are socially introverted found the personality traits which were more prominent in people those who prefer dark colors whereas people those who preferred bright colors there personality trait which were more prominent such as activity and aggression.

(Pitchford & Mullen, 2005) This study found that the learning essential shading vocabulary, small kids demonstrate a specific postponement in the obtaining of Grey and Brown color in respect to other fundamental shading terms. In this survey initially set up the strength of those finding and afterward researches extension where recognition, language, and shading inclination may impact shading conceptualization. Certain experimental mission quantifies

## Relation of Personality Characteristics and Color Preferences in Working Females

numerous parts of perceptual shading processing such as saliency and discrimination. Shading inclination and target includes of shading term recurrence in preschool-coordinated language for instance books and moms' discourse were utilized to look at the obtaining of three gatherings of hues: essential hues, optional hues (orange, pink, and purple) that show up simultaneously as the essential hues, and auxiliary hues (brown and grey) that show up late. In spite of the fact that our outcomes propose that recognition does not straightforwardly shape small kids' shading term procurement, we found that kids lean toward dark colored and dim essentially not exactly fundamental hues and that these shading terms show up altogether less regularly in kid coordinated discourse, recommending that shading inclination semantic info and creating shading cognizance might be connected.

(Dittmar, 2001) Previous survey has demonstrated that shading inclinations alteration from initial childhood to later life. The primary goal of this paper was to evaluate whether shading inclinations experience further alteration during grown-up life. The subcategories were analysed for their least and most favoured hues which they had picked by the name from four set of hues (blue, yellow, red and green). Contrasts in the example of frequencies among genders and age gatherings were surveyed for factual importance utilizing chi-square investigations. Both age gatherings and genders picked blue as their most favoured shading and yellow as their least liked one; red and green changed in the centre position of the rank request of inclinations. The outcomes propose that shading inclinations change over the span of the grown-up life expectancy. These progressions appear to be an inversion of the pattern revealed in the writing for youngsters. Changed shading inclinations in the matured may be ascribed to adjustments in shading separation and visual symbolism, the yellowing of the crystalline focal point, and the diminished capacity of the blue cone system with maturing.

(Lind, 1993) Two review one of the graduated college non-understudies and understudies of the likenesses between color preferences as a unique idea and color inclinations for clothing are accounted for. Purple-blue and blue were most favoured colors for any utilization. Color preferences of most loved pieces of clothing and predominant hues in the closet were like expressed shading inclinations. Discoveries support the significance of both organic and social components impact on color preferences on personality. Having a great knowledge of shading inclinations is helpful for arranging colors of customer items yet color preferences might be item explicit. various hues as most preferred for dynamic color and color of clothing present an obstacle to utilizing clothing hues as pointers of personality attributes.

(Boyatzis & Varghese, 1994) In this research kids' emotional relationship with hues were studied. kids were asked that How does (the shading) make them feel. All youngsters had the option to verbally express a passionate reaction to shading. Some kids had given enthusiastic reactions in a positive manner such as energy and joy. Reactions likewise showed unmistakable shading feeling affiliations. Kids had positive responses to bright hues such as Blue, Red and Pink and gave some negative responses for the dark hues for instance Grey, Brown and Black. Kids' enthusiastic responses to light hues turned out to be progressively positive by the age and young ladies specifically demonstrated an inclination for more light hues and an abhorrence for the dark hues. Young boys were almost expected than young girls they have positive passionate relationship with dull hues. Concepts of color emotions are the potential sources for example idiosyncratic experiences and gender orientation related features are talked about.

(Walters, Apter, & Svebak, 1982) Reviewed the literature on color preferences. The theory about color preferences on psychological perspective reveals that there is sort of two levels

## Relation of Personality Characteristics and Color Preferences in Working Females

of personality characteristics which display the feeling of low and high arousal of a person. The characteristics of Color preference pattern shows that the impact on a person over the period of time and also considered as more consistent with the theory of reversal than with the theory of optimal arousal. Here, it is found that the low arousal of color preference is directly associated with the planning orientation and seriousness of a personality. However, the high arousal of color preferences are related to the spontaneity and playfulness of a personality. After all, it is concluded this study shows that to induce feelings there is a systematic behaviour for extended wave length color of the high arousal and for concise arousal wave length to induce the feelings of low arousal.

(Stimpson & Stimpson, 1979) Regression of personality examination yielded no connections of prescient noteworthiness between the two arrangements of factors. An auxiliary investigation utilizing sets of arbitrary numbers instead of the color preferences information yielded results fundamentally like those created in the previous analysis. Guys and females rank arranged the color indistinguishably with the exception of yellow which was fundamentally more favoured by guys than females.

(Schaie, 1966) The antiquity of the correlation between the personality and color in the terms of psychology survey was reviewed. Patterns were connected with abstract reaction as a mode of reviewing personality variation, emotional actions and secondary impact on observable action traits as a response of color preferences. In this, color attributes were also discussed as a response to display the relationship in between the emotional behaviour and color that in terms of affective substance, color aptitude, and arousal quality. Consideration was attracted to the likelihood to distinguishing methods of personality separation along the elements of rigidity in nature. Stability-instability and Adaptability from degree of color use and from the review of color structure strength. Color inclinations were connected to the actuarial expectation of personality characteristics as far as perceptible qualities.

(Bjerstedt, 1960) Certain projective strategies such as the Rorschach and hue pyramid methods suggest that there are particular association between a person's color preferences and their emotional status and also their ethical overall personality attributes. Score of Rorschach color depend on specific and very rare color incentives and most of the time people combine their reaction to diverse color. Numerous deficiencies also include the data of color pyramid. So, at first the definite sort of stimulus exhibition might lead to changeableness. Secondly minor amount of pyramid drives which required through the time-consuming assignment and it provides partial idea for both these individuals choice of stability as well as virtual preference pattern choice also several colors. This study was demonstrated in three phenomena. The first one is warm colors and cool colors both of them contains several psychological meanings the second is Such variances display a distinct degree of entomb methodological reliability and third is that all these variances also shows a certain degree of entomb cultural reliability.

## **METHODOLOGY**

### *Aim of the Study*

The aim of this study is to find out the impact on working women personality characteristics according to their color preferences.

### *Objectives*

- To rule out the color preference and its impact on personality traits.



## **Relation of Personality Characteristics and Color Preferences in Working Females**

- To analyze how women, prefer to choose their color according to their behavior which may lead them to do their work efficiently in a working environment with their individuality.
- To find out the commonality in the working women.

### ***Hypothesis***

Color preference in working female affect their personality characteristics.

### ***Design of the Study***

Through applying the quantitative method, the cross-sectional study has done. An organized self-revealing questionnaire with respect to the character attributes and color preference among the different character was applied. firstly, the elucidating investigation was done and after that, the factual examination was finished. The examination was led through a survey with two questionnaires and the directions were offered to precede to fill up these questionnaires by subjects. This survey was directed secretly without referencing the goal of the review.

### ***Sample Size and Techniques***

This review and analysis were taken out of 40 working females. The sample was purposely collected by professors, school teachers, businesswomen as well as government females who work in the government sector considering the all age range of women those who are working. Women from different occupations were taken for this study which was qualified in different fields. These Working women were randomly selected from government as well as private institutes. The total sample number was 40 which were applied in both tests for measuring the color preference in working female and its impact on their personality characteristics. Total nine number of professions were included. The age range was from 20-52.

### ***Tools Used for Data Collection***

#### **Big Five Personality**

The Big Five Personality Test (Goldberg, 1992) consists of 50 items to measure the 5 personality types: Conscientiousness, Agreeableness, Openness to Experience, Extroversion, Neuroticism. These five personality traits were given by Robert McCrae and Paul Costa which was developed to understand the differences between the personality.

#### **True Colors Test**

The True Colors Personality Test initially developed at the University of Texas at Austin. This test is the most popularized test to measure personality, especially establish for research purposes. Hence, it consists of 11 questions options A, B, C & D which is a rate by the individuals from 1 to 4 where 4 is the maximum like by you and 1 is the minimum like by you. The purpose or the benefit of developing this test is: -

- Expand the efficiency on work
- Coping behaviour with other colleagues
- Assist to make understand the one's own potential
- Improve the working strategies
- Acknowledge the personality type of others

## Relation of Personality Characteristics and Color Preferences in Working Females

### *Participants*

The main aim of this study was to focus on the color preferences amongst working females and its impact on their personality attributes.

### *Inclusion*

Only female participants were taken and all of them were working women. Everyone was well educated. Participants were taken who knew English to fill the questionnaires. Professions included doctor, accountants, professors, teachers, business women, librarian and clerk as well as the qualification was taken up to higher educated females. The criteria of age ranged from 20 to 52 years old working women. All the participants were from government and private sectors.

### *Exclusion*

Women who didn't know the English were not taken as participants. Working women under 20 are not taken. Working women from tertiary sectors were excluded.

### *Procedures*

Throughout the study, these tests were conducted under the supervision of the administrators and the data was collected by acquiring the questionnaires filled up after getting the consent of the participant and following data the analysis and scoring concluded.

### *Statistical Analysis*

The collected data was analysed by the statistical process through Excel software. 'Single factor ANOVA' was done to understand and analyse the personality characteristics. 'T-Test paired two samples for means' was executed for the analysis of color preference in working women. Colors involved orange, green, blue and gold.

## **RESULT**

*Table 1: Personality attributes of the working women respondents*

**Anova: Single Factor**

**SUMMARY**

<b>Groups</b>	<b>Count</b>	<b>Sum</b>	<b>Average</b>	<b>Variance</b>
Column 1	40	1158	28.95	54.51026
Column 2	40	1414	35.35	18.59231
Column 3	40	1336	33.4	25.63077
Column 4	40	1156	28.9	35.22051
Column 5	40	1380	34.5	18.20513

**ANOVA**

<b>Source of Variation</b>	<b>SS</b>	<b>df</b>	<b>MS</b>	<b>F</b>	<b>P-value</b>	<b>F crit</b>
Between Groups	1524.12	4	381.03	12.52079	4.37486E-09	2.417963
Within Groups	5934.2	195	30.43179			
Total	7458.32	199				

Column 1 is for extraversion, column 2 for agreeableness, column 3 for conscientiousness, column 4 for neuroticism, column 5 for openness to experience. Total sum of square between group is 1524.12 and within group is 5934.2, total scored 7458.32 and df between group is 4 and within group is 195 totals scored 199. The value obtained in the f-ratio is 12.52 approximately at the 0.05 level of significant. Since, the obtained value of p-value is

## Relation of Personality Characteristics and Color Preferences in Working Females

4.37 approx. thus, there is no significance deference observed in between the five traits of personality this means that the null hypothesis is accepted.

**Table 2: T-Test: Paired Two Sample for Means for color preference among working women**

t-Test: Paired Two Sample for Means

	Variable 1	Variable 2
Mean	2.8	2.825
Pearson Correlation	0.01512021	
df	39	
t Stat	-0.1111111	
P(T<=t) two-tail	0.9120981	
t Critical two-tail	2.02269092	

In the table, it is found that the value of t-ratio obtained at df is 39 at the 0.05 level of significant. variable 1 for first color preference and the variable 2 is for the second preference. Here the t stat is less than t critical two-tail from -0.11 approx. to 2.022 approx. The value obtained in the f-ratio is 10.30 approx. at the 0.05 level of significant. Since, the obtained value of p-value is 2.66 approx. So, there is significant difference between the two samples thus, p-value is lesser than the alpha level of 5% significance this means that the null hypothesis is rejected.

**Table 3: Average of each responses**

Colors	Mean	F	Significance
Orange	23.925	10.30724	2.662569
Green	27.2		
Blue	30.175		
Gold	28.65		

Generally, only 27.5% working females who preferred the orange as their first and their second preference are highly active, courageous, risk-taking behaviour, energetic, excited, creative, fun loving, problem solver and feeling stressed by restrictions. Though this is the least one to be preferred amongst other color.

40% working female who chose green as their first and second preference seems to be curious, seek to be discover new insight, abstract thinker, rational, competent, logical, speciality in research, highest virtue is objectivity to them, powerful, not emotional, visionary, creative and stressed by the feeling of inadequate. The second least color preferred by working female.

75% working female preferred blue as their first and second preference these are a good listener, they have highest virtue as being loyal, their key characteristics is to be authenticity, likely to be peacemaker, concern and primary needs care for others, long for acceptance and love, take pride in empathy, their speciality is in people, they trust their intuitions and feelings, stressed by the feeling of artificial. This is the color highly and first preferred or the most like by the working women.

57.5% working female preferred gold color as their first and second preference these are esteemed as being dependable, their highest virtue is responsibility, they are organizer and

## Relation of Personality Characteristics and Color Preferences in Working Females

characterised of being prepared, follow structure, provide stability and order, longs for security, foster traditional values, takes pride in dependability, there speciality in results and accomplishment, validated by being appreciated, trust authority and tradition and stressed by lack of order. This color is the second most like by or preferred by working women.

### **DISCUSSION**

The main aim of this survey just to find out main components that effect clothing preference and the choice which influence working women personality in their day-to-day life. In this study there are certain women who believe in spirituality and associated only with those colors which help them to enhance certain positivity in their working environment. Most of the women prefer to wear particular colors according to particular day and their believes. The major focus on that the relation of personality characteristics and color preferences in working females. Numerous theories below the broad umbrella of how the different dimensions of colors related to preference as well as human perception and behavior. Four colors are taken to acknowledge personality types such as gold, green, blue and orange all these colors are associated with certain traits among working female's personality type.

This study shown that the commonality in between the working females are color and the choice they had is more likely to depend upon their major personality traits. The choices of colors they made reflect their personality type as well as their personality makes an impact on their working lifestyle but not the choices of color they make, they choose color according to their personality characteristics. It has additionally been seen that there is a link in between color preference and an individual's personality within their working environment. It has been demonstrated through the investigation too and is likewise found in the study which was done by (Kabzinska, Wieloch, Filipiak, & Filipowska, 2018) Profiling and personalisation these are the two basic interest where these two of them entity deals with the users, client, etc. The color preference have some meaning to reflect the personality traits which are associated to openness to experience, conscientiousness, extraversion, neuroticism and agreeableness. Hence, women prefer color to dress according to situations and it is also found that color preferences give certain idea about a person's personality where the individual prefer some specific colors in their life mostly but not always. Also the study was done by (Bakker, van der Voorta, Vink, de Boon, & Bazley, 2015) clearly proved that an individual personality characteristic and its relationship within the individual traits somehow color preferences are dependent on those characteristics which lead a person to reflect certain features about themselves. The preferences of colors amongst people shows the characteristics of an individual such as energetic, quiet, creative and able to concentrate in an attentive manner. In the context of working women preferences, they mostly prefer to choose colors according to their personality as well which is more suitable for their working environment. There is significant relation is found in the personality attributes and color preference that how color preference influence some personality traits among individuals the study supported which was done by (Cigic & Bugarski, 2010) The main aim of this research is to know about if there is any difference of color preferences and personality attributes. Neuroticism or anxiety and the people who are socially introverted found the personality traits which were more prominent in people those who prefer dark colors whereas people those who preferred bright colors there personality trait which were more prominent such as activity and aggression.

When we talk about colors which most of the people prefer keep in their wardrobe specially women who are more selective for their preferences and choose according to their personality. Some are preferring orange for their personality some blue, some gold where

## Relation of Personality Characteristics and Color Preferences in Working Females

some are preferring green. All these colors reflect the ones personality which shows that what type of personality they are and also such preference of colors associated with specific idea of a person for instance stability, intelligence, and authority. Where the color reflect qualities subconsciously about the color blue which is somehow associated to dependability, reliability, honest and faithful personality of women. While the preference of green in women might be attribute to mother earth this color is basically acknowledged for restful and cool which is also indicates health, renewal, environment and growth. Different preferences of colors indicates different qualities of a personality.

Growing trends of color preferences amongst women display how color have relation with personality attributes in female with certain psychological functioning. Colors help us to give a link to know the persons personality and also impression which leads to talk about people and their personality as well as their preferences. Color preferences truly influence persons perspective that how an individual think about others. There are also a certain variety of professions where success might depend on having some specific personality attributes and the choices the individual make.

### **CONCLUSION**

In this, the whole study is focused on the relation between the color inclination and the effect on personality attributes in the context of working females however it contributes to understand the psychological dimensions of personality and behavior of an individual non-verbally. By this the person is able to know the main tendency to think about personality in a certain manner and behavior of people in terms of color preferences in their working lifestyle. The area of color preferences in psychology has deliver indications that hue is make an impact first on someone's eyes that how warm, cool and calm it is which can influence the human psychological actions in a refined but also in a meaningful way. The main focus of this study to know about the different field of colors as categorized into personality trait for instance the consequences of a particular color and how it relates with personality domains also what impact the color make on working women behaviour. Although working women are found to be more independent financially and able to make their preferences as they want. This help them to maintain their personality according to their choices of colors in their wardrobe which they usually prefer to manage in their day to day working style.

### ***Future Implications and Limitations***

The significance of using, can be supportive to recognise the person's personality according to their color preferences. The profit is to acknowledge to understand the personality traits which might be helpful to deal with an individual's effectively. The awareness about people that the type of color choices they make to prefer most can give a kind of idea towards their individuality and their personality types.

Limitations of this study may include such as there is no comparative study in between male and female on the basis of gender differences. Only working females were taken as a sample as well as working women is from sub urban areas rather than other demographic areas specifically like rural and urban. Number of samples were collected only 40 for each domain which were limited number and the sample size could be enhanced.

Hence, this study helps to understand that person choose color according to their personality style which indicates certain core attributes about that individual which they carry within their working field.

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## Relation of Personality Characteristics and Color Preferences in Working Females

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### **Conflict of Interest**

The author(s) declared no conflict of interest.

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