

## “Pigments of Imagination & Color Psychology of Consumers towards Apparel: A Perceptual Study”

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### Abstract

In the dynamic landscape of consumer behavior, understanding the intricate relationship between color psychology and buying decisions has emerged as a crucial area of research, particularly within the context of Fashion Apparels & Fashion accessories products. This study delves into the profound impact of color on consumer perceptions and purchasing choices, focusing on its implications for managers and marketers. By analyzing the underlying mechanisms through which colors evoke emotional responses and cognitive associations, this research contributes to the comprehension of consumer behavior dynamics and aids in devising effective marketing strategies. The scope of this study encompasses a comprehensive review of existing literature on color psychology, consumer decision-making, and FMCG marketing. Methodologically, a combination of qualitative and quantitative approaches is employed to investigate the preferences, emotions, and perceptions that different colors evoke among consumers in relation to various FMCG products. This study further explores the role of cultural and contextual factors in shaping color preferences, adding a nuanced dimension to the analysis.

The managerial implications of this research are substantial. The findings offer practical insights that can empower marketers to optimize packaging, branding, and communication strategies to align with consumer preferences and psychological responses. Recognizing the power of colors in influencing brand recognition, recall, and overall consumer experience can lead to enhanced brand loyalty and increased sales for FMCG products. Its findings contribute to both academic understanding and practical application, offering valuable insights for marketers seeking to leverage color as a strategic tool to influence buying decisions and foster brand loyalty.

**Keywords:** Color Psychology, Consumer Behavior, Buying decision, FMCG products, Emotional Appeal, Marketing Strategy, Brand Loyalty.

### INTRODUCTION

The study of Color Psychology and its impact on consumer buying decisions within the apparel and clothing segment holds immense significance in the realm of marketing and consumer behavior. Firstly, understanding the psychology of color is crucial as it enables businesses to strategically employ colors in their branding, product design, and marketing materials to evoke specific emotions and perceptions. This knowledge can lead to increased brand recognition and customer loyalty. Secondly, investigating how colors influence consumers' impulse buying decisions is essential, as impulse purchases are a major driver of revenue in the fashion

industry. By comprehending the triggers behind impulsive buying, businesses can tailor their product displays and advertisements to capitalize on these moments of consumer vulnerability. Moreover, studying the color preferences of different demographics can aid in targeted marketing efforts. The scope of this study is vast, encompassing a wide range of cultural and individual factors, and can be conducted through surveys, experiments, and observational research. In sum, recognizing the importance of color psychology in consumer choices within the apparel industry is instrumental in developing effective marketing strategies, enhancing brand appeal, and ultimately driving sales.

## **REVIEW OF LITERATURE**

Samer Elhajjar (2023) This paper finds out factors affecting fashion purchases through qualitative approach by semi structured interviews with 29 Lebanese consumers. Factors found out are emotional, social, functional and cultural values. They affect fashion product purchases, also it was found out that lebanese consumers exhibit impulsive buying behavior.

Na Wei & Chengyi Zhang (2022) The study focussed on the psychological and behavioral changes of consumers in different fashion designs. This research was conducted over 100 consumers. The fuzzy evaluation technique was used to evaluate the impact of different design elements on consumers' consumption psychology in fashion design. The data was processed using Excel software and SAS software. Results showed that Color has the greatest impact on teenagers' consumption psychology.

In the study "The concept of color psychology and logos to strengthen the brand personality of local products" by Suriadi, Mardiyana, and Reza (2022), the authors investigate the utilization of color psychology and logos to enhance the brand personality of local products. The research explores the relationship between specific colors used in logos and consumers' perceptions of brand personality traits. Using a combination of qualitative and quantitative approaches, the study examines various local products and their associated logos, analyzing the colors employed and their alignment with desired brand personality traits. The findings reveal that the choice of colors in logos significantly influences consumers' perceptions of brand personalities, with specific colors being linked to distinct traits such as trustworthiness, innovativeness, and friendliness. This research contributes to a deeper understanding of the strategic use of color psychology and logo design in shaping brand perceptions and underscores their potential to strengthen the identity of local products.

Freya Evans, Louise Grimmer & Martin Grimmer (2022) This research was conducted through an online survey including 515 female identifying participants. This research focuses to examine the factors influencing the consumers to purchase or to not purchase second hand fashion products. It also focuses on consumer orientation across store type and shopping frequency. It was found out that frequent second hand shoppers are affected by frugality, ecological consciousness, nostalgia proneness and style consciousness whereas Infrequent shoppers are affected by fashion consciousness only.

Susana C. Silva, Thelma Valeria Rocha, Roberta De Cicco, Renata Fernandes Galhanone & Luiza Tari Manzini Ferreira Mattos (2021) This study investigates how information presentation shapes cognitive evaluations and behaviors, considering individual differences in the need for touch (NFT). Applying the S-O-R paradigm, it examines the impact of verbal and pictorial information on haptic imagery, influencing purchase intention through perceived product quality. A task-based online experiment, emulating an online apparel shopping experience, yielded 264 valid responses. Findings indicate verbal haptic information's significant influence on haptic imagery and subsequent behavioral responses. However, the hypothesized moderation effect of NFT on the relationship between haptic imagery, perceived product quality, and purchase intention was not supported.

Paul Stillman, Hyojin Lee, Xiaoyan Deng, Hanumantha Rao Unnava & Kentaro Fujita (2020) This research introduces neuroscience as a method to study consumer visual mental imagery. It emphasizes the role of color in shaping consumers' mental visualizations and explores the prominence of color in imagery. Using functional MRI, the study distinguishes between black-and-white and color visualization and reveals that distant future events lead to more monochrome mental imagery. This effect is linked to the construal level, with shared brain regions activated for distant future events, high-level construal, and black-and-white imagery. The implications of these findings for marketing and the benefits of fMRI techniques are discussed, highlighting the significance of color, construal-level theory, mental imagery, and neuroscience in understanding consumer behavior.

Lei Wang, Da Qian & Ou Li (2020) addresses the lesser-explored interaction between sound frequency and color saturation in influencing the perceived size of products. Through three studies, the research suggests that the impact of sound frequency on perceived product size is contingent upon the color saturation of the product. Study 1 demonstrates that the influence of sound frequency on perceived size is significant when the product exhibits high color saturation, where low frequency leads to a larger perceived size and high frequency to a smaller size. However, this effect vanishes when color saturation is low. Study 2, using event-related potential techniques, establishes that high color saturation generates greater arousal, affecting P300 amplitudes. Sound frequency is moderated by color saturation and mediated by arousal to influence perceived product size. These findings were replicated in a real-world setting (Study 3), validating their significance. The research holds implications both in theory and practice, shedding light on the interplay of factors like arousal, color saturation, sound frequency, and their impact on consumer decision-making regarding perceived size.

Nadia Pomirleanu, Brandon M. Gustafson, Sheng Bi (2020) This study, based on embodied cognition theory, proposes that recalling sour taste experiences triggers facial muscle activation, leading to temptation avoidance. Four experiments demonstrate that physical action isn't necessary for this effect. Additionally, results reveal stronger visual gustatory imagery effects with a low-saturation red background, whereas high-saturation backgrounds yield insignificant results. The implications of these findings are discussed for sensory marketing,

consumer strategies to resist temptation, and visual brand management in the consumer experience economy.

Sonja Kunz, Simona Haasova & Arnd Florack (2020) In this research, we explored how consumers rely on visual cues, particularly color saturation, to assess the healthiness and tastiness of food products. Through three studies using manipulated product package images, participants evaluated snacks (Study 1a) and drinks (Studies 1b and 2) based on perceived healthiness and tastiness. Grayscale versus full-color images and varying color saturation were employed. Consistently, a positive correlation between healthiness and tastiness was observed. Grayscale images weakened this correlation, while products with increased color saturation were perceived as both healthier and tastier, driven by the perception of freshness.

The study conducted by Casas and Chinoperekweyi (2019) titled "Color psychology and its influence on consumer buying behavior: A case of apparel products" investigates the role of color psychology in shaping consumer purchasing decisions within the context of apparel products. Through empirical analysis and a case study approach, the research explores the impact of different colors on consumer perceptions, emotions, and preferences related to clothing items. The findings underscore the significance of color in influencing consumer buying behavior, revealing that specific colors evoke distinct emotional responses and associations, subsequently affecting consumer preferences and purchase intentions. Key findings indicate that warm colors are linked to feelings of excitement and arousal, while cool colors evoke calmness and tranquility. The study emphasizes the practical implications for marketers, highlighting the need to strategically employ colors in apparel branding and design to align with consumer preferences and elicit desired emotional responses, thereby enhancing overall buying behavior outcomes.

Gregory Ciotti (2018) This paper discusses colors in branding and perception of colors. This study confirms that purchasing intent is influenced by colors, due to the impact they have on how a brand is perceived. They suggest that your brand's colors should support the personality you want to portray in the market rather than aligning with stereotypical color associations.

Dr. S.R Khattak, Haider Ali, Yasir Khan & Mukharif Shah (2018) This research paper discussed color perception. Color plays an important role in influencing customer buying decisions. Customers make-up their minds within 90 seconds after watching the product. Different colors are used differently in different industries. This paper also mentioned that appropriate use of carpet and wall colors will increase food sales. Elaborative study on the meaning of different colors in different countries and regions is also included. Colors also have been categorized in 3 categories namely Exciting, Calming, and Neutral colors.

Michelle Vatra (2018) The persistent practice of gender-based marketing has been critiqued for reinforcing traditional gender roles, potentially fostering gender inequality and stereotypes. By associating certain colors with specific gender norms, marketers inadvertently perpetuate the idea that femininity is tied to outward appearance and masculinity to power and dominance.

This can contribute to the development of toxic gender behaviors such as toxic masculinity. While recent research indicates a slight positive correlation between color and gender preferences, it remains inconclusive.

SA Ettis (2017) Evaluated and discussed the relationships between online store atmospheric color, flow experience and consumer behavior. Using the Stimulus - Organism - Response (SOR) model and the theory of optimal experience of flow, this study investigated the impact of online store background color on the achievement of flow and its effects on online consumer behavior. With 42% of the sample as students this study was conducted. It was found that consumers navigating in the blue online store experienced higher levels of flow, creating chances for revisit intention as captured by enjoyment. On the other hand, those navigating in the yellow online store experienced lower levels of flow.

Godwell Karedza and Mike Sikwila (2017) studied the impact of packaging designs on consumer buying behavior of FMCG during the hyperinflationary and after the dollarisation era in zimbabwe. Descriptive survey and exploratory research designs were adopted together, a study sample of 47 respondents from the retail sector was used. It was found out that packaging is silent salesman and the extrinsic value of good. Packaging elements affect the buying pattern of consumers on FMCG products shown by printed information with 93.75% from respondents. Good package is attractive, economical, protective, communicative and convenient. Background image, color and font style also play an important part in influencing consumers. Font style however has the least effect as it only scored 31.25%.

J Suresh Kumar (2017) Color holds significant sway in product marketing, wielding considerable influence over consumer purchasing decisions. The strategic use of color harmonies is crucial for successful product marketing, given the prevalence of vibrant product displays. While color selection lacks rigid rules, research has established general guidelines rooted in associative learning and the emotional impact of colors. This review critically examines the impact of color psychology on consumer behavior, relying predominantly on secondary data. It delves into the nuances of color attributes such as hue, saturation, and value, while emphasizing their role in packaging, brand image, and effective communication between marketers and consumers. Additionally, it investigates how color choices can align with consumers' personalities, culminating in comprehensive insights drawn from this diagnostic exploration.

M.V Tilburg, Theo Lieven, Andreas Herrman & Claudia Townsend (2015) This research paper gives a detailed description about the product gender, product aesthetics and its impact on consumer response. Product aesthetics is created through different qualities (Bloch, 1995) such as shape, scale, material, color (Davis 1987). Their study found certain attributes like narrow, airy, slim, harmonic, more shaped, curved, soft and lighter in weight to be associated with female products whereas bulky, broad, clumsy, aggressive, more angular, edgy, straight, strong and harsh to be associated with male products. Also they found that consumers are attracted towards more gendered products. These products are perceived as more functional.

They suggest designers to design a gendered product using three dimensions- form, color and material.

Mathew Chylinski, Gavin Northey & L.V. Ngo (2015) This research was done with 4 studies with the primary objective to explore the cross modal interaction between vision and touch. It was found that red and blue colors positively influenced perceptions of creaminess and crunchiness respectively. Evidence is provided to support that perception of food texture changes with the change in color hue. In many retail stores generally texture is perceived by shape and size of labels or packaging and marketing communications.

In the research by Mohebbi (2014), titled "The art of packaging: An investigation into the role of color in packaging, marketing, and branding," the study delves into the significance of color in packaging, marketing, and branding strategies. Through a comprehensive exploration of relevant literature and empirical analysis, the paper uncovers the multifaceted role of color in consumer perceptions and decision-making processes. The key findings highlight that color choices on packaging have a substantial impact on consumer preferences, perceptions, and emotional responses. Different colors evoke distinct psychological associations, influencing consumer expectations and brand recognition. The study emphasizes the importance of selecting colors that align with the brand's identity and resonate with the target audience, contributing to enhanced brand recognition, recall, and overall consumer experiences.

L.I Labrecque & George R. Milne (2012) Conducted a series of four studies to measure the importance of color on brand perception. As brands associate with a specific color, a semantic meaning is created. With a sample size of 255, study 1 focussed on the relationship between Hue and Brand Perception. Study 2 on Value and Saturation, high value colors lessen the arousal effect and high saturated colors induce feelings of dominance. Study 3 was to examine the relation of package design and brand personality. Logo designs and brand perception was examined in Study 4. With 450 non-colorblind US residents this study was done. This study confirmed that logo color and personality dimensions, if matched, drive brand perceptions.

Nayanika Singh & S. K. Srivastava (2011) Colors hold significant sway over human emotions, perceptions, and purchasing decisions, offering diverse interpretative possibilities. Their impact on individuals is not singular but rather results from intricate, layered associations. In the realm of advertising and marketing, colors merge with various cues to shape consumer experiences, decisions, and emotional responses. However, the effective utilization of color is complex, influenced by physiological and psychological predispositions, personal experiences, and diverse demographic factors. As a potent marketing tool, colors possess the ability to captivate attention, evoke specific emotional responses, and affect visual comfort and legibility. Consequently, the adept use of colors contributes significantly to the success of advertising campaigns, products, services, and spatial design, whereas inappropriate color choices can prove to be costly errors.

Robin Pentecost & Lynda Andrews (2010) This paper studies the influence of demographic and psycho graphic drivers on expenditure on fashion purchases with 558 respondents. It was found out that gender and fashion fan ship significantly influence weekly and monthly expenditure, whereas gender and impulse buying influence yearly expenditure.

Satyendra Singh (2006) This study discussed color & its perception. A color has different perceptions by different people. A male and a female of the same age perceive the same color differently. A young man and an old man perceive it differently. People from different regions also perceive it differently. It advises marketing managers to choose colors for their stores and packaging, according to their targeted audience ( gender, culture, geographical area ). Globalization and advancement in communication technology will remove the cultural background.

The research conducted by Skorinko, Kemmer, Hebl, and Lane (2006) titled "A rose by any other name: Color-naming influences on decision making" explores the impact of color names on decision-making processes. The study investigates how color labels assigned to products can influence consumers' perceptions and choices. Through a series of experiments, the authors demonstrate that color labels can significantly affect participants' preferences and evaluations of products. The findings indicate that the mere naming of colors can evoke specific mental associations, leading to varying levels of attraction and influence on decision outcomes. This research highlights the subtle yet powerful role of color language in shaping consumer behavior and provides insights into the intricate mechanisms underlying the psychology of color naming and its implications for marketing strategies.

The research paper by Saad and Gill (2000) titled "Applications of evolutionary psychology in marketing" delves into the utilization of evolutionary psychology principles within the realm of marketing. The study examines how insights from evolutionary psychology, which focuses on understanding human behavior in the context of evolutionary history, can inform and enhance marketing strategies. Through a comprehensive review of literature and empirical examples, the authors demonstrate the relevance of evolutionary psychology concepts in various marketing aspects, such as consumer preferences, decision-making processes, and advertising effectiveness. The findings highlight the valuable insights evolutionary psychology can offer to marketers, aiding them in crafting more resonant and effective campaigns by aligning with innate human inclinations and evolutionary adaptations.

Ayn E. Crowley (1993) This research paper stated that there are at least two dimensions within human response to color. Extreme wavelength colors (red and blue) were perceived as more active environments. With a sample of 100 females between the ages of 18 and 64 this study was performed. The study consistently showed that the color blue has strong evaluative appeal. Red on the other hand, is the most activating color, yet the least preferred colors in an evaluative sense. In case of impulse buying colors like red and blue must be preferred due to their activation dimension.

**Purpose of the Study:**

1. To study the consumer's perception towards various colors and their inference on their buying intention towards buying apparels & fashion accessories.
2. To define the relationship between color perception and buying decision towards apparels & fashion accessories.

**Research Methodology:**

- Universe of Study - People between the age group 18 - 60 were subject to this study.
- Sample Definition - The respondents are people who are indulged in buying apparels and fashion accessories.
- No. of Respondents - The sample size to achieve this study was taken as 342 respondents.
- Primary Data - The data was collected through a structured questionnaire through Google forms.
- Tools for Data Analysis - SPSS software was used to analyze the collected data and Principle Component Analysis (CFA) is applied to analyze the data.

**Demographic Profile of Respondents:**

Table 1.

S.No	Demographic Profile	Percentage	Total (342 Respondents)
	Gender	Male - 52% Female - 48%	100%
2.	Age	Below 21 years - 41.2% 21-39 years - 49.1% 40 - 55 years - 8.8% Above 55 years - 0.9%	100%
3.	Occupation	Students - 66.7% Salaried Employees - 19.9% Businessman - 7.3% Homemaker - 5.5% Agribusiness - 0.6%	100%

**A. Color Inferences & Psychology**

1. Are you associating the colors with your specific emotions?



Yes, a significant majority, constituting 77% of the participants (263 respondents), express a strong association between particular colors and distinct emotions.

## 2. What emotion/feeling do you associate with these colors?

Among the 342 respondents, 32% perceive the color red as exciting, 29% associate it with aggressiveness, and 27% with passion.

Regarding the color blue, 46% of the respondents perceive it as calming, 30% associate it with trustworthiness, and 20% attribute a sense of serenity to it within the surveyed population of 342 participants.

For the color green, 40% of the respondents associate it with freshness, 14% perceive it as indicative of healthiness, and another 40% relate it to a sense of naturalness within the surveyed population of 342 participants.

Regarding the color yellow, 14% of the respondents associate it with happiness, 12% perceive it as indicative of optimism, and 9% attribute a sense of energy to it within the surveyed population of 342 participants.

Among the respondents, 53% perceive the color black as elegant, while 29% associate it with sophistication, and 15% find it mysterious, revealing varied interpretations of the color within the surveyed population of 342 participants.

## B. Factors Affecting Buying Intention.

Table 2.

S.No.	Factors	Least Influenced (%)	Moderately Influenced (%)	Highly influenced (%)
1	Recommendations	7.6	36.3	12
2	Social Media Posts and Discussions	14.6	30.4	9.1
3	Community reference & Cultural influences	11.1	35.1	10.2
4	Online reviews and Ratings	11.4	24.6	19.9

**Data Analysis and Interpretation**Table 1  
COMMUNALITIES

	Initial
Gender	1.000
Age Group	1.000
Occupation	1.000
How often do you engage in shopping related to Apparels & Accessories (both online and offline) in a month?	1.000
Where do you typically shop?	1.000
CP2	1.000
CP3	1.000
CP4”	1.000
BI11	1.000
CI4 (PH)	1.000
CI3 (QL)	1.000
CI2 (AV)(a)	1.000
CI2(AV)	1.000
CI1(W)	1.000
CI1(BK)	1.000
CI1(Y)	1.000
CI1(G)	1.000
CI1(BL)	1.000
CI1(R)	1.000
CI1	1.000
CP1	1.000

Extraction Method: Principal Component Analysis

(CP = Color Perception, BI = Buying Intention, CI = Color Inference)

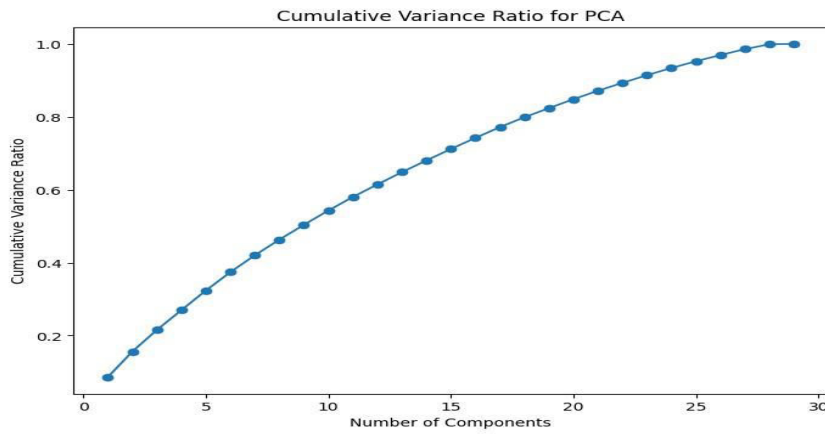
KMO BARTLETT TEST= 0.789

**Table 2**  
Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.348	11.181	11.181	2.025	9.641	9.641
2	1.702	8.106	19.287	1.572	7.487	17.128
3	1.602	7.626	26.913	1.391	6.624	23.752
4	1.400	6.668	33.581	1.359	6.473	30.224
5	1.266	6.031	39.612	1.303	6.204	36.429
6	1.149	5.472	45.084	1.294	6.164	42.593
7	1.103	5.251	50.335	1.274	6.066	48.659
8	1.018	4.850	55.185	1.259	5.994	54.653
9	1.009	4.806	59.991	1.121	5.338	59.991
10	1.002	4.792	64.384	1.101	4.393	64.384
11	.969	4.263	68.646			
12	.879	4.187	72.833			
13	.844	4.017	76.850			
14	.807	3.842	80.692			
15	.715	3.406	84.099			
16	.694	3.304	87.403			
17	.618	2.943	90.346			
18	.577	2.748	93.094			
19	.544	2.590	95.684			
20	.504	2.399	98.083			
21	.403	1.917	100.000			

Extraction Method: Principal Component Analysis.

Figure 1.



Correlation Matrix. Source: SPSS software extracted by Primary Data

**Table 3**  
Rotated Component Matrix

	Component								
	1	2	3	4	5	6	7	8	9
CP3	.728	.022	-.076	.143	-.151	-.023	-.037	-.041	-.010
CP1	.712	.102	.150	.057	.088	.052	-.144	.009	-.153
CP2	.688	.122	-.321	.002	.037	.018	.127	-.080	.055
CP4"	.559	-	.088	-.314	.054	.352	.019	.228	.089
Occupatio n	.079	.871	.014	.041	-.055	-.036	.074	-.022	.018
Age Group	-.074	-	-.023	.043	-.136	-.161	.080	.002	.110
CI1	-.088	.069	.725	.033	-.006	-.159	.182	.014	-.170
CI3 (QL)	.001	.007	.593	-.065	.008	-.130	-.072	.054	.483
2. engagemen t in monthly shopping	-.302	-	.361	.199	.305	.176	-.204	.077	-.248
CI1 (BK)	.103	-	-.012	.670	-.058	-.015	.009	.005	-.008
CI1 (G)	-.051	.035	.062	.637	.055	.040	-.001	.194	.198

CI4 (PH)	.031	.012	.350	-.075	.651	-.024	-.010	-.172	.147
BI11	-.163	.128	-.244	-.153	.620	-.292	-.022	.186	.066
CI1 (Y)	.103	.008	-.110	.382	.516	.054	.211	.043	-.107
CI2 (AV)	.041	-	.163	.157	.219	-.661	.038	.051	-.063
CI2 (AV)(a)	.115	.054	-.051	.149	.052	.651	.059	-.014	-.024
3. Where do you typically shop?	.053	-	.023	-.104	.021	-.038	.739	.040	-.022
CI1 (W)	-.114	.020	.061	.159	.036	.082	.717	-.029	.073
Gender	-.042	-	-.067	-.003	.083	.256	.106	-.776	.103
CI1 (R)	-.065	-	-.027	.217	.095	.189	.131	.691	.089
CI1 (BL)	-.059	-	-.082	.170	.069	.075	.062	-.024	.803
		.089							

### Findings & Conclusion

1. **Buying Habits:** Majority (30.1%) of respondent's shop apparels and accessories at least once a month and (7.6%) shop multiple times a week. The majority of the shopping activity (35.7%) occurs at physical retail stores, while (8.5%) is conducted at specialty boutiques or dealer outlets.
2. **Level of Influence on Buying Intention:** Social media posts and discussions have the highest influence on buying intention whereas Recommendations from friends and family, Community references and influences, and Online reviews and ratings moderately influence the buying intention.
3. **Color Preferences:** Findings indicate that individuals exhibit a strong preference for Blue when it comes to apparel and accessories, associating it with a sense of calmness. Following closely, Black is also highly favored for its association with elegance. Orange, Purple, and White, on the other hand, are found to be moderately preferred by respondents.
4. **Color Associations and Emotions:** The research indicates that consumers associate specific emotions and feelings with different colors. For instance, red is perceived as exciting and aggressive, while blue is seen as calming and trustworthy. Green is associated with freshness and naturalness, while black is interpreted as elegant and sophisticated.
5. **Factors Affecting Buying Intention:** Various factors influence consumers' buying intentions, with recommendations, social media posts and discussions, community references, cultural

influences, and online reviews and ratings playing significant roles. These factors collectively shape consumers' perceptions and decisions regarding apparel and fashion purchases.

6. Impact of Color on Buying Intention: The study reveals that color plays a significant role in influencing consumers' buying intentions towards apparel and fashion accessories. Consumers' emotional responses to colors directly affect their purchase decisions, with certain colors as per Table 3, factor loadings are estimated Color inferences of each color is 0.873(Blue), 0.717(White), 0.690 (Red), 0.670 (Black) being more appealing and persuasive than others.

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