

“IMPACT OF COLORS ON YOUTH: A COMPARATIVE STUDY BETWEEN DESIGN AND NON-DESIGN BACKGROUND STUDENTS”

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ABSTRACT

Everybody sees color every day; it is the fundamental element of everything we perceive. When seen psychologically, colors are supposed to influence behaviour. Another useful tool for communication is color. It is well known that different colors have different significance in terms of religion and society. We encounter many colors every day. According to legend, each color has unique psychological characteristics.

This study has been conducted on college students to understand the impact of colors on their daily behaviour and to see that if color had any negative effects on it. A quantitative research has been designed and 200 college students were included in the survey's sample, out of which 184 responses have been recorded. A self-structured survey was made available online.

KEYWORDS: *Influence Behaviour, Color, Fundamental Element of Everything We Perceive*

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