

# Clout of Colours on Consumer Food Choices

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**Abstract:** Colour is a phenomenon that is stimulated by light. It is considered as a source of information. Generally it has been observed that 62-90 per cent of the assessment of people or object is through colour, as it paves way in making judgment within 90 seconds. Product colours not only help in differentiating it from the competitors but also in influencing the people mood in a positive and negative aspect. Colour plays a major role in influencing people emotion and mood because generally the mood of people is unstable. Colour helps in influencing the attitude of the customers. Marketers should select the right colour as it results in enormous sales. The consumer behavior is dynamic and although many factors influence the food choices, colour also plays a crucial role in influencing the purchase. The study was conducted to study the impact of colour on the food choices of people across the Chennai city. Primary data was collected through questionnaire and analysed using statistical tool. Results indicate that colour helps identifying the flavor of the food correctly.

**Keywords:** Colour, food, consumer, flavor

## I. INTRODUCTION

Colour plays a very important role in the hospitality industry. The utmost goal of hospitality industry is customer satisfaction. Colours carry a specific meaning and has a major influence on people's feeling, emotion and thoughts. Though taste influences the customer perception towards food, the colour of the food has key impact as it is the customer sees the food before tasting it. If the appeal is not good then the customer may think again to purchase the food. Colour is considered as a powerful marketing tool. Colours have an emotional connection with the food craving.

When the food is of red and yellow colour either individual or paired it attracts all consumers. While green is considered as an eco friendly colour.

When the food is of green colour then it is considered as a healthy food. Similarly if blue and purple colours are used then it should be used carefully. If not used properly it may unappeal the customers. Similarly white is considered as pure and sterile colour, since it is plain it should be used carefully. Desserts will be attractive if bright colours are used as it attracts the cravings of the consumers.

## II. REVIEW OF LITERATURE

Lann et al. (2011) visual system guide the food taste and selection at the first go.

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Neural activity plays a vital role in consuming food. Analysis performed by a cognitive neuroscience review by Spence et al. (2016) which highlights the deep effects on neural activity due to the view of food images.

Zellner, Strickhouser and Tornow (2004) reveals that a person's interest towards a food will be reduced if a certain visual aid impacts a particular taste but it is different from expectations. Wei et al. (2012) in their research identified on the how colours affect consumers buying behavior. Their study considered orange juice in their study to better understand how the colour influence sensory characteristics in perceived and expected manner. Schlosser (2001) demonstrated that color had a greater impact on the acceptance of food. The participants of the study were offered French fries and steak plate and were directed towards a special room with colored lights.

Garber et al. (2001) from their U.S. student sample identified that colour has a major impact on the individual food recognition because foods are highly associated with colour and also identified the orange beverage they sampled to be flavorful, crisp, sweet and clean, but not natural, good or wholesome for the consumers. Colour has a greater effect on the recognition of individual foods since foods are highly associated with their color.

Ultimately, the food choices we make are a manifestation of our food preferences however, and food preferences develop in response to food perception. According to the research conducted by Kanig (1955) blue and violet are mostly referred as inedible foods because according to the mindset of people, the color blue is associated with poisonous compounds. But the research suggests that lighter shades of blue and purple are considered as more palatable than pure versions of these colors. The color we see in food is considered as one of the key determinant in identifying the flavor of the food to have. It paves way in anticipating. This is because, the expectation from a food of a selective flavor have a greater impact on what consumers purchase.

There is a huge difference between hot colors and cool colors because they have a power excite. According to the consumers, rather than so called bright colours, strong colours aids in attracting consumers (Devismes, 2000). Psychologically and physically, human being has often been influenced by colours. Psychology plays a key role on humans in affecting the colours.

They indirectly affect reactions, norms and individual behaviours (Elm, 2012). The improves recognition, memory and increases consumers attention (Wichmann, et al., 2002). Psychological impact of colours on the process of consumer shopping behaviour has been examined and the results revealed that to attract customers, colour is considered to be a crucial factor.



### III. METHODOLOGY

The study was conducted among adults within age group of 18 to 25 years. The sample size for the study was hundred. Correlation analysis was performed to determine the relationship. The study was used to determine how people select food based on colours across Chennai.

### IV. DATA ANALYSIS

**Table I: Correlation among Colour and Food choices**

Independent Variable (Colour)	Dependent Variable	Significant	Correlation Coefficient	Consequence
Red	Choice of Food	0.000	0.835	Highly significant
Orange	Choice of Food	0.001	0.792	Highly significant
Brown	Choice of Food	0.001	0.720	Highly significant
Green	Choice of Food	0.015	0.653	Significant
Yellow	Choice of Food	0.000	0.678	Significant
White	Choice of Food	0.001	0.312	Less significant
Blue	Choice of Food	0.500	-0.724	Insignificant

From the results it can be interpreted that red colour has a strong relationship with consumer food buying behavior as it attracts and provokes their taste buds. And blue colour is not significant among the adults as they feel it does not have impact on their food choices.

### V. CONCLUSION AND RECOMMENDATION

Colours are considered as important part of a person's life. The colour of food acts as a means of communication of the taste in the mindset of consumers. The results reveal that consumers get more attractive towards red colour food. The study has led to the conclusion that the choice of colours that chennaities choose while choosing the food ranges from the colours descending in this order red, orange, brown, yellow, green, white. The colour blue/purple shows a low correlation among the samples in choosing the food. Blue or purple are not in the hit list of the customers in choosing the food. Thus, the colours red, orange, brown, yellow, green, white are highly influential in choosing the food

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