The color psychology is considered a field of study that is dedicated to the analysis of the color impact upon the human behavior and feelings. It is difficult to study the color psychology because of the various figurative meanings of colors in the various cultures. Also, color is considered a significant part of our psychological and biological heritage. That is why we from time to time respond to color in a specific manner. In addition, a color is considered a personal matter whereas every person has a different character and prefers different colors. Besides, the culture and social trends greatly influence the meaning of the color. A color symbolism greatly affects the human life. Thus, it is important to apprehend it in different fields, e.g. design, fashion, products, and publicity. In addition, color has a great effect on the different senses. In this paper the authors' study the color psychology in marketing through collecting a sample of people who answer an electronic survey that composed of 28 questions. An electronic survey target distributed to public people through social sites such as twitter and Facebook also by email them. The result of these survey 75 respondents most of the respondents are females from Saudi Arabia and from different ages this making the result of this study is confined applicable on Saudi society.

Key Words: psychology, physiology, color, therapy.
JEL Classification: Z10.
1. INTRODUCTION

Van Gogh found out that color plays a significant role in expressing feelings and emotions, inspite of the fact that Paul Gauguin is considered the first individual who realized that matter. However, Van Gogh and Paul Gauguin utilize the color as a way of expressing their feelings completely. Colors can be utilized by artists as a method of showing and indicating their emotional states not only through noticing and painting whereas color is impressed deeply on the mind and at the same time it may leave a subjective or objective impression. It is worth noting that the colors can incite our emotions and feelings; however, everyone reacts to the various colors in his own way because the response of everyone is affected by the biological and psychological factors. It is important to realize what the color psychology is and how it influences our values, our emotions, culture, and associations, how it influences to our senses and how it influences choice of colors in order to recognize how to utilize it in designing and marketing. (Barbara,2009)

There are some factors influencing the perception of colors. Such factors include feelings, emotions, character, age, sex and the sociocultural background. This reason that makes different individual recognizes color in various ways. (Barbara,2009)

The color psychology is considered a field of study that is dedicated to the analysis of the color impact upon the human behavior and feelings. It is difficult to study the color psychology because of the various figurative meanings of colors in the various cultures. In the western societies, for instance, the bride often chooses a white wedding dress because the white color stands for innocence and purity. On the other hand, the bride in the eastern societies such as China often chooses a red wedding dress because the red color stands for good luck and welfare. (Barbara,2009)

Also, color is considered a significant part of our psychological and biological heritage. That is why we from time to time respond to color in a specific manner. For instance, we believe that the red is considered a hot color while the blue is
considered a cool color. It is believed that such responses are regarded as global responses. (Barbara, 2009)

In addition, a color is considered a personal matter whereas every person has a different character and prefers different colors. Besides, the culture and social trends greatly influence the meaning of the color. In other words, the color meaning differs from a culture to another and by the passage of time. The colors meaning can vary depending on the society's legends, values, faith, and social habits, in addition to the historical and geographical background. In Islam, for example, the green color for hope and optimism. However, "wearing a green hat" has a different meaning in China whereas it refers to a husband who is married to unfaithful wife. Furthermore, culture affects the color preference. For instance, the gentle colors are preferred by the Japanese, while the vivid colors are preferred by the Mexican people. (Barbara, 2009)

Also, the color preferences can change by the passage of time. It is believed that the color preference change expresses the spirit of the age whereas individuals incline to prefer a specific color in accordance with the Sico-economic changes and the nature of that time. The psychedelic colors, for instance, were famous in 1960s because they reflect the cheerful spirit of that time. On the other hand, individuals incline to dress low intensity colors in the war and regression times because such colors reflect the depressed mood of the hard times. (Barbara, 2009)

A color symbolism greatly affects the human life. Thus, it is important to apprehend it in different fields, e.g. design, fashion, products, and publicity. Of course, it assists individuals working in designing and marketing to create a specific mood and to send specific messages to the customers. In addition, color has a great effect on the different senses: taste, hear, touch and smell etc. (Barbara, 2009)

In this paper the authors' study the color psychology through collecting a sample of people who answer an electronic survey that composed of 28 questions. An electronic survey target distributed to public people through social sites such as twitter and Facebook also by email them. The result of this survey the most of the respondents are females from Saudi Arabia and from different ages this making the result of this study is confined applicable on Saudi society.
The remainder of this paper is organized as follows: Section 2 describes brief background. Section 3 reviews some related work. Section 4 describes the experimental method in this study. Section 5 describes experimental results. Section 6 discusses this result. The conclusion is given in the final section.

2. BACKGROUND

Throughout history, color has been examined and utilized since more than 2000 years. It is said that the ancient Egyptians have been utilizing colors as a therapy. They adored the sun because they thought that there will be no life without the light of the sun. Also, they observed the nature and imitate it in various aspects of their lives. In addition, it is observed that their holy places floors were usually green in order to imitate the grass growing by the side of the Nile river. In addition, the blue color is a very significant color for them as well since it is the sky color. The temples have been constructed by them for curing and medicating and the gemstones have been used because the sunlight shines through them. Besides, they could have various chambers for various colors. Therefore, we might connect our current ways of color/light therapy with the ancient practice. (Valerie, 1997)

In addition, China actually practiced color therapy. The Nei/Ching, 2000 years old, registers color diagnoses. (Valerie, 1997)

Aristotle has conducted some of the researches and theories concerning light. He found out that by blending two colors, the result will be a new different third color. He mixed yellow and blue, the green was produced as a result of this mixture. (Valerie, 1997)

Paracelsus, during the middle Ages, reintroduced the color philosophy through utilizing the color rays as a means of therapy in addition to the usage of music and herbs. (Valerie, 1997)
Isaac Newton is considered one of the leaders in the field of color. In 1672, he issued his first paper about color. He discovered that the white light is composed of seven various rays colored. (Valerie, 1997)

In the future we now use colors a positive reaction in the way companies and hospitals in different areas of our lives so we need to expand awareness usefulness and importance color in all our lives. (Valerie, 1997) Figure 1 show throughout history.

Figure-1: Color Throughout history.

3. RELATED WORK

In this section we will offer related work and compare what has been accomplished in our research. The popular culture is full of facts and information regarding the color healing and psychology. Usually, many of the internet websites and essays in the news media are about colors and a variety of influences, e.g. emotions, biological and behavioral influences. The available data and information, that can be in the form of concise summaries that attract the attention of the reader by its appealing and attractive titles or in the form of long and inclusive discussions, are usually submitted in an authoritative manner urging the reader to accept a set of statements, e.g. the blue color is characterized by being cured and calming and the red color is characterized by being physically
stimulating and exciting. Zena examines a group of the claims related to the color psychology and healing. These claims are widespread in the popular culture. Zena notices the aspects of similarities between such claims and works of some authors, e.g. Birren, Goldstein, Gerard and Luscher. Zena focus in study the color psychology and healing in popular culture include interior design, design and colour in Sydney and colour treatment workshops offered by the Colour Therapy Healing organization in the United Kingdom. In this paper the author focus the study user bibliography and how affect color in marketing special in Saudi society. (Zena, 2011)

Some people prefer some colors more than other colors, but there is no reason for this preference. However, the early pieces of research have proposed some justifications relying on biological adaptations. Palmer and Schloss tackle an ecological valence theory. According to this theory, color preferences emanate from the individuals’ emotional reactions towards the color-related substances. Also, this theory is strongly backed up by an experimental test: individuals prefer colors that are directly connected with objects they prefer (for example, they like the blue color whereas they like the sky and fresh water) and hot colors that are directly connected with the objects they hate (for instance, they hate the brown color whereas it is directly associated with the rotten food). Palmer and Schloss focus in study of color preferences emanates from the individuals' emotional reactions towards the color-related substances but in this paper focus study color in the bibliography and marketing tends. (Palmer & Schloss, 2010)

In spite that the considered a significant part of the human conduct is preferred color the reason for some colors preferring than others is not well-known. In this research, tackle this matter academically and empirically. Palmer & Schloss tackle the ecological valence theory which supposes that color preferences demonstrate the individuals' increasing affective reactions toward the environmental items/events that are directly connected with specific colors but in this paper is not facing in his point but in this study attend to show relation of effect of choosing color, by gender, age, culture and effect color in marketing. (Palmer & Schloss, 2009)

Briana tackles some of the effects of particular colors on the human minds and the possibility of applying them to the interior design. Briana only the focus study
effect the color in marketing special in interior design without take any other consideration but in this study the authors take both bibliography and effect color in marketing in consideration. (Briana, 2007)

Paintings can be defined as being a result of complex neural machinery interpreting the light signals into feelings, actions, activities and practice. In the course of evolution, the brain mechanisms of perception and vision were formed. Then, they were changed due to some factors such as the cultural exposure and progress. Bevil concentrates on an important feature of color features. This feature is the color contrast which forms a challenge facing the artists but in this study not all focus cultural exposure and progress but also take age, gender in consideration. (Bevil, 2012)

Yamashita & Yamada et al. Have studied the emotional and physical influences of the colored lights of 18 kinds (red, green, and blue) each one with particular saturation and lightness with different Co-ordinate conditions system. The electroencephalographic and emotional assessments have indicated that the Bright tone has a positive impact whereas it achieves relaxation. On the other hand, vivid tone with the highest saturation boosted of the blue and red lights. In this study only focus 10 kinds of color (black, blue, brown, green, gray, orange, red, white, purple and yellow) that effect by a bibliography and how affect this colors in marketing. (Yamashita & Yamada, 2012)

4. EXPERIMENTAL METHOD

In this section we will mention our experimental method to the study the color psychology in marketing. We collecting a sample of people who answer an electronic survey in link that composed of 28 questions (see Appendix A for questionnaire). The first three questions are about the user bibliography questions from 4 to 17 are about his most representation colors and favorite colors. Questions from 18 to 28 are about activities. Our study will depend in the eight questions three questions are about the user bibliography and the last five questions are how color affects in marketing:

- What country best represents your culture?
5. EXPERIMENTAL RESULTS

In this section we will describe the results of our study and also contain a graphical comparison between results.

Q1: What country best represents your culture?
Results of total respondents 75 of question 1 that 85.33% of the people answer the best country represent their culture is Saudi Arabia, 4% of the people who answer is Yemen and 2.67% people who answer is Qatar. 1.33% of people answer for each different culture like United Arab Emirates, Egypt, Syria, Jordan, India and Britain. The conclusion of the survey of this question for most people Saudi Arabia is the country represent the best culture for them this making the result of this study is confined applicable on Saudi society.

Q2: What is your age?
Figure -2: Frequency Distribution Question 2.

Results of total respondents 75 of question 2 that 8% of the people who answer is age between 1-18. 38.67% of the people who answer are age between 19 and 24. 45.33% of the people who answer are age between 25 and 35. 6.67% people who answer is age between 36 and 50. 1.33% of people who answer this survey age between 51-69 and no of people who answer this survey age are 70 and older. The conclusion of the survey of this question for most people answers this survey they age between 19-24 & 25 – 35 this make the study focused on this two categories of age.

Q3: What is your Gender?

Results of total respondents 75 of question 3 that 25.33% of the people who answer is male. 74.67% of the people who answer is female. The conclusion of the survey of this question for most people answer this survey is female.

Q4: Which do you think best represents something cheap / inexpensive?

Figure -3: Frequency Distribution Question 4.
Results of total respondents 75 of question 4 that 8% of the people who answer for each color they think the best color represent something cheap or inexpensive are black, brown and yellow. 9.33% of the people who answer for each color they think the best color represent something cheap or inexpensive are blue and orange. 13.33% of the people who answer is green. 17.33% of the people who answer is gray. 1.33% of the people who answer is purple. 10.67% of the people who answer is red. 14.67% of the people who answer is white. The conclusion of the survey of this question for most people think the best color represent something cheap or inexpensive is gray.

Q5: Which do you think best represents something reliability / dependability?
Results of total respondents 75 of question 5 that 22.67% of the people who answer they think the best color represents something reliability or dependability is black. 28% of the people who they think the best color represents something reliability or dependability is blue. 8% of the people who answer is brown. 13.33% of the people who answer is green. 5.33% of the people who answer is gray. 2.67% of the people who answer is orange. 1.33% of the people who answer is purple. 6.67% of the people who answer is red. 12% of the people who answer is white and no of the people answer they think yellow is the best color represents something reliability or dependability. The conclusion of the survey of this question for most people think the best color represents something reliability or dependability is blue.

Q6: Which color best represents high-quality?
Results of total respondents 75 of question 6 that 26.67% of the people who answer they think the best color represents high-quality is black. 25.33% of the people who they think the color represents high-quality is white. 9.33% of the people who answer are blue & purple colors represents high-quality. 8% of the people who answer is green. 5.33% of the people who answer is gray. 6.67% of the people who answer is red color represents high-quality. 5.33% of the people who answer is yellow. 2.67% of the people who answer is orange. 1.33% of the people who answer is gray. The conclusion of the survey of this question for most
people think the best color represents something high-quality is dark colors like black.

Q7: Of the listed colors, which is your favorite?

Figure- 9: Frequency Distribution Question 7.

Figure- 10: Percentage Distribution Question 7.

Results of total respondents 75 of question 7 that 18.67% of the people who answer they favorite color is white. 17.33% of the people who they answer they favorite color is black. 14.67% of the people who answer are blue & red are favorite colors. 13.33% of the people who answer is purple. 12% of the people who answer is yellow. 5.33% of the people who answer is orange favorite color.
2.67% of the people who answer the favorite color is green. 1.33% of the people who answer is brown and no one answered the favorite color is gray. The conclusion of the survey of this question for most people favorite color are white & black.

Q8: Which is your least favorite color?

Results of total respondents 75 of question 8 that 17.33% of the people who answer they least favorite color is brown. 16% of the people who they answer they least favorite color is yellow. 13.33% of the people who answer are green & purple are least favorite colors. 12% of the people who answer is orange.
10.67% of the people who answer is gray. 6.67% of the people who answer is red least favorite color and 4% of people answer the least favorite color white & black. 2.67% of the people who answer is blue least favorite color. The conclusion of the survey of this question for most people least favorite color is the brown.

5.1. Graphing comparisons of Gender – Age

Figure -13: Graphing Comparisons of Age - Gender.

Figure- 14: Graphing Comparisons of Gender - Age.

The most males participated in this study are from 25 to 35 where is the females are from 19 to 35 as we shown in the figures 13&14.

5.2. Graphing comparisons of Gender - Color Represent Cheap

Figure-15: Graphing Comparisons of Color Represent Cheap -Gender.
The most males participated in this study find that the white color represents the cheap things where is the females opinions about the color represent cheap things is between the green and gray color we shown in figures 15 &16.

5.3. Graphing comparisons of Gender - Color Represent Reliability
The most males participated in this study find that the blue color represents the reliability things whereas the females’ opinions about the color represents reliability things is between the black and blue color as shown in figures 17 & 18.

5.4. Graphing comparisons of Gender - Color Represent High Quality

Figure 19: Graphing Comparisons of Color Represent High Quality - Gender.
The most males participated in this study find that the black color represents the high quality of things whereas the females’ opinions about the color represents the high quality of things is between the black and white color as shown in figures 19&20.

**5.5. Graphing comparisons of Gender - favourite color**

![Graphing Comparisons of Gender - favourite color](image)

Figure20: Graphing Comparisons of Gender -Color Represent High Quality.

Figure21: Graphing Comparisons of Favorite Color - Gender.
The most males participated in this study find that the white is favorite color where is the females opinions about the favorite colors is between the black and purple color as shown in figures 21&22.

5.6. Graphing comparisons of Gender - least favourite color

The figures 23 show the least favourite colors among males and females.
The most males participated in this study find that the green is least favorite color where is the females opinions about the least favorite colors is brown color as shown in figures 23 & 24.

5.7. Graphing comparisons of Age - Color Represent Cheap
The age between 19-24 opinions about the color of cheap things is between the red and gray colors where age between 25-35 opinions about the color of cheap things is gray as shown in figures 25&26.

5.8. Graphing comparisons Age - Color Represent Reliability

Figure-27: Graphing Comparisons of Age -Color Represent Reliability.
The age between 19-24 in this study finds that the blue color represents the reliability things where age between 25-35 opinions about the color represents reliability things is between black and blue as shown in figures 27-28.

5.9. Graphing comparisons of Age - Color Represent High Quality

Figure-29: Graphing Comparisons of Age - Color Represent High Quality.
The age between 19-24 in this study finds that the white color represents the high quality things where age between 25-35 opinions about the color represents high quality things is black as shown in figures 29-30.

5.10. Graphing comparisons of Age - Favourite Color

Figure-31: Graphing Comparisons of Age - Favorite Color.
The age between 19-24 in this study finds that the white color is a favorite color where age between 25-35 opinions about the favorite color is black as shown in figures 31-32.

5.11. Graphing comparisons of Age - Least Favourite Color

Figure-32: Graphing Comparisons of Favorite Color - Age.

Figure-33: Graphing Comparisons of Age - Least Favorite Color.
The age between 19-24 in this study finds that the brown and yellow are least favorite colors where age between 25-35 opinions about the least favorite color is brown as shown in figures 33-34.

6. DISCUSSION
In this section we will discuss the results of the previous section. We will show the linear relations and correlations between colors and the other variables. From graph comparison we have some correlations such as:

6.1. The linear relation and correlation between the number of males and females in choosing color represent cheap
From data in figures (15,16) we can infer there is no correlation because the result of R value is (0.0337) and \( R^2 \) value is (0.0011) as shown in figure 35, we can infer also there is no a linear relation between males and females in color represent cheap because the meaning of cheap is different between females and males in males the meaning cheap represent the product with least cost.

Figure-35: Linear relation Between Male and Female in Represent Cheap.

\[
y = 0.0373x + 5.5291 \\
R^2 = 0.0011
\]

6.2. The linear relation and correlation between the number of males and females in choosing color represent reliability

From data in figures (17, 18), we can infer there is a correlation because the result of R value is (0.74155) and \( R^2 \) value is (0.5499) as shown in figure 36, we can infer there is a linear relation between males and females numbers in color represent reliability because most of the males and females agreed in belief that the reliability of product must have power color like black and blue.

Figure-36: Linear Relation between Male and Female in Represent Reliability.

\[
y = 1.8663x + 2.054 \\
R^2 = 0.5499
\]
From R2 value (0.549) in figure 36 we suppose that we have a Turquoise color to represent reliability and the number of males choosing this color is 5 then the result of the forecasting number of females choosing this color became 11.3856 that make range values between 10 - 11.

6.3. The linear relation and correlation between the number of males and females in choosing color represent high quality

From data in figures (19, 20), we can infer there is a correlation because the result of R value is (0.7638) and R² value is (0.5835) as shown in figure 37, we can infer there is a linear relation between male and female numbers in color represent high quality because most of the males and females agreed in belief that the high quality have the black and white colors which represent the most traditional wearing colors in Saudi culture.

Figure-37: Linear relation between Male and Female in Represent High Quality.

6.4. The linear relation and correlation between the number of males and females in choosing color represent the most favourite color

From data in figures (21, 22), we can infer there is a correlation because the result of R value is (0.508574) and R² value is (0.2586) as shown in figure 38, we can infer there is no linear relation between male and female numbers in color represent most favorite because everybody has own believing in which color is best for him depends in many factors so we have a variation in favorite colors for peoples males or females.
6.5. The linear relation and correlation between the number of males and females in choosing color represent the least favourite color

From data in figures (23, 24), we can infer there is no correlation because the result of R value is (0.266221) and $R^2$ value is (0.0709) as shown in figure 39, we can infer there is no linear relation between male and female numbers in color represent most favorite because everybody has own believing in which color is unlikely for him depends in many factors so we have a variation in least favorite colors for peoples males or females.

6.6. The linear relation and correlation between the numbers of responders in age categories in choosing color represent cheap

From data in figures (25-26), because the (19-24) and (25-35) categories have the most number of respondents we can infer there is no correlation between two categories of age because the result of R value is (0.21258) and $R^2$ value is (0.0452) as shown in figure 40, also we conclude that there is no linear relation between the two categories of age in color represent cheap because it represent the
young people and they does not care to buying a cheap product, but concerned with providing things only in time of need.

Figure-40: Linear relation Between Two Categories of Age in Represent Cheap.

6.7. The linear relation and correlation between the numbers of responders in age categories in choosing color represent reliability

From data in figures (27-28), we can infer there is a correlation as shown in figure 41 between two categories of age which is (19-24) and (25-35) and R value is (0.5715). From the R² value (0.3266), we conclude that there is no linear relation between the two categories of age in color represents reliability because it represents the young people and they do not have the full reliability in themselves and others.

Figure-41: Linear relation Between Two Categories of Age in Represent Reliability

6.8. The linear relation and correlation between the numbers of responders in age categories in choosing color represent high quality

From data in figures (29-30), we can infer there is a correlation as shown in figure 42 between two categories of age which is (19-24) and (25-35) and R value is (0.7335). From the R² value (0.5381), we conclude that there is a linear relation
between the two categories of age in color represents high quality because it represents the young people and they agree that the dark color as black and optimistic color as purple are the best colors for high quality.

Figure-42: Linear relation Between Two Categories of Age in Represent High Quality.

6.9. The linear relation and correlation between the numbers of responders in age categories in choosing color represent most favourite color

From data in figures (31-32), we can infer there is no correlation as shown in figure 43 between two categories of age which is (19-24) and (25-35) and R value is (0.2813). From the $R^2$ value (0.0792), we conclude that there is no linear relation between the two categories of age in color represents most favorite color because it represents the young people and they differ in interests so their best color will depends on these interests and others factors.

Figure-43: Linear relation Between Two Categories of Age in Represent most favorite color.
6.10. The linear relation and correlation between the numbers of responders in age categories in choosing color represent least favorite color

From data in figures (33-34), we can infer there is a correlation as shown in figure 44 between two categories of age which is (19-24) and (25-35) and R value is (0.5307). From the R² value (0.2817), we conclude that there is no linear relation between the two categories of age in color represents least favorite color because it represents the young people and they differ in choosing their unlike color because it depends on their un-interests and others factors.

Figure 44: Linear relation Between Two Categories of Age in Represent least favorite color.

6.11. The linear relation and correlations between the numbers of responders in age categories in choosing color to represent cheap and reliability

From data in figures (3-5), we can infer there is a correlation between the numbers of responders in age categories in choosing black, blue, gray and white color to represent cheap and reliability because the results of R values are (0.70171) for black, and (0.85359) for blue, (0.97019) for gray and (0.90079) for white. In the linear relations between people choosing black, blue, gray and white color (respectively) to represent cheap or reliability the results of R² values are (0.4924) for black, (0.7286) for blue, (0.9413) for gray and (0.8114) for white we conclude that there is linear relations between the people choosing black, blue, gray or white color to represent cheap or reliability because the reliability is
represented in power colors such as black and blue and pure colors such as gray and white because the most properties of best product must be reliable and cheap.

In the other hand: we can infer there is no a correlation in brown and red because the results of R values are (0) for brown and (0.40804) for red and also we infer there is a correlation in orange and green because the results of R values are (0.55215) for orange and (0.57073) for green. The relation between people choosing brown, green, red and orange color (respectively) to represent cheap or reliability. $R^2$ values are (0) for brown, (0.325) for green, (0.166) for red and (0.304) for orange we conclude that there is no linear relation between the people choosing brown, green, red and orange color to represent cheap or reliability because these four colors not essential in marketing. The figure 45 shows the histogram of $R^2$ values for these relations.

6.12. The linear relation and correlations between colors to represents high quality and most favourite color

From data in figures (7-9), we can infer there is a correlation as shown in figure 46 between colors represents high quality and most favorite color and R value is (0.7231). From the $R^2$ value (0.5229), we conclude that there is a linear relation between colors represents high quality and most favorite color because it
represents the young people and their favorite colors is represents their interests and the high quality is one of these interests.

Figure-46: Linear Relation Between Colors Represents High Quality and Most Favorite Color.

6.13. The linear relation and correlations between colors to represents high quality and least favourite color

From data in figures (7-11), we can infer there is a correlation as shown in figure 47 between colors represents high quality and least favorite color and R value is (-0.6347). From the $R^2$ value (0.4029), we conclude that there is no linear relation between colors represents high quality and least favorite color because relationship between high quality and least favorite color inverse in this study as we mentions before that the high quality is one of the favorite interests so it is has the opposite meaning with the unlikely colors.

Figure-47: Linear Relation Between Colors Represents High Quality and Least Favorite Color.
6.14. The linear relation and correlations between colors to represents most favorite and least favourite color

From data in figures (9-11), we can infer there is a correlation as shown in figure 48 between colors represents most favorite and least favorite color and R value is (-0.6802). From the R² value (0.4628), we conclude that there is no linear relation between colors represents most favorite and least favorite color because it impossible for somebody to choose the same color for both most and least favorite because the most favorite colors is completely reverse from the least favorite color.

Figure-48: Linear Relation Between Colors Represents Most Favorite and Least Favorite Color.

7. CONCLUSIONS

A color symbolism greatly affects the human life. Thus, it is important to apprehend it in different fields. The color is considered a personal matter whereas every person has a different character and prefers different colors. Besides, the culture and social trends greatly influence the meaning of the color. In other words, the color meaning differs from a culture to another and by the passage of time. The colors meaning can vary depending on the society's legends, values, faith, and social habits, in addition to the historical and geographical background. In this paper the authors' study the important color psychology in our life and how affect this in human life in many fields such as marketing.
BIBLIOGRAPHY


APPENDIX A

The Questions included in the Survey:

1. What country best represents your culture?
2. What is your age?
3. Gender.
4. Which do you think best represents something cheap/inexpensive?
5. Which color do you think best represents reliability/dependability?
6. Which color best represents trust?
7. Which color best represents security?
8. Which color best represents speed?
9. Which color best represents fun?
10. Which color best represents high-quality?
11. Which color best represents high-technology?
12. Which color best represents loneliness / desperation?
13. Which color best represents fear / terror?
14. Which color best represents disease / health problems?
15. Which color best represents courage / bravery?
16. Of the listed colors, which is your favorite?
17. Which is your least favorite color?

**How often do you perform:**
18. Shopping.
19. Communicate (e-mail, chat, message boards, etc.).
20. Research (work / school).
21. Selling goods (e.g. ebay.com).
22. Get the latest news.
23. Get the latest weather report.
24. Play games.
25. Download and/or listen to music.
26. Download and/or watch movies.
27. Express yourself (visual art) – (e.g. display art, photography).
28. Express yourself (written word) – (e.g. stories, poetry, etc.).

**APPENDIX B**

<table>
<thead>
<tr>
<th>What country best represents your culture?</th>
<th>What is your age?</th>
<th>What is your gender?</th>
<th>Which color do you think best represents something cheap / inexpensive?</th>
<th>Which color do you think best represents reliability / dependability?</th>
<th>Which color best represents high-quality?</th>
<th>Of the listed colors, which is your favorite?</th>
<th>Which is your least favorite color?</th>
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<td>Egypt</td>
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<td>Green</td>
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<td>Blue</td>
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