

COLOR PREFERENCE OF CONSUMERS ACROSS GENDER: AN EMPIRICAL INVESTIGATION

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Abstract

The research paper focuses on evaluating the relationship between gender and color preference considering the age to be neutral as the main assumption. The study is descriptive in nature which analyses how the color preference of consumers varies across gender. Systematic sampling is used to select 120 students of Bahria University Islamabad to analyze the color preference of respondents for five different products. The questionnaire consists of 16 items. 11 items analyze the general color preference from psychological perspective. Five items examine general color preference of respondents for different products. The study concludes that color plays a vital role in the purchase decisions of consumers. Color preference varies across gender. Blue color is most popular among three primary colors. Female prefer light colors and male prefer dark colors. Both genders prefer black color for cars, cellular phones and clothes. The study further reveals that purchase decisions by female are more influenced by color than that of males.

Key words: Color, Preference, Gender,

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