

COLOR THEORY AND PSYCHOLOGICAL CONNECTIONS IN MARKETING

Color Theory and Psychological Connections in Marketing to College Students

Chloe Pratt

Faculty Advisor, Steve Bardolph

University of Minnesota Duluth

Abstract

This research evaluates how color affects the decision making of students at the University of Minnesota Duluth (UMD) and other college aged students in the region. Past studies have found that color has a psychological impact on the human brain and how humans make decisions. Each color elicits an emotional response in the brain that can be leveraged by marketers to influence consumers. The purpose of this study is to help marketers understand color choice and how colors can be used to persuade consumers, particularly those that are college aged (18-24) in the United States.

Keywords: Color Theory, Color Psychology, Marketing, Graphic Design, Decision Making

Introduction

There are over 30 million people in the United States that fall into the college-age population demographic (18-24 years old). This accounts for 10% of the total U.S. population (“Status and trends” 2019). Everyday marketers across the country try to find new ways to market to this population of consumers. College students had an estimated \$574 Billion in spending power in 2018 making them a highly influential target audience (Coray, 2020). The college-age consumers are also sought after for their potential to become lifelong customers.

Marketing to college students proves to be a challenge at times. Students are not as easily persuaded by advertisements as other demographics. (Coray, 2020). Marketers face the problem of finding ways to persuade consumers to purchase their products. One of the main ways that consumers are influenced by marketing is through logos and packaging. Not only the logo itself, but also the colors used in the design have an effect on purchasing decisions. Most people,

whether they know it or not, have preconceived ideas in their minds of what the different colors represent to them. Everyone has different perceptions based on their age, location, experiences, and other demographic and psychographic measures. Although each person has different color associations unique to them, they tend to be consistent between people overall. This concept falls into the category of color psychology. Color psychology is defined as “the study of colors in relation to human behavior. It aims to determine how color affects our day to day decisions such as the items we buy” (Ferreira, 2020).

In order to find out what college students believe about color psychology and word associations I conducted a research study in the form of a survey. The survey was designed to determine how college students perceive each color, and how their color perceptions affect their decision making. The results will be used to determine how to use color to market products or services to college aged Americans.

Literature Review

Color Psychology

Scholarly research on color and psychological function can be traced back as far as 1810 to German poet Johann Wolfgang von Goethe’s “Theory of Colors” (Elliot & Maier, 2014). Goethe found that colors like yellow and red induced positive feelings in humans such as liveliness and warmth. He also found that colors like blue induced negative feelings like anxiousness and cold. In 1942, psychiatrist Kurt Goldstein made his own observations on color perceptions and physiological connections (Elliot & Maier, 2014). He found that red and yellow produced “forceful action” in humans whereas green and blue were “relaxing, calm, and stable” (Elliot & Maier, 2014 p. 97). These early studies show that colors elicit certain responses in the human brain that influence cognition. In 2014, two psychology professors, Andrew Elliot and

Markus A. Maier, published their research on *Color Psychology: Effects of Perceiving Color on Psychological Functioning in Humans.*” Through their research, they too found that color carries meaning and has a significant effect on human behavior. The researchers found that conducting studies on color can be difficult. Each color can vary depending on hue, lightness, and chroma. They determined that many of the color studies pre-twenty first century failed to take these factors into account, therefore they started their own research.

Elliot and Maier found that color has a major influence on human cognition (2014). Red was the color with the most influence. They found its relation to life and blood gave it a biological human connection. The study also determined that red represented arousal, fear, aggression, and anger. Other colors that they found significant meaning in were blue and green. These colors represented natural things like sky, water, foliage, and vegetation. They found that both colors are associated with peace and openness, calmness and success. Lastly, they concluded that yellow brings positive emotions but can also warrant caution. One important factor that Elliot and Maier found is that color associations are context specific. This means that each interpretation of color depends on the environmental situation in which it is being viewed. Overall, their research determined that color plays an important role in human cognition and behavior. The affects can depend on the context of the situation, but the colors almost always yield similar associations in the human brain (Elliot & Maier, 2014).

Color in Marketing

Researchers Lauren I. Labrecque and George R. Milne of The Academy of Marketing Science published a journal in 2011 on *The Importance of Color in Marketing* (Labrecque & Milne, 2011). The journal acknowledges the links between color psychology and marketing to consumers. At the time there was not much academic research on color in marketing, therefore

this journal was one of the first of its kind. It states, “Through color, a brand can establish an effective visual identity, form strong relationships with a target market, and position itself among competitors in the marketplace” (Labrecque & Milne, 2011 p.711). Labrecque and Milne argue that color is a tool that should be used to “shape brand perceptions” in consumers (Labrecque & Milne, 2011 p. 711). One of the main findings of their research is the link between color and brand personality. They determined that every brand is viewed by consumers in a certain way. This is considered brand personality or brand identity. An important part of brand identity lies in the colors used to market the brand in logo design, packaging, advertisement, etc. This is why it is so important to use color to harness a brand identity that will resonate with target consumers.

Labrecque and Milne used previous research on color psychology, such as that discussed above, to determine the effect of color associations on brand perception. Their research concluded that people tend to have similar color-emotion pairings which are consistent across many cultures (2011). Each color activates a semantic memory in the brain which triggers an emotion. Using this information, they determined that brand logos and the colors they include should be used to activate color associations relative to the brand’s personality (Labrecque & Milne, 2011). This means that marketers must first determine how they want their brand to be perceived by consumers. Next, they should determine what colors bring out the related emotions in the human brain. Finally, they should ensure that their logo design and overall branding messages include these colors in order to evoke the intended emotional response in consumers. If done correctly, an accurate brand personality represented through color should have the ability to influence consumer decision making based on associations and semantic memories.

The color associations determined to be accurate by Labrecque and Milne’s study are as follows. White represents hygiene, clarity, purity, and cleanliness. Yellow elicits cheerful

emotions, optimism, extraversion, and friendliness. Green represents nature, envy, and earth. Pink is nurturing, warm, feminine and soft. Red can be linked to excitement, arousal, and strength. Orange is typically viewed as exciting, lively, energetic, and sociable. Blue tends to represent intelligence, communication, trust, and logic. Brown is viewed as serious, reliable, rugged and supportive. Black stands for glamour, sophistication, power, richness, and dignity. Lastly purple is the color of luxury, quality, and royalty (2011). These color associations are very much in line with those determined by Elliot and Maier in their research (2014). This supports the conclusion that color associations and the emotions they elicit are similar across cultures and remain consistent over time.

After studying consumer decision making based on logo design colors, Labrecque and Milne determined that there is a strong relationship between color and brand personality. They were able to predict which logos consumers would prefer based on their color alone. They also concluded that “color is an important driver of brand personality and demonstrates that the combination of logo shape and color influences likability and familiarity” (Labrecque & Milne, 2011 p. 724). Overall, their research shows that color is an important part of marketing and the consumer decision making process. All marketers should have intention when choosing colors for logos, packaging, or advertisements. These colors should be used to elicit emotional responses in the consumer that lead them to making purchasing decisions.

Literature Conclusion

Color associations are present in the human brain across all cultures. Each color tends to elicit similar emotional responses in the human brain no matter the culture. Marketers must figure out how to use color associations to form a brand identity for the product or service they are trying to sell. The brand identity should use color intentionally to elicit emotional responses

in the human brain which lead to purchasing decisions. More research is needed to determine color associations and decision-making patterns in college students specifically, in order to market directly to these consumers.

Research Methods

In order to conduct this research, I first identified key questions I wanted to ask. The questions I came up with are as follows:

- What emotions or connections do each color represent in college students' brains?
- How do colors affect behavior and decision making?
- How are colors used in branding?
- What colors attract human attention?
- Does color influence perception?
- How do color associations differ between demographics?

After deciding on these research questions, I had to figure out a way to collect data which fit into COVID-19 safety procedures. I decided to conduct online survey research which could be done safely from home for both myself and the participants. I created the survey on Google Forms because it is easily accessible to anyone with a computer or mobile device. Most college students have experience with Google programs as well which helped to minimize any errors in use. The survey contained 25 questions each in 1 of 4 sections. The first section was meant to gain background knowledge on the respondent's behaviors and habits in relation to color. The second section was meant to collect the respondent's ideas on color association words. The third section tested decision making based on color. The fourth and final section was based on demographics of the respondent. My next task was to distribute the survey.

I chose to publish my survey on my personal social media accounts in order to find participants. The majority of my social media following is college aged, so they were the perfect audience for the survey. My goal was to get at least 50 responses. I knew that this could be difficult due to the time constraints I had and also due to the online distribution format. I had no way to directly communicate with participants or to reward them in any way for participating. Each of them chose to take the survey on their own in order to help my research study. I kept the survey open for 1 week to gain as many responses as possible. My survey ended up receiving a total of 60 responses. The survey helped me determine color associations and decision-making patterns in college students.

Results

The survey I conducted produced results that offer more understanding of color psychology and associations in American college students.

Background Section

The background section of the survey was designed to collect demographic information on the participants. As stated before, the sample for my survey was 60 students with 66.7% (n=40) being females and 33.3% (n=20) being males. All participants fell between the ages of 18-24 with the majority being 21 years old (63.3%). 61.7% (n=37) of the participants are either still in college or have only completed some college. 25% (n=15) have a bachelor's degree and 5% (n=3) have an associate degree. 6.7% (n=4) are seniors in high school and 1.7% (n=1) has a graduate degree. Currently, 46.7% (n=28) of respondents live in the Twin Cities/suburbs area. 43.3% (n=26) of respondents live in Duluth, MN. The rest of the respondents each (n=1) live in Superior, Des Moines, Mankato, Iowa City, Farmington, Wisconsin, and California according to

their responses. The final question in this section was asking respondents what their favorite color is. The most common response was blue with 41.7% (n=25) of votes.

Behaviors and Habits Section

The behaviors and habits section was designed to find out the role that color plays in respondents lives currently, and how much they notice about color on a daily basis. According to the survey, 96.7% (n=58) of respondents are not, to their knowledge, colorblind to any extent. 61.7% (n=37) of them reported thinking about color often in their daily lives. Respondents were asked, “When choosing from brands to purchase from, how much of a role does color, packaging, or logo design play in your purchasing decision?” They were asked to rank the importance on a scale from 0-5, 5 being very important. The results are recorded in Figure 1 below. The most common response was 4 (n=21) with 3 close behind (n=20).

When choosing from brands to purchase from, how much of a role does color, packaging, or logo design play in your purchasing decision?

60 responses

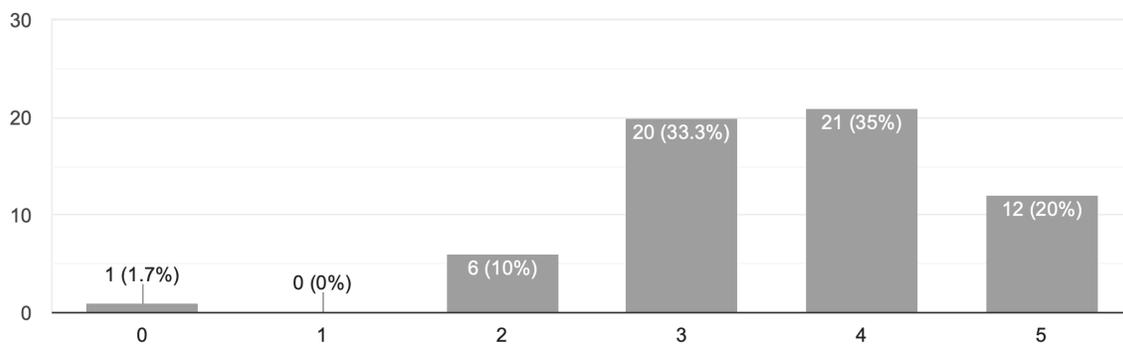


Figure 1

The final question of the behaviors section was whether or not the respondent notices when a brand they often purchase from suddenly changes their packaging. 86.7% (n=52) of respondents said yes, they do.

Color Associations Section

The next section contained short answer questions. Each question showed the image of a color, and the respondents were asked to enter the first word that each color makes them think of. The colors were red, orange, yellow, green, blue, purple, pink, black, brown, and white. There was an overwhelming number of different responses for each color. The responses were generally similar to each other, but all respondents used different verbiage. The most common responses for red were hot, angry, and blood. Orange was viewed as bright, caution, and warm. Yellow was considered bright, happy, and sunshine. Green was associated with grass, nature, and Earth. Blue was calm, cool, and water. Purple was seen as royal, Vikings, and mysterious. Pink was love, girly, and feminine. Black was considered dark, basic, and sophisticated. Brown was viewed as dirty, gross, and natural. Lastly, white was described as clean, snowy, and plain. The details on all of the responses are attached below (Appendix B).

Color Decisions Section

The final survey section was designed to test color association theories and how they affect decision making. The section contained 6 questions. Each question showed respondents 2 images. The images were of either logo designs or packaging designs. Each question showed 2 different colored versions of the same logo or package. Respondents were asked to choose which they preferred, based on the color change alone. The results are recorded in figures 2-7 below.

Which generic cleaning product would you be more likely to buy based on the packaging?

Option 1



Option 2

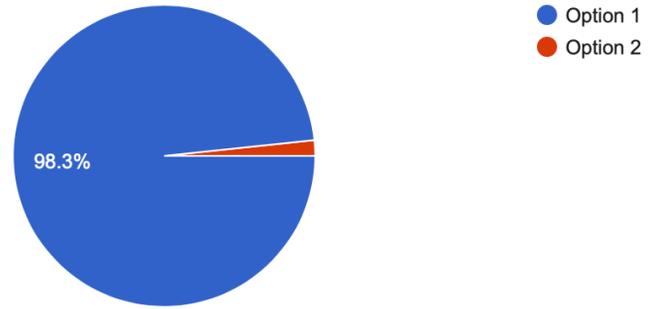


Figure 2

Which generic energy drink would you be more likely to buy based on the packaging? *

Option 1



Option 2

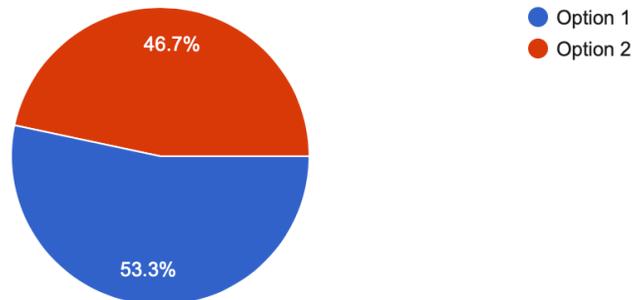


Figure 3

Which generic face wash would you be more likely to buy for yourself based on the packaging? *

Option 1



Option 2

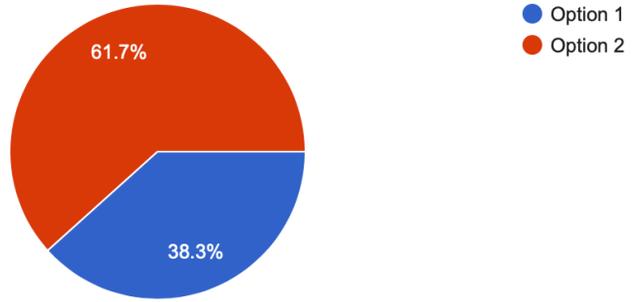


Figure 4

Which technology company would you be most likely to hire for technology help based on their logo? *

Option 1



Option 2

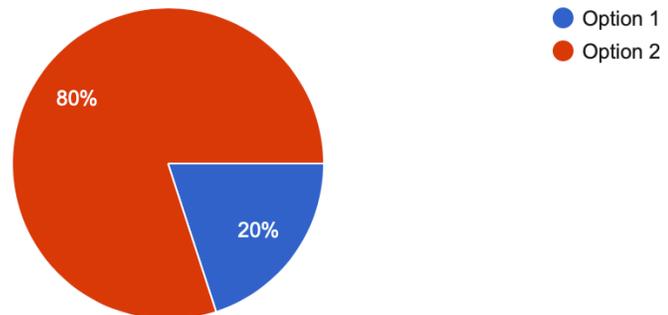


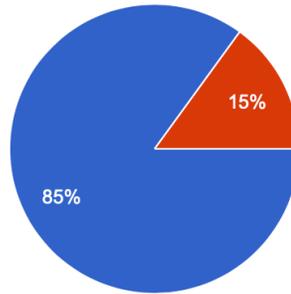
Figure 5

Which bank would you be most likely to open a bank account with based on their logo? *

Option 1



Option 2

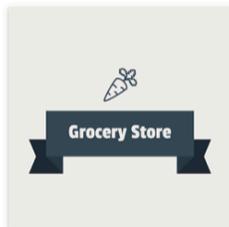


● Option 1
● Option 2

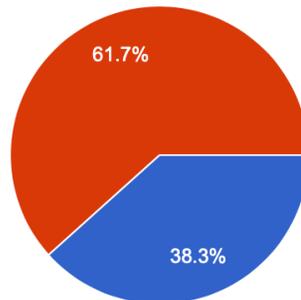
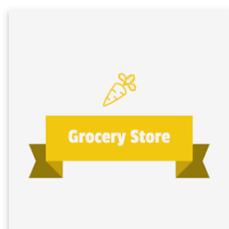
Figure 6

Which grocery store would you be more likely to shop at based on their logo? *

Option 1



Option 2



● Option 1
● Option 2

Figure 7

Discussion

Hypothesis

The results from my survey helped me prove my hypothesis on color psychology and its link to consumer decision making. Based on my literature review, I concluded that each color of the rainbow has associations in the human brain that are generalized across societies. I aimed to prove that these associations would be consistent in college students as well. I also hypothesized that these color associations would influence decision making in college students. Based on the survey research that ran true as well. The packaging and logo options that the majority of participants chose, were mostly in line with what I expected based on typical color associations.

According to colorpsychology.org, each color has general associations in the human brain (2020). I based my hypothesis for the color decisions section of the survey on the following common associations on their website. They found that red represents energy, danger, and power. Orange represents energy, tropics, and rejuvenation, Yellow represents joy, warmth, and awareness. Green represents nature, freshness, and growth. Blue represents authenticity, calmness, and integrity. Purple represents mystery, royalty, and creativity. Pink represents love, youth, and femininity. Black represents elegance, depression, and power. Brown represents reliability, dullness, and stability. Lastly, white represents purity, cleanliness, and openness. My predictions for packaging and logo choice were:

- Choice 1 Option 1: Correct

Results: Green and white bottle vs. Brown and red bottle. The green and white bottle received 98.3% (n=59) of the votes and the brown bottle received only 1.7% (n=1).

According to the color associations above, green and white represent cleanliness and

freshness (“The Psychology of Colors”, 2020). This is why I hypothesized respondents choosing the green and white bottle for a cleaning product.

- Choice 2 Option 2: Incorrect

Results: Blue and black drink vs. red and orange drink. The blue and black drink received a slight majority of responses (53.3% or n=32). I predicted that the red and orange energy drink can would receive the most votes because as stated above, red and orange typically represent energy and excitement in color associations (“The Psychology of Colors”, 2020).

The respondents’ color associations showed that this was true, but more people still chose the other can. I think the error in this result might lie in flavor associations with color.

Respondents might have associated red and orange with certain drink flavors and blue and black with other drink flavors. Due to this flavor association, they probably chose the one that they thought they would enjoy the flavor of more. Even though certain colors represent certain emotions, the flavor associations might have overpowered the emotional aspect.

- Choice 3 Option 2: Correct

Results: Pink vs. blue facewash packaging. I predicted that the blue packaging would prevail in this situation and I was correct. As reported on colorpsychology.org blue represents calmness and water (2020). These words are more in line with what a facewash product offers than the word associations for pink which were feminine and love.

- Choice 4 Option 2: Correct

Results: Purple technology logo vs. blue technology logo. I predicted that the blue logo would get more votes because blue represents trust and integrity (“The Psychology of Colors”, 2020). Purple represents mystery which I did not think was relevant in this situation. The blue logo got 80% (n=48) of the votes.

- Choice 5 Option 1: Correct

Results: Blue and green bank logo vs. purple and orange bank logo. I predicted that the blue and green bank logo would be the choice of the respondents and I was correct. It received 85% (n=51) of the votes. Again, blue represents authenticity and integrity (“The Psychology of Colors”, 2020). These are traits often portrayed by banks. This is why I predicted that the blue logo would get more votes.

- Choice 6 Option 2: Correct

Results: Grocery store logo blue vs. yellow. I predicted that the yellow logo would receive more votes because yellow typically represents discounts, happiness, and warmth (“The Psychology of Colors”, 2020). These are positive traits for a grocery store identity. I was correct as the yellow logo earned 61.7% (n=37) of the votes. To the respondents, yellow represents happiness and optimism. Some respondents also noted food associations such as bananas. This could be a factor in them choosing yellow for the grocery store as well.

The data proved that packaging does make a difference in purchasing decisions. The results showed that typically, respondents color association words were indicators of which packaging they would choose based on what the brand is meant to represent. My predictions based on previous research of color associations were nearly all correct with only one exception.

Constraints and Limitations of Research

This research faced many constraints when it came to data collection. The presence of COVID-19 made it extremely difficult to distribute the survey because it had to be done virtually. The research was also done within one semester which proved to be a time constraint as well. One limitation of the survey was gender of respondents. There were significantly more female respondents than male, which could have potentially skewed results. If I were to redo the

survey, I would attempt to gain more participants and get more equal gender representation.

Another question I would research more if I had the chance is the difference in color associations across more demographics. My research of past studies shows that color associations tend to be similar no matter the culture. It would be interesting to compare the results of different age groups, genders, and cultures to see if this is true.

Applications and Recommendations

Marketing Field

The data collected in this survey research could be useful to anyone attempting to market a product or service to college students. They could further the research into different geographical regions if they wanted a broader result. This research helps indicate what college students are influenced by in logo and packaging design. The results also provide insight into how college students perceive each color. Marketers can use these findings to pinpoint how exactly they will portray their product or service to consumers based on design elements and color. Due to the fact that college aged people make up 10% of the country's population, this information is extremely valuable in the marketing world. These students provide a huge market of consumers whose purchasing decisions need to be evaluated. This research could also be used in conjunction with other research to conclude the differences in color associations and purchasing decisions across different demographics.

Beyond Marketing

Beyond just the marketing implications, this study shows how color affects human cognition in general. As humans living in a colorful world, it is important for us to understand the effect that color has on our brains. This study can help the general public work through their own color perceptions and compare them to general findings on color psychology.

Conclusion

Color plays an important role in the consumer decision making process. Marketers must know how color and design elicit emotional responses in their target consumers. They must then leverage certain colors to elicit the desired response in order to encourage purchasing decisions in consumers. In conclusion I found that generally, college aged people in the United States follow typical color psychology patterns and associations. These associations influence the way that college aged people make purchasing decisions. Each color should be used by marketers to elicit a different response in consumers. The data in this report should be used to identify ways to market to college aged consumers in the United States based on their color associations and emotional responses. The findings will help marketers develop a strategy to specifically target college aged consumers based on their perception.

Appendix A (Survey)

Section 1 of 5

Color Psychology



You are invited to participate in this short survey as a part of an undergraduate capstone research project at UMD. The survey is meant to examine the relationship between color and decision making through human psychology.

Section 2 of 5

Behaviors and Habits



The first section of this survey is designed to collect information on your behaviors and habits related to color.

Are you, to your knowledge, colorblind to any extent? *

- Yes I am
- No I am not

Do you think about color often in your daily life? *

- Yes
- No

When choosing from brands to purchase from, how much of a role does color, packaging, or logo design play in your purchasing decision? *

- | | | | | | | | |
|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| | 0 | 1 | 2 | 3 | 4 | 5 | |
| Does not matter at all | <input type="radio"/> | Design is very important |

Do you notice when a brand you often buy from suddenly changes their packaging? *

- Yes
- No
- Not sure

Section 3 of 5

Color Associations



This section is designed to collect your ideas on what each color represents to you.



What is the FIRST WORD you would use to describe the color red? *



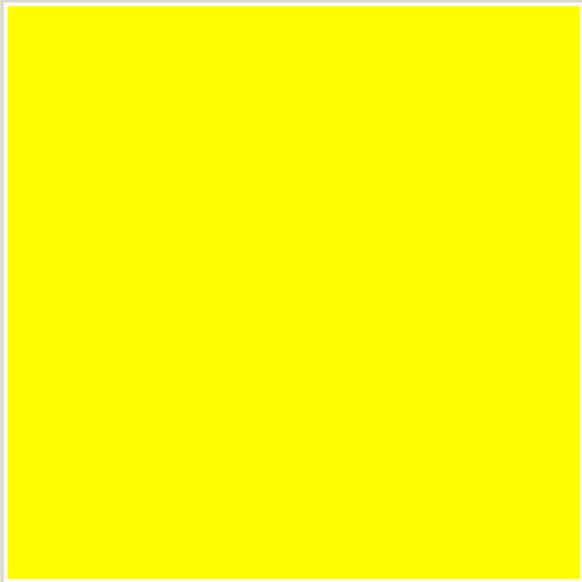
Short answer text

What is the FIRST WORD you would use to describe the color orange? *



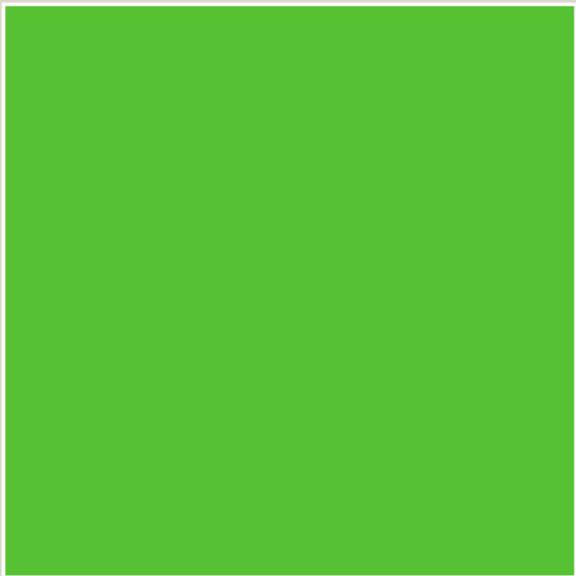
Short answer text

What is the FIRST WORD you would use to describe the color yellow? *



Short answer text

What is the FIRST WORD you would use to describe the color green? *



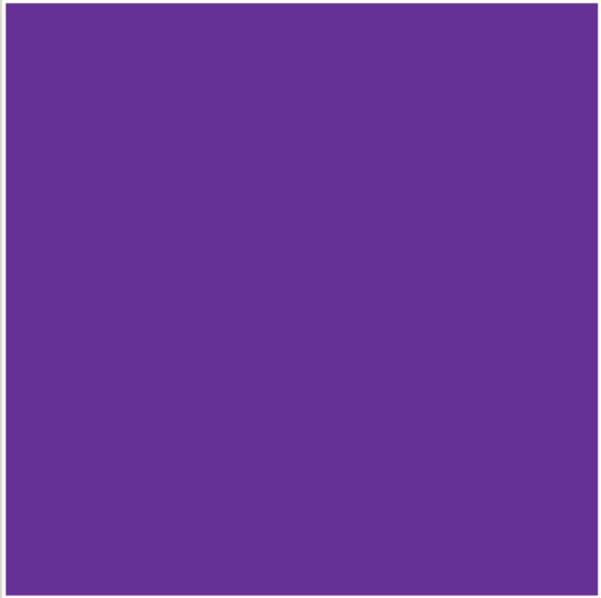
Short answer text

What is the FIRST WORD you would use to describe the color blue? *



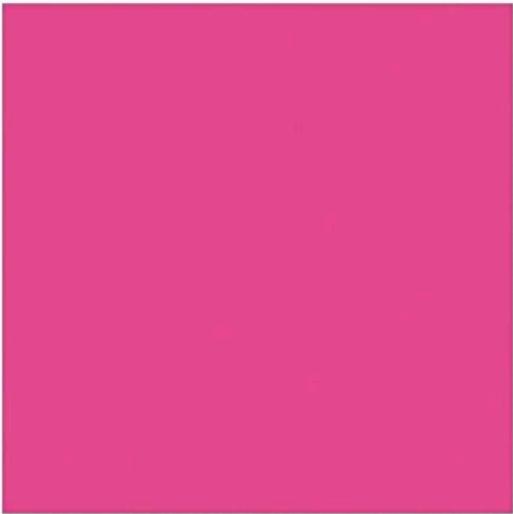
Short answer text

What is the FIRST WORD you would use to describe the color purple? *



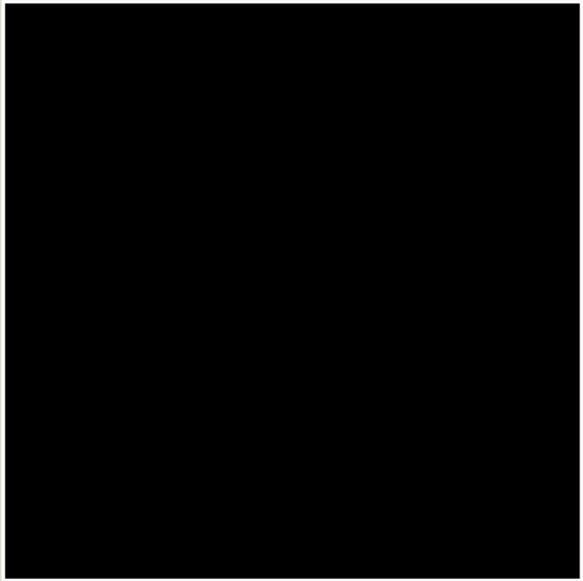
Short answer text

What is the FIRST WORD you would use to describe the color pink? *



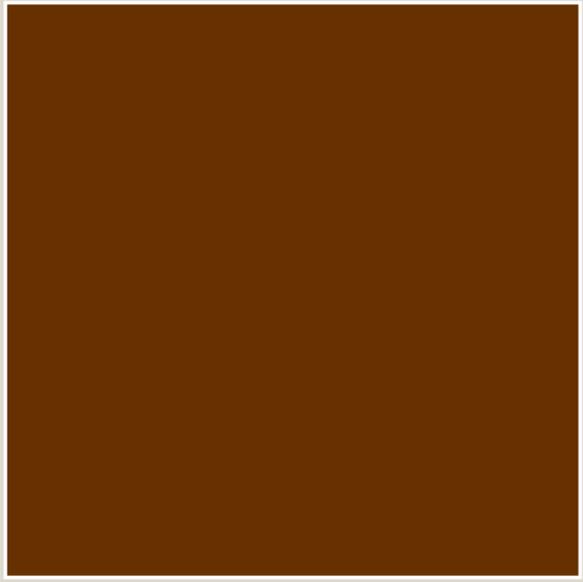
Short answer text

What is the FIRST WORD you would use to describe the color black? *



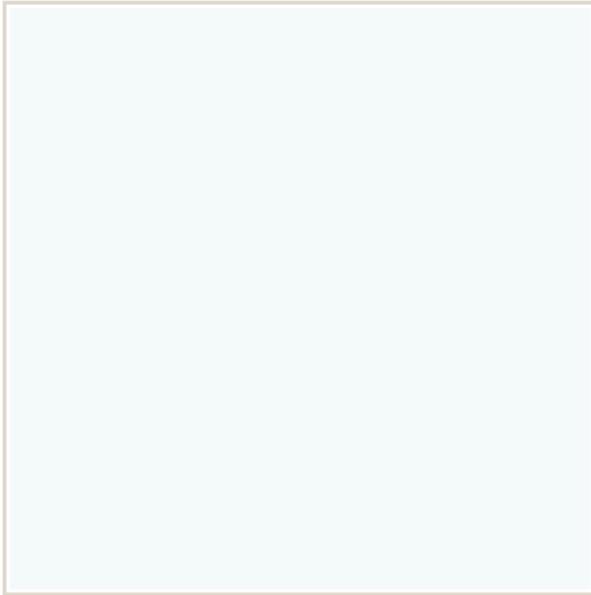
Short answer text

What is the FIRST WORD you would use to describe the color brown? *



Short answer text

What is the FIRST WORD you would use to describe the color white? *



Short answer text

Section 4 of 5

Color Decisions



This section is meant to test your color decision making process. Answer honestly and to the best of your ability.

Which generic cleaning product would you be more likely to buy based on the packaging?

Option 1



Option 2



Which generic energy drink would you be more likely to buy based on the packaging? *

Option 1



Option 2



Which generic face wash would you be more likely to buy for yourself based on the packaging? *

Option 1



Option 2



Which technology company would you be most likely to hire for technology help based on their logo? *

Option 1



Option 2



Which bank would you be most likely to open a bank account with based on their logo? *

Option 1



Option 2

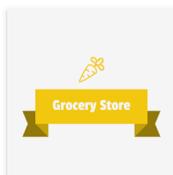


Which grocery store would you be more likely to shop at based on their logo? *

Option 1



Option 2



Section 5 of 5

Background



This section is for background information and demographics.

Which gender do you identify the most closely with? *

- Female
- Male
- Prefer not to say
- Other...

How old are you? *

- 18 or younger
- 19
- 20
- 21
- 22
- 23
- 24+

What is your education level? *

- High School
- Some College
- Associate Degree
- Bachelor's Degree
- Graduate Degree
- None of the above
- Other...

Where do you currently live? *

- Duluth
- Superior
- Hermantown
- Twin Cities/ Suburbs
- Other...

What is your favorite color? *

- Red
- Orange
- Yellow
- Green
- Blue
- Purple
- Pink
- Black
- Brown
- White
- Other...

Appendix B (Responses)**Section 1: Behaviors and Habits**

Are you, to your knowledge, colorblind to any extent?

Yes I am: 3.3%, 2/60

No I am not: 96.7%, 58/60

Do you think about color often in your daily life?

Yes: 61.7%, 37/60

No: 38.3%, 23/60

When choosing from brands to purchase from, how much of a role does color, packaging, or logo design play in your purchasing decision?

1 (does not matter at all): 1.7%, 1/60

2: 0%, 0/60

3: 10%, 6/60

4: 35%, 21/60

5 (Design is very important): 20%, 12/60

Do you notice when a brand you often buy from suddenly changes their packaging?

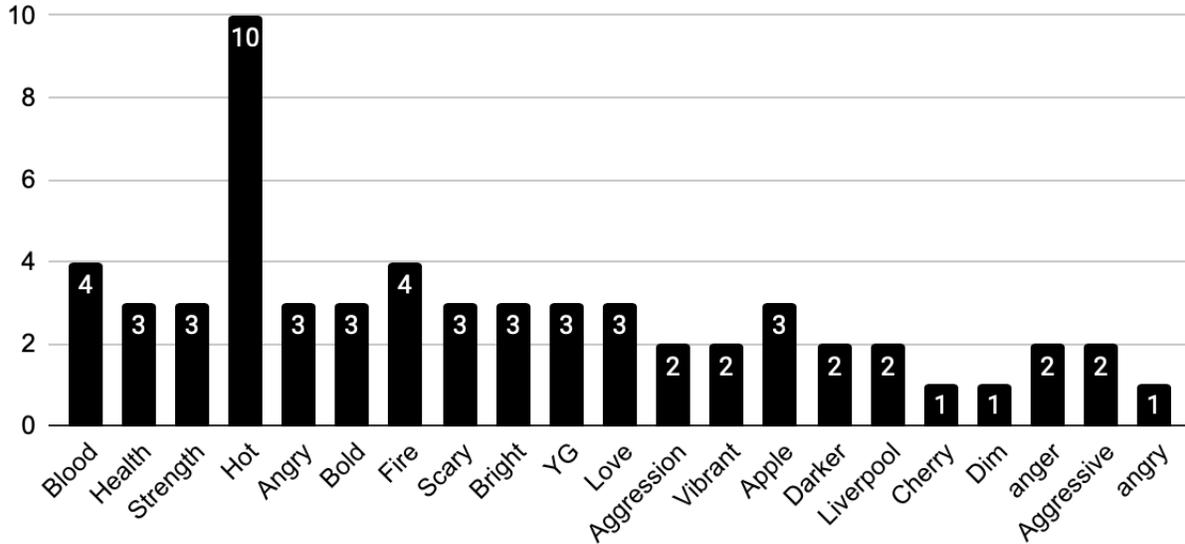
Yes: 86.7%, 52/60

No: 6.7%, 4/60

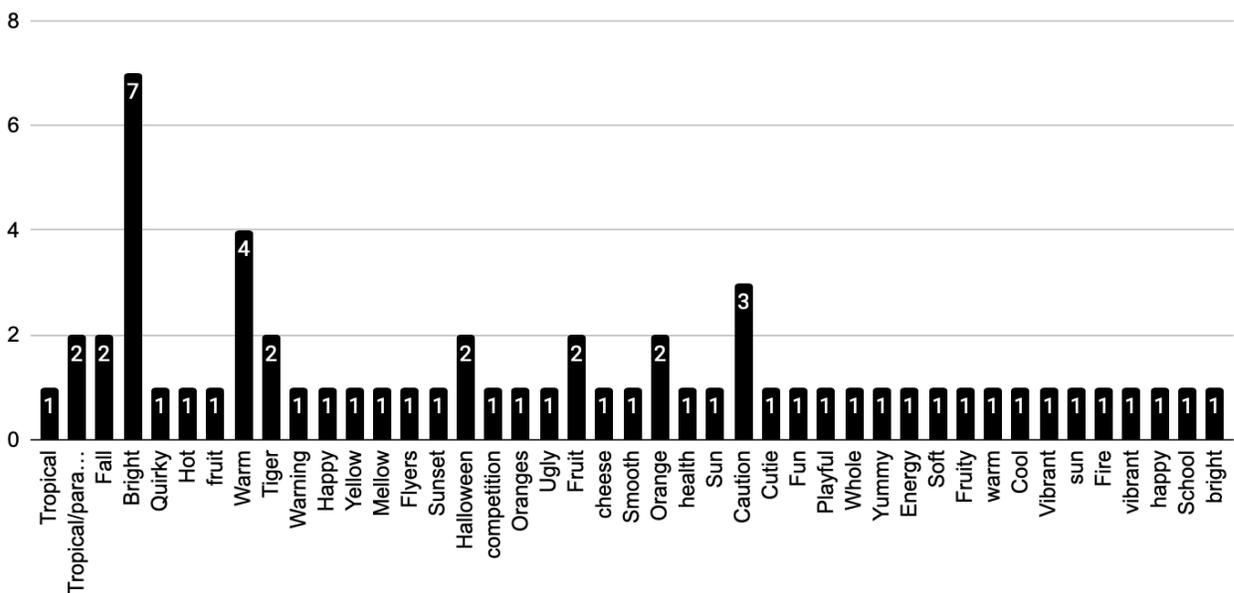
Not Sure: 6.7%, 4/60

Section 2: Color Associations

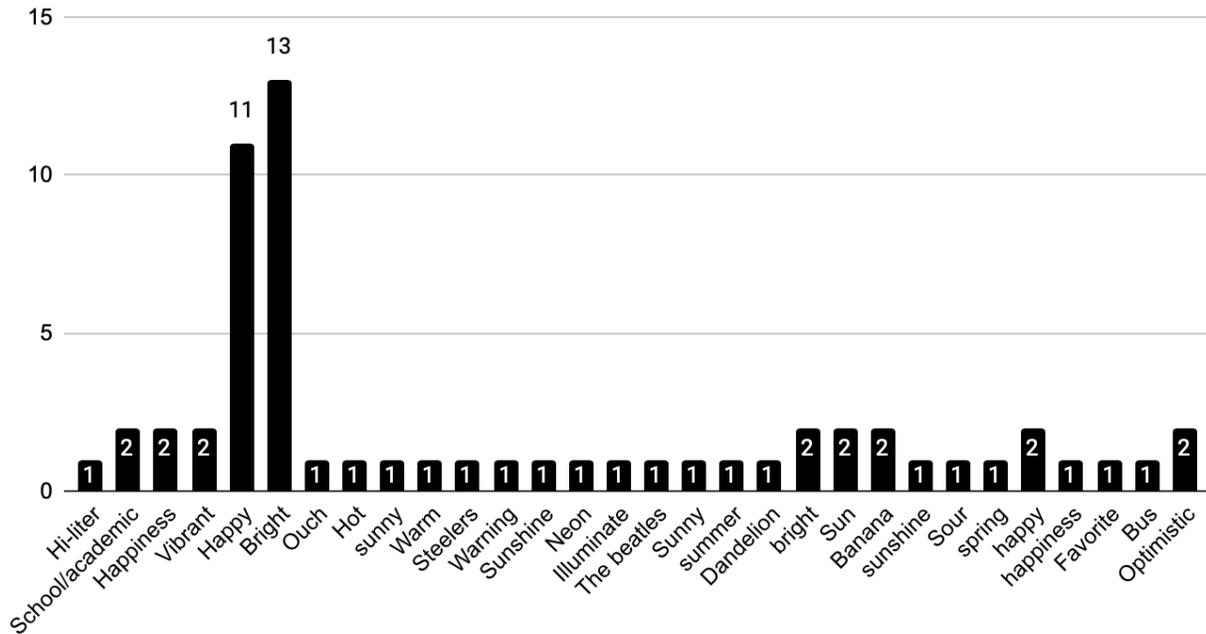
What is the FIRST WORD you would use to describe the color red?



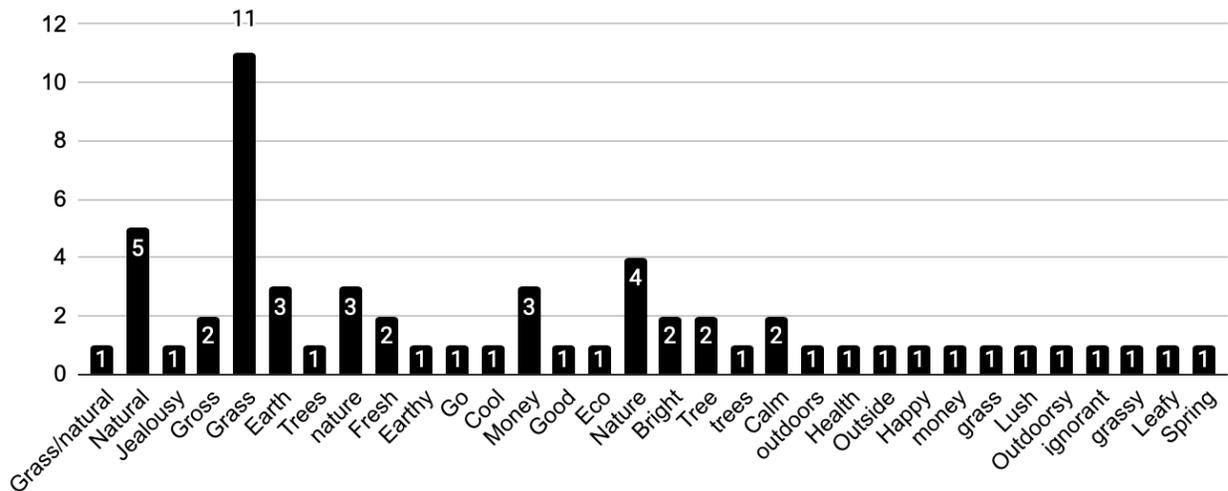
What is the FIRST WORD you would use to describe the color orange?



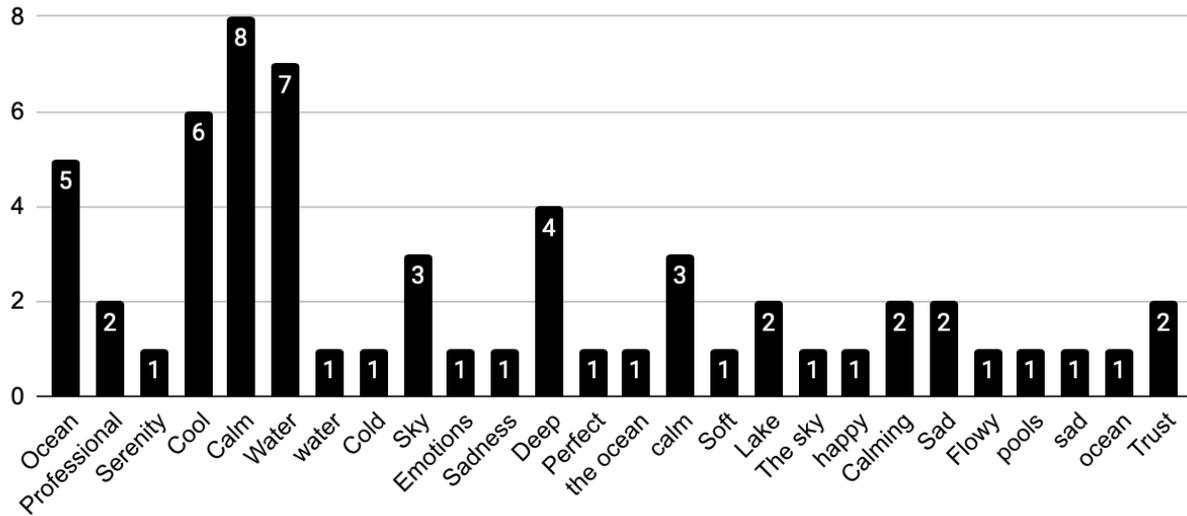
What is the **FIRST WORD** you would use to describe the color yellow?



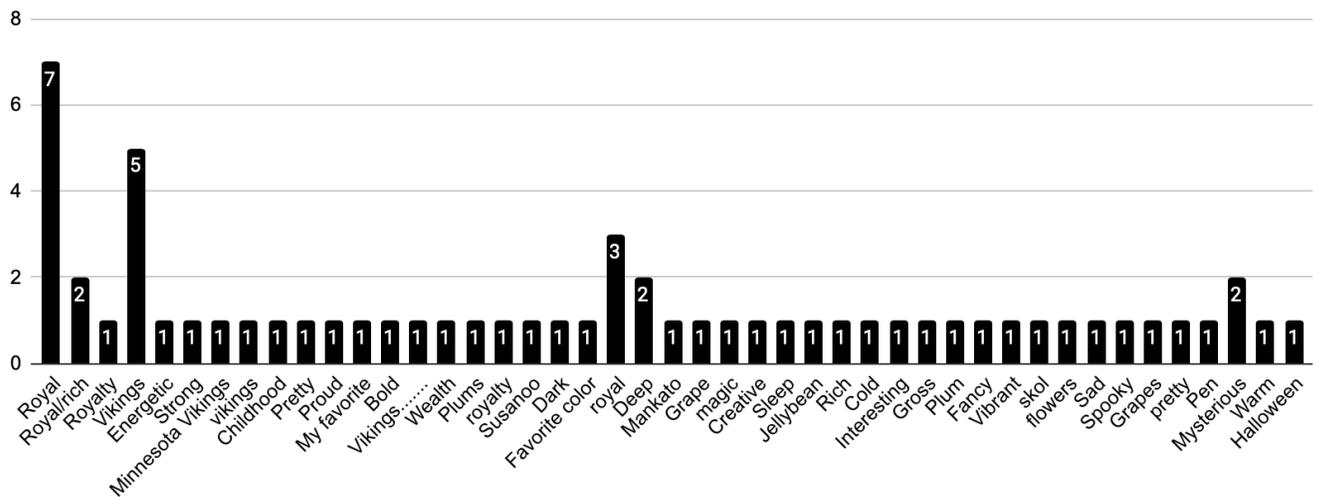
What is the **FIRST WORD** you would use to describe the color green?



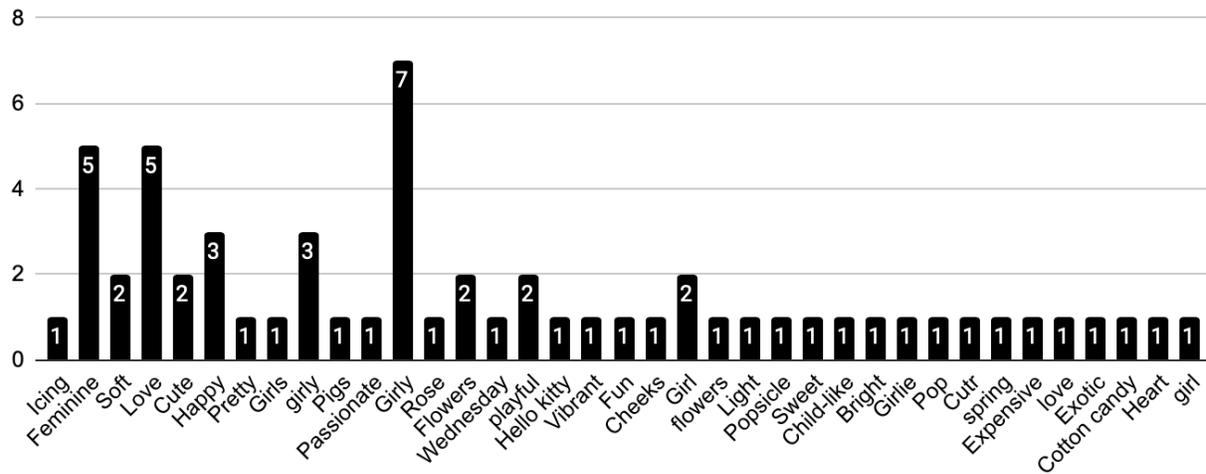
What is the FIRST WORD you would use to describe the color blue?



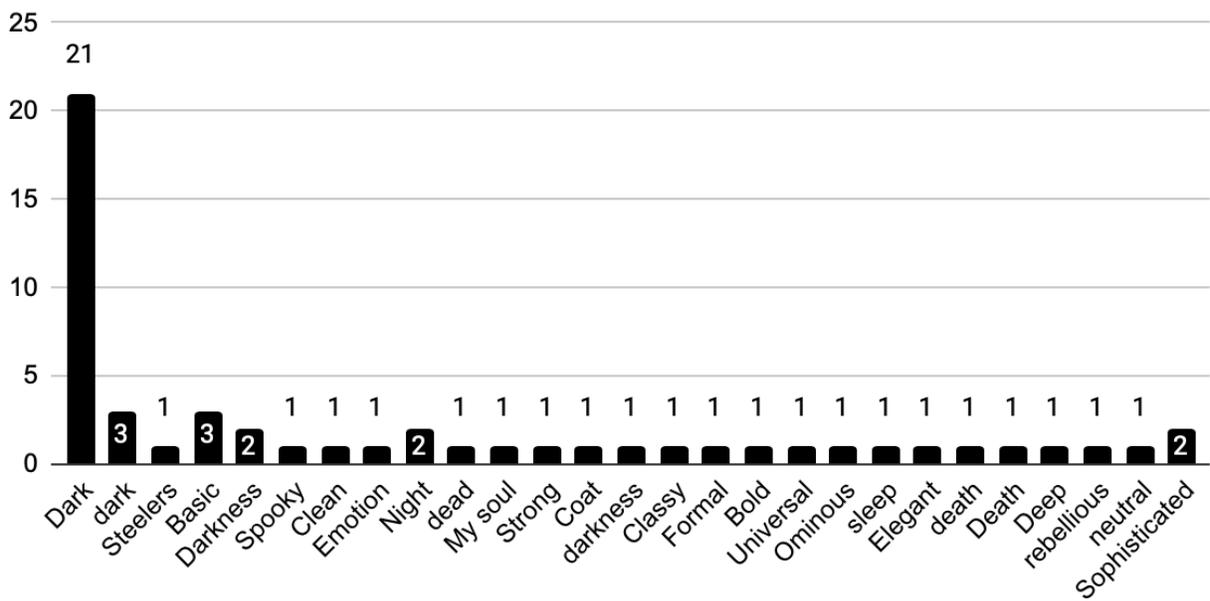
What is the FIRST WORD you would use to describe the color purple?



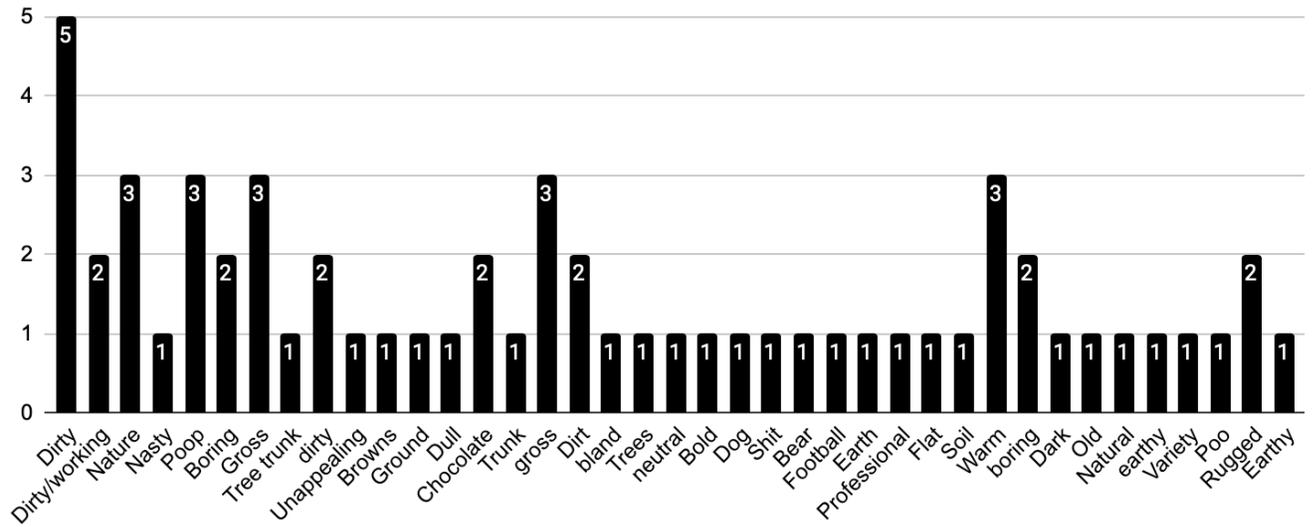
What is the **FIRST WORD** you would use to describe the color pink?



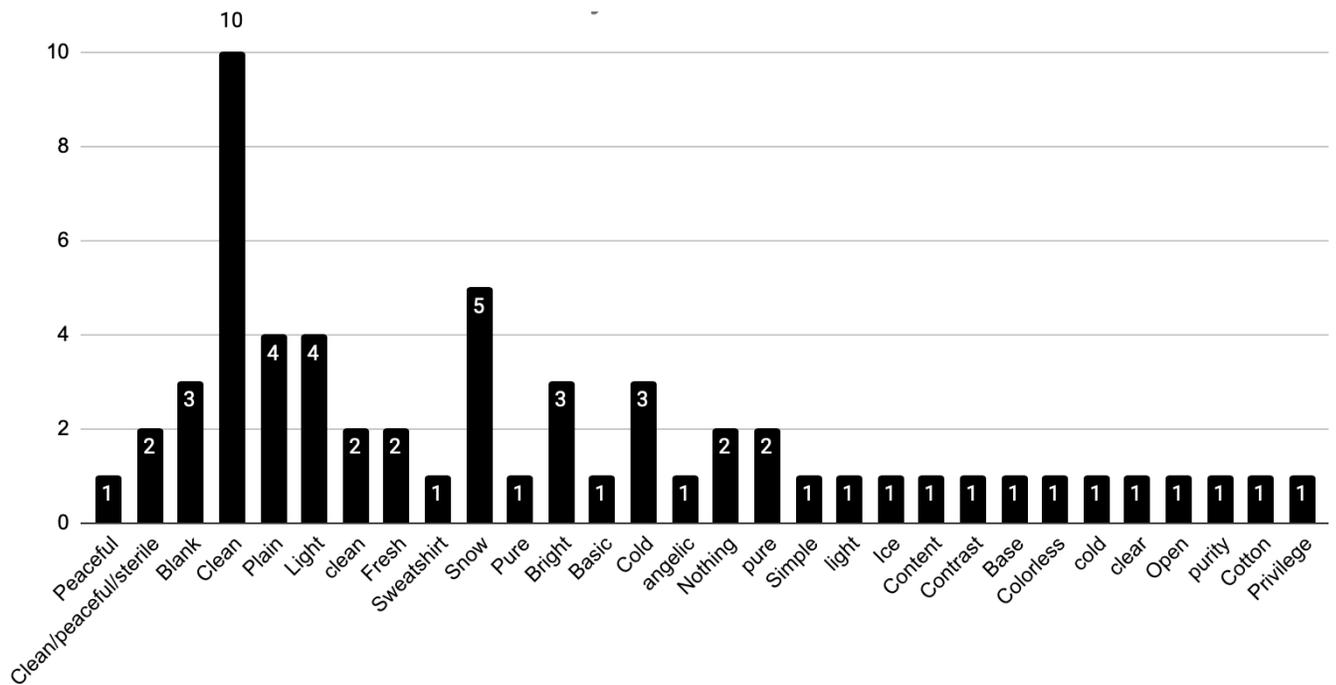
What is the **FIRST WORD** you would use to describe the color black?



What is the FIRST WORD you would use to describe the color brown?



What is the FIRST WORD you would use to describe the color white?



Section 3: Color Decisions

Which generic cleaning product would you be more likely to buy based on the packaging?

Option 1: 98.3%, 59/60



Option 2: 1.7%, 1/60



Which generic energy drink would you be more likely to buy based on the packaging?

Option 1: 53.3%, 32/60



Option 2: 46.7%, 28/60



Which generic facewash would you be more likely to buy based on the packaging?

Option 1: 38.3%, 23/60



Option 2: 61.7%, 37/60



Which technology company would you be most likely to hire for technology help based on their logo?

Option 1: 20%, 12/60



Option 2: 80%, 48/60



Which bank would you be most likely to open a bank account with based on their logo?

Option 1: 85%, 51/60



Option 2: 15%, 9/60



Which grocery store would you be more likely to shop at based on their logo?

Option 1: 38.3%, 23/60



Option 2: 61.7%, 37/60



Section 4: Background**Which gender do you identify the most closely with?****Female:** 66.7%, 40/60**Male:** 33.3%, 20/60**Prefer not to say:** 0%, 0/60**How old are you?****18 or younger:** 6.7%, 4/60**19:** 3.3%, 2/60**20:** 1.7%, 1/60**21:** 63.3%, 21/60**22:** 18.3%, 11/60**23:** 3.3%, 2/60**24+:** 3.3%, 2/60**Where do you currently live?****Duluth:** 43.3%, 26/60**Superior:** 1.7%, 1/60**Hermantown:** 0%, 0/60**Twin cities/suburbs:** 46.7%, 28/60**Wisconsin:** 1.7%, 1/60**Mankato:** 1.7%, 1/60**California:** 1.7%, 1/60

Des Moines, Iowa: 1.7%, 1/60

Iowa City: 1.7%, 1/60

Farmington: 1.7%, 1/60

What is your education level?

High school: 6.7%, 4/60

Some College: 61.7%, 37/60

Associate Degree: 5%, 3/60

Bachelor's Degree: 25%, 15/60

Graduate Degree: 1.7%, 1/60

None of the above: 0%, 0/60

What is your favorite color?

Red: 6.7%, 4/60

Orange: 1.7%, 1/60

Yellow: 10%, 6/60

Green: 8.3%, 5/60

Blue: 41.7%, 25/60

Purple: 13.3%, 8/60

Pink: 10%, 6/60

Black: 3.3%, 2/60

Brown: 0%, 0/60

White: 1.7%, 1/60

No Favorite: 3.4%, 2/60

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