Interior Design Colours as Determinants of Emotional Response and Mood of Adults Shopping Inside D-Choice Mall and Ibom Market Square in Akwa Ibom State

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A B S T R A C T

The study explored interior design colors as determinants of emotional response and mood of adults shopping inside d-choice mall and Ibom market square in Akwa Ibom State. In carrying out the study, survey research design was adopted for this study. The study was carried out in D-Choice Mall and Ibom Market Mall in Uyo Local Government Area in Akwa Ibom State. The targeted population for the study comprised of all adults shopping inside D-Choice Mall and Ibom Market Square. Simple random sampling technique was used to select 120 respondents used for the study. The instrument used for data collection was a structured questionnaire titled "Exploring the Use of Color in Interior Design (ETUOCIQ)". Face and content validation of the instrument was carried out by an expert in test, measurement, and evaluation in order to ensure that the instrument was potent enough to collect accurate and adequate data for the study under consideration. The reliability coefficient obtained was 0.92, and this was substantially high enough to justify the use of the instrument. The researcher subjected the data generated for this study to appropriate statistical technique such as percentage analysis used in answering the research questions. Based on the result of the findings, the study concluded that there is significant relationship between interior color design and its effect on emotions and mood. The study showed that red indicate Intensity, anger, excitement, lust orange indicates Impulsiveness, caution, warmth yellow indicates Friendly, happiness, optimism green indicates Productive, calm, relaxed, cold blue indicates Happiness, playfulness, productive. The study recommended that designers and painters should be familiar with the emotional and psychological effects of various colors.

Introduction

Color is a form of non-verbal communication adding lots of variety and individualism in our existing word. Without color everything would seem dull and monotonous. The effect of color in our mind has significant importance in our lives. Color is defined as specific visual sensation produced by visible radiation, or color or a dust particle. The color effect on human mind is also known as color psychology. Color psychology is a common yet less explored Brach of the study about how our brain perceives what it visualizes. Color has a strong influence on psychological well-being. A color can communicate feeling of excitement, passion serenity or mystery. Colorexternalizes human-being's taste and style. Color is the fundamental quality of our visual perception. Color has the energy to influence both emotions and

cognitive processes. Experience, memories, cultural differences influence the color perception that is the same color can differently affect different people.

Color considerations emerge regularly in our discussion making and conversation, as we choose which color of clothes to wear, pick, a color of a new car, even comment on the color of people's skin, hair, makeup. Popular opinions abound on the nature of color associations and on presumed influences of color on our feelings, aesthetic judgment, and beyond. The design of an environment through a variety of means such as temperature, sounds, layout, lighting, and color can stimulate perceptual and emotional response affect their behavior (Elliot 2015). A person perceives the environment, on the basis of social interaction within that environment (Grimly 2018). In an interior space a person responds to many elements like-color, lighting, form, scale and texture (Birren 2013). The most important element is color wherever goes the place is either black, white or colorful.

Statement of the Problem

In Uyo, Akwa Ibom state where the study will be conducted, there are no documented evidence of the people's psychological correlation of color to their emotions and moods. This is a gap that needs to be filled especially as emerging as the city is, now gaining attention in tourism and development. It is also suspected that food vendors, hotel and local resort and parks are benefit of color fascination of the resident due to absence of documented empirical report and parks are benefit of the color fascination of the residents due to absence of documented empirical report on such studies. Therefore, the time is right the researcher will explore the use of color in interior design and its psychological effects on moods and emotions of individuals in public services places such hotel and fast food restaurants within the city as well as home and offices.

Objectives of the Study

The objective of the study is to explore the use of color in interior design and its psychological effects on mood and emotions of individuals however; the study specifically addressed the following objectives:

1. To determine the impact of different interior design colors on emotional response of the respondent.

2. Examine the relationship between interior design colors and mood of respondents.

Research Questions

The study provided answers to pertinent research question such as

1. How do different interior design colors, such as blue, red, or yellow, elicit specific emotional responses in individuals?

2. How does the use of specific interior design colors influence individual's overall mood states such as happiness relaxation or anxiety?

CONCEPTUAL FRAMWORK

Emotions and mood

Kleinginna (2011), defines emotion as: "a complex set of interactions among subjective and objective factors, mediated by neural/displeasure; secondly, generate cognitive processes such an emotionally relevant perceptual effects, appraisals, labeling processes; thirdly, activate widespread physiological adjustment to the arousing conditions ,and lastly, lead to behavior that is often, but not always, expressive, goal-directed, and adaptive''. Emotions could be defined as the result of the cognitive judgment of transaction between individuals and the environment in general.

Emotions are characterized as internal mental states focused on affect, which is illustrated in the feelings tree yet does not distinguish emotion from mood. (Schwarz 2016) noted that emotions require an object while moods do not. Thus, mood generally refers to the state itself; while emotion refers to both the feelings and what those feelings are about Schwarz (2016) added that the prototypical emotion, country to mood, is assumed to have an identifiable referent (what the emotion is about). Watson (2000) replicated the distinction. Compared to an emotion, a mood is a longer and slower moving state, which is less tied to specific objects.

Cultural and contextual influence on color:

Color is a visual perceptual property corresponding in humans to the categories called red, green, blue, and others. Clear derives from the spectrum of light (distribution of light energy versus wavelength) interacting in the eye with the spectral sensitivities of the light receptors. The seven colors of the spectrum are produced by light waves of varied lengths that reflect off tangible animate and inanimate objects, light and color are simple a matter of vibrational frequency. Chromatics, the science of color, is the study of this relationship.

The narrow band of energy that human eye can detect extend from 380nm at the red end to 760nm at the violet end. Sunlight produces all color wavelengths. When human eyes interpret the wavelength of light reflected from an object, thy see color . Wright (2008) defines color is light, which travels to us in the waves from the sun, on the same electromagnetic spectrum as radio and television waves, micro waves, x-ray's etc. The human eye is capable of seeing over 7 million colors. These colors are gotten from the basic blocks of the primary, secondary, and tertiary colors.

The primary colors. The primary colors are the three basic hues red, blue, and yellow (Aves, 2014). Therefore, it means that these colors cannot be created by mixing others, and they are the basis of all other shades of colors which they generated. All colors are formed from these basic colors.

The secondary color. These are the colors that are achieved by mixing two primary color in equal amounts. There secondary colors: green (a mixture of red and yellow), orange (a mixture of blue and yellow), and violet (a mixture of red and blue) (Aves 2014).

The tertiary color. Tertiary colors which are lime as a mixture of green with yellow, purple as a mixture of violet with red, saffron of yellow with orange, and turquoise as a mixture of green with blue (Aves,2014). When blending black or white to these colors, tints and shades from the palest range of colors (beige, cream), and are used for balancing vibrant or rich colors.

Red: in western cultures, red is associated with love and passion however, in some eastern cultures, it may symbolize luck, celebration, or even weddings. In the context of restaurant, red may stimulate appetite and create a vibrant and energic atmosphere.

White: in western cultures, white is often associated with purity and weeding's. However, in some eastern cultures it can symbolize mourning with happiness and positively.

Yellow: In western cultures yellow is associated with happiness and positively (kuller 2016) yet in some eastern cultures it can be associated with cowardice or betrayal (Valdez 2014).

Purple: Historically associated within royalty and luxury, purple can evoke a sense of opulence and power (Elliot 2014).

Gold: often associated with wealth and divinity, gold can symbolize prestige, prosperity, and sacredness.

Green: in Islam, green is associated with paradise and is considered a holy color. It symbolizes fertility, renewal, and harmony. According to research, being around green spaces, or even just the colorgreen can lower stress levels, boost welding, and encourage relaxation.

Blue: in a corporate environment, blue can convey professionalism, trust, and reliability (Gorn 2014). In a spa or wellness center, it may evoke a sense of calmness and relaxation. According to research blue settings can improve productivity, cognitive function, and creativity. In branding and logo design.

Black: black is frequently linked to authority, refinement, and formality. It is a common option in high-end fashion and product design since it can arouse feelings of elegance and luxury. Nevertheless, depending on the situation, black can also be connected to negativity and heaviness.

Psychological responses to color:

Wright (2008) defines it as the effects of the electro-magnetic radiation of light on human mood and behavior a universal, psychophysical reaction, which is not as heavily influenced by culture, age and gender as is generally thought. It must be noted that there is a great difference between color psychology and color symbolism. The context of color can be understood to be coor symbolism whereas the

psychological properties of color is associated with moods of people in general.

Wright (2008) says there are four psychological primary colors: red, blue, yellow, and green. They relate, respectively, to the body, the mind, the emotions, and the essential balance between these three. The emotional effects of the basic colors are as follows:

Red. Being the longest wavelength, red is powerful, strong, and very basic color.it has the property of appearing to be nearer than it and therefore it grape people's attention first. This may activate the fight or flight instinct. Pure red is the simplest color, with no subtlety.it is stimulating and lively, very friendly. At the same time, it can be perceived as demanding and aggressive although the red colored spaces have courage, strength, warmth, energy, basic survival wright (2008).

Yellow. According to Elise man (2006), yellow is thought of as joyful, outgoing, open, and friendly. Psychologically, yellow is the strongest color. In color mood association studies, yellow is associated with comedy, a happy mood, and playfulness. Yellow ribbons have been used as a sign of hope and optimism since the nineteenth century (wright 2008) light pastel yellow are seen as childlike. Canary yellow is most associated with words like cheerful, jovial joyful and sunny somewhat associated with exciting and stimulating and almost never associated with despondent dejected melancholy or unhappy.

Green. Green is considered an emotionally calming color.it gives a sense of refreshment harmony, and equilibrium it symbolize universal love, environment awareness, and peace lea trice Elise man (2006) claims that people find cool shades of blue and green and natural earth tones to be relaxing because these colors remained of nature. Because green has the power to help people adjust the new environment, skillful designer's lots of plants and others form green in hotel lobbies Offices and restaurants (Aves 2014)

Blue. Blue encourages intellectual activity, reason, and logical thought. It is the color of the intellect. In the same evidence about raising blood pressure with red, blue is deemed to lower the blood pressure.

The influence of color on emotions and mood:

Colors have a profound influence on our emotions and mood. Different colors can evoke specific emotional responses and create distinct atmosphere within a space. While individual experience and cultural backgrounds can influence these responses, there are some general association between colors and emotions.

➢ **Warm colors:**

Red: red is associated with passion, love, and energy. It can evoke strong emotions and increase excitement and intensity.it may also stimulate appetite and create a sense of urgency.

Orange: orange is seen as a warm and vibrant color that can evoke feelings of enthuusiam, creativity, and optimism. It can associate with energy and social interaction.

Yellow: yellow is a bright and cheerful color that is often associated with happiness, positivity, and optimism. It can create a sense of joy, warmth, and energy (Kuller 2016).

➢ **Cool colors:**

Blue: blue is often associated with calmness, serenity, and tranquility (Gorn 2014). It can create a sense of relaxation and peace, reducing stress and promoting a shooting ambiance (Mehta 2019).

Green: green is linked to a nature and is perceived as refreshing and harmonious. It can evoke feelings of balance, harmony, and rejuvenation.

Purple: purple is often associated with creativity, spiritualllllity, and luxury (Elliot 2014). It can evoke a sense of introspection.

➢ **Neutral colors:**

White: white is often associated with purity, simplicity, and spaciousness. It can create a sense of clamminess and clarity. White can evoke feelings of calmness and purity.

Gray: gray is perceived as a neutral and sophisticated color. It can create a sense of balance and

timelessness.

Brown: Brown is associated with earthiness, warmth, and stability. It can create a cozy and grounded atmosphere.

Methodology

In carrying out the study, survey research design was adopted for this study. The study was carried out in D-Choice Mall and Ibom Market Mall in Uyo Local Governement Area in Akwa Ibom State. The targeted population for the study comprised of all adults shopping inside D-Choice Mall and Ibom Market Square. Simple random sampling technique was used to select 120 respondents used for the study. The instrument used for data collection was a structured questionnaire titled "Exploring the Use of Color in Interior Design (ETUOCIQ)". Face and content validation of the instrument was carried out by an expert in test, measurement, and evaluation in order to ensure that the instrument was potent enough to collect accurate and adequate data for the study under consideration. The reliability coefficient obtained was 0.92, and this was substantially high enough to justify the use of the instrument. The researcher subjected the data generated for this study to appropriate statistical technique such as percentage analysis used in answering the research questions.

RESULT OF PRESENTATION AND DATA ANALYSIS

Data presentation and analysis

While doing this, two sets of data were analyzed-data on the demographic information of the respondents and data aided the researcher in answering the research questions .both set of data were analyzes descriptively. That is, tables, frequencies and percentage analysis were applied in presenting and analyzing the generated primary data.

Research Question 1: How do different design colors, such as blue, green, red or yellow elicit specific emotional rresponses in individuals?

Table 1: Emotional responses

Variables	Frequency	Percentage
Inspires action and confidence	68	56.7
stimulate appetite and activity	55	45.8
Boost communication	66	55.0
Relaxes mentally	57	47.5
Calms and aids intuition	62	51.7
Uplifts and encourage creativity	63	52.5
	371	**309.2**

Note: *Multiple responses*

Table 1 represent ho w different colors, such as blue, green, red or yellow elicit specific emotional responses in individuals. Highest percentage (56.7%) of the respondents strongly agreed that red inspires action confidence. 45.8% of the respondents agreed that orange stimulate appetite and activity. 55.0% of the respondent agreed that yellow boost communication. 47.5% of the respondents strongly agreed that relaxes mentally and physically. 51.7% of the respondent strongly agreed that blue calms and aids initiation. 52.5% of the respondent strongly agreed that purple uplifts and encourages creativity.

Research question 2: How does the use of specific interior design colors influence individuals overall mood states, such as happiness, relaxation, or anxiety

Table 2: Mood Responses

Variables	Frequency	Percentage (%)
Intensity, anger, excitement, lust	57	47.5
Impulsiveness, caution, warmth	72	60.0
Friendly, happiness, optimism	57	47.5
Calm, happiness, lucky, patient	71	59.2

Productive, calm, relaxed, cold	70	58.3
Happiness, playfulness, productive	55	45.8
	382	**318.3**

Note: Multiple Responses

Table 2 represent how the use of specific interior design colors influences individual's overall mood states, such as happiness, relaxation, or anxiety, highest percentage (47.5%) of the respondents strongly agreed that red indicates Intensity, anger, excitement, lust. 60.0% of the respondent agreed that orange indicates Impulsiveness, caution, warmth 47.5% of the respondents agreed that yellow indicates friendly, happiness, optimism 59.2^ of the respondent agreed that green indicates Calm, happiness, lucky, patient 58.3% of the respondent agreed that blue indicates Productive, calm, relaxed, cold 45.8% of the respondent agreed that purple indicates Happiness, playfulness, productive.

Discussion of Findings

Emotional Responses

Table 1 showed emotional responses in individuals to different colors, such as blue green, red or yellow. 56.7% of the respondents strongly agreed that red is often associated with passion, love, and energy. 45.8% of the respondents agreed that orange stimulate appetite and activity. This collaborates with the frame work of De botoli (2011) that united states, orange is a color of road hazards, traffic delays, and fast-food restaurants. 55.0% of the respondents agreed that yellow boost communication. This support the work by kuller (2016) that yellow is bright and cheerful color that is often associated with happiness, positivity, and optimism. It can create a sense of joy

Warmth, and energy. 47.5 %. Of the respondents strongly agreed that blue calms and aids intuition. This collaborates with the work of green et al., (2014) that blue is often associated with calmness, serenity and tranqulity. 52% of the respondents agreed that purple uplifts and encourages creativity. This collaborates with the work of Elliot (2014) that purple is often associated with creativity, spirituality and luxury.

Mood Responses

Table 2 represent how the use of specific interior design colors influence individuals overall mood states, such as happiness, relaxation or anxiety 47.5% of the respondent strongly agreed that res indicates Intensity, anger, excitement, lust this support the work by letterman (2012) that red is often associated with passion love, and energy. 60.0 of the respondents agreed that orange indicate Impulsiveness, caution, warmth. This collaborate with the work of deborbi and meroto (2011) that united states, change is a color of road hazards, traffic delays and fast food restaurants 47.5% of the respondent agreed that yellow indicates Friendly, happiness, optimism

Conclusion

Based on the result of the findings, data analysis showed that there is significant relationship between interior color design and its effect on emotions and mood. The study showed that red indicate Intensity, anger, excitement, lust orange indicates Impulsiveness, caution, warmth yellow indicates Friendly, happiness, optimism green indicates Productive, calm, relaxed, cold blue indicates Happiness, playfulness, productive.

Recommendations

Based on the findings during study, the researcher has the following recommendations to make;

Designers and painters should be familiar with the emotional and psychological effects of various colors. Recognize that individual responses to colors can vary, so they should consider their client's preferences and personalities. Balance warm colors (e.g. red, orange, yellow) with cool colors (e.g. blue, green, purple) to create visual harmony. This balance can help avoid overwhelming or verily stimulating environment. Use bold and contrasting colors as accents to draw attention to specific areas or architectural features within a room. This can add interest and energy to the space. Involve their client in the color selection process, taking into account their personal tastes and the emotions they associate with

specific colors.

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