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Impact of Colours on Wellbeing & Happiness

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ABSTRACT: One of the most beautiful things we may experience in life is probably colour. The universe is full of colour, which envelops and surrounds us. A sea of hues surrounds us throughout our lives, and whether we are aware of it or not, they have an impact on our feelings and general well-being. A newborn baby's first sense is colour, and it has an instantaneous and lasting effect. A world devoid of colour would be eerily dull and lifeless. Studies on the psychology of colour reveal that some colours have an impact on mood. Most people agree that yellow is the happiest hue in the world. The renowned philosopher Johann W. Goether has researched how colour affects our thoughts, emotions, and physical well-being. Colour is a powerful tool for evoking specific emotions and can even affect our decision-making. Colour preferences also have an impact on our mood, the things we buy, the people we choose to spend time with, and the outfits we choose to wear.

Colours are frequently connected to a person's feelings in art therapy. Additionally, colour can affect a person's emotional or physical health. Medical science has established that a person's body temperature, blood pressure, and hormones may all be affected by colour. It has been proven by researchers that colours have a significant impact on emotions and moods. Therefore, colour is thought to be a subdued yet effective communication technique that affects our perception and emotions of the outside environment.

KEYWORDS: Colours, Impact, Happiness, well-being, Yellow

I. INTRODUCTION

A century after Sir Isaac Newton created colour, Johann W. Goether began researching the psychological implications of colour. He discovered that whereas red makes individuals feel warmer, blue makes them feel calmer and more relaxed. Goether made a colour wheel that illustrates each colour's psychological impact. He separated the hues into two categories. both the + and - sides. Warm colours: (-side) Green through Violet to Blue and (+ side) Red through Orange through Yellow. The + side of a colour is linked to enthusiasm, while the - side is connected to coldness.

When we traverse the environment as humans, light enters our eyes through our sense of sight and is converted by our brains into signals that tell us whether to approach or avoid an object, depending on whether it looks friendly or dangerous. Our responses to the objects around us are greatly influenced by colour. Colours have the power to influence our feelings, thoughts, interpersonal interactions, and purchasing decisions. Colour influences how we view and feel about the environment. It is a subtle but incredibly potent communication tool.

From a psychological perspective, every colour has an emotional impact on us that might be calming, joyful, or aggravating. Warm colours like orange, red, and yellow seem to move towards the audience, creating a pleasant, thrilling, and stimulating impact. Cool hues are thought to be calming, peaceful, and relaxing since they seem to fade into the background (look distinct). Environmental psychology is the branch of psychology that studies colours and their effects on our thoughts and emotions. This is essentially the study of how performances have been affected by colours or coloured settings, leading to both positive and negative behaviour.

II. APPLYING COLOUR PSYCHOLOGY TO EVERYDAY LIFE

Have you ever noticed that, regardless of the hue of the clothing in your wardrobe, there is always one shade that you just seem to go with because it makes you feel more at ease and self-assured? Your character is reflected in the colour.



& Character. Additionally, colour draws attention and elicits feelings. Have you ever considered how your environment could affect your thoughts, feelings, and behaviour? Have you ever noticed that you get irritated in specific places? or that particular locations offer comfort? You can rest assured that those locations' colours have an impact.



Every colour has a different psychological impact on us; it might be calming, joyful, or aggravating. It's crucial to take your perception into account even if studies have shown that some hues might improve relaxation and concentration. Every colour has a varied effect on various people. For instance, white is connected to innocence, cleanliness, and purity in Western culture, yet it is connected to death and grief in many other cultures, including Indian culture.

III. COLOUR PSYCHOLOGY: HOW COLOURS AFFECT US

Light from the sun is the primary source of energy and provides the full range of hues. Every colour has a unique effect on us. For years, researchers have examined the impact on our emotions, well-being, and cognitive processes. The energy of colour activates the pituitary glands as it enters our body. Subsequently, it induces specific hormones that subsequently impact an array of emotions. Understanding the various ways that each colour affects us will help us use colour to our advantage and boost our energy levels when needed.



RED –Red is the warmest and most dynamic of the colours—it triggers strong emotions. It is often associated with aggression, passion, and love as well as danger. It increases a person's heart rate and makes them excited. People who like the red are assertive, vigorous, prone to impulsive actions, and have variable moods and a person radiates such

energy, making it exciting to be with them. Red colour can also help overcome the negative thoughts. Red colour has power and, hence has always been associated with passion, vitality, and ambition.

ORANGE – Orange stimulates mental activities and is highly accepted among the young generation being a warm and friendly color. The orange colour combines the energy of Red and the playfulness of yellow. Orange is associated with sunshine, joy, enthusiasm, happiness, stimulation, and encouragement to a man's eye. It is also cheerful, creative, and attractive. Orange is a great colour to boost confidence, increase energy levels, and make you feel encouraged. Orange stimulates the mind and can have the effect of an antidepressant. Orange colour increases confidence levels and can also be considered for creativity quotient.

YELLOW – Psychologically, yellow enhances emotions, self-esteem, and creativity. It is a colour of sunshine, joy, and happiness. This colour is associated with intellect and energy. Surrounding yourself with yellow can give you a sense of inner power, increase your positivity, and raise your happiness bars. It builds self-confidence and encourages an optimistic attitude. Yellow positively impacts mood; with yellow items placed in the bedroom, a child with a fatal sickness may absorb its joyful, healing powers each day.

PINK – Pink is a beautiful colour and defines youthfulness, femininity, joy, and happiness. A study shows that pink colour has healing properties to treat patients, especially those going through emotional imbalance and trauma. In Western countries, Pink was also used in prison walls to calm aggressive prisoners. With its soft and delicate hues, pink stands universally as a feminine colour. Pink colour is emotionally soothing and gives a feeling of gentle warmth and nurturing. Pink lessens feelings of mental irritation and surrounds us with a sense of love and protection.

GREEN – Green symbolizes nature, is extremely pleasing to the eyes, and can enhance a person's sense of restfulness or calmness. Green symbolizes growth, harmony, freshness, and fertility wealth. Encourages creativity in a working environment and evokes good health. Green has great healing power. Green is a most restful colour to the human eye and hence can also improve vision. It suggests stability and endurance and indicates growth and hope. Green colour can also cure anxiety levels and is known to have a positive impact on overall health.

PURPLE – Purple is hailed as a royal colour. It combines the stability and calmness of blue and the energy of Red. It symbolizes loyalty, power, mobility, luxury, and ambition. It conveys the message of wealth and extra vengeance, extremely artistic, mysterious & passionate. According to a survey, 75% of Pre-adolescents prefer purple. Purple colour can give you a feeling of power, increase peace of mind, and strengthen spirituality. Purple can relax you, giving you a much-needed opportunity to explore your creativity. Because purple is a combination of red (intense) and blue (calm), it is utilised to assist and promote creativity.

BLUE: The colour blue is related to stability, depth, and infinity. It is also the colour of the sky. It stands for faith, trust, loyalty, discernment, and self-assurance. extremely well-liked by males for formal events. It has a soothing effect, which keeps you and those around you at ease. Blue is an excellent hue option since it is symbolic of honesty and reliability. Officially deemed the world's safest colour, blue is the colour that everyone loves!

BROWN: The earthy and nutty tones of brown foster a cosy and welcoming ambience. Since brown is the colour of the earth, it is dependable, robust, and steady. Those who wear brown clothes frequently are respectful of elders, have a mild conservative outlook, and are constantly seeking stability and serenity. You feel whole and attuned to the surroundings and the natural world when you wear brown.

GREY: Grey promotes mental stability and calmness. However, it can occasionally cause indecision in people. Grey is frequently linked to maturity, intelligence, modesty, and reserve. It embodies grace, decency, refinement, and compromise. Given that the term "grey matter" describes the makeup of the brain and intelligence, grey is also connected to intelligence. When paired with other vibrant hues, grey can have a calming mental effect. Darker tones are seen as formal and masculine, while shades of grey are what characterise femininity.

WHITE: Known as the colour of perfection, white is linked to virtue, innocence, virginity, and purity. It represents faith and is linked to formality, grace, and power. It also symbolises authority & strength. People who are upbeat and like freedom are drawn to this shade. White people tend to be exceedingly tidy, well-organized, and perfectionists.

BLACK —Dense and strong, black is a classic colour that denotes dignity, great rank, seduction, secrecy, and refinement. The colour black is associated with confidence, dominance, boldness, authority, and elegance. Individuals who dress mostly in black tend to be driven and aspirational. They typically try to hide their emotions, although they are sensitive people. Too much black can be depressing and steer the mind in the direction of pessimism. Black typically connotes darkness, evil, and mystery.

IV. COLOURS AND EMOTIONS

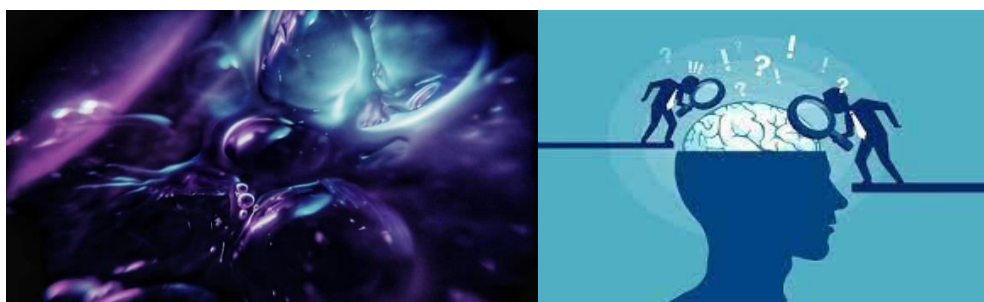
The way that different colours affect our moods is mostly determined by their hues, brightness, and classification as cool or warm. Let's examine a few ways that colours might affect our feelings:

WARM COLOURS: Warm colours like red, orange, and yellow typically arouse emotions like joy, optimism, and vigour. But orange, red, and yellow can also draw your attention and prompt you to act appropriately (such as with barrier tape, stop signs, and hazard warnings). A person's hunger may occasionally be stimulated by the colours red and yellow when they see delicious besan ladoos or yellow dal.



Colours of Happiness, Optimism, and Energy

COOL HUES: Cool hues are associated with nature and elicit feelings of serenity, melancholy, and indifference. Examples of these colours are blue, green, and purple. Numerous studies demonstrate how the paints used in living rooms and offices affect the moods of those who spend time there. Although cool colours can convey melancholy as well as calmness, green, which is a symbol of nature, amplifies the energy compared to warm colours, cool colours are frequently more muted. They are the hues of the sky, vegetation, water, and the natural world; they are typically serene and restful but also a little reserved.



Cool Colours Create Soothing Effects



Cool colours such as purple, blue, and green, in particular tints and tones, often arouse melancholy and are strongly associated with unpleasant emotions. gloomy, subdued tones, such as black and grey, are depressing. Brown and beige are examples of neutral colours that can also have this emotional effect.

JOYFUL HUES: Vibrant and cosy hues like yellow, orange, pink, and red are indicative of happiness. Pale hues such as peach, light pink, or lilac can help elevate one's spirits and create a cheery atmosphere. The hues' paler and brighter tones create a Yellow is widely acknowledged as the happiest colour in the world, and science supports this prestigious title. Maybe the most vibrant and vigorous colour is yellow. It is linked to joy, optimism, and brightness. Yellow hues will energise you and give you a positive, upbeat feeling. Numerous researches have connected yellow's psychological properties to the Sun.



Gay, Happy & Cheerful Colours

SOMBRE/ GLOOMY COLOURS: Sombre hues are subdued and dark. Grey is the colour associated with sadness, but depending on how they are used, dark, muted colours like blue, and green, or neutral colours like brown or beige can occasionally have a comparable influence on our sentiments and emotions. In Asian countries, white is the colour of mourning, but in Western societies, black is.



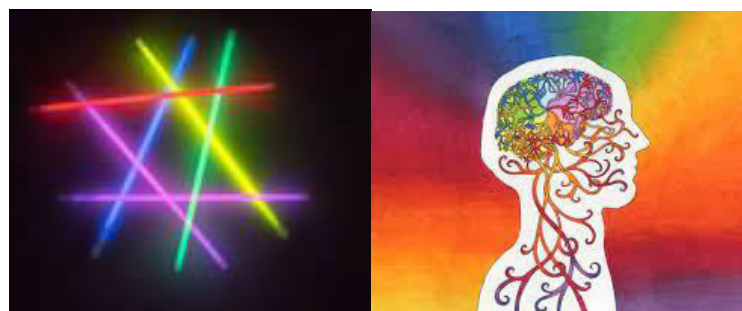
Gloomy Colours

SHADES OF CALM COLOURS -- Colours that are calming, such as light green and sky blue, might help you feel at ease. Pastel colours, such as mint, lilac, and powder blue, are soothing and peaceful. You can also feel more at ease with neutral colours like white, beige, and grey. Cool colours help you feel rejuvenated, at ease, and comfortable. You may even become meditative as a result of their fading influence, feeling as though an unending blue sky is enveloping you. For this reason, cool colours are advised in bathrooms and bedrooms—areas where you go to decompress and enjoy some alone time.



Calming, Relaxing, & Refreshed Feelings

VIBRANT COLOURS -- Neon, vivid, and strong colours can have a significant emotional impact. Like the extremely powerful colours royal blue, turquoise, magenta, and emerald, green can also be exciting and invigorating. Although these colours increase alertness, they can occasionally irritate the eyes. They'll seize Orange is a colour that conveys enthusiasm, vigour, and motivation. Red is most stimulating the mind.



Colours create a Stimulating Effect

It generates enthusiasm and energy as well as confidence. Bright colours like red, yellow, green, blue, and purple are examples of neon colours, also referred to as fluorescent hues. These are the primary neon colours; the brightest neon colours are lime, aqua blue, and pink, along with orange and pink. draw attention to yourself and make a statement among the crowd.

V. COLOUR AND WELLBEING

One of the most special senses that we often take for granted is colour. Examine your surroundings. There is colour everywhere; it envelops and surrounds us. Whether we are aware of it or not, the variety of colours that surround us throughout our lives has an impact on our well-being, emotions, and moods. Our life and general well-being can be significantly impacted by the colours we surround ourselves with. The secret to this idea is personal colour preferences. We choose particular colours for particular reasons, and frequently we are unaware of the reasoning behind the effects these colours have on us.

"Colour doesn't claim to be a cure for illness, but what you're able to do is create a well-balanced environment that not only has a positive effect on patient's wellbeing, but it can also aid in improving patients' health, putting family and visitors at ease and improving staff morale," Karen Haller, an applied colour psychologist, says. "The promotion of a greater sense of wellbeing, particularly in long-term care environments, is possible when colour schemes and design are carefully considered and planned."

VI. COLOUR THERAPY

Colour is frequently connected to an individual's moods and feelings in art therapy. Additionally, colour can affect and impact a person's emotional or physical health. Studies have demonstrated that certain individuals' pulse rates rose when they looked at red, which in turn caused the blood to pump more adrenaline into the body. Colour therapy also referred to as chromotherapy, is predicated on the notion that coloured lighting and colour might aid in the treatment of physical or mental health issues. This theory holds that colour affects our biology and moods in subtle ways. Colour therapy is a safe and useful treatment that can be used alone or in conjunction with conventional medicine or physiotherapy.



Whatever its application, it's critical to comprehend that "Chromotherapy is a method of treatment that uses the visible spectrum of electromagnetic radiation to cure diseases," said the National Centre for Biotechnology Information. This age-old idea has been effectively applied for centuries to treat a wide range of illnesses and psychological problems. Chromatotherapy, or the use of colours to heal, was a common practice in many ancient societies, including the Chinese and Egyptians. It has a powerful impact on both the body and the mind.

VII. COLOUR CAN AFFECT OUR PERFORMANCE

Research has additionally validated that specific hues may influence an individual's performance. While it may not be to everyone's taste, a study revealed that viewing red ink before an exam negatively impacted test scores. While red is frequently associated with being thrilling, stimulating, or menacing. However, the study discovered that before an exam, exposing children to red has been demonstrated to negatively impact test performance. The selection of colours for the learning environment should take into account the retention of information and the promotion of involvement. Avoiding overstimulating students is essential to establishing a classroom atmosphere that is supportive of learning. Using a lot of bright colours, especially orange and red, might lead to overstimulation. Colours like green and blue evoke sentiments of comfort, contentment, peace, and relaxation in classrooms.

Colours have the power to affect attention spans and elicit strong emotions, both of which help regulate processes that ultimately improve memory function. It is thought that for humans, colour is the most significant visual experience. It is a potent information conduit to the human brain and is important in improving performance in other domains such as memory. In marketing, communication, learning and educational environments, and even sports, colour can be incredibly powerful. The findings showed that wrestlers and boxers wearing red uniforms were perceived as more aggressive and had a higher chance of winning than those wearing blue or green.

VIII. CONCLUSION

People's feelings towards colours differ from one another. Because colours evoke a wide range of emotions that are strongly ingrained in our minds, colour perceptions are subjective. Colour has a lot of power to influence performances, set specific moods, transmit information, and even help individuals make decisions. People's tastes in colours also have an impact on the goods they like to buy, the clothes they wear, and the accessories they use to decorate their spaces.



Experts in the field such as marketers, designers, interior decorators, and art therapists are aware of the power of colour to influence mental and emotional states. Psychologists assign a colour to each of the seven physical chakras. Paint a bedroom a soothing green to produce a serene vibe, for instance. Room colours can also be utilised to evoke specific moods. Researchers have discovered that although colour can affect our emotions and behaviour, social, cultural, and psychological factors can also have an impact. Additional scientific investigation is required to enhance comprehension of colour psychology.

Considering the impact of colour on happiness presents creative opportunities. Playing around with bright clothing, accessories, and décor in our homes gives a level of personal expression to our way of life. Understanding the colours of the natural world opens our eyes to fresh perspectives. As a result, we can all still embrace our inner child and enjoy adding colour to our lives. Although colours have the power to affect our emotions and behaviours, these impacts depend on a variety of social, cultural, and personal factors. Given how widely used colour psychology is in marketing, art, design, fashion, and other fields that aim to link hues and emotions, more scientific study is required to fully comprehend this idea.

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