

Color preference with respect to sex. research paper sample

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Background.

The intent of the paper is to analyze the color preference development across the different sexes. The study aims to discover the taste and preferences among different genders in terms of color. It is common in the world that every individual has a preference for certain colors. The study will discover the extent to which color preference is in males, as well as females. The age aspect will play an important role in the study since different preferences are exhibited by various age groups. This will make the main objective of the study. There are various motives from different individuals in preference for a certain color. The color of an individual describes his or her personality. Similarly, through color preferences, the age and individual background can be determined. This reveals the significance of the study. In a precise way, the study evaluates the factors that contribute to the choice of a color of an individual. From various studies and theories formulated, different views on color preference of different sex are formulated. For instance, various scientist formulates that color preference is originally as a result of the responsibilities assigned to different ancient human being. For example, pink for women and blue for male. Conceptual evidently embarked with literature review, need to be conducted to establish the extent to which the study fills the study gap left by previous researchers.

Hypothesis.

This is an overview of what the study intends to cover. It forms the researchers' explanation of what the study intends to cover. The hypothesis formulated will be evaluated at the end of the study where the conclusion

will be made. The study objectives, which form the hypothesis to be formulated, can be described in two forms. These includes, the general objectives and specific objective. The general objectives are mainly the intent of the study in general form. The study general objective is to determine the color preference in different sexes. Specific objectives of the study include the factors that contribute to a choice of color by a given gender and the extent to which the color choice is distributed among various age groups. The results of the findings will help in rejection or acceptance of the hypothesis. The formulated hypothesis is whether color preference reliably develops in humans with respect to sex.

Research methodology.

There will be three major steps to be used in carrying out the research. First is to plan the research which involves selecting the problem area, defining the research problem, reviewing the literature, formulating research objectives, developing the research and sample design. The second step is conducting the research which involves pilot testing the data collection instruments, collecting the data, classifying, organizing and analyzing data and generating conclusions and implications. Lastly is reporting the research which involves writing a final report, publishing and disseminating the report. Descriptive research design will be used in the study. It will involve the description of the behavior of a subject without influencing it. The method has the following advantages; subjects observe in their natural set up without manipulating the environment. Research design is a cross-section as it can be used in both qualitative and quantitative data analysis, to address the problem.

The research mostly entailed use of secondary data. Secondary data collected from the published information from journals, textbooks and magazines among other relevant sources. After the fieldwork, before analysis, all questionnaires will be adequately checked for reliability and verification. Editing, coding and tabulation of the collected data will be carried out. The data will be analyzed using qualitative and quantitative techniques. The qualitative method involves content analysis and evaluation of text material. Quantitative method involves the use of diagrams such as tables and charts.

Data analysis.

Information collected from secondary sources was used to make research conclusion. Secondary sources used were basically the textbooks and journal articles. The information derived from these sources was analyzed in relation to the research topic. From the secondary data, the conclusion was made that lead to the arrival of the results given. Due to the nature of the research, the data analysis was done through the descriptive method of analysis where conceptual framework was made.

Research model.

There were mainly two variables that were investigated in the research. The variables were color preference in relation to gender. Gender was further analyzed to involve the age and the trend of color preference across different age groups was done. This helped to make the conclusion given. The variables were used as the key elements of the study. The theoretical interaction of the variables was done to reveal the information given.

Results.

For the study conducted, it was revealed that certain colors are preferred by the male while others by the female. Blue and black colors were predominant in males while pink and red was predominant in females. Color choices were mostly influenced by the occupation of the individual. Working individuals preferred black colors as compared with the non working group. In relation to age, color choice was predominant to younger groups as compared to elderly people. The state of interactive environment also influenced the color choice. For instance, a specific social group will have higher preference for a certain color when compared to another social group. The background and ethnicity had an effect on color choice, but their effects did not reveal much preference as compared to these other factors. Therefore, age, status or occupation, background and ethnicity are the main factors that lead to the choice of a specific color. The trend of color choice between males and females was different. Females were more color sensitive than males. For instance, a female considered color matching of her clothes and body color, which was not the case in most men.

Conclusion.

It is evident that color preference differs across sexes. Females are considered to be more color sensitive than males. The choice of color is subject to the nature of the social status of the individual. The occupation, ethnic backgrounds and age form the factors that lead to color preference. Therefore, the hypothesis should be accepted in that color preference develops in human with respect to sex.

Recommendations.

The research revealed that color preference differs across genders. This is in terms of age and occupation. This shows that, the research covered some of the elements in color choices. There are other variables that need to be done to investigate more on this phenomenon. This leads to further research be conducted to identify if there are other factors that leads to the research conclusion made.

Works Cited

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