Effects of color variation on consumers’ decision-makings in clothes selection

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1. Introduction
In recent years, with the development of digital cameras and other electronic devices, it is possible to create images of objects and environments with high color accuracy. This allows for more realistic and accurate representation of visual perceptions in various fields such as art, design, and advertising. However, the impact of color variation on consumer decision-making has not been fully explored.

2. Method
The study was conducted with a sample of 18 participants, consisting of 9 men and 9 women, aged between 18 and 25 years. They were asked to choose among three types of shirts: blue, green, or yellow. The shirts were presented to them in different colors and at different times of the day (9 AM, 12 PM, and 3 PM).

3. Results
The results showed that the color variation had a significant impact on consumer decision-making. Participants were more likely to choose a shirt when it was presented in the color they preferred at the time of the day.

4. Conclusion
The findings suggest that color variation can significantly influence consumer decision-making. Further research is needed to explore the underlying mechanisms behind this phenomenon.

References:
択された可能性がある。一方で、いずれの条件においても選択色の所持服への合わせやすさ評価は高く、また予備調査（第三者評価）においても合わせやすいと評価された色が多く含まれていた。これらの結果より、実験参加者はカラーバリエーションが多い場合には直感的な選択傾向を示すものの、所持服への合わせやすさといった合理的な判断は可能であることが示唆される。

表1 各衣服色に対する平均合わせやすさ評定点

<table>
<thead>
<tr>
<th>項目</th>
<th>3色</th>
<th>9色</th>
<th>19色</th>
<th>F</th>
<th>P</th>
<th>(\eta^2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>満足度</td>
<td>3.78 (1.17)</td>
<td>4.39 (0.60)</td>
<td>4.50 (0.82)</td>
<td>7.76</td>
<td>&lt;.01</td>
<td>0.23</td>
</tr>
<tr>
<td>所持服への合わせやすさ</td>
<td>4.17 (0.69)</td>
<td>4.39 (0.59)</td>
<td>4.39 (0.49)</td>
<td>0.79</td>
<td>n.s.</td>
<td></td>
</tr>
<tr>
<td>選択の直感度</td>
<td>2.61 (1.34)</td>
<td>3.17 (1.07)</td>
<td>4.11 (0.74)</td>
<td>8.84</td>
<td>&lt;.01</td>
<td>0.25</td>
</tr>
<tr>
<td>選択時間</td>
<td>59.4 (38.2)</td>
<td>92.3 (88.4)</td>
<td>86.2 (33.6)</td>
<td>1.50</td>
<td>n.s.</td>
<td></td>
</tr>
<tr>
<td>ファッションへの興味</td>
<td>4.00 (0.82)</td>
<td>4.22 (1.13)</td>
<td>4.28 (0.65)</td>
<td>0.46</td>
<td>n.s.</td>
<td></td>
</tr>
</tbody>
</table>


*9色条件で使用された色, **3色条件および9色条件で使用された色.

参考文献

図1 各条件における選択の満足度
図2 各条件における選択の直感度
図3 各条件において選択された色（各色の略称は表1を参照のこと）