



# A Study on Effect of Colors on Personality and its Relation with Spirituality

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## Abstract

*Colors affect us deeply. Several studies have revealed that there is a relation between color preference and personality traits. Colors are associated with energies and hence there can be associated with spirituality. The objective of this study is to find a relation between spirituality and colors. The survey was done on 50 middle aged working women. A self developed questionnaire was used for the survey. The study revealed that a lot of women associated colors with spirituality and positive energy. Few women are conscious about wearing a particular color on a particular day. They also feel that colors affect their personality.*

**Keywords:** Colors, Personality, Relation, Spirituality.

## Introduction

Colors have the ability to manipulate a person's feelings, moods, and emotions. Colors may affect one's actions and response to situations, ideas and other people. Colors can influence us in unimaginable ways. We are surrounded by colors. Each color corresponds to a vibration, which is associated with energy. You may find some colors elevating the mood and inspiring while others gloomy and dismal. There are many phrases like 'feeling blue', 'green eyed monster', 'red alert', which are associated with the feeling of a particular color. The individual color choice for clothing or decorating a room can reveal much about personalities.

Several personality test conductors have included response to colors as a basis of their assessment techniques. Holmes, Fouty, Wurtz and Burdick<sup>1</sup> examined the relation between color preference and psychiatric disorders. Color is an ubiquitous, primary and non-verbal aspects of human behavior on the most basic level. People choose the colors they like in accordance with their personality traits, and their personality traits resemble the colors they prefer<sup>2</sup>.

**How colors affect us spiritually:** The entire Universe is made up of three subtle-components of Sattva, Raja and Tama.

**Table-1**  
**Components and Characteristics of Universe**

Components	Characteristics
Sattava	Purity and knowledge
Raja	Action and passion
Tama	Ignorance and inertia

Colors are also categorized as sāttvik, rājasik or tāmasik depending on their predominant subtle components. When we wear clothes that are of sāttvik colors, it helps in

spiritual practice, while colors that are Raja-Tama in nature hinder spiritual progress. Wearing clothes that are Raja-Tama in nature increases the negative spiritual vibrations around us. Hence we are more likely to attract negative energies as they too are Raja-Tama predominant.

**Spiritual meaning of Colors: Red:** Red is the color of energy and passion. It signifies warmth, courage, aggression. Red also symbolizes creativity. This color should be used in moderation and carefully as it is a powerful color. Red is used to burn out the diseases in healing. In study of aura the color red depicts materialism; it focuses on sensual pleasure and short temper.

**Orange:** The color orange shows a person's relationship with the external world, the needs of the body and the ways in which these are fulfilled. Orange boosts immunity and sexual energy. In study of aura the color orange shows thoughtful mind and creativity.

**Yellow:** Yellow means intelligence, convincing power and creativity, it is also related with happiness. The color yellow may enhance the clarity of thoughts. In study of aura this color means intellectual development.

**Green:** The color Green is associated with nature. It stands for prosperity, money and fertility. It symbolizes envy. Green is color of healing and luck. In study of aura green means peace and steadiness.

**Blue:** Blue is associated with spirituality and inner peace. It is also related to gloom and depression. In study of aura blue stands for tranquility, satisfaction and spiritual development. Blue color is often used for cooling both mentally and physically.

**White:** White is associated with truth, sanctity and serenity. It is a good color for treating pain. In study of aura it shows a high level of realization to help others.

**Indigo:** Indigo is deeply related with intuitive abilities. Indigo is used for relaxation and comforting. In study of aura indigo shows a seeker of truth.

**Gold:** Gold is the color of luck. It is the most powerful color for healing. In the study of aura it represents serving others.

**Pink:** Pink is the symbol of unconditional love. It is also associated with friendship and geniality. In aura study it shows equilibrium between spiritual and material.

**Brown:** Brown is related to earth and symbolizes practicality, concentration and study. In the aura it indicates simplicity and common sense.

**Black:** Black represents non existence of color. It is associated with mystery. It may promote deep meditation. Black is also associated with evil. In the study of aura it shows some kind of obstacle or blockage.

**Objective:** The aim of this study is to find a relation between color and spirituality.

## Methodology

The study was conducted on 50 middle aged working women. Survey was done by a self developed questionnaire.

## Results and Discussion

Around 68% women felt that they associate colors with spirituality, 28% felt they did somewhat and the rest 4% felt they didn't. Around 52% women felt that they associate color with positive energy, 38% felt that they somewhat did but almost 38% women felt they didn't. When asked how conscious they were about wearing a particular on a particular day, only 16% of them felt they were 24% somewhat but a majority of 60% felt they weren't. 48% women associate colors with healing attributes, 44% somewhat do and only 8% don't. Finally 52% women strongly feel that colors affect personality, 44% somewhat agree but 4% women don't feel so.

## Conclusion

The study concludes that majority of women associate colors with spirituality and positive energy. Few women are conscious about wearing a particular on a particular day. A lot of them associate colors with healing attributes and think that colors affect personality.

Table-1

Questions	No. of "Yes"	No. of "Somewhat"	No. of "No"	No. of "Don't Know"	% Yes	% Somewhat	% No	% Don't Know
associate color with spirituality	34	14	2	0	68%	28%	4%	0%
associate color with positive energy	26	19	5	0	52%	38%	10%	0%
Consciously think about wearing a particular color on a particular day	8	12	30	0	16%	24%	60%	0%
Associate certain colors with healing attributes	24	22	4	0	48%	44%	8%	0%
Think colors affect personality	26	22	2	0	52%	44%	4%	0%

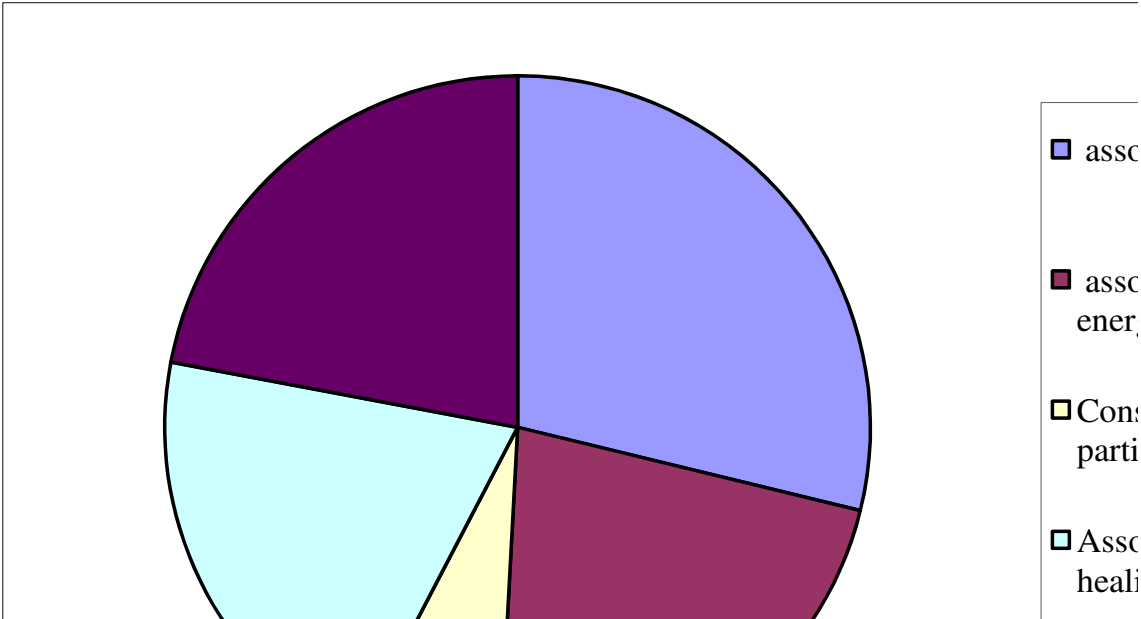


Figure-1  
Colour Relation

References

1.

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