COLORS PREFERENCE AND STANDARDISATION AT GINI & JONY – A CASE STUDY AT GINI & JONY, NARIANA DELHI.

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Abstract:

Color has always played a big role in making spaces feel cozy or more open. However, how people respond to different colors can vary a lot. Companies also pay attention to color when designing their logos. Logos tend to attract more customers when the logo color matches the vibe or personality of the product or service being sold. Colors also matter in store window displays. Studies show that while people prefer cooler colors, warm colors tend to catch the eye of shoppers who make quick, impulsive purchases.

In a study to understand this better, a questionnaire was given to kids and their parents using random sampling. The goal was to figure out what factors matter most to customers when they shop at GINI & JONY. This information helps the company see how these factors are related to each other and customer behavior.

The main demographic factors have been identified as Customers, Age, Occupation and Physical Location. The whole study revolves around the colors and its components. The multi options questions cover the Favorite color, Cartoon Character, Party Color, Denim Color and Monthly

spending by a customer on brand. Some other statements also helped to determine various factors before heading towards the future approach. The end results were extremely helpful in the study of the color and its preference study in the brand and with the help of the derived answers the company can now plan according to the demand or choices of customers.

Keywords: - MBO- Multi Brand Outlet, FDI- Foreign Direct Investment, EBO- Exclusive Brand Outlet, LFS- Large Format Store, GJ- Gini & Jony, USP- Unique Selling Point

Introduction:

The introduction chapter will be explaining the purpose of presented study i.e., the color-psychology followed by the parents both father and mother and kids while purchasing for kids. What colors effects the parents more and what are preferred by the kids? The report also focuses on the colors preferred by both genders.

The study of color psychology of hue decides the human behavior. Color influences feelings that are not always right, such as the taste of food we eat. Colors can also improve placebo efficiency. Every person choice differs from another person but color also influence the person Factors like gender, age, and culture can influence how color is perceived an individual.

In marketing and branding, color psychology is also widely used. Many marketers think that color effects the customer and change their buying behavior on the basis of emotions and perceptions.

 While choosing the brand logo company also sees the color first according to their brand story. These logos appear to attract customers when the brand logos color matches the personality of the goods or services. While displaying the window of the store color is the main component for the company. Study finds that warm colors are more dominating and purchased by the spontaneous customers more than their most liked colors.
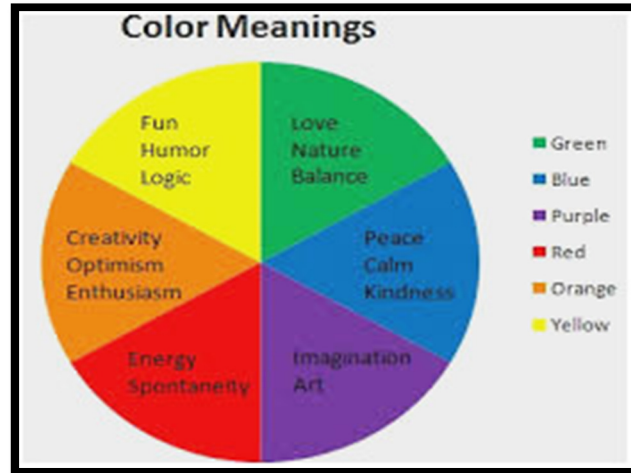
Fig: Color Meaning

Research Objectives

- To identify the color preferences of GINI & JONY customers.
- To analyze the role of color in driving purchasing decisions.
- To explore the possibility of standardizing color schemes in the store's branding and product displays.

Color psychology of kids

Colours represent an influential part in the psychical growth of little kids in real. A huge part of a child's nature and character can be due to the colours you open them too. It's been explained that several colours have influences on our moods. Colours can control our feelings, impression and agility. Children absorb colour easily and prefer to work with them smartly. Their association with different colours helps them focus on their tasks and keeps their agility going in life.

Ever since the presence, had always thought and had been under the impression that colours are just colours. Not even in the most colourful of dreams had known that each and every colour has a important meaning attached to it. Colours are a portion of the radiation's spectrum. They are known to have some energy and frequency in them. Colour impact the mood of adults and their

young ones in life. Colour psychology and its impact on a kid's knowledge capabilities and performance is a most studied topic among all the topics.

Review of Literature:

Carol Lawler and Edward Lawler (1965) studied the theory of color-mood association in young children. He suggested that color-mood association also works for the young kids to prove he selected 48 children between the age of 3 and 4 years and ask them to choose certain colors to describe their mood (lawler Carol o., 1965). **Jeevamalar Kumarasamy, Preesha Devi Apayee, Maithreyi Subramaniam** submitted learning about the how colors affect the mood, for the same he conducted the questionnaire on different color of sheets printed by the students and for students as well although they did not necessarily receive responses that matched the hypothesized emotions for each color, they did prove their hypothesis that different colors receive different reactions. (Jeevamalar kumarasmay, 2014) **Andrew J. Elliot** analyzed in a conceptual theory of color metaphor. For example, they connected the colors with their use and believe in social world. colors are shown as light colors are purest colors and are not (Elliot, 2015)strong as compared to dark colors and not harmful. **Jee K** submitted learning in their Another article which goes almost the same title "How Color Affects Your Mood" by how does the use and placement of colors play a role in daily life. The customers are impressed not only by colors but with the proper arrangements and combinations (K, 2012).

Color is one of the most powerful tools used in marketing and retail, playing a critical role in consumer behavior and branding. It is not just an aesthetic decision but also a psychological trigger that affects purchasing decisions and brand perception. This literature review explores various aspects of color preferences and standardization in retail, particularly within the context of children's apparel. By analyzing past studies and theories, we aim to frame the context for the case study on GINI & JONY, a prominent children's clothing brand, focusing on its store in Nariana, Delhi. Understanding how color preferences impact consumer behavior and how color standardization can enhance brand identity is crucial for this study.

Research Methodology:

Sample: The questions in this study were designed to analyze the behavior of customers who visit and shop at GINI & JONY stores. Due to time and resource constraints, a limited number of respondents were selected to represent the general population. It was decided that the sample size should be more than 150, but responses were collected from 120 people. The focus was on individuals who visited the stores.

Non-Probability, Convenience Sampling: The study focused on customers visiting the stores, and the sample was selected based on convenience. Convenience sampling means choosing participants who are easiest to reach and continuing until the required sample size is met.

The Questionnaire: To develop the questionnaire, the key variables to be studied were identified. The main goal of the study was to understand customers' color preferences.

1. The Psychology of Color in Retail

The psychology of color has been widely studied, especially in the fields of marketing and consumer behavior. According to Elliot and Maier (2014), colors are perceived differently based on cultural, emotional, and personal factors. Warm colors such as red, orange, and yellow tend to evoke excitement, warmth, and urgency, while cooler tones like blue and green are associated with calmness and trust. These associations significantly impact consumer behavior, as shoppers often make decisions based on their emotional response to colors (Singh, 2006).

Bellizzi and Hite (1992) conducted an early study on color's influence on retail environments, showing that consumers associate different colors with various emotions and are more likely to purchase when exposed to certain colors. For example, red and orange hues in stores often result in a sense of urgency, prompting impulse buying, while blues and greens tend to relax consumers, encouraging a more leisurely shopping experience. These findings have been reinforced by more recent studies (Hemphill, 1996), making color an essential element of retail strategy.

2. Color Preferences in Children's Apparel

Children's clothing retailers like GINI & JONY rely heavily on color to attract both young customers and their parents. Research indicates that children are drawn to bright and vibrant colors, which stimulate their senses and create positive emotional reactions (Boyatzis & Varghese, 1994). However, color preferences in children are also influenced by age and gender. Boys tend to prefer cooler colors like blue and green, while girls are often more attracted to warm and pastel colors, including pink and purple (Cohen, 2013).

Children's preferences for specific colors are closely tied to their cognitive development and societal influences (Bornstein, 1975). As children grow, their ability to distinguish between various colors becomes more refined, and their preferences evolve. This development is crucial for retailers who need to keep their target market's changing preferences in mind when designing products and marketing strategies.

GINI & JONY, being a brand that primarily caters to children, must carefully consider these preferences when choosing the color schemes for their products and store layout. According to Hemphill (1996), retailers that align their product colors with customer preferences can significantly enhance the shopping experience, ultimately leading to higher sales and customer loyalty.

3. The Role of Color in Branding

Color is one of the first things consumers notice about a brand, making it a crucial component of branding. A consistent color palette across products, logos, and store environments can help establish a strong brand identity and increase brand recognition (Labrecque & Milne, 2012). Singh (2006) found that colors can improve brand recognition by up to 80%, emphasizing the importance of color standardization across various touchpoints.

In the context of GINI & JONY, the brand's identity is heavily tied to its use of vibrant and child-friendly colors. As a children's clothing brand, the consistent use of bright, playful colors helps reinforce its appeal to both children and parents. Research by Hynes (2009) supports this approach, indicating that color consistency across branding elements like store design, product packaging,

and marketing materials can create a unified brand image, making it easier for customers to recognize and trust the brand.

Color also plays a critical role in evoking the emotional responses necessary for brand loyalty. According to Schmitt and Simonson (1997), the emotional connection that consumers feel towards a brand is often initiated through visual elements like color. This is especially true for brands catering to younger audiences, where colors are a primary driver of emotional engagement.

4. Color Standardization in Retail

Standardization of color across products and marketing channels has become an important consideration for global retail brands. The ability to maintain consistent color palettes across various markets ensures that customers have a unified brand experience, no matter where they shop. A study by Bottomley and Doyle (2006) emphasized the importance of color consistency in global branding, noting that consistent use of color helps maintain brand equity and increases consumer trust.

For a brand like GINI & JONY, which operates in a highly competitive market, color standardization could enhance its brand recognition. Standardizing colors across stores, online platforms, and advertising materials would help create a cohesive brand image that resonates with its target demographic. Furthermore, color standardization has been shown to influence purchase decisions positively, as customers are more likely to associate certain colors with brand identity and quality (Labrecque & Milne, 2012). However, standardizing colors in a children's apparel brand like GINI & JONY must account for regional preferences and cultural differences. As highlighted by Aslam (2006), different cultures associate colors with different meanings. While bright colors may appeal universally to children, GINI & JONY must consider regional color preferences when developing a standardized color scheme. For example, in India, vibrant colors like red and orange are often associated with celebrations and joy, making them ideal for a children's clothing brand (Schmitt & Pan, 1994).

Findings and Analysis

In this study different data is analyzed in different some area and also data is collected after reviewing all the literature review, direct observation, and reviewing recorded data.

1: **To Identify the Color Preferences of GINI & JONY Customers**

1. **Age and Gender-Based Color Preferences**:

   - Customers with younger children (under 5 years) might prefer pastel or lighter colors like baby pink, sky blue, or light yellow, as these shades are typically associated with infancy and early childhood.
   - For children aged 6-12, brighter and bolder colors like red, blue, green, and yellow might be favored, especially in clothing and accessories.
   - Gender differences may emerge, with boys generally preferring shades of blue, green, and black, while girls may show a preference for pink, purple, and pastel shades.
   - Preferences for neutral colors (e.g., white, grey, beige) could also be observed among parents seeking versatile clothing options.

2. **Seasonal or Occasion-Based Preferences**:

   - Seasonal shifts might influence color preferences, with lighter, cooler tones (e.g., white, blue, pastel) being preferred during summer and spring collections, while deeper, richer colors (e.g., burgundy, dark blue, forest green) might dominate fall and winter collections.
   - Colors associated with special occasions (e.g., festivals, holidays) might also influence purchasing decisions, with customers choosing festive colors like red and gold during holiday seasons.

3. **Regional and Cultural Influences**:

- Indian cultural preferences for vibrant colors like red, orange, and yellow might be more dominant in festive collections, influenced by local traditions and celebrations.
- There might be a preference for ethnic-inspired designs featuring bright colors during festival seasons like Diwali and Eid.

2: To Analyze the Role of Color in Driving Purchasing Decisions

1. **Impact of Bright Colors on Impulse Purchases**:

- Bright and eye-catching colors in window displays and promotional materials may lead to an increase in impulse purchases. Customers might be more drawn to visually appealing displays featuring primary colors (red, blue, yellow), which psychologically stimulate excitement and urgency.
- Customers might be more likely to enter the store when attracted by colorful window displays or special sale promotions utilizing bold colors like red and yellow, which are often linked to urgency and discounts.

2. **Color as a Decision-Making Factor**:

- Around 60-70% of customers might cite color as a key factor influencing their purchasing decisions, particularly for children's clothing. They could favor clothing and accessories in their child's favorite colors or those that match a specific event or outfit.
- Some customers may report that they avoid certain colors because of personal preferences or the perception that certain colors are not "child-appropriate" (e.g., darker colors like black or grey for younger children).

3. **Role of Color in Brand Perception**:

- Consistent use of appealing color schemes in both the store environment and branding (e.g., in product displays, signage, and packaging) could be linked to

positive brand perception. Customers may associate GINI & JONY with fun, playful, and youthful energy due to the use of vibrant, child-friendly colors.

- Positive color experiences in the store may contribute to increased customer satisfaction and loyalty. Customers may recall past purchases based on the emotional experience associated with specific colors, leading to repeat purchases.

3: To Explore the Possibility of Standardizing Color Schemes in the Store's Branding and Product Displays

1. **Benefits of Color Standardization**:

   - Standardizing color schemes across product lines, in-store displays, and marketing materials might create a more cohesive brand identity, making GINI & JONY easily recognizable to both new and returning customers.
   - Consistent color use in different collections (e.g., holiday, school, casual wear) could enhance the shopping experience by creating visual continuity, simplifying the choice for parents, and reducing the decision-making process.

2. **Customer Perception of Brand Consistency**:

   - Customers may respond positively to the store's color standardization, associating consistent color palettes with reliability and quality. For example, a signature color or palette used across all collections could create a sense of trust and familiarity with the brand.
   - Standardization could potentially streamline purchasing decisions by giving customers confidence that certain color palettes will always be available for specific types of products (e.g., playful colors for casual wear, soft pastels for newborn collections).

3. **Challenges of Standardization in a Diverse Market**:

   - While standardization offers brand consistency, customer preferences may vary by season, cultural influences, and fashion trends. Balancing standardized color
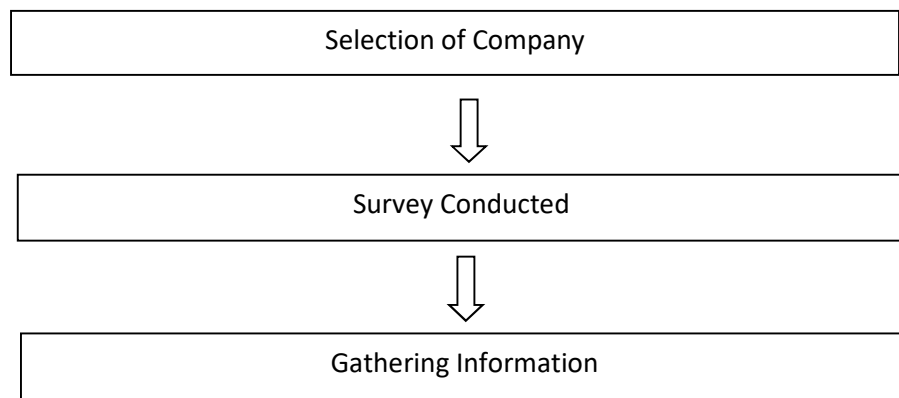
schemes with local and seasonal demands could be a challenge. For example, certain color schemes popular in Delhi may not resonate as strongly in other regions of India.
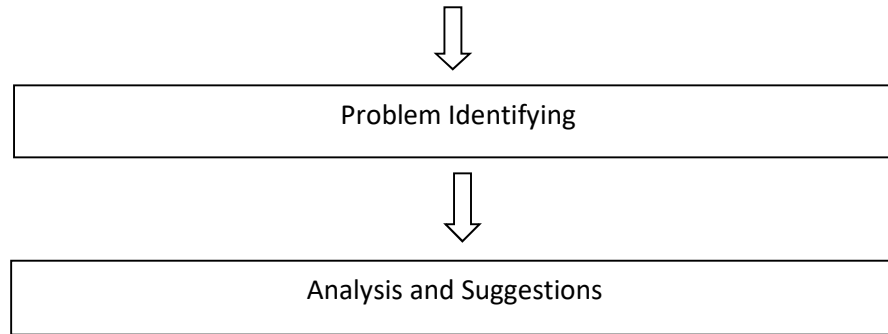
- Over-standardization may limit the brand's ability to experiment with new and trending colors, which could be crucial for staying relevant in the competitive children's apparel market. Flexibility in adapting to seasonal color trends while maintaining a core color scheme could be a potential solution.

4. **Potential for Improved Sales**:

- A unified color strategy may result in improved sales due to increased brand recognition and customer loyalty. Customers may appreciate the predictability and ease of shopping when they associate certain colors with specific product categories, making it easier to find what they are looking for.
- Enhanced visual merchandising through color standardization could lead to more effective store layouts, better product visibility, and improved customer flow, ultimately boosting in-store sales.

As shown in Figure 3.1, the research process began by defining the problem and setting clear objectives. After reviewing relevant literature, all necessary data was collected. The study followed specific steps for gathering and analyzing data to meet its goals. Some of these steps included:

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│       Selection of Company          │
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│        Survey Conducted             │
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│      Gathering Information           │
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Problem Identifying

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Analysis and Suggestions

The questionnaire was designed to collect primary data in order to find first-hand information about the preference of Customer in terms of their color choices. Also, the questionnaire was helpful in the collection of much information which can be used for further color planning.

The questionnaire was designed to, first, collect data that would be used to find segments among the respondents, and second, to collect data about the factors. The questionnaire contains the 3 segments or divisions-

- 1st section contains the Demographic Questions like- Age, Customer (Personnel), Occupation of Respondents and Physical Location.
- 2rd section simply include the 5 multiple choice questions. Including the basic factors like favorite color, cartoon and character, Party color etc.
- 3nd section comprises of 7 questions on basis of 5-point scale method. The numbers provided from 1-5 meant the following-
    1. Completely Disagree
    2. Somewhat Disagree
    3. Not Agree nor Disagree
    4. Somewhat Agree
    5. Completely Agree

The questions asked in the questionnaire were based on the findings from the literature and observations. Questions which were asked are designed to collect data and were derived from the findings within consumer behavior regarding the colors.

Questions about the whole study were derived from the literature found about the understanding of color and choosing them. Many stores were visited throughout the different cities i.e. Delhi,

Gurgaon, Chandigarh, Noida and Meerut to fill the questionnaire by the customers personally in order to make sure that the collected data is reliable and not to collect data from the same respondent more than once.

CONCLUSIONS

The whole Study was conducted to understand the Customers of GINI & JONY and tried to figure out the Preferences and their choices regarding the colors and other related choices. It was found that people do have their own perceptions about the colors. The study was done on the majority of the people including the kids, parents and other relatives. That what are the choices and likes of these people so that further planning can be done according to the results derived.

Based on the result discussed, the study found the below mentioned critical points on the basis of factor we studied, the conclusions can be as followed-

In the first question, the respondents included five categories: Father, Mother, Girl, Boy, and Other. Among these, the majority of Mothers (28.00%) preferred to purchase at Gini & Jony, which is slightly higher compared to Fathers (26.00%) and others. The major age group of respondents was 30-40 years old, comprising the highest percentage at 37.00%. This was followed by the 10-20 years age group at 25.00%, with the 40 and above years age group being the least represented at only 6.00%. Regarding the occupation of customers, it was found that students, i.e., children, prefer to shop more at the stores, accounting for 39%, compared to employed persons, who showed a 36.00% interest. Lastly, the physical location data from the questionnaires indicated that 33% of the respondents were from Gurgaon, followed by Noida with 25%, and the least responses were received from Delhi, accounting for only 8.00%.

The survey results indicate that the majority of respondents prefer the color blue, with 35% expressing this preference, compared to 25% for red and 17% for yellow. Regarding favorite cartoon characters, Doraemon is the most popular, favored by 34% of respondents, followed by Tom & Jerry at 25%, and Mickey Mouse at 20%. When it comes to favorite party colors, red is the top choice with 30%, followed by black at 22.5% and pink at 20.83%. Blue is also a highly popular color across all age groups, preferred by 47.5% of respondents, with black at 25.83%, grey

at 16.67%, and white at 15.83%. In terms of monthly spending, 36% of customers typically spend between 1001-1500, while 25% spend between 1501-2000.

The majority of people were neutral about liking cartoon characters on their clothes, with 32% expressing neutrality, 26% somewhat disagreeing, and 24% somewhat agreeing. When it comes to shimmery or shiny party wear dresses, most people were somewhat disagreeable, with 40% in this category, followed by 23% who neither agreed nor disagreed, and 13% who completely disagreed. The preference for matching accessories saw 29% of people completely agreeing, 23% somewhat agreeing, and 22% neither agreeing nor disagreeing. The importance of color was highlighted by 42% of people who completely agreed, followed by 22% who somewhat agreed, and 21% who neither agreed nor disagreed. Regarding wearing matching clothes, 32% of people somewhat agreed, 27% completely agreed, and 26% neither agreed nor disagreed. In terms of making buying decisions independently, 35% of people somewhat agreed, 27% somewhat disagreed, and 15% neither agreed nor disagreed. Lastly, people are not greatly inspired by others, with 36% somewhat disagreeing, 25% neither agreeing nor disagreeing, and 18% completely disagreeing.

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