UNIVERSITI TEKNOLOGI MARA

A STUDY ON GENDER COLOUR PREFERENCES; ITS RELATIONSHIP TOWARDS CONSUMER PRODUCTS DESIGN

SUSASTRI BTE ABDUL RAHIM

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ABSTRACT

The statement of problem of this research project is to investigate the trend- by understanding the meaning of colour can this contributes to the success of a design and also to investigate to what extend the decision of colour choices can or may impact gender personality.

The aim of this research project is to study the impact of colour, and to establish if gender and/or personality do impact colour choices and preferences towards any consumer product design. Colours do serve many functions in the manufacturing industries such as in fashions, architecture, automobile industry and products designing. Product design classifications include furniture design, electronic goods, house appliances, apparel, fashion accessories, children toys and automobile.

It is hope that the research findings can benefit professionals in education, consumerism and marketing by applying suitable colour schemes in their product designs. The significance of the study is also to confirm the result indicating the differences between genders (adult) in preference for colours and to identify the Malaysian colour preferences.

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