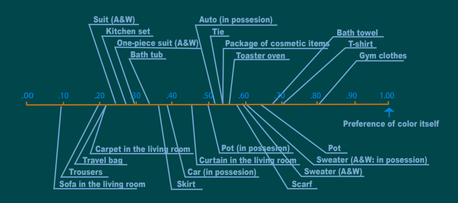
PREFERENCE FOR PRODUCT COLOR

- Dealing with the evaluation differences among presentation methods -



The correlations between the preference of color itself and that of the product colors (Japan Color Research Institute 1979)

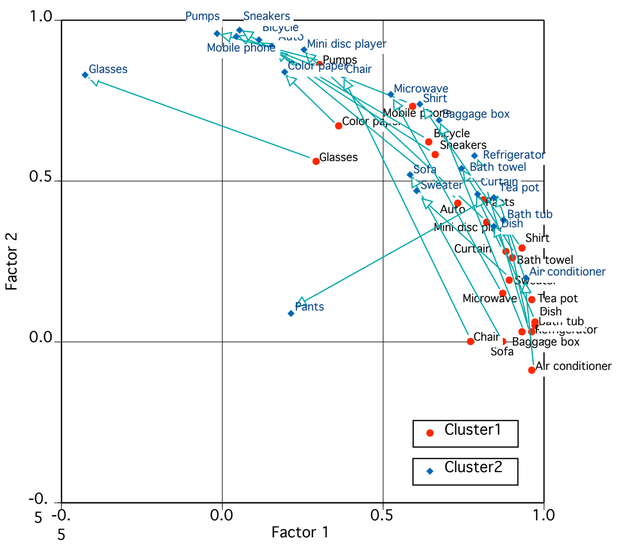
Kiwamu MAKI*, Shigeko KITAMURA†

*** Faculty of Human Life Sciences, Jissen Women' s University**

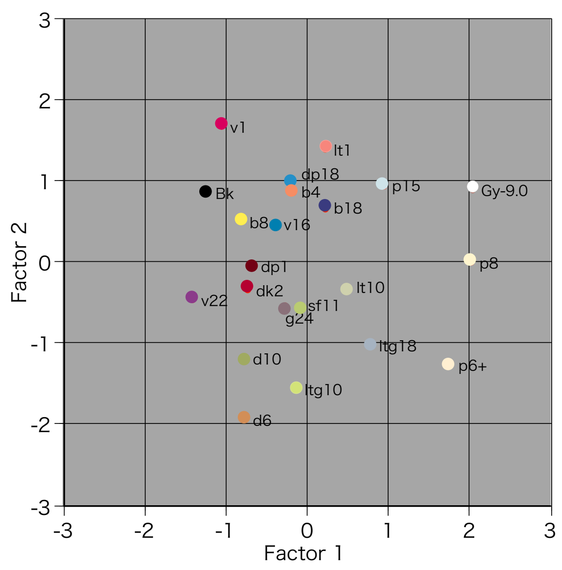
† Faculty of Human Environmental Sciences, Mukogawa Women' s University

ABSTRACT

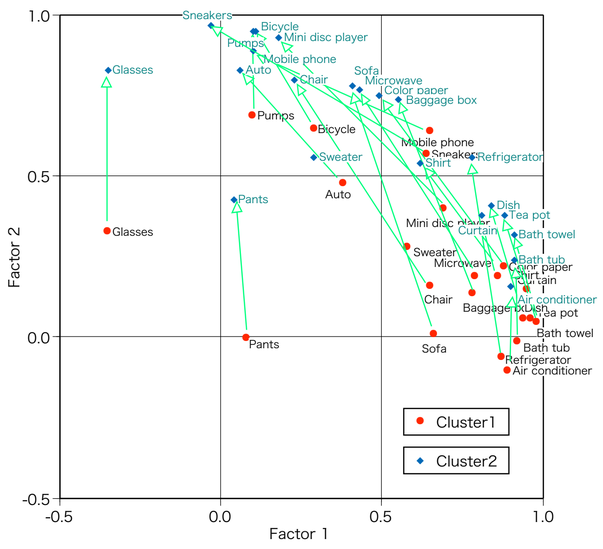
The authors conducted three experiments whose methods of presenting objects were different from each other, to examine the validity of the method that Japan Color Research Institute had been used. The product name and color chip were presented in experiment 1, the line figure of the product was added in experiment 2, and the color-simulated image was presented in experiment 3. The mean ratings of two or three major subject groups were derived from the cluster analysis used to conduct a factor analysis. The factor coefficients of the products were similar not only among the subject groups but also among the experiments. On the other hand, the factor scores among colors varied among experiments 1, 2, to 3. The color preference differences among the subject groups were also varied from the former two to the third. Considerable attention on this topic is required to be able to interpret the past survey.



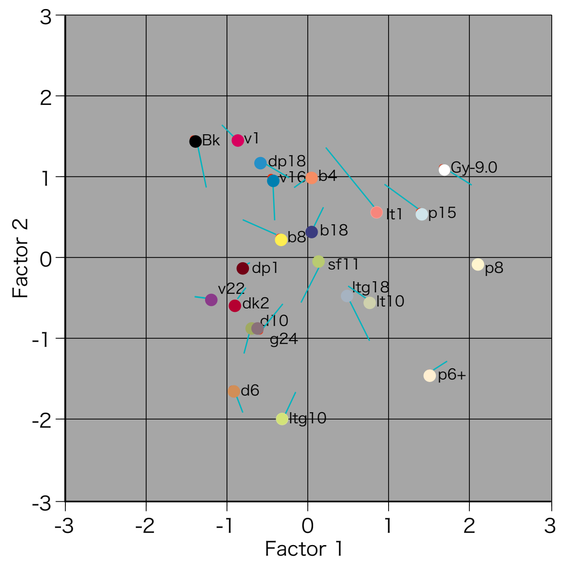
EXP. 1
A product name and a color chip were presented to the subject.
The consequence of the factor analysis of the preferences are similar even though thedistribution have small shifts



on the two major subject culsters. Factor scores show that Cluster 1 prefer beige to white, and the Cluster 2 prefers white to red and black.

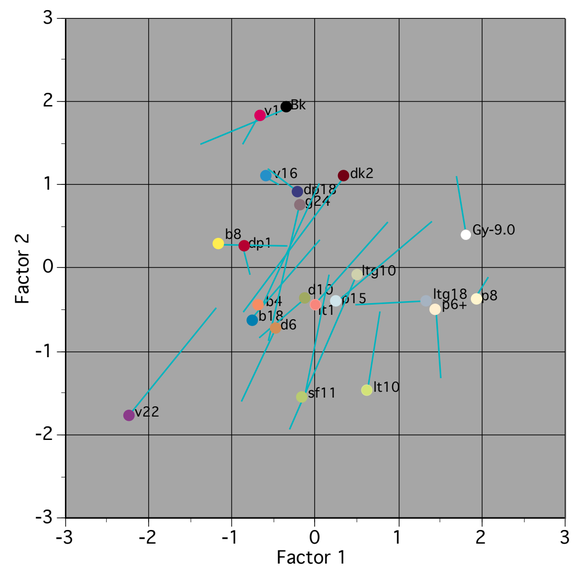


EXP. 2
A line drawing of a product and a color chip were presented to the subject.
The consequence of the factor analysis is similar to the EXP. 1.
Factor scores are also very similar to the EXP. 1, too. (the lines on the figure

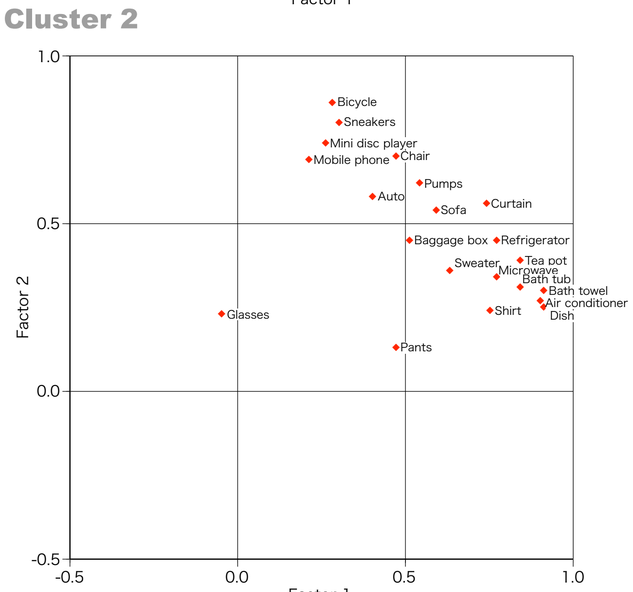


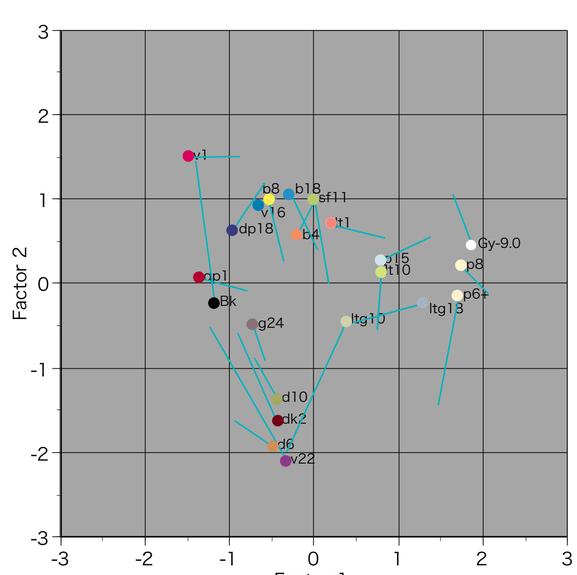
above indicates the differences) The image matching of a line drawing and a color should be similar to the matching of the product indicated by a word and a color.

Cluster 1



Cluster 2

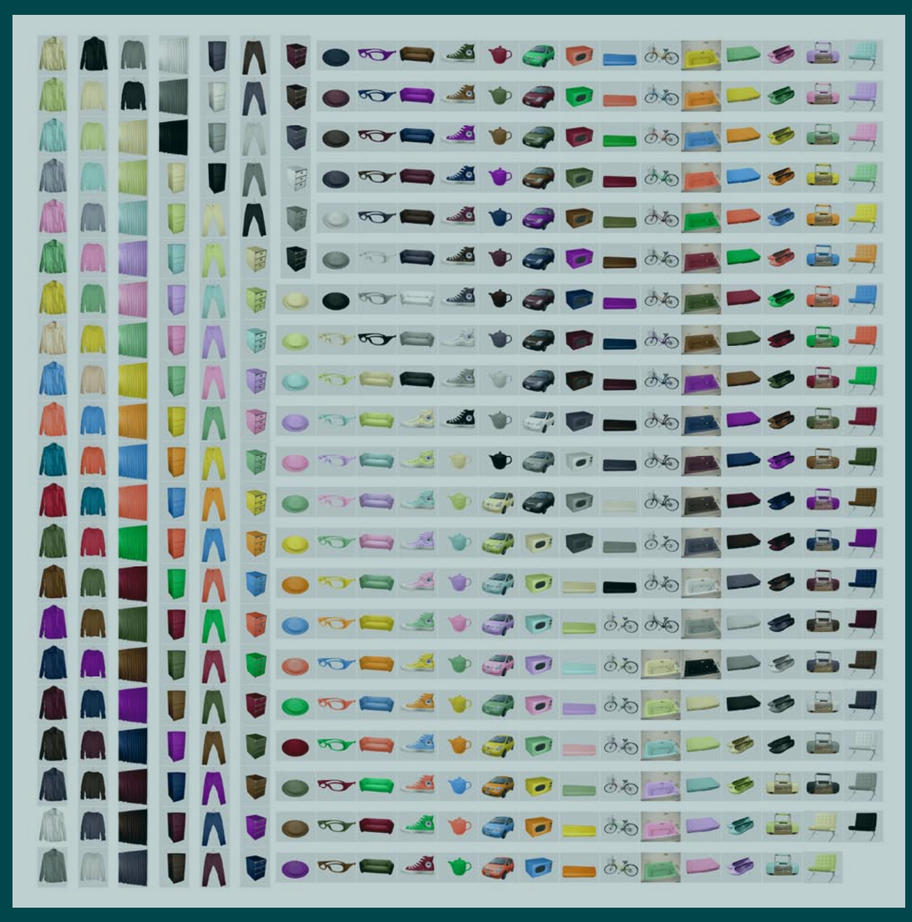




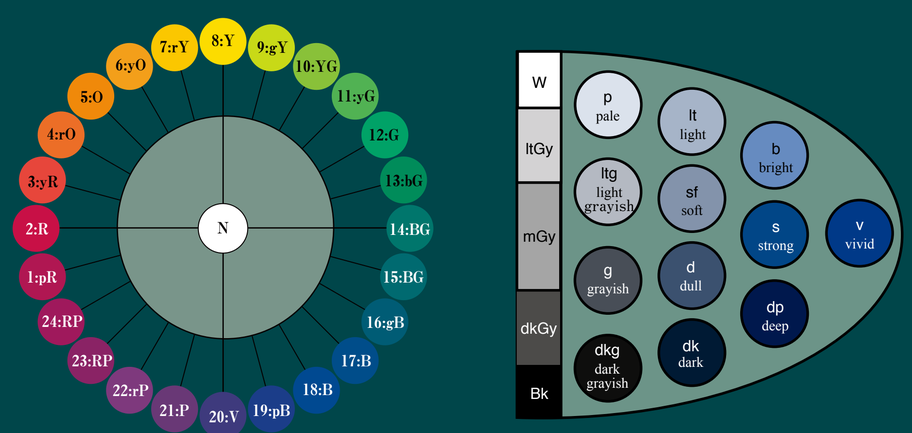
Cluster 3

EXP. 3
A color-simulated image was presented to the subject.
The consequence of the factor analysis is similar not only among the three major subject culsters but also to the EXP. 1 & 2.
The three subject cluster have different

preference each other. Futhermore, they have difference from EXP. 1 & 2, especially the direction of Factor 2. It suggests the preference judgement process of the private use product is different from the one of the public use product.



The presented images in the Exp. 3



P. C. C. S. (Practical Color Coodinate System) was proposed by Japan Color Research Institute. It is a hue-tone system, the number indicates hue and the character indicates tone.

The product distribution on the factor coefficients are similar among three experiments. It suggests the stability of evaluation mechanism.
The color distribution difference between exp. 1 & 2 to 3 on factor scores suggests that the combined image of product and color is different from the direct image of colored product.