

# The Relationship between Personality Traits and Color Preference on Fashion Choice

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## BACKGROUND

In different occasions and environments, different styles of clothing will also affect a person's choice of color. Personality traits can significantly affect people's choice. Moreover, it can also reflect a person's preference and dislike for a particular color. Color preference of fashion choice is influenced by your personality traits, and your choices may reflect your own ideas.

## OBJECTIVES

- To understand the factors and characteristics of personality traits
- To identify personal characteristics
- To investigate the meaning and emotions expressed by different colors
- To study what factors affect a person's fashion choices
- To analyse the relationship and influence between color choice and personality
- To suggest how to choose clothing colors for different personalities

## METHODOLOGY

### A semi-structured in-depth interview:

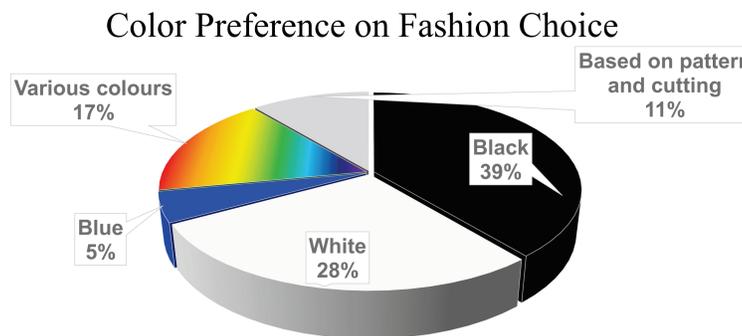
- 10 Hong Kong people
- 5 males and 5 females
- Aged between 18 to 30
- In-depth exploratory data will be obtained
- ZMET

To understand whether there is a mutual influence between color preference and personality traits through the interview. And whether the choice of clothing color can reflect a person's personality.

## FINDINGS

Among the ten interviewees, most interviewees are introverted, and only 2 interviewees are extroverted. According to the analysis of the colors that respondents like, most respondents' favourite colors were black, white, and blue, which include extroverted and introverted respondents.

The choice of clothing color is mainly linked to personal preference, even personal hobbies will affect the color choice on clothing. It can be seen that the color preference of clothing is not affected by personal personality.

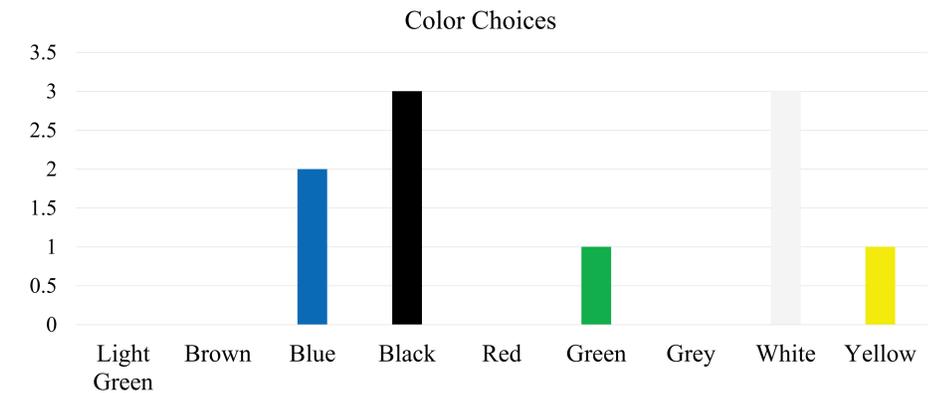


From the interview data, it can be seen that clothing style and mood of the day can most affect a person's choice of clothing color. The biggest influencing factor of color preference on fashion choice is personal preference and mood. The influence of mood can depend on whether others choose bright colors or dark colors on their clothes.

Factors	Positive	Negative
Choice Limit	4	6
Personality Traits	5	5
Mood	7	3
Clothing Style	7	3

Through the method of Zaltman Metaphor Elicitation Technique (ZMET), each respondent can point out the adjectives such as the character and mood they represent for each color, which reflects that each clothing color can indeed reflect different personality traits.

In addition, according to the interviewees' choice of their clothing colors, it can be known that most of the reasons they choose are based on the feeling that the color gives them. The other is to choose according to their preferences. It can be seen that the reason why everyone chooses the color of their clothes is affected by their preferences and feelings.



## CONCLUSION

Different colors can indeed reflect personality traits and mood. But there are too many factors in daily life that affect people's wearing colors, such as the color restriction in clothing stores, mood, hobby, dressing style, preference, living habits and other different factors. Not everyone will follow their own personality traits. So, color preference on fashion choice does not reflect the personality traits of the wearer.

Through this study, people can choose the color of their own personality according to their own personality characteristics, so that others can understand their own personality characteristics through the color.