



**CALIFORNIA STATE SCIENCE FAIR
2002 PROJECT SUMMARY**

Name(s) Sanhita Reddy	Project Number J1713
Project Title Are You Blinded by Color? Influence of Color on People's Choices	
Abstract Objectives/Goals My project was to determine if color influences people's choices in choosing an item when given a favorable color and another favorable trait. I believe that a person will choose a favorable color over another favorable trait. Methods/Materials The materials I used in this experiment were food, fashion products, working tools, and people who can see color. I asked the testers questions to find out what their favorite color was and another favorite trait of a product. Then I presented them with two choices, neither of them had both the traits they liked. Depending on whether they chose their favorite color or favorite trait over their favorite color, I concluded whether or not color influences them. I repeated this experiment on the same people so I could get a more accurate result. Results Color influenced 83% of the people I tested. This result is very similar in all the products I tested. Color seemed to influence kids of the ages 2-5 more than any other age group I tested. As the ages increased, the influence of the color decreased. This happened in both genders. Conclusions/Discussion My conclusion is that color influences children more than adults. When children were given two choices-- one with a color they liked and another with another trait they liked, then they most likely picked their favorite color. Adults didn't seem to be influenced by color of the products I tested. This data suggests that companies that make products for little kids should make color the highlight of their product, and at the same time little kids should be taught to like a product for it's features, not just for it's color.	
Summary Statement My project was to find out if people's choices are influenced by their favorite color over another favorable trait when choosing an item.	
Help Received	