

COLOUR PSYCHOLOGY IN INTERIOR SPACES AND ITS EFFECT ON HUMAN BEHAVIOUR

Dr Sandeep Sachan

Associate Professor, National Institute of Fashion Technology, Varanasi

Abstract: Colour psychology is the most obvious thing in shaping human behaviour as it helps in managing calmness, emotion, physical and mental wellbeing. Different colours are influencing people in different ways, such as red, orange and yellow are influencing people's human excitement. On the other side, white, blue and green are the calm colours which connect people with nature and also support in developing motivation. Hence, the colour psychology mainly varies in different perspectives, such as culture and context as well. It is required to understand which colour suits home, offices, hospitals, and commercial environments.

Keywords: Colour psychology, interior design, human behaviour, environmental psychology, spatial perception, qualitative review

1. Introduction

Colour psychology in interior spaces basically effects human behaviour, mood, and productivity by altering cognitive function and physiology. Structural or functional design elements, colour operates at a psychological level, often affecting individuals subconsciously. In the interior areas, colour not only assures the visual aesthetics but also provides an emotional comfort, social interaction and cognitive performance. For instance, warm colours, including red, orange, and yellow, are incorporated with stimulation, energy and emotional intensity, while cool colours, including blue and green, basically suggest calmness, stability, and relaxation. Therefore, the neutral tone mainly assures maintain and visual harmony, allowing flexibility in design composition. Therefore, these psychological effects impacted people to select colour as per their requirements, and it is one of the most crucial perspectives of designing functional and emotionally supportive interior spaces.

In modern interior design practices, there is a developing emphasis on implementing psychological principles to generate an environment which basically enhances human performance as well as well-being. Everyone needs to understand which colour suits each place, such as home, offices, hospitals, and commercial environments, where human interactions with space are impactful and continuous.

This review aims to investigate the existing literature on colour psychology in interior spaces and also analyse its impacts on human behaviour. The study also explores how contextual attributes, including culture, lighting and personal experience, impact the colour approach and psychological response.

2. Literature Review

Research in environmental psychology consistently explores that colour is an effective determinant of human emotional and cognitive responses. Initially, the theories suggest that colour perception is both biologically driven and psychologically conditioned by experience and cultural association (Enwin et al. 2023). Various wavelengths of light stimulate physiological reactions that, in turn, impact emotional states. As stated by Arora and Warsi (2024), warm colours are primarily associated with developed arousal and energy levels, while cool colours are connected to decreasing stress and developing concentration. As an example, meanwhile, red is mainly aligned with urgency or excitement, while blue is associated with trust and calmness. Green is broadly identified for its restorative effects due to its strong connection with nature. Theoretical framework, such as attention restoration theory, recommends that exposure to natural or cool colour environments supports decreasing mental illness and also develops cognitive performance (Nair et al. 2022). In colour psychology, this involves including colours that emulate nature or decrease the physiological arousal, that is mainly lowering the heart rate and blood pressure, which supports in creating calm, safe, and rejuvenating spaces. On the other side, the biophilic design theory mainly empowers the significance of nature-inspired colour palettes that ensure psychological wellbeing.

Moreover, this colour psychology does not work in the whole universe, as cultural differences affect how colours are interpreted (McGee and Park, 2022). As an example, white is mainly signified that white is calm with purity in some cultures, but as mourning in others. These differences mainly suggest that colour psychology should be understood within contextual and cultural perspectives.

Additionally, spatial psychology research recommended that colour affects the perceived room size, comfort levels, and temperature sensation. Light colour always tends to broader visual areas, while the darker shade produced an enclosure as well as intimacy (Jiang et al. 2022). These outcomes empowered the perspectives that colour functions as both a psychological and spatial design tool in the interior landscape.

3. Thematic analysis: Colour Psychology and Human Behaviour

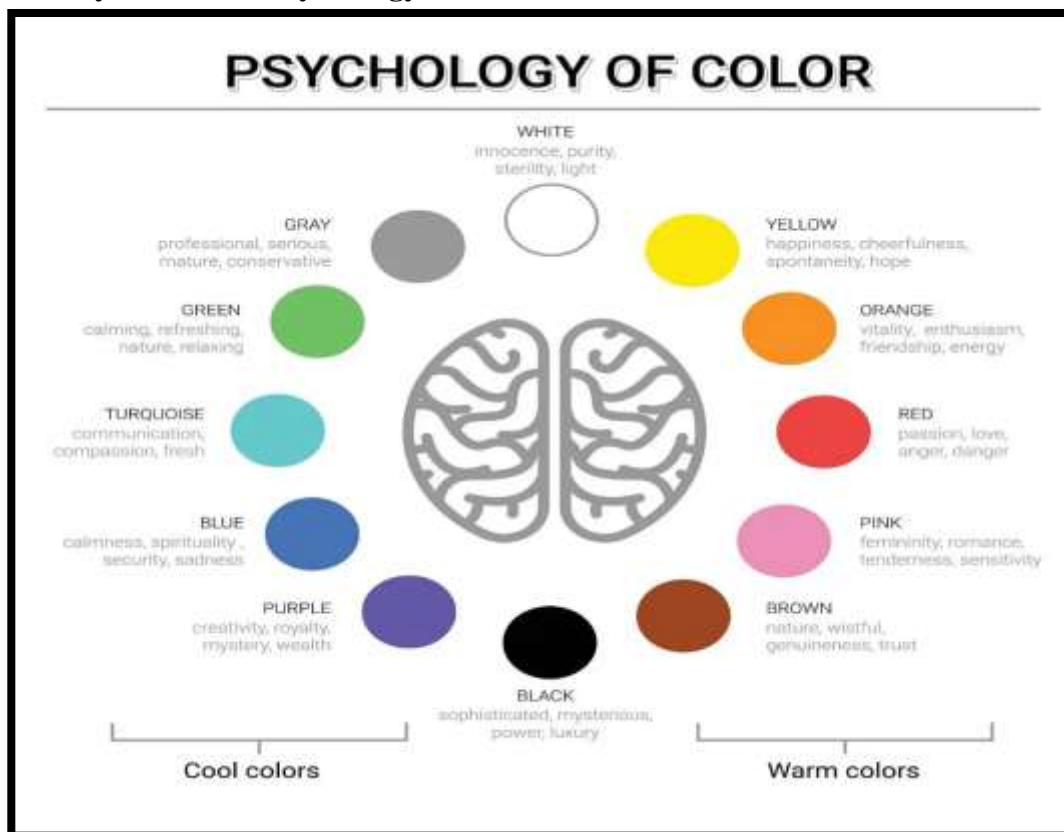


Figure 1: Psychology of colours (Source: Jdsd, 2024)

The study has used a secondary qualitative design, which supports the researcher in gathering a wide range of information from the relevant existing research papers on the connection between colour psychology and human behaviour (Stoykov, 2024). Interior design is about developing functional, aesthetically pleasing spaces catering to our emotional and physical requirements. Colour has direct effects on human behaviour through impacting physiological arousal, emotional responses and cognitive functioning (Liu et al). These effects vary across colour categories, particularly warm, cool, and neutral tones.

Warm colours, such as orange, red and yellow, are incorporated with stimulation and heightened emotional activity. Red develops the physiological arousal and also impacted urgency, excitement, or even aggression relying on the approach. On the other hand, the orange is mainly impacted through social interaction and creativity, that makes it suitable for informal and collaborative spaces (Liu et al. 2023). On the other side, yellow has developed the optimism and mental alertness, but might drive towards visual fatigue when overused.

Cool colours including blue and green are mainly produced calming and restorative affects. However, blue is widely utilised in environments which required concentration and emotional stability, as it supports to reduce the stress level and assist the cognitive focus as well (Weijs et al. 2023). On the other side, green is aligned with nature, and it is also incorporated with balance, relaxation and healing. It has been explored to reduced anxiety and encourage the mental recovery.

Neutral colours such as white, grey, and black serve as maintaining attributes in interior landscape. White creates a sense of openness and cleanliness, while the grey impacted the balance and sophistication

(Balabanoff, 2023). On the other hand, black includes depth and contrast. These colours are meanwhile used as backgrounds to assist more dominant hues.

Colour influences behaviour through both physiological responses and psychological associations. It affects how individuals interact with space, how long they remain in environments, and how they emotionally interpret surroundings (Enwin et al. 2023). The impact of colour on behaviour is therefore a significant consideration in interior design.

4. Application in Interior Spaces

Colour psychology has been applied from different perspectives in interior design to shape human behaviour, enhance functionality, and increase emotional wellbeing. In the residential interior, the colour has been used to establish identity, comfort and relaxation. Bedrooms should be focused on the cool tones, such as soft blue or green, which assist the rest and also reduced the stress (Romeh et al. 2024). On the other side, the living room basically used warm neutrals including beige or earthy tones to affects the social interaction and a sense of warmth. Kitchens often utilised the yellow or light warm shades to balance the appetite and generate a positive environment.

In the workplace landscape, colour basically plays an important role in developing productivity, creativity and concerns (Arora and Warsi, 2024). Blue is basically used in office premises as it develops the ability to reduces anxiety and also enhances the concentration power. On the other hand, green is also effective for long-duration workspaces as it decreases strain and also assists mental balance (Balabanoff, 2023). However, creative work environments might develop orange or yellow accents to influence innovation and dynamic thinking, though excessive use of bright colours is basically ignorance to prevent overstimulation. In a healthcare landscape, colour is technically selected to assist the healing and reduced patient stress. Soft blues and greens are globally used in hospitals and clinics as they created a calming and reassuring atmosphere (Liu et al. 2023). Neutral tones, including white and light grey, which reinforce cleanliness, spatial clarity, and hygiene, that are important in medical approach (Stoykov, 2024). Overly intense or saturated colours are especially ignored as they might developed the anxiety or discomfort among patients. In commercial and retail spaces, colour is chosen as a behavioural and marketing tool. Warm colours, such as red and orange, are often applied to attract and stimulate impulse buying behaviour (Nair et al. 2022). On the contrary, luxury brands basically include black to communicate sophistication, exclusivity, and a high-value approach (Weijs et al. 2023). Retail environments also use colour contrast to monitor the customer movement and analysed particular products or zones within a store.

5. Discussion

The selection of colour psychology in interior spaces defines a clear impact on human emotion, spatial experience, and behaviour, yet its impacts is not universally consistent (Jiang et al. 2022). Furthermore, cultural background, basically, structure how individuals interpret colours, defining that a colour influenced positivity in one context may carry various associations elsewhere. Environmental attributes, including material finish, lighting, and spatial scale, additionally improved colour perception and psychological response. Individual differences in personality and past experiences creates a variability in emotional reactions (McGee and Park, 2022). Therefore, while colour is a powerful design tool, it must be applied contextually and in combination with other environmental design attributes more likely than as an isolated strategy.

6. Conclusion

Colour psychology is a significant part of interior design, that design the human behaviour, spatial experience and emotion. Its impacts vary with environmental, cultural, and individual factors. When applied thoughtfully, colour enhanced the functionality, comfort and well-being, making it a significant tool for producing an effective and human-centred interior landscapes. Colour psychology is a branch of psychology that studies how colours affect human behaviour and emotions. It is a crucial approach of interior design, as colour can affects how a space is perceived and experienced. The colour is a visual sensation created when light enters the eye and is processed by the brain. Different colours have different wavelengths, that affects how the brain perceives them. Colour has a powerful influence on our mood and behaviour which defines the colour theory.

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