Research Article

Awareness Of Female Consumers Towards Color Element In Clothing And Evaluation Of Their Purchasing Behaviors

Giysilerde Renk Öğesine Yönelik Kadın Tüketicilerin Farkındalıkları ve Satın Alma Davranışlarının Değerlendirilmesi

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ABSTRACT

The urge to look beautiful and stand out in society has played an important role almost as much as physical needs in human life since the beginning of history People desire to feel beautiful and safe in their clothes. If the one does not dress appropriately for the society, does not trust their body, does not know the parts of their body that need to be hidden or emphasized, and cannot make their clothing choices accordingly, they cannot feel happy in their clothes.

The most important factor that ensures that products with similar functions and quality are preferred by the consumer is the design. Like other designers, a fashion designer can create the desired perception in their design by determining the elements and principles such as line, color or balance to be used according to the quality of the visual perception they will create. One of the elements that affect the consumer in a garment design is color. The color element used in clothing design has visual effects on body features. It can affect the consumer's perception of the garment positively or negatively. A designer's preparation of designs by considering all these effects will provide satisfaction in terms of functionality and aesthetics. At the same time, it is important for consumers to be conscious about this issue for making the right choices about clothing. People who are educated in the fields of art and design, and people who are involved in artistic activities have developed higher aesthetic perceptions than those who don't. This is a very effective factor for them to make the right clothing choices.

In this study, which aims to determine the awareness of female consumers about the effect of color in clothing designs and the effect of color on their clothing preferences, a questionnaire was used to collect data. The data obtained from the measurement tool, which was determined by the random sampling method and applied to 188 female consumers between the ages of 18-65 and at least high school graduates living in different regions of Turkey, were analyzed using SPSS. The relationship between consumers' demographic characteristics, their clothing preferences and their awareness of colors was analyzed with the Chi-Square Test and One Way Anova and interpreted at p<.05 significance level.

Key Words: clothing, design, color, awareness, visual perception

ÖZET

Güzel görünme ve toplumda öne çıkma dürtüsü psikolojik bir ihtiyaçtır ve insan hayatında, tarihin başlangıcından beri neredeyse fiziksel ihtiyaçlar kadar önemli bir rol oynamıştır. Kişi kendini giysileri içinde güzel ve güvende hissetmek ister. Eğer kişi topluma uygun giyinmediyse, vücuduna güvenmiyor, kendi vücudunda gizlenmesi ya da vurgulanması gereken yerlerini bilmiyor ve giysi seçimlerini bu doğrultuda yapamıyorsa giysileri içinde kendini mutlu hissedemez.

Benzer işlev ve kalitedeki ürünlerin tüketici tarafından tercih edilmesini sağlayan en önemli etken tasarımdır. Diğer tasarımcılar gibi bir giysi tasarımcısı da yaratacağı görsel algının niteliğine göre kullanacağı çizgi, renk ya da denge gibi öğe ve ilkeleri belirleyerek tasarımında istediği algıyı oluşturabilir. Bir giysi tasarımında tüketiciyi ilk anda etkileyen ögelerden biri renktir. Giysi tasarımında kullanılan renk ögesi vücut özellikleri üzerinde görsel etkilere sahiptir. Tüketicinin giysi hakkındaki algısını olumlu ya da olumsuz etkileyebilmektedir. Bir tasarımcının tüm bu etkileri göz önünde bulundurarak tasarımlarını hazırlaması, işlevsellik ve estetik açısından tatmin sağlayacaktır. Aynı zamanda tüketicilerin bu konuda bilinçli olması, doğru giysi seçimleri yapabilmesi açısından önemlidir. Sanat ve tasarım alanlarında eğitim gören kişilerin ve sanatsal aktivitelerle iç içe olan insanların olmayanlara estetik algıları daha gelişmiştir. Bu durum doğru giysi seçimleri yapabilmeleri açısından oldukça etkili bir faktördür.

Kadın tüketicilerin giysi tasarımlarında renk öğesinin etkisine yönelik farkındalıkları ve giysi tercihlerinde rengin etkisinin belirlenmesinin amaçlandığı bu çalışmada, verileri toplamak amacıyla anket kullanılmıştır. Tesadüfi örnekleme yöntemiyle belirlenen, Türkiye'nin farklı bölgelerinde yaşayan, 18-65 yaş arası ve en az lise mezunu 188 kadın tüketiciye uygulanan ölçme aracından elde edilen veriler, Sosyal Bilimler İstatistik Paketi (SPSS -Statistical Package For Social Sciences) kullanılarak analiz edilmiştir. Tüketicilerin demografik özellikleri ile giyim tercihleri ve renklere ilişkin farkındalıkları arasındaki ilişki Chi-Square Testi ve One Way Anova ile analiz edilerek p<.05 anlamlılık düzeyinde yorumlanmıştır.

Anahtar kelimeler: giysi, tasarım, renk, farkındalık, görsel algı

1. INTRODUCTION

The urge to look beautiful and stand out in society has played an important role almost as much as physical needs in human life since the beginning of history. In this process, with their visual design elements, clothes appear as a symbolic tool rather than a functional purpose. It will be an accurate approach to say that color is one of the most powerful parameters that determines the visual impact of clothing, which is besides changing from culture to culture considered as a sociological phenomenon with its characteristics of reflecting the personality, thoughts and whereness of the wearer. Because, while the color of the garment affects the aesthetic perceptions of both the

wearer and the people around it with the visual effect it creates, it also carries out its own psychological and sociological function with the semantic content it reflects. People, with the different meanings they attribute to colors, have been able to reflect many emotions, thoughts and situations as a message to the society through the colors of the clothes they wear from past to present. It is possible to say that this communication language, which can be seen individually at first glance, gains a common meaning because it is shaped by social norms, and this can be clearly seen even in the multifaceted diversity of colors in the documents belonging to the most primitive societies.

Clothing, which is one of the constituents that best reflects the psycho-social life and sense of aesthetic of women, carries out a great importance in the efforts of women to acquire a social position in the society with their social activities, cultural background, sense of aesthetic and working life (Koca et al., 2009). For this reason, it is important for women to know their bodies well so that they can make the right choice of clothing that will meet all their aesthetic, social and psychological expectations, and to know which design elements they can hide their flaws that they think affect their aesthetic appearance, and although not as much as a designer, to know which design elements they wear, and the visual perception and harmony of colors created in terms of silhouette, volume and harmony.

Color is one of the first constituents that affect the consumer in a garment design, and this might affect the consumer's perception to the garment as positively or negatively. In creating of this perception, three effects of colors on clothes can be mentioned: visual, semantic and psychological. *"Visual perception", which has the ability to gather experiences by noticing or distinguishing a stimulus, is the perception of the information acquired through the sense of sight by the brain* (Çakır, 2014:86). Colors create visual perception by creating a visual effect on clothes with their attention stimulant feature. Many studies which remark the color and design feature of the clothes are one jump ahead of the functionality of the clothes proves the importance of the visual effect for the consumers. Koca and Koç (2012) emphasize that many fashion sociologists indicates the visual effect which it creates is the most important aspect of clothing and an image is created in appearance by using fashion. Factors such as the consistence of the color of the clothes with the color of the hair and skin, hiding the body flaws or showing the body lines differently than they are, and aesthetic are among the visual effects that colors create on the clothes. Colors can both hide body flaws and bring parts to the fore which are desired to. For example, while cold and matte colors make the object appear distant and small, warm and bright colors can make the object appear closer and larger. For this reason, in clothing design, it is important to know that warm and bright colors should be used in areas desired to be emphasized, and cold and matte colors should be used in areas where they are desired to remain in the background or be hidden.

It is known that the visual effect, which is created on body, of colors used in clothes has positive or negative reflections on the silhouette of the person. Therefore, not only the body and face type of the person but also color combinations should be considered during cloth choosing. It should be taken into account that light's color and density, texture and surface properties of the fabric affect color harmonies, and while roughed and ragged surfaces show the colors more matt, shiny surfaces show them more vivid, and points and dots of different colors on the printing surface of the fabric can take on different colors when they come together (Koca and Koç, 2008). Warm colors are colors that has strong vibrations in the air. Hence, they can be noticed more quickly from afar than cold colors (Abacı, 2007; 64). Color harmony in the dress should never be as strong as to leave the person in the second degree. Colors should match with the skin color and body type of the individual. However, it should bring out the beautiful sides and hide flaws at the same time. For instance, whereas a black dress depictures individual thinner, a white collar will draw the attention to the face (Sezer et al., 2003; 54).

The message that the color of the clothing contains creates the semantic aspect and should not be confused with the psychological effects of the colors. It is a semantic content that the black dress is known as mourning cloth and represents pain, sadness and mourning. Besides, it is a psychological effect that the one wearing a black dress feels weaker, younger and more noble. It's same for a white wedding dress, too. The semantic effects of colors are often referred to as symbolic effects as well. Because the message identified with color has become a message that can be received not only by the society that used in but also by the whole world. For instance, colors used in flags represent the people which it belongs. Certain colors have been symbols of power and wealth, and their use was allowed only in the clothes of the upper class in some periods of history.

Such emotions as joy, sadness, excitement, calmness, peace, warmth and coldness that colors create on people are called psychological effects. Although the psychological effects of colors have been revealed by researches that have been done and some classifications have been made, it may not be correct to say anything definite about the psychological effects of them. Özdemir (2005), states that in various cultures and belief systems, meditation techniques with colors were used with the help of their effects on livings, and a connection between colors that are

energy forms and notes has been set up. As a result, it's accepted more accurate to say that in some societies (that alike in culture, pleasure, etc.) some colors create similar effects. Moreover, considering that fashion has an effect on the color choices of consumers in their clothes, it should not be forgotten that it is possible to psychological effects might be affected by the fashion factor. People may tend to prefer a color because it's fashionable but actually they wouldn't prefer it because it doesn't match them and never prefer. For this reason, it is possible to say that consumers can be influenced by a cultural movement such as fashion in their color preferences.

What is the most important factor that enables consumers to prefer products with similar functions and quality from a wide variety of options offered to consumers is design. Design is valuable when it's original and the designer's skillful use of design elements with their creativity will pave the way for creating original designs that will meet consumer expectations. The designer will be able to provide the highest level of consumer satisfaction with the designs they will prepare in line with the preferences and needs of the consumers, taking into account their body type and preserving their aesthetic value. But, making original and functional designs is not enough for consumer satisfaction alone. It is possible for consumers to feel comfortable and harmonious in their clothes by choosing the right clothes in the right place and by getting dressed as suitable with their body type. What's more, one should know about the visual effect of design components on clothes in order to choose the right clothe. Based on this idea, in the study; It is aimed to determine the awareness of female consumers about the effect of color in their clothing designs and to determine the effect of color on their clothing preferences.

2. METHOD and SAMPLE GROUP

This study, which aims to determine the awareness of women consumers about the effect of color in their garment designs and the effect of color on their clothing preferences, is evaluation research. Evaluation research is the process of determining to what extent the model determining the system and the factors affecting the functioning of the system can achieve the objective in any kind of system. Evaluation studies may sometimes have aimed to put what conclusions are reached forward when basic research findings are put into practice. With this aspect, evaluation research includes the qualifications of "applied research" at the same time (Arseven, 1994; 28). In accordance with this purpose, answers for following six subgoals have been sought;

1: What is the consumer awareness of the effect of color in garment designs?

2: If there is, what are the effects of colors during action of buying garment?

The sample group of the research consists of 188 female consumers between the ages of 18-65 and at least high school graduates residing in 19 different cities from 7 regions of Turkey, and it's determined by the "convenient sampling" method, which is one of the random / non-random sampling methods. *"Random sampling methods are stronger than other sampling methods in providing representation and the power of the sample to represent the universe is higher"* (Abbak, 2015). Appropriate sampling was carried out on volunteer individuals who could easily reached by the researchers and who wanted to participate in the research. The data about demographic characteristics of the sample group is given in Table 1, 2 and 3.

Table 1. Demographic Characteristics of The Sample Group (Age, Education Level, Profession and Field)

Age		f	%	Educational status		f	%
Valid	18-22	33	17,6	Valid	high school	32	17,0
	23-29	40	21,3		associate degree	19	10,1
	30-35	41	21,8		undergraduate	70	37,2
	36-40	28	14,9		master	28	14,9
	41-50	30	16,0		postgraduate	39	20,7
	51-65	16	8,5		Total	188	100,0
	Total	188	100,0	Professional field		f	%
Profession		f	%	Valid	social sciences	16	8,5
Valid	student	49	26,1		fashion / clothing design	50	26,6
	teacher	22	11,7		visual arts	3	1,6
	academician	58	30,9		architecture	1	0,5
	officer	12	6,4		engineering	14	7,4
	worker	12	6,4		other	28	14,9
	non-working	19	10,1		Total	112	59,6
	other	16	8,5	Missing System		76	40,4
	Total	188	100,0		Total	188	100,0

According to Table 1, the majority of the consumers in the sample group are women between the ages of 23 and 35. In the study, which included female consumers aged at least 51-65 years old, the rate of academicians is one-third of the sample group. According to the table data, it could be seen that more than half of the consumers

constituting the sample group are working women. Approximately 73% of the sample group has bachelor's degree or higher education, and 26.6% has studied fashion design or clothing.

Table 2. Dispersion of Sample Group by Where They Live and Where They Have Spent Most of Their Live

Where they live		f	%	Where they have spent most of their live		f	%
Valid	mediterrenian	28	14,9	Valid	village	8	4,3
	aegean	21	11,2		town	2	1,1
	blacksea	21	11,2		county	27	14,4
	marmara	29	15,4		city	63	33,5
	central anatolia	43	22,9		metropolis	88	46,8
	eastern anatolia	18	9,6		Total	188	100
	southeastern anatolia	28	14,9				
	Total	188	100				

According to Table 2, it could be seen that the consumers within the scope of the research reside mostly in Central Anatolia Region and the lowest rate in Eastern Anatolia Regions, and the place where they have spent most of their lives is 'metropolitan' with 46.8% and 'city' with 33.5%. The total ratio of those who answered 'village' or 'town' is only 5.4%.

Table 3. State of Participating in Artistic Activities and Doing Art Production of the Sample Group

Frequency of Participating in Artistic Activities		f	%	Art Production / Designing		f	%
Valid	1-4 times per year	62	33,0	Valid	yes	83	44,1
	5-7 times per year	36	19,1		no	105	55,9
	8-12 times per year	39	20,7		Total	188	100,0
	at least 1 time per month	32	17,0				
	at least 1 time per week	8	4,3				
	Total	177	94,1				
	never	11	5,9				
Total		188	100,0				

In Table 3, 33% of the consumers in the sample group stated that, 1-4 times a year, they participate in artistic activities such as cinema, theater, exhibition etc., nearly 2% of them do 8-12 times a year, 19% of them do 5-7 times a year, 17% of them do at least once a month and 4% of them, at least once a week, stated that they attend cinema, theater, exhibition etc. artistic activities, and what's more, nearly 6% of them stated that they never participate in artistic activities. According to these data, it is possible to say that 94% of the participants, albeit at different frequencies, are intertwined with artistic activities.

When the artistic production or design status of the sample group is examined; According to answers of "Do you do fashion design, graphic design, painting, sculpture, photography, architecture, or similar artistic production or design?" question; It can be seen that 44.1% of the consumers constituting the sample group make artistic production or design. According to this result, it is thought that the fact that a significant part of the sample group is making an artistic production or design may have reflections on the color preferences in their clothes.

A measurement tool was used to collect the research data which consist of two parts and prepared by the researchers. In the first part of the measurement tool, there are questions to determine the demographic characteristics of consumers and their awareness of the effect of color in their garment designs, and in the second part, there are questions to determine the effect of color on consumers' garment preferences.

The obtained data is analyzed via SPSS. The relationship between the demographic characteristics of the consumers and their participation in artistic activities, their artistic production or design status, their garment shopping and their awareness of the colors in the clothes were interpreted with the Chi-Square Test and One Way ANOVA at $p < 0.05$ significance level. After ANOVA, Bonferroni, which is one of the complementary post-Hoc analysis techniques, was used to determine which subgroups caused the significant difference.

3. FINDINGS and REMARKS

The awareness of this feature of colors, which are known to have an important role on the visual perception created by clothing with their psychological and physiological effects, is one of the prior factors in creating their clothing preferences and clothing styles. Because color can make a garment different from others with the effect it can create, and it can also give its wearer a distinctive, original and aesthetic appearance. Hence, determining the opinions of the consumers within the scope of the research on the effect of the colors used in the clothing on the body characteristics and whether these opinions differ according to the demographic characteristics of the sample or not are the findings that will respond to the first sub-purpose of the study.

Table 4. Views of the Sample Group on the Effect of Use of Colors in Clothing on Their Body Characteristics

Options		f	%
Valid	yes	179	95,2
	no	2	1,1
	no idea	7	3,7
	total	188	100

According to Table 4, it can be seen that 95.2% of consumers think that the use of colors in clothing is effective in reflecting or hiding body features. In this case, it can be said that the majority of consumers have a high awareness of the visual effect of the color element on the garment. However, according to the results of the Chi-Square Test conducted to determine whether there is a statistical relationship between these views according to the demographic characteristics of the consumers or not; except for the place where consumers spend most of their lives and the frequency of participating in artistic activities, no significant relationship was found between demographic characteristics and opinions.

Table 5. The Chi-Square Test Results About the Opinions of the Sample Group on the Effects of the Use of Colors in Clothing on Body Characteristics According to the Place Where They Spent Most of Their Lives

	Options		where they spend most of their lives						x^2	p
			village	town	country	city	metropolis	total		
color effect	yes	count	5	2	26	61	85	179	22,780	,004
		% within color effect	2,8%	1,1%	14,5%	34,1%	47,5%	100%		
	no	count	1	0	0	1	0	2		
		% within color effect	50,0%	0,0%	0,0%	50,0%	0,0%	100%		
	no idea	count	2	0	1	1	3	7		
		% within color effect	28,6%	0,0%	14,3%	14,3%	42,9%	100%		
	Total	count	8	2	27	63	88	188		
		% within color effect	4,3%	1,06%	14,4%	33,5%	46,81%	100%		

p<,05

When Table 5 is examined, it can be seen that there is a significant relationship at the level of p=,004 (x^2=22,780) between the opinions of the consumers about the effect of the use of colors in clothes on their body characteristics and the place where they have spent most of their lives. 47.5% of consumers who are aware of the effect of the use of colors in clothing on body features are the ones who spend most of their lives in metropolitan areas. 34.1% of consumers who are aware of this issue spent most of their lives in the city, 14.5% in the district, 2.8% in the village and 1.1% in the town. Half of the consumers who answered as no to this question, spent most of their lives in the village and half of them in the city. This result can be interpreted as the social environment in which they live have an effect on increasing the awareness of individuals about the importance of color in clothes. Moreover, it means that artistic events take place more in metropolitan and cities compared to other settlements and the consumers living in these areas have the opportunity to attend and watch these events. Considering that being involved in artistic events can shape the way of seeing, it can be seen as an expected result that there is a relationship between consumers' participation in these events and their views on the effect of the use of colors in clothing on body features.

Table 6. The Chi-Square Test Results About the Opinions of the Sample Group on the Effects of the Use of Colors in Clothing on Body Characteristics According to the Frequency of Attending Artistic Events

			Activity frequency						x^2	p
			1-4 times per year	5-7 times per year	8-12 times per year	at least 1 time per month	at least 1 time per week	total		
color effect	yes	Count	61	33	37	32	6	169	16,519	,036
		% within color effect	36,1%	19,5%	21,9%	18,9%	3,6%	100,0%		
		% within activity frequency	98,4%	91,7%	94,9%	100%	75%	95,5%		
	no	Count	0	1	0	0	1	2		
		% within color effect	0,0%	50,0%	0,0%	0,0%	50,0%	100,0%		
		% within activity frequency	0,0%	2,8%	0,0%	0,0%	12,5%	1,1%		
	no idea	Count	1	2	2	0	1	6		
		% within color effect	16,7%	33,3%	33,3%	0,0%	16,7%	100,0%		
		% within activity frequency	1,6%	5,6%	5,1%	0,0%	12,5%	3,4%		
Total		Count	62	36	39	32	8	177		
		% within color effect	35,0%	20,3%	22,0%	18,1%	4,5%	100,0%		
		% within activity frequency	100%	100%	100%	100%	100%	%		

p<.05

According to Table 6, a significant correlation was found at the p=.036 level between the responses of 177 consumers participating in artistic activities to the effect of the use of colors in clothes on their body characteristics

and the frequency of their participation in artistic activities (x^2=16,519). The consumer group with the highest awareness about the effect of the color element in clothing on body features is the consumer group that participates in artistic events at least once a month. All of the consumers who attend artistic events at least once a month answered as yes to this opinion. 98.4% of those who attend artistic events at least 1-4 times a year, 94.9% of those who attend artistic events at least 8-12 times a year, 91.7% of those who attend artistic events at least 5-7 times a year and 75% of those who participate in artistic activities at least once a week are aware of the effect of the color element in clothing on their body features. According to this result, it is possible to say that artistic interest and background are effective in consumers' preferences and that people's artistic perspective is effective in their awareness of the visual impact on their clothing preferences and body features.

Art teaches not only to look but to "see", not to hear but to "catch", not to touch but to "feel", not to taste but to "find pleasure in". Art creates the possibility of living the reality aesthetically, which people cannot live due to the limitation of their personal life experience. It deepens and refines people's "aesthetic view" by purposefully ordering the aesthetic experiences of human beings (Reid, 2008 and Kagan, 2008 as cited in Özbal & Aydoğan, 2017). Therefore, the results obtained in Table 6 raise the question of whether consumers pay attention to color harmony or not in their clothes.

Table 7. The States of Paying Attention to Color Matches in the Clothes of the Sample Group

		f	%
Valid	yes	184	97,9
	no	4	2,1
	Total	188	100,0

According to Table 7; Nearly 97.9% of the consumers constituting the sample group state that they pay attention to color harmony in their clothes. This result can be interpreted as consumers' awareness of color harmony in clothes is high. And this result matches up with study by Koca and Koç (2008) which they state that; 61.3% of working women "always", 38.7% "mostly" they pay attention to color harmony in their clothes. However, as a result of the Chi-Square Test, which was conducted with the thought that the variable structure of individuals' demographic characteristics may have an effect on their attention to color harmony, a significant relationship was determined only between the education status of consumers and their attention to color harmony in their clothes.

Table 8. The Chi-Square Test Results About the Opinions of the Sample Group on the Effects of the Use of Colors in Clothing on Body Characteristics According to Their Educational Status

		Educational status												x^2	p
		high school		associate degree		undergraduate		master		postgraduate		Total			
		f	%	f	%	f	%	f	%	f	%	f	%		
color harmony	yes	31	96,9	17	89,5	70	100	27	96,4	39	100	184	97,9	7,309	,044
	no	1	3,1	2	10,5	0	0	1	3,6	0	0	4	2,1		
	Total	32	100	19	100	70	100	28	100	39	100	188	100		

p<.05

According to the Table 8, there is a statistically significant relationship at p=.044 level between consumers' attention to color harmony in their clothes according to their education level (x^2 =7,309). Of the consumers who pay attention to the color harmony in their clothes, 38% are undergraduate, 21.2% are doctorate, 16.8% are high school, 14.7% are graduate and 9.2% are associate degree graduates. Half of the consumers who say that they don't pay attention to color harmony are associate degree graduates.

It's known that each individuals respond differently to colors. There a lot of reasons such as personality formations, educational status, pent-up emotions behind of responding differently to colors. Clothes are one of the tools we use most often to express ourselves with different colors. Clothes allow us to reflect the effect of the color we carry. However, even if the colors in our clothes are not compatible with us, we prefer fashionable colors in order to be accepted by the society. And sometimes we reject colors that are not compatible with our character, even though they are fashionable. Because we are disturbed by the anxiety of displaying a different image than we are in that color (Özdemir, 2005). Hence, the answers to the question of whether the color has an effect on the clothing preferences and purchasing behaviors of consumers who are aware of the visual effect created by the colors used in the clothes or not, will form the data that will reach the second sub-goal of the research.

Whereas the fashion trends of the day are effective in women's clothing form and color preferences, on the other hand, factors such as personal wishes and tastes, age, body shapes, social life and status are also effective in these preferences. Color is seen as one of the most important factors affecting people in choosing clothes, because it is the first noticeable and memorable feature of clothes (Koca and Koç, 2008). In the study of Kurtuluş et al. (2006), it was stated that one of the important determinants in the formation of consumers' purchasing behavior is the "price phenomenon" (as cited in Çetin, 2016).

Table 9. The Important Factors in Clothing Purchasing Behaviors of Sample Group

	1st priority		2nd priority		3rd priority		total	
	f	%	f	%	f	%	f	%
trademark	4	2,1	7	3,7	16	8,5	27	14,4
characteristic of dress model	48	25,5	35	18,6	22	11,7	105	55,9
color	10	5,3	17	9,0	24	12,8	51	27,1
seam quality	7	3,7	27	14,4	23	12,2	57	30,3
quality of fabric	30	16,0	36	19,1	26	13,8	92	48,9
fashionable	3	1,6	14	7,4	11	5,9	28	14,9
make the body look good	78	41,5	32	17,0	27	14,4	137	72,9
cost	13	6,9	22	11,7	37	19,7	72	38,3

When Table 9, which includes the options directed to determine the first three factors that are effective in the clothing purchasing behavior of the consumers constituting the study group, examined it can be seen that in their clothing preferences, in order of priorities, are first of all the clothes that show their bodies well with 41.5%, the model feature of the clothes with 25.5% and the fabric quality with 16%. The fact that a consumer group, who is highly aware of the visual effect of the color element in the clothes on their body features, leaves the color element behind in their preference priorities while purchasing their clothes, suggesting that they take a pragmatic approach by considering the bench life of the clothes as well as their aesthetic appearance. Because that seen as the first three factors, in order of priorities, showing the body beautifully and model feature are the features that reflect the aesthetic appearance. The fabric quality, on the other hand, is a feature that contributes to this, as well as increasing the long-term usability of the garment.

In many related studies, it is seen that although the factors affecting the clothing purchasing behavior of female consumers differ proportionally, they focus on similar items and intersect especially in aesthetic appearance. Çetin (2016) states in his study that it is important for women consumers to choose clothes that will reflect their style and match with their body type. According to the research results of Aktuğlu and Temel (2006), the responds to the question asked to the participants what affects your choice while purchasing clothes; are 77.6% quality, 71% brand, 69.6% color/model/style and with the help of this it is seen that 60.5% of them give the answer that the price always affects the clothing preferences, while 59.8% of them give the answer that fashion always affects their preferences. As in Table 9, although the results of these two studies are similar, it is clearly observed that the priorities are different in the two groups. In this sense, Tan and Demir (2021) pointed out that women's clothing preferences and consumption habits in clothing are closely related to their social position and economic class, stating that the price is ignored at while shopping for clothing, and clothing is chosen according to taste and style. As a result of One Way ANOVA, which was conducted to determine whether there is a relationship between the factors that are important in the purchasing behavior of consumers according to their demographic characteristics, a statistically significant difference was found with the age, occupation, education, participation in artistic activities of consumers (Table 10), whereas statistically significant difference with other demographic variables such as study area, distribution according to the regions they live in, where they spend most of their lives and artistic design / production status wasn't found.

Table 10. ANOVA and Bonferroni Results About the Opinions of the Sample Group on the Effects of the Use of Colors in Clothing on Body Characteristics According to the Frequency of Attending Artistic

Age		Sum of Squares	df	Mean Square	F	Sig.
seam quality	Between Groups	53,88	5	10,776	2,740	0,022
	Within Groups	440,43	112	3,932		
	Total	494,31	117			
Profession		Sum of Squares	df	Mean Square	F	Sig.
seam quality	Between Groups	54,28	6	9,046	2,282	0,041
	Within Groups	440,04	111	3,964		
	Total	494,31	117			
Educational status		Sum of Squares	df	Mean Square	F	Sig.
trademark	Between Groups	61,29	4	15,322	3,501	0,010
	Within Groups	411,34	94	4,376		
	Total	472,63	98			
Bonferroni						
Dependent Variable			Mean Difference	Std. Error		Sig.
trademark	high school	undergraduate	2,290	0,773		0,039
		postgraduate	2,707	0,846		0,019
Activity frequency		Sum of Squares	df	Mean Square	F	Sig.

make the body look good	Between Groups	31,75	4	7,939	3,213		0,015
	Within Groups	358,31	145	2,471			
	Total	390,06	149				

Bonferroni					
Dependent Variable			Mean Difference	Std. Error	Sig.
make the body look good	at least 1 time per week	1-4 times per year	-2,043	0,634	0,016
		5-7 times per year	-2,243	0,660	0,009
		8-12 times per year	-1,937	0,652	0,035
		at least 1 time per month	-2,246	0,662	0,009

When Table 10 is examined, it can be seen that the significant difference of the sample group according to both age (p=.022) and occupation (p=.041) is found only in the sewing quality option. And at the result of the Bonferroni test which is applied to determine the source of the significant difference in both variables, no significant difference was found between the subgroups. Çetin (2016) states that age is one of the most important of these factors and that with the change of age groups, there are also differences in the way of demanding purchasing behaviors for products or services by mentioning the existence of many factors that determine the purchasing behavior of people. As Aktuğlu and Temel (2006) emphasized, the determination of people's needs, the form of purchasing behavior patterns, and the age group they belong to can have an impact on certain needs to come to the fore, and this may cause the intended population to turn to certain products or services. It can be seen that the desires and expectations that develop depending on age are effective in choosing one of the various products or services that meet a certain need of individuals. As a result of the Bonferroni test, which was applied to determine the source of the significant difference in the level of p=.001, which was determined among the factors that are important in the clothing purchasing behavior of consumers according to their educational status, it was determined that the significant difference between the subgroups was between high school and undergraduate graduate participant groups (p=.039) and between high school and doctoral graduate participant groups (p=.019). As a result of the Bonferroni test, which was applied to determine the source of the significant difference at the p=.015 level among the choice of showing the body feature, which is the 1st in importance in the clothing purchasing behavior of the consumers, and the participation in artistic activities, it was determined that the significant difference among the subgroups was between "at least once a week" and all other options. Based on these data, it can be said that people's gaining an artistic perspective has an impact on their awareness of the visual impact of the components in clothing design on their body type. Aktuğlu and Temel (2006)'s remark about desire of consumers with high education level want to reach the highest level of satisfaction with the product they buy, and emphasizing the researches show that these people prefer products with technical features and a wide variety of features, supports the results regarding the education levels of consumers in Table 10.

According to Özdemir (2005); As people age, their color preferences become more complex. Personal color preferences move from pure saturated colors to mixed unsaturated colors with the effects of conditioned reflexes, habits and customs. These differences also differ in color preferences between the sexes. For example, women's color preferences are red, pink, magenta, saturated blue, and turquoise, while men's color preferences are burgundy, brown, dark green and grayed ones. The findings regarding the colors most preferred by the sample group in their clothes are presented in Table 11.

Table 11. The Most Preferred by the Sample Group

Colors		f	%
Valid	warm and bright colors (such as red, yellow, orange)	28	14,9
	cold colors (such as blue, green and their tints)	26	13,8
	neutral colors (such as grey or white)	15	8,0
	pastel colors (matte and very light colors)	35	18,6
	dark colors (such as black, brown or smoke-colored)	84	44,6
	Total	188	100,0

It can be seen in Table 11 that 44.6% of consumers chose dark prefer in their clothes, 18.6% of them prefer pastel colors, 14.9% of them prefer warm and bright colors, 13.8% of them prefer cold colors, and 8% of them prefer neutral colors. It is thought that the reason why people prefer dark colors is because they are aware of the effect of the color on their physical appearance or the positive effect of hiding unwanted areas. In a study by Kuloğlu et al. in 2002 with a group of university students, 249 female students who were asked about their favorite colors preferred red, blue and black in the first three rows. In their research, Koca and Koç (2008) found that 71% of working women "mostly" preferred pink, 61% blue, 57.7% dark blue, 41.3% white and brown in their clothes, and 1.7% of working women "always" prefer pink and purple, and 13% prefer brown in their clothes. It can be said that this situation, which differs according to demographic variables, although the results in Table 11 show that the color preferences in the related studies differ, is an expected result.

In the results of the Chi-Square Test, which was conducted to determine whether there is a statistically significant relationship between the color preferences of their clothes according to the demographic characteristics of the consumers within the scope of the research, a significant relationship was determined only with the variable of the region they live in, and it is represented in Table 12.

Table 12. The Chi-Square Test Results of the Sample Group's Color Prefers in Their Clothing According to Where They Live

	Colors		Region								x^2	p
			Medeterrinean	Aegean	Blacksea	Marmara	Central Anatolian	Eastern Anatolian	Southeastern Anatolian	Total		
Which kind of colour do you prefer	warm and bright c. (such as red, yellow, orange)	f	3	6	4	3	8	3	1	28	36,780	,046
		%	10,7%	21,4%	14,3%	10,7%	28,6%	10,7%	3,6%	100,0%		
	cool c. (such as blue, green and their tints)	f	6	0	2	6	5	1	6	26		
		%	23,1%	0,0%	7,7%	23,1%	19,2%	3,8%	23,1%	100,0%		
	neutral c. (such as grey or white)	f	0	5	2	3	3	0	2	15		
		%	0,0%	33,3%	13,3%	20,0%	20,0%	0,0%	13,3%	100,0%		
	pastel c. (matte and very light c.)	f	6	2	5	4	13	1	4	35		
		%	17,1%	5,7%	14,3%	11,4%	37,1%	2,9%	11,4%	100,0%		
	dark c. (such as black, brown or smoke-colored)	f	13	8	8	13	14	13	15	84		
		%	15,5%	9,5%	9,5%	15,5%	16,7%	15,5%	17,9%	100,0%		
	Total	f	28	21	21	29	43	18	28	188		
		%	14,9%	11,2%	11,2%	15,4%	22,9%	9,6%	14,9%	100,0%		

p<.05

When Table 12 is examined, it is seen that there is a statistically significant relationship between the color preferences of the sample group according to the region they live in (x^2 =36,780; p=,046). Consumers in the Southeastern Anatolia Region, with a rate of 17.9%, prefer dark colors in their clothes are respectively followed by consumers living in Central Anatolia with 16.7%, Mediterranean with 15.5%, Eastern Anatolia with 15.5% and Marmara with 15.5% and Black Sea and Aegean Regions with 9.5%. The region belonging to the consumers who prefer pastel colors at the highest rate is Central Anatolia with 37.1%. Then, the consumers who lives in the Mediterranean with 17.1%, the Black Sea with 14.3%, the Marmara with 11.4% and the Southeast Anatolian Region with 11.4%, the Aegean Region with 5.7% and the Eastern Anatolia with 2.9% stated that they prefer pastel colors in their clothes. Warm colors are preferred by consumers the highest in Central Anatolia with 28.6%, and Aegean with 21.4%, Black Sea with 14.3%, Mediterranean with 10.7%, Eastern Anatolia with 10.7% and Southeastern Anatolia with 3.6%. The consumers who prefer cold colors are 23.1% Mediterranean, 23.1% Marmara and 23.1% Southeastern Anatolia, 19.2% Central Anatolia, 7.7% Black Sea and 3.8% of them live in the Eastern Anatolia Region. 33.3% of consumers who prefer neutral colors live in the Aegean, 20% of them in Marmara and 20% in Central Anatolia, 13.3% of them live in the Black Sea and Southeastern Anatolia Regions. When we look at the results in Table 12, it is remarkable that none of the consumers living in the Mediterranean Region preferred neutral colors and none of the consumers in the Aegean Region preferred cold colors.

In results of his research, H.Frieling (1979); He commented that every color that is preferred or not has a spiritual reason and came following conclusions: Colors such as black and gray, which were rejected at childhood, were preferred at later ages, and colors such as rose, magenta and purple, which were also preferred at childhood, were rejected after adolescence. According to H.Frieling, realities such as the problems experienced during the transition period from childhood to youth, confusion and opening up to the environment, starting to communicate, fundamentally change and deeply affect people's color preferences. When children develop, they start to learn something about life and resist to events that are against them, it can also cause the colors chosen as children to be turned away during their youth (as cited in Özdemir, 2005). Although there is no relationship between the age factor of the demographic characteristics and the color preferences of the consumers in the research analysis, when the age factor is examined in the color preferences, it is concluded that the age group that prefers dark colors the most is the age group of 18-22 (54.5%). And next, respectively, 36-40 and 51-65 (50%), 41-50 (43.3%) and 30-35 (41.5%) at the same rate stated that they preferred to use dark colors in their clothes. The age group with the lowest preference for dark colors is the 23-29 age group (35%). Younger consumers are expected to prefer brighter and more colorful clothes due to their age. However, according to the results of the research, the age group that prefers dark colors the most is the 18-22 age group. It can be explained by the fact that they are in an effort to attract attention and highlight their personalities during adolescence, or because they are under the influence of the music group they follow or some movies and music, they tend towards the colors in this group in their clothing. Consequently, as Erkal mentioned; "Pop stars are influential figures in popular culture. A teenager listening to Madonna is able to wear her tight pants and crucifixes, listening to Britney is able to wear her diamond-studded

jeans, and also Michael Jackson's gloves and Nirvana's 'grunge' outfits. It can be shortly called as "fashion by music" (as cited in Koca and Koç, 2010). And also, this result matches up with Frieling's study. It is thought that the reason for preferring dark color in later ages is because people are aware of the effect of color on their physical appearance or its positive effect on hiding unwanted areas.

3. CONCLUSION

In this research, which aimed to determine the awareness of female consumers about the effect of color in their clothing designs and the effect of color on their clothing preferences, the following results were obtained.

It has been concluded that the majority of consumers have a high awareness of color harmony in their clothes and the visual effect of the color component on the garment. Among the states of paying attention to the color harmony of the clothes according to the demographic characteristics of the consumers, only educational status was statistically significant. Most of the consumers who pay attention to the color harmony in their clothes are undergraduate, and then respectively, doctorate, high school, graduate and at least associate degree graduates.

The replies of the sample group to the effect of the use of colors in clothing on body characteristics and demographic factors were analyzed and a statistically significant relationship was found between the place where consumers have spent most of their lives and the frequency of participating in artistic events. Almost half of the consumers who are aware of the effect of the use of colors in clothing on body features are those who have spent their lives mostly in metropolitan areas. About one third of the consumers who are aware of this issue have spent their lives mostly in the city and, decreasingly; in the district, village and town. The consumer group with the highest awareness about the effect of the color element in clothing on body features is the consumer group that participates in artistic events at least once a month. All of the consumers who attend artistic events at least once a month answered as "yes".

It has been determined that the first three factors that are important in consumers' clothing purchasing behavior are, respectively, "show to body good", "model feature" and "fabric quality" options, and the color of the clothing option is placed in the next row. It's a remarkable result that despite the high awareness of consumers about the visual effect of the color element in clothing on body features, the low priority of the color of the clothing in clothing shopping. At the results of One Way Anova, which was conducted to determine whether there is a relationship between the importance preferences of consumers in clothing shopping and demographic factors or not, a statistically significant difference was found between consumers' age, occupation, education, and participation in artistic events. The significant difference determined in the age and occupation variables was found only in the sewing quality option, and no significant difference was found among the subgroups. When the source of the significant difference between the brand choice and educational status factor, which is one of the remarkable factors in the clothing purchasing behavior of consumers, was tested among the subgroups, it was seen that the significant difference was between high school and undergraduate participant groups and high school and doctoral graduate participant groups. Additionally, a significant difference was found between the option of show to body good and participating in artistic events, and it was determined that the significant difference between the subgroups was between "at least once a week" and all other options. Based on all these data, it can be said that people's gaining an artistic perspective has an impact on their awareness of the visual impact of the elements in clothing design on their body features.

The colors preferred by the consumers in their clothes are, after the dark colors respectively are; pastel colors are warm and bright colors, cool colors and lastly neutral colors. Dark colors are mostly chosen by consumers living in the Southeastern Anatolia Region and preferred by consumers in Black Sea Region and Aegean Region at the lowest rate. The consumers who prefer pastel colors and warm colors at the highest rate are those living in the Central Anatolia Region. Consumers who prefer cold color, mostly and at the same rate, live in the Mediterranean, Marmara and Southeastern Anatolia Regions. None of the consumers living in the Aegean Region preferred cold colors, and none of the consumers living in the Mediterranean Region preferred neutral colors. The majority of consumers who prefer neutral colors live in the Aegean Region. The color preferences of their clothes were analyzed by using the Chi-Square Test according to the demographic characteristics of the sample group, and statistically, only a significant relationship was found between the region factor where consumers live.

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