



ISSN: 2249-894X
IMPACT FACTOR : 5.7631 (UIF)
UGC APPROVED JOURNAL NO. 48514
VOLUME - 8 | ISSUE - 8 | MAY - 2019



STUDY OF COLOURS USED IN COLLEGE CANTEENS AFFECTING THE STUDENTS MEAL EXPERIENCE

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ABSTRACT:

This research would contribute to understand more about colours and how they affect the students mood to dine in the canteens and its overall ambience of feelings and The colours used for the canteens starts from the exterior of the canteen ,based on the colour used on the exterior the visual effect of the canteen will be attractive and could directly attract the students where they judge that the ambience would be nice inside and would be providing quality food & service. Both the eye and the stomach must be invited by the colour scheme.

The colours used for the canteens have a huge impact on the students on how often they visit the canteen , how much time they spend in the canteen and boost their appetite . Hues can likewise give a negative impact so it is imperative to settle on a superior choice and make the feasting space appear to be increasingly roomy and furthermore suit the reason for which they are planned.

KEYWORDS: *providing quality food & service , atmospherics.*

INTRODUCTION:

The term atmospherics is to describe the conscious designing of space to create certain effects on buyers . It is a push to configuration purchasing conditions to deliver explicit passionate impacts in the purchaser that improve his buy likelihood. The term atmospherics is used to describe the quality surroundings.(Philip Kotler - 1973-74)






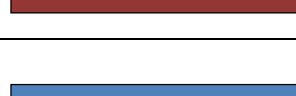

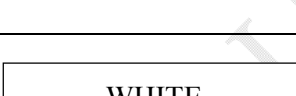
The atmospherics of the college canteen through a variety of ways such as layout of the canteen both exterior and interior , lighting , sounds , temperature and colours used is

as important as the food in the menu , prices of the food and services rendered. The use of appropriate colour in design is important in college canteens . The colours can create different mood from sad to happy, from fear to confidence, from confusion to intelligence. The ambience of the interior space including the light and colours used affects the users behaviours and perception of that place . As indicated by different scientists the shading that encompasses us in our day by day lives profoundly affects our state of mind and our conduct (Babin Hardesty, and Suter, 2003; Kwallek Lewis, and Robbins, 1988). The correct exterior colour of the canteen can provide a warm and

welcoming ambience so that the students can be encouraged to dine in the canteen. Even if a canteen offers delicious meals and exceptional service at a reasonable price, the International Association of Colour Consultants informs that the students would be attracted to a more appealing exterior and interior of the canteen's ambience.

The colours used for the college canteen cannot be used arbitrarily for the walls and the interiors a thought of choosing the colour scheme needs to be implied as the various colours can affect the behaviour of the students in the canteen.

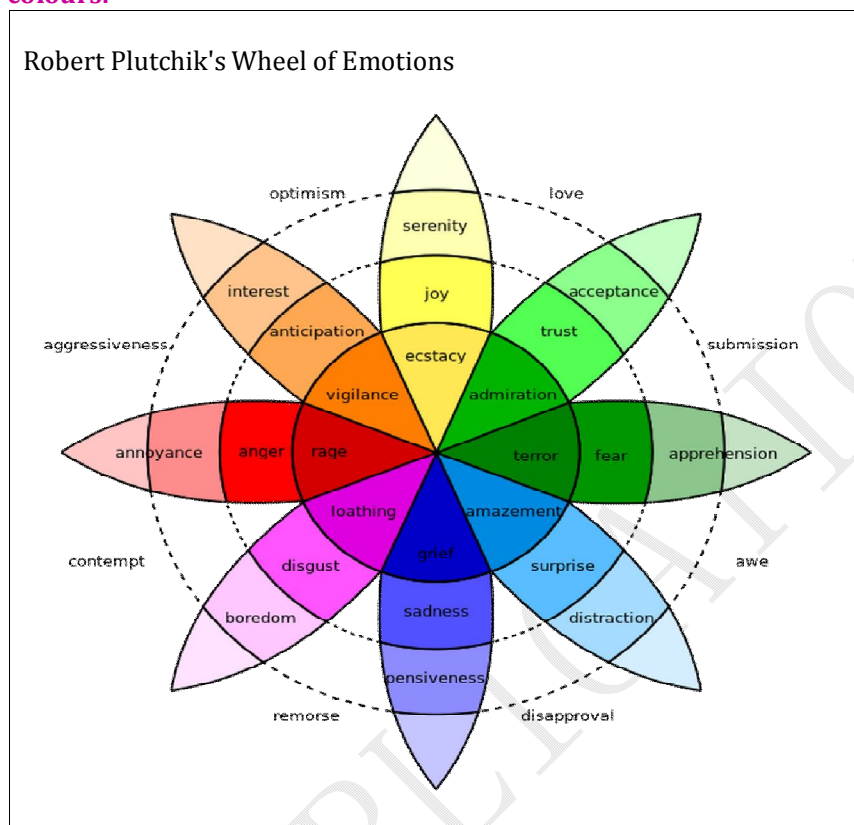
Brief summary of how common colours and its effect on the canteens ambience:

COLOUR	EFFECT
	Red increases the heart rates and can make them hungry. It can also make your guests eat quickly and leave.
	Orange makes people feel happy and cheerful. It's also excellent for establishments that serve desserts or unhealthy food because it makes people content.
	Bright yellow have an impact as orange, making people happy and content. Generally, yellow is very vibrant and exciting.
	Earthy tones like green are very relaxing and comforting. Green is found commonly in nature, making it an excellent choice for establishments that serve healthy and natural foods
	Brown is an earthy color that helps guests relax and feel comfortable. It can also give customers a sense of support and stability, and it can even convince guests to come back as repeat customers.
	Blue is a color that should be avoided. It's not commonly found naturally in food, and it can cause your customers to lose their appetites. Additionally, if you have bright blue walls, the shade of blue can reflect onto your food and make it look less appetizing. Blue reduces customers' appetites, but it makes them thirsty.
	White color gives your space a relaxed and leisurely feel. White can also make the dining area look clean, and it can make a small space seem larger. White will appear monotonous and dull.
	Black strategically makes the other colours in pop and look more vibrant, but too much black can make your space look cramped and dark.

OBJECTIVES OF STUDY:

1. To study the Psychology of the colours .
2. To identify the colours which give a positive impact in the canteens.
3. To understand the effects of colours on the students behaviour.

LITERATURE REVIEW: Psychology of colours:



Hues is the visual intrigue to the human eyes ,it is gotten from the range of light in classifications of red ,green, blue and so on the seven colours of the range are delivered by light floods of changed lengths that reflect off unmistakable enliven and lifeless things (Mar berry, 1995, p. 15). Chromatics, the investigation of shading, is the investigation of this relationship (Graham, 1990).

The human eye is equipped for seeing more than 7 million hues. These hues are gotten from the fundamental squares of the essential, optional, and tertiary hues.

The basic colours: The basic shades are the three crucial tints red, blue, and yellow (Aves and Aves, 1994). These hues can't be made by blending others, and they are the premise of the various shades of hues which they produced. In the event that the essential hues are blended in equivalent sums, the subsequent shading is constantly dark.

The optional hues: These are the hues that are accomplished by blending equivalent measures of two primaries. There are three auxiliary hues: green (a blend of red and yellow), orange (a blend of blue and yellow), and violet (a blend of red and blue).

The tertiary hues: Tertiary hues are accomplished by blending equivalent measure of essential and optional tints. There are six tertiary tones which are lime as a mix of green with yellow, purple as a mix of violet with red, saffron as a mix of orange and red, lavender as a mix of violet with blue, brilliant as a mix of yellow with orange, and turquoise as a mix of green with blue. When mixing dark or white to these hues, tints and shades will be the outcomes, while tones depict the profundity of a shading. Neutrals are inconspicuous shades from the palest scope of hues (beige, cream), and are utilized for adjusting lively or rich hues.

Colours can impact the behaviour of the students where there are some basic generalities about how certain colours evoke specific emotional and behavioural responses.

Green is linked with broader thinking and more creative thought. Generally green can be more productive.

Red reduces analytical thinking the reactions become faster and more forceful.

Blue is correlated to something which is cool and relaxes the mind and body.

Orange is associated with a good value which is viewed as a low cost of valuable goods.

Pink helps to calm down the mood and is used to change the temperament of the people.

White looks clean and hygienic but too much leads to boredom .

RESEARCH METHODOLOGY :

The study was done in various existing college canteens in the campus through different sources. Two types of data was collected and compiled.

1. Primary Data : The data collection was done by conducting visits to the college canteens. This was a primary technique for collection of data on nonverbal observation to understand the different canteens using colour scheme for attracting the students in the college campus.
2. Secondary data : The data was collected from published / unpublished literature on the psychology of colours for catering establishments design, latest references available from the journals, newspapers, research publications and magazines, relevant sources like websites.

SUGGESTIONS :

Colours to Avoid: The atmospherics of the canteen is based on the instinct where both the eye and stomach must be invited by the colour scheme. The colours like blue , black ,purple are not appealing specially for the canteens exterior whereas white implies cleanliness but may appear monotonous and dull. According to Eleanor Frisch from Food Service Warehouse suggest the correct exterior colours can directly affect the success of the canteen.

Colours to Use: The International Association of Colour Consultants explain that the colours yellow and red stimulate the appetite. Bright Red and Yellow implies a fast food dining experience. The colour Green is very relaxing and comforting and is an appropriate colour for college canteens that serve healthy and hygienic food in the campus. The colour Brown gives a comfort and relax ambience which can make the students come back to the canteen. Both these colours gives a welcoming atmosphere of freshness and closeness with nature.

Colours with Consistency : Use colours with consistency like repeat the exterior colours in the logo and other interiors to give a memorable experience. Combining colours like yellow and red or orange and green makes the ambience look confusing which will make the ambience unappetizing . Avoid using too many colours ,use appropriate shades of colour to highlight the main feature of the canteen.

CONCLUSION:

The consequences of this exploration not just help a large portion of the speculations and aftereffects of different specialists yet additionally uncover the mental properties and impacts of hues on the temperaments of the understudies feasting in the school containers . The following recommendations have been made based on the findings:

1. The colours used for the exterior walls should be warm and welcoming so that the students will patronise the canteens.
2. The interior of the canteen that has to contrast the exterior .
3. As an enormous gathering of the clients of the flask have a place with the age bunch 17 to 24, it is suggested that spray painting fine art be done on the white dividers of the container as an answer for the parity impact required.
4. The colours green and brown which is the ideal colour for canteens to be used .
5. The need to know the impacts of hues on mind-sets of people is exceptionally fundamental for as a rule, the utilization of fitting or potentially right hues would build the usefulness of that space.

6.The appropriate atmosphere can make the food, service quality and entire dining experience appear to be better (Raman &Chinniah, 2011; Norhati&Hafisah, 2013).

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