

NEAR EAST UNIVERSITY
INSTITUTE OF GRADUATE STUDIES
BUSINESS ADMINISTRATION PROGRAM

**THE RELATIONSHIP BETWEEN THE EFFECT OF COLOURS ON
CONSUMERS' FOOD CHOICES AND THE BALANCE MODEL IN
POSITIVE PSYCHOTHERAPY.**

OLAWUNMI A. AKANBI

MASTER'S THESIS

NICOSIA

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ABSTRACT

THE RELATIONSHIP BETWEEN THE EFFECT OF COLOURS ON CONSUMERS' FOOD CHOICES AND THE BALANCE MODEL IN POSITIVE PSYCHOTHERAPY.

In this study, the effect of colors on consumers' food choices was analyzed. The relationship between consumers' dimensions in the positive psychotherapy balance model and their color choices was also investigated. During the categorical grouping and coding of the data, Nvivo R1 qualitative data analysis program was used . According to these results, it has been revealed that people who care about success and body prefer the blue colour.

In relation to marketing, the use of colour blue by food sector helps calm and relax customers. This comforting state is expected to increase the likelihood of the customers lingering longer thereby increasing sales. This study is believed to be an essential resource for businesses in the food sector to better understand consumers' decision-making insights and how their inner worlds work.

Keywords: Colour, positive psychotherapy, customers, sales, success; food choice.

ÖZ

RENKLERİN TÜKETİCİLERİN YEMEK SEÇİMLERİNE ETKİSİ İLE POZİTİF PSİKOTERAPİDEKİ DENGİ MODELİ ARASINDAKİ İLİŞKİ.

Bu çalışmada, renklerin tüketicilerin yemek seçimleri üzerindeki etkisi araştırılmıştır. Tüketicilerin pozitif psikoterapi denge modelindeki boyutları ile renk seçimleri arasındaki ilişkiye de ayrıca bakılmıştır. Verilerin kategorik olarak gruplandırılması ve kodlanması için Nvivo R1 nitel veri analiz programı kullanılmıştır. Elde edilen sonuçlara göre, başarıya ve bedene önem veren kişilerin mavi rengi tercih ettikleri ortaya çıkmıştır.

Pazarlama ile ilgili olarak, gıda sektöründe mavi rengin kullanılması, müşterilerin sakinleşmesine ve rahatlamasına yardımcı olur. Bu rahatlatıcı durumun, müşterilerin daha uzun süre kalma olasılığını artırarak satışları artırması bekleniyor.

Yapılan çalışmayla yiyecek sektöründe yer alan işletmelere, tüketicilerin karar verme içgörülerini, iç dünyalarının nasıl çalıştığını anlamakta önemli bir kaynak oluşturulacağına inanılır.

Anahtar Kelimeler: Renk, pozitif psikoterapi, müşteriler, satışlar, başarı; yemek seçimi.

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

The world food systems present a challenging and multifaceted set of summons in human and environmental health from farm to table. Even though over 700 million people worldwide are hungry, and the globe is projected to confront economic instability due to the current Covid-19 pandemic, human civilization believes the total number of hungry people stays constant.

Food is a metabolite primarily composed of carbohydrates, protein, fat, and other minerals and vitamins consumed by an organism to support its growth, support its vital processes and provide energy. It is through the process of digestion that the body absorbs and utilizes food. Human cultures have long been impacted by food, which has been a means of globalization for cultures worldwide. Although Europeans traded various kinds of food such as maize, sweet potatoes, and red pepper throughout Europe, Asia, the Mediterranean, and Africa, during this early period of expansion, those foods did not take hold everywhere in the way they have since. Such an extensive amount of literature deals with food, and those articles describe the absorption and utilization of food (Wansink, 2004).

Food choice researchers study how people decide what to eat. Food selection is an interdisciplinary topic that includes psychological and sociological aspects, financial considerations, and sensory elements (including researching the nutritional properties of foods). Nutrition, food science, psychology, and other natural and social science disciplines investigate food choice. The food industry, particularly its marketing efforts, will benefit from it. Social scientists have developed theoretical frameworks for food choice behaviours. In this research, we look at the effect of the balance model of PPT and menu colour on consumers' food choice, bringing about colour as an essential marketing communications tool because it is a colourful, effect-laden, and striking visual feature. Colour is a compelling visual cue for conferring meaning, contrast, or novelty since it carries valuable symbolic and associative knowledge about the product category and individual brands. As a result, marketers must be mindful of the critical position of colour in the promotion (Garber et al., 2000). A set of environmental factors

such as the colour of the eating environment, the food, the noise, lighting, and temperature influence our feelings, beliefs, and behaviours about food, food preferences, and the amount of food we consume (García-Segovia et al., 2015). Several studies have demonstrated, for example, that incorporating visual indicators of colour and plates into one's environment can improve one's mood and impact one's perceptions of food. Environmental factors have long been recognized as affecting food decisions. (Stafford) (J. Bus. Res.) On rare occasions, the product's ecological effect is much more significant than that of the product itself (Nutr., 2001).

There are various food choice factors that researchers have identified as critical levers for improving the environment and individual health.

So far, researchers from multiple fields have proposed conceptual models to explain these. A multidisciplinary approach is required to understand better how different variables are involved and participate in the decision-making process.

Positive psychotherapy (PPT) is a type of counselling that focuses on increasing happiness, engagement, and meaning in one's life. Using character strengths, expressing gratitude, and savouring positive experiences are part of the treatment plan (Rashid & Anjum, 2008). NossratPeseschkian in 1977 founded PPT. He was born and raised in Iran in Kaschan in July 1933. He worked as a neurologist, psychiatrist, psychotherapist, and practitioner of psychosomatic medicine. After relocating from Iran, he began his medical studies in Germany. He thought about the differences between Oriental and Western cultures regarding ideology, customs, and professional differences during his professional training and practical experiences.

He's been fine-tuning his technique since 1968. He published "Positive Psychotherapy" in 1977, which was his first book. This approach considers not only the patient's strengths and resources, the activation of personal resources, social support (including family therapy), and the patient's fantasies, a correct diagnosis, an overview of challenges, and deficiencies symptom-oriented developments of effective treatments.

Consumer-specific psychotherapies that address both their strengths and weaknesses. (Rashid & Anjum, 2008) developed and tested one such psychotherapy that focuses on creating positive feelings, muscles, and meaning in clients' lives to promote happiness.

Positive psychotherapy is the name given to this technique (PPT). Positive psychotherapy employs multicultural narratives and phrases to assist clients in viewing their mental health issues in a new and more positive light. The person in treatment is included in the story to participate in the recovery process actively. This multidisciplinary approach combines different types of psychotherapy to help people become their therapists, best suited to their circumstances, experiences, and surrounding areas.

To attain a favourable result, positive psychotherapy theory suggests that three main principles must be addressed.

- The hope principle stresses a positive view of humankind. Instead of focusing on removing a specific disruption, people are encouraged to investigate it thoroughly to determine if it has any positive or genuine (given) attributes. In this role, the therapist assists the individual in treatment to become aware of the disruption's true intent and see it from a different perspective. For example, severe insufficient sleep could be interpreted as the ability to function on little rest, and a low emotion could be interpreted as the ability to respond to internally or externally conflicts.
- The principle of balance addresses the conflict dynamic and its contents. People can cope with conflict in four areas of life, as per Peseschkian's balance model: body/sense, fantasy/future, achievement/activities and contact/environment.

Because the visual presence of a meal is usually the first sensory cue we experience, we see it before we eat it. Colour is the most crucial aspect of a food product's appearance, particularly for fruits and vegetables. Colour can have more than aesthetic value; it can also have personal meaning. The mere perception of colour triggers psychological mechanisms that lead to motivated behaviour. The actions and the systems are both automated. (Elliot&Maier2007). Food colour preferences are influenced by various factors such as past experiences, conditioning, and acquired associations. (This is a Clydesdale.) According to research conducted in Europe and Asia, the most preferred colours for fruit are bright green and red(Lee et al., 2013). Stroebele& De Castro (2004), the atmosphere of a dining area impact food choices and preferences. Colours can elicit emotional responses in addition to drawing attention to specific decisions. Dark colours appear to calm, while bright colours appear to attract and arouse. When it comes to eating habits, room colours have a strong influence on

people's moods. Stroebele & De Castro (2004) show that when one's environment reinforces a food motif, one's acceptance of food increases (e.g., racial background). In addition, when environmental cues are consistent, consumers are more satisfied and rate their environment favourably (Mattila & Wirtz, 2001).

1.2 Aim of Study

This research study examines the relationship between the effect of colours on consumers' food choices and the balance model in positive psychotherapy. As a result, this study answers these questions:

- 1) How colour affects consumers food choices.
- 2) If there is a relationship between colour selection and sub-dimensions of the PPT balance model.

1.3 Significance of the Study

This research study highlights the effect of colours on consumers' food choices and the balance model of positive psychology. However, in addition to the fact that no research has been found on the use of the PPT balance model in the food sector gains a lot of importance in contributing to the field of both marketing and psychology. This research study can also be a reference for other scholars from both areas.

It is believed that this research study will be an essential resource for businesses in the food sector to understand better consumers' decision-making insights and how their inner worlds.

1.4 Thesis Structure

This study is broken down into five parts.

The first segment contains a brief study history, accompanied by a summary of the literature. In addition, in the third chapter, the approach is discussed. It explains the methodology used to perform this analysis. The observations and conclusions based on the methods used are discussed in the fourth chapter. The final chapter, Chapter Five, summarizes and concludes the study. The thesis structure is depicted in the diagram below.

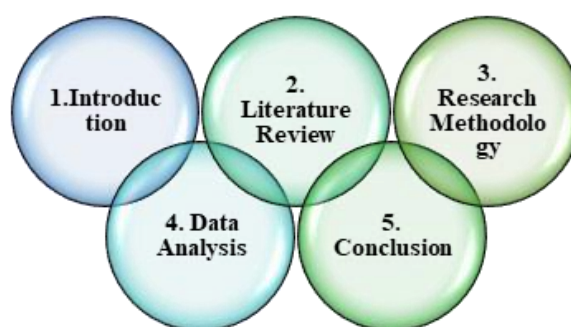


Figure A: The framework of the thesis.

1.5 Summary

Food has always been a cultural carrier in human cultures and a driving force behind globalization. Food choice is an interdisciplinary subject that includes psychological and sociological aspects. Nutrition, food science, psychology, and other natural and social science disciplines are investigating food choice. The food industry sector, particularly its marketing efforts, will benefit from this research. Positive psychotherapy focuses on improving one's life's happiness, engagement, and meaning. The treatment involves using strengths of character, showing gratitude, and savouring good experiences. It was founded in 1933 in Kashan, Iran, by Nossrat Peseschkian. The therapist helps the individual to become aware of the true intention of the disruption.

Colour is one of the main characteristics of the appearance of a food product. Learned associations or biological inclinations influence people's colours. According to studies in Europe and Asia, light and red hues are considered the fruit's favourite colours. Colour and its relation to food choices and satisfaction is an area that has yet to be studied thoroughly. Many external factors can influence people's colour perception. This research profits from marketing (including the advertising, branding and purchasing behaviour of customers), robotics, interior design, computer vision and other fields.

CHAPTER 2

LITERATURE REVIEW

To understand how people use colour to make food choices, it is essential to understand the past of food. Colour in nature has inspired man's desire to select healthy foods since the dawn of time.

Natural food colour is a built-in teaching tool for the brain to identify acceptable and nutritious food. The stimulation of hunger is what encourages people to feed. This research study will look at how eating developed from a human instinct in the world of hospitality. Eating's visual effect started with the food itself. The old saying "the eyes are the first to feast" has a deeper meaning than most people know. Before studying colour in all its aspects, one must first comprehend the process of taste, which includes how it relates to colour. Colour influences our sense of taste, mood, and inner peace (Magoulas, 2009).

2.1 Food History: Diet in the Mediterranean

It is no longer known when or where the tradition of the Mediterranean diet originated. It was derived from these earlier times in ancient Rome when it developed the bread, wine, and oil-based diet mentioned in Roman literature alongside animal-based agriculture. Fresh fish (usually fried in olive oil or grilled) and incredibly raw or grilled shrimp were especially favoured by the upper classes. Contrary to slaves in Rome, who were destined to a monthly diet of bread and half a pound of olives and olive oil, along with some salted fish and, on the rare occasion, miniature cattle, slaves in Rome received much less nutrition (García-Segovia et al., 2015).

2.2 Environmental Impact

When it comes to food and hospitality, colour plays a vital part in decision-making. Individuals must be assured that the food they consume is healthy and satisfying to the mouth before allowing it to pass through their lips. The dining hall will be a calming, distraction-free environment, and the work environment will facilitate productive development. Colour has a significant effect on the dining room and work areas. Colour selection can change consumer preferences and food decisions (Singh, 2006). According to Singh, the proper use of colour and its value in shaping people's decisions is decided because many people make up their minds within 90 seconds of seeing

someone. Colour alone accounted for up to 90 per cent of the decision-making concept. These choices would also affect optimistic or pessimistic emotions. Since light comprises seven spectral colours, as established through Sir Isaac Newton, it can modify one's understanding of colour.

2.3 Colour as a Determinant of Decision-Making Process in menu choices for Consumers

Whenever it comes to persuasion, emotion is the primary goal. When it comes to creating a positive or negative customer experience, appearance, rather than words or pictures, appeals to people's emotions the most: colour impacts cognitive abilities, emotion, and human behaviour, including in the food industry. Most people, including myself, are oblivious of how many colours, or chromatics, can influence our reactions and elicit hunger pangs (Howell., 2016). This study will go over colours red, blue, orange and black as examples in greater detail to help you understand why colour is essential for your product, restaurant, and recognition, whether it's a logo colour, brand colours, or the layout of your food.



Red colour Psychology (Howell., 2016)

Cognitive Characteristics: The colour red is well connected to influence mental functioning, especially its negative and positive associations. We had a primary goal of determining the degree of attentional capture by red-coloured images and exploring the modulatory role of emotional valence in this process (Elliot and Maier, 2012).

With regard to food: Red colour enhances appetite and boosts energy; similarly, when we're about to eat, neurons in the hypothalamus region of the brain fire up. Nerve

impulses are also heightened, as is heart rate; for instance, red is probably the most popular and successful colour in the food industry. You'll notice that most food companies and fast-food chains use red in their logos or brand essences. Your mouth may be dripping right now. However, because red is such an intense colour, it tends to provoke a reaction much faster than any other colour, resulting in an impulse or urgent reaction. Red table linens have been shown to motivate people to eat more, but moderation is advised because too much of a positive thing can be detrimental.



Blue colour Psychology (Howell., 2016)

Cognitive Characteristics: Blue is commonly associated with corporate and conservative brands, it is the most popular colour in America, accounting for 35percent of the population. The colour is associated with safety and trust. However, it is not always the best option for a diner.

With regards to food: Blue has been shown to minimize hunger and reduce appetite. As such, it's the most unappealing hue; for instance, the launch of the blue M&M has been the most significant success in blue food over the last decade. Yeah, it was a hit, but does it fit in other flavours? With a few exceptions, it's highly doubtful. When it comes to food, blue is one of the most repulsive colours, and it can make people avoid feeding. What is the explanation for this? Since blue is rarely found in foods other than blueberries and Adirondack potatoes, it also conjures up images of rotten foods. And its exception states that blue can be used to its benefit with a little bit of confidence. Taking advantage of people's responses to the colour by suggesting weight loss or a decrease in appetite.



Orange colour Psychology (Howell., 2016)

Cognitive Characteristics: It is recommended that you don't wear orange for an interview because it can render you unskilled. Orange is energy-consoling, courageous, hopeful and pleasant, but must use it because it has an unwillingness and a superficial connotation.

With regards to food: Isn't orange juice the first thought that comes to mind? For some people, orange is a soothing colour as it encourages impetus. Orange activates all the senses that have much to do with the experience in the restaurant. It can increase sales and stimulate conversation in several dining establishments such as cafés, restaurants and diners. If the orange colour surrounds you, you can eat and chat and spend a longer time, which means that you spend so much money because orange is correlated with an improved value. For instance, for obvious reasons, Tropicana and Fanta are at the top of the list. Home Depot, for example, is a perfect example of a brand that is synonymous with value. However, some exceptions to the rules state that some high-end brands, such as Hermes and Veuve Clicquot, have an orange palette; they've dominated the market. After all, orange has a lot of promise.



Black colour psychology (Howell., 2016)

Cognitive characteristics: Despite its potential for being a cold colour, black has a timeless appeal and is frequently used to articulate control, absolute power, perseverance, and sophistication.

With regards to food: According to Gregg Rapp, a menu engineer, black ink on white paper provides the best contrast, making the menu the easiest to read. Black and white in a logo convey simplicity, whereas leaving out colour can create a chic vibe; for instance, Many of the restaurants on the list of the 50 Top Restaurants worldwide have black logos. What is the rationale behind this? The words "simplification" and "sleekness" spring to mind when thinking about this design. Black liquorice, squid ink noodles, kalamata olives, burnt ends, and black rum are just a few foods associated with black.

Furthermore, the goal of a restaurateur is to attract repeat customers, and customers value brand recognition, which is easily achieved through the use of colour.

(Howell., 2016). Artificial colours were first used and manufactured in the commercial food industry in the late 1800s to help decorate and disguise low-quality produce.

Media objects and other additive compounds became poisonous during this period. Colour has a significant impact on how large food processors and suppliers sell their goods. According to (Downham & Collins 1999), colour impacts nearly any part of one's life. Decisions are taken without understanding how colour and surroundings affect certain choices, whether about one's house, clothes, or food. They also claim that all humans are particularly receptive to the colour of foods. Colour can affect and activate appetites and have the inverse effect of stopping people from consuming those foods and decreasing their urge to destroy them. When eating or drinking, colours will indicate

the tastes to expect. A vividly coloured orange soda would characterize the taste of orange. As a consequence, a vibrant red drink can have traces of strawberry or raspberry taste. Orange or green drinks with scrubbed colours can suggest a lower quality drink that does not appear to be desirable (Downham & Collins, 1999).

A growing body of research shows that colours have meaning and affect attitudes and psychological processing differently based on the situation. Red, for example, causes avoidance desire in success situations (e.g., while taking tests) and, as a result, impairs test results. On the other hand, red has the reverse effect in possible dating conditions, triggering approach incentive by increasing sexual attraction (Lin H., 2014). The dependence on highly regulated lab environments has been a drawback of most colour psychology studies so far. These experiments could not establish the validity of these results in more specific contexts with fewer regulated environments, despite presenting convincing evidence for a causal connection between colour and several psychological outcomes. Just recently has applied research into the generalizability of the colour red's effect began to gain popularity. According to field experiments performed in real-world environments outside the laboratory, men confronted women seated at a bar more often while wearing red lipstick (Guéguen N., 2012).

In the hospitality business, incandescent and fluorescent lighting are the two most popular styles of lighting. Fluorescent lighting is used in 67 per cent of the world's lighting. Blues and greens will be more vivid, but orange, purple, and red will be dreary (Singh, 2006).

Red shades have been found to increase appetite in restaurant research, which is one of the reasons fast food restaurants use them. Food establishments using yellow to boost sales typically are called "quick-service restaurants." The contrast between formal restaurants, on the one hand, and informal eateries, on the other, has everything to do with what formality the eatery aspires to maintain, as well as the impact of the colour blue or light hues, have on ambience. One way to increase the sales of wine, cakes, and coffee in a calm setting is to sell more of these products in a location like a café. This type of cooking is done at low temperatures so that the flavours of the food permeate the surrounding air. Many different variables affect how we perceive food, including temperature, scent, distractions, wait time, and food colour (Stroebele & De Castro, 2004). It is similar to a cafeteria and restaurant in that similar foods are prepared and served based on taste and colour.

Colour is crucial in marketing. Colour-based businesses have been redefined, and any products have been re-energized. New items can be any colour or colour combination, and the most straightforward symbols will be assigned to an individual. Brands are identified by a colour that can be seen despite the absence of a clear brand name. In the restaurant industry, practical colour usage is evident. According to Leatrice Eiseman, "colour affects the adrenal glands and tempts the taste buds." According to the Munich Personal RePEc Archive's study on product features and consistency awareness, colours have significance and are a vital tool in business communications strategies. Colours are correlated with a wide variety of artifacts. On the activity scale of the interests, the colour series follows the colour element. The object is more effective with darker colours. It means that colour's interpretative impact is based on the material's meaning. In contrast, colours impact measured actions, and the effectiveness of the artifacts for which it is connected are structural and aligned with the colour and saturation dimensions. The shades red and orange are very relaxing.

2.4 Colour and Consumer behaviour

In experimental research, Bellizzi and Hite (1992) probed the role of colour in creating the mood, which affects the emotional states leading to vital buyer responses. Two experiments were conducted whereby in experiment 1, a sample of 70 women was subjected to either of two displays (red/blue). In experiment 2, a selection of 107 students was subjected to slides of interiors of retail furniture with either red or blue interiors. The outcomes of the two experiments clearly showed more positive consumer reactions to blue. Similarly, Crowley (1993) proposed that there have been no but two dimensions within the human response to colour.

Grossman and Wisenblit (1999) applied a framework supported on associative learning to colour literature to assist in understanding the colour choices of buyers. The conditioning principles were applied to form an understanding of associative learning, further used to give implications. Principles of conditioning make it easier for marketers to create associations when stimuli are similar or resemble each other somehow.

Singh (2006) conducted a literature review associated with the psychology of colour in the milieu of promoting, highlighted controversies and anomalies around the psychology of colour and examined the influence of colours in selling products. First, he gave a background of colour and the way it's perceived. Colour is "light carried on wavelengths absorbed by the eyes that the brain converts into colours that we see". Secondly, the

author studied the effect of colour on various aspects like health, culture, emotions and gender. It was discovered that different colours had varying impacts on people's health, starting from red energizing the liver to blue, creating calmness and relaxation. Next, the author focused on applying colours in marketing; thanks to its influence on human metabolism, it had been found that the red colour stimulated appetite in restaurants, making red a prevalent choice of colour among fast-food restaurants. On further studying the consequences of colours, it was found that they influenced the belief of your time passage. In future research, before launching a product, an investigation referring to the selection of colours should be dispensed and summarized because there is a negative influence of the false choice of colour on the product image and the company.

Kaya (2004) conducted a study among college students to check the association between colour and emotion. The sample included 98 students of a school who were asked to specify their emotional responses to 5 primary hues, including green, purple, red, blue and yellow; five intermediate hues that are yellow-red, green-yellow, blue-green, purple-blue, and red-purple; and three achromatic colours including black, grey and white; and therefore the explanation for their choices. The research suggested that the primary hue covered the maximum number of positive emotional replies followed by the intermediate shades and, lastly, the achromatic colours. Positive emotions like comfort and relaxation were evoked by the green colour mainly because it had been a reminder of nature to the majority of the respondents. The colour green-yellow had the lowermost number of affirmative outcomes thanks to its association to vomit and produced sentiments of disgust and sickness. Brennan and Charbonneau (2005) examined the effect on response rates for the questionnaire of 4 different colours: green, red, purple, and blue. During a survey of sixteen hundred New Zealand residents who were taken willy-nilly from the New Zealand Electoral Roll, the various coloured questionnaires created significantly different response rates, starting from sixty per cent to seventy-one per cent. Overall the original effective colour was purple. Westland and Shin (2015) studied the link between the colour choice of consumer products and the relationship of this choice with consumer colour preferences for personal care products. Digital images of products were obtained and manipulated to get pictures of warmer and colder hues. An online questionnaire was constructed, which was completed by 241 participants from 17 countries. It has been found that the connection between colour

preferences and consumers' choice of products was complicated. Still, while focusing only on the hue and selection of personal care products, evidence suggested that customers who made product choice supported their colour preferences. The consequence was significant altogether the products tested. Motoki et al. (2019) studied the results of correspondences between visual and somatosensory (colour and warmth) to form attitudes and preferences towards sensory experiences. The study results suggested that there have been novel correspondences between the level of colour lightness and thermal sensations.

2.5 Concepts of Colours as a Determinant of Human Behaviour and Emotion

When explaining how colour shapes our decisions, it's important to consider how the color are a determinant of human behaviour and emotion. The meaning of different colours are represented in the table below:

COLOR	DETERMINANT
Red	<p>,stimulating ,agitation ,Happiness ,hostility ,exiting ,strong ,active ,aggression <i>Red lover are .masterful</i> ,sexually charged ,outgoing ,extroverts action driven ,outspoken</p>

Orange	<p>,exiting ,pleasant , Stimulating ,delight ,warmth ,emotion ,upset ,distressed Orange .happy ,disturbed good ,lover are curious ,socialize ,restless ,natured energy driven</p>
Yellow	<p>,unpleasant ,Stimulating ,hostility ,envy ,exiting ,jovial ,cheerful ,aggression joyful, <i>Yellow lover are in need of mathematical and</i> <i>logical order in their life association with scientist and analytical thinker</i></p>

<p>Green</p>	<p>,controlled emotionality , Leisurely <i>Green lover are need .youthful</i> <i>,security and safety ,belonging honest</i> <i>,community oriented</i></p>
<p>Blue</p>	<p>most ,cool ,sadness ,Dignity drives ,leisurely ,pleasant ,secure ,social ,toward control ,comfortable ,Security drive <i>Blue</i> <i>lover .soothing ,tender caring</i> <i>,arecompassionate and highly</i> <i>introspective, do not like to</i> <i>change their point of view</i></p>
<p>Purple</p>	<p>,vigorous , Depressing deep but ,sad ,disagreeable ,optimistic depression unhappy. ,stately ,dignified <i>Purple lover put a big accent on</i> <i>emotion and are creative and</i> ,i,perfection <i>caring</i></p>

Black	<p>,intense anxiety fears , Sad ,disagreeable ,depression ,fear ,evasion ,vague ,strong ,powerful ,depression <i>Black lover</i> .masterful ,<i>pro-active</i> ,<i>intelligent</i> <i>Do not ,dignified ,impressive</i> <i>like to show off and to be</i> <i>ostentatious</i></p>
White	<p>,tender ,empty ,solemn ,spirited , Pure <i>White lover have a ,soothing</i> <i>need simplicity and tend to</i> ,<i>independence self- ,meticulous</i> <i>and careful sufficient</i></p>
Brown	<p>.full ,comfortable ,secure ,disagreeable , <i>Brown lover want to live safety and</i> <i>intelligent ,comfort and they are mature</i></p>

Table A: Colours as determinant of human behaviour and emotion (Konul Memmedova,2020)

2.6 Combination between Colour and Taste

When consumers choose whether or not to consume food that has been cooked for them, the effect of colour on taste processing is essential; this is why famous chefs worldwide are concentrating on dish presentation. Similar foods are correlated with

multiple colours. As this view varies, it often negatively influences the client's understanding of how the product can taste.

Food	Colour
Blackberries, Plum, Purple sweet potatoes, Redbox, kale, Passion fruit.	Purple
Red apple, Strawberries, Beets, Red peppers, Tomatoes.	Red
Spinach, Peas, Green Apples, Limes, Green grapes.	Green
Orange, Pumpkin, Carrot, Squash, Corn.	Yellow

Table B: Lists of the most popular colour and diet combinations

Source: *"Eating by Colour for Optimum Wellbeing"* was based on a personal survey

2.7 Synthetic Colorants: Food Colorants from Synthetic Sources

Synthetic food colours, commonly known as artificial food colours, are produced using a chemical technique. We give our consumers a wide variety of Synthetic Colours to domestic and foreign markets as a leading producer in the food colours domain. Many of these colours, ranging from natural to synthetic, are utilized in dyes in these three industries. Most of these food colourings contain azo dyes that are derived from coal tar derivatives. Red, green, and blue are colours that are permitted. Food colours

created using synthetic methods are found in various foods, including baked goods, candies, jellies, and beverages. It can find any non-permitted synthetic colours and excessive use of approved colourants in multiple foods and drinks. It's also not a good idea to apply approved synthetic colours to everything (T. E. Tuormaa, 1994).

Non-permitted colours and the indiscriminate use of approved colours and patterns have been shown to have detrimental health effects in both laboratory animals and humans. The primary goal of food labelling is to entice customers by revealing the product's nutritional attributes and the various additives found in the food to choose their food with full knowledge of the possible consequences (Khalid, 2014).

The Turkish legislation on food additives is very comprehensive, and it was written in an attempt to comply with EU regulations. On June 30, 2013, the Revised Turkish Food Codex Regulation on Food Additives was released in the Official Gazette, and it was amended on November 24, 2014, July 16, 2016, September 22, 2017, June 12, 2018, and February 27, 2019. The regulation can find food additives and other ingredients allowed in food as defined in this regulation. It lays out the classes of functional food additives, identifies the types of food additives, describes food types, and establishes allowable concentrations and limitations for additives, all grouped into different categories.

2.7.1 Types/Forms of Synthetic Food Colours:

Synthetic food colours are divided into three main parts;

Primary food colours: When dissolved, main food colours are soluble in water and have colouring strength. Our food colours are commonly used dyes in medicinal, cosmetics, and other industries because of their high practical importance.

These key food colours are consistent with international food safety regulations (Britannica, 2021).

Lake Food Colours: These are used in areas where dyes aren't ideal due to their water solubility. Lake Colours are vivid, consistent, and valuable in several sectors, including pharmaceuticals, cosmetics, inks, and plastic food containers, among others (Britannica, 2021).

Blended Food Colours: These are made by merging various primary and secondary colours, either individually or together. The resulting colours have distinct colour properties and give goods a different feel (Britannica, 2021).

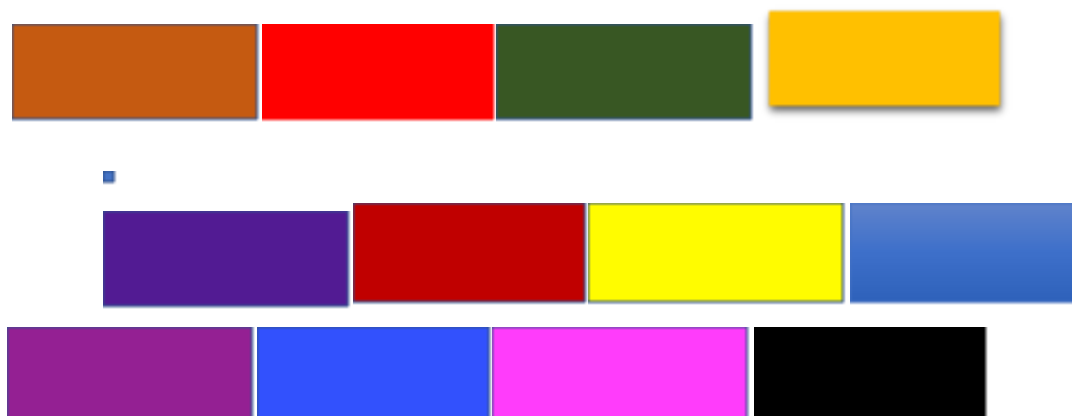


Table C: Synthetic colouring of food (Britannica, 2021)

2.8 How Food Packaging Colours Influences Consumer Behaviour

Packaging is the most visible image of a brand or product for buyers and is thus the primary marketing weapon for advertisers; that is why it is essential to invest time making it perfect. Provide sources- According to an analysis by sales specialists, a consumer makes a subconscious assessment of a product in fewer than 80 seconds of seeing it, and 52-80 per cent of them focus their review entirely on colour, which may be mainly because colour registers are much quicker than written text. Moreover, almost 75percent of consumers claim that colour is a deciding factor in buying a single commodity (Rung, 2009). Whatever colours you choose in your packaging should transmit the expected subtle message to define your target market and encourage them to select your brand. Learn about colour in the light of the marketing goals of the product. For instance, using more vivid colours would be enticing to adolescents, although darker colours will usually be more desirable to elderly consumers. Researchers and market analysts have researched and established connections between colours and their effect on human emotions and feelings. And according to the product design creative director (Connolly, 2020), "colour affects consumers on not just the conscious level but also the subconscious level". Therefore, the colour choice for the food packaging can be almost as essential as its additives. This explains in another perspective how each colour prompts consumers' behaviour;

- a. Red colour:** Red is an intense colour used to enhance and arouse and can potentially boost nerve signals and pulse rate. Related to what occurs while we are starving and thus the brain activates neurons, red raises the hunger and enhances the physical reaction. And that's why red is indeed a standard option in marketing practices and can be seen on most food package designs. Once we think of red fruit, we prefer to think of juicy or sweet stuff like onions, berries and chocolate.
- b. Yellow colour:** Yellow is the best colour that the brain absorbs and is thus typically excellent at attracting attention. Like red, yellow is a hunger stimulant, and it helps make individuals feel happy and hopeful. Surveys recommend that when you glance at the yellow colour, the brain produces a hormone ('feel good chemical'), making people feel comfortable about what they purchase.
- c. Blue colour:** Blue can be the most unappealing colour when it comes to foods and beverages. Apart from cherries, the blue colour is virtually quasi in fresh foods, and many of us may not dream of it. A perfect illustration of this was a survey from the 1960s. Consumers recorded a lack of appetite. Some even felt sick when confronted with a steak painted blue with food dye, notwithstanding the meat being entirely nutritious. In general, though, blue is one of the preferred colours for both males and females, and most of them link it to confidence, fairness and reliability.
- d. Orange colour** Orange is a vibrant colour often associated with imagination, but in meal advertising, it is often associated with a particular flavour, e.g., orange (Fanta), where any other colour used by these flavoured products would appear to be quite unhealthy. Orange products are synonymous with western autumn practices, including pumpkin goods, squash, and frosted flakes. Orange is a vivid colour of orange and carrot juice related to vitality throughout the year.
- e. Green colour:** : Colour packaging may also be affected by patterns. Green is the dominant colour synonymous with always being healthy, natural or vegan and has become a sign of fitness and wellness. Green is the best

alternative in food ads whether you highlight or disagree with natural products or the related health benefits. It is often used to encourage the processing of a commodity in an economically and environmentally feasible manner.

f. Black colour: Manufacturers also see the benefits of using black to convey a feeling of elegance. It is understood that customers prefer to equate black with beauty and refinement, and we see more labels using it as the primary colour on the packaging, as it can improve the impression of enhanced luxury and excellent quality. Using a bit of silver to black could deepen this sense of elegance and exclusivity. It's a versatile hue differentiated from white or light colours to make the packaging different and outstanding.

g. White colour: The additional colours you apply to your labelling, the less elegant it seems to sound. White reflects emotions of cleanliness, purity, and ease; when used in packaging, it typically lets consumers believe that the substance does not contain many ingredients. Commonly, white is more efficient if used as a background hue and performs best when complemented by other highlight colours. Also, it is popular among people when packaging light-coloured items such as yoghurt, cream, milk and cheese; it is suitable and can offer the appearance of being organic and fresh.

2.9 Natural Colorants: Food Colorants from Natural Sources

Colours produced from natural pigments are known as natural food colours. Standard food colours come from many materials, including fruits, berries, seeds, minerals, and some other edible natural sources. When attached to food or drink, they add flavour. They are available in a range of ways, including oils, powders, pastes and gels. Food colouring is being used in both agricultural and domestic food processing.



Table C: Synthetic colouring of food (Britannica, 2021)

Food producers have also sought to produce goods in several colours to improve marketing revenue. The Heinz Ketchup Corporation made ketchup in a rainbow of colours, starting with green and purple, pink, orange, and eventually brown. Their intended interest group was teenagers. Because of a lack of interest among young people, the products were ultimately discontinued after a few years.

The use of taste associations is a standard tactic among food manufacturers to increase sales. The restaurant's marketing assistant assists in promoting the restaurant's food products, and there has been a lot of testing to discover the most harmonious colour to accompany it. Many experiments have proven that food colour influences taste perception. According to market research, natural pigments have seen a 25% increase in popularity in the past few years (Rung, 2009).

2.10 Factors Influencing Food Decisions: Food-related Features, Personality Factors and Societal Influences.

There is a significant part of the literature that focuses on exploring the factors influencing personal food choices. Because of the complex nature of food selection, the factors identified in various studies and the classification of elements varied from study to study. While works from different fields in research brought new information, they all agree on the three main food choices drivers: the features of the product, the social influence, and the cultural influences. Both intrinsic and extrinsic features are aspects

of food; there are individual differences related to each of these elements; for example, there are biological, physical, psychological, cognitive and social elements. Cultural, economic, and policy aspects of society can all be elements to consider when thinking about growth and development (Rayner & Lang, 2017).

2.11 The Food Environment's Influence on Food Choices

Along with the three primary categories, recent years have seen the definition and recognition of 'food environments' as significant determinants of people's food choices. Swinburn et al. (2013) define food environment as the collective physical, financial, policy, and socio-cultural circumstances, possibilities, and processes that affect food choices and nutrient intake. Indeed, the term 'food environments' encompasses various factors from the three classifications mentioned above, including physical and social environments and financial, policy, and socio-cultural ecosystems. Certain studies attempted to provide a more comprehensive perspective by including the role of dietary patterns (Swinburn et al., 2013).

Social and environmental influences, modelling impacts, eating expertise, home environment, food tags, taste, food preferences history as well as psychological influences habits, food labels and preferences, are all reported to have a hand in influencing food choice (perceived behavioural control and motivation) Hardcastle et al., (2015) state that.

In a recent study, Leng et al. (2016) found that many factors determine food choice, including dietary components, physiological mechanisms, spatial cognition factors (perceived stress, wellbeing attitude), genetic and epigenetic influences on personality traits, and diverse cultural and social pressures

2.12 The Effect of Packaging on Consumer Decision Making

In a traditional American market, a customer is faced with 20,000 food options. As a consequence, pleasing product design can help distinguish a competitive brand and affect buying decisions. According to a report, food packaging affects 60 per cent to 70 per cent of final purchasing decisions. The majority of customers are faced with a gathering place, so packaging acts as a gathering place. They are essentially branding that serves as a way of delivering a commodity message. Brand assists in brand identification as well as showcasing and supporting products. Before reaching a final buying decision, packaging design acts as a final marketing medium to educate, remind,

and reassure the customer. According to a report, 2/3 of sales are made unconsciously (Unplanned). The bulk of new product acquisitions are made on the spur of the moment (Unplanned buying). Product packaging and architecture have an excellent partnership (Bokalic et al., 2012). According to them (Ampuero & Vila, 2006). Graphic design, structure design, and label detail are all three aspects of packaging design. There are four sub-dimensions of graphic design: brand name, typography, illustration, and colour. There are three sub-dimensions in a structure image: form, scale, and substance. Colours in food packaging design affect consumers. Perception influences more than just each personal sale. It also shapes the long-term relationships that customers develop with your organization, for better or worse. As a result, any interaction the company has with customers must positively impact their perception. Companies that influence consumers' positive brand perceptions are often more likely to have an implicit effect on future customers and define themselves as exceptional compared to other brands in their industry.

2.13 The Balance Model of Positive Psychotherapy

The concept for effective psychotherapy emerged in the 1960s. It was the time of individualistic psychology and psychotherapy form in the United States, headed through Abraham Maslow. The American Association for Humanist Psychology (AHP) was established in 1962. Positive Psychotherapy, first described by (Peseschian, 2016) as a "modern psychotherapeutic strategy" was defined by many as cross-cultural, psychotherapeutic, humanistic, holistic.

Despite cultural and social differences and a person's individuality, we find that all individuals use traditional coping mechanisms when dealing with difficulties. The Balance Model of PPT (Peseschian, 2016) has created a vibrant model of conflict mediation in diverse societies (a groundbreaking modern approach to comprehensive psychotherapy). And the four fields of life, according to the balance model, are:

- 1) Contact/Relationship: Depression
- 2) Accomplishment/work: stress factors
- 3) Future/purpose/meaning in life: worries and phobias.
- 4) Body/Health: psychosomatic

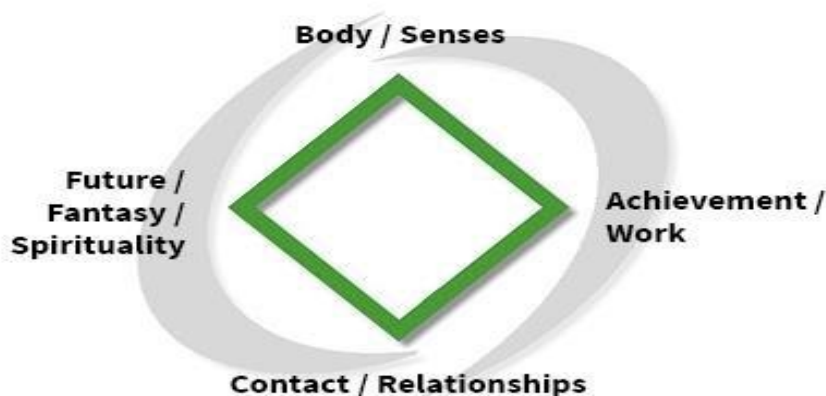


Figure C: Balance model (*Peseschkian, 2016*)

While all four categories are inherent commonly in individuals within the civilized world, the importance is more commonly in body and profession than within the non-civilized world, where all four areas are touch, illusion, and potential. One in each of the symptoms of some psychosomatic disorders may be a lack of communication and creativity. Everyone has their ideas about a way of resolving existing disagreements. A one-sided form of dispute arbitration is eclipsing the opposite forms. Dispute elements (for example, promptness, tidiness, manners, confidence, time, and persistence) are defined in secondary and first ability, supported by the essential capacity of affection and understanding.

This was viewed as a theme based on the variation of Sigmund Freud's experience with the classic case model (Peseschkian, 2016).

2.13.1 What does Positive Psychotherapy mean?

The differentiation study in a modern method of cognitive therapy. It has a brief history, but it has a long history. (Peseschkian, 2016) have been highly passionate about this definition since 1968. Even so, the origins of the differentiation analysis can be traced back to classical cognitive therapy systems and back to the theories and opinions of West and East. So, what is the significance of the study of differentiation? Let's look at

the terms. Differentiation implies inequality, a human ability that takes the form not only biologically but also mentally and culturally (Hobfoll, 1989).

2.13.2 Theory of Positive Psychotherapy

In relation to different kinds of training, the various economic circumstances, the multitude of histories of life, the autonomy of each person and the specificity of the needs of each person, is it necessary, given all these considerations, to lay down specific guidelines for breeding and psychotherapy? There is still an enormous number of desires, communities, countries, cultures, and peoples in this world; they vary in customs, preferences, personalities, and natural conceptions, as do actual human beings' feelings, beliefs, and opinions.

Isn't it the case, then, that schooling and re-education (psychodynamic therapy) that pursue the validity of everything must be a task that is too complicated for everyone? On the other hand, the plurality of societal and human situations is a cause of unheard-of social tension. That takes us to the fundamental questions:

- 1) What do all humans have in prevalent?
- 2) How are all humans different?

2.14 Summary

Since the dawn of time, colour in nature has inspired man's desire to choose healthy foods. Natural food colouring is a built-in teaching tool for the brain that helps it identify acceptable and nutritious foods—in the world of hospitality and even dining areas, eating evolved from a human instinct. Colour has a significant impact on visual perception, emotion, and human behaviour. Red is a colour known to motivate and excite people because it is associated with enthusiasm and vitality. Red table linens have been shown to encourage people to eat more, but moderation is advised because too much of a positive thing can be detrimental. Blue has been shown to reduce hunger and appetite. Blue is only found in a few foods, including blueberries and Adirondack potatoes. Orange is energizing, bold, hopeful, and enjoyable. Colour selection is critical for attracting the right audience and eliciting the desired response. The goal of a restaurateur is to attract repeat customers, and customers value brand awareness. Research shows that colours have meaning and affect attitudes and psychological processing differently based on the situation.

Decisions are taken without understanding the colour, and surroundings affect certain decisions. Research into the generalizability of the colour red's effect has begun to gain popularity. Red shades have been found to increase appetite in restaurant research. Brands are identified by a colour that can be seen despite the absence of a clear brand name. Hot colours (yellow and red) elicit action, while blacks and whites are neutral, and cold colours (green and blue) elicit passive responses. Non-permitted colours and the indiscriminate use of approved colours have been shown to have detrimental health effects in both laboratory animals and humans. The Turkish legislation on food additives is very comprehensive, and it was written in an attempt to comply with EU regulations. Packaging is the most visible brand or the product image for buyers and is thus the primary marketing weapon for advertisers. Packaging should transmit the expected subtle message to define your target market and encourage them to select your brand. 52-80 per cent of them focus their assessment entirely on colour, mainly because colour registers are much quicker than written text. Red is an intense colour used to enhance and arouse and potentially boost nerve signals and the pulse rate. Blue can be the most unappealing colour when it comes to foods and beverages. Yellow is a hunger stimulant, and it helps make individuals feel happy and hopeful. Green is the dominant colour synonymous with always being healthy, natural or vegan. Manufacturers see the benefits of using black to convey a feeling of elegance. White reflects emotions of cleanliness, purity, and ease. Natural colours have seen a 25percent rise in popularity in recent years. Food manufacturers use taste associations to help market their products.

CHAPTER 3

METHODOLOGY

This chapter includes the design and approach of the research, the method, study group, data collection technique, data analysis, the validity and reliability and lastly, the role of the researcher.

3.1 Design and Approach of the Research

Qualitative research design was used as the research design. One such creation is followed by the narrative and holistic presentation of perspectives, insights, and events from their occurrence, using the method of interviewing and analysis, and qualitative data generation (Yıldırım&Şimşek, 2016).

In this study, semi-structured questions were used in the periods when the number of cases of the pandemic is low and with the mutual conversation using hygiene, distance and mask. The data collection method was used. This technique, as Kuş stated in his publication in 2009, it is to allow the participant to present their point of view. For this reason, it was tried to gain deep knowledge in attempting to understand the feelings and thoughts of the participants (Kuş, 2009).

As a result, this research study aim is to examine the relationship between the effect of colours on consumers' food choices and the balance model in positive psychotherapy. Conducting a systematic review of current conceptual models of food choice and besides design, it is to provide a theoretical framework that breaks down the multifactorial nature of individual food choice. Qualitative research was conducted to achieve this aim.

3.2 Research Model

Phenomenology, one of the qualitative research designs, was used. A case study is intensively studied in relation to a situation or event. Best and Kahn (2017) define phenomenology as follows: it is one or comprehensive that explains the current situation, comprehensive and analyzes it. Phenomenology is a research model that is intended to be defined as phenomena that are experienced in daily life and not fully comprehended, and that helps to better these phenomena (Yıldırım and Şimşek,

20188). An effective research model can be expressed in analyzing the audit and supervisors experiences of phenomenology in research.

3.3 Study Group

Snowball sampling was used to select the participants in this study. 13 people were determined as the study group, and these participants were interviewed.

Demographic characteristics of the participants participating in the research are given below.

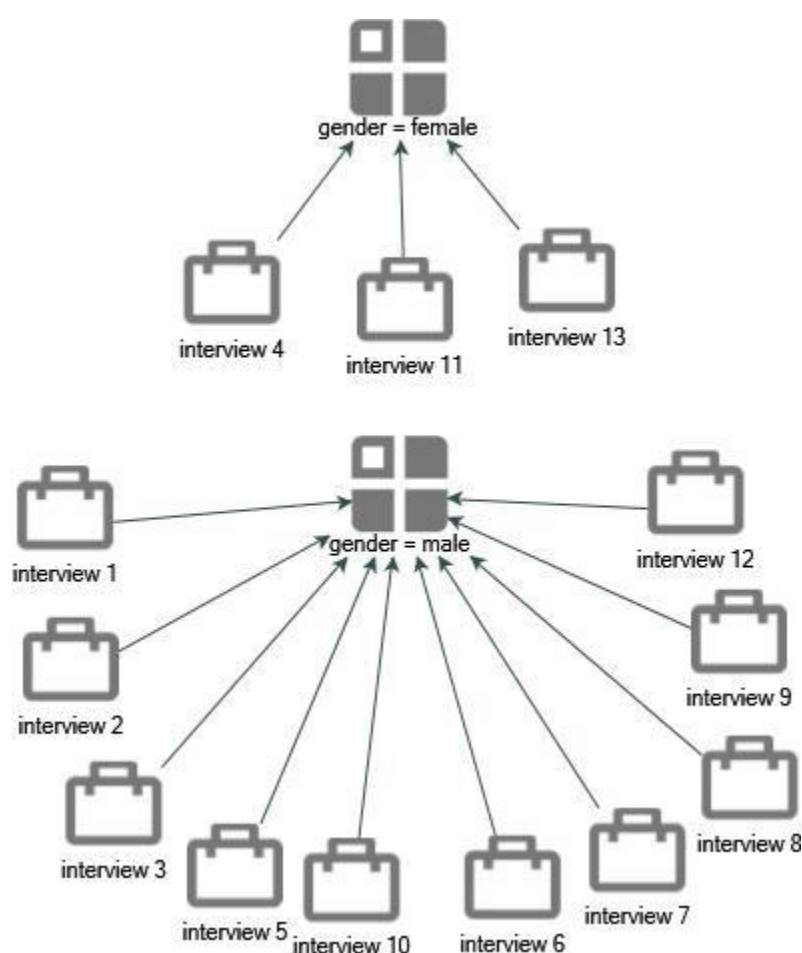
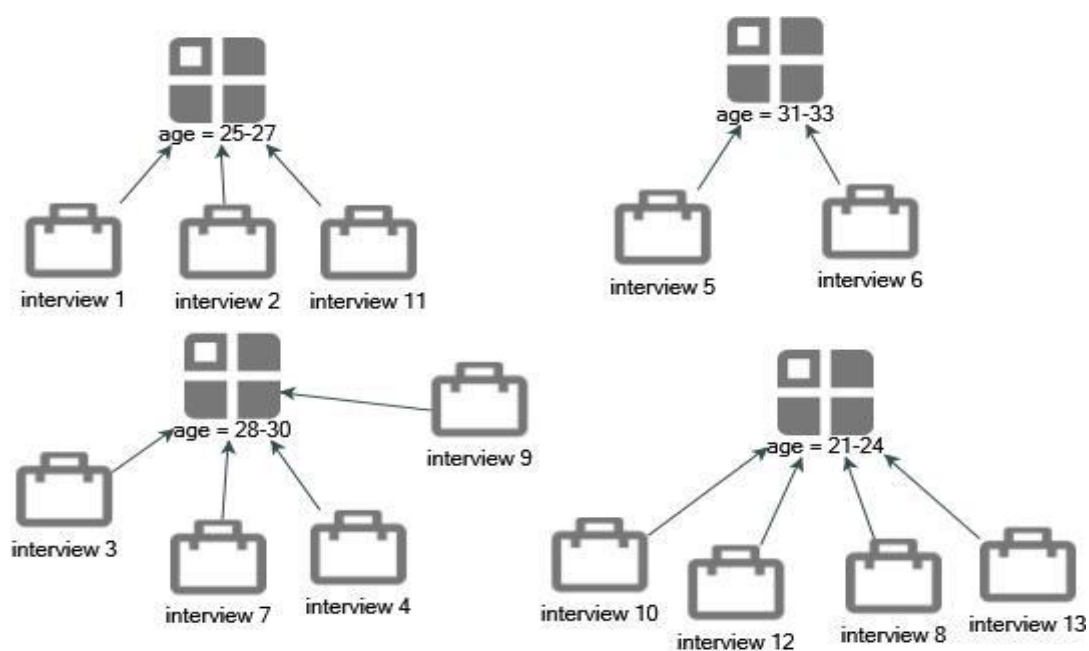


Figure 1. Gender Characteristics of Participants

Table 1. Gender Characteristics of Participants

Gender	n
Female	3
Male	10

Table 1 above shows the gender characteristics of participants. There is three female and ten male participants.

**Figure 2. Characteristics of Participants****Table 2. Age Characteristics of Participants**

Age	n
21-24	4
25-27	3
28-30	4
31-33	2

Table 2 demonstrates the age characteristics of participants. Three of the participants are aged between 25-27, four of them are aged between 28-30, two people are aged between 30-33 and four people are aged between 21-24

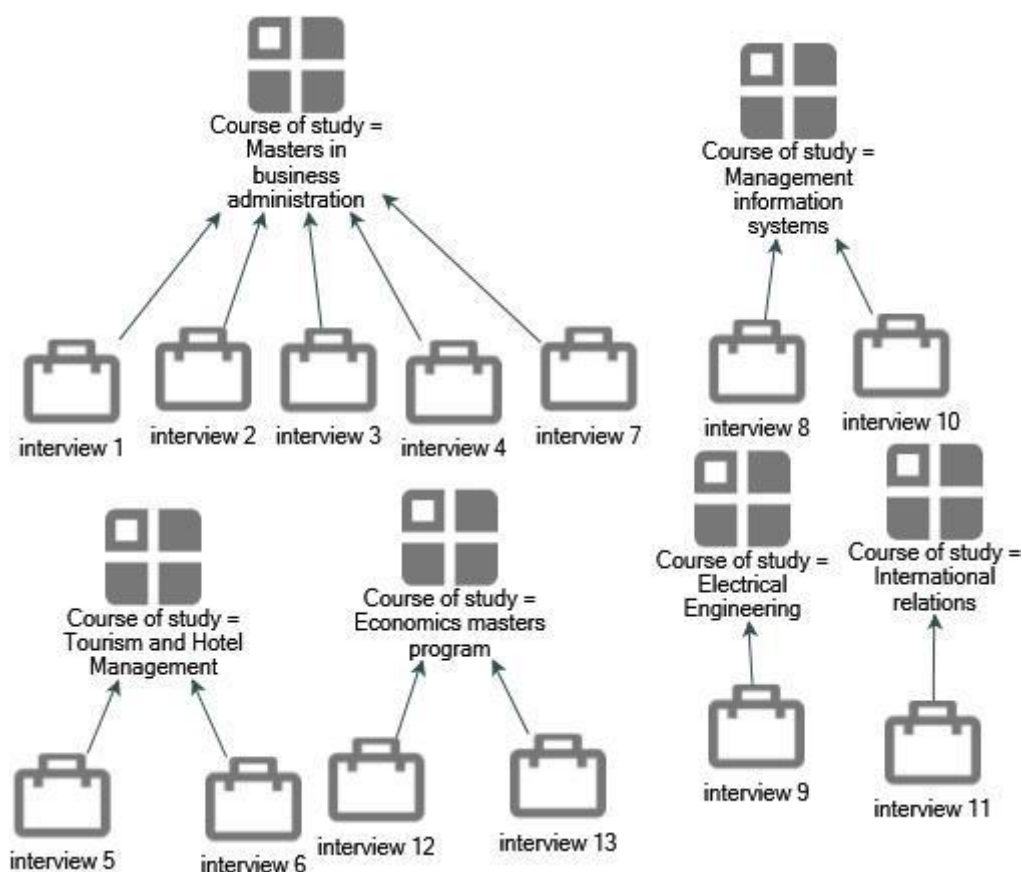


Figure 3. Course of Study

Table 3: Course of Study

Course of Study	n
Masters in business administration	5
Tourism and Hotel Management	2
Management information systems	2
Electrical engineering	1
International relations	1
Economics master program	2

In Table 3, it is seen that five of the participants studying in the field of Masters in business administration, two people are studying in the field of Tourism and Hotel Management, two people are studying in the field of Management information systems, one person is studying in the field of Electrical engineering, one person is studying in the field of International relations, and two people are studying in the field of Economics master program.

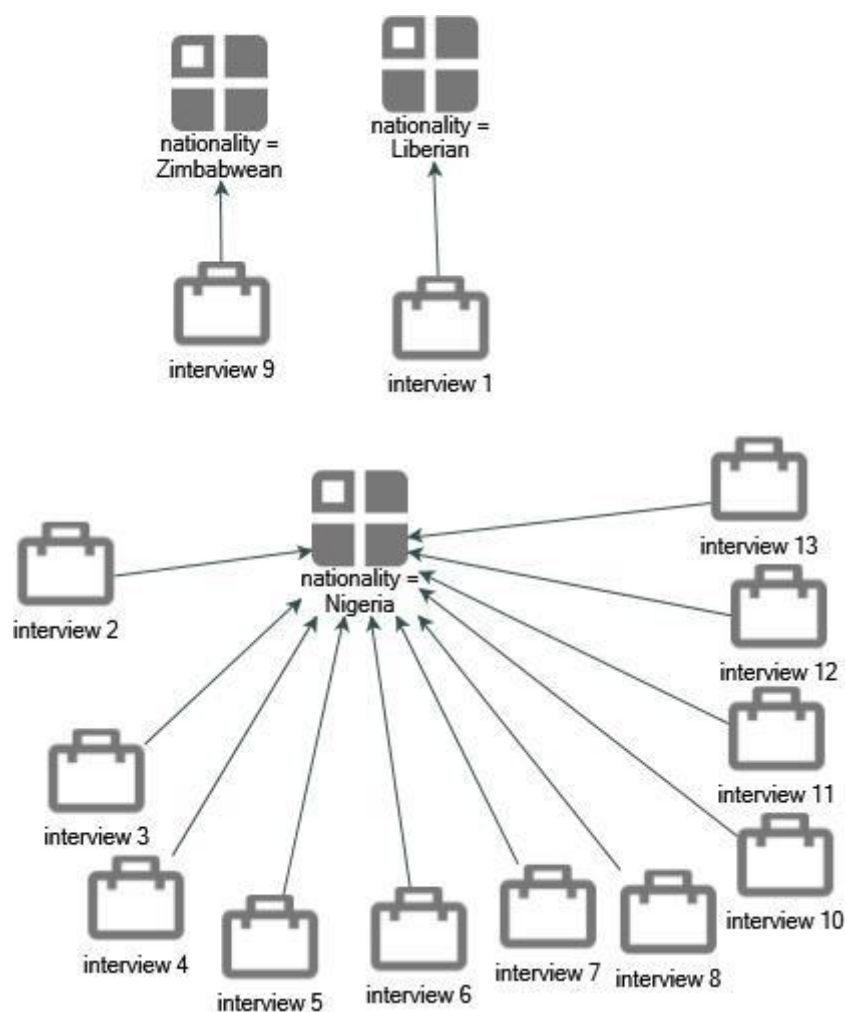


Figure 4. Nationality

Table 4: Nationality

Nationality	n
Liberian	1
Nigeria	11
Zimbabwean	1

In Table 4, it is seen that one of the participants is from Liberia, one of the participants is from Zimbabwean and eleven of them are from Nigeria.

3.4 Data Collection Tool and Techniques

In this research study, the semi-structured interview formula consists of two in total. The first part is from the marketing and consumer behaviour department, and the second part is from the Psychological counselling and guidance.

The study formulated In-depth Interview questions from the literature of marketing and consumer behaviour field and the PPT Balance model. In-depth, open-ended interview questions were adopted from the Balance in positive psychology. Four academicians verified the content and face validity from the marketing department and psychological counselling and guidance department.

A pilot study was conducted to test whether the questions of the semi-structured interview form were understood, and a pilot test was applied to 10 participants to determine its reliability and to create the final version of the questionnaire. After it was determined that the questions were understandable, they were approved by the ethics committee, and the data collection phase was started.

Meeting hours were determined in accordance with the participants. Before starting the application, the participants were informed that the personal and professional information of the participants would be kept confidential and that they would only use them in this research and that the quotations would be coded. For this, each participant was given a code. For example, the interview one code represents the first participant. Then, face-to-face interviews were conducted with the participants, and an interview was conducted using a semi-structured interview form. Interviews were held for a maximum of 40 minutes. In

addition, sensitivity was shown to direct the participants while asking questions. The voice recordings of the participants were analyzed and converted into text. By giving questions to two Supervisors who are experts in supervision, it was asked to examine whether the semi-structured interview questions prepared were related to the subject of supervision and whether they understood the questions.

For the validity and reliability of the research, Miles and Huberman's (1994) formula was used to calculate the reliability formula. Some of the data were given to another researcher, an expert in another field, apart from the researcher, and it aimed to create themes. The themes developed by the researcher and the themes created by the expert researcher in the other field were compared. Then, the subjects of "consensus" and "disagreement" in the themes developed by the researchers were calculated according to the formula proposed by Miles and Huberman. Since the similarity between the theme groups of both researchers is 95%, the confirmability of the themes has been proven; since a rate above the 70% similarity rate in the literature was obtained, the findings obtained in this study were accepted as reliable.

Limitations encountered during the study are;

- Due to the COVID-19 pandemic, the outbreak served as a stumbling block and participants were not easily assessed for their health reasons.
- The perceptions of colour that develop in each person's mind is a huge stumbling block. Many external factors can influence people's perceptions of colour. To fully understand people's perception of colour, it must be comprehensive, detailed, and understandable.
- The amount of research done on this topic is minimal, which adds to the subject's limitations.

3.5. Analysis of Data

The following sequence was followed in the analysis of the data;



Figure 5. Qualitative Data Analysis Stages (Öznacar, 2021)

Data analysis was done simultaneously with data collection. The first step is to explore the data. In this way, it covers the processes of creating a general meaning from the collected data, taking short notes, organizing the data and determining whether there is a need to collect more data. Then, the data is passed to their coding. The following procedure was followed in the coding of the data.



Figure 6. Accessing Encodings from Data (Öznacar, 2021)

During the categorical grouping and coding of the data, the Nvivo R1 qualitative data analysis program, one of the computer-aided qualitative data analysis programs, was used. In the Nvivo R1 program, the contents could be coded, complex information was organized, and the whole of the data was mastered. Nvivo R1 qualitative data analysis program, one of the computer-aided qualitative data analysis programs, allowed the codes to recall and then reanalyzed quickly. With the Nvivo R1, it has made it very easy to find common expressions among the answers. The obtained data were digitized with the help of the program and interpreted in this way.

3.6 Validity and Reliability

In qualitative research, validity and reliability are defined as the accuracy of research results and the objective interpretation of the researched phenomenon by the researcher (Yıldırım&Şimşek, 2008).

While conducting the validity study of the data analysis, one-to-one quotations were made from the interviewer' opinions. For the internal validity of the research, critically looking at the data and checking the accuracy of the result, the raw data and analyzes were reviewed by the researcher and feedback was obtained. The external validity of the quotations was ensured by the fact that they were included as stated by the participants.

Internal reliability is consistency; It has been ensured that the bases in the data collection are the same, the consistency of the data is not compromised while coding the data, and the relationship between the data and the results is established. External reliability, that is, confirmability; In addition to the researcher, another researcher, who is an expert in the audit field, compared and confirmed the judgments, comments and suggestions reached in the research with the raw data.

CHAPTER 4

Discussion and Findings

In this part of the study, the findings and evaluations regarding the findings are included.

4.1 Findings Related to Socio-Demographic Characteristics

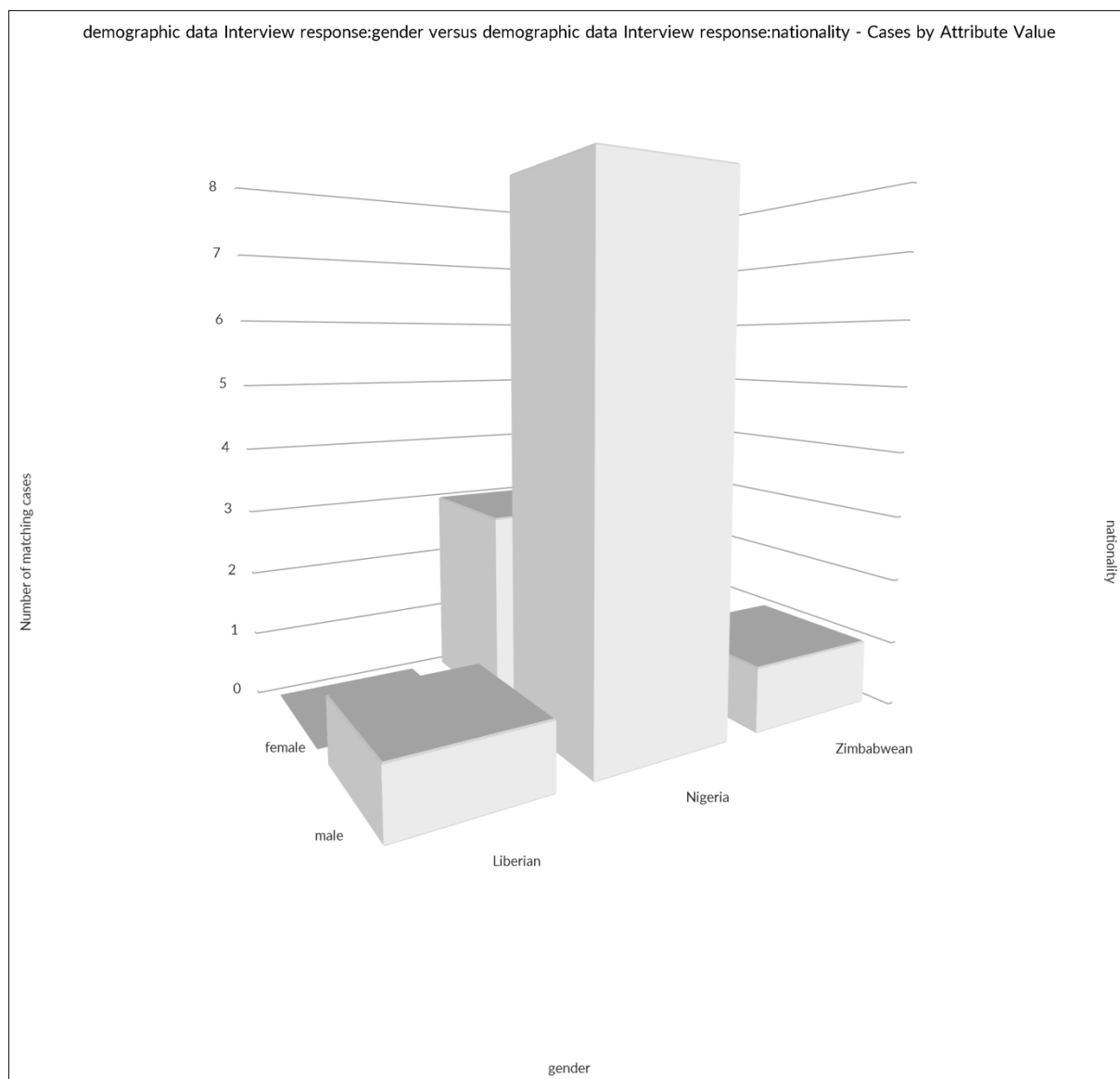


Figure 7. Gender and Nationality Comparison

Figure 7 shows that one of the males is Liberian, one is Zimbabwean, and five are Nigerian; all three females are Nigerian.

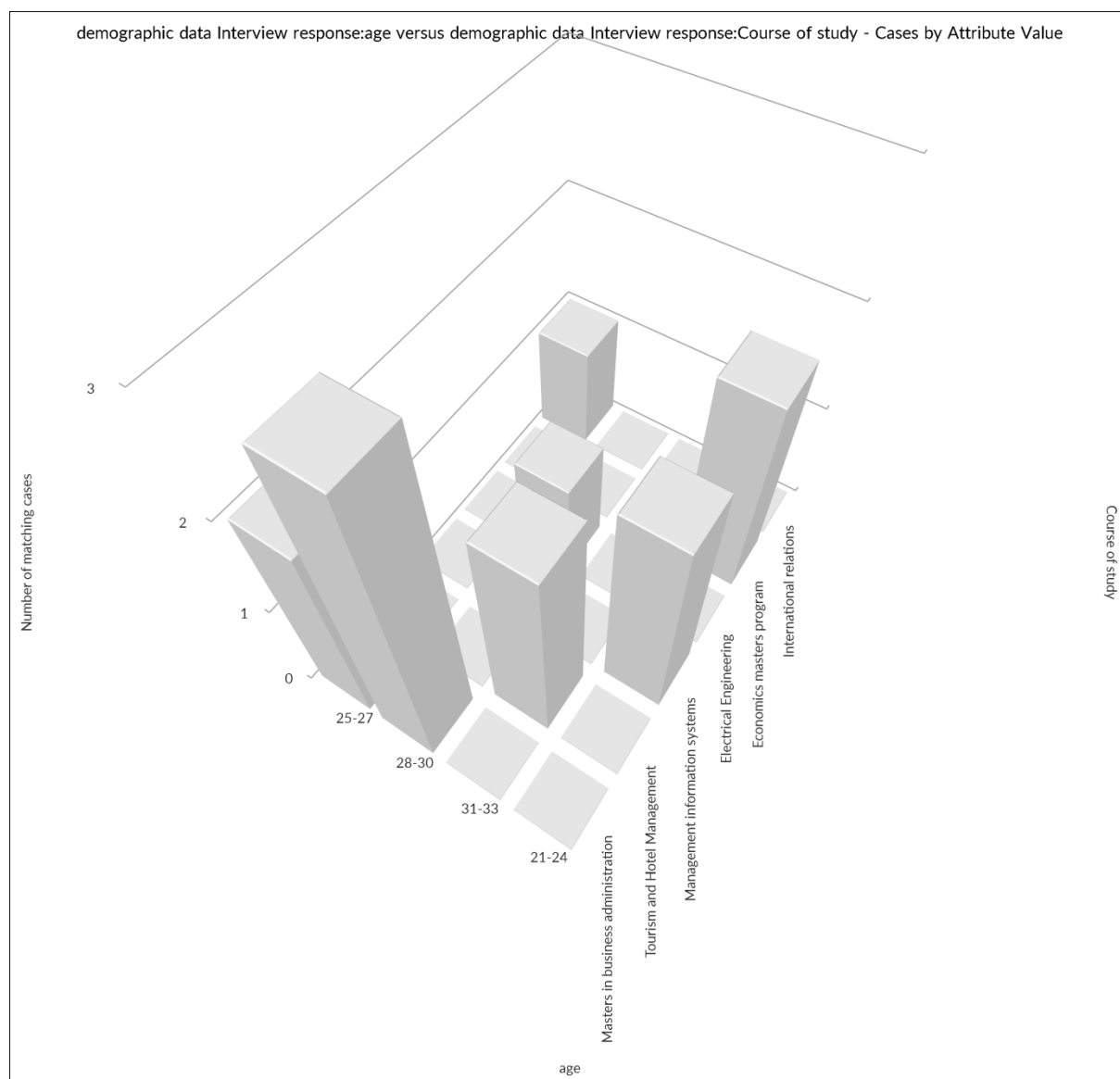


Figure 8. Age and course of study comparison

It is seen in Figure 8 that those who received training in the field of Masters in business administration were three people, aged 28-30, and two people who were 25-27 years old, while those who received training in the field of Tourism and Hotel Management were two people, aged 31-33, while one person who received training in the field of Management information systems, aged 21-24, while one person who received training in the field of Electrical engineering, aged 28-30, while one person who received training

in the field of International relations, aged 25-27 and while one person who received training in the field of Economics master program, aged 21-24.

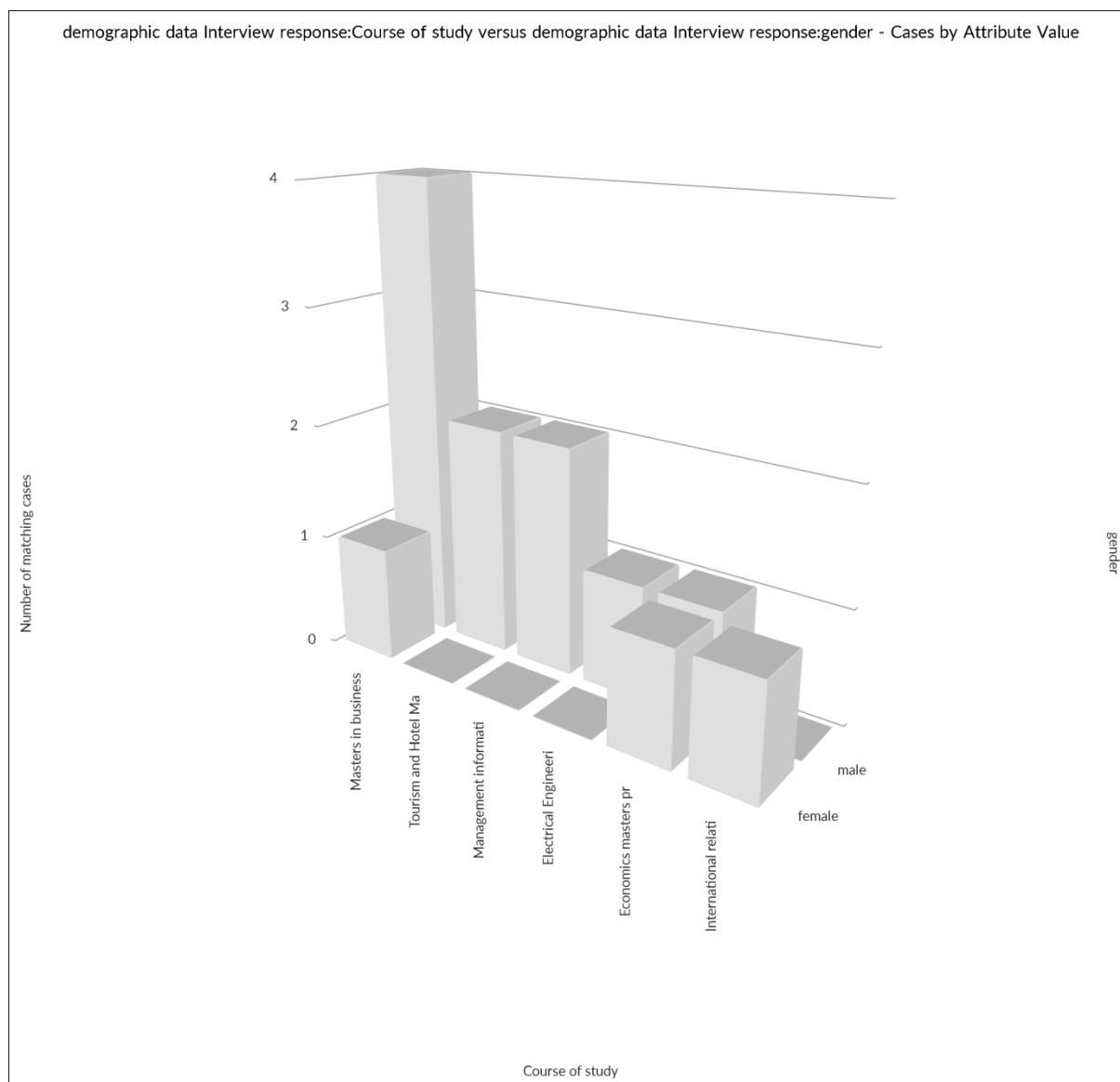


Figure 9. Gender and course of study comparison

It is seen in figure 9 that four people who are trained in Masters in business administration are male and one person is female, while two people who are trained in Tourism and Hotel Management are male, while two people who are trained in Management information systems are male, while two people trained in Electrical

engineering are male, while one person trained in International relations is female. Two people who are trained in the Economics master program are female.



Figure 10. Age and nationality comparison

As Figure 10 demonstrates, one person aged 25-27 is Liberian, one person aged 28-30 is Zimbabwean, two people aged 25-27, 3 people aged 28-30, two people aged 31-33, and 3 people aged 21-24 are Nigerian.

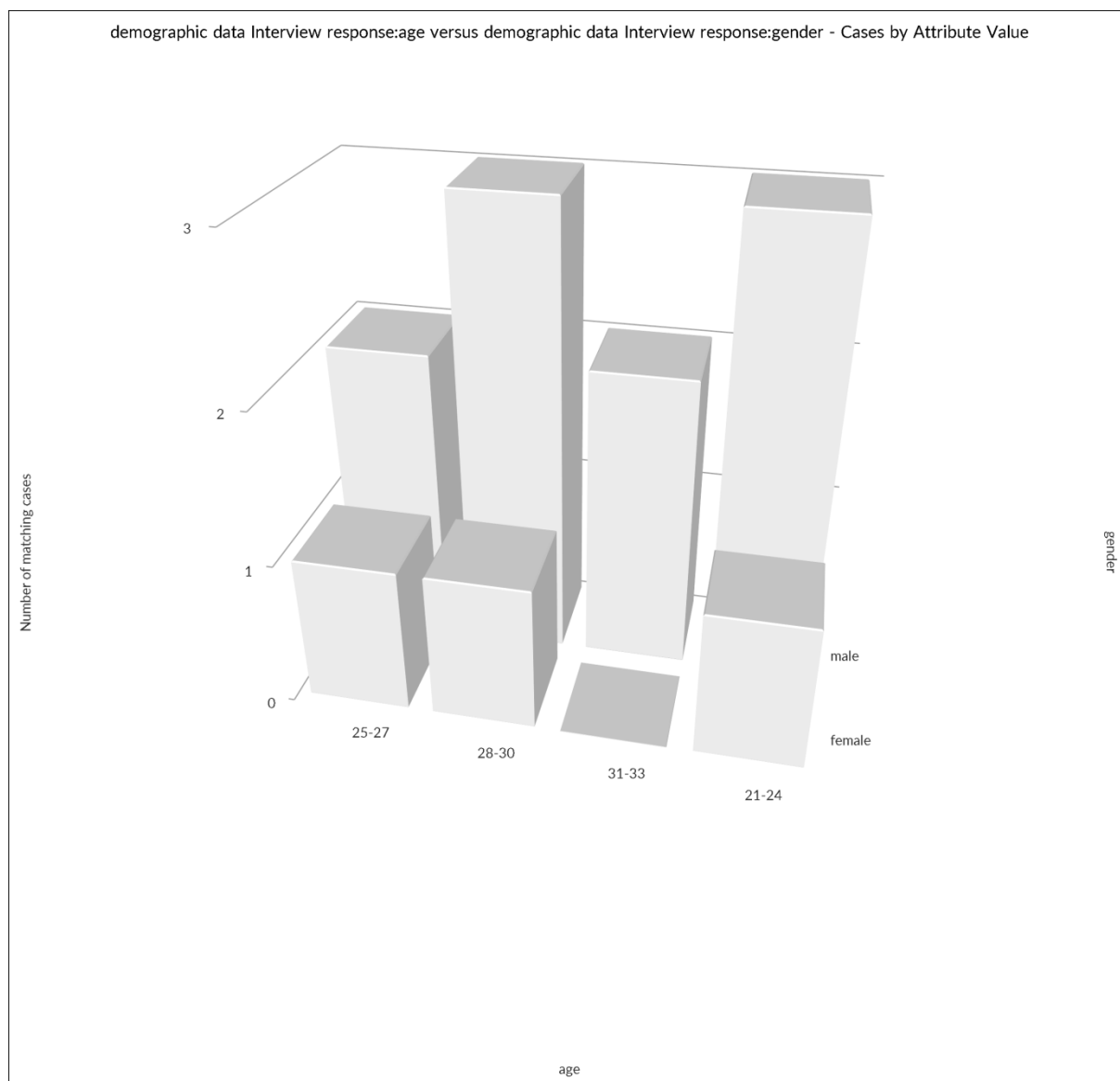


Figure 11. Age and gender comparison

It is seen in Figure 11 that two people are 25-27 years old, three people who are 28-30 years old, two people who are 31-33 years old and three people who are 21-24 years old male, one person who is 28-30 years old and one person who is 21-24 years old, and one person who is 25-27 years old who is female.

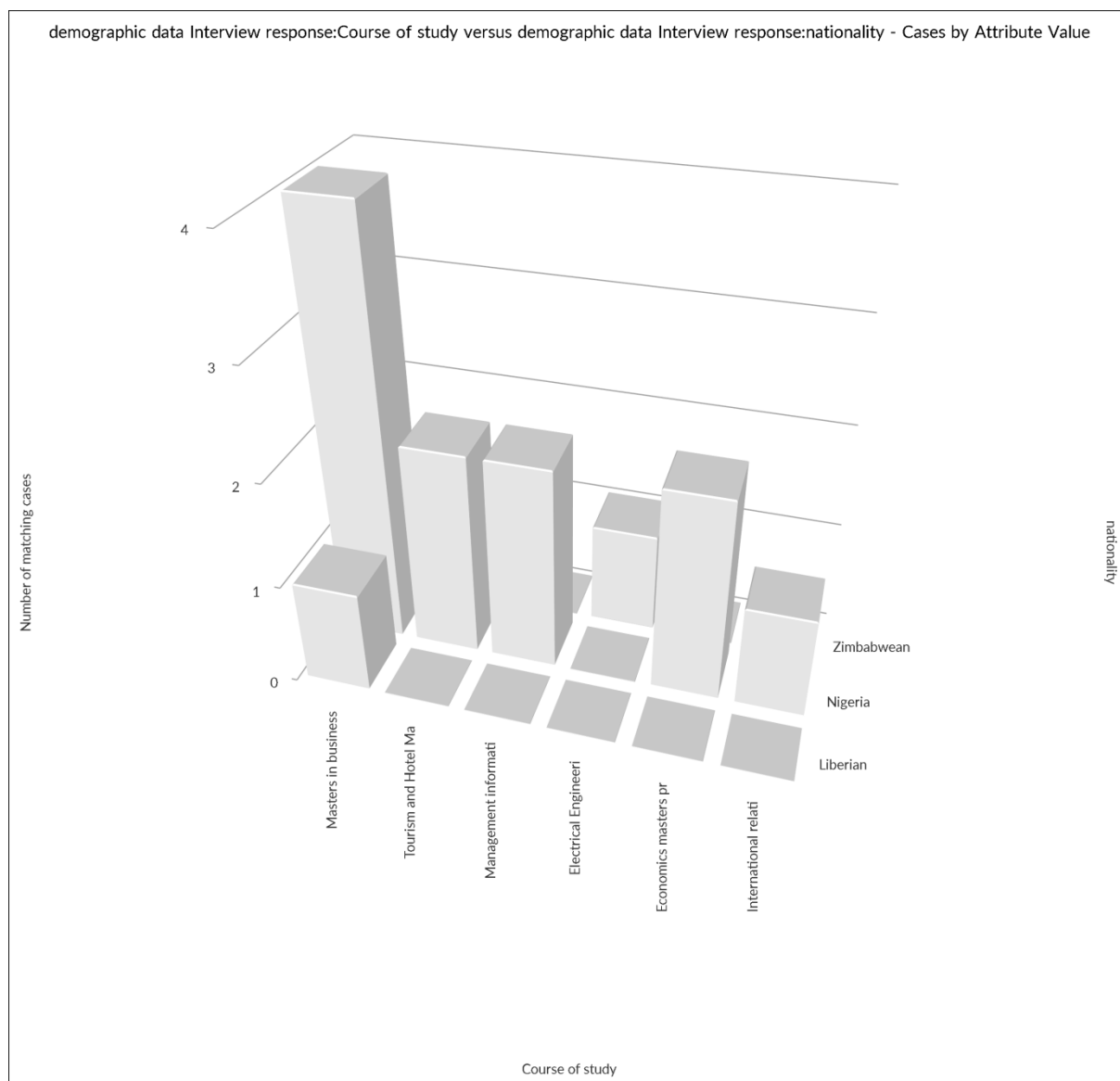


Figure 12. Nationality and course of study comparison

It is seen in Figure 12 that four people who are trained in the field of Masters in business administration are from Nigeria, and one person is from Liberian, while two people who are trained in the field of Tourism and Hotel Management are from Nigeria. While two people who are trained in the field of Management information systems are from Nigeria, while one person who is trained in the field of Electrical engineering is from Zimbabwean, while two people who are trained in the field of Economics master program and one person who is trained in the field of International relations is from Nigeria.

4.2 Model in Qualitative Research

4.2.1 Interview response

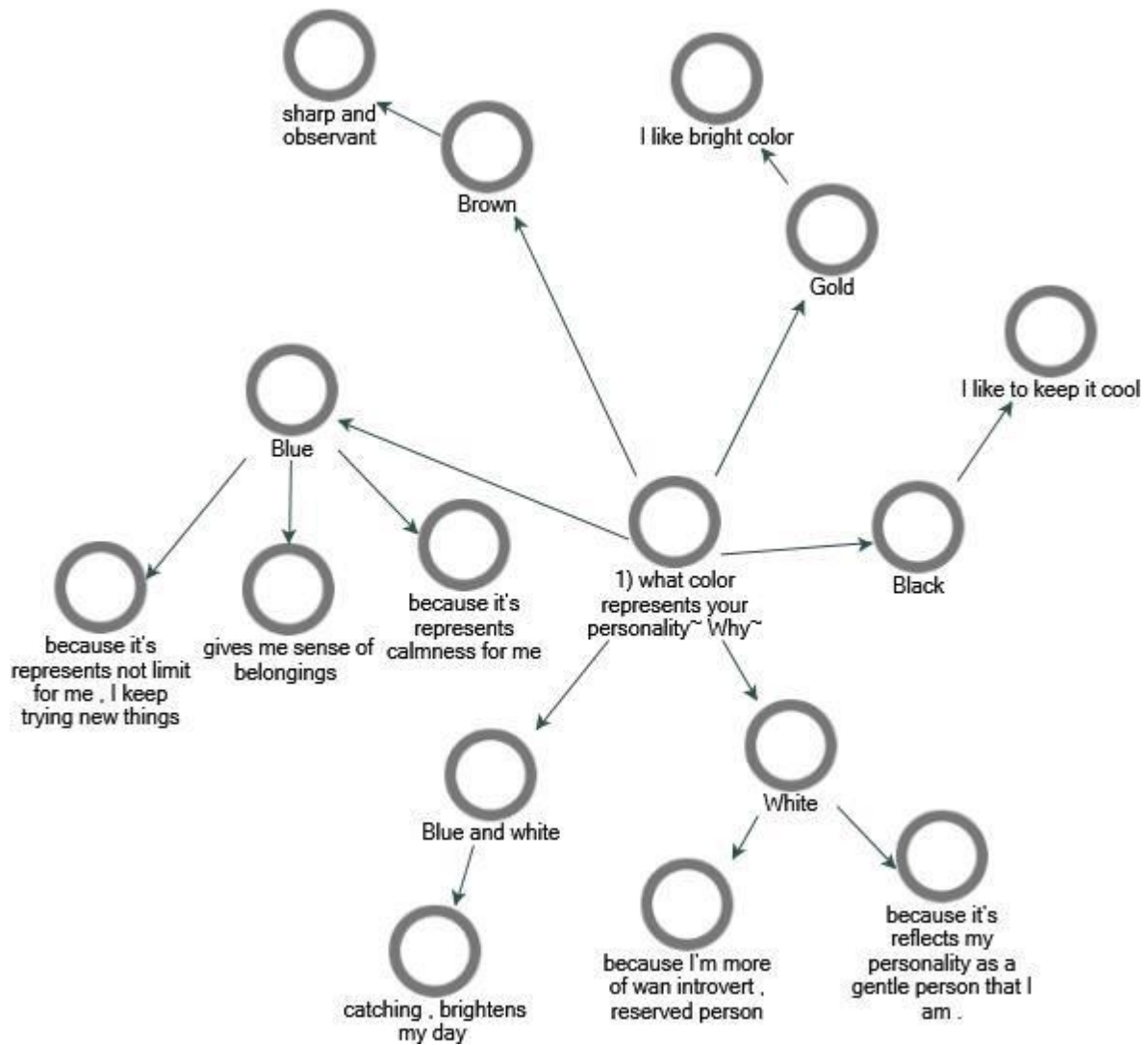


Figure 13. What colour represents your personality? Why?

Table 5: What colour represents your personality? Why?

THEMES	HAVE STATED AN OPINION (n)
White	2
because I'm more of an introvert, reserved person	1
because it's reflects my personality as a gentle person that I am.	1
Blue	5
because it's represents not limit for me, I keep trying new things	2
gives me sense of belongings	2
because it's represents calmness for me	1
Blue and white	1
catching, brightens my day	1
Gold	1
I like bright colour	1
Brown	2
sharp and observant	2
Black	2
I like to keep it cool	2

Table 5 above demonstrates the answers given for the question 'What colour represents your personality? Why?'. Participants answered White said that they are more of an introverted and reserved person and it reflects their personality as a gentle person.". Participants answered that blue represents no limit for them, represents calmness for them and gives them a sense of belongings.

Participants who answered Blue and White said these colours are catching and brightening their day. Participants answered Gold stated that they like bright colour, Participants answered Brown sharp and observant, Participants answered Black I like to keep it cool. As is shown in table 5, most of the participants chose the colour blue. It

can be said that the blue colour gives them a sense of belongings, and it represents no limit for them; also, from the literature review, it's stated that the colour blue links to confidence, fairness and reliability.

The opinions of the participants regarding the research question are given below:

"White, because it's reflects my personality as a gentle person that I am." interview 1

"White, because I'm more of an introvert and reserved person" interview 2

"Blue/ gives me sense of belongings" interview 3

"Blue and white / catching, brightens my day" interview 4

"Blue because it's represents not limit for me, I keep trying new things" interview 6

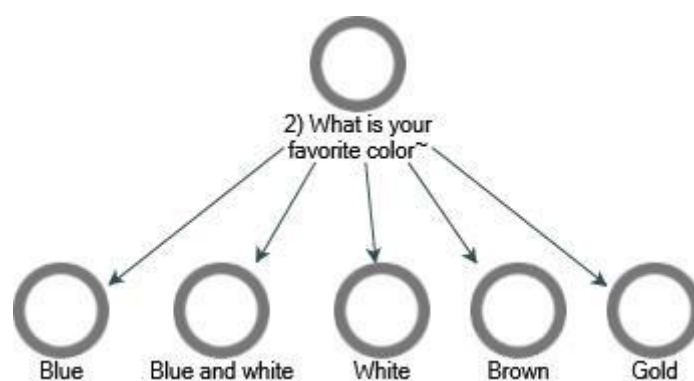


Figure 14. What is your favorite colour?

Table 6: What is your favorite colour?

THEMES	HAVE STATED AN OPINION (n)
White	2
Blue	5
Blue and white	3
Brown	2
Gold	1

Table 6 above demonstrates the answers given for the question ‘What is your favourite colour?’ White, Blue, Brown, Gold and Blue and White were the answers provided by the participants. As it is shown in table 6, most of the participants said blue is their favourite colour.

The opinions of the participants regarding the research question are given below:

“White” interview 2

“Blue and White” interview 4

“Blue” interview 7

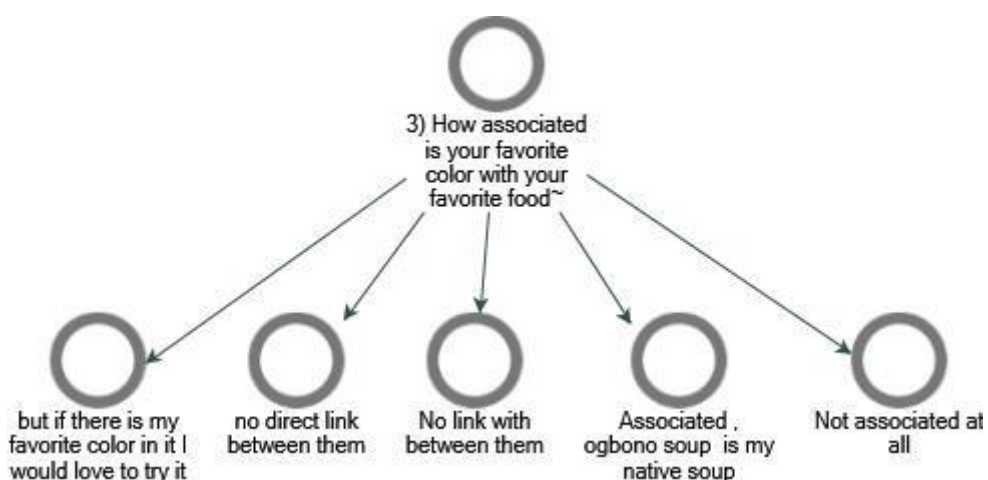


Figure 15. How associated is your favorite colour with your favorite food?

Table 7: How associated is your favorite colour with your favorite food?

THEMES	HAVE STATED AN OPINION (n)
No link with between them	7
No direct link between them	4
But if there is my favorite color in it I would love to try it	1
Associated, ogbono soup is my native soup	3
Not associated at all	3

Table 7 above demonstrates the answers given for the question ‘How associated is your favourite colour with your favourite food?’ There is no link between them, no direct link between them, but if there is my favourite colour in it, I would love to try it; ogbono soup is my native soup and Not associated at all were the answers given by the participants. As shown in table 7, most participants answered, “No link between them...no direct link between them” however, only one participant said I would love to try it.

The opinions of the participants regarding the research question are given below:

“No link with between them...no direct link between them” interview 1

“No link with between them... but if there is my favorite colour in it I would love to try it” interview 4

“No link with between them..” interview 5

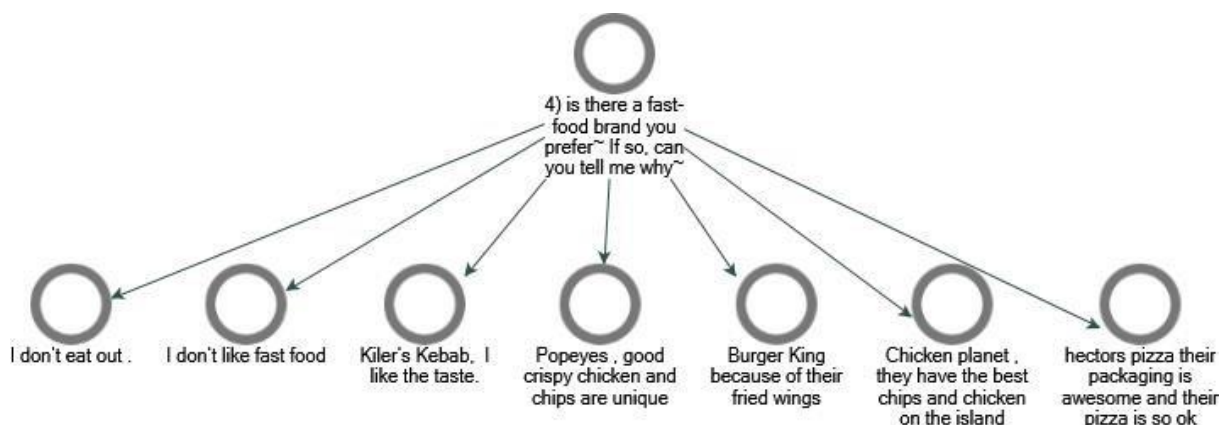


Figure 16. Is there a fast-food brand you prefer? If so, can you tell me why?

Table 8: Is there a fast-food brand you prefer? If so, can you tell me why?

THEMES	HAVE STATED AN OPINION (n)
I don't eat out.	3
I don't like fast food	2
Popeyes, good crispy chicken and chips are unique	3
Kiler's Kebab, I like the taste.	1
Hectors pizza their packaging is awesome and their pizza is so ok	2
Chicken planet, they have the best chips and chicken on the island	1
Burger King because of their fried wings	1

Table 8 above demonstrates the answers given to the question 'Is there a fast-food brand you prefer? If so, can you tell me why?' I don't eat out., I'm not too fond of fast food, Popeyes, good crispy chicken and chips are unique, Kiler's Kebab, I like the taste, hectors pizza their packaging is fantastic their pizza is so ok and Burger King because of their fried wings were the answers given by the participants. As shown in table 8, most of the participants answered Popeyes, good crispy chicken and chips are unique.

The opinions of the participants regarding the research question are given below:

“Kiler’s Kebab, I like the taste” interview 1

“Popeyes, good crispy chicken and chips are unique” interview 2

“I don’t eat out” interview 3

“I don’t eat out, I like cooking my food” interview 4

“I don’t like fast food” interview 5

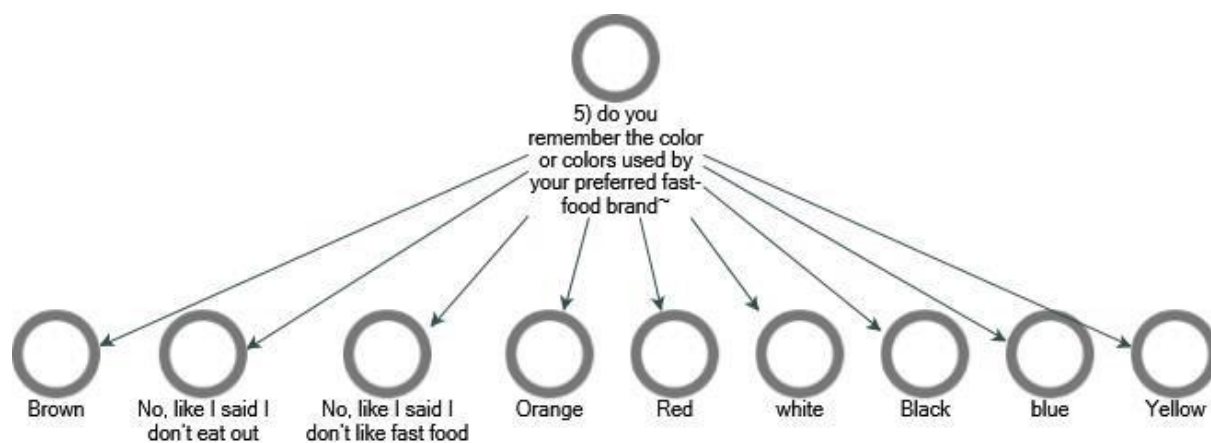


Figure 17. Do you remember the colour or colours used by your preferred fast-food brand?

Table 9: Do you remember the colour or colours used by your preferred fast-food brand?

THEMES	HAVE STATED AN OPINION (n)
No, like I said I don't eat out	3
No, like I said I don't like fast food	2
Brown	2
White	8
Red	2
Orange	3
Black	2
Blue	1
Yellow	1

Table 9 above demonstrates the answers given for the question 'Do you remember the colour or colours used by your preferred fast-food brand?' I don't eat out. I don't like fast food; Brown, white, Red, Orange, Black, Blue and Yellow were the answers given by the participants. As it is shown in table 9, most of the participants answered white. The opinions of the participants regarding the research question are given below.

"Brown, white, Red" interview 1

"Orange, white" interview 2

"No, like I said I don't eat out" interview 3

"No, like I said I don't like fast food" interview 5

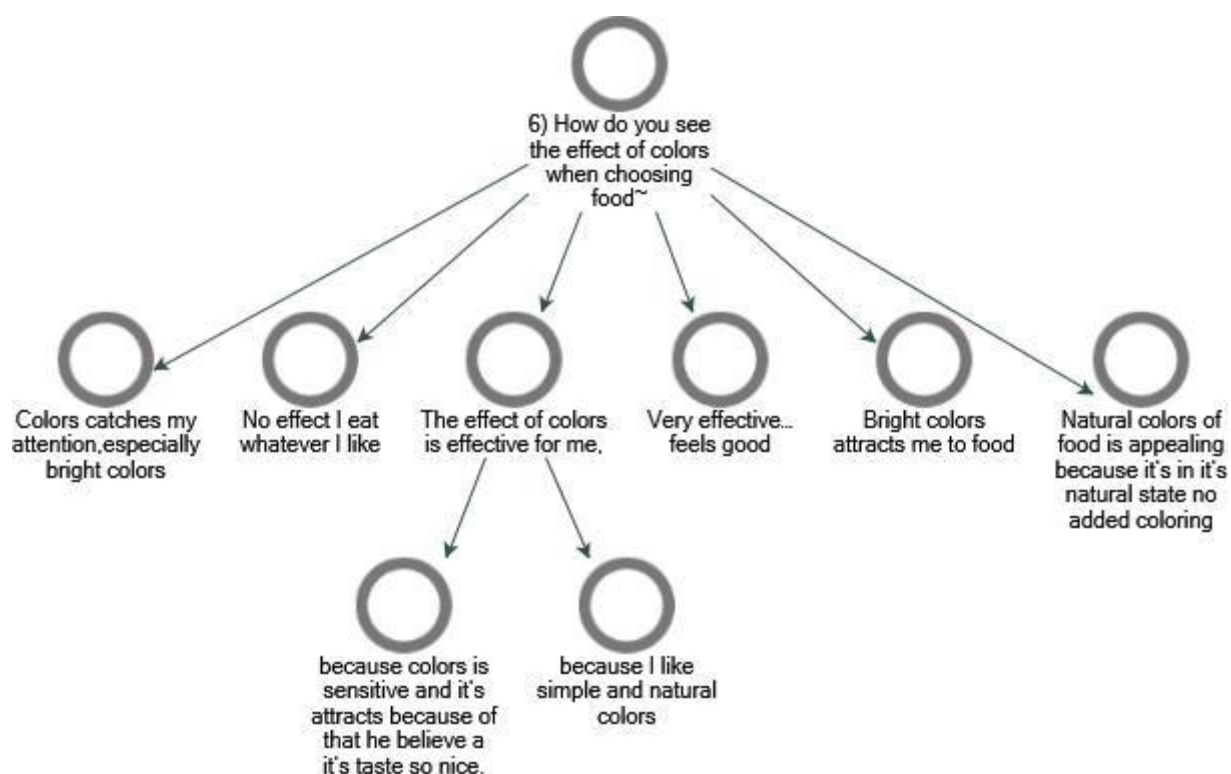


Figure 18. How do you see the effect of colours when choosing food?

Table 10. How do you see the effect of colours when choosing food?

THEMES	HAVE STATED AN OPINION (n)
Colours catches my attention, especially bright colours	1
No effect I eat whatever I like	4
The effect of colours is effective for me,	3
<i>colours is sensitive and it's attracts because of that he believe it's taste so nice.</i>	2
<i>I like simple and natural colours</i>	1
Very effective... feels good	1
Bright colours attracts me to food	2
Natural colours of food is appealing because it's in it's natural state no added colouring	2

Table 10 above demonstrates the answers given for the question 'How do you see the effect of colours when choosing food?' Colours catches my attention, especially bright colours; no effect I eat whatever I like; the effect of colours is effective for me, colours is sensitive, and it attracts because of that he believes it tastes so nice; I like simple and natural colours, Very effective feels good, Bright colours attract me to food and Natural colours of food is appealing because it's in its natural state no added colouring were the answers given by the participants. As shown in table 10, most of the participants said that The effect of colours is effective for me, Very effective; feels good and Bright colours attract me to food.

The opinions of the participants regarding the research question are given below:

"Very effective ... feels good" interview 1

"The effect of colours is effective for me, because I like simple and natural colours" interview 2

"The effect of colours is effective for me, because colours is sensitive and it's attracts because of that he believe it's taste so nice." interview 3

"Colours catches my attention, especially bright colors" interview 4

"No effect I eat whatever I like" interview 6

"The effect of colours is effective for me, because colours is sensitive and it's attracts because of that he believe it's taste so nice." interview 7

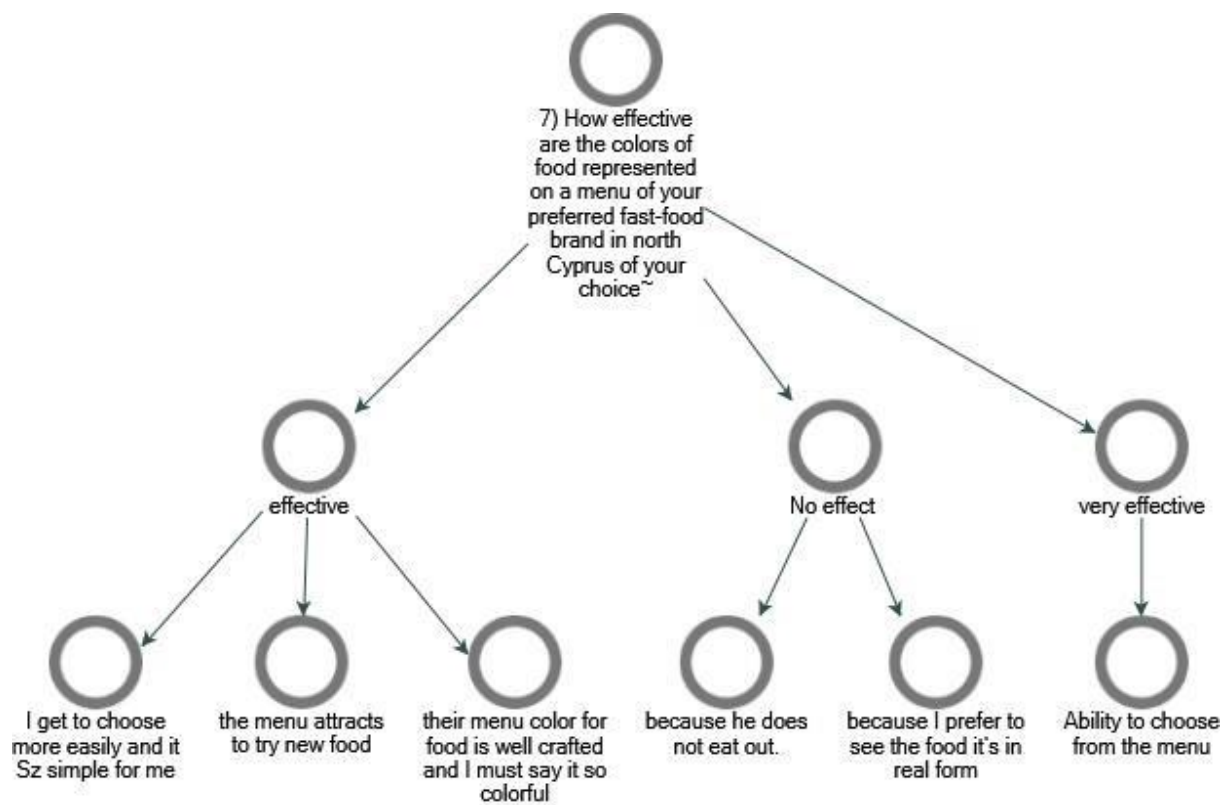


Figure 19. How effective are the colours of food represented on a menu of your preferred fast-food brand in North Cyprus of your choice?

Table 11. How effective are the colours of food represented on a menu of your preferred fast-food brand in north Cyprus of your choice?

THEMES	HAVE STATED AN OPINION (n)
Effective	4
<i>I get to choose more easily and it So simple for me</i>	1
<i>the menu attracts to try new food</i>	2
<i>their menu colour for food is well crafted and I must say it so colorful</i>	1
No effect	5
<i>because he does not eat out.</i>	2
<i>because I prefer to see the food it's in real form</i>	1
very effective	4
<i>Ability to choose from the menu</i>	1

Table 11 above demonstrates the answers given for the question 'How effective are the colours of food represented on a menu of your preferred fast-food brand in North Cyprus of your choice?' Effective, no effect and very effective were the answers given by the participants. As it is shown in table 11, most of the participants answered effective and very effective.

The opinions of the participants regarding the research question are given below:

"No effect because I prefer to see the food it's in real form" interview 1

"It's so effective, I get to choose more easily and it So simple for me" interview 2

"Ability to choose from the menu so I would say very effective" interview 4

"No effect" interview 5

"No effective because he does not eat out" interview 7

"Ineffective, does not capture my attention" interview 1

"It's so effect, it's nice, crafted well and simple" interview 2

“Very effective” interview 4

“Normal only if I eat out” interview 5

“No Effect” interview 7

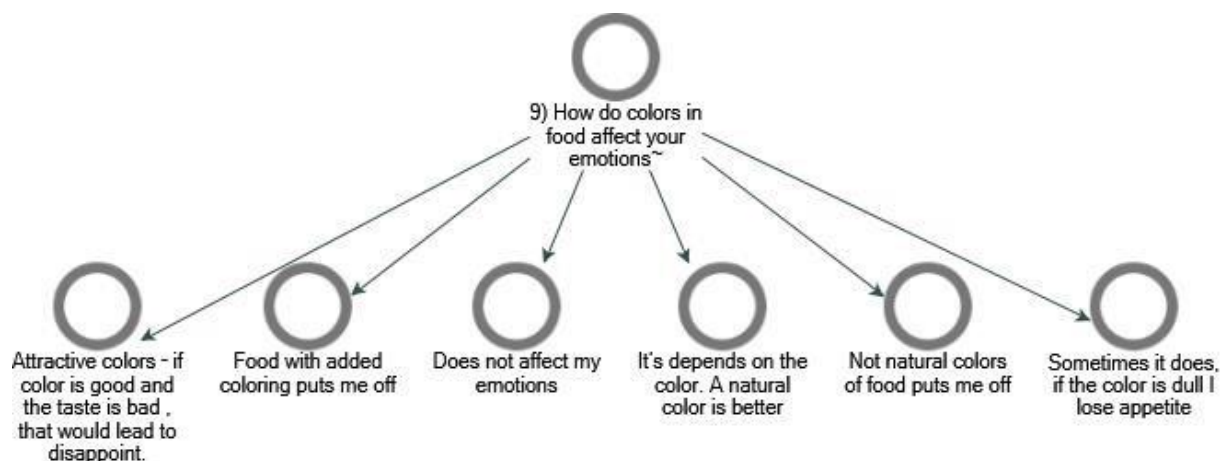


Figure 20. How do colours in food affect your emotions?

Table 12. How do colours in food affect your emotions?

THEMES	HAVE STATED AN OPINION (n)
Attractive colors – if the colour is good and the taste is bad, that would lead to disappointment.	4
Does not affect my emotions	2
It depends on the colour. A natural colour is better	1
Food with added colouring puts me off	2
Not natural colours of food puts me off	1
Sometimes it does, if the colour is dull I lose appetite	3

Table 12 above demonstrates the answers given for the question ‘How do colours in food affect your emotions?’ Attractive colours – if the colour is good and the taste is bad, that would lead to disappointment; colourful food attracts me, Does not affect my

emotions, It depends on the colour, food with added colouring puts me off, Not natural colours of food puts me off, and sometimes it does, if the colour is dull, I lose appetite were the answers given by the participants. As shown in table 12, most of the participants said that Attractive colours – if the colour is good and the taste is bad, that would lead to disappointment and Sometimes it does, if the colour is dull I lose appetite. The opinions of the participants regarding the research question are given below.

“It’s depends on the colour. A natural colour is better” interview 1

“Does not affect my emotions” interview 2

“Attractive colours – if colour is good and the taste is bad, that would lead to disappoint.” interview 3

“It’s does not” interview 4

“Colourful food attracts me” interview 6

“Attractive colours – if colour is good and the taste is bad, that would lead to disappoint.” interview 7

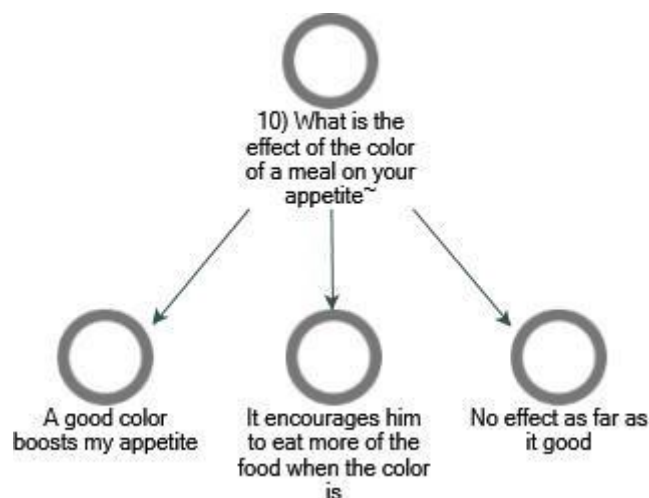


Figure 21. What is the effect of the colour of a meal on your appetite?

Table 13. What is the effect of the colour of a meal on your appetite?

THEMES	HAVE STATED AN OPINION (n)
No effect as far as it good	5
It encourages me to eat more of the food when the colour is good	2
A good colour boosts my appetite	6

Table 13 above demonstrates the answers given for the question ‘What is the effect of the colour of a meal on your appetite?’ A good colour makes me salivate; no effect as far as it is good; it encourages him to eat more of the food when the colour is good, and A good colour boosts my appetite were the answers given by the participants. As shown in table 13, most of the participants said that A good colour boosts my appetite.

The opinions of the participants regarding the research question are given below:

“It encourages him to eat more of the food when the colour is” interview 2

“A good colour boosts my appetite” interview 4

“No effect as far as it good” interview 6

“A good colour makes me salivate.” interview 7

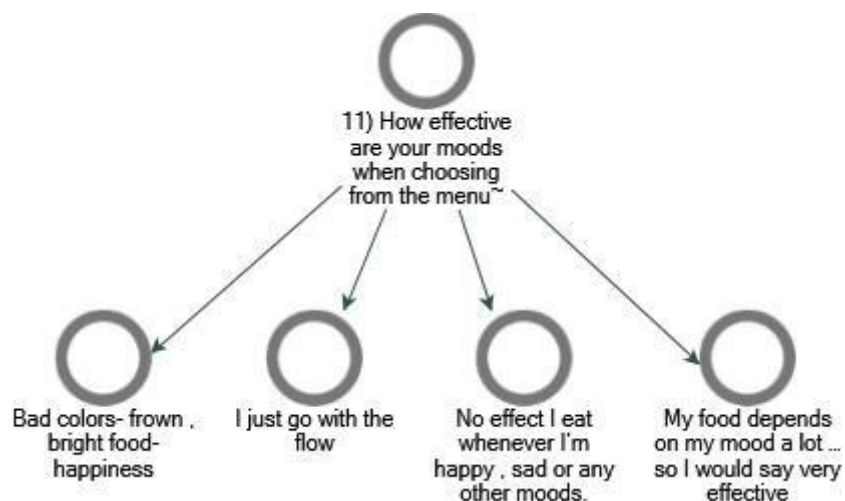


Figure 22. How effective are your moods when choosing from the menu?

Table 14. How effective are your moods when choosing from the menu?

THEMES	HAVE STATED AN OPINION (n)
I just go with the flow	3
No effect I eat whenever I'm happy, sad or in any other mood.	5
Bad colours- frown, bright food- happiness	1
My food depends on my mood a lot ... so I would say very effective	4

Table 14 above demonstrates the answers given for the question 'How effective are your moods when choosing from the menu?' I just go with the flow, No effect. I eat whenever I'm happy, sad or in any other moods, Bad colours- frown, bright food- happiness and My food depends on my mood a lot; so I would say very effective were the answers given by the participants. As shown in table 14, most of the participants said that No effect when I eat, whenever I'm happy, sad or in any other mood. As a result, no significant difference was observed.

The opinions of the participants regarding the research question are given below:

“Bad colors- frown, bright food- happiness” interview 1

“No effects” interview 2

“No effect I eat whenever I’m happy, sad or any other moods” interview 6

“I just go with the flow” interview 7

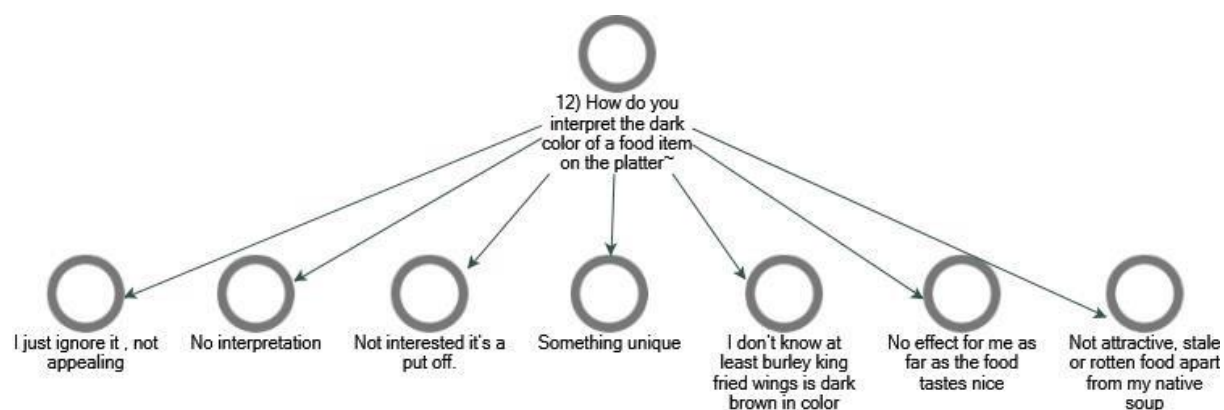


Figure 23. How do you interpret the dark colour of a food item on the platter?

Table 15. How do you interpret the dark colour of a food item on the platter?

THEMES	HAVE STATED AN OPINION (n)
No interpretation	2
I just ignore it, not appealing	5
Not interested, it's a put off.	1
Something unique	1
Not attractive, stale or rotten food apart from my native soup	1
No effect for me as far as the food tastes nice	2
I don't know at least burger king fried wings is dark brown in colour	1

Table 15 above demonstrates the answers given for the question ‘How do you interpret the dark colour of a food item on the platter?’ No interpretation, I just ignore it, not appealing, Not interested, it’s a put-off, Something unique, Not attractive, stale or rotten food apart from my native soup, No effect for me as far as the food tastes nice. I don’t know at least burger king fried wings are dark brown in colour were the answers given by the participants. As shown in table 15, most of the participants gave the answer of I just ignore it, not appealing.

As a result, dark colors do not appeal to them in food.

The opinions of the participants regarding the research question are given below:

“Not interested it’s a put off” interview 1

“Something unique” interview 2

“Not pleasing, no appetite” interview 4

“I just ignore it, not appealing” interview 6

“No interpretation” interview 7

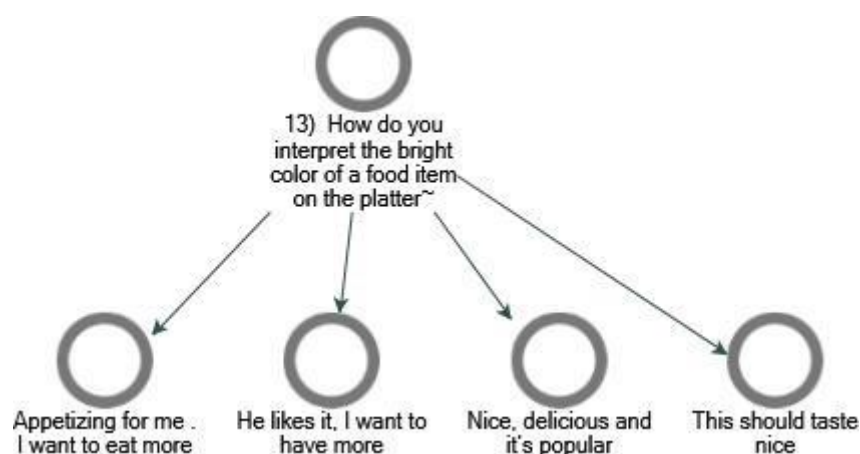


Figure 24. How do you interpret the bright colour of a food item on the platter?

Table 16. How do you interpret the bright colour of a food item on the platter?

THEMES	HAVE STATED AN OPINION (n)
Appetizing for me. I want to eat more	9
This should taste nice	2
He likes it, I want to have more	1
Nice, delicious and its popular	1

Table 16 above demonstrates the answers given for the question ‘How do you interpret the bright colour of a food item on the platter?’ Appetizing for me I want to eat more; This should taste nice; He likes it, I want to have more, Appealing, attractive and nice, delicious and its popular were the answers given by the participants. As it is shown in table 16, most of the participants answered Appetizing for me. I want to eat more, and this should taste nice. As a result, the bright colour of a food item on the plate is effective for them.

The opinions of the participants regarding the research question are given below:

“He likes it, I want to have more” interview 1

“Nice, delicious and it’s popular” interview 2

“This should taste nice” interview 3

“Appealing, Attractive” interview 4

“Appetizing for me, I want to eat more” interview 6

“This should taste nice” interview 7



Figure 25. How do darkly coloured packages of food items affect your appetite?

Table 17. How do darkly coloured packages of food items affect your appetite?

THEMES	Have Stated an Opinion (n)
No it does not, I believe it does not affect my appetite	3
I feel it does not have anything to do with the food	7
Curious about the content	2
Suspicious, I want to see what is inside	1

Table 17 above demonstrates the answers given for the question 'How do darkly coloured packages of food items affect your appetite?' No, it does not; I believe it does not affect my appetite; I feel it does not have anything to do with the food; curious about the content and suspicious, I want to see what is inside were the answers given by the participants. As shown in table 17, most participants answered, "I feel it does not have anything to do with the food. It can be said that the dark colour has no effect.

The opinions of the participants regarding the research question are given below:

"It's affects my appetite, he is not interested" interview 1

"Suspicious, I want to see what is inside" interview 2

“Curious about the content” interview 4

“I feel it’s does not have anything to do with the food” interview 6

“No it’s does not, I believe it’s does not affect my appetite” interview 7

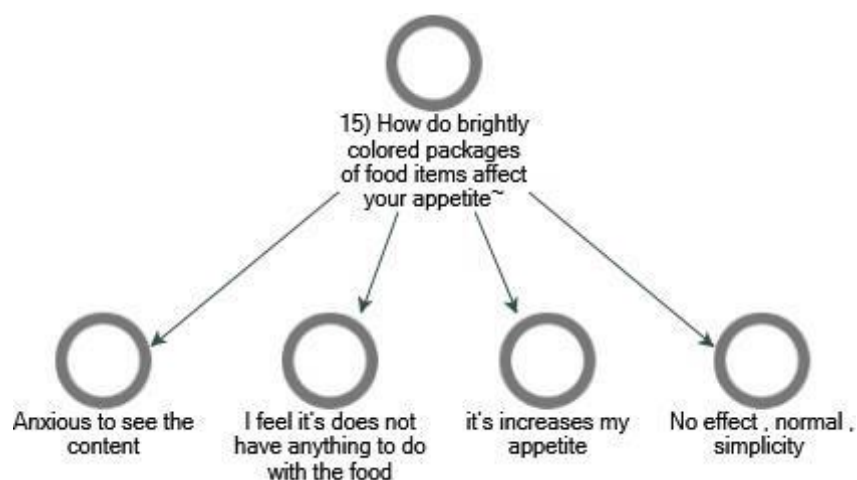


Figure 26. How do brightly coloured packages of food items affect your appetite?

Table 18. How do brightly coloured packages of food items affect your appetite?

THEMES	HAVE STATED AN OPINION (n)
Anxious to see the content	2
I feel it does not have anything to do with the food	4
No effect, normal, simplicity	4
It increases my appetite	3

Table 18 above demonstrates the answers given for the question 'How do brightly coloured packages of food items affect your appetite?'. Anxious to see the content, I feel it does not have anything to do with the food and No effect, normal, simplicity were the answers given by the participants. As shown in table 18, most of the participants answered, "I feel it does not have anything to do with the food and No effect, normal, simplicity. As a result, five of the participants said they were effective, and the remaining eight were ineffective.

The opinions of the participants regarding the research question are given below:

"it's increases my appetite" interview 1

"No effect, normal, simplicity" interview 2

"Anxious to see the content" interview 3

"It's normal" interview 4

"I feel it's does not have anything to do with the food" interview 6

"Anxious to see the content" interview 7

4.3 Section B

4.3.1 Interview response

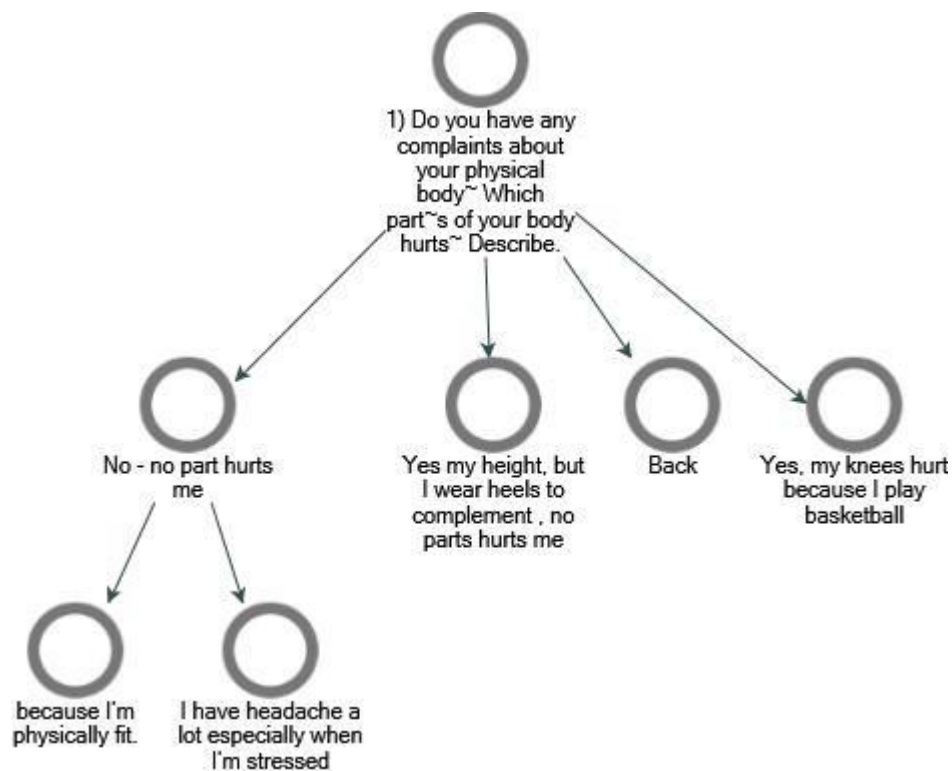


Figure 27. Do you have any complaints about your physical body? Which parts of your body hurt? Describe.

Table 19. Do you have any complaints about your physical body? Which parts of your body hurt? Describe.

THEMES	HAVE STATED AN OPINION (n)
No- no part hurts me	7
Because I'm physically fit.	1
I have headache a lot especially when I'm stressed	2
Yes my height, but I wear heels to complement, no parts hurts me	1
Back	1
Yes, my knees hurt because I play basketball	4

Table 19 above demonstrates the answers given for the question 'Do you have any complaints about your physical body? Which parts of your body hurt? Describe'. No- no part hurts me, because I'm physically fit; I have a headache a lot especially when I'm stressed, Yes my height, but I wear heels to complement, no parts hurt me, Back and Yes, my knees hurt because I play basketball were the answers given by the participants. As it is shown in table 19, most of the participants answered No- no part hurts me.

The opinions of the participants regarding the research question are given below:

"No / no part hurts me because I'm physically fit" interview 1

"Yes my height, but I wear heels to complement, no parts hurts me" interview 4

"No, I have headache a lot especially when I'm stressed" interview 6

"No / no part hurts me" interview 7

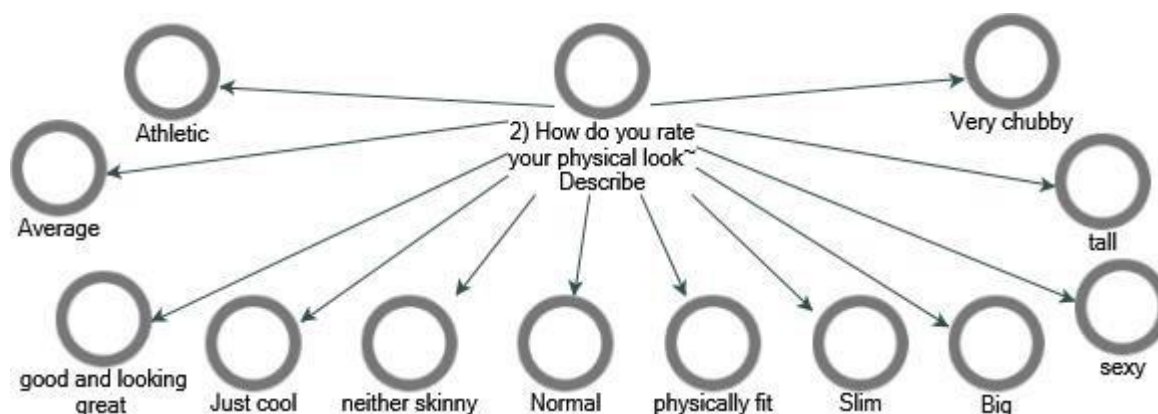


Figure 28. How do you rate your physical look? Describe

Table 20. How do you rate your physical look? Describe

THEMES	HAVE STATED AN OPINION (n)
Athletic	3
Average	1
Big	1
good and looking great	4
Just cool	1
neither skinny	1
Normal	1
physically fit	1
Slim	5
Sexy	1
Tall	2
Very chubby	1

Table 20 above demonstrates the answers given for the question 'How do you rate your physical look? Describe Athletic, Average, Big, good and looking great, Just cool,

neither skinny, Normal, physically fit, Slim, Sexy, Tall and Very chubby were the answers given by the participants. As shown in table 20, most of the participants answered Athletic, slim, good and looking great.

The opinions of the participants regarding the research question are given below:

“Normal, good looking, physically fit” interview 1

“Average, neither skinny or Athletic” interview 2

“Just cool” interview 4

“Athletic” interview 6

“Slim, good and looking great” interview 7

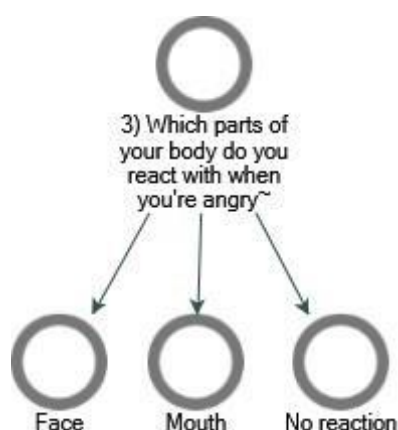


Figure 29. Which parts of your body do you react with when you're angry?

Table 21. Which parts of your body do you react with when you're angry?

THEMES	HAVE STATED AN OPINION (n)
Face	5
Mouth	5
No reaction	3

Table 21 above demonstrates the answers given for the question 'Which parts of your body do you react with when you're angry? Face, Mouth and No reaction were the answers provided by the participants. As shown in table 21, most of the participants answered reacting with their mouth or Face.

The opinions of the participants regarding the research question are given below:

“Face” interview 1

“Mouth” interview 6

“No reaction” interview 7

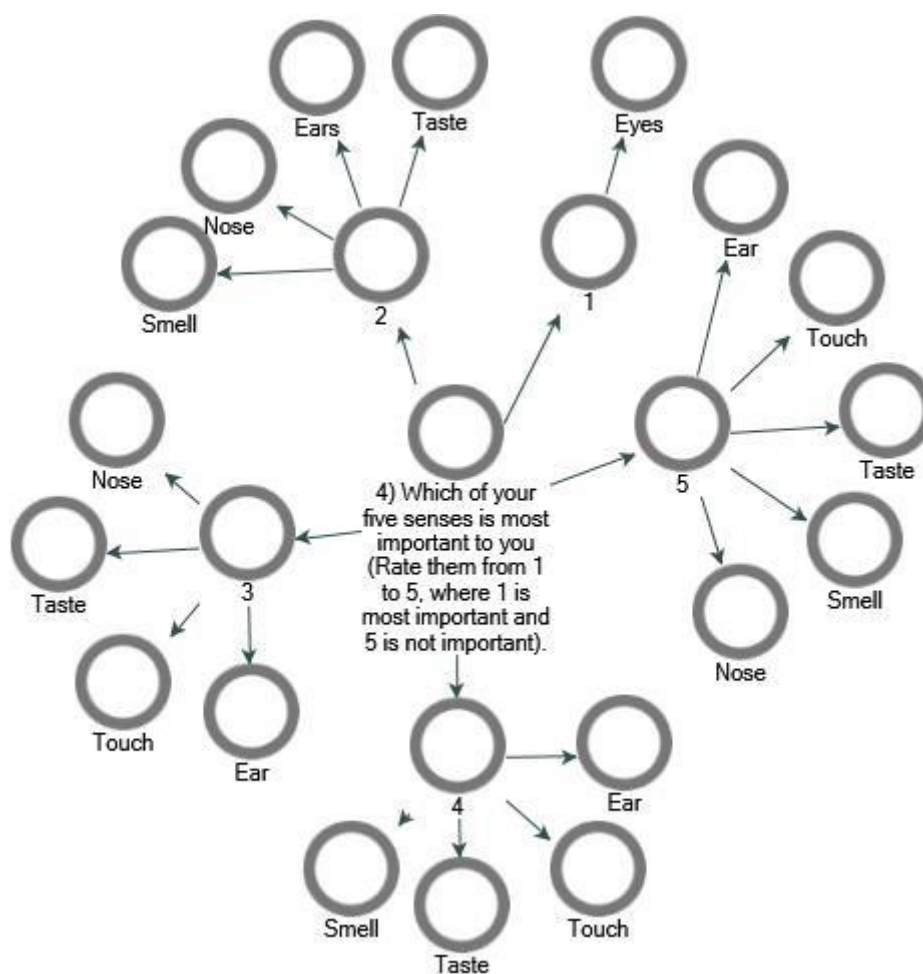


Figure 30. Which of your five senses is most important

Table 22. Which of your five senses is most important

THEMES	HAVE STATED AN OPINION (n)
1	15
Eyes	13
2	13
Ears	5
Nose	2
Smell	1
Taste	5
3	13
Nose	1
Taste	4
Touch	7
Ear	1
4	13
Smell	3
Taste	3
Touch	3
Ear	4
5	13
Ear	2
Nose	1
Smell	5
Taste	2
Touch	3

Table 22 above demonstrates the answers given for the question 'Which of your five senses is most important?'. As it is shown in table 22, according to the participants,

Eyes are the priority followed by Ears and Nose in the second most important category, Touch, Taste and Nose in the third most important category, Taste, Smell and Touch in fourth most important category and Ear, Nose, Smell, Taste and Touch in fifth important category respectively.

It could be said that according to the most of the participants Ear is the most and Smell is the least important.

The opinions of the participants regarding the research question are given below:

“Eyes –1, Ears – 2, Nose – 3, Taste –4, Touch – 5” interview 1

“Eyes –1, Ears – 2, Touch - 3, Taste –4, Nose – 5” interview 2

“Eyes –1, Ears - 2, Touch - 3, Smell –4, Taste - 5” interview 3

“Eyes –1, Ears - 2, Touch - 3, Taste –4, Smell - 5” interview 4

“Eyes –1, Nose - 2, Taste - 3, Touch –4, Ear - 5” interview 5

“Eyes –1, Nose - 2, Taste - 3, Touch –4, Ear - 5” interview 6

“Eyes –1, Ears - 2, Touch - 3, Smell –4, Taste - 5” interview 7

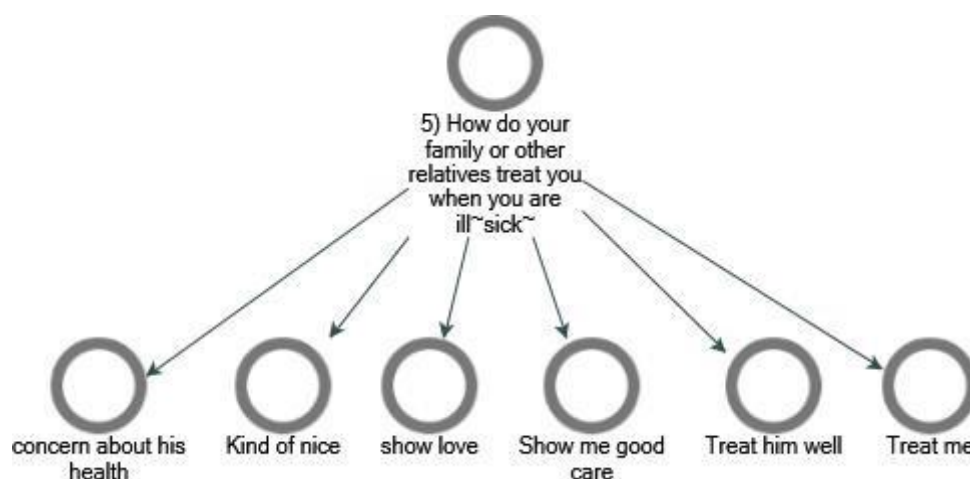


Figure 31. How do your family or other relatives treat you when you are ill? sick?

Table 23. How do your family or other relatives treat you when you are ill? sick?

THEMES	HAVE STATED AN OPINION (n)
Concern about his health	2
Kind of nice	2
Show love	1
Show me good care	8
Treat him well	2
Treat me	1

Table 23 above demonstrates the answers given for the question ‘How do your family or other relatives treat you when you are ill? Sick?’ concern about his health, Kind of nice, show love, Show me good care, Treat him well and Treat me were the answers given by the participants. As displayed in table 23, most of the participants answered Show me good care.

The opinions of the participants regarding the research question are given below:

“Treat him well / show love / concern about his health” interview 1

“Treats him well” interview 2

“Treat me, show concerns” interview 4

“Show me good care” interview 6

“Kind of nice” interview 7

General assessment of the body:

It can be said that they are satisfied with their body and physical appearance and that their visual preferences are at the forefront.

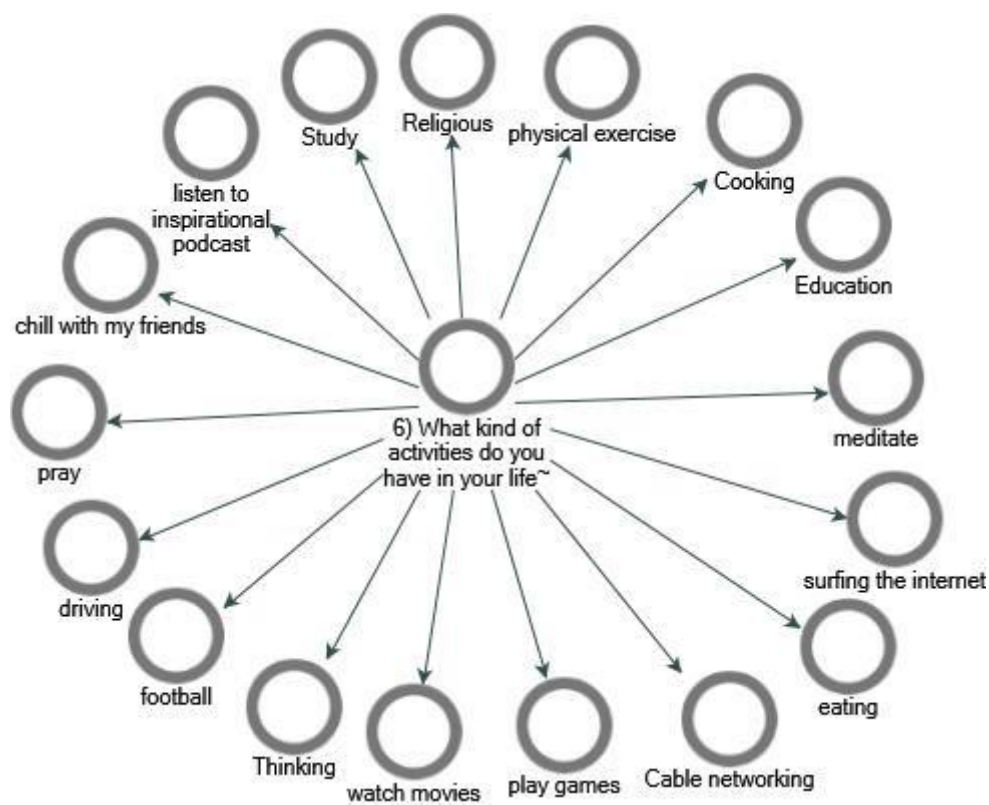


Figure 32. What kind of activities do you have in your life?

Table 24. What kind of activities do you have in your life?

THEMES	HAVE STATED AN OPINION
	(n)
Education	10
Cable networking	2
Chill with my friends	2
Driving	4
Eating	2
Cooking	1
Football	6
Listen to inspirational podcast	1
Meditate	1
Physical exercise	5
Play games	4
Pray	1
Religious	1
Surfing the internet	3
Study	1
Thinking	2
Watch movies	2

Table 24 above demonstrates the answers given for the question ‘What kind of activities do you have in your life education, cable networking, chill with my friends, driving, eating, cooking, football, listening to inspirational podcasts, meditate, physical exercise, play games, pray, religious, surfing the internet, study, thinking and watch movies were the answers given by the participants. As shown in table 24, most of the participants answered Education, football and physical exercise.

The opinions of the participants regarding the research question are given below:

“Education, football, eating” interview 1

“Study, meditate, pray, watch movies, eating” interview 2

“Religious, academic work, listen to inspirational podcast” interview 4

“Cable networking, play games, going to the gym” interview 6

“Thinking, driving, chill with my friends, physical exercise, reading” interview 7



Figure 33. Are you happy with your career planning?

Table 25. Are you happy with your career planning?

THEMES	HAVE STATED AN OPINION (n)
Yes, I'm so happy	9
Yes, I'm but still on it	4

Table 25 above demonstrates the answers to the question 'Are you happy with your career planning?' Yes, I'm so happy, and Yes, I'm but still on it was the answers given by the participants. As shown in Table 25, all participants said that they were happy with their career planning. However, most of the participants said, that Yes, I'm so happy.

The opinions of the participants regarding the research question are given below:

“Yes, I’m but still on it” interview 2

“Yes, I’m so happy” interview 4

“Yes, I’m” interview 7

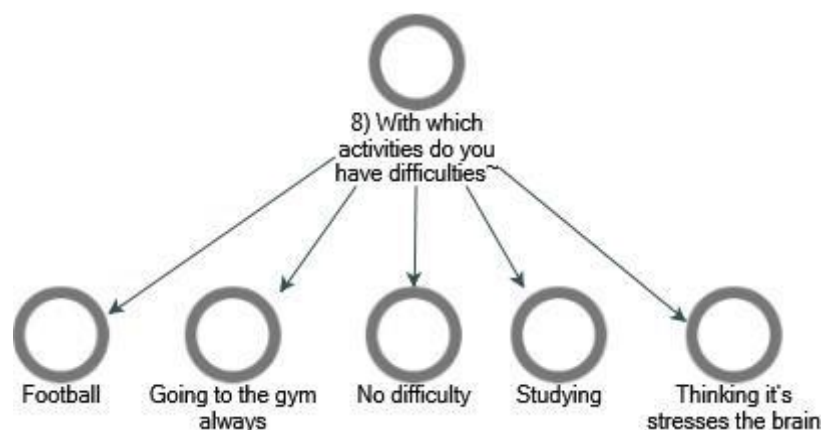


Figure 34. With which activities do you have difficulties?

Table 26. With which activities do you have difficulties?

THEMES	HAVE STATED AN OPINION (n)
Football	3
Going to the gym always	3
No difficulty	1
Studying	4
Thinking it's stresses the brain	2

Table 26 above demonstrates the answers given for the question ‘With which activities do you have difficulties? Football, Going to the gym always, having No difficulty, Studying and Thinking it stresses the brain were the answers given by the participants. As shown in table 26, most of the participants answered Studying, Football and Going to the gym always. Studying and Thinking it’s stresses the brain were the answers given by the participants.

The opinions of the participants regarding the research question are given below:

“Football” interview 1

“Studying” interview 2

“No difficulty” interview 4

“Going to the gym always” interview 6

“Thinking it stresses the brain” interview 7

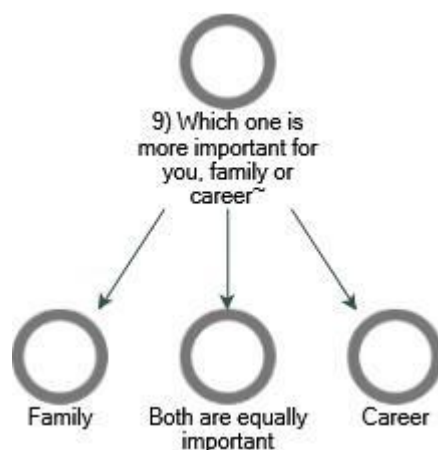


Figure 35. Which one is more important for you, family or career?

Table 27. Which one is more important for you, family or career?

THEMES	HAVE STATED AN OPINION (n)
Both are equally important	1
Career	3
Family	9

Table 27 above demonstrates the answers given for the question ‘Which one is more important for you, family or career?’ Family, Career and Both are equally important

were the answers provided by the participants. As shown in table 27, most participants said that their families are important to them more than their careers.

The opinions of the participants regarding the research question are given below:

“Both are equally important” interview 4

“Career” interview 6

“Family” interview 7



Figure 36. How are your achievements being rewarded?

Table 28. How are your achievements being rewarded?

THEMES	HAVE STATED AN OPINION (n)
Appreciation from parents	1
Feeling Fulfilled, financial reward	6
I celebrate it	2
Parents are happy, proud of himself	1
Treating himself and giving out to the needy	5

Table 28 above demonstrates the answers given for the question 'How are your achievements being rewarded?' Appreciation from parents, Feeling Fulfilled, financial reward, I celebrate it. Parents are happy and proud of themselves, and Treating himself

and giving out to the needy were the answers the participants gave. As shown in table 28, most of the participants gave the answer of Feeling Fulfilled, financial reward and Treating himself and giving out to the needy.

The opinions of the participants regarding the research question are given below:

“Appreciation from parents” interview 1

“Parents are happy, proud of himself” interview 2

“Feeling Fulfilled, financial reward” interview 4

“I celebrate it” interview 6

“Treating himself and giving out to the needy” interview 7

General assessment of success:

It can be said that the thoughts about success are positive and that education is given importance.

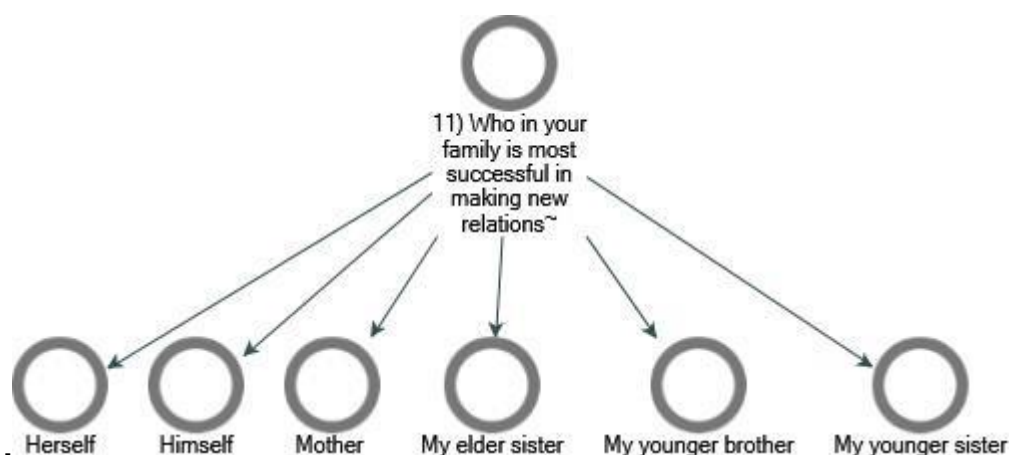


Figure 37. Who in your family is most successful in making new relations?

Table 29. Who in your family is most successful in making new relations?

THEMES	HAVE STATED AN OPINION (n)
Herself	1
Himself	2
Mother	4
My younger sister	2
My younger brother	2
My elder sister	2

Table 29 above demonstrates the answers given for the question 'Who in your family is most successful in making new relations?' Herself, Himself, Mother, My younger sister, My younger brother and My elder sister were the answers given by the participants. As it is shown in table 29, most of the participants answered Mother.

The opinions of the participants regarding the research question are given below:

"Mom" interview 2

"Herself" interview 4

"Mother" interview 6

"Himself" interview 7

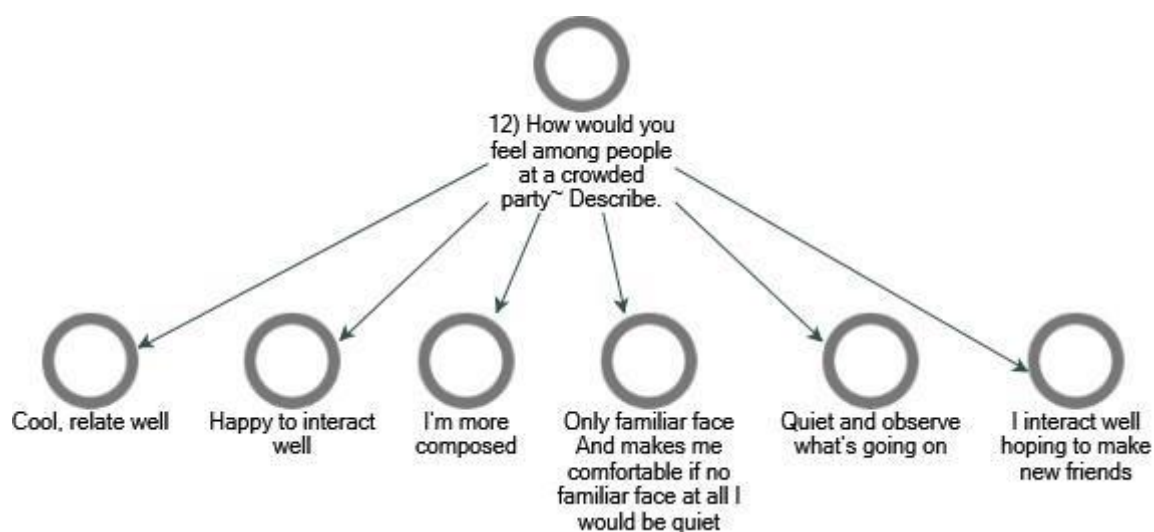


Figure 38. How would you feel among people at a crowded party? Describe.

Table 30. How would you feel among people at a crowded party? Describe.

THEMES	HAVE STATED AN OPINION (n)
Cool, relate well	1
Happy to interact well	3
I'm more composed	1
Only familiar faces makes me comfortable and if no familiar face at all I would be quiet	5
Quiet and observe what's going on	2
I interact well hoping to make new friends	1

Table 30 above demonstrates the answers given to the question. How would you feel among people at a crowded party? Describe Cool, relate well, and be happy to interact well; I'm more composed; only familiar faces make me comfortable. If no familiar face at all, I would be quiet, Quiet and observe what's going on, and I interact well, hoping to make new friends were the answers given by the participants. As shown in table 30, most participants answered Happy to interact well and Only familiar faces. It makes me comfortable if no familiar face at all, I would be quiet.

The opinions of the participants regarding the research question are given below:

“Quiet and observe what’s going on” interview 1

“I’m more composed” interview 2

“Cool, relate well” interview 4

“Happy to interact well” interview 6

“Only familiar faces makes me comfortable and if no familiar face at all I would be quiet” interview 7

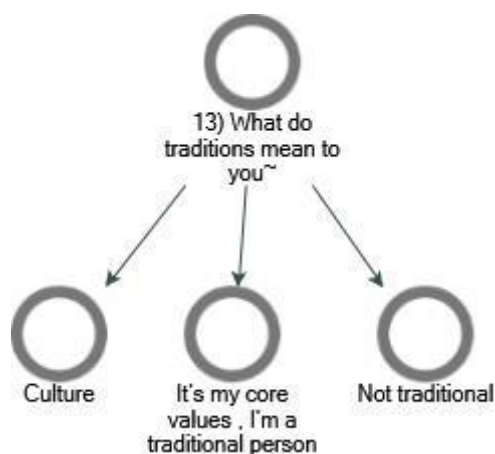


Figure 39. What do traditions mean to you?

Table 31. What do traditions mean to you?

THEMES	HAVE STATED AN OPINION (n)
Culture	2
It's my core values, I'm a traditional person	9
Not traditional	2

Table 31 above demonstrates the answers given for the question 'What do traditions mean to you?' Culture, It's my core value, I'm a traditional person, and Not traditional

were the answers given by the participants. As is shown in table 31, most of the participants state that they find their core values and their traditional person.

The opinions of the participants regarding the research question are given below:

“They mean a lot to me, old, I value traditions” interview 1

“They mean a lot to me, because it’s a way of life” interview 2

“It’s my core values, I’m a traditional person” interview 4

“Culture” interview 6

“Not traditional” interview 7

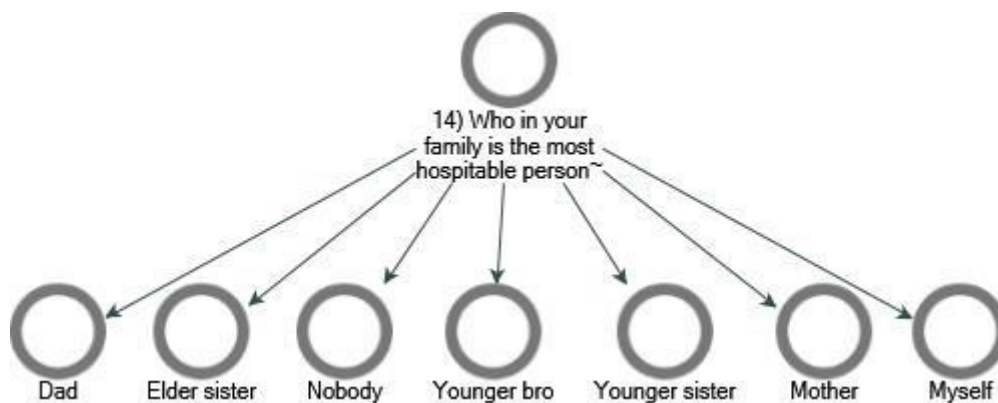


Figure 40. Who in your family is the most hospitable person?

Table 32. Who in your family is the most hospitable person?

THEMES	HAVE STATED AN OPINION (n)
Dad	2
Elder sister	2
Nobody	2
Younger bro	1
Younger sister	1
Myself	1
Mother	4

Table 32 above demonstrates the answers given for the question 'Who in your family is the most hospitable person? Dad, Elder sister, nobody, Younger bro, Younger sister, Myself and Mother were the answers given by the participants. As shown in table 32, two of the participants answered that their Mother, their elder sister, is the most hospitable person. The other two said that nobody in their families is hospitable.

The opinions of the participants regarding the research question are given below:

“Younger bro” interview 1

“Dad” interview 2

“Younger sister” interview 4

“Nobody” interview 6

“Elder sister” interview 7

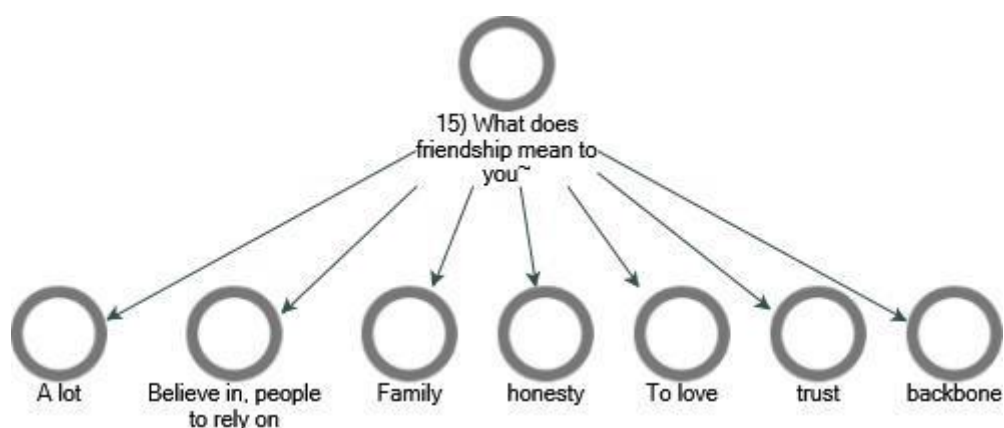


Figure 41. What does friendship mean to you?

Table 33. What does friendship mean to you?

THEMES	HAVE STATED AN OPINION (n)
A lot	3
Believe in, people to rely on	2
Family	2
Honesty	3
To love	6
Trust	4
Backbone	2

Table 33 above demonstrates the answers given for the question 'What does friendship mean to you?' A lot, Believe in, people to rely on, Family, honesty, love, trust, and backbone were the answers given by the participants. As shown in table 33, most of the participants answered trust and To love.

The opinions of the participants regarding the research question are given below.

"To love" interview 1

"Love, trust, honesty" interview 2

“Believe in, people to rely on” interview 3

“Family” interview 4

“A lot” interview 6

“Believe in, people to rely on” interview 7

General evaluation about relations:

It can be said that the most important factor in family relations is the mother, positive love, trust and honesty are at the forefront in their relations with friends, and they prefer to be safe and in a familiar environment with familiar faces.

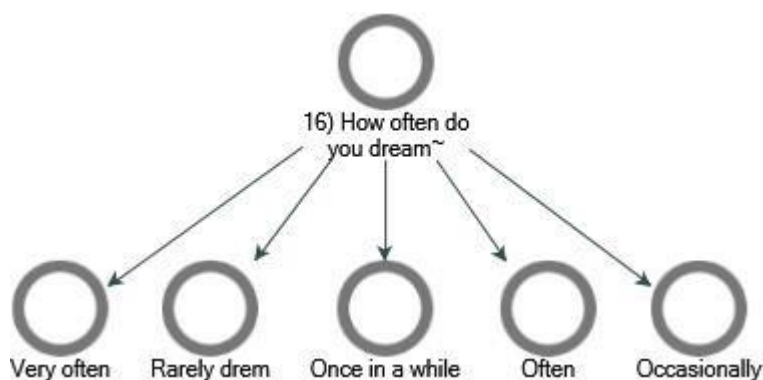


Figure 42. How often do you dream?

Table 34. How often do you dream?

THEMES	HAVE STATED AN OPINION (n)
Occasionally	2
Often	1
Once in a while	1
Rarely dream	2
Very often	7

Table 34 above demonstrates the answers given for the question 'What does friendship mean to you?' Occasionally, often, once in a while, rarely dream and Very often were the answers given by the participants. As it is shown in table 34, most of the participants answered Very often.

The opinions of the participants regarding the research question are given below:

"Once in a while" interview 1

"Rarely dream" interview 2

"Often" interview 4

"Occasionally" interview 6

"Very often" interview 7



Figure 43. Who in your family cares most about dreams?

Table 35. Who in your family cares most about dreams?

THEMES	HAVE STATED AN OPINION (n)
Elder sister	2
Mom (mother)	8
Father	3

Table 35 above demonstrates the answers given for the question 'Who in your family cares most about dreams? Elder sister, Mom (mother) and Father were the answers provided by the participants. As it is shown in table 35, most of the participants answered 'mom'.

The opinions of the participants regarding the research question are given below:

"Mom" interview 6

"Elder sister" interview 7

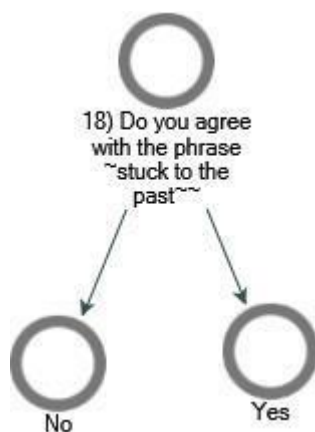


Figure 44. Do you agree with the phrase? stuck to the past?

Table 36. Do you agree with the phrase? stuck to the past?

THEMES	HAVE STATED AN OPINION (n)
No	8
Yes	5

Table 36 above demonstrates the answers given for the question 'Do you agree with the phrase? stuck to the past?' As it is shown in table 36, most of the participants answered 'no'.

The opinions of the participants regarding the research question are given below:

“No” interview 2

“Yes” interview 5

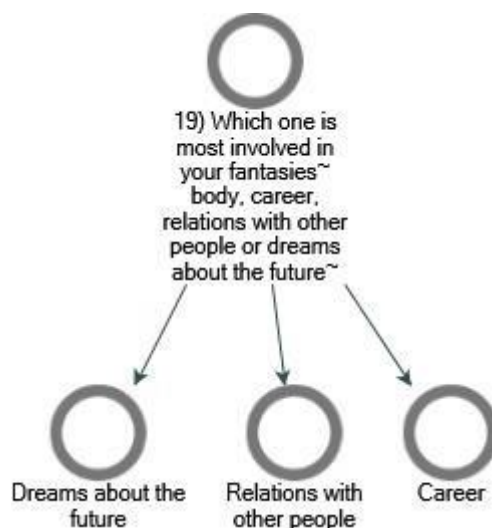


Figure 45. Which one is most involved in your fantasies= body, career, relations with other people or dreams about the future

Table 37. Which one is most involved in your fantasies= body, career, relations with other people or dreams about the future

THEMES	HAVE STATED AN OPINION (n)
Dreams about the future	5
Relations with other people	6
Career	2

Table 37 above demonstrates the answers given for the question ‘Which one is most involved in your fantasies= body, career, relations with other people or dreams about the future dreams about the future, Relations with other people and career were the answers given by the participants. As it is shown in table 37, most of the participants answered ‘Relations with other people’

The opinions of the participants regarding the research question are given below:

“Relations with other people” interview 3

“Dreams about the future” interview 4

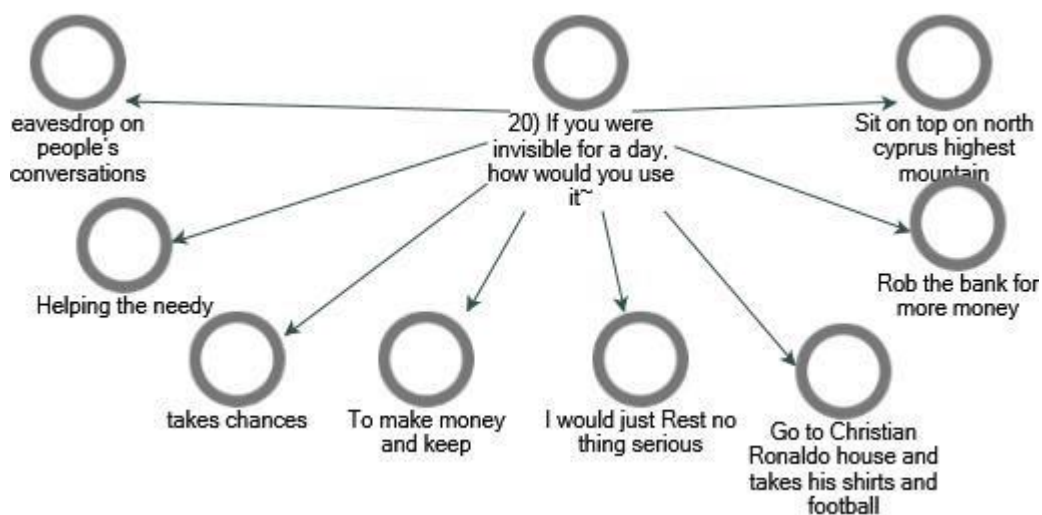


Figure 46. If you were invisible for a day, how would you use it?

Table 38. If you were invisible for a day, how would you use it?

THEMES	HAVE STATED AN OPINION (n)
Eavesdrop on people's conversations	1
Helping the needy	4
I would just rest nothing serious	1
Takes chances	1
To make money and keep	2
Rob the bank for more money	2
Sit on top on north cyprus highest mountain	2
Go to Christian Ronaldo house and takes his shirts and football	2

Table 38 above demonstrates the answers given for the question 'If you were invisible for a day, how would you use it? Eavesdrop on people's conversations, Helping the

needy; I would just Rest nothing serious, takes chances, To make money and keep, Rob the bank for more money, Sit on top on North Cyprus highest mountain and Go to Christian Ronaldo house and takes his shirts and football were the answers given by the participants. As it is shown in table 38, most of the participants answered 'Helping the needy.'

The opinions of the participants regarding the research question are given below:

"I would just Rest nothing serious" interview 1

"Help the needy, takes chances, eavesdrop on people's conversations" interview 2

"Helping the needy" interview 6

"To make money and keep" interview 7

General evaluation about Imagination and Intuition: It can be said that they often dream, the mother factor is effective in the importance of dreams, their future dreams are about relationships and they also have the motivation to help.

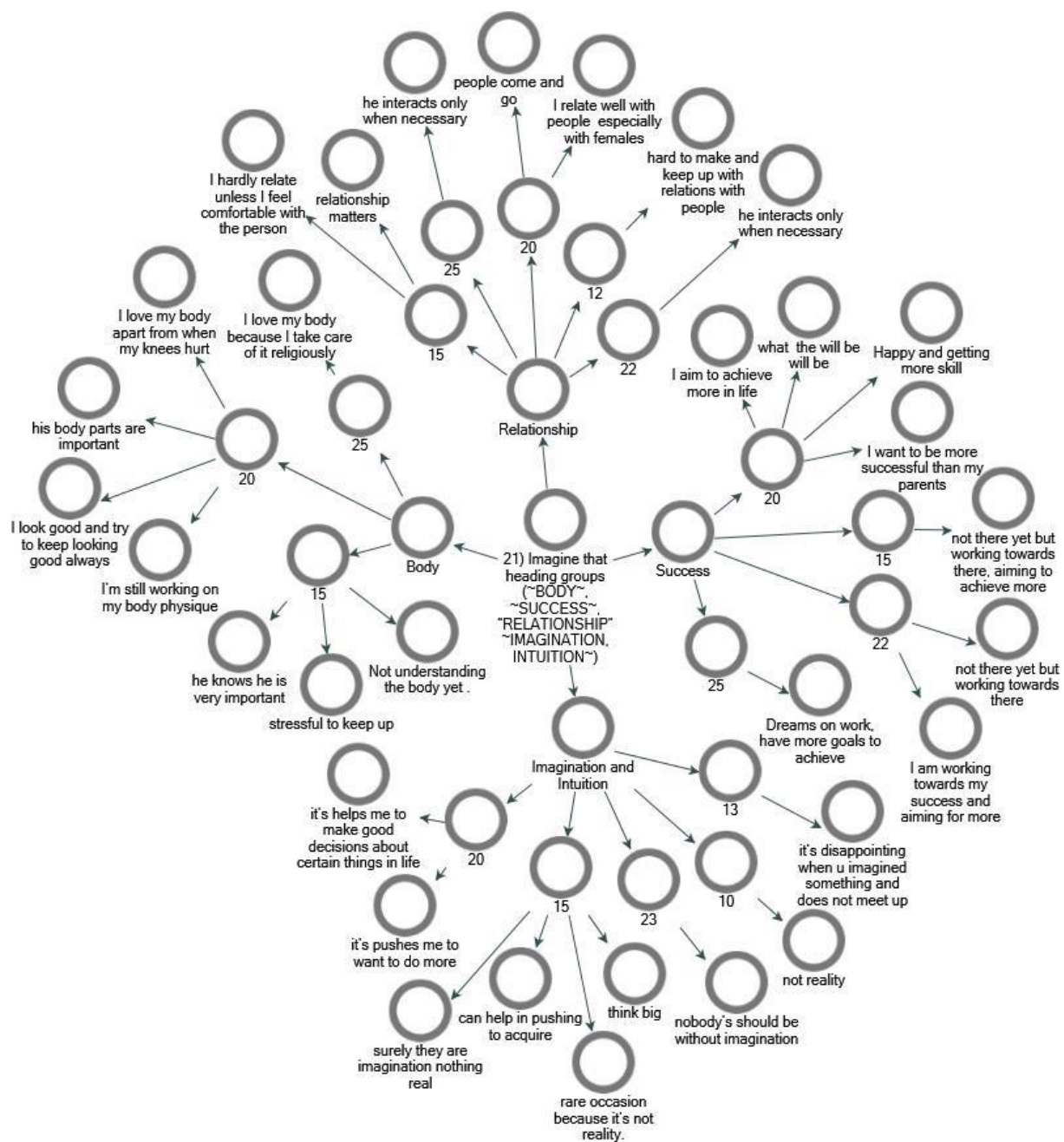


Figure 49. Imagine that heading groups

Table 39. Imagine that heading groups

THEMES	Have Stated an Opinion (n)
Body	13
15	5
He knows he is very important	2

Not understanding the body yet.	1
Stressful to keep up	2
20	7
His body parts are important	1
I look good and try to keep looking good always	1
I love my body apart from when my knees hurt	3
I'm still working on my body physique	2
25	1
I love my body because I take care of it religiously	1
Imagination and Intuition	13
10	1
Not reality	1
13	2
It's disappointing when you imagined something and does not meet up	2
15	5
Can help in pushing to acquire	2
Rare occasion because it's not reality.	1
Surely they are imagination nothing real	1
Think big	1
20	4

It's helps me to make good decisions about certain things in life	2
It's pushes me to want to do more	2
23	1
Nobody's should be without imagination	1
Relationship	13
12	2
Hard to make and keep up with relations with people	2
15	4
I hardly relate unless I feel comfortable with the person	2
relationship matters	2
20	5
I relate well with people especially with females	4
people come and go	1
22	1
He interacts only when necessary	1
25	1
He interacts only when necessary	1
Success	13
15	2
Not there yet but working towards there, aiming to achieve more	2
20	7
Happy and getting more skill	1
I aim to achieve more in life	2
I want to be more successful than my parents	2
what the will be will be	2

22	3
I am working towards my success and aiming for more	2
Not there yet but working towards there	1
25	1
Dreams on work, have more goals to achieve	1

“Body –15- Not understanding the body yet., Success – 25- Dreams on work, have more goals to achieve , Relationship – 25- he interacts only when necessary and Imagination and Intuition –15- think big” interview 1

“Body –20- his body parts are important, Success – 20 – Happy, and getting more skill, Relationship – 22- he interacts only when necessary And Imagination and Intuition –15- rare occasion because it’s not reality.” interview 2

“Body –15- he knows he is very important. , Success – 20 – what the will be will be , Relationship – 15 – relationship matters and Imagination and Intuition –15- can help in pushing to acquire” interview 3

“Body –20 – I look good and try to keep looking good always , Success – 22 – not there yet but working towards there, Relationship – 20– people come and go, Imagination and Intuition –23- nobody’s should be without imagination” interview 4

“Body –15 – stressful to keep up , Success – 15 – not there yet but working towards there, aiming to achieve more, Relationship – 12– hard to make and keep up with relations with people, Imagination and Intuition –13- it’s disappointing when u imagined something and does not meet up.” interview 5

“Body –15 – stressful to keep up, Success – 15 – not there yet but working towards there, aiming to achieve more, Relationship – 12– hard to make and keep up with relations with people, Imagination and Intuition –13- it’s disappointing when u imagined something and does not meet up.” interview 6

“Body –15- he knows he is very important., Success – 20 – what the will be will be, Relationship – 15 – relationship matters, Imagination and Intuition –15- can help in pushing to acquire” interview 7

General evaluation;

The highest score given to body and 20 points in majority, the highest given imagination and intuition and 15 points in majority, the highest given in relationships and 20 points in majority, the highest score given in success and 20 points in majority: this means that the participants gave high points to relations with body and success, however, it can be said that the scores they give to dreams and the future are low.

Table 40. The Relationship Between Balance Model and Color Preferences

	interview 3	Interview 5	interview 6	interview 7	interview 9
1) what color represents your personality~ Why~					
Black	0	0	0	0	0
Blue	1	1	1	1	1
Blue and white	0	0	0	0	0
Brown	0	0	0	0	0
Gold	0	0	0	0	0
White	0	0	0	0	0
2) What is your favorite color~					
Blue	1	1	1	1	1
Blue and white	0	0	0	0	0
Brown	0	0	0	0	0
Gold	0	0	0	0	0
White	0	0	0	0	0
Body					
15	2	2	2	2	0
20	0	0	0	0	0
25	0	0	0	0	1
Imagination and Intuition					
10	0	0	0	0	0
13	0	2	2	0	0
15	2	0	0	2	2
20	0	0	0	0	0

23	0	0	0	0	0
Relationship					
12	0	2	2	0	0
15	2	0	0	2	2
20	0	0	0	0	0
22	0	0	0	0	0
25	0	0	0	0	0
Success					
15	0	2	2	0	0
20	2	0	0	2	2
22	0	0	0	0	0
25	0	0	0	0	0

General evaluation;

The highest score given to body and 20 points in majority, the highest given imagination and intuition and 15 points in majority, the highest given in relationships and 20 points in majority, the highest score given in success and 20 points in majority: this means that the participants gave high points to relations with body and success, however, it can be said that the scores they give to dreams and the future are low.

attention. When food consumption is portrayed as pleasurable because of colours, it has become noticeable, highly arousing, highly positive stimuli with adaptive significance to the organism.

As ppt balance model employs multi-cultural narrative and phrases to assist consumers in improving their mental health and giving a more positive light, promoting happiness, creating a positive feeling, The findings of this study have implications for future research to guide the selection of appropriate colours in a variety of consumer behaviour contexts in marketing, for these findings may have methodological explanations.

In table 5, the participants' opinions demonstrate the answers given for the interview questions: What colour represents your personality on why?

“White, because it’s reflects my personality as a gentle person that I am” interview 1

“White, because I’m more of an introvert and reserved person” interview 2

“Blue/ gives me sense of belongings” interview 3

“Blue and white / catching, brightens my day” interview 4

“Blue because it’s represents not limit for me, I keep trying new things” interview 6

Most opinions among the participants are blue; this result is in line according to previous studies (Konul Memmedova, 2020). Blue is security driven, comfortable. A blue lover is compassionate in nature. Most opinions of the participants choose the colour blue, which gives them a sense of belongings. It represents no limit for them, also from the marketing field colour blue, blue is a well-liked colour that can bring a sense of calmness and trust when building relationships, especially in marketing. It's stated that the colour blue links to confidence, security, fairness, and reliability.

Table 6 the opinions of participants, which demonstrates the answers given for the interview question what is your favourite colour?

“White” interview 2

“Blue and White” interview 4

“Blue” interview 7

It can be seen that most of the participants said blue is their favourite colour, according to (Annie Wissner, 2021) Blue is known for its trust and dependability. It's reliable, responsible, and mentally soothing. For that reason alone, it's one of the most-liked colors across the entire world.

Table 9 the opinions of participants which demonstrates the answers given for the interview question do you remember the color or colors used by your preferred fast food brand?

“Brown, white, Red” interview 1

“Orange, white” interview 2

“No, like I said I don't eat out” interview 3

“No, like I said I don't like fast food” interview 5

From the participants' response, it can be seen that most participants answered white; in relation to consumer behaviour content in the marketing field, according to (Annie Wissner 2021), white is simple, straightforward; it creates the impression of cleanliness and efficiency. For packaging, the white colour influences consumer preferences and influences their buying behaviour; that's why most consumers easily remember it.

We can now agree that there is a linkage between the opinions of participants in the balance of positive psychotherapy of colours which colour blue and white are the most picked colours by participants, the focus on colour blue which represents trust, comfortability, soothing relief and security while the latter colour white which represents cleanness, purity, soothing relieve, simplicity and ease. We can then acknowledge from the opinions of the participants there is an effect of colours on their food choice

where there can easily find a safety net of a clean food which also relates to the subdimensions of the ppt balance model for measurement the balance model variables is used a four four-dimensional ("body", "success", "relationship" and "imagination and intuition") balanced life scales. Citing from the interview questions of the balance in positive psychotherapy.

Tables 7 the opinions of participants, which demonstrates the answers given for the question how associated is your favourite colour with your favourite food?

“No link with between them...no direct link between them” interview 1

“No link with between them... but if there is my favorite color in it I would love to try it” interview 4

“No link with between them..” interview 5

In this study, it noticed that from the opinions of participants its can be observed that there is no link; no direct link between their favourite food and favourite colour; since most participants favourite colour is blue, edible blue food is rare in nature (Annie Wissner, 2021) this is in line with previous studies except for the curiosity of a particular participant who stated that if it's favourite food is a favourite colour the participant said that "I would love to try it".

Table 10 the opinions of participants, which demonstrates the answers given for the question how do you see the effect of colours when choosing food?

“Very effective... feels good” interview 1

“The effect of colors is effective for me, because I like simple and natural colors” interview 2

“The effect of colors is effective for me, because colors is sensitive and it's attracts because of that he believe a it's taste so nice.” interview 3

“Colors catches my attention, especially bright colors” interview 4

“No effect I eat whatever I like” interview 6

“The effect of colors is effective for me, because colors is sensitive and it's attracts because of that he believe a it's taste so nice.” interview 7

It can be established that the response of the opinions of the participants stated that the effect of colours is very effective to them; this study is in line with previous studies which says that It is important to understand that the choices people make are influenced by colour, it is determined by the fact that most people make up their minds within the first 90 seconds of their encounter with people or products (Singh, 2006). For consumer behaviour in the marketing field, up to 90 per cent of the decision-making perception is based on colour alone.

Table 11 the opinions of participants, which demonstrates the answers given for the question how effective are the colours of food represented on a menu of your preferred fast-food brand in north Cyprus of your choice?

“No effect because I prefer to see the food it's in real form” interview 1

“It's so effective, I get to choose more easily and it So simple for me” interview 2

“Ability to choose from the menu so I would say very effective” interview 4

“No effect” interview 5

“No effective because he does not eat out”. interview 7

“Ineffective, does not capture my attention” interview 1

“It's so effect, it's nice, crafted well and simple” interview 2

“Very effective” interview 4

“Normal only if I eat out” interview 5

“No Effect” interview 7

It can be acknowledged that most opinions of the participants stated that it's effective, very effective. This study establishes that there is a linkage from the views given from the participants that/ the effect of colours when choosing food and representation of colours on the menu of their preferred fast-food brand is very effective. This is measured using one of the four dimensions of the PPT balance model 'body', where one of the five senses is "eyes", which is for seeing and directly affects their food choice. In marketing, the high importance of colour acknowledges manufacturers' understanding that colour has strong emotional loading, able to prompt a swifter response to packaging than either the written work or imagery (Tutssel, 2000).

Table 12 the opinion of participants, which demonstrates the answers given for the question how do colours in food affect your emotions?

*“It's depends on the color. A natural color is better” interview 1**“Does not affect my emotions” interview 2**“Attractive colors – if color is good and the taste is bad, that would lead to disappoint” interview 3**“It's does not” interview 4**“Colorful food attracts me” interview 6*

In this study, it can be acknowledged that most participants stated the colourful food attracts them. This result is in line with previous studies. In the marketing and consumer behaviour field, it is said that the first to feast is the eyes; this old idiom has a very significant meaning Color has a powerful influence on consumer perception. Appetites can be influenced and stimulated by colour as well as the reverse effect; colour may discourage eating certain foods and diminish the desire for the food (Downham & Collins, 1999).

Table 13 the opinions of participants, which demonstrate the response to the question, what is the effect of the colour of a meal on your appetite?

“It encourages him to eat more of the food when the color is” interview 2

“A good color boosts my appetite” interview 4

“No effect as far as it good” interview 6

“A good color makes me salivate.” interview 7

It can be stated that the participants answered that a good colourful meal boosts appetite. This study shows that participants' opinions regarding how colours affect their emotions can be said that most participants attribute that attractive colours or bright colours mean that the food is good and dull colour makes them lose their appetite. Participants opinions also state that good colours or colourful food makes damn celebrates therefore increasing or boosting their desire to eat more, and we can say that this also answers the second aim question If there is a relationship between colour selection and sub-dimensions of the PPT balance model. (Konul M., Şebnem G.K. (2021))

Table 14 the opinions of participants, which demonstrates the answers given for the question, how effective are your moods when choosing from the menu?

“Bad colors- frown, bright food- happiness” interview 1

“No effects” interview 2

“No effect I eat whenever I’m happy, sad or any other moods.” interview 6

“I just go with the flow” interview 7

From the response of participants, there is no significant difference observed, from the ppt balance model makes us realize that moods of consumers have a considerable

attribute to consumer happiness and positive feelings, the opinions of participants varied as there was no significant difference in their moods affecting their choice of food.

Table 15 the opinions of participants, which demonstrates the answers given for the question how do you interpret the dark colour of a food item on the platter?

“Not interested it’s a put off” interview 1

“Something unique” interview 2

“Not pleasing, no appetite” interview 4

“I just ignore it, not appealing” interview 6

“No interpretation” interview 7

This research reveals that most participants insisted that dark colours do not appeal to them in food. In the marketing and consumer behaviour field, other studies also support that darkly coloured food is not appealing. Colour is a significant factor in consumer behaviour, especially in the case of food purchases.

Food colour can no longer be limited to a study only within the food sciences. “Color is a vivid, affect-loaded, and memorable visual element and, as such, is an important marketing communications tool” (Lawrence L. Garber, Hyatt and Richard G. Starr) that is currently only used for flavour identification, not for strategic marketing purposes.

Also, Table 16 demonstrates the answers given for the question, how do you interpret the bright colour of a food item on the platter?

“He likes it, I want to have more” interview 1

“Nice, delicious and it’s popular” interview 2

“This should taste nice” interview 3

“Appealing, Attractive” interview 4

“Appetizing for me. I want to eat more” interview 6

“This should taste nice” interview 7

This research reveals that most participants insisted that bright colours of food items appeal to them in food. In the marketing and consumer behaviour field, in other studies, the first of many to support the theory that colour influences the perception and experience of flavours (Garber, Hyatt and Starr).

We can interpret in PPT that the answers given for both questions, which state that dark colour food item does not appeal for consumption and bright colour food item gives an appealing effect for consumption these attributes to the ppt balance model (Peseschkian, 2016) one of four fields of life, according to the balance model which is Body: psychosomatic which involves the mind and body of nature man.

Table 17 the opinions of participants, which demonstrates the answers given for the question how do darkly coloured packages of food items affect your appetite?

“It’s affects my appetite, he is not interested” interview 1

“Suspicious, I want to see what is inside” interview 2

“Curious about the content” interview 4

“I feel it’s does not have anything to do with the food” interview 6

“No it’s does not, I believe it’s does not affect my appetite” interview 7

As a result, the dark colour has no effect.

Table 18 the opinions of participants, which demonstrates the answers given for the question of how do brightly coloured packages of food item affects your appetite?

“it’s increases my appetite” interview 1

“No effect, normal, simplicity” interview 2

“Anxious to see the content” interview 3

“It’s normal” interview 4

“I feel it’s does not have anything to do with the food” interview 6

“Anxious to see the content” interview 7

In this result, In table 17 and table 18, There is a great deal of research supporting the effects of colour on humans’ perception of taste and flavour intensity and identification – which is great news for food marketers who understand the significance of these results. From package design to the colour of the actual food, marketers can use colour to influence consumer behaviour and sell more products. However, because colour cues are so significant, the importance of using these visual signals properly is vital. Debra A. Zellner of Montclair State University and Paula Durlach of the Army

Research Institute for the Behavioral and Social Sciences published an article in the American Journal of Psychology discussing how colour affected the level of refreshment, flavour intensity, and preference for mint, lemon and vanilla flavour beverages. During their experiments, they noted an important fact; “perceptions in different sensory realms do not occur in isolation” (Zellner and Durlach).

From the psychological field, the opinions of the participants regarding the questions stated that colour of packages has no direct effect on the food or they seem normal for a particular participant who said that darkly coloured package which creates curiosity “ I will be curious about the content in the packages” this can be attributed to the sub-dimension of ppt balance model of imagination and intuition.

Table 19 the opinion of participants, which demonstrates the response to the question do you have any complaints about your physical body? Which parts of your body hurt? Describe.

“No / no part hurts me because I’m physically fit” interview 1

“Yes my height, but I wear heels to complement, no parts hurts me” interview 4

“No, I have headache a lot especially when I’m stressed” interview 6

“No / no part hurts me” interview 7

Most participants don’t have any complaints about their physical body, and no body parts hurt in this research.

Table 20 shows the opinions of participants, which demonstrates the response to the question. How do you rate your physical look? Describe

“Normal, good looking, physically fit” interview 1

“Average, neither skinny or Athletic” interview 2

“Just cool” interview 4

“Athletic” interview 6

“Slim, good and looking great” interview 7

In this research, from the response given by most participants, most of the participants answered Athletic, slim, good and looking great.

Table 21 the opinions of participants, which demonstrates the response to the question Which parts of your body do you react with when you're angry?

“Face” interview 1

“Mouth “interview 6

“No reaction” interview 7

From the response of participants in this research, most of the participants gave the answer of reacting with their mouth or Face.

Table 22 the opinion of participants, which demonstrates the response to the question Which of your five senses is most important?

“Eyes –1, Ears – 2, Nose – 3, Taste –4, Touch – 5” interview 1

“Eyes –1, Ears – 2, Touch - 3, Taste –4, Nose – 5” interview 2

“Eyes –1, Ears - 2, Touch - 3, Smell –4, Taste - 5” interview 3

“Eyes –1, Ears - 2, Touch - 3, Taste –4, Smell - 5” interview 4

“Eyes –1, Nose - 2, Taste - 3, Touch –4, Ear - 5” interview 5

“Eyes –1, Nose - 2, Taste - 3, Touch –4, Ear - 5” interview 6

“Eyes –1, Ears - 2, Touch - 3, Smell –4, Taste - 5” interview 7

It could be said that according to most of the participant's Ear is the most and Smell is the least important.

Table 23 the opinion of participants, which demonstrates the response to the question How do your family or other relatives treat you when you are ill? Sick?

“Treat him well / show love / concern about his health” interview 1

“Treats him well” interview 2

“Treat me, show concerns” interview 4

“Show me good care” interview 6

“Kind of nice” interview 7

In this research, from the participants' response, most of the participants answered Show me good care.

Table 24 the opinions of participants, which demonstrates the response to the question What kind of activities do you have in your life?

“Education, football, eating” interview 1

“Study, meditate, pray, watch movies, eating” interview 2

“Religious, academic work, listen to inspirational podcast” interview 4

“Cable networking, play games, going to the gym” interview 6

“Thinking, driving, chill with my friends, physical exercise, reading” interview 7

In this research, we can acknowledge that most of the participants answered Education, football, and physical exercise in this research.

Table 25 the opinions of participants, which demonstrates the response to the question Are you happy with your career planning?

“Yes, I'm but still on it” interview 2

“Yes, I'm so happy” interview 4

“Yes, I'm” interview 7

In this research, we can acknowledge that from the response that all participants revealed that they are happy with their career planning.

Table 26 the opinions of participants, which demonstrates the response to the question With which activities do you have difficulties?

“Football” interview 1

“Studying” interview 2

“No difficulty” interview 4

“Going to the gym always” interview 6

“Thinking it’s stresses the brain” interview 7

From the participants' responses, we can observe that most participants answered Studying, football, and Going to the gym consistently.

Table 27 the opinions of participants, which demonstrates the response to the question Which one is more important for you, family or career?

“Both are equally important” interview 4

“Career “interview 6

“Family “interview 7

In this research from the response most of the participants said that their families are important for them more than their career.

Table 28 the opinions of participants which demonstrates the response to the question How are your achievements being rewarded?

“Appreciation from parents” interview 1

“Parents are happy, proud of himself” interview 2

“Feeling Fulfilled, financial reward “interview 4

“I celebrate it” interview 6

“Treating himself and giving out to the needy” interview 7

In this research, we can acknowledge that most of the participants gave the answer of Feeling Fulfilled, financial reward and giving out to the needy.

Table 29 the opinions of participants, which demonstrates the response to the question Who in your family is most successful in making new relations?

“Mom” interview 2

“Herself” interview 4

“Mother” interview 6

“Himself” interview 7

From the response, we can acknowledge most of the participants answered Mother.

Table 30 the opinions of participants, which demonstrates the response to the question How would you feel among people at a crowded party? Describe.

“Quiet and observe what’s going on” interview 1

“I’m more composed” interview 2

“Cool, relate well” interview 4

“Happy to interact well” interview 6

“Only familiar faces makes me comfortable and if no familiar face at all I would be quiet” interview 7

From the response in this research, it’s observed that most of the participants answered Happy to interact well and Only familiar faces. It makes me comfortable if no familiar face at all, I would be quiet.

Table 31 the opinions of participants, which demonstrates the response to the question What do traditions mean to you?

"They mean a lot to me, old, I value traditions" interview 1

"They mean a lot to me, because it's a way of life" interview 2

"It's my core values, I'm a traditional person" interview 4

"Culture" interview 6

"Not traditional" interview 7

In this research, it observed that from the response that most of the participants stated that they find their core values, and they are traditional persons.

Table 32 the opinions of participants, which demonstrates the response to the question Who in your family is the most hospitable person?

"Younger bro" interview 1

"Dad" interview 2

"Younger sister" interview 4

"Nobody" interview 6

"Elder sister" interview 7

Table 33 the opinions of participants which demonstrates the response to the question What does friendship mean to you?

"To love" interview 1

"Love, trust, honesty" interview 2

“Believe in, people to rely on” interview 3

“Family” interview 4

“A lot” interview 6

“Believe in, people to rely on” interview 7

Table 34 the opinion of participants, which demonstrates the response to the question How often do you dream?

“Once in a while” interview 1

“Rarely dream” interview 2

“Often” interview 4

“Occasionally” interview 6

“Very often” interview 7

From the result, it can be acknowledged that most of the participants answered Very often.

Table 35 the opinions of participants, which demonstrates the response to the question Who in your family cares most about dreams?

“Mom” interview 6

“Elder sister” interview 7

In this study, from the response of participants, it can be observed that most of the participants answered ‘mom’.

Table 36 the opinions of participants, which demonstrates the response to the question Do you agree with the phrase? Stuck to the past?

In this study, from the participants' responses, we can observe that most participants answered 'no'.

Table 37 the opinions of participants, which demonstrates the response to the question Which one is most involved in your fantasies body, career, relations with other people or dreams about the future?

In this study from the response, we can notice that most of the participants answered 'Relations with other people'

Table 38 the opinions of participants, which demonstrates the response to the question? If you were invisible for a day, how would you use it?

From the response, we can acknowledge most of the participants answered 'Helping the needy.'

Participants' opinions in the balance of positive psychotherapy question the general evaluation interpret that seeing is of great importance and great responsibility to nature man. It can be said that consumers are putting importance on how their body and physical appearance is, which gives them happiness, and their visual preferences are at the forefront.

Looking at the sub-dimensions of the PPT balance model, it can be said that the participants mostly give importance to success and body. In addition, if we think that the colour blue is trust and responsibility, the participants attach importance to trust, whether in a new environment or their relationships.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

This final chapter summarizes and concludes this research study by considering the aim of the research and the majority opinions response of participants from the verified, open-ended interview questions used.

It can be concluded that there is a link between the majority answers on personality colour and their favourite colour, which is blue that represents confidence, fairness and reliability. This research study shows that most participants' opinions revealed no link between their favourite colour and favourite food. However, most participants remembered the colour white as a colour represented by their preferred fast food either on the menu or brand logo, representing cleanliness; thus, most participants are careful of their health and personal hygiene. It can be concluded in this research study that most participants say that there is a substantial effect of colours when choosing food which answers the aim question 1. There is a relationship between colour selection and the PPT balance model (body, success, relationship, imagination, and intuition) about how attractive colours in food are highly effective in affecting their emotions. Some opinions of participants reveal that dull colours of food have a negative effect on their feelings; this concludes that the PPT balance model, which employs that consumers happiness, mental health is essential and how they perceive the cleanliness of the food, which can cause loss of appetite and vice versa. It can also be concluded that there is no significant conclusion on the effect of moods on their choice of foods by participants' opinions.

In conclusion, there is a relationship between colour selection and sub-dimensions of the PPT balance model. Based on most participants' opinions, a dark colour food served is a put off which means not appealing for consumption, and bright colour food served, which is appetizing.

Therefore, the general assessment of body and success reveals the sub dimension distributions of the balance model of the participants who responded to blue the most among the colours. It can be said that the colour preferred by people who care about success and body is blue.

And also, it can be concluded that participants are satisfied with their body and physical appearance and that their visual preferences are at the forefront.

For future recommendations to those in the food sector, must take into consideration that bright colours, as mentioned in the literature, serve as an attraction and can boost sales because its boosts the appetite of consumers and it is recommended that they should be considered in prioritizing the wellness and happiness of their consumers. Furthermore, if all the recommendations stated in this research is considered, there would be a change in service by the food sectors, thereby increasing their sales in return.

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APPENDIX

Interview questions on colour

What color represents your personality? why?

1. What is your favourite colour?
2. How associated is your favourite colour with your favourite food?
3. Is there a fast-food brand you prefer? If so, can you tell me why?
4. Do you remember the colour or colours used by your preferred fast food brand?
5. How do you see the effect of colours when choosing food?
6. How effective are the colours of food represented on a menu of your choice?
7. How effective is a colourful food menu put out on display on your preferred fast food brand?
8. How do colours in food affect your emotions?
9. What is the effect of the colour of a meal on your appetite?
10. How effective are your moods when choosing from the menu?
11. How do you interpret the dark colour of a food item on the platter?
12. How do you interpret the bright colour of a food item on the platter?
13. How do darkly coloured packages of food items affect your appetite?
14. How do brightly coloured packages of food items affect your appetite?

BALANCE IN POSITIVE PSYCHOTHERAPY

INTERVIEW QUESTIONS

"BODY" related questions:

1. Do you have any complaints about your physical body?

Which part/s of your body hurts? Describe.
2. How do you rate your physical look? Describe

3. Which parts of your body do you react with when you're angry?
4. Which of your five senses is most important to you?

(Rate them from 1 to 5, where 1 is most important and 5 is not important).

5. How do your family or other relatives treat you when you are ill/sick?

"SUCCESS" related questions:

6. What kind of activities do you have in your life?
7. Are you happy with your career planning?
8. With which activities do you have difficulties?
9. Which one is more important for you, family or career?
10. How your achievements are being rewarded?

"RELATIONSHIP" related questions:

11. Who in your family is most successful in making new relations?
12. How would you feel yourself among people at a crowded party? Describe.
13. What do traditions mean to you?
14. Who in your family is the most hospitable person?
15. What does friendship mean to you?

"IMAGINATION, INTUITION" related questions:

16. How often do you dream?
17. Who in your family cares most about dreams?
18. Do you agree with the phrase "stuck to the past"?
19. Which one is most involved in your fantasies: body, career, relations with other people or dreams about the future?
20. If you were invisible for a day, how would you use it?

“GENERAL” question:

21. Imagine that heading groups ("**BODY**", "**SUCCESS**", "**RELATIONSHIP**" "**IMAGINATION, INTUITION**") consist of 25 points each, so in total we get 100 balance points, rate the groups according to your personal importance, give marks from 0 to 25 for each group, calculate you total balance points and add brief explanation why you give this marks.

THE RELATIONSHIP BETWEEN THE EFFECT OF COLOURS ON CONSUMERS' FOOD CHOICES AND THE BALANCE MODEL IN POSITIVE PSYCHOTHERAPY. by Olawunmi A. Akanbi

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24.08.2021

Dear Akanbi Olawunmi Azeezat

Your application titled “**The relationship between the effect of colours on consumers food choice and the balance model in positive psychotherapy patterns**” with the application number NEU/SS/2021/1041 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee



Note: If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.