

# Effect of Color Psychology on Individual in Hotel's Guestroom

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## ABSTRACT

This paper reviewed the psychology-science, color, design, hospitality management, and scholar journals from 1975 to 2020 to outline the present scenario of color-psychology field and strengthen the previous literature reviews. The study selected the "state-of-the-art" research of color and psychology disciplines. The data were collected from 100 journal articles. The large pool of papers was arranged according to the year of publication and the type of journal (i.e., psychology & science, color, design, hospitality management, and scholar journals), reviewed, coded, and classified according to a set of variables. Among all the other classified journals, Color Research and application (with six annual issues) has the most significant number of color-psychology articles (26%), Perceptual and motor skills journal (six issues annually) with 8%, and International Journal of Hospitality (eight issues annually) at 8%. Moreover, the availability of the recent color-psychology articles in various journals such as; science, HM, scholar, and design fields, demonstrates the expansion and growth of the domain. The current study focused its review on five areas, i.e., psychology science, color, design, hospitality management, and scholar journals, and did not include any journal outside of the mentioned areas. A future study might consist of multiple fields, e.g., technology, geography, and sociology. Another limitation to the current study, i.e., the articles reviewed, did not cover the vast topic and monitor color-psychology growth. Future investigations might continue to monitor the trends and development in new color-psychology research steam and academic discipline.

*Keywords: color-psychology; data collection methods; data analysis procedure; aesthetic appeal; behavior*