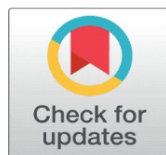


# IMPACT OF WEARING WEEKDAY'S SPIRITUAL COLOURS ON AN INDIVIDUAL

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## DOI

[10.29121/shodhkosh.v5.icetda24.2024.1344](https://doi.org/10.29121/shodhkosh.v5.icetda24.2024.1344)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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## ABSTRACT

The relationship between colour and human cognition and behavior has long captivated researchers across diverse fields. In particular, religious traditions often assign distinct colours to each day of the week, attributing them to planetary influences or divine energies. This research delves into the potential effects of wearing weekday-specific spiritual colours on individual behavior and perception.

Clothing serves as a means of self-expression, conveying messages about one's personality and identity. The choice of attire can significantly impact how individuals perceive themselves and how they are perceived by others. Similarly, colours play a crucial role in shaping mood and emotions.

This research seeks to explore the practical implications of choosing clothing based on weekday-specific spiritual colours intentionally or undoubtedly. Drawing from Jyotih, or Vedic astrology, which associates each day of the week with a corresponding planet, this study aims to elucidate how adhering to this colour theory may streamline wardrobe decisions and promote auspiciousness.

Moreover, this research highlights the potential benefits of integrating ancient wisdom with modern practices, offering individuals practical tools for enhancing their daily lives. By understanding the symbolic significance of colours in spiritual traditions and their impact on human psychology, individuals may cultivate a greater sense of alignment with cosmic energies and spiritual harmony.

**Keywords:** Apparel, Colours, Planets, Spiritual, Weekday's



## 1. INTRODUCTION

Colour is a powerful means of communication and one of the ways we identify ourselves. The colour of our clothes acts as a signal to others. It tells them who we are. When we get dressed each morning, we tell ourselves who we want to be and how we want to feel. Colour is an important factor.

There are many different colours in which we live. According to several studies, the colours we associate with in our regular life have a big impact on how we perceive and understand things. When it comes to clothing, colour has the power to change how we feel-from bewilderment to knowing, from fear to certainty, and from melancholy to play. It can actually be utilized to "draw out" emotions or to generate various viewpoints.

When it comes to nonverbal communication, mood creation, and even decision making, colour can play a significant impact. The relationship between colours and our moods and emotions, according to colour therapy practitioners, is deeper than that. Scientists think that colours have healing qualities in addition to the way they affect our emotions.

Colours signify many colours in numerology, as well as various planets in the cosmos and various chakras in our bodies. In essence, every number, planet, and chakra have a unique colour. Thus, when a chakra in our bodies is weak, a certain is missing from our date of birth, or a planet was weak at the time of our birth, it can be reinforced or healed using the colour association with that chakra. Colour therapy is the term for this approach.

Many rituals, traditions or colour therapy can be done to increase the strength of the planets. According to astrology, each day of the week has its own planet. For centuries, theorists have tried to understand the meaning of different shades and the connection between the day and the planet. History, rules, and laws have prohibited and required people to carry certain pallets.

There is no denying that colour can give a big impact on both our lives and our outfits.

## 2. ART & SCIENCE OF COLOUR IN FASHION

Most of us have a predilection for specific colours when it comes to apparel, either because it's what we naturally lean towards or because it's what we learn from studies. Colour is the most adaptable, stimulating, immediately recognizable, and cost-effective element in fashion. Different colour selections can make the same outfit express vibrancy, happiness, positive feelings, or despair. Furthermore, colour is the initial thing people observe about our attire, and it has a lasting impact.

In brief, colour is incredibly significant in clothing. However, many people struggle to gain trust in order to use it appropriately. Rare people carry a particular hue around in their heads and match it flawlessly. They look everywhere and know just what will work for them. The majority of us, however, must strive to acquire a colour sense, which can be accomplished by simply looking at any pleasing combinations we come across and analyzing the colour composition of that image.

Understanding personality is a common concept; for instance, if a person enjoys wearing a specific colour on a regular basis, it is easy to understand how they are. So, regardless matter how wonderful an outfit is, colours might either add to or subtract from its appeal.

Today, there's a variety of daring new combinations of colours that do not necessarily follow the rules. However, just like the rules of style shift with each passing fad, some colour schemes stick out and become more fashionable.

The origin of colour theory is the colour wheel. It wasn't a random decision to choose the colour palette. Colours, rules, and standards can be appealingly combined by visual artists to engage their audience. In other terms, colour theory is the study of the art and science of combining colours. Sir Isaac Newton is credited with inventing the ROYGBIV colours, which were used to build the colour wheel, which was created by scientists and artists. The way the colours of the rainbow are arranged can be remembered by saying "Roy g biv". The colour spectrum is made up of the hues red, orange, yellow, green, blue, indigo and violet. Artists and designers' study colour theory to establish a strong foundation and framework for their creations.



Figure 1. Colour Wheel

When it comes to apparel, understanding colour theory can help with colour harmonization. Because colours can impact our moods and bodies, it is important to choose the right ones. Sunlight is the most beneficial, but other factors, such as colourful clothes can also have a significant impact on our body's vitality. The appropriate and proper use of colour can balance the chakras, develop the personality, and strengthen the immune system.

Start by understanding the fundamental differences between "warm" and "cool" and "muted" and "vibrant" tones. Then, begin your experiments! Although they might not apply to everyone, the exact meanings established by colour therapy is a fantastic starting point.

Colours with green and blue undertones, which are frequently referred to as "cool" colours, can induce tranquility. Reds, oranges and yellows, or "warm" hues, can also improve your mood. When these hues are divided into several shades, each colour acquires a distinctive significance. Bolder colours might bring out more energy in the surrounding space or in you, while subdued or light colours can encourage a quieter, softer stance.

Exploring the psychological effects of colours in your outfit and environment can provide valuable insights into how they influence your mood and confidence levels. Consider how each colour makes you feel when you wear it or when you're surrounded by it. Experiment with different combinations of muted colours and bright accents to gauge how they affect your confidence.

Similarly, observe how colours impact your experience during various activities. For example, notice if green feels peaceful during breakfast but heavy when you're working. By experimenting with different colour combinations and activities, one can discover the ideal mixture that aligns with your moods and enhances your overall well-being to better understand psychology behind wearing the particular colour, a survey was conducted among people of various ages, genders and professions to determine how colours play an important role in expressing oneself, colour preference dependency on the days of the week, and many other questions.



Figure 2. Dynamic Relationship between People & Colours

### 3. OBSERVATIONS

Age Group  
90 responses

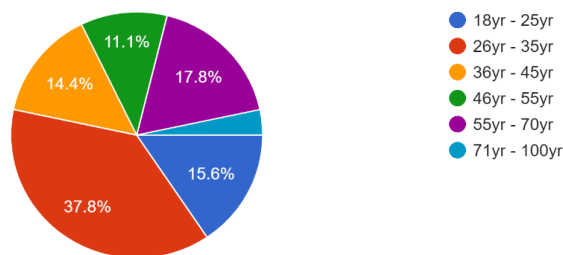


Figure 3. Percentage of Different Age Groups

This component of the survey aims to assess the respondent's familiarity and experience with the subject matter under investigation. By gathering information on their background knowledge and prior experiences related to the topic, one can better understand the perspectives and insights they bring to the study.

Gender  
90 responses

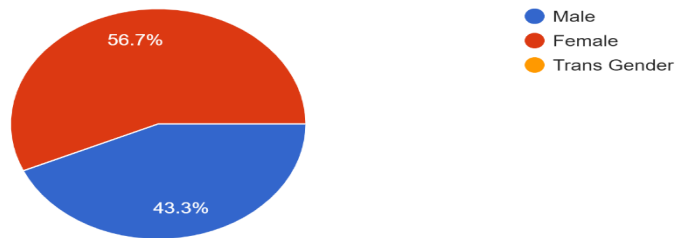


Figure 4. Percentage of Gender

This will allow us to collect data, assess gender-specific behavioral trends, and make educated decisions about the research objectives.

Marital status  
90 responses

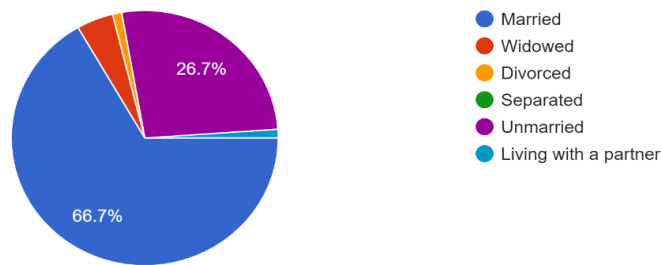


Figure 5. Percentage of Marital Status

By collecting this information alongside demographic data, communities can gain insights into the effectiveness of their housing, job training, rental assistance, and administrative programs and services across different life stages and demographic groups. This data can inform decision-making processes and drive improvements to better meet the evolving needs of citizens.

Designation  
90 responses

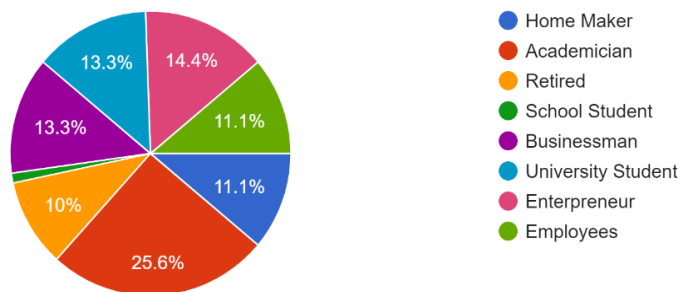


Figure 6. Percentage of One's Role or Position

Indeed, colour perception is influenced by various factors beyond emotive connections, including the observer's age, state of mind, occupation, and mental health. Additionally, individuals with distinct personality types often share

common colour perceptions and preferences. Understanding these nuances can provide valuable insights into how colour impacts individuals across different demographics and psychological profiles.

Different professions may expose individuals to specific colour stimuli, influencing their perceptions and preferences. For example, designers may have a heightened sensitivity to colour nuances compared to individuals in other occupations.

By considering these factors in the study of colour perception and preferences, researchers can gain a deeper understanding of how individuals interact with colours in various contexts. This knowledge can inform fields such as marketing, design, and psychology, enabling the creation of tailored experiences that resonate with diverse audiences. Moreover, it underscores the intricate interplay between human cognition, emotions, and the external environment.

Which color do you prefer?

92 responses

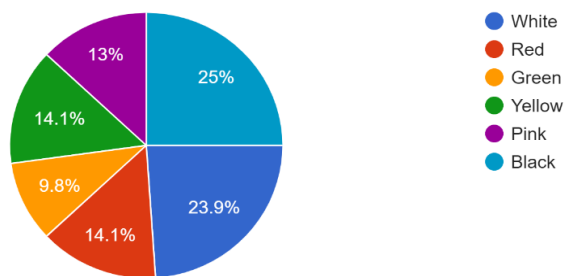


Figure 7. Percentage of Favorite Colour

Colour preferences offer valuable insights into individuals' personalities, emotions, and behaviors. By understanding the psychological and cultural significance of colours, we can leverage this knowledge to create environments and experiences that resonate with people on a deeper level, ultimately enhancing their well-being and satisfaction.

What color is your least favorite?

92 responses

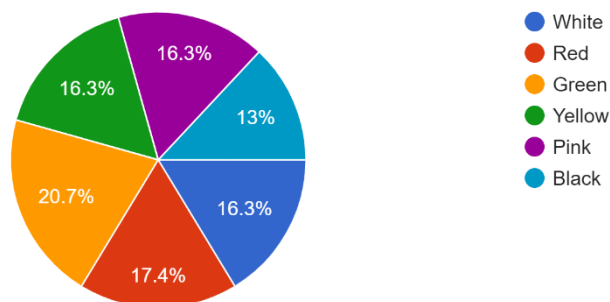


Figure 8. Percentage of Least Preferred Colour

Just as people have favorite colours that resonate with them positively, they may also have colours that evoke negative reactions or dislikes. Understanding these preferences and aversions can help inform design, colour choices.

Choose every color that you think goes with the word "HAPPY"

92 responses

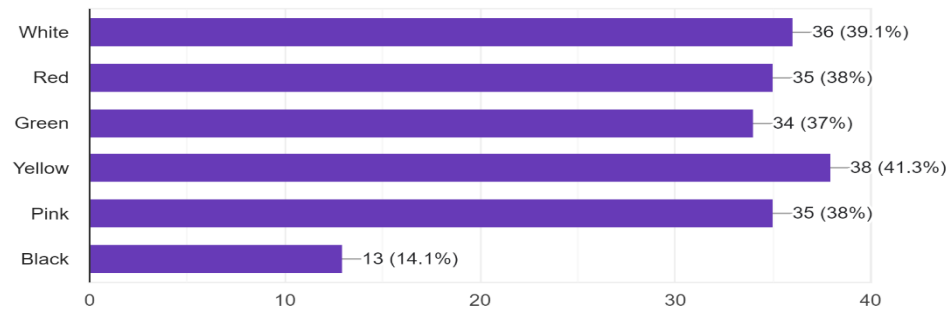


Figure 9. Percentage of Colours Impact in accord with the word 'Happy'

Yellow is often associated with positive emotions and attributes such as sunshine, hope, joy, warmth, happiness, and vitality. Its bright and cheerful appearance can evoke feelings of optimism and energy, making it a popular choice for creating uplifting environments.

Choose every color that you think goes with the word "SAD"

92 responses

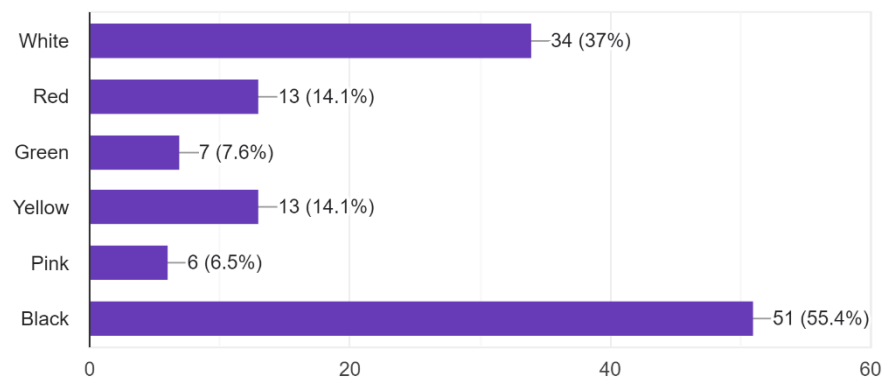


Figure 10. Percentage of Colours Impact in accord with the word 'Sad'

Indeed, individual sensitivities to the colour black can vary significantly, but it is commonly associated with negative connotations in many cultures and contexts. Throughout history, black has often been linked to somber themes such as death, evil, and bad omens. It's dark and mysterious nature elicits powerful emotions and can evoke feelings of rage, aggression, fear, and sadness.

Choose every color that you think goes with the word "Wealthy"

92 responses

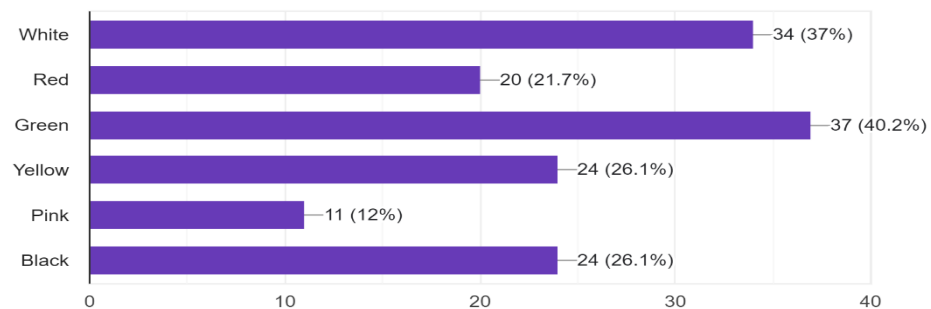




Figure 11. Percentage of Colours Impact in accord with the word 'Wealthy'

The colour green carries a range of positive connotations, from peace and prosperity to nature and renewal. Its versatile symbolism makes it a popular choice in various contexts, including design, branding, and psychology. Whether it's used to evoke a sense of tranquility in interior décor or to represent growth and prosperity in branding, green has the power to evoke a wide range of emotions and associations.

Choose every color that you think goes with the word "Good Luck"

92 responses

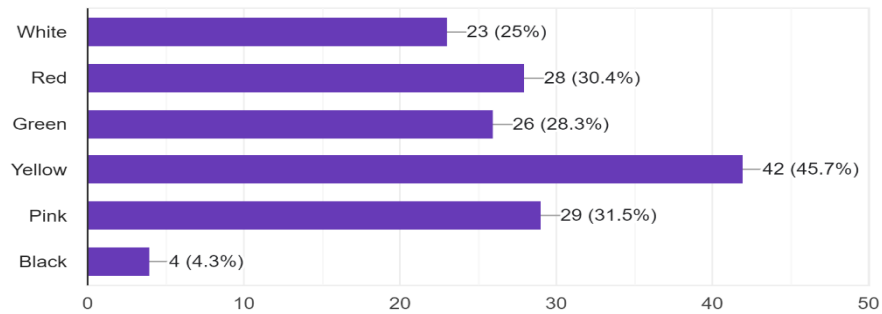


Figure 12. Percentage of Colours Impact in accord with the word 'Good Luck'

Yellow is often regarded as one of the most energetic colours in the spectrum and is commonly associated with feelings of happiness, hope, and optimism.

Choose every color that you think goes with the word "Positivity"

92 responses

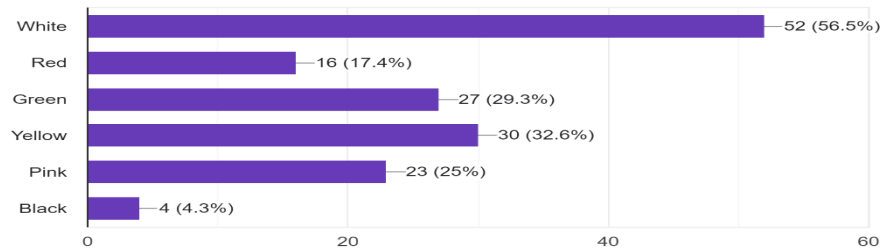


Figure 13. Percentage of Colours Impact in accord with the word 'Positivity'

White is a universally positive colour that symbolizes purity, cleanliness, and positivity. Its versatility and timeless appeal make it a popular choice in various contexts, from fashion and design to spirituality and symbolism, where it is used to convey feelings of freshness, clarity, and tranquility.

Choose every color that you think goes with the word "Calm"

92 responses

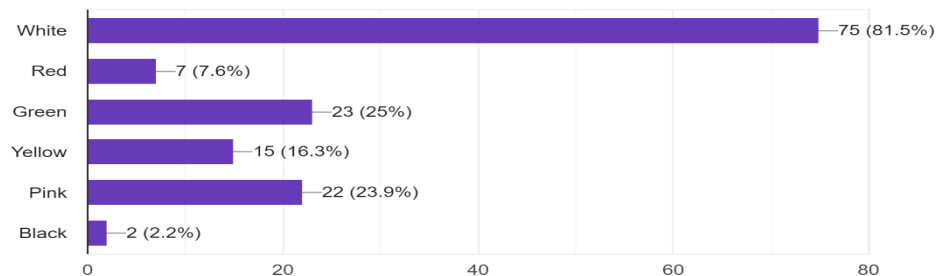


Figure 14. Percentage of Colours Impact in accord with the word 'Calm'

White's ability to evoke feelings of relaxation, clarity, comfort, hope, serenity, and protection makes it a powerful and versatile colour in various contexts. Whether used in interior design, fashion, or therapeutic settings, white has the potential to create a calming and nurturing atmosphere that promotes emotional well-being and resilience.

Choose every color that you think goes with the word "Attractive"  
92 responses

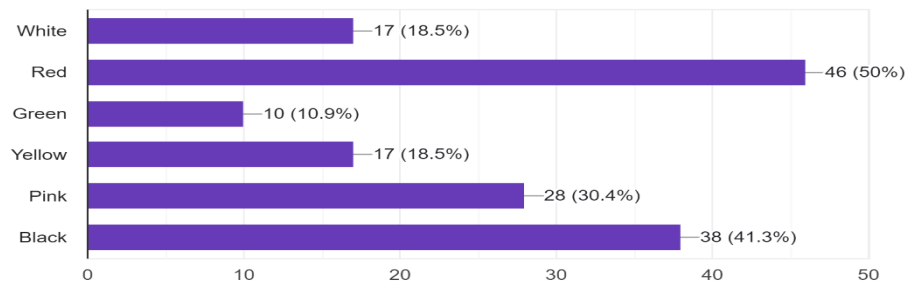


Figure 15. Percentage of Colours Impact in accord with the word 'Attractive'

Red can indeed evoke feelings of desire and passion, it's important to recognize that its symbolic meanings can vary depending on cultural and contextual factors. Additionally, individuals may have personal associations with the colour red based on their experiences and beliefs. Overall, red's association with desire, passion, love, and attraction makes it a powerful and evocative colour in various contexts, from fashion and design to psychology and romance.

Choose every color that you think goes with the word "Focus and Concentration"  
92 responses

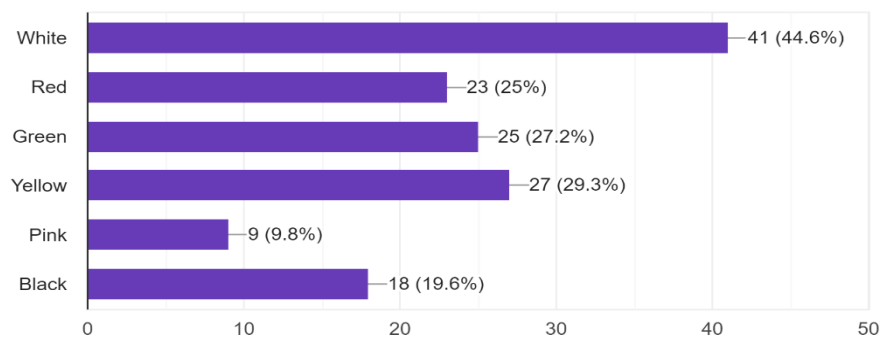


Figure 16. Percentage of Colours Impact in accord with the word 'Focus and Concentration'

Neutral hues like white provide an ideal environment for deep concentration and focused work. Their calming and unobtrusive qualities create a serene atmosphere that promotes productivity and allows individuals to perform at the highest level. Whether used in home offices, study spaces, or professional environments, neutral colours contribute to a conducive work environment that supports success and achievement.

Choose every color that you think goes with the word "Success"  
92 responses

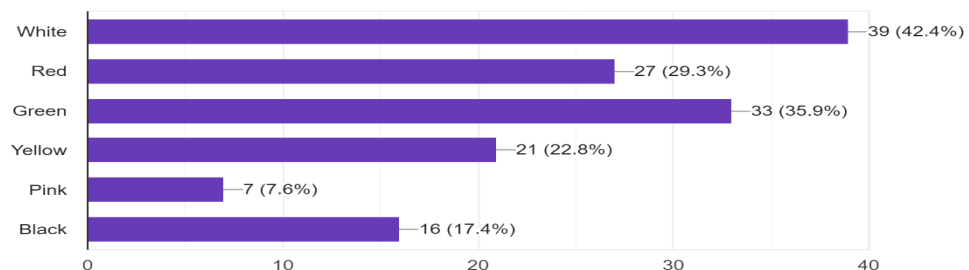


Figure 17. Percentage of Colours impact in accord with the word 'Success'



White's association with dazzle, serenity, purity, innocence, and achievement makes it a universally beloved colour that resonates with people across cultures and contexts. Whether used in fashion, design, or symbolism, white has the power to evoke a wide range of positive emotions and associations, making it a timeless and versatile hue that is cherished and celebrated by many.

Choose every color that you think goes with the word "Power and Confidence"  
92 responses

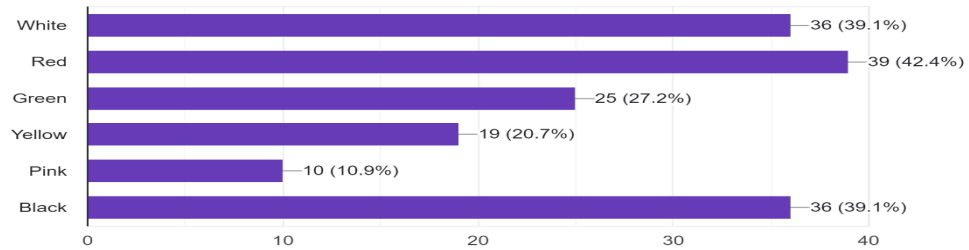


Figure 18. Percentage of Colours impact in accord with the word 'Power and Confidence'

White has a lot of force and significance. Any design can benefit from using it to convey a feeling of freshness, cleanliness, and purity. It can be utilized as a backdrop colour to draw attention to the other colours in the design or to convey an air of openness and space.

It is linked to power, strength, and authority. Wearers of black are perceived as intelligent and powerful. It represents importance, formality, and status.

Do you prefer to wear ragged clothes?  
92 responses

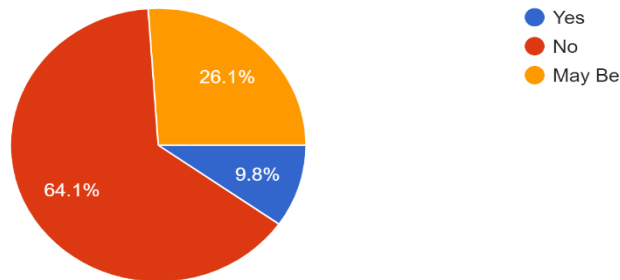


Figure 19. Percentage of Preference for Ragged Clothes

Individuals' preferences regarding clothing vary widely, with some preferring to dress in more relaxed and comfortable attire, while others appreciate the opportunity for self-expression and fashion afforded by clothing.

Which color you prefer to wear on Monday?  
92 responses

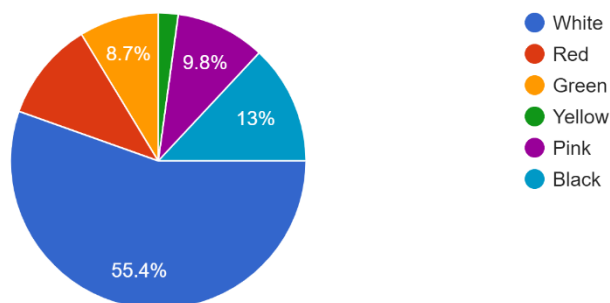


Figure 20. Percentage of Colour Wore on Monday

Clothing choices on specific days of the week can be influenced by a combination of practical considerations, cultural beliefs, and personal preferences. Whether one chooses to wear white on Mondays for its cooling properties, cultural significance, or personal beliefs, the important thing is that it aligns with their values and enhances their sense of comfort and well-being.

Which color you prefer to wear on Tuesday?

92 responses

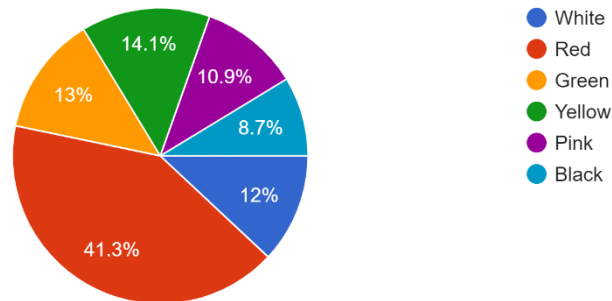


Figure 21. Percentage of Colour Wore on Tuesday

Red is also associated with vitality, energy, passion and is believed to bring beauty and auspiciousness to the day.

Which color you prefer to wear on Wednesday?

92 responses

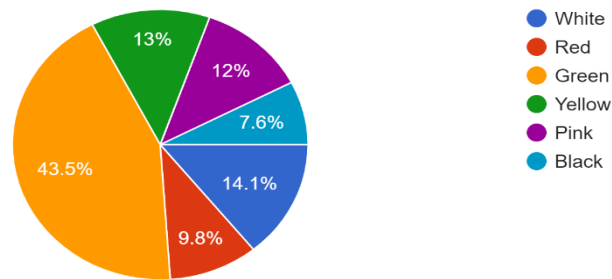


Figure 22. Percentage of Colour Wore on Wednesday

Wearing green on Wednesdays is believed to invite prosperity, growth, and blessings, while also promoting development, stability, and harmony in various aspects of life.

Which color you prefer to wear on Thursday?

92 responses

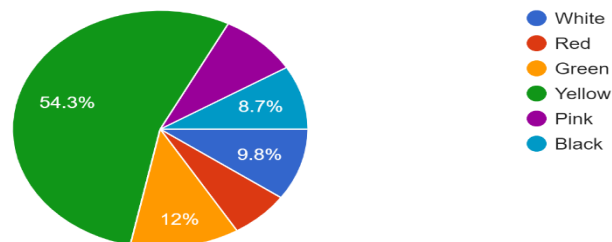


Figure 23. Percentage of Colour Wore on Thursday

Yellow is a versatile and dynamic colour that holds a wide range of symbolic and psychological meanings. Whether used in interior design, fashion, art, or culture, yellow has the power to evoke a sense of joy, energy, and optimism in those who encounter it.

Which color you prefer to wear on Friday?

92 responses

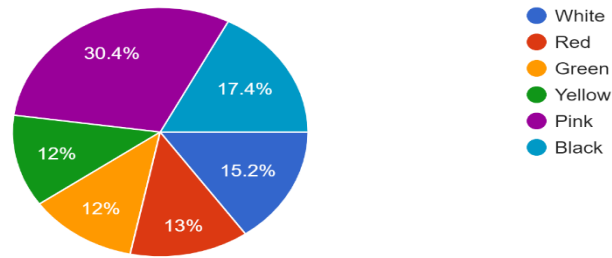


Figure 24. Percentage of Colour Wore on Friday

Wearing pink on Fridays is believed to promote harmony, empathy, and affection, fostering positive relationships and creating a sense of warmth and cheerfulness. Whether it's for socializing with friends, spending time with loved ones, or participating in community activities, the symbolism of pink on Fridays reflects its association with kindness, compassion, and love.

Which color you prefer to wear on Saturday?

92 responses

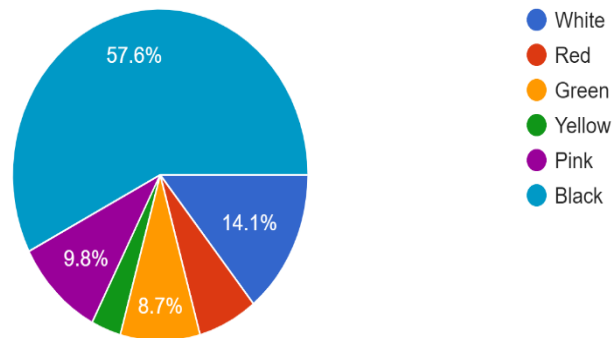


Figure 25. Percentage of Colour Wore on Saturday

Black is often associated with favorable characteristics such as intelligence, sensitivity, and confidence.

Which color you prefer to wear on Sunday?

92 responses

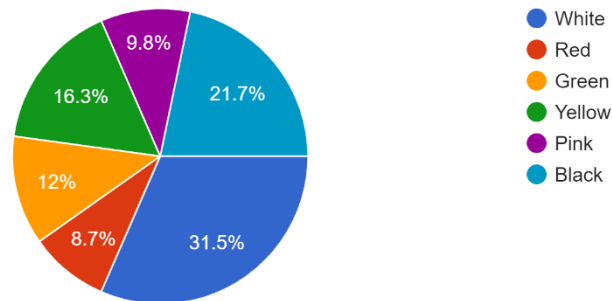


Figure 26. Percentage of Colour Wore on Sunday

White's neutrality, universal appeal, and positive associations with purity and optimism make it a powerful and versatile colour in design and symbolism. Whether used alone or in combination with other colours, white can convey a wide range of emotions and messages, making it a valuable tool in visual communication.

Are you curious to know which color is lucky for you according to planetary positions?

92 responses

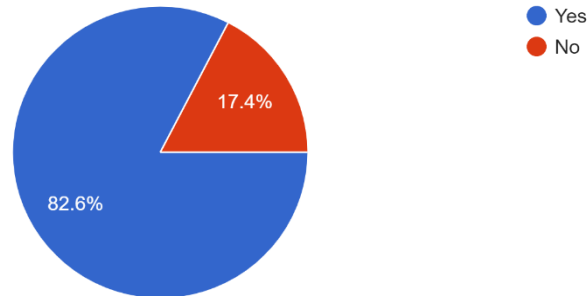


Figure 27. Percentage of Curiosity to Know Lucky Colour

The concept of lucky colours holds significant appeal for many individuals, as it provides a means to connect with positive energy and enhance various aspects of life.

I wear clothes that I enjoy, regardless of what is popular at the time.

92 responses

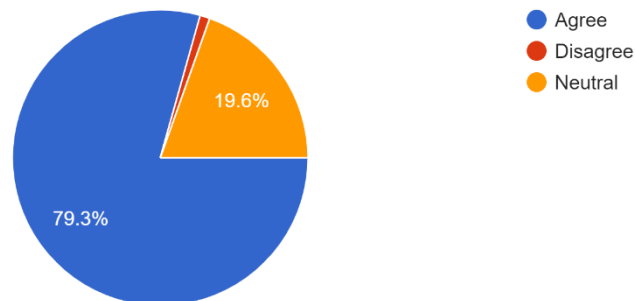


Figure 28. Percentage of Wearing Clothes that they Enjoy

Clothing serves a diverse range of functions beyond its basic utility, reflecting social, cultural, and personal dimensions of identity and expression. Whether chosen for practicality, symbolism, or self-expression, clothing plays a central role in shaping individual and collective identities in society.

Does your fashion depend on reasonable prices and wearability.

92 responses

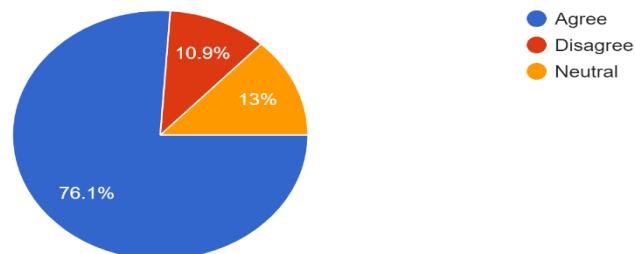


Figure 29. Percentage of Wearing Clothes as per the Price and Wearability

While style remains a dominant factor in contemporary fashion culture, there is increasing recognition of the importance of balancing style with considerations of fit, quality, and sustainability. As consumer preferences continue to evolve, fashion brands and retailers are being challenged to adapt to these changing priorities and offer more ethical and sustainable fashion options.

Do you prefer outfits that draw attention to my features.  
92 responses

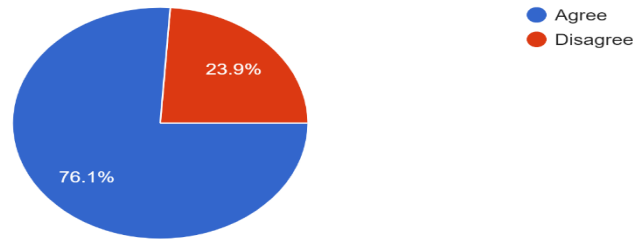


Figure 30. Percentage of Wearing Clothes that Draws Attention to One's features

Receiving compliments on clothing choices can have a powerful impact on individuals' confidence, self-image, and sense of belonging. Whether seeking social validation, expressing personal identity, or simply enjoying the positive feedback, compliments on clothing can enhance the overall experience of dressing and styling oneself.

Reason behind following the day wise color attire?  
92 responses



Figure 31. Percentage of Wearing Clothes Day Wise

Choosing to wear clothes based on the day of the week is a strategy that many individuals adopt to create a more streamlined wardrobe and simplify their daily dressing routine.

The responses from 92 individuals indicate that people's choices in clothing colours are influenced by a combination of psychological, cultural, and personal factors. Whether seeking

to boost mood, express individuality, or adhere to cultural traditions, clothing choices play a significant role in shaping perceptions and experiences in daily life.

Now, after having a discussion with three astrologers on the same topic, we came to know that according to astrologers, astrology is the study of the movements and positions of celestial bodies, such as planets and stars, and how they influence human behavior and events on Earth.

As per discussion with Vikas Kumar Pandey, an astrologer, on February 3<sup>rd</sup>, 2024 at around 7:00 PM, each planet is associated with specific colours, energies, and qualities. For example, the Sun is associated with the colour yellow and represents vitality, confidence, and leadership, while Venus is associated with the colour green and represents love, harmony and beauty. Astrologer Vikas Ji assigned specific colours to each day of the week based on the ruling planet. He further explained in detail that, Sunday is associated with the Sun and the colour white / Cream, Monday with the Moon

and the colour white, Tuesday with Mars, the deity Hanuman is worshiped and the colour red, Wednesday is dedicated for the planet Mercury and the Lord for Mercury-Budhdev along with that devotees worship Lord Ganesh on this day and wear the colour green, Thursday with colour yellow, as this day is dedicated to Lord Brihaspati and Lord's character is yellow in nature, Friday with colour pink for Shukra Grah, whereas prefer to wear Black on Saturday's, as Saturday is Saturn's best day of the week and Saturn is typically pictured as black. This belief stems from ancient traditions and has been incorporated into various cultural practices and rituals.

During a conversation with the second astrologer, Ajay Shankar Pandey, on February 17<sup>th</sup>, 2024, around noon, we discovered the symbolic associations of each day with celestial bodies and colours. Monday corresponds with Chandrama (the Moon) and is associated with white. Tuesday is linked with Mangal Grah (Mars) and represented by red. Wednesday is governed by Budh (Mercury) and linked with green. Thursday is associated with Guru Dev/Bhraspati Dev (Jupiter) and symbolized by yellow. Friday corresponds with Shukra Grah (Venus) and is represented by pink. Saturday is ruled by Shani Dev (Saturn) and associated with black. Finally, Sunday is dedicated to Surya Dev (the Sun) and linked with white or cream.

During a discussion with the third astrologer, Vijay Sankal, on March 9<sup>th</sup>, 2024, approximately at 5:00 PM, we learned about the symbolic significance of each day. According to him, Monday, known as Somavaar or Chandra ka din, is associated with white, prompting the tradition of wearing white clothes, even to God murtis. Tuesday, linked with Mangal Grah, is represented by red, honoring Hanuman Ji. Wednesday, dedicated to Ganesh Ji, is characterized by green, influencing offerings of bhog in the same hue. Thursday, attributed to Bhraspati Dev, is associated with yellow due to the deity's yellow nature. Friday, known as Aasmaani, holds a unique colour identity, neither white nor blue. Saturday is identified with black, a reflection of Shani Dev. Lastly, Sunday, the day of Surya, is symbolized by white.

#### 4. CONCLUSION

After researching the perspectives of astrologers and analyzing survey data, it is clear that people, whether consciously or unconsciously, show gratitude towards wearing colours associated with astrological symbols. The similarity between astrologers recommended colours for various days and individuals' clothing preferences implies that astrological views have a minor influence on personal style.

However, it is critical to recognize that, while there may be connections between astrological advice and personal choices, willingness to embrace astrological principles varies by individual. While some people actively opt to follow astrological counsel when it comes to their attire, others may not and instead base their decisions on personal tastes, cultural norms, or practical factors.

As a result, while astrological opinions on colour may provide insights and direction for some people, it is critical to acknowledge and accept different beliefs and perspectives. Finally, one's personal fashion and clothing choices are impacted by a variety of elements, including individual taste, societal standards, and personal values, which reflect the great range of human expression.

#### CONFLICT OF INTERESTS

None

#### ACKNOWLEDGMENTS

None

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