The present study investigated the memory development of young children for coloured stimuli. For this purpose five experiments were conducted on 260 young children. Experiments 1 to 5 studied young children from the age groups of 1 year, 1 year 6 months, 2 years, 2 years 6 months and 3 years respectively. Each experiment involved a 4 x 3 x 3 factorial design with repeated measures on the last two factors. The factors were Colour, Day and Trial.

Four (18cm)² coloured plates were used as stimulus materials in the experiments. Colour of the plates were Yellow, Red, Green, and Blue. Each child was exposed to one coloured stimulus for three trials a day on three consecutive days for a maximum period of 10 minutes in each trial. The dependent variable was the duration of play time recorded by the experimenter.

The results of the experiment 1 revealed that repeated presentation of coloured stimuli over days and trials influenced the memory of the subjects for the said stimuli. Similar results were also obtained in experiments 2, 3, 4 and 5. In experiments 4 and 5 the subjects also exhibited high preference towards Red and Blue Colours.