**Question 1**

In Chapter 5 of "Color Management," several key factors can cause materials that were matched to the same standard to appear as different colors. These factors include:

1. **Lighting Conditions:** Different color appearance under different lighting condition is inherent as light’s interaction with the object causes absorption or is transmitted or reflected.
2. **Metamerism:** This is mainly a situation where two colors seem to blend well under one light source but seem different under another.
3. **Surface Texture:** Changes in either the fabric feel or the nature of material can change how light is perceived with respect to the colour.
4. **Dye or Pigment Quality:** One of the major materials that may differ slightly between two targets are the dye or the pigment lots; this will give the final color a slightly different saturation or even base color. While analyzing colours then it should be at one and the same level of brightness. Use materials that were matched to the same standard to appear as different colors.

**Question 2**

**To avoid metamerism, it is essential to:**

1. Ensure consistent lighting conditions when evaluating colors. Standardized light sources, like D65 daylight simulators, should be used to assess color across different environments.
2. Use controlled lighting environments for color approvals and ensure all parties involved in production are utilizing the same standards.
3. Opt for non-metameric materials that reflect light similarly under various conditions.

**Question 3**

When we are exploring a brand, such as Zara, we are able to recognize what colors they’ve chosen for the current season. Zara may opt for more serious and sober colors such as navy, khaki, beige, and olive form the men section while the women section may use shocker colors such as red, orange, soft pastel colors with a hint of creativity. They meet the segmentation needs of its target market: those who need multipurpose, inconspicuous clothing and those who enjoy fashionable and bright garments. Zara is very particular with their color names; they use the stylish names like Terracotta Red or Midnight Navy and so on with the view of appeal to the niches of the youth and the fashionable world.