

**COLORS OF ATHLETIC UNIFORMS: HOW THEY CAN AFFECT THE
ATHLETES' AGGRESSION, MOTIVATION,
AND IDEAL PERFORMANCE STATE**

by

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ABSTRACT

Alingasa, Aniceta Patricia T. and Dayot, Eva Marie S. (2014). **Colors of Athletic Uniforms: How They Can Affect the Athlete's Aggression, Motivation, and Ideal Performance State.** A research project submitted to the Division of Social Sciences, University of the Philippines, Visayas, Miagao, Iloilo.

This study was conducted to determine how colors of athletic uniforms can affect the athlete's aggression, motivation and Ideal Performance State. Sixteen (16) members of West Visayas State University's basketball varsity team were the participants of this study. A series of experiments and a set of scales were made for the participants to answer in order to gather necessary data in analyzing their responses. The results of the study showed that athletes have different emotional responses to colors, and that the colors highest in emotional response for the cool and warm domain were blue and orange respectively. There is no significant effect between color of athletic uniform and motivation, as well as aggression. It is found that the color blue fosters a more well-developed Ideal Performance State than the color orange.