

THE PSYCHOLOGICAL EFFECTS OF COLORED FABRICS

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Annotation: This article explores the psychological effects of different colored fabrics on human emotions and behavior. It delves into the scientific research surrounding the influence of colors such as red, blue, green, yellow, and black. Each color is analyzed in terms of its psychological impact, supported by relevant studies, and practical applications in various fields such as fashion, sportswear, workwear, medical attire, and interior design. The article provides insights into how the correct use of colored fabrics can enhance mood, productivity, and overall well-being.

Keywords: Colored fabrics, psychological effects, human emotions, red, blue, green, yellow, black, fashion, sportswear, interior design.

Psychology of colors as determinants of human behavior is to learn different paints. Color has a powerful effect on human perception is expressed in the implementation of life behaviors and actions. Colors significantly influence human psychology, evoking various emotions and altering moods. The psychological impact of colors has been studied and verified through numerous scientific investigations. This article delves into the different colored fabrics and their effects on human psychology.

Red. Red evokes strong emotions, representing energy, passion, and excitement. It increases heart rate and blood pressure, leading to a feeling of heightened activity and alertness. Red also captures attention and acts as a stimulant. **Scientific Studies:** A study by Elliot and Maier (2014) examined the effect of red on athletes' physical performance. The results showed that athletes wearing red felt more confident and had increased competitive spirit.

Applications

- Fashion: Red garments are eye-catching and often worn at parties and events.
- Sportswear: Red sports apparel symbolizes energy and strength.
- Accessories: Red accessories add vibrancy to outfits.
- Advertising: Red is used in marketing to attract attention.

Blue . Blue symbolizes tranquility, trust, and calmness. It is often used to reduce stress and promote a sense of peace. Blue evokes feelings of serenity and

stability. Scientific Studies: Research by Bellizzi, Crowley, and Hasty (1983) explored the impact of blue in retail environments. The findings indicated that customers spent more time in blue-colored stores and felt more relaxed.

Applications

- Workwear: Blue uniforms convey trust and professionalism.
- Medical attire: Blue scrubs provide a sense of calm and trust for patients.
- Bedroom textiles: Blue creates a peaceful and relaxing atmosphere.

Green. Green represents nature, renewal, and health. It often evokes a sense of freshness and rejuvenation. Green is easy on the eyes and helps with relaxation. Scientific Studies: A study by Kaya and Epps (2004) examined the effect of green on students' performance in classrooms. The results showed that students in green-colored classrooms felt more refreshed and attentive.

Applications

- Office interiors: Green can improve mood and reduce stress in the workplace.
- Garden textiles: Green fabrics blend with natural surroundings.
- Sportswear: Green sports apparel symbolizes energy and freshness.

Yellow. Yellow symbolizes joy, happiness, and positivity. It captures attention and stimulates mental activity. Yellow helps enhance memory and concentration. Scientific Studies: Kwallek (1997) studied the impact of yellow in work environments. The results indicated that yellow-colored rooms boosted creativity and cognitive activity among employees.

Applications

- Children's clothing: Yellow provides a sense of joy and happiness.
- Classrooms: Yellow enhances concentration and learning.
- Marketing and advertising: Yellow draws attention and evokes positive feelings.

Black. Black signifies power, sophistication, and mystery. It is often associated with formality and seriousness. Black adds an aura of intrigue and influence. Scientific Studies: Research by Adams and Osgood (1973) explored the psychological effects of black. The findings showed that black represents strength and seriousness, helping people feel more confident in formal settings.

Applications

- Formal attire: Black suits and dresses are ideal for formal events.
- Fashion: Black conveys sophistication and elegance.
- Accessories: Black accessories add a serious and refined look.

Conclusion: The psychological effects of colors are determined by various factors and significantly impact people's emotions and moods. Colors are widely used in clothing, interior design, advertising, and many other fields. When chosen correctly,

colors can provide not only aesthetic but also psychological benefits. Selecting and using colored fabrics appropriately can enhance mood and productivity. Concluding our thoughts, it is worth saying that in the social activity of a person colors are used purposefully. Because their influence on the human psyche is legitimate. We cannot imagine our lifestyle without the participation of colors.

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