

The Effect of T-shirt Color on Women's Judgments of Men's Attractiveness and Likability

Ziyi Cai

Introduction

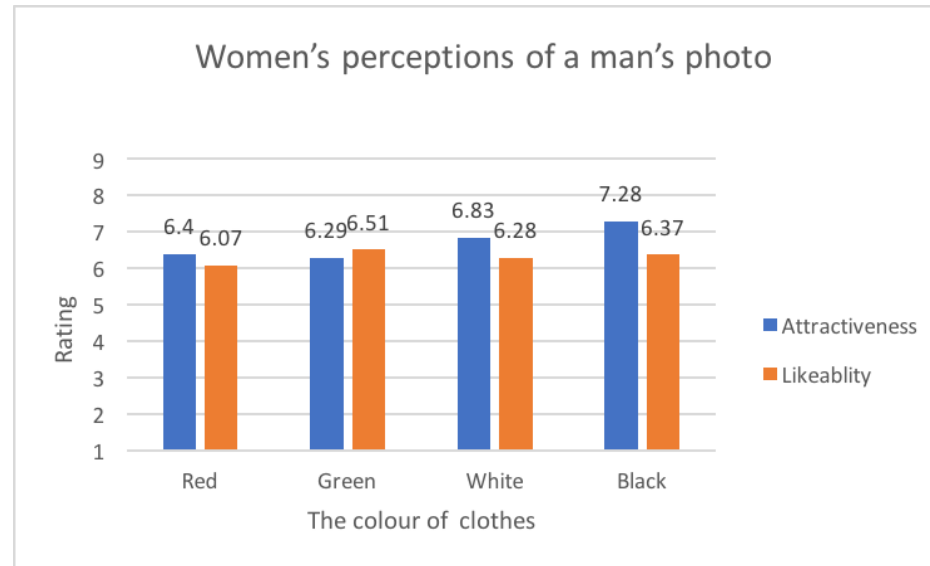
Attractiveness and likability judgments influence important social outcomes, including hiring decisions and romantic partner choice. Recent work has investigated whether these judgments can be influenced by clothing choices. For example, Elliot et al. (2010) found that women perceived men to be more attractive when wearing red clothing.

Objective

The current study aimed to replicate the effect of T-shirt colour on women's judgments of men's attractiveness reported by Elliot et al. (2010), this time in a Chinese sample. The current study also investigated whether a similar effect occurred for likability judgements.

Methods

80 female undergraduates judged the attractiveness of a photo of a moderately attractive man wearing either a red, green, white, or black T-shirt. Women rated each of the photographs for sexual attractiveness and likeability on 1 (low) to 9 (high) scales. Allocation of model (man) to colour condition was randomised across participants.



Results

ANOVAs showed no significant effects of colour on attractiveness judgments ($p = 0.069$) or likeability judgments ($p = 0.056$).

Conclusion

The present research found no evidence that men wearing red are perceived as be more attractive and likeable. Our results do not support the red effect proposed by Elliot et al. (2010).