

**THE EFFECT OF DIFFERENT HUES OF RED ON FEMALE
ATTRACTIVENESS**

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Science City of Muñoz, Nueva Ecija Philippines
Partial Fulfillment of the Requirements
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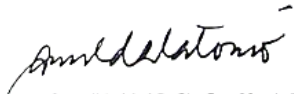
The undergraduate thesis entitled **THE EFFECTS OF DIFFERENT HUES OF RED ON FEMALE ATTRACTIVENESS** prepared and submitted by **RICH ANNE D.L ANTE** in partial fulfillment of the requirements for the degree **BACHELOR OF ARTS IN PSYCHOLOGY** in hereby approved and accepted.

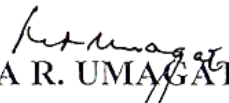

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ABSTRACT

ANTE, RICH ANNE D.L., Bachelor of Arts in Psychology, Department of Psychology, ,
College of Arts in Sciences, Central Luzon State University, Science City of Muñoz,
Nueva Ecija, Phillipines, June 2017, **THE EFFECTS OF DIFFERENT HUES OF
RED ON FEMALE ATTRACTIVENESS**

Adviser: Nixon V. Agaser

This study was conducted to determine if red really increases the female attractiveness and what hue of red (pink, red and maroon) does have a significant effect on female attractiveness(attractiveness, beauty, sexual appeal, seductiveness and charm). Fifty heterosexual males who are still studying in college in the School Year 2016-2017 has been purposively chosen to be the participants of the study, a repeated measure design was a type of research used to know the participants perception of attractiveness on different hue of red when viewed into female model. Experiment was done to test the objectives. Ratings was were gathered, tabulated and interpreted.

Result showed that in attractiveness, colors showed no significant effects. But there is a significant differences between white and red. On beauty, there was no significance shown neither effects nor difference between colors and beauty, but descriptive statistics shows an equal means and high performance of red and pink color. On sexual appeal, shows a significant effects between colors and sexual appeal and it also

shows significant differences among the color groups. On seductiveness, color red shows a highly significant effects between colors and seductiveness as well as significant differences among the color groups. On charm, results shows highly no significance on effects and differences, but red still shows the highest mean. Furthermore, on total dependent variables, results shows a highly significant effects between the colors and all dependent variables, it also shows that there is a significant differences between the means of colors.

This study found out that it was the color red that increases the female attractiveness, specifically on seductiveness and sexual appeal. It also found out that there is a significant differences between the hues of red.

Keywords: color, effects, hues, red, attractiveness

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