

The Impact of Women's Fashion Design on "Attraction, Interaction and Behavior" Of Men towards Women-Afield Study

Dr. Maarouf Ahmed Maarouf *

* Associate Professor of Garment Design and Manufacturing - Faculty of Education, Suez Canal University

Abstract: This field study tell us about the effect of interactivity behavior for men towards women's fashion design and accessories, colors of clothes, tite or paggy clothes, jeans and transparent clothing. The researcher had chosen three different groups and individuated them into three classes based on their age each class contains 5 sentences in main subject such as:-

✚ First group: for which their age less than twentieth years (pre twentieth).

✚ Second group: for which their age more than twenty and less than forty years (between 20-40).

✚ Third group: for which their age more than forty years (above 40).

In fact, the researcher had used analytical descriptive mythology and There is the statistical analysis for the different classes of men and their behavior towards women's fashion and accessories of ordinary individuals and university students and out the results, which showed the following: -

1. The highest percentage interaction for tight and erotic women's clothes for second group in age (from 20 to 40 years).
2. The highest percentage interaction for transparent women's clothes for the first group in age (pre 20 years).
3. The highest percentage of interaction for wearing high heels for the second group in age (from 20 to 40 years).
4. The highest percentage of interaction for women's clothes with warm colors, especially red for the third group in age (above 40 years).
5. The highest percentage of interaction for short and open women's clothes for the first group in age (pre 20 years).

Keywords: fashion design, attractiveness, red color effect, men's behavior, women's accessories.

I. Introduction

I.1 Introduction and research problem

The fashion is considered the most important for both women and men

It is known, that the fashion for women's wear and menswear takes different stages and heterogeneous in the ups and down.

Sometime, fashion designers tend to convergence style to women's wear or convergence style to menswear.

Some men identify a woman's beauty and attractiveness according to the height with mass index.

Others consider the pelvis fit with the shoulders. Some believe that woman's beauty in the whiteness of skin, teeth and hands plus the blackness in eyes and eyelashes and Eyebrows while the redness in the lips, cheeks and nails.

Often men are fascinated with, "a woman's beauty and appearance "and probably Regardless of the essence and spirit and morals, and that it is located in a lot of problems because of her fascination and attraction, this dazzling attraction is not limited to simple people, or young men, but extends to most Men although difference on their culture and mind.

We can note, often that once a beautiful woman passing, all males seen to her regardless of age or ethnicity, or culture.

the researcher thinks there is relationship between women's appearance and men's Behavior towards women, so he selected this point to study under title " The Impact of Women's Fashion Design on "Attraction, Interaction and Behavior" Of Men towards Women-Afield Study.

It is well known that beautiful woman look and feel is attractive to men in general.

For the appearance, clothes and accessories effect on the behavior of men, such as visual, manual and deeds and words to women.

II. Research Aim

1. This research aims to survey and analyze the impact of women's clothing of models and colors and accessories on men's behavior towards them.
2. Use the clothing comparison costumes for both men and women to express some opinions or topics that affect the lives of people artistic and social can also take advantage of this method in advertising and media.
3. Study of red color on men's and women's behavior and attractiveness of clothes.

1. Research importance

- 4.1. Based on the importance of research to enable learners to study the men's behavior and the factors that influenced women's clothes.

- 1.2 The use of non-traditional designs in the formation of a design model and the ability to understand some of the technical resources to design girl's wear .
- 1.3 Preparation of a graduate of a high level of quality and workmanship which have an effective impact on the progress of the fashion industry.
- 1.4 Enriching the Arabic library of fashion studies.

2. Research limits

The civil society, associations and universities and normal persons.

6. Research group

300 n in three different levels of ages as following:-

- 6.1. Before 20years.
- 6.2. Between20--40years.
- 6.3. After 40 years3.

7. Research materials and tools.

- a) Questionnaires.
- b) Interviews
- c) Note.

8. Research hypotheses

There is a statistically significant difference between the mean scores of the survey of the behavior of different men's ages and their views to women's clothing under study.

9. Research Methodology

Analytical Descriptive

10. Theoretical framework

10.1. Women and men

Community consists of two main sections (man and women); the relationship between men and women was an important motivation for the study of the effect of women's clothes and appearance on the men's behavior and actions toward women.

(Meyer)[10] Pointed out after testing a number of men mingled work with women in different color skin that a large proportion of them are beginning to think as blondes. He said that, "This proves that those who mingle types of people do not originality in their opinions and ideas are behaving like them." The study also concluded that a certain "blondes could be paying others to behave stupidly because of their tradition of unconsciously" any pursuit of beauty.

After conducting a study on the behavior of the man when he sees a beautiful blonde woman, scientists from the University of Santandroz found that the man is going through what they described "illusion of beauty" when watching the blonde woman; they lose the thought of logic and have reduced IQ. The scientists attributed this not to the high beauty of women but to the man's belief that this type of women is less intelligent him, so he does not strain himself too much when dealing with them.

10.2. Women and accessories (shoes)

A new study found that men respond more positively to women in high heels. A first-of-its kind study investigated the effect of women's shoes on men's behavior and found that women wearing high heels inspire a man to be more helpful.

"Women's shoe heel size exerts a powerful effect on men's behavior," says study author Nicholas Guéguen of the Université de Bretagne-Suds in France, emphasizing how his study reveals men's age-old penchant for attractive physical attributes.



Fig.No.1 (types of high heel)

In the study, (Guéguen)[5] observed the responses of 90 male participants between the ages of 25 and 50 who had been randomly selected on the street in Brittany, France....A 19-year-old female participant asked them to complete a survey -- once in flat shoes measuring 0.5 cm, once wearing shoes whose heel height measured 5 cm and once again wearing high heels that measured 9 cm.

The results indicate that people's responsiveness doubled between the lowest and highest heel heights., He also tested people's empathy, observing how approximately 180 men and 180 women responded when four young women of the same height, weight and shoe size dropped a glove on three occasions distinguishable by

the height of the heels they wore., They wore similar clothing of the same color, according to the study, and they each dropped the glove wearing three different pairs of shoes in the same height categories as in the above experiment.

The men were also asked by male confederates to rate the likelihood of having a date with the women, on the first date.

The men rated their chances to have a date significantly higher in the suggestive clothing condition.

Results are discussed with respect to men's possible misinterpretation that women's clothing indicates wrong meaning, and the risks associated with the misinterpretation.

(Bogardus)[2] told us about fashion that We need not go into the origin of dress and personal ornamentation except to say that there is much evidence that white dress doubtless had utilitarian values in the colder climates, both dress and personal adornment were stimulated by man's wish for self-expression and by his desire to gain the attention of other members of his group.

In earlier societies the male dressed much more gorgeously than he does today. We can hardly decide whether this was due to a desire to please women or to convey an impression of leisure-class power. The more practical and business-like dress of contemporary men seems sufficiently attractive to women, nor do short skirts, bobbed hair, rouged faces, and cigarette smoking seem to make women less attractive to men than they were in the ancient days.

Whatever is accepted as current in fashion will be thought attractive by the other sex.

Men may oppose sun-tan powder or stocking less leg, but once this style is under way, the women who follow it may be a bit more attractive simply because they typify the distinction of being in style.

Likewise, if Western women should adopt the trouser skirt, it would not be long before women not dressed in that style would be considered out of class, while (Simme)[13]said In fashion we modify our rationalizations very readily.

Whatever is moving toward universal acceptance at the moment is correct. When it is universal, however, it no longer is in the height of fashion. Once fashions reach a saturation point, they decay, as fashion spreads downward, from one social class to a lower class, the leaders begin to change their fashions.

This shift in modern fashion is almost its outstanding characteristic. It seems an intimate part of our touch-and-go civilization, where nothing appears to be permanent. For most of us, rather than detracting from its interest, this transitory nature of fashion adds to its piquancy and zest.

(Naga said)[1] in writing that (Hagan)[6] wrote in The Telegraph titled Men lose their minds in the presence of beautiful women" (Men lose their minds speaking to pretty women), where he said that (the men who spend a few minutes with an attractive woman are significantly less performance in tests designed to measure brain function than those who speak with people who do not find their own) attractive .

The search for scientific study, which was based on the essay Pat Hagan in the Telegraph he found the writer (published in a scientific journal called (Personality and Social Psychology), has made this study (Roney)[12] in 2003, based on that.

Where the researcher tested the mental and psychological changes when looking at the woman or her image, this study has found that men are busy thinking about that woman, which would negatively impact on their business, and perhaps that happens unconsciously them that their reactions have changed.

It also (Naga)[1] went on in writing that, the scientific study (2009) conducted by a group of researchers led by (Karremans)[8] published in a scientific journal called (Journal of Experimental and Social Psychology), under the title "interaction with women can impair cognitive performance of Men "(Interacting with women can impair men's cognitive functioning), and this study was conducted in the workplace and mixed schools, this study has shown that men look at women, even for a few minutes lead to significant changes in the disposition and mood and personality which drives men to more from approaching women to establish a relationship, and the study showed that this action may be unconsciously from where the owner spent a lot of focus to the women do not find enough to focus on his work.

10.3. Red-color and (Women &men)

(Elliot)[10] said that in human societies across the globe, red traditionally has been part of the regalia of the rich and powerful. Ancient China, Japan and sub-Saharan Africa all used the vibrant tint to convey prosperity and elevated status, and Ancient Rome's most powerful citizens were literally called "the ones who wear red." Even today, the authors note, businessmen wear a red tie to indicate confidence, and celebrities and dignitaries are feted by "rolling out the red carpet."



Fig.No.2 (women in red)

Psychologist (Niesta)[10] holding one of the images used in the study. Participants were asked questions including: "Imagine that you are going on a date with this person and have \$100 in your wallet. How much money would you be willing to spend on your date?"

A groundbreaking study by two University of Rochester psychologists to be published online Oct. 28 by the Journal of Personality and Social Psychology adds color—literally and figuratively—to the age-old question of what attracts men to women.

Through five psychological experiments, (Andrew Elliot)[10], professor of psychology, and (Daniela Niesta)[10], post-doctoral researcher, demonstrate that the color red makes men feel more amorous toward women. And men are unaware of the role the color plays in their attraction.

The research provides the first empirical support for society's enduring love affair with red. From the red ochre used in ancient rituals to today's red-light districts and red hearts on Valentine's Day, the rosy hue has been tied to carnal passions and romantic love across cultures and millennia.

But this study, (Elliot)[10], said is the only work to scientifically document the effects of color on behavior in the context of relationships," It's only recently that psychologists and researchers in other disciplines have been looking closely and systematically at the relationship between color and behavior.

Much is known about color physics and color physiology, but very little about color psychology," said Elliot. "It's fascinating to find that something as ubiquitous as color can be having an effect on our behavior without our awareness.", Although this aphrodisiacal effect of red may be a product of societal conditioning alone, the authors argue that men's response to red more likely stems from deeper biological roots.(Niesta)[10].



Fig.No3. (Red effect in the frame)

"Our research demonstrates a parallel in the way that human and nonhuman male primates respond to red," concluded the authors. "In doing so, our findings confirm what many women have long suspected and claimed – that men act like animals in the sexual realm. As much as men might like to think that they respond to women in a thoughtful, sophisticated manner, it appears that at least to some degree, their preferences and predilections are, in a word, primitive." To quantify the red effect, the study looked at men's responses to photographs of women under a variety of color presentations. In one experiment, test subjects looked at a woman's photo framed by a border of either red or white and answered a series of questions, such as: "How pretty do you think this person is?" Other experiments contrasted red with gray, green, or blue. (Niesta, et. Al)[10].

When using chromatic colors like green and blue, the colors were precisely equated in saturation and brightness levels, explained (Niesta) [10]. "That way the test results could not be attributed to differences other than hue." In the final study, the shirt of the woman in the photograph, instead of the background, was digitally colored red or blue. In this experiment, men were queried not only about their attraction to the woman, but their intentions regarding dating.

Under all of the conditions, the women shown framed by or wearing red were rated significantly more attractive desirable by men than the exact same women shown with other colors . When wearing red, the woman was also more likely to score an invitation to the prom and to be treated to a more expensive outing. The red effect extends only to males and only to perceptions of attractiveness .

Red did not increase attractiveness ratings for females rating other females and red did not change how men rated the women in the photographs in terms of likability, intelligence or kindness., Although red enhances positive feelings in this study, earlier research suggests the meaning of a color depends on its context .

For example, (Elliot)[10] and others have shown that seeing red in competition situations, such as written examinations or sporting events, leads to worse performance., The current findings have clear implications for the dating game, the fashion industry, product design and marketing. The red dress effect is a phenomenon in which people wearing red clothing, such as a dress, are perceived to be more appealing than they are when wearing other colors.This effect is thought to act subconsciously, although its effect can be large. (Strain)[14].



Fig.no.4 (Red dress effect)

In the wild, when many species of non-human primate females become fertile, their estrogen level rises, which causes their blood vessels to open up, leading to redness on the skin, especially near the face, chest and genitalia. (Wickings)[15], (Dixson) [3]. This increase in redness has been shown to attract male counterparts, expressed by their increased activity in sex, self-stimulation, and attention towards the females. Therefore, there are reasons to believe of the existence of evolutionary instincts that associate red with fertility,(Hutchings)[7]. Folklore mythology and literature associate red with fertility, and women are thought to have worn the equivalent of a red lipstick as early as 10,000 B.C.(Low)[9] and so sexual receptiveness and red may be a result of social conditioning. However, this social conditioning may have originated for biological and evolutionary reasons, and is simply an extension of our primal instincts.

In a study by (Pazda)[11] it was shown that females wearing red are rated more attractive by males. They explained this by referring to the biological aspect that sexually receptive women are more attractive because of them having a higher probability for engaging in sexual activity, as well as a higher probability for the males to successfully reproduce. The same effect seems to work the other way round. In a disputed study by Elliot it was shown that males wearing red are rated more attractive by females (Francis) [4].

11. The practical framework

Questionnaire had been to monitor the opinions of the sample which were selected and divided into three groups (100 men per group) for the following age groups:-

- 11.1. First group, below twenty years and included 100 men.
- 11.2. Second group, between twenty and forty years and included 100 men.
- 11.3. Third group, above forty years and included 100 men.

For recording their opinions and the relationship between their attractiveness to women's clothes and impact on their behavior towards women.

As has been divided into three groups of three classes which contains each one of them on group of sentences about the attention span of men for women's clothes and accessories and what are their reaction or behavior towards that.

Table. No.1

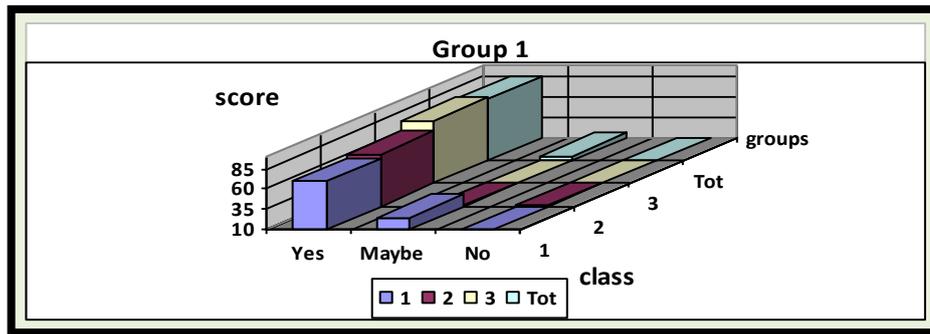
Questionnaire about the extent of interest (attraction) man dressed in women (the card).

Evaluation				Elements	S.
Notes	Yes	Maybe	No		
CLASS 1 A					
				Are you attracted to women wearing red dress?	1
				Are you attracted to women who wear Wig?	2
				Are you attracted to women who wear high heel?	3
				Are you attracted to women wearing red high heel shoes?	4
				Are you attracted to women wearing flat or sports shoes?	5
CLASS 2 B					
				Are you attracted to women wearing short clothing?	6
				Are you attracted to women wearing tight clothing?	7
				Are you attracted to women wearing jeans clothing?	8
				Are you attracted to women wearing dark clothing?	9
				Are you attracted to women wearing red clothing?	10
CLASS 3 C					
				Are you attracted to women wearing bizarre clothes?	11
				Are you attracted to woman wearing sexy clothes?	12
				Are you attracted to women wearing transparent dress?	13
				Are you attracted to woman wearing male's clothes?	14
				Are you attracted to woman wearing fantasy clothes?	15
Yes = 3 - maybe = 2 - no= 0----- max. = 45 marks					

Table. No.2

Group 1- before 20 years

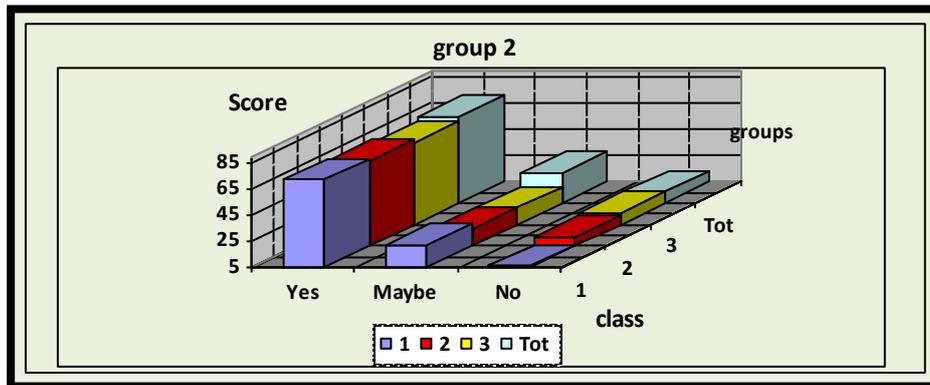
No	Maybe	Yes	Class
6	25	69	1
12	12	75	2
2	11	88	3
11	16	86	Tot



Graphic form No. (1) For group 1

Table. No.3
Group 2 - between 20- 40 years

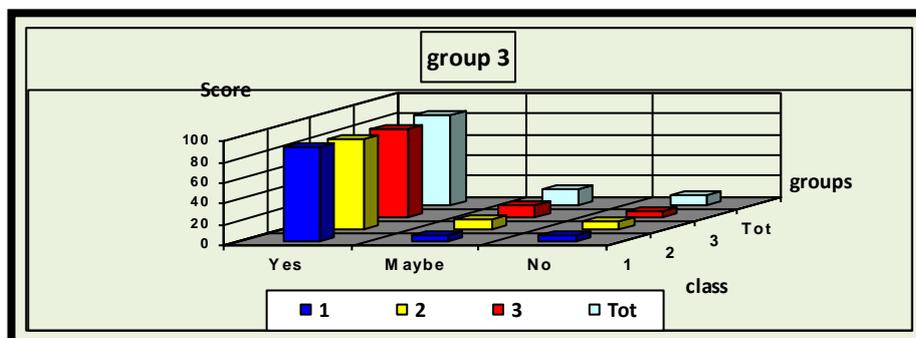
No	Maybe	Yes	class
6	22	72	1
12	18	70	2
14	18	68	3
14	28	71	Tot



Graphic form No. (2) For group 2

Table. No.4
Group 3-after 40 years.

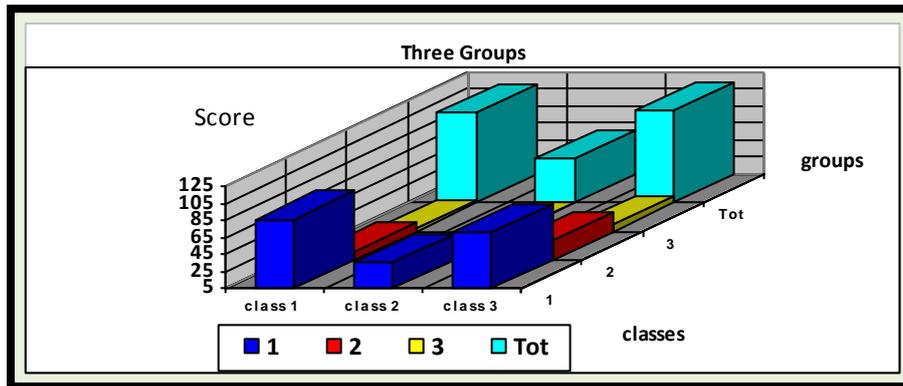
No	Maybe	Yes	class
4	6	90	1
7	10	86	2
6	12	84	3
9	15	86	Tot



Graphic form No. (3) For class 3

Table. No.5
Three groups (1-2-3)

Class \ Groups	Class 1	Class 2	Class 3
1	71	36	86
2	28	15	15
3	14	6	9
Tot	113	57	110



Graphic form No. (4) For three class

III. Results and discussion

12.1. Card stability by using Alpha Kaaronbach standard:

we can account after applied it on 300 men, the result for the dimensions of the sheet is: - (group1) A = 0.8787- (group2) B = 0.8961 - (group3) C = 0.8869 - sheet stability as all = 0.8872.....We conclude that the results of the statistical sub-themes and themes as well as the total has steadily high and statistically significant at the 0.01 level of significance which indicates the stability of the card.

F-test (ANOVA)

Table. No.6 Descriptive

The deviation standard	Average	Classes	Groups
1.8016	.7796	1	Group 1
1.6784	1.1200	2	
1.1126	.5000	3	
1.9735	.8896	1	Group 2
2.0074	1.3300	2	
1.2137	.4400	3	
1.1042	.3373	1	Group 3
2.0029	1.2100	2	
1.1656	.5001	3	
4.8751	1.9800	1	TOT
5.6474	3.6600	2	
3.4083	1.4465	3	

Table No.7 Unilateral variation between the three class analyses- ANOVA

The level of significance	The volume	Average of squares	Free degree	Sum of squares	Source of variation	classes
.039	3.038	8.159	2.00	16.242	Between groups	Class1
		2.414	146	344.461	In groups	
.054	2.280	9.140	2.00	16.283	Between groups	Class2
		3.019	146	440.765	In groups	
*.031	5.230	15.330	2.00	27.653	Between groups	Class3
		2.546	146	367.648	In groups	
.032	4.459	77.966	2.00	155.933	Between groups	TOT
		21.969	146	3229.407	In groups	

12.2. Achieve hypotheses

There are no statistically significant differences between the averages of the three group on the first and second classes of the card and the total classes.

There are statistically significant differences at the level of significance 0.01 between the averages of the three groups on class 3 of the card, so as to favor the second group- (between 20-40 years).

12.3. The Summary

these field study is round in the extent of the interaction men's behavior and its impact dress women and accessories such as high and low heels ,wigs , colors of clothing and unique in terms of the narrow or widen or jeans or transparent clothing , for groups in age different as following -:

- ✚ Pre-twentieth.
- ✚ Between twenty and forty.
- ✚ After forty.

The statistical analysis after the application form has been designed by the researcher depends on group of questions related to the main topic of ordinary individuals and result analysis and opinions statistically and out the results, which showed the following:-

- 12.3.1 The highest percentage interaction for tight and erotic women's clothes for second group (20-40 years.)
- 12.3.2 The highest percentage interaction for transparent women's clothes for the first group (before 20 years) .
- 12.3.3 The highest percentage of interaction for wearing high heels for the second group (20- 40 years).
- 12.3.3.1 The highest percentage of interaction for women's clothes with warm colors, especially red for the third group. (After 40 years).
- 12.3.4 The highest percentage of interaction for short and open women's clothes for the first group (before 20 years).

13. Recommendations

- ✓ The researcher recommends worthwhile to study the impact of women's clothing on individuals from men, and study their behavior and actions toward women.
- ✓ Encourage faculty members at universities and technical institutes on study the relationship between men and women and effeteness of men clothes on lady fashion.

Reference

- [1]. مصر، العربية المتحدة، (الوقاية بالردع الجنسي والتحرش الزنا محاربة في الإسلام إعجاز)، الله عبد محمود بن جا . 2012 .
- [2]. Bogardus, E., S., Fundamentals of Social Psychology, 1924, p.159, Courtesy of the Century Company.
- [3]. Dixson, A., F., "Observations on the evolution and behavioral significance of "sexual skin" in female primates". *Advances in the Study of Behavior*, 13: 63–106, (1983).
- [4]. Francis, G., "Publication bias in "Red, rank, and romance in women viewing men," by Elliot et al. (2010)"., *Journal of Experimental Psychology*, General 142 (1): 292–6. doi:10.1037/a0027923. PMID 23398185. (2013). edit.
- [5]. Guéguen, Nicolas, "The effect of women's suggestive clothing on men's behavior and judgment" a field study, Institut de Management, Université de Bretagne Sud, Rue de la Loi, 56000 Vannes, France, 10/2011, P 635-638.
- [6]. Hagan Pat, "Men lose their minds speaking to pretty women" retrieved on October 11 2013.
- [7]. Hutchings, John, "Color in folklore and tradition-the principles". *Color Research and Application* 29: 57–66, (2004).
- [8]. Karremans Johan C., Thijs Verwijmeren Tila M. Pronk Meyke Reitsma "Interacting with women can impair men's cognitive functioning" Vol. 45 Issue 4 July (2009): 1041-1044.
- [9]. Low, B. "Sexual selection and human ornamentation". In Chagnon, Napoleon A.; Irons, William. *Evolutionary Biology and Human Social Behavior: An Anthropological Perspective*. Duxbury. pp. 462–487, (1979).
- [10]. Meyer, M. (1912). The present status of the problem of the relation between mind and body. *Journal of Philosophy, Psychology, and Scientific Methods*, 9, 365-371
- [11]. Niesta, Daniela, Elliot, Andrew, "Psychological Study Reveals That Red Enhances Men's Attraction to Women", *Journal of Personality and Social Psychology*, Vol 95(5), Nov 2008, 1150-1164
- [12]. Pazda, Adam, D.; Elliot, Andrew J.; Greitemeyer, Tobias (2011). "Sexy red: Perceived sexual receptivity mediates the red-attraction relation in men viewing woman". *Journal of Experimental Social Psychology* 48 (3): 787. doi:10.1016/j.jesp.2011.12.009.
- [13]. Roney James, R., "Effects of Visual Exposure to the Opposite Sex: Cognitive Aspects of Mate Attraction in Human Males" University of Chicago; PSPB Vol. 29 No. 3 March (2003): 393-404.
- [14]. Simmel, M, "Fashion", *International Quarterly*, 1904-05, vol. X, pp. 137-8, 140.
- [15]. Strain, Daniel. "The Red-Dress Effect", the Journal of American association for the advancement of science, February, 27, 2012.
- [16]. Wickings, J. M. (2004). "Sexual swelling in mandrills (Mandrillus sphinx): A test of the reliable indicator hypothesis". *Behavioral Ecology* 15 (3): 438–445.
- [17]. <http://www.apa.org/journals/psp/>