



## RESEARCH ARTICLE

# The Impact of Costume Color of Women's Sports on Men's Attraction: Managing Color of Costume in Marketing Management Perspective

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### Abstract

“The Action or power of evoking interest in or liking for someone or something” (Cambridge Dictionary) in many nonhuman primates, the colour red enhances females attraction to males “The use of colour within society and social interaction provides a stage for personal and highly individual forms of self-expression, manipulating how we wish other to see or perceive us. When exploring red effect of males viewing females found that there was a significant attraction to red scoring more highly than any other color, the research explored the effect of the color red as well as three other colors upon the strength of attraction by male participants, The results indicated that red enhanced men's sexual attraction but had no effect on ratings of perceived general attractiveness. Red clothing also had a marginally significant effect on men's sexual attractiveness. Therefore the managers those who work in a women sports club or in a team, they have an advantage called sexual attractive of women. How do men's attract with the women sport single coloration. A total 120 male participant, Researcher concerns 60% from the total population, and it leads to 120 of total respondents from each stratified. But researcher intentionally took 60 respondent from each stratified from that actual sample. The result through the application of spss, chi-square, and ANOVA, T-test analysis suggest that red plays a part in selection although within on specific aspect whether it may be clothing worn. The result can conclude that red is the single most definitive color that provides attraction, ratings regarding the female image of red and blue were significant and comparable, this conclusion has similar findings to that of suggesting color is context dependent. The personal choice of the individual and situation presented plays a strong deciding factor.

**Keywords:** *Colour of sport costume, Red effect, Audience attractiveness, Sexual attraction.*

### Introduction

“The Action or power of evoking interest in or liking for someone or something” (Cambridge Dictionary)

The color is used as a means to attract consumer attention to a product that then influences buying behavior. Consumers use color to identify for known brands or search for new alternatives. Variety seekers look for non-typical colors when selecting new brands.

And attractive color packaging receives more consumer attention than unattractive color packaging, which can then influence buying behavior. But the manager of the company does not have a permission to change the entire costume. Even though He is authorized to change the color of the costume

Colour is simply light of different wavelengths and frequencies and light is just one form of energy made up of photons.

Colour is a visual language. It is personal and universal sending a message of endless variation. It evokes our feeling and affects our lives. The apparel of color is to use it beautifully. It is one of the basic components of fashion, the other being, texture, details, and silhouettes. They are inter-related to one other [1].

The study of color may be approached from any followings,

- Physiologist: The physiologist is concerned with the way in which the eye receives the sensation of color.

- **Chemist:** The chemist studies the chemical properties of the natural and the artificial coloring materials used for the manufacture of dyes and prints.
- **Physicist:** To the physicist, the significance of color is merely its wavelength and its intensities.
- **Psychologist:** the psychologist shows the effect of colors on persons and on each other.
- **Artist:** The artist is the persons who play with colors and are those who mix paints and dyes.

The first one is most important Because of the psychology of color through the eye receives of color sensation managers can increase their product or service.

**Blue;** Blue evokes feelings of calmness and spirituality as well as security and trust. Seeing the color blue causes the body to create chemicals that are calming. It is no surprise that it's the most favored of the colors. (How color impacts emotions and behaviors, 2011) (2)

**Green;** Green symbolizes health, new beginnings, and wealth. Green is the easiest on the eyes and should be used to relax and create balance in a design. It is a great color to use if a company wants to depict growth, security or inspire possibility. (How color impacts emotions and behaviors, 2011)

**Yellow;** Yellow is maybe the most energetic of the warm color. It is associated with laughter, hope, and the sunshine. Accents of yellow help give your design energy and will make the viewer feel optimistic and cheerful. However, yellow tends to reflect more light and can irritate a person's eyes. (How color impacts emotions and behaviors, 2011)

**Red;** Red is the warmest and most dynamic of the colors — it triggers opposing emotions.

As indicated earlier, primary hypothesis is that red leads men to view women as more attractive and more sexually desirable. Red is hypothesized to serve as an aphrodisiac for men because it carries the meaning of sex and romance in the context of the heterosexual interaction. Empirical work has supported the idea that red has amorous meaning, as studies of color associations have indicated that people tend to connect red to carnal passion, lust, and romantic love, specifically the color red, as a novel factor

that may influence women's attraction to men. Red carries amorous meaning in the context of the heterosexual interaction. Research on colour associations indicates that people across cultures link red to love and passion and red often appears as a symbol of Eros, lust, and fertility in ancient mythology, folklore, and ritual Interestingly, in both ancient and modern times, red primarily carries the meaning of sex and romance with regard to women there is no male equivalent to the "lady in red." Thus, there are general, but not male-specific, cultural associations that link red and romance.

A study that looked at visual color cues focused on predicted purchasing behavior for known and unknown brands. Participants were shown the same product in four different colors and brands. The results showed that people picked packages based on colors that attracted their voluntary and involuntary attention. Although the sports managers are always getting an attempt to ensure the greater audience for sports event marketing, often confused with advertising, promotions and public relations, is the function that guides the development and sales of products and services. Depending on your product or service, competition, budget, and customer type, a business can use one or more marketing strategy to grow the company. Like costume or apparel in sportswear.

## Methodology

Data were collected for the study via the questionnaire which consists of most suitable questions. This data sample selected from the sports students in science faculty of the University of Kelaniya. The researcher has been applied the "Systematic Random Sampling" method to select the sample.

The sample included from different years of the university males. To make successful research after collecting relevant data, a questioner has given to participants. Afterward getting data of participant an analysis done by using descriptive statistic method using SPSS version 21 software and T-Test. Primary Data Personal interviews were held with the participants and a detailed questionnaire has given to the participants among the sample people. This chapter analyses data collected from sample survey on a sample.

For analyzing data, different data analysis tools such as percentage, mean, mean average, ANOVA, Independent T-Test and Chi-Square will use.

ANOVA is an appropriate test for hypothesis testing when there are more than two groups measured on an interval scale. In this study, ANOVA was used to determine whether there is any significant relationship between independent variables with the independent-samples T-Test (or independent t-test, for short) compares the means between two unrelated groups on the same continuous, dependent variable. For example, you could use an independent t-test to understand

whether first-year graduate salaries differed based on gender (i.e., your dependent variable would be "first-year graduate salaries" and your independent variable would be "gender", which has two groups: "male" and "female").

## Results

Finally identified which color was affecting to attract men when women wearing clothes to do sports. The result was interpreted in order to provide a clear understanding of the relationship between the variables being studied under this research study by using ANOVA Table.

**Table 1: Overall statistics table**

	GROUP	N		Mean	Std. Deviation
		Valid	Missing		
Q5	RED	120	0	8.58	.495
	GREEN	120	0	5.34	1.312
	WHITE	120	0	5.25	1.468
	BLUE	120	0	5.27	1.268
Q6	RED	120	0	8.41	.510
	GREEN	120	0	5.20	1.178
	WHITE	120	0	5.32	1.263
	BLUE	120	0	5.19	1.176
Q7	RED	120	0	8.63	.501
	GREEN	120	0	5.31	1.228
	WHITE	120	0	5.94	7.223
	BLUE	120	0	5.51	1.378
Q8	RED	120	0	8.50	.519
	GREEN	120	0	5.24	1.270
	WHITE	120	0	5.18	1.181
	BLUE	120	0	5.17	1.212
Q9	RED	120	0	8.59	.494
	GREEN	120	0	5.49	1.444
	WHITE	120	0	5.16	1.309
	BLUE	120	0	5.49	1.432
Q10	RED	120	0	8.73	.463
	GREEN	120	0	5.23	1.165
	WHITE	120	0	5.19	1.176
	BLUE	120	0	5.22	1.154

This above table spread out for six questions within Mean analysis of each category. To determine the hypothesis such as,

**H1:** Male sexual orientation will be attracted to the image of the model through the influence of the color red.

**H0:** Male sexual orientation won't be attracted to the image of the model through the influence of the color red. Below tables will explain all the questions to prove hypothesis developed by the researcher.

Participants feel a sudden sexual attraction when they looking at the colors given in the picture.

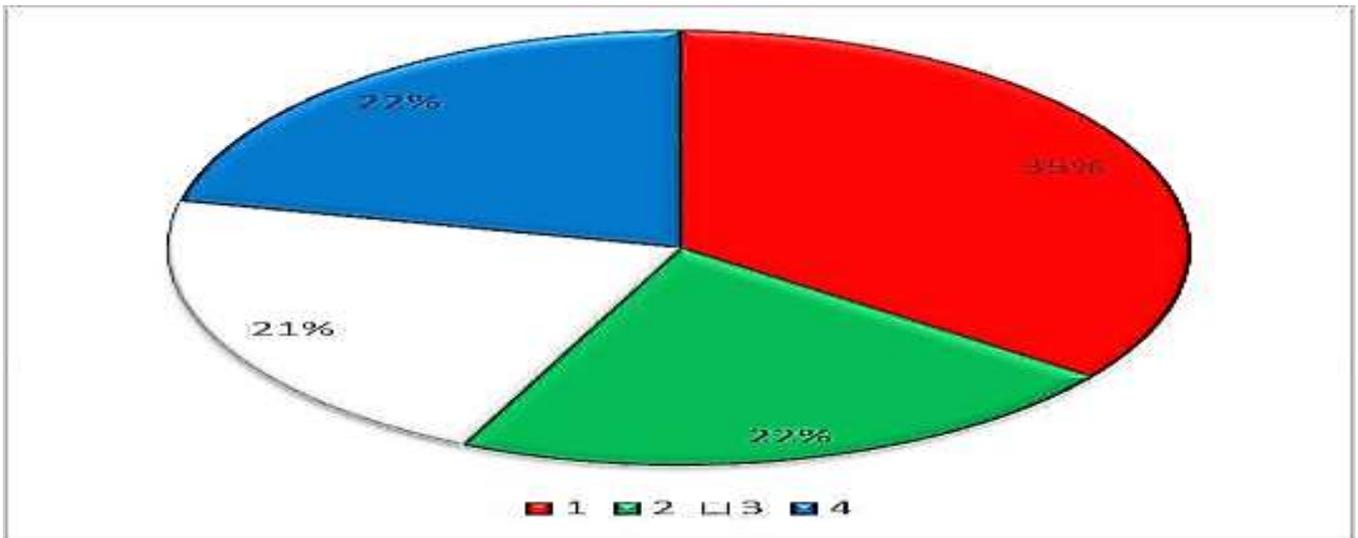


Figure 1: sexual attraction measurement Question 05

Table 2: Question 05

	GROUP	N Valid	Missing	Mean	Std. Deviation
Q5	RED	120	0	8.58	.495
	GREEN	120	0	5.34	1.312
	WHITE	120	0	5.25	1.468
	BLUE	120	0	5.27	1.268

Source: constructed by the researcher 2015

The above table shows the sexually attracted once, observing the colour of pictures. According to survey data as presented in the table, the sample frequency of the red colour attraction's mean value is 8.58. Green colour

mean value is 5.34. As well as for white colour attraction is 5.25. For blue colour attraction is 5.27. Directly above table shows sudden sexual attraction when the participant looking at the red colour.

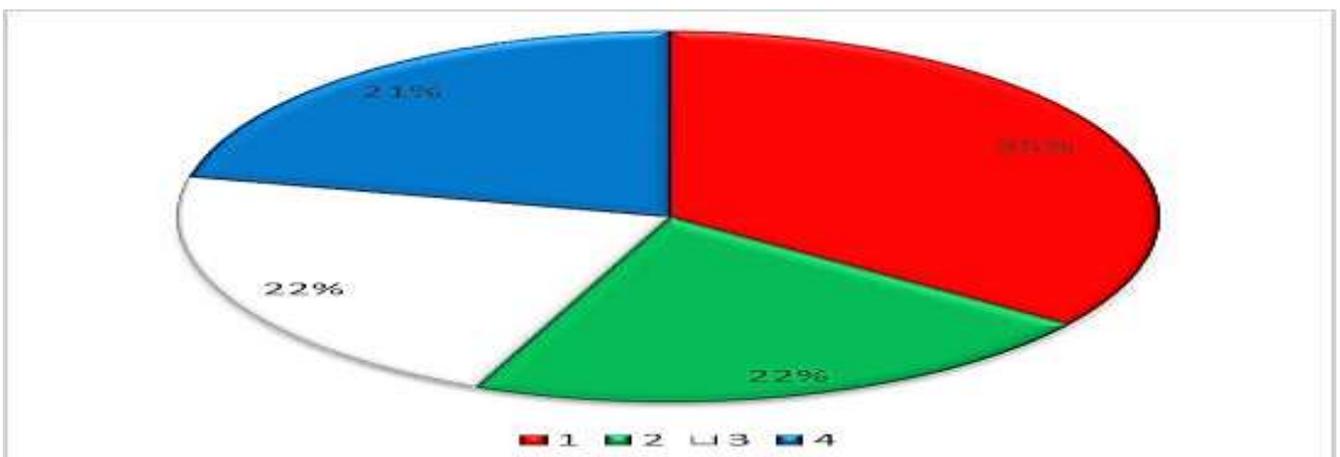


Figure 2; sexual attraction measurement Question 06

Participants feel more attractive towards

sports women wearing clothes with colour in digital media.

**Table 3: Question 06**

	GROUP	N Valid	Missing	Mean	Std. Deviation
Q6	RED	120	0	8.41	.510
	GREEN	120	0	5.20	1.178
	WHITE	120	0	5.32	1.263
	BLUE	120	0	5.19	1.176

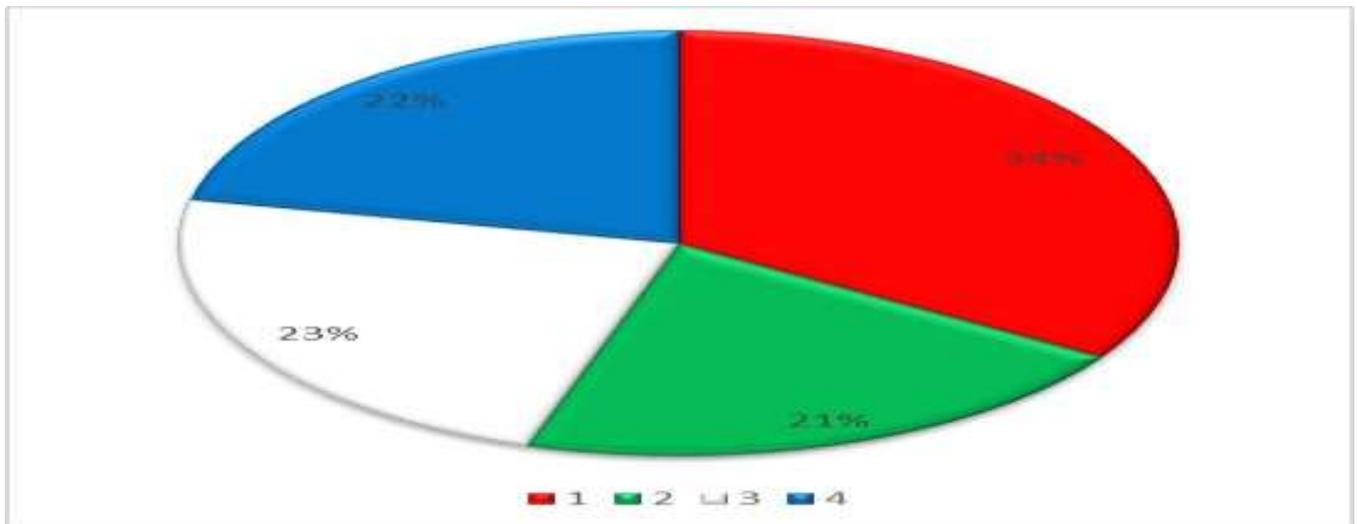
Source: constructed by the researcher 2015

The above table shows which color them mostly feel attractive towards sportswomen wearing clothes in digital media, observing the color of pictures. According to survey data, as presented in the table, the sampling frequency of the red color attraction's mean value is 8.41. Green color mean value is 5.20.

As well as for white color attraction is 5.32. For blue color, the attraction is 5.19.

Directly above table shows those (participants) feel more attractive towards sportswomen wearing clothes in digital media on red color.

Participants feel a sexual attraction or sexually excited because of the clothes of sportswomen in a live sports event



**Figure 3: sexual attraction measurement Question 07**

**Table 4: Question 07**

	GROUP	N Valid	Missing	Mean	Std. Deviation
Q7	RED	120	0	8.63	.501
	GREEN	120	0	5.31	1.228
	WHITE	120	0	5.94	7.223
	BLUE	120	0	5.51	1.378

Source: constructed by the researcher 2015

The above table shows which color feel a sexual attraction or have you ever been sexually excited because of the clothes of sportswomen in a live sports event observing the color of pictures. According to survey data, as presented in the table, the sampling

frequency of the red color attraction's mean value is 8.63. Green color mean value is 5.31. As well as for white color attraction is 5.94. For blue color, the attraction is 5.51. Openly above table shows the participants

feel more attractive towards sportswomen wearing red color clothes in a live sports event.

Participants be more satisfied, if their partner wore the given color clothes when the participant behave with him/her sexually

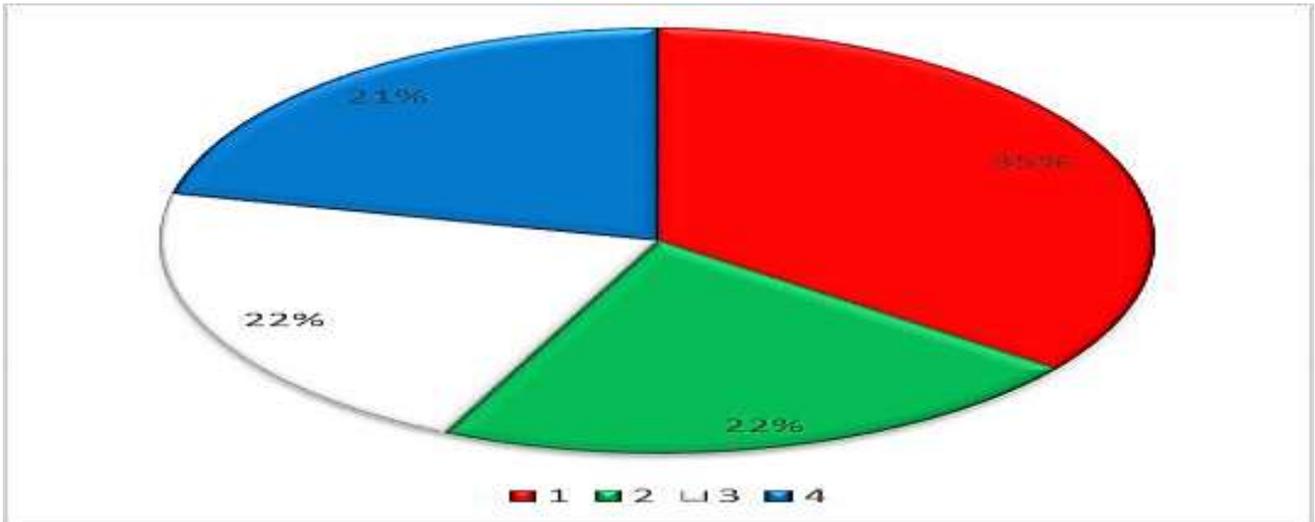


Figure 11: sexual attraction measurement Question 08

Table 5: Question 08

	GROUP	N Valid	Missing	Mean	Std. Deviation
Q8	RED	120	0	8.50	.519
	GREEN	120	0	5.24	1.270
	WHITE	120	0	5.18	1.181
	BLUE	120	0	5.17	1.212

Source: constructed by the researcher 2015

The above table shows which color more satisfied, if your partner wore the clothes when you behave with him/her sexually, observing the color of pictures. According to survey data, as presented in the table, the sampling frequency of the red color attraction's mean value is 8.50. Green color mean value is 5.24 As well as for white color

attraction is 5.18. For blue colour, the attraction is 5.17. Directly above table shows the red color more satisfied if their (participants) wore red color

Given color clothes can attract more opposite gender when using them for sportswomen in track and field sports events.

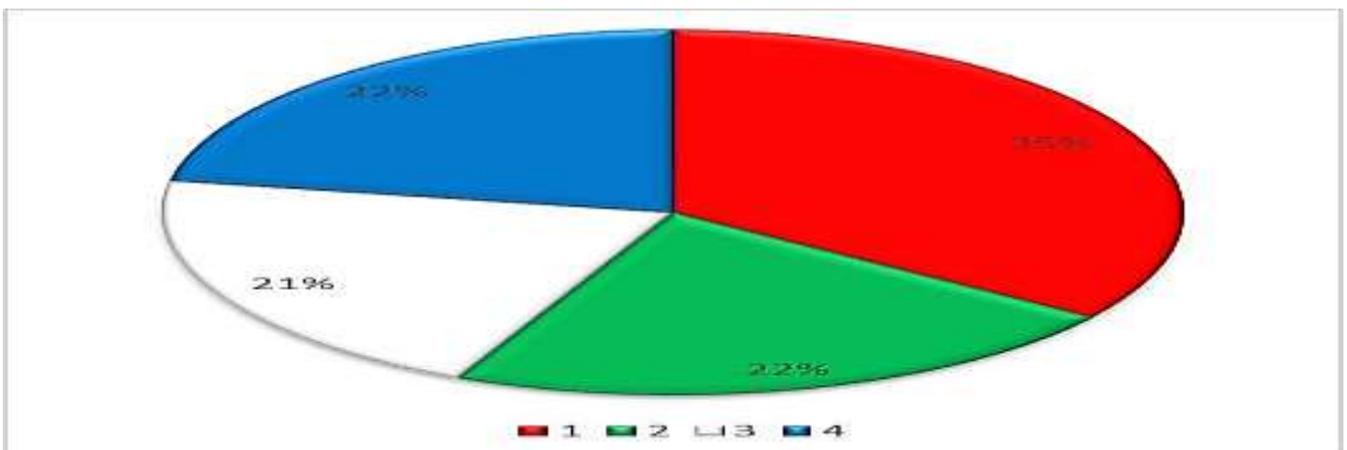


Figure 12: sexual attraction measurement Question 09

**Table 6: Question 09**

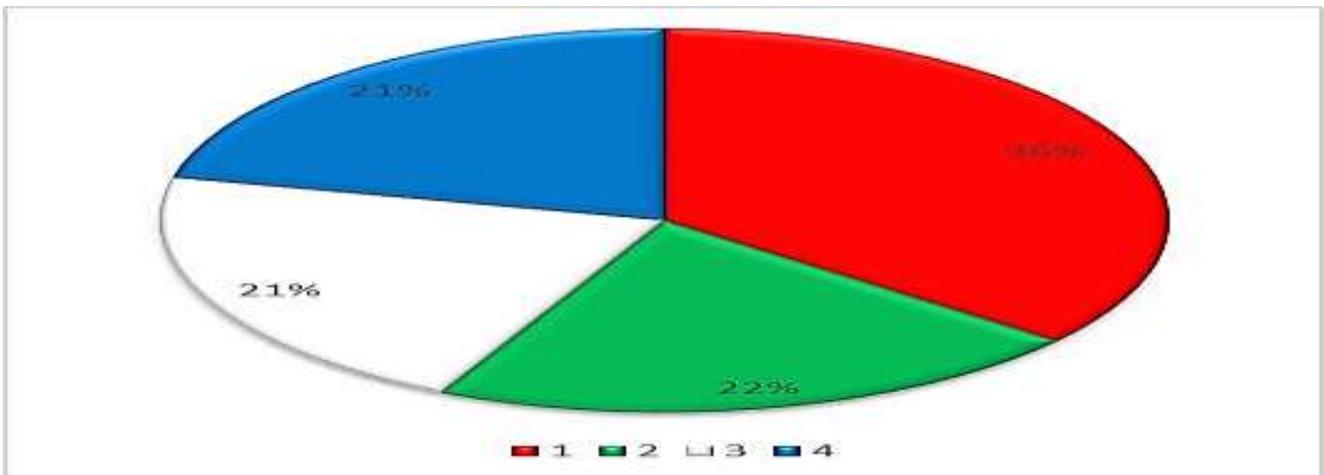
	GROUP	N Valid	Missing	Mean	Std. Deviation
Q9	RED	120	0	8.59	.494
	GREEN	120	0	5.49	1.444
	WHITE	120	0	5.16	1.309
	BLUE	120	0	5.49	1.432

Source: constructed by the researcher 2015

The above table shows which color clothes can attract more opposite gender when using them for sportswomen in track and field sports events, observing the color of pictures. According to survey data, as presented in the table, the sampling frequency of the red color attraction's mean value is 8.59. Green color mean value is 5.49 As well as for white color attraction is 5.16. For blue color, the

attraction is 5.49. Above table shows the participants feel more attractive towards sportswomen when they wearing red color clothes in track and field in sports events.

Participants experienced a situation where female models with the given color clothes to market a certain product, attracted the participant more than the marketed product itself.



**Figure 13: sexual attraction measurement Question 10**

**Table 7; Question 10**

	GROUP	N Valid	Missing	Mean	Std. Deviation
Q10	RED	120	0	8.73	.463
	GREEN	120	0	5.23	1.165
	WHITE	120	0	5.19	1.176
	BLUE	120	0	5.22	1.154

Source: constructed by the researcher 2015

The above table shows Have you ever experienced a situation where female models with the above color clothes to market a certain product, attracted you more than the marketed product itself, observing the color of pictures. According to survey data, as presented in the table, the sampling frequency of the red color attraction's mean value is 8.73. Green color mean value is 5.23

As well as for white color attraction is 5.19. For blue color, the attraction is 5.22. Directly above table shows the participants ever experienced a situation where female models with the red color clothes to market a certain product, attracted them more than the marketed product itself.

**Anova Analysis**

**Table 8: Anova**

		Sum of squares	df	Mean Square	F	Sig.
Q5	Between Groups	979.023	3	326.341	227.727	.000
	Within Groups	682.125	476	1.433		
	Total	1661.148	479			
Q6	Between Groups	906.842	3	302.281	261.254	.000
	Within Groups	550.750	476	1.157		
	Total	1457.592	479			
Q7	Between Groups	860.856	3	286.952	20.558	.000
	Within Groups	6644.042	476	13.958		
	Total	7504.898	479			
Q8	Between Groups	973.493	3	324.498	273.111	.000
	Within Groups	564.373	475	1.188		
	Total	1537.866	478			
Q9	Between Groups	936.900	3	312.300	205.051	.000
	Within Groups	724.967	476	1.523		
	Total	1661.867	479			
Q10	Between Groups	1114.890	3	371.630	346.928	.000
	Within Groups	509.892	476	1.071		
	Total	1624.781	479			

Source: constructed by the researcher 2015

The above table shows the output of the ANOVA analysis about the impact of Costume Colour of Women's Sports on Men's attraction. The ANOVA table shows that overall significance of the problems which affecting red color attraction. Those are statistically significant "P" value means "Sig" named in the table is less than 0.05 in the significant test. The researcher can see that the significance level is (P=0.000) in the above table. It shows 100% significant of all the criteria.

### Data Analysis and Testing Of Hypotheses

Under the hypotheses formulated for this study are tested in a systematic way in order to arrive at a conclusion about the variables being researched under this study. Accordingly, one hypothesizes which were formulated based on the research model testing under heading,

Lastly, when considering all tables the output tells the number of observations that

contributed to each factor. In this case, there were 120 participants and so N= 273. It is good to check that the value of N corresponds to the number of observations that were made. If it doesn't then data may have been excluded for some reason. This proves that the hypothesis H0 which had been rejected. That means automatically H1 was significantly accepted.

### Conclusion

The current study examined The Impact of Costume Colour of Women's Sports on Men's attraction. Undergraduate's students of 3rd year Science and Social sciences were chosen for this study, the sample was 120 participants. The results indicated that the specific question used to assess colour preference had little effect on responses. Through the study the researcher found there is an impact of red costume colour of women's sport on men's attraction.

[3-17].

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