



Study reveals that ovulating women buy sexier clothing

研究顯示：排卵期女性 打扮更性感

Women buy sexier clothes when they're ovulating, researchers from the University of Minnesota found in a study they say could impact how products associated with looks are marketed.

"The desire for women at peak **fertility** to unconsciously choose products that enhance appearance is driven by a desire to outdo attractive rival women," said Kristina Durante, a post-doctoral fellow at the University of Minnesota's Carlson School of Management and lead author of the study. "If you look more desirable than your competition, you are more likely to stand out."

The researchers found that ovulating women chose sexier clothing and **accessories** for themselves after being shown photographs of attractive local women than when they were shown photos of unattractive women from their area or women who live more than 1,000 miles away.

Women who were not ovulating did not make the same choice, and the ovulating women made it unconsciously, the researchers found.

The aim of **preening** during ovulation is to attract the best romantic partner, said Durante.

To do that, "a woman needs to assess the attractiveness of other women in her local environment to determine how eye-catching she needs to be to **snare** a good man," Durante said.

To a woman in New York chasing a mate in Manhattan or Brooklyn, a rival in Los Angeles poses little threat, she said.

Marketers should pay close attention to the findings of the study, which showed that ovulation has a "profound influence" on a woman's consumer behavior, the researchers said.

The study is due to be published in an upcoming issue of the *Journal of Consumer Research*. (AFP)

明尼蘇達大學的研究人員發現，排卵期的女性會購買比較性感的衣服。研究人員說，該研究結果可能衝擊跟外表有關的商品市場。

明尼蘇達大學卡爾森管理學院博士後研究員，也是此研究主導者的克利斯汀娜·杜蘭特表示：「排卵期的女性會下意識選擇更能凸顯外表的產品，是因為想打敗其他嫵媚的競爭對手。如果比對手看起來更甜美，就更能引人注意。」

研究團隊發現，排卵期女性在看過當地嫵媚女性的照片後，會

幫自己選擇比較性感的衣物跟配飾，但觀看當地不嫵媚女性或住在一千英里外女性的照片時，則不會這樣。

研究人員發現，不在排卵期的女性就不會做這種決定，而且排卵期女性是下意識做出如此選擇。

杜蘭特說，排卵期精心打扮的目的，就是想找到最浪漫的伴侶。

杜蘭特表示，為了達到這個目的，「女人必須評估她周遭其他女性的嫵媚程度，才決定自己要用幾分姿色來吸引男人。」

她說，一個住在洛杉磯的女性，對想追求曼哈頓或布魯克林區男性的紐約女性來說，並不會造成威脅。

研究團隊表示，該研究結果顯示排卵期對女性消費行為有「深刻的影響」，營銷人員應密切注意這樣的結果。

本研究將刊登於最新一期的《消費者研究雜誌》。

(法新社／翻譯：吳岱璽)

Bikini-clad surf fans watch the men's third round heats of the US Open of Surfing at Huntington Beach, California on Aug. 5, 2010. PHOTO: AFP

八月五日，身穿比基尼的衝浪愛好者在加州杭丁頓海灘觀看美國衝浪公開賽男子組第三回合比賽。

照片：法新社

TODAY'S WORDS

今日單字

1. fertility /fəˈtɪləti/ n.

生育 (sheng1 yu4)

例：Fertility treatment has improved dramatically in recent years. (不孕症治療近年來已大幅改善。)

2. accessory /əkˈsesəri/ n.

配飾 (pei4 shi4)

例：Sally never leaves the house without her designer accessories. (莎莉沒配戴設計師配件是不會出門的。)

3. preen /prin/ v.

精心打扮 (jing1 xin1 da3 ban4)

例：Alvin spends hours preening himself in front of the mirror before going out. (阿爾文出門前花了好幾小時在鏡子前精心打扮。)

4. snare /sneɪ/ v.

捕捉 (bu3 zhuo1)

例：Ivan snared a waitress as she walked past. (伊凡在女服務生走過時叫住她。)