

The Effects of Perceptions of Clothing and Behavior on Judgments of Facial Attractiveness

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Although it is widely believed that facial attractiveness is determined by physical features of the face, non-physical factors also influence facial attractiveness perception. In the present study, we examined the influence of the target person's personality information and the influence of the attractiveness of the clothes worn by the target person. A verbal description of the target person's honest personality increased the rated physical attractiveness of the target face that was presented subsequently. The previously reported "honesty premium" effect was replicated with Japanese samples of wide age range. Target clothing attractiveness did not affect facial attractiveness ratings. The target person's creativity showed no effect on facial attractiveness, while high aggressiveness was found to decrease the facial attractiveness of male targets. No evidence was found that participants' mood was the cause of the "honesty premium" effect. The perception of facial attractiveness is determined not only by facial physical features, but also by the perception of target personality traits, especially those related to trustworthiness.