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ABSTRACT

Based on a study conducted by Devendra Singh in 1993, it is believed that males prefer females with a lower waist-to-hip ratio of 0.7, as compared to higher ones. This may be due to the evolutionary advantage of these females being more fertile and able to reproduce. However, social media has been suggesting that thinner females are more attractive. One way society measures thinness is by a characteristic known as the ‘thigh-gap’ that many females strive to obtain. This study was conducted to discover whether or not a difference exists between males and females regarding their preference of the thigh-gap on a female body when measuring attractiveness. The results suggest there is no difference between males and females in preference for the thigh gap.

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Dedication

I dedicate this to my father, Maheshkumar Premji Hirji Kanji Keshavji Ganatra, for his endless support and encouragement. Thanks Papa.