

Abstract

Researches and all kinds of hypotheses have been proposed mainly focused and been based on the evolutionary and sociocultural model (economic inequality models) in explaining females' mating preference towards resources and focusing on explaining the changes in mating selection. However, little is known about how environmental point of view may possibly affect females' mating preference. Therefore, this study intended to examine female mating selection through an evolutionary and sociocultural perspective, in addition in filling the research gap in terms of whether environmental factors such as local resources pressure could be a factor in altering females' mating preference in Hong Kong.

Female participants ($N = 209$) were recruited with age range between 18 to 34-year old as the majority. Research findings toward ideal mate were consistent with previous researches that preference ultimately leans towards the choice of a mate with more financial assets (wealthy) and a better physical appearance were consistent with previous studies. However, in examining the hypothesis, results shown no significant difference across all primed conditions which indicates that economic conditions may not be able to predict or alter female's preference in Hong Kong.