

## **Synthesis and Electronic Absorption Spectra of New Coloring Matters Based on Donor-Conjugated- Acceptor Chromophores**

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*Abstract.* New chromophores of the Donor-conjugated-acceptor types containing 4-N,N-dimethylaminobenzene as the donor-conjugated group are prepared with different types of acceptors. The electronic spectra were investigated in ethanol and acetonitrile to assess the effect of solvatochromic properties of these new dyes. The relative strength of the acceptor in producing large bathochromic shift was illustrated. Tricyanovinyl is the best acceptor used in this study to produce a larger bathochromic shift of the visible absorption, where as the least acceptor used is diethyl malonate.