

**Beauty and the Best:**

**A Study on Physical Attractiveness as a Factor for  
Gaining Social Reward as Perceived by 4th year**

**B.A. Management Students of**

**De La Salle University**

**Aguinaldo**

**An Undergraduate Thesis**

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**the Faculty of the College of Arts and Sciences**

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**of the Requirements for the Degree**

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**ABSTRACT**

**Name of Institution:** De La Salle University - Aguineldo

**Address:** Dasmarinas, Cavite

**TITLE:** A Study on Physical Attractiveness as a Factor in Gaining Social Reward as Perceived by the 4th year BA management Students of De La Salle University Aguineldo

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**OBJECTIVES OF THE STUDY:**

**A. GENERAL:**

To know if physical attractiveness is a factor in gaining social rewards

**B. SPECIFIC:**

1. To know the perception of management students on physical attractiveness as a factor for positive character.
2. To know if the management student's views on physical attractiveness and positive impression as closely related.
3. To know if the perceived social rewards of management students with regard to physical attractiveness are gaining friends, trust and having positive impression towards an individual.

**METHODOLOGY:**

Since the researchers were interested in determining the perception of the

students about physical attractiveness as a factor in gaining social reward, the descriptive method of research was used in the study. The paper discussed the perception of the 4th year B.A. management students regarding physical beauty. It involved collection and interpretation of data in order to test the assumptions and to satisfy the researcher's inquiry regarding the problem.

#### **MAJOR FINDINGS:**

There are three major findings in the research:

1. The data showed that management students perceived physical attractiveness goes with positive character. There are some evident statement that the respondents have agreed upon. 46% of the respondents agreed that they see beautiful people as cool, 52% agreed that having a beautiful face is a prestige and 44 % agreed that they often have good impression for pretty and handsome individuals.

2. The data showed that management students view physical attractiveness as a factor in gaining positive impression. This is evident in the following statements: 46% of the respondents agreed that they see beautiful people as cool; 50% agreed that they prefer the macho/sexy type of men/women; and 36% agreed that beautiful people are sociable, popular and persuasive.

3. The perceived social rewards of management students with regards to physical attractiveness were acquisition of new friends, winning trust of others and being perceived with favorable characteristics.

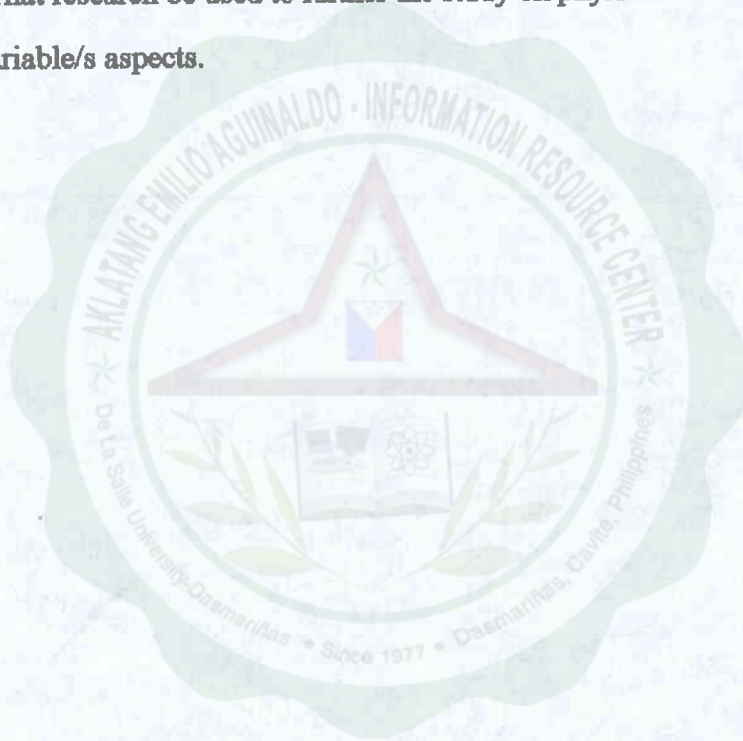
#### **CONCLUSIONS:**

It was concluded that physical attractiveness is a factor in gaining social as perceived by 50 4th year B.A. management students of De La Salle University - Aguineldo.

**RECOMMENDATIONS:**

The researchers highly recommend the following:

1. That parents orient their children about the essence of beauty or attractiveness by teaching them to accept people as they are.
2. That teachers further enhance the teachings about self and social values, and not judge others according to their looks.
3. That research be used to further the study on physical attractiveness using different variable/s aspects.



## TABLE OF CONTENTS

	PAGE
TITLE PAGE.....	1
ABSTRACT.....	2
APPROVAL SHEET.....	5
ACKNOWLEDGMENT.....	6
TABLE OF CONTENTS.....	7
<b>CHAPTER</b>	
<b>1. THE PROBLEM AND ITS BACKGROUND</b>	
Introduction.....	9
Conceptual Framework.....	11
Statement of the Problem.....	12
Assumptions.....	12
Scope and Delimitation of the Study.....	13
Importance of the Study.....	12
Definition of Terms.....	13
<b>2. REVIEW OF RELATED LITERATURE</b>	
Conceptual Literature.....	15
Research Literature.....	17
<b>3. METHODOLOGY</b>	
Research Design.....	21
Respondents of the Study.....	21
Administration of the Instrument.....	22

Statistical Treatment of Data.....	22
4 PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA	
Specific Question No. 1.....	24
Specific Question No. 2.....	25
Specific Question No. 3.....	25
5 SUMMARY CONCLUSIONS AND RECOMMENDATIONS	
Summary.....	29
Conclusions.....	30
Recommendations.....	30
REFERENCES.....	32
APPENDICES	
A THE INSTRUMENT.....	36
B CERTIFICATION.....	43
C CURRICULUM VITAE.....	45