

ABSTRACT

Name of Institution: De La Salle University - Dasmariñas

Address: Dasmariñas, Cavite

TITLE: The Captivating You. The Concept of Sex Appeal Among Selected First Year Marketing Management students of De La Salle University Dasmariñas.

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OBJECTIVES OF THE STUDY:

A. GENERAL

To know the concept of sex appeal among selected first year Marketing Management students of De La Salle University Dasmariñas.

B. SPECIFIC

1. To know the indicators of sex appeal.
2. To know the values placed as rewards of sex appeal.

SCOPE AND DELIMITATIONS

The researchers will cover the the concepts, indicators, and values placed as rewards of sex appeal among selected 57 first year Marketing Management students of De La salle University Dasmariñas.

## METHODOLOGY

The researchers were interested in determining the concepts, indicators, and values placed as rewards of sex appeal among selected first year Marketing Management students of De La Salle University Dasmariñas. The descriptive research designs and purposive sampling were used in the study. The researchers used the frequency distribution with the corresponding percentile equivalent in presenting and analyzing the data gathered. Collection, presentation, and interpretation of data were in order to test the assumptions and to satisfy the researchers inquiry regarding the problem.

## MAJOR FINDINGS

There were three major findings in the research:

1. The data shows as listed in categorical number 49.12% of the respondents perceived sex appeal as an attraction, 14.04% personality charm 5.26% as something that makes one desirable and alluring as "crush ng bayan". Likable, and the impact on one's presence for being sex gained 3.51%, and 1.75% of the respondents listed unfavorable answers such as gifts and talent.
2. The data showed that the respondents perceived the indicators of sex appeal in three categories; personality that included confidence, with 15.79% style 10.53%; sense of humor 5.26% and good conversationalist

3.51% .Physical appearance that included physical assets, with 21.05% sexy 8.77% smile 7.02% clothing 3.51% which was the same with neatness and grooming Spiritual life included consistent faith , sensitivity, God fearing, openmindedness and humbleness with 1.75% of respondents each.

3. The values placed as rewards of sex appeal as perceived by the respondents were: 77.19% on self esteem; 8.77% both on compatibility and self fulfillment; 5.26% an awareness of one's self.

## CONCLUSION

It was concluded that concepts associated with sex appeal were attraction, charm, personality, being desirable and alluring, likeable and its impact , being sexy, gift, and talent of a person.

Further the indicators of sex appeal were physical appearances, personality and spiritual life of a a person.

The values placed as rewards of sex appeal were: an added self esteem on, compatibility with other people, self fulfillment and awareness of one's self.

## RECOMMENDATIONS

The researchers highly recommended the following :

1. To the parents, to encourage positive reinforcement to children for the development of their personality specially their self esteem

2. To the teachers, this research will serve as a guide to further enhance teaching of self, personality, social and spiritual values.
3. To the students it will help them recognize their own value. they would realized that not only those who are beautiful can be appealing as attitude has something to do with being accepted and liked by others.
4. To the future researchers, to further study the concept providing more respondents.

