



ABSTRACT

Name of Institution : De La Salle University-Dasmariñas

Address : Dasmariñas, Cavite

Title : Metrosexual Speaks: Factors Affecting
Metrosexuality

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Objectives of the Study

General

Concept-generation of the terms “metrosexual” and “metrosexuality”.

Specific

1. Find out the profile of the respondents in terms of age, highest educational attainment, and religion.
2. Have metrosexuality defined by the respondents.
3. Have a typical metrosexual described by the respondents.



4. Have the factors affecting metrosexuality identified by the respondents in terms of social/environmental, physical, psychological, and physiological indicators.
5. Find out whether the respondents are self-confessed metrosexuals, metrosexuals in denial, or metrosexuals in doubt.

Methodology

The study used a descriptive research design specifically through survey method. The respondents were thirty selected metrosexuals in their adolescent and/or early adulthood. The researchers used a Metrosexual Criteria Test (courtesy of another group of researchers simultaneously doing another study of the same topic) to screen prospective respondents, and a researcher-made survey form to gather data for the study.

Summary of the Findings:

Based on the study conducted by the researchers, the following results were gathered:

1. Most of the respondents are 18-25 years of age (76.67%), are mostly College Graduates (50%), and belong to the Roman Catholic religion (93.37%).
2. The respondents generated two sets of different definitions. Some of the respondents perceived and defined metrosexuality as a person,



while others perceived and defined it as a term or concept. For those who defined metrosexuality as a person, it is "a person who is not really vain but rather, is just conscious of his looks to the extent of being in touch with your feminine side" (26.67%). On the other hand, for those who defined metrosexuality as a term or concept, it is "a term used to define the vanity of men" (30%). Much weight is given to the latter for more respondents generated this definition. Also, a number of respondents seem to agree with one of the researchers in her theory that metrosexuality is just a means of escaping the reality of being gay to own "respect" from others (6.67%).

3. The most number of respondents defined or described a typical metrosexual as someone who is conscious of his appearance (40%), is vain (26.67%), is either in fashion or overly in fashion (23.33%) and is presentable, well-groomed, and clean/neat (23.33%). One of the respondents (3.33%) actually described metrosexuals as "trippers" or sexually addicted individuals, surprisingly.
4. The most number of respondents identified society/environment as the major factor that greatly affects metrosexuality (50%), next to it would be media (40%), third, would be friends/peers (30%), and fourth, would be their eagerness to attract others/women (26.67%).



5. Out of 30 respondents, 53.34% consider themselves as self-confessed metrosexuals, 23.33% are in denial and also, 23.33% are in doubt.

Conclusions

The researchers concluded the following based on the findings of the study:

1. Metrosexuals can be of any age and can come from all walks of urban life. Most of the respondents are teenagers and young adults, are college graduates and belong to the Roman Catholic religion.
2. Even the metrosexual respondents themselves do not seem to be aware of the distinction between the words "metrosexuality" and "metrosexual". They are actually using the two words interchangeably, as synonymous terms. Some of the respondents consider metrosexuality as an excuse or just a cover up one's true sexuality.
3. Most of the metrosexual respondents perceive that being metrosexual is actually being conscious about your appearance, being vain, or being either in fashion or overly in fashion.
4. For the respondents, the most influential factors affecting metrosexuality are society/environment, media, friends/peers, and their eagerness to attract others/women.



5. As for the set of respondents, most of them are self-confessed metrosexuals. But some of them, though they possess most traits of a typical metrosexual (and have passed the screening test), are still in denial or in doubt about it.

Recommendations

In this study, the researchers recommend the following:

1. The next researchers of studies similar to this one should consider varying the profile of the respondents accordingly such as age, highest educational attainment, and religion. They should try conducting the study to a set of respondents with different age brackets such as young and/or middle adulthood.
2. The media should feature more programs or documentaries in relation to the topic "metrosexuality" so as to give more information and to promote awareness to the public about this newly developing/establishing concept. The media should actually aim not only to familiarize the public about metrosexuality but to actually help them to be able to distinguish the difference between the term "metrosexuality" and "metrosexual". As for the Office of Student Affairs or the University Student Council in De La Salle University-Dasmariñas, they are greatly encouraged to have special projects



such as seminars, forums or discussions with the aim to promote awareness to the public about metrosexuality.

3. There should be more studies in the field of psychology to have the definition or description of typical metrosexual established. A clearer and more precise picture of a metrosexual should be formed so as to have them easily distinguished from other men with closely similar characteristics. A good start would be “Levels/Degrees of Metrosexuality”. Also, for the clinical setting, it would be greatly advisable to have a study of the personality profile of metrosexuals through interview, and with the use of psychological tests to further enhance such findings.
4. Further studies should be able to either support or reject the result of this study especially about the factors that affect metrosexuality, so as to have them justified and to be used for future references. This could also help in the establishment of the concept/s.
5. The next set of researchers having the same topic should actually try having separate sets of studies (but with the same procedures) for self-confessed metrosexuals only, metrosexuals in-denial only, or for metrosexuals in-doubt only, as their set of respondents. The next step would be to identify the differences in their perceptions and to have them compared.