



ABSTRACT

Name of the Institution: De La Salle University-Dasmariñas

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Title: And the winner is Miss... Motivational Factors of Beauty Pageant Contestants Affecting their Attainment of Self-actualization

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OBJECTIVES OF THE STUDY:

GENERAL:

The purpose of the present study was to find the motivational factors of nine (9) beauty pageant contestants affecting their attainment of self-actualization.

SCOPE AND DELIMITATION

This study is focused on the motivations of beauty pageant contestants that affect their attainment of self-actualization.

This study does not tackle on feminism and detractors of beauty pageants. Furthermore, the researchers do not include in the research regarding foreign contestants participating in international beauty pageants and local contestants who are currently in competition for national, regional and international beauty contests. In addition, male pageants are not included in this research. The study is limited only to beauty pageant



contestants and beauty titleholder who participated in school and regional beauty contests.

METHODOLOGY

The researchers used the descriptive-case method of research to gather data needed in the study.

This study was limited to 9 respondents who competed in beauty pageants particularly who joined in the school and regional beauty contests category.

The researchers used the interview method in gathering the data or the answers to the previously stated queries, which underwent further analysis. The resulting statements were established by supporting studies and literature to draw out the conclusions.

FINDINGS

The study of the motivational factors of beauty pageant contestants affecting their attainment of self-actualization had proven the following:

1. Entirely, the respondents are motivated to join in beauty pageants for the reason of there's the encouragement and support of their parents, relatives and friends who trusts in their capabilities and believes that they can excel in beauty pageants. The respondents perceive that without their encouragement and support they wouldn't able to join in such beauty tilts.



2. Most of the respondents who joined in school beauty pageant were motivated by the promise of their teachers to have a perfect grade if they join the contests. But the teachers' encouragement as well as their friends' encouragement motivated them most. Those respondents who joined in regional beauty pageants were primarily motivated by gaining experience and exposures through entering competitions. They believe that entering in beauty pageants competitions will lead them to self-improvement like enhancing their personality, develop their talents and learn their imperfections and gaining self-confidence. Through exposures, they also find it as a way for venturing their future careers.
3. Creativity, awareness of imperfections and self-acceptance were the dominant characteristic of self-actualizing people that the respondents perceive having experience joining in a beauty pageant. Other characteristics they perceived were being realistic, spontaneity, simplicity and naturalness, focusing on problems, self-starter and identification, sympathy and affection for others.
4. The respondents perceived that there are instances in the competition that they are able to show their full potential as a person. Most of the respondent claimed that this is the question and answer portion or the interview competition.
5. The respondent also recognized that their motivation help them to perform well during the competition. They also claim that since training, their motivations help them a lot to perform better.
6. The respondent's motivation help them to develop their full potential by gaining confidence in everything they do, lead them to self-empowerment through self-



improvement and create an impact to their continual growth through experiences.

7. Most of the respondents' were shy-type persons before joining a beauty contest, but through their motivation that let them enter to beauty contests, it aids them boost their self-confidence. Those respondents who have already enough self-confidence perceived that their existing confidence were enhance when they joined in beauty contest.
8. The motivations of the respondents in joining beauty pageants triggers them to self-actualize things they can do, one of which is joining in such competition and they have to accomplish. It also facilitates them to perform things they didn't expect to do. Moreover, those motivations help them to actualize themselves for self-improvement. The respondents were able to realize their weaknesses and find ways on how to deal with it. They were also able to become aware of their imperfections, develop self-acceptance and develop their personality because of those motivations they had in joining beauty pageants.

CONCLUSIONS

According to the findings that the researchers had attested, conclusions are made to state the motivational factors of beauty pageant contestants affecting their attainment of self-actualization.

1. The respondents' decision to join in beauty pageants was from their own choice given that they are motivated by different factors around them; in return they



were able to develop themselves for self-improvement. It was their own option, it was their own life. They do not intend to become popular and feel prestige in joining such competitions and winning such beauty title, as others expected to be. They joined in beauty pageants because it gives them a platform to show their talents, potentials, personality, principles and ideals in life.

2. People should remember that women who joins beauty pageants is because not mainly for fame, popularity or prestige that the title bring. This has been proven by the respondents. They join because they want to develop their potentials, enhance their personality and give them a way to express themselves. It gives them a room for self-improvement as they see their weaknesses and imperfections during the competition. Beauty pageants were their one source of goal to self-improve that will lead them to self-empowerment.
3. Beauty pageants empower women. Since, the respondents were able to self-improved; they are empowered by having developed values and characteristics that makes them a better person in this competitive modern life.
4. Beauty pageants are not disgrace of women as the feminist and detractors of beauty contests claims. Because in this such beauty competitions, it help them to actualize their talents and capabilities. It allows them a ground to express themselves, their femininity and their convictions in life. Because of these competitions, women's capabilities were recognized. It voices out their opinions. If they showed skin, it is mainly for the purpose of expressing



themselves and more importantly, to make people appreciate ones' unique beauty.

5. Beauty queens were truly women of substance. They are truly beauty and brains person. They are smart enough to improve their weaknesses and voicing out their principles and convictions in life. They are discipline enough to discriminate where they will succeed and improve. And experiences helped them to be molded as a better person. Moreover, they show to other people that they are more than just a beauty but a career-oriented and goal oriented person. Thus, they can be a good model citizen in our society.

RECOMMENDATIONS

The following recommendations are for future researchers to be able to broaden the scope of the current study. These are the propositions that the researchers would like the future investigators to focus their attention upon so as to serve auxiliary materials and documentations to the findings in the current study.

1. A more extensive and in-dept study on the motivational factors of beauty pageant contestants affecting their attainment of self-actualization. However, the study should focus in studying beauty pageant contestants who competed in national beauty pageants.
2. Provide a study on the views of beauty pageant contestants who competed in the national beauty pageants as well as beauty titleholders who competed in international beauty pageant.



3. Provide also a study on the views of foreign beauty pageant contestants who competed in international beauty pageant.
4. Make a research regarding male pageants using males who join in pageant as a sampling population.
5. Increase the number of respondents and find that a large sample size be used order to generalize the findings as well as its scope.
6. Create a research about motivational factors affecting the attainment of self-actualization using respondents who join in competitions such as singing, dancing and sports competition. Future investigators may create a research using respondents who choose to be in an interesting job like being a flight attendant, writer, chef, photographer, special education teacher, fashion designer, an actor/actress and voice dubber.

The researchers suggest that the point of view of beauty pageant trainers and organizers be part of gathering data. They will be a good source when it comes to the real score of beauty pageants and its contestants. It is essential that these persons be involved for additional information to give clarity to the study.

To the beauty queen respondents, the researchers suggest to be a good model to everyone who wants to be a beauty queen too. They must let others know that beauty queens were beauty and brains person and real women of substance that makes them a good example for women in our society.

To all readers, the findings in this study hope to give a better understanding on the motivations, self-actualization and experiences of beauty pageant contestants.