



De La Salle University – Dasmariñas

**“CASE STUDY ON THE LEVEL OF SELF-ESTEEM OF  
METROSEXUALS AND THE IMPACT OF PSYCHOSOCIAL FACTORS  
ON THEIR BEHAVIOR AMONG SELECTED DLSU-D STUDENTS”**

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**ABSTRACT**

**Name of Institution :** De La Salle University- Dasmariñas  
**Address :** Dasmariñas, Cavite  
**Title :** “CASE STUDY ON THE LEVEL OF SELF-ESTEEM OF METROSEXUALS AND THE IMPACT OF PSYCHOSOCIAL FACTORS ON THEIR BEHAVIOR AMONG SELECTED DLSU-D STUDENTS”

**OBJECTIVES OF THE STUDY**

**A. GENERAL**

This study sought to identify the impact of psychosocial factors influencing the metrosexual behaviors of selected DLSU-D students and the level of self-esteem they have.

**B. SPECIFIC**

1. What is the demographic profile of these metrosexual respondents in terms of age, ordinal position and number of siblings?
2. What are the psychosocial factors that influence the metrosexual respondents?
3. What are the metrosexual behaviors that the respondent's possess?
4. What is the level of each respondent's self-esteem?



### **SCOPE AND LIMITATION**

The main concern of this study was to provide an in depth description of the impact of psychosocial factor on metrosexual behaviors and to determine the level of self-esteem they possess.

The respondent came from DLSU-D. The researchers tapped respondents from DLSU-D to ensure close proximity with the respondents, which they became successful as well as DLSU-D, is one of the leading universities in CALABARZON area given that is just kilometers away from Metro Manila. The respondent's ages range from 18-28 who is in their early adulthood. Respondents were selected through referrals of metrosexual males known to school.

This study was limited to nine respondents after thorough screening, since this is a case study.

Moreover, findings were taken from the nine respondents Self-made Personal Information Sheet, Self-made Metrosexual Criteria Test, In-depth series of interviews and Validated Self-esteem Test results conducted and administered by the researchers.



## **METHODOLOGY**

The descriptive research design particularly case study method was used in this study. This research also falls under exploratory study. The participants of the study were nine (9) males whose ages range from 18-28 (Late Adolescent-Early Adulthood). They came from De La Salle University – Dasmariñas chosen through convenient sampling through chain referral sampling method. The research instruments were the Self-made metrosexual criteria test, Personal information sheet, Validated self-made interview guide questions, and Validated Self-esteem Test. All research instruments were subjected through thorough face and content validation from two faculty members of Behavioral Sciences Department and one from Languages and Literature Department. The researchers beforehand already perceived those apparent metrosexuals in the school. Then they were approached by the researcher and asked if they are willing to participate in this study. They were briefed on the procedures that they will undergo as

well as the nature of the study and what metrosexuality is. Upon approval, they were asked for their available time. When the researchers had obtained top nine (9) respondents based on the result of the self-made Metrosexual Criteria Test from the pool of prospective respondents who took the test, they were asked to fill-up the personal information sheet. Next, they were briefed just to assure the participants that all information obtained will be confidential. There will be no



incorrect answers for the respondents are to simply liberally share what they want to bring up regarding the questions. The respondents will also be assured that the session will be the typical chat or *barkada* talk so that they would not feel awkward and discomfited. The researchers would then establish rapport with the participants through constant communication such as texting and engaging in the interests of the participants.

A two series of interviews were conducted next. The first one took place in one of the researchers' residence. There was complete attentiveness and involvement in the sharing. The second interview happened at one of the kubo's in front of JFH building.

After the series of interviews, the researchers administered the validated self-esteem test. They took it on their free time wherein they feel most at ease and contented. For extra clarification, the researchers conducted follow-ups from the participants for additional data and assertion of the participants' certainty towards the data and information they provided through Short Messaging Services (SMS) and chat (Yahoo Messenger).

The interviews ended with the researchers' assurance that the respondents' answers would be taken in utmost confidentiality. Also, the respondents were given tokens of appreciation and words of gratitude for their cooperation.



## **MAJOR FINDINGS**

After a thorough interview and based on the respondent's demographic profile, there are, there are one 18 year-old, one 20 year-old, two 21 year-old, one 22 year-old, three 23 year-old and one 24 year old respondents according to their age.

The respondents have different numbers of brothers and sisters. One of them has two sisters and three brothers, one has one sister, one has six sisters and one brother, one has two sisters, one has one sister and one brother, two of them have two brothers, one has two sisters and one brother and the other one is only child.

The respondent's range consisted of a single child, three youngest, two second child, one fourth child, one fifth child and one eldest child.

Based on this study, the researchers have found out that the family is the most influential factor why these respondents manifested metrosexual behaviors. Family influence is more like predominant in such areas as underlying moral and social values and understanding of the respondent's world. The absence of the father was also the root cause why they became metrosexuals for the lack of emotional support from male role model.

Secondly, the peers of these respondents are the one's who influenced them for being metrosexuals. The researchers have found out that the peers of these respondents are metrosexuals too. It is also due to some parental disregard



or lack of attention from their family most especially the absence of their father that the respondents is forced to imitate their friends and in turn begin to initiate actions like what their friends do.

Furthermore, the media has been considered as part of getting information regarding gender roles. Watching television, reading newspapers and listening to the radio are also a part that an individual engages in. TV programs, commercials, online journals and fashion shows may affect an individual's perception. Respondent's try to imitate some of the behaviors in the television especially of those personalities that they admire.

Based on the results of the validated self-esteem test, five among the nine metrosexual respondents have high level of self-esteem. Two among the nine metrosexual respondents have strong level of self-esteem and the remaining two possesses average level of self-esteem. No one got low level of self-esteem.

## **CONCLUSION**

Based on the findings in this study, it could be concluded that the family has the biggest impact on the metrosexual behavior of the nine respondents. It is because important of family on the context of acquiring behavior. It can also be concluded that it wasn't just their mother who influenced them but also other family members such as siblings. One of the respondent's has his older sibling as the most influential factor. The researchers have realized that the absence of



father's supervision was really the root cause. Most of the father's were physically remote and others were emotionally remote though physically present. The respondent were just close to their fathers because the were given what they asked for. In relation to this most of their father's comply with the request of their sons.

Secondary were the peers who influenced their metrosexual behaviors. Three of the respondents were deeply influenced by their peers. Right now, the nine respondents are in the stage of early adulthood that they tend to conform to their peers. Three of them spend more time and more influenced by their peers. They have a great deal of interaction with their metrosexual, heterosexual, homosexual, bisexual and female friends that they tend to imitate some of their behaviors.

Two of the nine metrosexual respondents were greatly influenced by the media. The mass media reaches a mass audience. That audience, including the metrosexual respondent, has been viewed by forming a mass society with special characteristics, notably lack of social connections, which render it especially susceptible to the influence of modern mass media techniques such as advertising and propaganda.

Based on the results of the self-esteem test it could be concluded that all the respondents possesses positive level of self-esteem.





### **RECOMMENDATIONS**

1. To the parent's, they must give their children proper guidance regarding gender orientation as well as the importance of father figure in nurturing and rearing their children by developing a strong bond with their children. They must attend seminars and workshops regarding parenting.
2. To the peer's, they should be vigilant and aware about the current situations that is happening today. They should be well-informed by reading books, magazines, newspapers and watch educational shows in able for them to catch up with the fast phase changing society.
3. To the media, they must be concerned to who their audience are. They should implement strict restrictions and classification to younger viewers and explained further shows that has mature themes as well as proper explanation to avoid ambiguity to audience.
4. To the respondent's, to just continue expressing what they are given that they are responsible enough to differentiate what is appropriate or not to others.
5. To the respondent's with average self-esteem, is advisable for them to share their disappointment with someone they trust for they tend to blame themselves too much when they are down at times. There is also likely chance that the respondents undervalue themselves.



6. To the respondent's with high self-esteem, they must not let events get ones self down and should listen to the strong voice of their positive side in times of confusion.
7. To the respondent's with strong self-esteem, to take precautions not to come across to other's as arrogant and opinionated.
8. To school management, to conduct a forum to inform the students as well as the other members of the academe about metrosexuality and it's difference to other established and accepted gender formation such as heterosexuality, homosexuality and bisexuality.
9. To future researchers. To explore more and delve deeper on the differences of metrosexuality.
10. To future researchers. To have a further study on the other factors that influence metrosexuality like biological factors etc.



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