



ABSTRACT

This study sought to determine the effect of physical attractiveness and gender on altruism as manifested through voluntary contribution. Two hundred eighty participants were chosen from the fourth year students of Cavite National High School. The participants were divided into four groups, consisting of seventy participants each. The first group was exposed to attractive male recipient, the second group was exposed to attractive female recipient, the third group was exposed to unattractive male recipient, and the fourth group was exposed to unattractive female recipient. The researchers used experimental design, 2X2 factorial design was used as a tool to achieve validity and objectivity of the study. Based on the gathered data, it was concluded that physical attractiveness and gender has no effect on altruistic behavior of the participants. Likewise, there is no interaction between physical attractiveness and gender of recipients on altruistic behavior of the participants.