ABSTRACT

In recent years there has been few studies in the west, which suggests that attractiveness stereotyping occurs throughout adulthood, but the area of "physical attractiveness" in our country has been largely ignored. In the present study 150 male and 150 female adult students of post-graduate classes of A.M.U., Aligarh have been studied for determining preferences for the opposite-sex, and facial and physique attractiveness stereotyping of the self and others. The present study aimed to determine:

High, medium and low attractive male subjects' preferences for the high, medium and low attractive female stimulus persons.

High, medium and low attractive female subjects' preferences for the high, medium and low attractive male stimulus persons.

Asthenic, athletic and pyknic male subjects' preferences for the asthenic, athletic and pyknic female stimulus persons.

Asthenic, athletic and pyknic female subjects' preferences for the asthenic, athletic and pyknic male stimulus persons.

The significance of difference between high attractive male and female, medium attractive male and female, and low attractive male and female subjects' preferences for the similar - dissimilar facial attractive stimulus persons.

The significance of difference between asthenic male and asthenic female, athletic male and athletic female, and pyknic male and pyknic female subjects' preferences for the similar-dissimilar physique stimulus persons.

Similarity in stereotyping among high, medium, and low attractive male and female subjects' self-evaluation.

Similarity in stereotyping among asthenic, athletic, and pyknic male and female subjects' self-evaluation.
Similarity in stereotyping between high and medium, high and low, and medium and low attractive male and female subjects' self-evaluation.

Similarity in stereotyping between asthenic and athletic, asthenic and pyknic and athletic and pyknic male and female subjects' self-evaluation.

Similarity in stereotyping between high attractive male and female medium attractive male and female and low attractive male and female subjects' self-evaluation.

Similarity in stereotyping between asthenic male and female, athletic male and female, and pyknic male and female subjects' self-evaluation.

Similarity in stereotyping among high, medium and low attractive male and female subjects' evaluation for the similar-dissimilar facial attractive liked stimulus persons.

Similarity in stereotyping among asthenic, athletic and pyknic male and female subjects' rating for the similar-dissimilar physique attractive liked stimulus persons.

Similarity in stereotyping between high and medium, high and low, and low and medium attractive male and female subjects' evaluation for the similar-dissimilar facial attractive liked stimulus persons.

Similarity in stereotyping between asthenic and athletic, asthenic and pyknic and athletic and pyknic male and female subjects' evaluation for the similar-dissimilar physique attractive liked stimulus persons.

The main findings of the study were:

(1) Male as well as female subjects of high, medium and low attractiveness showed significantly higher liking for the similar-dissimilar stimulus persons of the opposite-sex.

(2) High attractive male and female subjects differed significantly in their preferences for the high and medium attractive stimulus persons.
(3) Significant differences were found to exist between low attractive male and female subjects in preferences for the high, medium, and low attractive stimulus persons.

(4) Low attractive male subjects showed their preferences for the similar attractive stimulus persons of the opposite-sex whereas the low attractive female subjects did not show any preference for the low attractive male stimulus persons.

(5) The preference of asthenic, athletic, and pyknic male subjects do not differ significantly for the asthenic and athletic female stimulus persons.

(6) The preferences of asthenic, athletic and pyknic female subjects were not found to be different for the asthenic and athletic male stimulus persons.

(7) No sex differences existed between asthenic male and female, athletic male and females, and pyknic male and female subjects' preferences for the asthenic and athletic opposite-sex stimulus persons.

(8) Pyknic male as well as pyknic female subjects did not show any preference for the pyknic silhouette of the opposite-sex.

(9) Both the high and medium attractive male and female subjects, and asthenic and athletic male and female subjects preferred stimulus persons similar to their own face and physique.

(10) Low attractive male and female subjects showed higher liking for the medium attractive stimulus persons. Pyknic male and female subjects showed higher liking for the athletic stimulus persons.

(11) Similarity in stereotyping in respect of self-evaluation was of a markedly low order among the subjects belonging to facial and physique attractive groups.

(12) There was greater similarity in stereotyping for both facial and physique attractiveness between the liked stimulus persons.

(13) Perceivers' facial and physique attractiveness stereotyping seemed to have little to do with the perception of stereotyping of the liked stimulus persons.