

UNIVERSITI TEKNOLOGI MARA

**DETERMINATION OF FACTOR
INFLUENCING MAN'S FACIAL
ATTRACTIVENESS CONSIDERED
AS MR RIGHT: A 2^k FACTORIAL
DESIGN APPROACH**

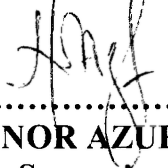
NOOR AISYAH BINTI IDRIS

dissertation submitted in partial fulfillment of the requirements
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Master of Science (Applied Statistics)

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APPROVED BY:



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(ASSOC. PROF. DR. NOR AZURA BINTI MD GHANI)

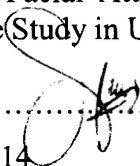
Supervisor

Faculty of Computer and Mathematical Sciences

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Noor Aisyah binti Idris
Student I.D. No. : 2012997013
Programme : Master of Science Applied Statistic
Faculty : Computer and Mathematical Science
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Man's Facial Attractiveness Considered as Mr. Right:
A Case Study in Uitm Shah Alam
Signature of Student : 
Date : July 2014

ABSTRACT

There are several causes of women delaying marriage such as education, job opportunities, financial problem and others. However, the highest percentage of reason women delaying marriage is no suitable candidates. Interestingly, the percentages of unmarried men compared to women are much higher. This phenomenon is relevant to understand whether men are not physically attractive. This study aimed to determine which characteristic of man's facial characteristic that women considered as Mr Right and the interaction effect of man's facial characteristic that women are attracted. In addition, this study is also interested to compare whether non-science and science student have different preferences towards man face and identify the best model to determine man's facial attractiveness for both non-science and science student. This study has been designed and analysed using 2^k factorial design. By using picture-based as an instrument, 320 observations were collected for each group among UiTM student. Forty selected women were given 16 different pictures of men's face to rate the attractiveness of men's face. Each picture having different characteristic or factors suggested by factorial design using design matrix. There are four factors used which are beard, hair, skin colour and glasses. Factorial analysis is used to examine which factors are influencing the attractiveness of man face. It is found that beard, hair and glasses are significantly attractive to the non-science students. The significant two combination factors are beard and hair; beard and skin colour; hair and skin colour; hair and glasses. The three combination factors significantly attractive are beard, hair and glasses; beard, skin colour and glasses; and hair, skin colour and glasses. Likewise, science student feels that all four main factors which are beard, hair, skin colour and glasses are important factor in determine facial attractiveness. The two combination factors shows that only two pairs are significant which are beard and glasses; hair and glasses. There are no three combination factors significant to the model. However, the four combination factor is important in determining man's facial attractiveness. Result of the analysis shows that different background of study have different preferences towards man's face.

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