

The Effect of Gender Differences on Mate Selection in Private University

Authors : Hui Min Kong, Rajalakshmi A/P Ganesan

Abstract : The present study was conducted to investigate the effect of gender differences in mate selection in a private university. Mate selection is an important process and decision to the people around the world, especially for single people. The future partner we have chosen could be our lifetime friend, supporter, and lover. Mate selection is important to us, but we have never fully understood the evolution of gender differences in mate selection. Besides, there was an insufficient empirical finding of gender differences in mate selection in Malaysia. Hence, the research would allow us to understand our feelings and thoughts about our future partners. The research null hypotheses have stated that there was no significant difference on 18 mate selections characteristics between males and females. A quantitative method was performed to test the hypotheses through independent t-test. There was a total of 373 heterosexual participants with the age range of 18 to 35 in the study. The instrument used was Factors in choosing a mate developed by Buss and Barnes (1986). Results indicated that females (M= 26.69) were found to be highly valued on refinement and neatness, good financial prospect, dependable character, emotional stability and maturity, desire for home and children, favorable social status or rating, similar religious background, ambition and industriousness, mutual attraction, good health and education and intelligence than males (M= 23.25). These results demonstrated that there were 61.11% significant gender differences in mate selections characteristics. Findings of this research have highlighted the importance of human mate selections in Malaysia. Further research is needed to identify the factors that could have a possible moderating effect of gender differences in mate selection.

Keywords : gender differences, mate selections, evolution, future partner

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