

# Non-verbal communication physical attractiveness and mate choices

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■ **ABSTRACT :** It is a universal phenomenon that dressing/clothing has an effect on the personality of an individual. One's attire along with other attributes is an important component of attracting members of the opposite sex. This study is focused on what people wear and what are the other attributes which are important in mate choices among boys of college going age. A detail questionnaire consisting of about 35 attributes relating to attire, physical fitness and beauty were asked from 200 boys (n=184). Usually men exhibit, more elaborate ornamentation in mate selection displays. It has been an interesting social survey in collecting cues about why men consider so many factors in mate selection.

■ **KEY WORDS:** Non-verbal communication, Physical attractiveness, Mate choices, BMI (body mass index), WHR (waist hip ratio)

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