

# Reward Theory

Authored by  
**mohammad looti**

October 7, 2025

## RECOMMENDED CITATION

mohammad looti (2025). *Reward Theory*. PSYCHOLOGICAL SCALES. Retrieved from <https://scales.arabpsychology.com/?p=34764>

The reward theory of attraction states that "people will like those other people whose behavior is rewarding to them, or whom they associate with rewarding events." This is reason why people are naturally attracted to attractive and successful people so they will be associated with those positive characteristics.

For instance, we can all remember how in high school that there were always those who hung around with the star football players or cheerleaders and were trying to raise raise there own social profile.

ARABPSYCHOLOGY.COM