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A Sociological Study on the Attitudes of Men on the Tendency of Sri Lankan Women towards Beauty Culture

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In the contemporary word, women tend to consume beauty cosmetics and beauty cultural techniques .Beauty culture is defined as it focuses on physical appearance and aesthetics which enhances the natural beauty through beauty products and fashions.

Generally people possess various attitudes on beauty culture. Attitude is simply a predisposition or a tendency to respond negatively or positively combination of five major components, towards a certain idea, object, person or situation.

The main purpose of this study is to identify the attitudes of men about the usage of beauty culture by Sri Lankan women .The survey method and case studies were used to gather primary data .The primary data was collected through observation, interviews and questionnaire .The sample was selected randomly100 men aged between 20-30 years, who is married and unmarried, lives in Gampaha divisional secretariat .

65 %of the unmarried men possess positive point of views towards the women's tendency towards beauty culture .Among them 52 %of the married men seem to be different in their perspective due to their nature of job, economic stability and religion .However, 41 %of the married men have a favorable attitude in this regard .This research mainly found that men's attitudes on the tendency of women towards beauty culture vary due to their marital status and age. As per the study, the tendency of women towards beauty culture even determines the willingness of men to maintain their relationship with women.

Key words :*beauty culture, attitudes, Women*

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