

Society, Culture and Male Beauty Standards



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By

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Formal Declaration

I hereby declare that I have produced the present work on “**Society, Culture and Male Beauty Standards**” by myself and without any aid other than those mentioned herein. Any ideas taken directly or indirectly from third-party sources are indicated as such. This work has not been published or submitted to any other examination board in the same or a similar form.

I am solely responsible for the content of this thesis.

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Final Approval of Thesis

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ABSTRACT

The topic of my research is ‘Society, Culture and Male Beauty Standards’. The basic purpose of the study was to measure the perception of young generation about the male beauty standards, how beauty standards has been influenced by various social forces of the society. Anthropological tools, interview guide, and focus group discussions were used to measure the perception of 30 respondents. Also in-depth interviews were conducted with respondents which were selected by using purposive and accidental sampling. The selected respondents were late adolescents (age 18-24) and early adults (age 24-34), belonging to different classes and backgrounds to have a representative sample. It was found that fair skin complexion is essential for beauty enhancement of men, while other characteristics that are hair texture, dressing sense, and communication skills construct a whole look. Furthermore researcher studied the social forces that are peers, professional circle, and family, and found that these social forces plays an important role to influence the beauty standards and these social forces are the reason behind concept of body shaming and body dissatisfaction. Then there is a major role of electronic media and cosmetic industric to set up an unrealistic standards for males to meet.

Chapter. 01

1. Introduction

Men are now more body-conscious than ever; they are continuously adopting a toned and muscular physique by watching models and actors. New standards of beauty are rising and the advertising industry regularly presents the athletic and aesthetic 'ideal' body for men (Buchanan, 2016).

Everyone in society wants appearance like models. Cosmetic industries were making products according to women's needs but with time, now they are making products specially dedicated to men. For instance, face creams, anti-wrinkles creams, hair gels, and hair coloring. Change in beauty standards creates social and technological changes which bounce back consumer behavior. Grooming products gain the attention of men's shopping behavior and the purchase of beauty products is increasing rapidly. In western culture, the manufacturing percentage of cosmetic products for males is quite high than the under-development countries (Nair, V. K. 2007).

Women are not alone in facing discrimination and pressure from society to look good and ideal. Men suffered equally on low body shaping and skin color. Everyone has different beauty standards, and they judge others according to their standards (Hatton D., 2016).

'Male beauty' term specifically used for the description of male personality and dealt with the beauty standards for men created by our society. On the other hand, beauty is a characteristic of a person which pleases the aesthetic sense of a human being. That's why humans explore the beauty in themselves and others. Every human has an aesthetic sense through which he perceives beauty and judged others according to their beauty standards which creates the basic concept of race.

Male beauty is a historical epoch that changes with the passage of time. Beauty is a dynamic aspect, some years ago there were different beauty standards for men. Beauty standards transferred from traditional to modern. In the world, there are different cultures and societies, and in these societies, there are different beauty standards that

exist according to their culture's demands. 15-20 years ago, there were only traditions to follow but now there are beauty symbols to follow i.e., models and actors. Everyone wants to meet that standard to be an acceptable person in society. Secondly cosmetic industries and TV play an important role to create complexion and promoting racism, we can say that these industries are creating social pressure to use different products and brands. Men nowadays are too conscious about their appearance because they are psychological ill, they think that society will not accept them until they don't meet the beauty standards of society. Some men take pride in being 'simple creatures'. They like to take it easy and don't like to have someone fussing over them all the time, they do not see the need to make a big deal out of anything that should be simple and real.

In this research, I have worked on the beauty standards of our society and analyzed the difficulties of being normal. This research also draws attention towards the aspect of modern culture influencing our society and how different industries set up unrealistic standards for males to meet.

1.1. Statement of the Problem

Beauty has become an essential part of human life without which it feels incomplete. Everyone wants to look illustrative and seek the attention of others by his appearance. I have conducted my research on this topic because I want to highlight the causes which bother men to become conscious about their looks/appearance. On daily basis, men face a different type of criticism because our society is judgmental and racist. I believe that our beauty standards for men are causing some serious psychological problems and creating hurdles to accept what we are. The main purpose of this research is to understand the discriminatory treatment meet up by various strata of society, cosmetic industries, and electronic media, how these industries make or change thoughts about personality, how the men are acted in return. I also aim to understand the consequences of following someone for his looks and the consequences of different beauty products, specifically electronic media which creates a standardized image, and how cosmetic industries force men to act the way they want.

1.2. Objectives

The objective of the research is to,

- Document the perception of the young generation about male beauty.
- How the various social forces of the society influence the male beauty standards of the urban class.
- How cosmetic industries and electronic media have/had set up an unrealistic standard for males to meet.

1.3. Significance of the Study

My topic identifies the men's beauty standards of our society and I tried to find why beauty matters and if matters, then how our culture contributes to the construction of male personality. This research recognizes how advertising industries control consumer behavior by beauty symbols, how cosmetic industries create complexion and affect psychologically to get their business from developing countries like Pakistan. Through my research, I have highlighted the everyday criticism faced by my respondents and this study helps to get their voice on some platform. International Convention on the Elimination of Racial Discrimination worked in Pakistan (2016) with the collaboration of Civil Society Organizations (CSOs) to eliminate racism in all forms. In the future, my thesis can help any Ngo and can help the government to create a policy against racism.

Chapter. 02

2. Literature Review

Beauty standards vary across cultures and societies and have a significant impact on the mind and personality of a person. These standards are set by different peoples and institutions of the society who are renowned and are followed. The one who doesn't follow such standards set is criticized and must face different hurdles in society. This leads to people using different products and surgeries to upgrade to these standards of beauty.

Regarding the matter of human appearance, the Anthropological field of study has only elaborated four areas of request on the following issues. First and foremost, human appearance has a distinct variety, secondly, specific appearances are collaborated by culture through body alteration and body adornment. Thirdly, understanding, and portrayal of beauty beliefs and in conclusion, human appearance working as an image of gathering participation, either compulsory or deliberate (sFye, 2012).

In the 19th century the focus on the male body increased in Britain. The concept of male fitness and youth gave rise to the print media. As the male body cultured began to develop, the commodity culture increased in departmental stores and salons. More magazines started to publish which introduced the different features that address the masculine body of males. Attention was paid not only to health and fitness but also to the part that a good physique body can play in economic hegemony. During Queen Victoria's reign, different competitions started in schools and thrived the fashion industry. Programs like Boy Scout and girls guide started which increased the importance of the masculine body. The new type of bodily display, the celebration of boxers and hall performances, and physical culture contests give rise to the popularity of heroic body and pose. However, in the late nineteenth and twentieth century, the attention diverted more toward the aesthetic dimension of the already started movement of masculine beauty. These concepts about male beauty change from century to century and time to time (Deslandes, 2010).

Many people think that being in pleasant shape and bright color is a very important factor for living a happy life. Everyone wants to be unique and beautiful like models. That's the use of cosmetic products is no more gender specific. Now the manufacturing organizations have an incentive to produce more beauty products. The consumption of cosmetic products can be determined mainly by variables from three sectors i.e., personal variables, social and cultural variables, and marketing variables. Personal variables include attractiveness, aging effect, and health condition, social and cultural variables include all the beliefs of the people around and marketing variables include advertisements, magazines, and situation of purchase.

In China and Pakistan, the demand for cosmetic products for men is increasing rapidly. The main reason behind this demand is aging, self-consciousness, and social beliefs. Demand for different types of the cosmetic product depends upon the social environment in which you live. Different men use special skin care products to show mindfulness towards health and beauty. Physical attractiveness is a significant variable in Pakistan for using grooming products while in China the important factor is self-image. They care more about social beliefs and have to take care of their image in society. Similarly, due to the same reason advertisements of these products have a positive impact on a man of both countries (Imran & Dongping, 2017).

Men cannot be the equivalent 'man' in all unique situations. Being a genuine 'man' changes, thoughts of masculinity change. What're more portrayals of the male body shift as indicated by various spaces and places? For instance, advertisements in fashion magazines portray ideal male bodies and masculinities which are foregrounded and shown in a commoditized way that thus powers the dispossession of dominant assumptions and coordinated factors of masculinity. Different magazines highlight different masculinities. The wish or desire to be an absolute man collapses in on itself, as all of this distinction can't make up an aggregate and agreeable account of masculinity. The fantasy that propagates and supports this desire can't be fixed or nailed down (Easthope, 2013).

Social media play a large role in affecting the health, mind, and personality of the person. They have different sites for sharing videos and images which have globally affected the perception of beauty. Teenagers share their pictures on daily basis using filters to reach the standard set by models on social media. Males living in the city and unmarried were more influenced by these standards and bloggers advertising beauty products in their videos have increased the sale of these products. The pictures shared on social accounts are unrealistic due to the use of various digitalized apps to make the person look thinner or toned. These unreal and idealized have set the beauty standard of society very high and teenagers have to use different cosmetics techniques to reach those goals. Girls mostly get depressed if they are unable to reach these social media standards of beauty (Henriques & Patnaik, 2021).

All these beauty conceptions have led people to do modifications to their bodies in order to maintain their identities and look distinct from others. The modification includes two types of processes, first one is the change of form such as surgeries or implantation of objects in the body and the second one is the changing surface of the body such as bleaching or tattooing.

“The effect of media images is not straightforward and varies according to aspects of the advertising image, as demonstrated by examinations of comparison motives activated by advertising slogans or the degree of the sexualization of an image, and by individual differences in the consumers of these images. Therefore, it is likely that the influence of media images on an individuals' body image will vary across time and situation. However, most of the experimental and prospective research confirms that exposure to idealized media images does have a negative impact on many people. The standards of attractiveness idealized in the media are unrealistic and unhealthy (Rumsey & Harcourt, 2012, p.22)”.

People become more concerned and worried about their body image when they follow the ideal beauty of media. It can lead them to think and value more about their body. As a

result, they get involved in a range of body shaping activities like dieting and working out for a long time. Although media has given less attention to the male body as compared to females and the ideal body of males or models presented by media has decreased the satisfaction of males regarding their appearances. The models in the media are hyper-muscular, even the toys of children made are muscular in a way that they don't seem to be real. This idealized muscularity has affected the man's thinking about their body.

According to self-discrepancy theory, the way in which a man represents himself in public determines how vulnerable he is to the effect of media idealized beauty. A person who has discrepancies in the conception of his will be more negatively affected by the models displayed in advertisements or movies.

In the media, the depiction of men mirrors those male characters who are overweight were more averse to be seen blending with companions and significant others. They are bound to be seen eating and depicted as less alluring, dissimilar to characters with a lower weight. Remembering ideal self-perceptions to which the two sexual orientations are uncovered through media, from concentrates on it was realized that not at all like men, women are more helpless against aggravations concerning self-perception (Makowski, 2015).

Social media use is related to self-perception concerns, especially if the clients are taking part in particular sorts of exercises on social media, like showing up the connection with others. These impacts are like those found for traditional media e.g., Magazines (Fardouly, 2016).

In modern times, the vast majority living in created nations experience broad communications (for example TV, music videos, motion pictures, and magazines) consistently. Flimsy ideal pictures regularly go with different publicized items, the matching of which supports that assuming you purchase or utilize a specific item, you, as well, can be beautiful (Levine, 2012).

In Caribbean youth, a black man is more discriminated against based on their skin tone as compared to women of similar skin tone. Among the discrimination based on gender, race, and skin color, the latter is the most significant one. Discrimination based on skin tone is

due to the norms and values that are perceived for a long time. This skin tone discrimination has a more negative effect when the hegemonic masculinity is large. In such type of situation, men are more likely to work out their stress or to externalize their stress which can result in some criminal acts or dangerous activities. In the Caribbean, these discriminating messages and acts are carried out by the police system. They act with brutality with a man of dark color, and they must face mass incarceration. It is very necessary to stop such acts of cruelty and a system should be devised in which skin tone and body shape shouldn't matter (Assari & Howard, 2017).

Most of the black men are raised in poverty that lacks even the basic facility. Along with these hardships, their behavior and nature of action are mostly dependent upon how society sees them and how they feel about themselves. Although many black men successfully manage these hardships but mostly are unable to absorb such discrimination. That's why the ratio of suicide is very high in them. Different types of crimes are mostly the consequences of social discrimination. The white color of the skin is perceived to be beautiful from ages, while the black color is degraded and assumed to be low-class people for a very long period, irrespective of their abilities and skills (Noguera, 2003).

“Western cultures in the twenty-first century prescribe a narrow range of body shapes as acceptable for men and women, and that those whose body shape and size fall outside this range may encounter prejudice, especially if they are heavier than is culturally acceptable and there has been a cultural shift in the twenty-first century such that men are under increased social pressure to be slender and muscular, and because more and more research on body image and the experience of embodiment is being conducted on men (Grogan, 2008, p.44)”.

Western societies in the twenty-first century recommend a limited scope of body shapes as acceptable for people, and that those whose body shape and size fall outside this reach might experience bias, particularly assuming they are heavier than is socially acceptable and there has been a social change in the twenty-first century with the end goal that men

are feeling the squeeze to be thin and solid and in light of the fact that increasingly more research on self-perception and the experience of epitome is being led on men.

Connecting with the external beauty symbolisms in Pakistan, the fashion industry has additionally filled enormously essentially on paper and electronic media, which features model professions booming. A negative effect on the self-perception of youthful college understudies has been set off by the media when the appeal is reflected through all potential points. The outcome shows that when contrasted with women, more youngsters are additionally showing self-perception dissatisfaction in Pakistan. Besides, various organizations have expanded quickly all around the country, which offers mindfulness and awareness about wellbeing (thinning centers, gyms), corrective medical procedure centers, way of life change masters, and organizations like facial and stomach fixing, digestive and stomach decrease (Khan et al., 2011).

The development of self-perception among young adult young men has gotten expanding consideration since the 1990s. There is broad research showing that numerous young men are dissatisfied with their bodies, they have a scope of self-perception concerns, and they now and again participate in body change strategies. In any case, young men additionally have a more extensive scope of acceptable body goals, and their body goals, as portrayed by the media, are less compelled than those found among young ladies. These incorporate acquiring muscle/weight, remaining something similar, and getting thinner. Hence, self-perception worries among young men are more intricate and can be harder to distinguish than those shown by young ladies (Ricciardelli, 2012).

Mental attributes (i.e., negative effect, low confidence, and hairsplitting) have been proposed to build the hazard of disguising appearance goals, and thusly lead to body dissatisfaction and related body change practices. Disguise has in this way been estimated to mediate the connection between mental factors and self-perception concerns and may along these lines be viewed as both an indicator and result variable (Paxton & Damiano, 2018).

Diverse research uncovers that the male ideal is held by men from Western and non-Western foundations, and over the beyond 40 years, the standard has become progressively solid and lean. It has been contended that this ideal is out of reach for the normal male, and it has been guaranteed that this ideal is impractical without the utilization of appearance-adjusting drugs (e.g., steroids). Albeit a few men glorify the hypermesomorphic physical make-up, embodied by proficient weightlifters furthermore grapplers (e.g., 'The Rock'), this outrageous is regularly seen to be 'unnatural' and an indication of self-absorption (Fawkner, 2012).

“Foucault's conception of power is important to medical anthropologists who are concerned with the social regulation of the physical body. Biopower is a useful concept for the anthropology of the body because it focuses on the body as the site of subjugation and because it highlights how individuals are implicated in their oppression as they participate in habitual daily bodily practices and routines. Power came to operate by the creation of a desire to achieve the perfect body, through such disciplinary practices as physical fitness activities and the monitoring of body weight (Foucault, 1980a, p.158)”.

Foucault's conception of force is vital to clinical anthropologists who are worried about the social guideline of the actual body. Biopower (power for managing humans in large groups) is a helpful idea for the humanities of the body since it centers on the body as the site of enslavement and in light of the fact that it features how people are involved in their abuse as they take an interest in constant day by day real practices and schedules. Power came to work by the production of a longing to accomplish the god-like physique, through such disciplinary practices as actual wellness exercises and the checking of body weight.

Self-perception is a complex build that alludes to one's impression of and mentalities regarding the size and state of one's body. It has both a perceptual part that alludes to how we see our body size, shape, weight, actual qualities, execution, and development and an evaluative part, which alludes to how we feel about these characteristics and how those feelings impact our practices (Roosen k, 2013).

Body dissatisfaction is a significant indicator of the advancement of clinically disarranged eating. While it distorts the psychopathology of eating issues to recommend that openness to thin-ideal pictures causes eating problems, slim ideal pictures do have huge wellbeing suggestions. For both men and women, the advancement of undesirable weight control practices can result from body dissatisfaction (Thompson, 2013).

Physical attractiveness has been widely examined in both personnel and social psychology. Various studies have shown that individuals evaluated as "attractive" are viewed as commonly treated preferable socially over "unattractive" individuals. Along these lines, alluring people are anticipated to be more fruitful than ugly people in their business and individual lives. Promotions where renowned entertainers or alluring and effective models are shown-representing achievement both in their own and professional lives may bring out sensations of social success as a consumption experience. In this way, the utilization of explicit restorative brands might convey the sensation of being more fruitful in social interactions on an individual and professional level (Ibanez, Hartmannl, Diehl & Terlutter, 2011).

Chapter. 03

3. Research Methodology

The term "research methodology" refers to a collection of methods and processes for analyzing, identifying, selecting, and processing a topic. Data collection, generation, and analysis are all covered under methodology. Research methodology is the precise procedure by which the researcher thoroughly solves his or her problem, whereas research methods are all the tools and methodologies used to perform the study. In this field, the researcher discusses the many steps that are often used to investigate a research problem. As a result, methodology refers to the scientific approach to conducting research (Alok and Mishra, 2011). Qualitative and quantitative methods are the most common. The qualitative method is not concerned with numbers or statistics. Qualitative research methods provide in-depth information about people's beliefs, experiences, social functions, and other day-to-day activities (Bernard, 2006). This study was designed to be carried out using a qualitative approach. The qualitative approach is commonly employed in anthropological research, and because this study was conducted in the anthropological domain, the researcher used the qualitative method. To collect data, the researchers used a variety of anthropological methods and methodologies. Every scientific discipline has a set of rules and procedures which must be followed for conducting effective research. Anthropology is a discipline that has multiple instruments to carry out the research. I used the qualitative research method to collect my data for my research and I used the following Anthropological tools and methods through which I am capable to get reliable and valid data.

3.1. Techniques for Data Collection

Research techniques that are used for data collection are rapport building, participant observation, key informants, and access.

3.2. Rapport building

It is researcher ethics to build rapport and break the ice after being involved in the observation or population so that they can make it easy for the respondent to give

information to the researcher easily. When I started my fieldwork, I focused on rapport building with my respondents. The researcher initially entered difficulties due to the respondent's unfamiliarity with the research. The respondents were first skeptical of the study that the researcher was supposed to do, but after several visits and requests for interviews, I have learned how to convince respondents for a detailed interview. To acquire useful data, the researcher worked hard to establish a rapport and I have spent two weeks establishing rapport. After establishing rapport, the researcher found research to be simple, and after the second week of fieldwork, I knew that I am on the right path for my destination.

3.3. Participant observation

In qualitative research, observation is a source of data collecting. I have conducted Participant observation during my research which is the most important technique for collecting data in qualitative research. By using this technique, I try to find out the best outcomes of my research and I also try to make myself a member of that community during my fieldwork or my research. First, I observe that which type of customers came to the salon/spa which includes the age bracket, economic background, professions, and which type of product they used then I try to communicate with them as another customer after observing that he can be my respondent I have created rapport with him.

3.4. Key Informants

A key informant is a source of foundational knowledge about the field and community in which a researcher is conducting research. The key informant should be picked with care because he or she will be the one who will inform the researcher about the society's social values and standards. Key informants are those who have a lot of expertise about a particular society and can help the researcher investigate the responses. My criteria to select key informant was that someone from the field of cosmetic industry or working guy of salons/spa so I choose one of my cousin's friends who is currently working on salon in F7, he made me sit in other salons for hours by using his relations and it works for me. My other key informant was the owner of a departmental store, by using his reference I got access to the elite class for interviews and also he gave me assistance from a cosmetic portion, which helps me a lot to find appropriate respondents.

"Key informant is a necessary part of ethnographic research. Great informants are individuals who you can talk with effectively, who understand the data you want, and who are happy to give it to you or get it for you" (Pelto, 1978).

3.5. Access

Before starting the research, it appeared that the researcher had a good policy in place for determining what was valid and relevant to the study. The study intended to begin by identifying appropriate subjects through social media and resource people. The researcher planned to go to sites where he may meet respondents who, in his opinion, were most suited for the study. The process and objective of the study were most likely to be explained by the researcher. The researcher intended to progress slowly from recording their gym routine, use of cosmetic products, and role of electronic media in their lives, but it was as simple as I had imagined. I also maintained my daily diary and I made field notes and noted down significant points on daily basis.

3.6. Tools for data collection

Every researcher should have data collection methods. These methods must be relevant and capable of collecting data that will help you reach your goals. Interviews, observation, and focus group discussions were all used in this study, which was semi-structured and completely structured. The data gathering methods have been explored in depth below.

I used three different tools because the behavior of the individual is multifaceted and in order to understand the diverse nature of human behavior I have used these multiple tools.

3.7. Interview Guide

I used an interview guide for data collection because in my locale there are two types of people, some are keen towards modernity, and some are not. Another reason for using an interview guide is that by using an interview guide researcher can ask open-ended questions from respondents. In other words, the interview guide give the flexibility to ask a question from question to get more valid data.

3.8. Focus group discussion (FGD)

Focus group discussion are very helpful in getting different opinion on selected topic. In this method researcher interviews a group of people for getting information so that if one member hides data then other member can tell. I have also conducted the focus group discussion in my research because an individual answer differently to particular queries in person and answer differently in group discussion. There is the difference in both responses from the same individual, and I used this technique to find that difference.

3.9. In-depth interviews

It is a technique in which the researcher goes into a kind of discussion with the subjects. First of all, the researcher explained the reason for conducting interviews then the researcher explained the objectives to respondents. After a general explanation about the study and objectives researcher started in-depth interviews with the permission of respondents and those interviews lasted from an hour to 1 and half hours.

3.10. Case Study Method

A case study is a method, which assisted the researcher with getting more points about the issue being investigated; case studies can be of various individuals and various events. The case study method is generally utilized in anthropological research and is a significant source to know the inside and out an investigation of group perceptions about various phenomena. It additionally describes the experiences of individuals and helps to mark out their own life. With the assistance of this method, one can get more data significantly quicker. In this study, various case studies of the different events in Islamabad and especially on a class basis have been included. These case studies helped the researcher in an understanding of different hurdles which occurred by racism and modern culture. And especially, the perception of the adults who follow different ideals to achieve aesthetic looks. The case studies helped the researcher to give further insights and a deep understanding of the different themes of the study.

3.11. Audio Recording

The researcher chose to record the interviews of respondents to preserve the data safe and free of errors. Some respondents refused to have their interviews recorded, therefore instead of recording them on tape, the researcher wrote them down in his daily diary.

3.12. Daily Diary

Diaries can give pieces of information with regards to the significance of events for the participants and their perspectives regarding those events. The experience and mentalities can then be investigated utilizing different techniques for participant checking (Jacelon and Imperio, 2005, p. 992).

The researcher noted day-by-day activities in his everyday diary. The researcher began to write his everyday diary from the earliest reference point when he began to take authorization from salons. The researcher noticed each occurrence which the researcher looked at during rapport building or in research. He also noted the number of hours and number of meetings that were directed every day. The researcher noticed his ordinary action which was performed during research with the date. In-salon quite possibly at some point most clients have visited the salon and sometime the analyst sits in relaxation all the day because of the absence of client that's why he has picked multi salons for research. The specialist noticed what sort of source he utilized before going to the salon and on which date and on what time he went to the salon for conducting research.

3.13. Sampling

Sample size of the study is 30 and researcher choose the respondents on the behalf of his appearance and the researcher's focus was on late adolescents and early adults. Because they are the new generation and the people from above mentioned age group are not fully groomed, they are going through the process of constructing personality. Researcher interviewed 30 males and females with the age group of (18 to 34) who belongs to different backgrounds, in the response researcher perceived that there are different stereotypes of beauty standards. The mindset of early adolescents is different, they thought that masculinity, fair skin, and good height are the fundamental keys of beauty, and the

people above 24 years thought that well dressing, way of communication, character, and ethics are the characteristics of male beauty.

3.14. Sampling Technique

Researcher utilized purposive sampling because the respondents are chosen based on the researcher's objectives to meet study goals, purposive sampling is also known as judgmental sampling. Researcher chose those respondents who were more appropriate for study and to select the respondent criteria was hair texture, dressings sense, and complexion. Researcher cannot study a whole population without using a community sample, so the researcher must use a community sample, which is the process of selecting and choosing some respondents from the target population. It is difficult to interview the whole locale, so the researcher conduct it in a smaller group to find out the data for my research.

Table 1. The number of correspondents and their details.

No. of respondents	Age	Gender	Family Status	Profession	Qualification	Marital Status	Gym Goers
1	31	Male	Middle Class	Government Employee	MSc	Married	No
2	24	Male	Middle Class	Student	Bachelors	Single	No
3	33	Female	Elite Class	House Wife	n/a	Married	No
4	32	Male	Middle Class	Student	MPhil	Single	No
5	30	Male	Middle Class	Salon Owner	n/a	Married	No
6	25	Male	Middle Class	Student	Bachelors	Single	No
7	25	Female	Middle	Teacher	Masters	Engage	No

			Class			d	
8	26	Female	Elite Class	Student	MBBs	Single	Yes
9	27	Male	Middle Class	IT officer	Bachelors	Single	No
10	22	Female	Middle Class	Student	Bachelors	Single	No
11	29	Male	Middle Class	Hair Dresser	n/a	Married	No
12	32	Male	Middle Class	Salon Owner	B.com	Married	No
13	27	Male	Middle Class	Gym Trainer	Intermediate	Single	Yes
14	25	Female	Middle Class	Job Holder	Masters	Single	No
15	23	Male	Middle Class	Student	Bachelors	Single	Yes
16	28	Male	Middle Class	Gym Owner	n/a	Single	Yes
17	30	Male	Elite Class	n/a	Masters	Married	Yes
18	23	Female	Middle Class	Student	Bachelors	Single	No
19	26	Female	Middle Class	Teacher	MPhil	Engaged	No
20	29	Male	Middle Class	Free Lancer	BSc	Married	No
21	28	Female	Middle Class	Job Holder	Bachelors	Married	No
22	20	Male	Middle Class	Student	Intermediate	Single	No

			Class				
23	25	Male	Middle Class	Student	MS	Single	No
24	29	Male	Middle Class	Lecturer	M.Ed.	Married	No
25	27	Female	Middle Class	Beautician	Bachelors	Single	No
26	26	Male	Middle Class	n/a	Bachelors	Single	Yes
27	25	Male	Middle Class	Student	MS	Single	No
28	18	Male	Middle Class	Student	Intermediate	Single	No
29	28	Male	Elite Class	Doctor	MBBS	Single	No
30	25	Male	Middle Class	Student	MPhil	Single	No

Chapter. 04

4. Area Profile

This chapter explains the area where I have conducted my research. I have conducted my research in Islamabad, this chapter helps to understand the culture, professions, population and analyze the social status of locals. I have selected Islamabad (F7 Sector, F8 Sector) because most of the advertising industries and brands are working there.

4.1. Islamabad

The city was built in 1960 to replace Karachi as the capital of Pakistan. The word 'Islamabad' means 'The city of Islam'. There is more cultural diversity than any other city of Pakistan because people come here from all over the country to find jobs and work and it's easily accessible from the remote areas of Pakistan. No one is from Islamabad, that's why we called Islamabad as mini-Pakistan. Recently Islamabad was declared as 2nd beautiful capital in the world after London. The map of Islamabad is shown in Figure 1.

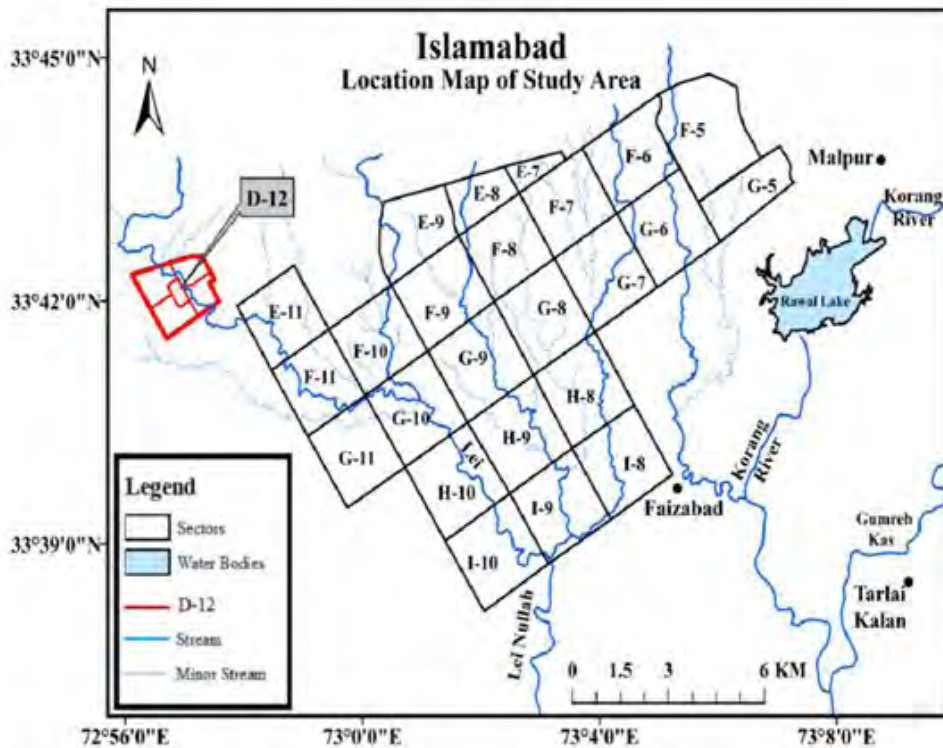


Figure 1. Location Map of Study Area

4.2. Sector F-7 & F-8

These two sectors are the most dominant sectors of Islamabad. F-7 is in the foothills of Margalla Hills, and F-7 (Figure 2) is famous for its Markaz/commercial area which is named as ‘Jinnah Super Market’. Jinnah Supermarket contains a huge number of shops, restaurants, casual dining areas, brand outlets, and libraries. There are also cafes, parks, designer shops, boutiques, and spas.

Sector F-8 is bounded by Margalla Avenue and Faisal Avenue and located near to Sector F-7 and locally known by its commercial market which is named as ‘Ayyub Market’. Sector F-8 is the most expensive sector of Islamabad and got famous places of Islamabad i.e. Centaurus Mall and PIMS hospital.



Figure 2. The commercial area of F7

4.3. Demographics

Islamabad had an estimated population of around 1.67 million in 2011 which according to the estimate of the Population Census Organization will rise to around 2 million in 2020. The national language of the country is Urdu is mainly spoken within the city as well as English. The mother tongue of the majority of the population is Punjabi, at 68%, and the other languages. The total migrant population of the city is 1 million, with the majority (691,977) coming from Punjab. Around 210,614 of the migrated population

came from Sindh and the rest from KPK and Azad Kashmir. Smaller populations also emigrated from FATA, Baluchistan, and Gilgit Baltistan.

4.4. Climate

Islamabad includes an abnormal weather condition with hot, humid summers joined by a rainstorm season followed by cool winters. Islamabad is unpredictable about its weather even sometimes weather changes fully opposite from the weather forecast. Islamabad has five seasons, and these seasons are winters (November to February), spring (March and April), summer (May to July), monsoon (August to Mid-September), and autumn (September and October).

4.5. Professions

The majority are government employees and from political backgrounds and some are doing jobs in private organizations other than these two categories are running restaurants, clothing brands, and saloons. Some native people do not do any job because they have land or markets, they generate enough money from rents to live the good life.

4.6. Culture

There is no specific culture because almost all people of Islamabad follow western culture and traditions. Everyone tries to follow the new trend which makes the sense to not follow their own culture and traditions. A major reason to follow western culture is that there are also foreign workers and we as Pakistani always try to follow others. They also built their houses according to western designs, like other things there is also diversity in food. People of Islamabad also live the modern lifestyle and follow their routine of work and diet.

4.7. Religion

Islam is the leading religion (95.53% Muslims) all over the country. According to a census of 1998, in rural areas percentage of Muslims is 98.80% and in urban areas, the percentage is 97.83%. After the Muslims, Christianity is the second largest religion in Islamabad with 4.07% of Christians. Hinduism and other minorities got only 0.05% of the population.

4.8. Facilities

People of Islamabad have all the facilities to live a good and healthy life, other than this they have different parks, cinemas, spas, and malls. Also have different visiting spots like trails, Margalla hills. The main attraction of the city is Faisal Mosque because of its tallest minarets in South Asia. Besides these famous places, Islamabad has many cultural and historical places like Taxila Ruins and Saidpur Village. Also, Islamabad has the lowest rate of infant mortality in the country at 38 deaths per thousand compared to the national average of 78 deaths per thousand. Islamabad has the best medical system and has good public and private hospitals like the largest hospital ‘Pakistan Institute of Medical Sciences hospital’ (PIMS). (Figure 3)



Figure 3. Pakistan Institute of Medical Sciences hospital (PIMS).

4.9. Tauseeq Haider Men’s Salon

Tauseeq Haider Men’s located in Gol Market Jinnah Super Market. It is a famous men salon, even some celebrities came here to get hair cut. Salon entrance covered with shatters and board of Tauseeq Haider Men’s with a model picture affixed in the entrance door. It consists waiting area for customers and television is available for entertainment. Small boxes are affixed with the side of front mirrors for the cosmetics setting. Mirrors are affixed on the wall back and in front of chairs. There are three professional white chairs in parlor. Special light settings are available in salon which gave the aesthetic look. Apart from aesthetic look of salon they offered different services that includes, facial, hair cutting, waxing, hair steaming, facial steaming, acne removal, manicure, pedicure, massaging and hair dye.



Figure 4. Tauseeq Haider Men's Salon.

4.10. Depilex Men – The Longue by Depilex Men

Depilex Men's salon is located in F6 sector. Depilex is a high class beauty salon. It is also gym salon and spa. Depilex has high set up of beautiful light decoration and furnished furniture with the green and white color theme. It is very airy and lightly. They use the whole banglow as their salon, there is a separate reception area and high qualified staff male and female both. There is a separate portions and staff for different services like separate staff for massage and massage room.



Figure 5. Outerlook of depilex men.

There is a separate waiting area in parlor and also TV lounge in which customers can pass their good time. Beautiful sofa setting helps out to relax customer and satisfy them same like home TV lounge. There are four professional chairs that used for hair cutting, beard trimming and for facial waxing. They give many services that includes hair textures, slimming, waxing, hands and feet, and facials, also they offer the special packages for grooms and give discounts to students on their student id's.



Figure 6. Depilex Men – The Longue by Depilex Men

DRS

Chapter. 05

5. Perception of Young Generation about Male Beauty

Beauty is a universal phenomenon that exists in each person and it exists from one side of the world to the other. Each society has its beauty guidelines as per the culture and each culture has own view of how the ideal man should look. These days, perfect individuals can be seen on social sites, television, modeling shows, and on the red carpet. People tend to consider them to be an ideal of beauty, making it a norm by which to judge who is attractive and who is not. Every culture of the world has different beauty standards and these beauty standards have a historical era. Beauty has been perceived as a guiding principle over the course of time and along various cultural customs. It gives delight to the stylish feeling of human creatures. Beauty is one of the most popular and antiquated peculiarities which exists in each society of the world and cultural individuals are rehearsed for accomplishing their beauty guidelines. Beauty is a historical epoch and it is a powerful idea that is not static but changes with time and conditions. The beauty standards changes over time as the societal demands also changes. Society moves from traditional to modernity. Traditional means those convictions, objects, standards, values, or customs performed or trusted in the past, communicated through time by being educated from generations to generations, or had faith in the present. Modernity is a term of art utilized in humanities and sociologies to assign both a historical period (the modern era) as well as the likeness of specific socio-culture standards and mentalities. Practices that emerged in post-medieval Europe has been created in different ways and at different times, all over the world. While it includes a wide scope of interrelated historical processes and social phenomena (from design to modern fighting), it can likewise include emotional or existential encounters of the condition they make, and their continuous effect on human culture, establishment, and governmental issues. (Berman 2010, 15-36).

Men always try to be handsome, good-looking, attractive, successful, and also appealing to the opposite gender. With the idea of fashion, men become more conscious about their physical appearance and this change took decades. Now they follow the modern culture which includes haircuts, beards, mustaches, gyms, and western styles of dressing. These

all things played a major role in the changing appearance of males. Beauty standards of males changed from ancient to modern which includes the period time of Classical, Medieval Period, and Renaissance eras. Simonova explained the beauty standards for males in modern culture and how modern culture constructs male beauty. The concept of an ideal man in today's era is linked to an athletic healthy, muscular and heightened body, fair skin complexion, and inner beauty. These all standards vary in history within different periods, the concept of the muscular and healthy athletic body or gym culture arose from Hercules who was Greek god and ideal of beauty, and the concept of inner beauty comes from the Renaissance Era, an ideal of that time was Leonardo da Vinci (Michaela Simonova, 2021).

Every respondent gave a different definition of male beauty, from 30 respondents 11 said that: (12 July, 2021)

“Beauty depends on how a person behaves with others, and how he presents himself in society, and some said that beauty standards change with the trends”.

Then researcher asked if you believed on inner beauty then why are you spending money on hair cut and facials?, why are you trying to follow trends? In response, respondent stated:

“I am doing this because of people, because of society, because you can not deny wordliness”

Another respondent said that

“Khubsurti ka miyaar time k sath badalta rehta hai, ziada tar khubsurti dekhny waly ki ankhon mein hti hai”

As per respondent

“Beauty changes with time, but also beauty lies in the eyes of the beholder”.

Some characteristics enhance the beauty of a male, and those characteristics are muscular body, sharp jawline, good height, gentle behavior, beautiful smile, and good humor. Researchers conclude the definition of male beauty by saying that overall men should be

‘presentable’. Secondly, everyone wants to be loved and accepted in society, they want to get respect and attention like women get.

5.1. Beautification

Beauty can change from one place to another, from one culture to another, and from one individual to another. It is exhibited through society's items, designs, patterns, trends, needs, and wants. It is influenced biologically, by pheromones and natural physical attractions. It is also a social construction.

The data was collected from different age groups and there was different definition of beauty for everyone. When the the general perception of beauty was asked, the most common responses include, *jo aankh ko bhaye* (whatever satisfies the eye), *purlutf* (satisfying), *jo khushgawar ehsaas de* (that which is aesthetically pleasant). According to some respondents: the inner beauty (character, behavior, and, beauty of soul) matters, according to some the physical appearance was the only thing that appeals them. For some only character matters, and for some overall personality matters in today’s society, not just good dressing and features. One respondent expressed, (12 July, 2021)

“Mard ki asal khubsurti uska andaz, ikhlaaq aur kirdaar sy hoti hai, zahiri surat mery liye ahmiyat nahi rakhti lakin phir bhi agr mujhy kabhi kisi ko judge krna pary uski zahiri halaat ko dekh kar tou main uska dressing sense hi dekhu ga”

As per respondent

“The real beauty of a male is his behavior, ethics, and character. Physical appearance does not matter for me but, if in some case, I have to judge someone on his appearance I’ll consider someone beautiful on the basis of his dressing sense and how he has, presented himself to people (age 24)”.

Physical appearance is a plus point to enhance beauty, but the real beauty is inner beauty which explains his character.

“Ander ki khubsurti mainay rakhti hai”

(As per respondent, inner beauty matters for me instead of physical appearance)

Fatima Khan (age 27) said that male beauty is all about the behavior/nature of a person, how he deal with things in different situations, generous behavior, courtesy towards the opposite gender, kind nature with a little bit of ego, and he should have a good sense of humor with influential personality. Moreover physique and feature matters, men with fair skin, less beard, and mustache attract me. Furthermore the broad shoulders and good height also play an important role to enhance look.

In this chapter, the basic concept of male beauty and beauty standards among different groups or strata was stated. So, following theme, there was another definition which was told by Kashaf who was 23 years old and belongs to a middle class family, she said according to my definition of male beauty, a male should have good height, should not be easily available to every woman, should not have belly fat. I know its stereotypical but belly fat is something which makes him unacceptable for me and also if his height is not good. Complexion does not matter to me. Height affects me a lot and yes if his voice is heavy, it makes him 10 times attractive than average. I also want to add one more thing and that's the 'character', a male who gives respect to females is a gem for me. Then, there was another respondent who describe the definition of beauty and said that the beauty of a male depends on how good he carries himself, and how good he presents himself. Beauty in terms of physical appearance is not something that you can control, you're just born the way you're, I think by doing descent dressing everyone can look beautiful. It just depends on how you present yourself. After dressing, the most important thing is manners, he should be polite, should not be an arrogant person, should not have anger issues, and should not his voice on people without any reason. For different people (20-28 years age), the beauty standards were different but the physical appearance was preferred by most of the respondents.

5.2. Inner Beauty

Inner beauty is the genuine beauty of men which is an explanation that echoes across all the interviews. Whenever researcher asked, "what inner/interior beauty is?". In the vast majority of the cases, the first reference is made to be "*acha ikhlaq* (good behavior)" and "*achi seerat* (good nature)". On further study, it was uncovered that what constitutes this sort of beauty are certain personality traits. Among these, great behavior, knowledge,

innocence, and a pure soul are distinguished as the primary traits. Along with the believe that inner beauty is a real beauty, It was also believed that those men who are beautiful from inside are the real men.

Often the statements characterizing inner beauty are followed by evaluative interrogative statements as though to look for approval or maybe to recommend an evaluation:

“Those men who have no manners, what is the advantage of their beauty? What is the advantage of his white complexion assuming a man is mannerless?” Does this additionally involve making an appearance in terms of what is more significant? The men lamented that in present times the focus has moved to outer beauty, which they accept as superficial, transient, and, surprisingly, fake. At the same time, the onus of this shift is put on society not on men, the former ones imposing specific standards and convincing men to embrace them. What is it that society searches for, in men? To this question common response was:

“People don't concentrate on interior beauty, the emphasis is somewhat on external beauty, fair complexion, physical fascination, long hair, beautiful eyes, and so on”.

The most striking feature was a constant reference to religion and morality when speaking of internal beauty. It is the type of beauty, it is believed, that religion ordains to cultivate. “Society’s emphasis on external beauty” is taken in opposition to religious decree.

“God sees the internal beauty of a woman but society forces her to concentrate on the artificial beauty”

Modernity in general alongside the media, fashion, and cosmetic industry, are all brought up assuming a part of such cultural norms. The degree to which these variables impact men, however, incredibly varies. Firmly connected to this is the comparison between the people who don't or only partially follow or adjust to these regulating cultural demands versus the people who have supposedly given in to modernity. One respondent who was 31 years, and a government employee, stated (12 July, 2021)

“yeh modern doar hai aur hamara muaashara us ko accept karta hai jo modern trends k sath chltta ho warna log yeh smjhty hain k isko pehn'ay ka tareeka nahi aata ya yeh ghareeb hai aur ab is mein kuch ghalat nahi hai agr koi fashion ya new trends ko follow karta hai tou lkn kuch awaam abhi bhi hai jo modernity ko ly kar insecure hain aur kuch awaam aisi bhi hai jo srf follow hi modernity ko kar rahy hain”

As per respondent

“It is the era of modernity and society generally endorses just fashionable and modern people. People disparage simple men. They consider him as senseless, or poor. There is no harm in following fashion and modernity yet a few men are extra conscious regarding these things. They settle on what are the most recent and modern tools and methods, even those that are not satisfactory in our society and religion. Also, they simply not think if this fashion suits him or not.”

But researcher found that inner beauty still matters in our society and one of my female respondents, who was married and 33 years old, stated (12 July, 2021)

“mera husband bht achi nature ka hai aur sincere hai, main bhi us k sath sincere hn aur yh hmaray relation ki khubsurti hai lakin mera husband bazahir handsome nahi hai lkn wo hmein wo sb kuch deta hai jo aik khush haal life guzarnay k liye chahiye, aur mery liye uski looks matter nahi krti, uski andar ki khubsurti hi sb kuch hai”

As per respondent

“My husband has good nature and sincere with me. I'm also faithful to him. This is the beauty of our relationship. My better half isn't attractive by any means yet he is sincere. He attempts to accommodate everything necessary for the family. I'm very happy with him. It doesn't truly matter how he looks from external appearance, he is beautiful from inside and that's what matters for me.”

5.3. Importance of Physical Appearance:

Physical appearance is connected with status. A beautiful physique improves one's social worth. As, many studies in economy and psychology research have shown, appealing individuals are more successful socially and economically than individuals with normal or ugly looks. Moreover, outward indications of status regularly come to be viewed as beautiful or attractive. For example, real indications of honor like a slim body or a fair complexion are broadly thought to be beautiful. All over the world individuals attempt to accomplish such attractive looks, regularly with the assistance of the consistently developing cosmetic and advertising industries.

Society has recognized specific parts of physical appearance as being beautiful, or desirable. Individuals with these attributes are favored and featured. This is known as the halo impact (tendency for positive impressions of a person), in which extra positive attributes are related to "attractiveness". It is recognized that the face actual appearance might show significant attributes like physical health (Pearce, 2022). Sharing the response of a respondent who was included in the focus group discussion, he said that:

“Admi ki khubsurti us k jism say nahi us k jeb say hoti hai (age32)”

(As per respondent, male beauty is conceptualized according to the economic status of male)

The majority of the respondents believe that the beauty of the soul does not matter in our society because most of the time the person is being judged by his appearance because people don't know him personally. Here is an example of how physical appearance matters, Zakir Khan, who was over 30 years and was the owner of salon in Islamabad, said that

“Mery liye zahiri khubsurti ahmiyat rakhti hai koi k agr Kisi ki dressing sense achi hai, Gora rang hai, neeli ankhein hain aur face cut achi hai tou wo hr kisi ko attract kary ga lkn uska kirdaar bhi uski zahiri khubsurti ko bigaarnay ya bnanay ka role ada krta hai”

As per respondent

“I’ll describe male beauty as the beauty of physical appearance, like if somebody has good dressing sense, white skin complexion, sharp features and colored eyes he will get attention and society will consider him as a beautiful person on the bases of his skin complexion and features, but also character affects the personality, with good physical appearance ethics and communication skills also matters”.

Also, some respondents categorize beauty in two different aspects, (inner beauty, which contains character, behavior, ethics, and communication skills, and the other category is physical beauty, which contains face features, maintenance of hygiene, and dressing sense). Sharing a response from a respondent which was based on two categories of beauty, respondent said, for me, there are two categories of characteristics that explain the real definition of male beauty. One is the personality and another category includes physical features. Personality includes neatness, hygiene, nice perfume, and sensible dressing whereas features includes:, a beautiful male should have small eyes, a well-maintained hairstyle, a sharp nose, wide shoulders, sharp jawline, and white teeth.

During this research three cases were found that were attempting to lose their weight on the wish of their life partner and spouse. Men especially focus on female perception. They said that young women dislike basic looks because they want a presentable and modern look. Each woman needs the boy who has a fair tone, perfect hair texture and is fashionable. They ignore inner beauty and like physical appearance. Whenever parents go in search of their daughter's life partner they don't focus on their habits or their perspectives. They prioritize the demand for good looks and physical appearance.

5.4. Characteristics of Male Body

External beauty is seen as far as physical appearance of how well an individual shows up such that physical features stay admirable and reflect beauty. The primary characteristic of a male is the body-mass index for height, and it is the main characteristic of attractiveness. After height, there are many characteristics according to different respondents and those characteristics are white skin complexion, hair texture, good dressing, oral hygiene, fragrance, athletic and muscular body, broad shoulders, polite and kind nature, good sense of humor, communication skills, intellectual behavior, sharp

facial features, and respectful nature. Other than these characteristics, the most important thing is manners, male should be polite, should not be arrogant, should not have anger issues, and should not raise their voice on people.

One of the respondents, who was 25 years old and recently completed his bachelor of business administration, said that (14 July, 2021)

“jisko main khubsurat mard manta hn us mein kuch khasoosiyat zarur honi chahiye aur wo khasoosiyat yeh hain k us ka kirdaar, andaaz, kapray pehn'ney ka tareeka, k kis jaga kia cheez pehn kar jani chahiye, aur sb sy zaruri k us k communication skills achay hon, aur pta ho k kahan kia baat karni hai”

As per respondent

“The main characteristics which should be present in a handsome man is his good Character, behavior, way of dealing with things, dressing sense, communication skills and intention for others, and how sincere he is toward his work. If someone looks good but does not know how to talk, then his looks do not matter to me”

Then one female respondent added that

“Height factor k ilawa agr aik kisi mard ki awaz thori bhaari ho, robdaar ho tou main samjhati hn k wo mard 10 darjay ziada attractive hoga”

As per respondent

“Apart from the height factor if a male has a heavy voice, it makes him 10 times hotter than average (age 25)”

5.5. Complexion

My research has highlighted the conceptualization of various skin coloring in Pakistan culture by a male. It is important to give a thorough comprehension of social and local stances related to white skin coloring as well as dark skin tone. “White complexion stays a significant component in the contemporary postcolonial Asian understandings of beauty

and has turned into a product in the marketplace. Skin fairness items are famous in Asian societies as well as in other non-white societies too (Del & Pascal, 2002).” Beauty is frequently linked with a white complexion in Pakistan, white has a natural attraction in it, and automatic fondness is to be found in its observer. Also, the researcher found that boys age ranging from 19 to 26 are more conscious about their complexion because they always try to meet the unrealistic picture, which is shown in advertisements and on social media.

The utilization of skin-brightening creams for fair coloring is considered effective by a majority of men (41%) in one review directed in Pakistan, and they additionally agreed that a fair complexion is more beautiful, and the utilization of skin-lightening products items is strongly connected with accomplishing a fair composition. (Figure 4) (NH Khan, 2020)



Figure 7. Billboard promoting skin whitening product for men

Complexion includes the concept of racism and colorism, but in our society research has found colorism mindset. Colorism is the concept in which people discriminate and prejudice based on dark skin tone. Skin complexion has a history of impacting race and researchers observed that skin complexion matters at least for the first looks and for external beauty factors, but skin complexion does not matter to everyone. For instance, you will never consider your father or your mother or anyone else you love ugly just because of skin complexion, but our society makes fun of people with dark skin. One of

my respondents, who was a student of MBBS in Al-Nafees Medical College, said (14 July, 2021)

“Aaj kal skin color ki base py logo ka Mazak bnana bht normal ho gya hai, aur ab tou hamein yeh bhi nhi lgta k hum discrimination kar rhy hain on the behalf of skin color, aur yh cheez tou Islam mein bhi mana ki gai hai lkn hum phr bhi kuch na kuch keh hi dety hain q k hmara yh mind hai k sanwalay rang ka insan kisi lower ya middle class ka hi banda ho skta hai, aur agr koi gora hai tou hmaray mind mein yeh baat aati hai k wo kisi upper class sy belong karta hai”

As per respondent

“making fun of people based on their skin color is very common, even now we do not realize that we are doing racism and it’s strictly prohibited in Islam but still we say different things to dark-skinned people, like we associate white skin with the upper class, while darker skin with the lower class (age 26)”

Skin complexion is important for the first impression but it do not last long. External beauty can be acquired in seconds but it takes years of positivity to get the internal beauty that will never fade away because when you fall in love with internal beauty you will fall in love with his scars wrinkles and complexion too. One of my respondents stated that: (14 July, 2021)

“Yeh aj kal ka time gori rangat ka hai aur yh concept kabhi purana nahi hona, iski aik example yh hai k fair and lovely ka jo commercial aata hai us mein yh message dia jata hai fair ya white complexion k sath tum bht c cheezein achieve kr skty ho jis mein wo log office work aur proposition shaamil kartay hain”

As per respondent

“It is the era of fair complexion; this time will never get old. For instance, there is a fair and lovely commercial passing on the message that by getting

fair, you will accomplish everything. i.e., home, work, and proposition (age 27)."

In this era, the white complexion is the symbol of beauty, and this concept is created by western people because they have a white complexion, and also this complexion is created by different cosmetic industries to get economy from Asian people. They know that Asian people have dull skin color and by creating the white complexion they can get handsome economy from Asian countries. So, with the dark skin color, no one will be considered beautiful in our society even if he has good dressing sense, good communication skills, and good height. White skin complexion is the main symbol of beauty and it's getting worse over time. One respondent said that

"Boys from backward areas are easily trapped by advertisements and social media to use different skin products for getting white complexion because they have a lack of knowledge and awareness." Another respondent stated, "Media advances fairness intensely, for example, each cream is fairness cream and, in each advertisement, it is conveyed that it will make your tone better (age 22)." (Figure 5)



Figure 8. Advertisement of fairness cream to make your skin tone better. Also this picture shows that cosmetic industries use the public figure to promote their product.

The improvement of skin appearance is perceived in the cultural context and its significance. The message appears as it is something compulsory yet some follow, and some don't. However, the message concerning fair appearance proceeds to win and is

persistently supported by big names. A respondent, stylist, Ghulfam Ghori from Tauseeq Haider's Men's salon says

“Pakistani mard ab ziada parshan rehny lag gaye hain apni skin ko lay kr, ab wo acne remove krwatay hain, aur bht si mukhtalif cheezein krwatay hain achi skin k liye, aur aksar aukaat make up bhi krwa lety hain events py jany k liye, pehlay yh sb bht kam tha lkn ab tou yh trend ban gya hai mardon k liye”

As per respondent

“Pakistani men are additionally now more worried about skincare, acne evacuation, skin treatments and, even use cosmetics before special occasions like weddings. Men are extremely conscious regarding their skin now considering it fundamental to get facials. Earlier it was not common, but now the trend is expanding among men to get themselves prepared (age 29)”

5.6. Hair texture

Hair texture plays a major role in personality because well-maintained hair texture is the symbol of aesthetic look but in our society, there are two types of hair texture, straight or wavy rather than curly and others are partially and completely bald. When I met people in 'Genesis Salon for Men', I asked them why they do spend money on hairs to do multiple things, like steaming, trimming, polishing, and treatment for quick and strong growth. One of my respondents, who was 28 years old and by profession he was a veterinary doctor, said: (14 July, 2021)

“Hairs are the heart of personality, I got wavy hair and I come to the salon after every two months to make my hair straight and it is like insecurity to me. I cannot feel satisfied with wavy hairs and when I see people with proper gelled hair texture I feel ugly.”

The researcher asked a hairdresser how people decide their haircuts and textures, he told that people bring pictures of different models, and show us to do the same haircut and often they ask for new trends. Also many clients work properly on their hair texture and

haircuts. They analyze the different haircuts from social media to match with their face cut. For instance, with a round face shape, people want shorter sides and back combined with the longer top portion, and with a square face shape people just trim their hair, because the good volume of hair gives soft look of jawline and cheekbones, it makes look less masculine. Researchers found that boys with an age ranging from 19 to 24 prefer sharp cutting, known as the shape up or edge up hairstyle, this look includes fixing the hairline with trimmers. This intends that rather than a natural hairline there are straight lines and sharp points over the brows and sideburns. My respondent Tauseeq Haider who is 32 years old and currently running the “Tauseeq Haider’s ”Men's salon (Figure 6), which is located in F-7”, stated

“log yahan 1400 rupees dety hain aik visit ka jis mein facil, hairstyling aur face massage hota hai aur yh price local barber shops sy kaafi ziada hai q 200 rupees mein wahan yh sb kuch hota hai lakin log phr bhi yhan aatay hain q k yeh proper men’s salon hai aur mardon ko bhi pura haq hai k wo self-care krein aur ab waqt bhi badal chukka hai ab log nahi sharmatay facial ya new hair cutting krwanay say aur ab tou hum sy bhi puchty hain k hamein kia karwana chahiye aur kia nahi”



Figure 9. Interior look of Tauseeq Haider Men's Salon, F-7, Islamabad

As per respondent

“Clients typically fork out at least 1,400 rupees for a visit, which is much more from the 200 rupees spent at local hairstyling shops but they do come for hairstyling and facial. Men have the equivalent right to be prepared and now times are different. It's not anymore getting your hairstyle. Senior residents, civil servants, they don't feel embarrassed about saying that I want a facial, massage, my nails should be done. They even ask for suggestion what should they get.”

Another respondent said that hair is something that makes you happy, just look at the life of bald people, they always feel sad, then he stated,

“Men should not be bald because then he will look like older man or uncle (age 24)”

Those who lose their hair at an early age, they feel stressed about their hair loss. The stereotypes about baldness are like if anybody is bald, he is not beautiful or he looks like an uncle and much older than his real age. Also, studies found that bald men are considered less attractive and more older, while men with hair are considered as intelligent, attractive.

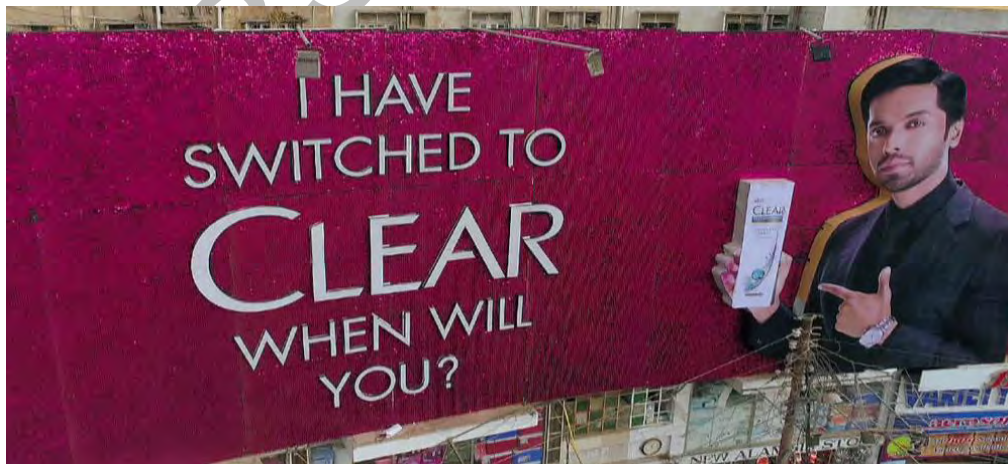


Figure 10. This picture shows the slogan used by cosmetic industries to attract an audience.

5.7. Height

Height shows that the man is in charge and is the provider (Swami et al., 2008a). A male with a height ranging between 5'8" feet to 6'1" feet is considered beautiful and attractive because this height appeals to others, and a good height gives a dominant appearance. Different respondents said, (14 July, 2021)

"Boys should be heightened such as 5'8" feet or more than 5'8" since height gives a good impression (age 21)" "short boys neither look good nor attractive even if they have all other qualities which include fair skin, ethics, and looks (age 23)" "boys should be heightened, or at least close to 6 feet since trait of dominance is linked with height (age 26)"

Good height in men is considered as the main aspect of attractiveness and beauty. Height is also considered as characteristic of strength and dominancy.

"I prefer good heightened men 5'10" to 6'2" feet because I will feel safe with tall men instead of short heightened men. Secure and protectiveness are felt with the heightened men, it feels like someone is giving protection from the danger of this world" stated a 25-year-old job holder female.

Another respondent who was a gym-goer said good height gives a manly look and society sees tall men as a sign of strength. According to some female respondents, girls prefer heightened boys because they feel safe with them, even if they are taller just some inches from them. Because today every parent wants their daughter to be safe and they also wish that man beside their daughter should be tall. Also, there is a big factor which researcher got from female respondents is that how they will wear heels with short, heightened boys. Moreover, one respondent said that now tallboys rarely exist, said

"I believe that now a day's boys do not have a good height" and "I also see that short boys prefer tall girls so there is a vice versa system that exists in our society and Being short is interpreted differently in both man and women. I mean if a girl is short then she's considered as cute. But if a guy is short then they are considered as less likeable and handsome. People often say that taller men are smarter"

5.8. Body Dissatisfaction (BD) leads to Gym Culture

Body dissatisfaction is very common in the young generation, no one is completely satisfied with their current body shape, height, or weight. I have interviewed from different age groups which include males from 18 years old adults to 34 years old men, who want to gain weight and body shape or want to increase muscle size. On the other hand, most middle-aged men want to lose fats/weight. When the researcher asked them about their body dissatisfaction, the Researcher had the common answer from all of them which was about unrealistic pictures of models, advertisements, and social media hype. Then researcher picked the concept of gym culture in our youth which is rapidly increasing. Numerous gyms aim to attract youth by giving them a disco environment through big speakers and by posting posters of well body shaped and healthy models. The other fact about gym culture is when someone built a good body and muscles he felt superior in some way.

Researchers found that men with tummy fat and short height age ranging from 29 to 34 are more conscious about their physique because of social pressure.

The researcher interviewed Tashfeen Khan who was a gym trainer, of Fit-Nastic Club which is located in Jinnah Super Market, he told me that

“When I started my career as a gym trainer back in 2016 most of the boys come to the gym just to lose their weight or to gain some weight. If someone was skinny he came to the gym for gain some weight and if someone was fat he came to the gym for losing his weight, but now people come to the gym because of social pressure which forces them to build muscles, especially six-packs, and for body shaping (age 27)”

After muscle building and body shaping, most of the respondents said that heightened males should be considered as beautiful and ideal height is 5’8 to 6 feet. One of my respondents said that

“nikay munday v kadi changay lagay nay, gabru da qad ucha ty kandhay choray changay lagday nay (age 32)”

(As per the respondent boys don't look good with small height, male looks beautiful with height and broad shoulders).

One other respondent, who was a gym-goer stated

"Self-perception relies upon the tallness, and with it, an individual's upper and lower body outline must go in balance, i.e., one should not have too wide chest area and extra thin lower body which might give a strange disparity look (age 30)," and "A decent balance i.e., the body ought to have the right harmony among upper and lower body (age 22)."

Our society sets the standard for every trait which includes in male personality that's why now a day's gym culture is common in our young generation. "Social and cultural pressures are the reasons that lead to body image concerns and consequently influence individuals to show conformity to an ideal body shape that is often said to be unattainable. (Tylka & Hill, 2004)" Studies indicated that body image assessment in men relates to a desire for increased muscularity and reduced body fat (Nowell & Ricciardelli, 2008), which is unique to ladies' craving for weight reduction. One of the respondents (age 27) expressed, *"Men's self-perception is about a strong and muscular body,"* and for a few others, a normal body isn't what characterizes a male body, rather it should have a muscular body. This sort of body mostly gives an appealing look, and according to some other respondents, it mirrors masculinity. Other than having a strong physical composition, a proportioned body construct is beautiful. As indicated by interviewees, a balanced physique reflects an appealing body image.

"Although the majority of the respondents just focused on the beauty of body shape for it makes a man look appealing, yet past study has its response for this preference by females as well. The study expressed that ladies attracts toward a body shape that bears data about a man's predominance as capacity and solidarity to secure. A body shape with wide shoulders and a tight abdomen and hips will be generally positive for ladies (Swami)"

The body image idea for young men was taking a stab at a strong physical make-up and balanced form. In the gym, young men participate in extreme activities, particularly

weight preparing, for a long time each day". Interviews demonstrated that young men fully concede that they are discontent with their builds, however, they thought-about actual impression and character. A decent body form in the principal experience mirrors a positive impression. Young men additionally need to look great, yet they probably don't admit it. This is because the typical thoughts of manliness avoid any interests or attributes that are related to female, i.e., things like escalated self-prepping and consuming fewer calories. Young men are, all things considered, intended to play intense, manly, and be dominants. Guys characterized self-perception in the accompanying different ways.

Research indicated that usually women, unlike men, are considerably more worried about their appearance. The primary justification for this is that their appearance is essential, as it embroils how others assess them on it (Jackson, 1992). Likewise, the interviewee highlights the main aspect of the body as.

"yeh tumhari feelings hoti hain body ko lay kr, tum jism k kuch parts sy satisfied hoty ho aur kuch say nahi, jesy k agr tumharay shoulders broad hain lakin height chohti hai"

As per respondent

"It is your feelings towards your body. Whether you are happy with some body parts or disappointed like if you have got broad shoulders but not a good height (age 27)"

Dissatisfaction towards the body was additionally associated with the perimeter of self-perception definition. At the point when the assumptions and stereotypes related to the body are not satisfied one gets disappointed as your body is turned away from the ideal body principles that are set. Then, others judge you with no guilt. The nervousness and disappointment set off by the seal body image depicted by convincing media perceptible. This sort of idealistic picture influences its watchers who are powerless against this period standard, some of them may not be impacted, however, others have a disappointed and stressed outlook on their bodies, a process known as body reconnaissance.

One more significant contribution to the meaning of self-perception was the body types. These body types were generally marked by most questioners as far as smarts, fat or

weak, and by gym goers' (both male and female) the terms conditioned, molded, and attractive, were as often as possible utilized while characterizing an ideal or ideal body type. Also, body or body type involved one more boundary to pass judgment on self-perception, and that includes ideal physique measurements.

5.9. Body Depilation

Body Depilation is the rising concept towards enhancement of body image. Body depilation is the process of removing hair from the body to maximize muscle appearance. “Men depilate because they feel it makes them look cleaner and all the more physically attractive, improves their sexual experience, gives a feeling of energy, and makes them look stronger (Districts and Thompson, 2002)” I have received multiple responses about body depilation, one of my gym-goer respondent said that

“ziada tar gym Janay waly log is liye hair removal krwatay hain q k unko lgta hai jo un logo nay mehnat ki hai apny muscles aur chest bnany mein wo chuph rahi hai baal hny ki waja sy, aur gym mein ziada mirrors isliye lgaye jatay hain q k yh cheezein ziada noticeable hti hain”

As per respondent

“Mostly gym goers remove their chest hair because hair covered the chest, and it makes them disturbed and unhygienic (age 23)” and “Working out at the Gym takes a great deal of time and effort. Gains can be highly noticeable that is the reason there are lots of mirrors in gyms. Showing off your Muscular Biceps, Triceps, and packs at the gym by utilizing a tight-fitting T or muscle vest takes preparation and commitment, however, this work can be scattered having thick mats of hair protruding from uncovered areas (age 28)”.

5.10. Fitness & Dietary Pattern

Men's fitness goals are affected by the lens through which they view their bodies, which is not quite the same as how ladies view their bodies. Their increased focus on a strong, hairless body means that they exercise to upgrade their physical bulk and are bound to take part in depilatory practices. Moreover, the drive for strength might be related to

increased risk steroids and other nourishing enhancements whose utility is not illustrated. In the limit, the drive for strength might show itself as a type of body dysmorphia (worrying about flaws in appearance) disorder referred to as muscle dysmorphia. Nonetheless, not all men focus on muscularity. Men's emphasis on the drive for strength can significantly affect how they approach fitness and nutrition. For instance, because men will generally think they are less strong than they are and partner an absence of strength with an absence of manliness, they tend to focus their fitness goals on accomplishing a solid structure and showing that structure for its greatest benefit. In doing as such, they might take on a wide range of dietary procedures to help their objective to be strong.



Figure 11. This picture shows that how industries utilize the advertising industries to promote their products.

Eating less junk food to expand strength might be utilized related to eating less junk food to decrease weight (for expanding leanness). Commonly, this sort of extreme eating practice includes consuming five to six meals daily, with an overflow of protein and low starches (Klein, 2007).

Another common example is to substitute a weight gain stage with a weight decrease stage. Frequently this cycle is repeated periodically to arrive at an ideal physical state (a particular weight or level of strength). In Pakistani society, an individual's body decided from the perspective of the proper physique isn't surprising. It isn't around an ideal physique appearance, however for some interviewees, it was likewise a question of legitimate body structure. Respondents shared their definitions individually,

"Self-perception is your physique, for example your build or figure in shape, neither obese nor skeletal (age 22)," and "Physique of an individual, their structure, i.e., neither over muscular nor skeletal (age 19)."

The body of an individual is exceptionally considered of in its finest forms of composition. It is usually a well-balanced body, and that implies it should be in equal distribution, and without a doubt, this body type gives an appealing appearance according to respondents.

5.11. Dressing as a Personality Trait

Clothing reflects one's character and can impart information about the sort of individual one is. People like well-dressed individuals. Are there any points and cautions to be considered while dressing and being esteemed in Pakistan? It was communicated in interviews that while dressing, these elements should be remembered, e.g., decency, grace, and not digressing from limits set by Pakistan's culture. It was known from focus group discussion that style limits include not revealing for nudity of body.

Respondents explained external beauty as,

"Representable either in a good way or may appear to be pleasing to self and others' eyes. Externals should not be displayed such that it might yield negative mocking or comments like 'he seems so awkward for he has crossed the restrictions of all morals and design' (age 23)," and "Feeling of dressing as far as nobility (nicely dressed not naked), neatness, keeping up with one's style and appeal. Embellishment should seem pleasing and satisfactory to other people (age 19)."

Why do men always try to meet societal beauty standards? Why they are not questioning these standards.

Objectification has its roots ascending from male-dominated society, and the "male gaze" is quite possibly the main component to be tended to in a man-centric culture. Specialist Dow (2003) ordered the male gaze to be a cultural element in what men wish to be seen as adequate through the eyes of ladies. Is it valid in Pakistan too? The male gaze gets common as we grow up through stages; various assumptions and considerations are

connected with a similar body. The peculiarity of the male gaze exists, and it mirrors the force of male presence. Respondents held various perceptions as they demonstrated that dressing sense does matter, and tidiness and keeping oneself clean. Tidiness in terms of body and slick clothing is a piece of religion as well. Simplicity is also said to have its beauty, and it does not need branded or costly clothing to appear externally beautiful.

Respondents stated

“At one time I was very obsessed with brands and beauty products but when I went to university and realize that I am just wasting my parent’s money. Now, I use to buy things that made me feel comfortable (age 25)” and “brands are just a complex in our lives because these industries manipulate things that affect our psyche and we become conscious about ourselves otherwise brands are not a necessity of life (age 28)”.

Research showed that individuals who are more fashion cognizant and engaged with fashion or branded clothing will generally spend more on clothing to show a significant degree of brand fascination (Stephen, 2006). Finally, it was expressed that regardless of whether a person isn't following fashion, they ought to be sharp looking to appear pleasingly, many respondents said:

“Everyone wants to be loved and accepted in a society by doing good dressing, and man also want respect and attention like women got in society (age 24)” and “People want to look elite and presentable, and for getting good pics to put on social media, people use branded things for showoff on social media, and to maintain his status among his friends, he wants everyone to talk about him, about his things, and about his personality (age 26)” and “men do well dressing for their self-satisfaction but also somewhere they need the attention of opposite gender (age 23)”

The dressing is all about acceptance, attention, compliments, and self-satisfaction and I have received all responses about dressing surrounded by acceptance and attention. Different respondents stated

“It’s all about being accepted or feeling accepted in society, we’re living in a very judgmental society and when people are judged they tend to change themselves and view of people so that people like them, I think that people want the attention of others to be liked, to be praised because who doesn’t like to be the center of attention, who doesn’t want attention (age 26)” and “Because people give attention to others on the behalf of their appearance so they expect the same from other by doing well dressing and by using different products, and everyone has hidden ego which hurts when someone dislikes or make unimportant and the majority want attention from the opposite sex and this is a natural phenomenon (age 23)”

The respondent said even retailers don't give significance assuming individuals come to the market in the relaxed dress. They give importance and time to good looking men, even this standard has been so much penetrated into the society that if you are going to purchase anything from mart or market, the retailer deal the customer as per his dressing, or person with with good dressing always gets special attention from the retailer. At the point when such kinds of events have occurred in the existence of the men then consequently men become the victim of dysmorphia disorder that is the reason they attempt to invest more cash burn through the effort for their self-grooming. Respondent said

“Self-grooming bht zaruri hai q k self-grooming aik mard ko dili skoon aur satisfaction deti jis sy wo usko khushi milti aur stress nhi hoti jis ki waja sy wo aik achi khushaal zindgi guzaarta hai aur self-grooming aik confidence deti hai jis sy public mein bgair kisi hesitation k ja skty ho”

As per respondent

“Self-grooming is very important. Self-grooming makes men younger and if men feel internally younger and satisfied about themselves automatically they will live a good happy life. He said self-grooming assists, everyone, with moving into the general public without any problem (age 24)”

5.12. Personality Development

Personality development is the process in which individuals have to work equally on all personality traits which includes an overview, openness, conscientiousness, extraversion, agreeableness, neuroticism, universality, and influential factors. (W. Roberts, 2009). To get proper personality development we cannot ignore any personality trait and personality development is a time-consuming process, two of my respondents stated

“Everyone grooms with time, but education plays an important role because when you get the knowledge you know better about personality traits and education change the perspective towards different aspects (age 22)”, and “Gathering with different people give the knowledge about environment and culture and your company develop your personality as per environment (age 20)”

The researcher received different responses in which respondents gave ideas on how any male can develop his personality and most of them pinpoint the education and environment, one respondent told that

“Personality development is done at a very early age; I think if a male has to develop his personality he’s going to develop into something which he saw daily or something he’s influenced by. So, if someone wants to develop their personality they have to surround themselves with things that they want to be, it includes their friend circle, their attitude, and maybe coaching that can help in personality development (age 28)” and “By following someone who has good dressing sense, well educated, and who knows how to deal things in different situations because personality development is not a short term process it goes with the time and when you adopt things from other people it also takes time to adapt properly (age 25)”.

Apart from these, some interviewees said that education can help an individual to set his goals and made him get knowledge, and better living style, after that a good way of communication can making some major impacts on personality development.

5.13. To Improve Totality of Personality

Sincerity, loyalty, availability, being polite, and being accommodative, are some of the qualities which always enhance the personality trait. It means just physical grooming is not enough to build a good personality, proper personality development needs good socializing skills and these communication skills and the way of dealing with people is important.

Loyalty and sincerity are normally considered a virtue. It is established centrally by diligence in a relationship to which an individual has become characteristically dedicated as an issue of their personality. Its paradigmatic expression is found in close friendship, to which loyalty is fundamental, however numerous different connections and affiliations try to encourage it as an aspect of personality (Zalta, 2007). One of my respondents, who was 26 years old, and by profession she was a teacher, stated:

“Sincerity is all about being genuine with individuals through your words and activities. Once in a while, it's challenging to be sufficiently transparent to uncover your actual self, yet others can sense your sincerity. More people will trust you if they can see that you're a true individual.”

5.14. Education plays an important role in personality development

Personality development cannot be made in an eye blink, it takes long-term procedure like education, it takes time, we can relate personality development with plant, plant needs time, and care to return good result. Personality development includes physical and mental perspective and when you get proper education you can carry yourself in a better way. First of all, education teaches us how anybody can become a good person, through education we learn what is wrong in our society and what is right, what is acceptable, and what is prohibited, and we learn the basic rights of living a life. Education boosts up our skills to become a better version of ourselves, it teaches us to be positive, and when people have a positive attitude towards everything, they can easily remove hurdles from their life. Education helps us to know our capability, our leadership skills and give awareness about our strengths. Then education gives us different experiences and opportunities to grow ourselves, and when people get opportunities, they show off their personalities and become better. One interviewee stated

“Education ka bht bara role hai personality ko groom aur develop karnay ka q k agr tum aik parhay likhay insan ho tum confident raho gay cheezon ko ly kar, aur aj kal k zamanay mein saari baat confidence ki hai, confidence apko aik wazehya shaksiyat bnata hai aur jb kisi ko logo sy compliments milty hain tou wo ziada dedication k sth kaam krta hai aur parha likha insan apni point of view bht achay sy biyaan krta hai jo k un parh kabhi nhi kr sakta, behas krny k ilawa”

As per respondent

“Education has a major role in personality development because if you are an educated person you will feel confident, and our era is all about confidence, confidence makes you a prominent personality and that’s matters. When you get compliments, you had done better with more dedication. One more thing is that he knows when and what to talk, he can justify his point clearly than a non-educated person, for me these all things can make better men and better personality (age 23)”

“Education is like an engine to personal development, through education daughter of labor can become a doctor, and son of a miner can become the head of mine, child of a farmer can become the president of a whole nation. It is what we make from what we have, not what we are given, that separates one individual from another (Mandela)”. A mature respondent made a very important statement

“Education from a good institute is a key to personal development because your environment has a major effect on you. So, kids who are thoroughly given attention during their education and who are pinpointed properly about their weaknesses and their strong attributes by their teachers, teachers play a very important role in the development of personality, in building confidence, in breaking confidence, like everything. It’s a huge part of personality development, so whatever you go through in your education, an educational institute is what you carry with you throughout your life, education grooms you and education has a major role on personality development (age 29)”

Few respondents (age 19 to 23) said that education is the key aspect of grooming or development, we explore the whole world through education. Through educational institutes, we meet people from different backgrounds and different classes and share our culture, it helps us to learn new and cross-cultural things. One of my respondents said

“When you get more knowledge, when you get to know different experiences from people, you realize that where you lacked, you get to know what you should keep and what you shouldn’t, you picked many things from different people by reading their stories like someone was successful in history, you try to follow his routine, and the biggest example is a life of Prophet (saw), we learned things, manners of life, and learned how to live our life by reading his stories. Education is not only coming from classrooms, you can get education from different things, from different people, from social media so all these can help to develop personality and also identify the faults (age 27)”.

5.15. Discrimination as a hurdle in personality development

Discrimination is a common and important source of tension that becomes a hurdle in personality development. In our society, most people faced discrimination based on skin complexion and caste. The concept of colorism has a vast history, but now it relates with discrimination because now people think that racism and colorism are the same things. In my samples, the experience of discrimination was based on the perceived everyday experiences with some specific discrimination scale told by respondents which includes ‘you don’t get food from home’, ‘you have no respect at all, and ‘do you sit in the sun all day’. Discrimination directly affect mental health and it creates dysmorphia disorder among people, one respondent stated

“Boys from backward areas easily got complex of fair skin, and also our beauty standards should be different from western culture because when girls see guys in seasons and movie their standards went high and their demand for boy with white complexion increased because of racist approach (age 21)”

What Researcher have got from respondents about racism is every human being is a potential threat to another human being. As the social distance between human beings increases, this potential threat looms nearer the surface, and trivial factors can release deep hatred and barbarous types of violence among individuals and groups whose race, culture, nationality, or ideology are different from one another. So, racism can lead to aggressive, destructive, and violent personalities. One interviewee said

“Racism should not be a hurdle in communication because racism is nothing to me, we all are human beings and as our Prophet (saw) said that no one is superior from others on the behalf of color and class (age 24)”.

5.16 Female’s perception about Male Beauty

Researcher interviewed different females and collected data from them about male beauty, and asked them what are the aspected that they noticed in men at first look. There were different responses some told that they noticed dressing, some said fair complexion appeal them, and some said overall personality matters. One of the respondent who was 28 years old female, stated that

“In Pakistan, I will say that in posh areas of Islamabad like sector F-6, F-7, and Kohsar Market, people are somewhat cultivated and don't stand and stare at you in the event that you are wearing some high designed garments. The previous three spots are set apart by a huge presence of foreigners and the privileged. The thing is in old-fashioned, backward, or traditional areas, you are supposed to wear as per the spatial interest. The presentation and impression should be modest and respectful. Would you not feel outsider assuming you will wear a swimsuit where a ‘shalwar kameez is required? I realize I am sarcastic, yet all the same that is the way it is. Indeed, even a few foreigners wear the local dress in Islamabad. They regard the dressing code and the idea of a shrouded body in Pakistan.”

Chapter. 06

6. Social Forces of the Society and Male Beauty Standards.

In this chapter, the social pressure is explained which is faced by men and how that pressure influence the psyche of men and standards of male beauty. Appearance-related social pressure assumes a significant role in the improvement of a negative self-perception and confidence as well as serious mental problems (for example dietary issues, depression, and dysmorphia). The aim of this chapter is to give a definite image of male, weight, and age related varieties in the perception of appearance-related social pressure by peers, professional circle and family.

Beauty is a social construct. It depends on societally agreed upon thoughts that have been ingrained into our frameworks and our minds over time and have been acknowledged as the standard. These thoughts of beauty gradually become installed into people's psyches on a micro level, and influence the way one work. There is a bi-directional relationship with societal forces including media, peers, professional circle, and family. In the workplace, the way one look can be a higher priority than the value of your work to certain bosses, while colleagues can treat differently if one do not fit into their concept of expert appearances.

6.1. Appearance-Based Discrimination

Appearance-based discrimination happens when somebody is dealt with distinctively founded on what they look like, making an imbalance between somebody being assessed for their performance versus purely based on the way they present themselves (Schwantes, 2022).

A few investigations applied measures to focus on specific parts of pressure (e.g., peer impact, Inventory of Peer Influence on Eating Concerns, professional impact, professional Influence Scale and teasing). Since the greater part of these things infer an undertone towards a flimsy ideal, they are likely not reasonable among young men and could in this manner lead to misstatements of the significance of strain among young men (Helfert, 2013).

It was found that appearance stigmatization is a particular and genuine type of social pressure, including peer teasing, it can be concluded that overweight, short heighted and people experience a greater amount of these sorts of pressure. One of the respondents, who was 23 years old, mass media's student stated that:

“Amm tor py hum height sy related discrimination py baat nahi kartay lakin height aik hurdle hai jo society mein face krty hain log aur even k professional life mein bhi mujhy aisa lagta hai chohta qad hona aik trah sy lanat hai aur agr main apnay baaray baat karun tou mery dost meri chohti height ka bht mazak bnatay hain aur different cheezein kehtay rehty hain jesy k “unchaa bolo tum bht chohtay ho humein awaz nahi aa rahi” ya “tum bht chohti c ho tumhein tou jeb mein daal kr bhi ghuma saky hain” aur chohti height ko kabhi praise nahi kia gya, even fashion industries mein bhi jahan new trends bna kar taboos ko khatam kia jata hai aur is sb ki waja sy mjh mein aba b confidence nhi raha aur na main akelay ghoom skta hn mujhy ajeeb si social anxiety hogai hai”

As per respondent

“We don't normally say it out loud but discrimination in height has been a major hurdle for people professionally as well as socially. It feels to me as if being short is more of a curse for an individual. If I talk about myself, my friends make fun of my height every now and then. They say stuff like “Speak loudly you're too small we can't hear you” or “You're too small you can be carried along in pocket” I mean small height is never appreciated. Even in fashion industry, where they always set trends for the society, where they try to normalize the taboos, even they prioritize models with good heights. All this "making fun" and bullying really effected my confidence. Like I can't walk around alone in university because I don't have much confidence. It feels to me that if I'm not with my friends then I'll be trolled for my short height. This is one of the reasons why I have social anxiety”

It is unfortunate that discrimination is still prevalent in today's society. At some point in our lives, people have almost certainly all witnessed or been a victim of discrimination. Researcher has seen people receiving hate messages, being mocked, or being subjected to physical assault simply because they are different from the majority in some way. It takes a lot of time for the victims of discrimination to cope up with the consequences. One of respondents, who was 24 years old student, expressed:

“Here is something I have experienced. It is a phenomenon known as "heightism." Heightism had a very negative impact on me in my teenage years. I feel that shorter people are frequently stereotyped as inferior, unattractive, and unfit in our society. Growing up, I was particularly conscious of my height, particularly at school. I distinctly remember being reminded of my short stature on countless occasions during my school life, both jokingly and viciously. People have commented on my height numerous times, as if it defines me or dictates my certain abilities. However, there were a few occasions that were a little harder to accept. When I stepped up to pose a question in Class 7th, my school teacher smiled and said, "Wow, I've never realized how short you are." Another teacher once called me the very embarrassing 'vertically challenged' in front of our entire class. Of course, I'm not attempting to compare this to the experiences of severely bullied youngsters, but it would be a lie to claim that those statements were not hurtful and had no effect on me. My self-confidence shattered. I used to search for the procedures or surgeries to gain my height. It took me a lot of time to get over this phase”

Here is the response from female respondent who faced discrimination on the hiring, she shared her story and said: (19 August, 2021)

“Main aik recent incident share karti hn, main media ki student hn aur hamari university mein jobs fair ka aik event hua last week aur wahan different news channels aye huye thy interneer hire karnay k liye tou main aur meri kuch friends wahan gaye apni Cvs drop karnay aur jb hum interview k liye tou start karnay sy pehly hi unhon ny hamein rok dia k

anchor ban'nay k liye fair complexion good looks aura chi height honi chahiye, jo k kaafi disappointing tha hamaray liye”

As per respondent

“I'd like to share an incident which I encountered a few days ago. I'm a media student and recently we had a jobs fair in our university where there were different news channels and internship and job opportunities. I and some of my friends decided to drop our CVs for news anchoring and reporting. There was this one channel where we went for an interview and even before we started. They stopped us and said “For anchoring, you need to have good looks, fair color, and a subtle personality with good height, it was pretty disappointing for me (age 26)”

Discrimination based on height and personality is the worst-case scenario that one can imagine. Arguably every individual has had such an unpleasant experience in one way or another. Short height has always been a major issue when it comes to brown societies. One respondent, who was 24 years old, stated:

“Main ny bht sy aisay incidents face kiye hain life mein, aur specially main apni height ki waja sy criticize hua hn apni family aur friends sy, un k liye mehz aik Mazak hota, lkn yh cheez mujhy bht affect karti hai aur yh aik bht bara issue hai agr ap k Mazak ki waja sy kisi ki mental health disturb hoti hai tou”

As per respondent

“I, myself had to bear many intolerable incidents when I was specifically criticized and victimized because of my height by my family and friends. This must be a joke for a few but how it affects an individual's mental health is something that is a major concern.”

Apparently, we are ahead of time. Inventing new gadgets every day and what not, but we forgot to reset our minds and erase the concept of judgment. Researcher observed that every 2 out of 3 people would pass comments on how the third one looks, how he carries

himself how he talks, how he walks. Worst case scenario is when we do it on their faces. We can never imagine what a person is going through in his life, how many challenges one has to go through every other day and how our comments will increase their challenges and insecurities. We have to be kind to everyone and stop discriminating them on the basis of their looks. No matter what color a person is, no matter how tall or short, fat or thin, the fact is we're all human beings and we all have our battles to fight within. Let us not implement more on each other and let everyone live without any insecurities about their appearance. One of my respondent, who was 32 years old job holder in private sector, stated:

“Meri apni behan mujhy body shaming k tanay deti rahi hai, mera weight aik time py 63 kg tha aur main bht mota aur unfit dikhta tha, aur wo hamesha yeh kehti thi tumhara pait shirt sy bahir aa rha ya kehti thi tumhari chin aisa hawa mein latak rahi hai aur yeh cheez tolerate karna kaafi mushkil tha lekin us ki yeh batein main ny positive ly kr apna weight 10kg kaafi kam kia without doing gym, srf apna dietary pattern change kia aur mazay ki bt yeh hai k kuch time baad meri bhn nay weight gain kr lia lakin main ny kabhi usko kuch nahi bola q k mujhy pta hai bht bura feel hota hai jab koi apki body shaming karta hai tou”

As per respondent

“I've been body shamed by my own sister. I used to be 63kg and looked unfit. At the point when we argue, she generally referenced about my belly jumping out or my jawline is hanging free. I always lost it. It makes me can't stand myself. After 1 year, I shed pounds and weigh around 52kg so that's like I've lost more than 10kg! I did it with practically no work. Interestingly, my sister gained weight yet I never body disgrace her since I realize it will offend her and I don't need her to go through exactly the same things I went through previously”

The majority of the people body shaming you, themselves don't have a perfect physique. All they need to do is balanced their own weaknesses by making you feel that you are worse than them.

Case study of one female-respondent who was 25 years old, student of MPhil Psychology, she faced criticism based on her appearance. (14 July, 2021)

6.2. Case Study

Ever since I got consciousness of worldly things, I faced the trolls of some beauty standards set by the society itself. In sub-continent, we've been so deepened to these beauty standards thus we casually remark each other without realizing how demeaning they could be how much they can affect other person. I myself have been objectified so many times by Peers, Family Friends, and family themselves as well.

When I was younger, around early teens I was asked a lot about my eyes as one of them is bigger than the other and it's genetic and I also have a white mark in one of them as well. Following were remarks "*kia tumhy white spot wali ankh sy nazar ata hy*" and when I say yes of course, then they react like "*oh okay so hath rakh k dekhao or btao yeh kitny hein*". Why I have to prove to you of all people that I can see from them or not. And upon that my family would go with it. They didn't have a problem with these things family's some uncle would come and ask me to do. Maybe for that I started wearing round, big circle glasses so no one can spot it and ask me about it. But people started saying why you're wearing glasses?? You look like granny!!!

When I hit middle teens, I was skinny and comments would go like, "*hanger py kapry dal deye houn*", "*Kuch khaya piya karo*" and so on. And that's the daily thing, in joke with friends, in joke of house with family friends "mom saying, "*yeh khati bohat hy lagta nai hy*" like why even I am obligated to give them reasons? Would never understand that. Being humans comments of people do effect you. They all joke it around without realizing how much it affects me. So, I started wearing clothes bit larger than my actual size, to look less skinny. Then suddenly, in corona lockdown, I got healthy a bit. All those people said "*yar tum moti hu gai ho*", "*Yar tumhari double chin nikal aye hy*". I did get chubby, most devastating was that the jokes on my body figure even increased and I got sex offers upon that, which was more devastating for my soul, attaining that body which was stared and glared in sexual objectified way. I got so much disoriented that, first time in my life I really started hating my body. All I wanted was to get rid of that figure. These two of many beauty standards objectification I faced. People's double standards got revealed to me, I had this epiphany that no matter what I do what I become

they will always judge me. So be it!!! This has not completely diminished effects of those comments but yes it has low effect than before.

Even campaigns of "positive body attitude" however the quotes we hear, the slogans, they might have effect for shorter duration. But in the longer run the immense pressure we feel for achieving a beauty standard, is so deepen to the core and all of this is set by us, the society.

DRSML QAU

Chapter. 07

7. Cosmetic Industries, advertisement and Role of Media in Setting up Unrealistic Beauty Standards.

This chapter focuses on the impacts of social media and cosmetic industries on norms of beauty. Researchers investigated the role of social media and how they affect the physical and mental beauty of people in society. The first thing majority of us do when we get up toward the beginning of the day is to instinctively go after our cell phones. From the exact moment we open our eyes, we are submerging ourselves in a substitute reality (Rabi et al., 2020).

Social media has expanded in popularity since the time advanced mobile phones and tablets began to appear available to be purchased; there are different kinds of "social applications", where a huge number of individuals can make their profile and communicate with one another. While one might think social media just comprises of reaching peers and sharing memories, the utilization of social has begun to turn into the direct inverse of its purpose. Social media has gradually advanced into giving young men their definition of what is "perfect" or "beautiful" and it affects self-esteem (Smith, 2017).

Similarly, as a large portion of us utilize social media to advance ourselves, tons of famous people, influencers, models, and brands, additionally use it to sell themselves by taking a picture of flawlessness. It's hard not to see a huge number of perfectly toned, level stomachs, and perfect heights. A large number of Instagram accounts advance pictures of perfect sculpted people (Obiora, 2021).

Beauty is concerned with physical and mental health as both are personally related. Short-term choices to adjust one's body structure independent of hereditary, environmental, occupational, and healthful requirements can leave medium-and long-term impacts. This chapter analyzes the role of social media and its impacts on the guidelines of beauty and unrealistic standards. The researchers have summed up the writing on what social media plays a part in affecting beauty trends, self-perception, and self-esteem concerns. The aim was to survey social networking sites' effect on the view

of norms of beauty and newer unrealistic trends acquiring popularity that could modify feelings and hurt people over the long run. This is an arising area of research that is of high significance to the physical and emotional wellness in the beauty, wellbeing, and accommodation industry with the last option being appeared in misery, tension, and fear of non-acceptability and being viewed as a social gauche. One of my respondents said that

“Hum 24/7 social media use kartay hain jis mein different social networking sites aa jati hain jesy k Facebook, Instagram aur snapchat, aur jb bhi hum scrolling kartay hain kuch hi stories k baad hum sponsored advertisements dekhty hain jo k hmaray daily use ki cheezon sy related hoti hain aur yh ads hmaray consumer behavior ko affect krty hain, jiski waja 80% log inhi campeigns ki waja sy khareed'tay hain aur is mein influencers aur blogger ka bht bara role hai”

As per respondent

“We use social media 24/7 including different social networking sites, and we see sponsored and promotion ads after few stories, which includes daily use things or basic needs. 80% of people buy products because of these campaigns, also influencers and bloggers promote things and brands through their videos. They make the content to influence the audience (age 25)”

Social media refers to the utilization of sites and applications to make and share content or to take part in social systems administration. Technological advancements have brought about different devices including smartphones, tablets, and laptops to robots as well. Living in a digitized time, communication has now become simpler and quicker with the development of different social applications accessible at the click of a button. While many might agree that social media has associated people worldwide, it has additionally been utilized to set principles of beauty for guys, females as well as the third gender. This thusly has been known to influence the confidence of people concerning self-perception, body modification, and how they view themselves in society. To be acknowledged in society males need to fight self-perception issues from an exceptionally

young age, where thin and fair complexion is viewed as the ideal body type (Levine, 2021).

7.1. Impacts of social media on the aspects of self-perception

Today, social media is perhaps the main variable adding to the psychological, emotional, physical, and spiritual health of a person. With the media constantly depicting ideal beauty and self-perception comparisons, the choices of people's beauty decisions are globally affected.

"Self-perception refers to a person's impression of their actual self and the thoughts and sentiments, positive, negative or both, which result from that perception". Social media significantly affects the perceptual, emotional, mental, and behavioral aspects of self-perception by empowering fit body patterns and delivering anti-fatness messages. Dietary problems determine a distorted connection between the individual, their eating behavior, and body shape. Immaturity being a vital age for good and bad improvement of self-perception, the self-esteem and body dissatisfaction among young people are known indicators of dietary problems. A continuous pursuit for the ideal slim fit body might produce negative sentiments which can bring about a balance of eating behavior, in this way expanding the possibilities of weight issues and dietary issues. Social media portrays men who are solid, white skin, and masculine as being more beautiful and fruitful contrasted with overweight men. Self-perception misperception and dissatisfaction with body weight highlight a relationship between body disappointment and mental prosperity (Santos, 2021).

One of my respondents who was a lecturer in a private college stated

“Hamaray log hamesha sy khud ka muwazna dusro sy kartay aye hain, aur aj kal instagram py jo idealize pictures hoti hain un sy muwazna kartay hain apna, jiski waja sy unko apna aap kharab lagta hai”

As per respondent

“Our people always compare their selves with others and now a day's people are comparing their appearance to people in Instagram images, or

whatever platform they're on, and they often judge themselves to be worse off (age 29)”

7.2. Self-esteem issues in light of social media impacts

Self-perception concerns are normal in men and women universally, however social media has now expanded these concerns through advertising, videos, and the utilization of social media. I have conducted in-depth interviews with 10 white and muscular adults to look at the impact of media on self-esteem. Results demonstrated that most young men felt that the pictures displayed in media are unrealistic and not genuine. White coloring young men felt that young ladies assessed them based on the pictures found on media platforms while the strong young men felt that the pictures depicted on media didn't meet the expectations of the reference group, they compare themselves with. The advancement from puberty to adulthood has seen 16-20 young men experience emotional changes in interpersonal and intrapersonal improvement as well as real changes, for example, such as sudden weight gain and progress from a young man to a completely developed man. In today's world, the self-presentation of beauty and the impression of others assumes a significant part in creating personalities in young men. New interactive platforms present in social media show how self-presentation and friend impacts are interrelated with the standards of beauty. Numerous men might mirror their ideal media personality because of the social, mental, and practical rewards related to this ideal and the belief that their life would improve.

Mubashir, who was 26 years old gym-goer stated

“Jab kabhi people sochty hain k social media kisi ko asar krta hoga tou wo sirf khawateen hain, lakin ab aisa nahi hai, aj kal k mard hazraat py social media ziada asar karta hai, aur jab wo aik digital edited picture dekhta hai tou us jesa ban'ny k liye steroids leta hai”

As per respondent

“When people think about social media influencing one's self-esteem, they would begin to think about girls being most of the people who are affected. But today men can have similarly as negative of an effect by the utilization

of social media and their self-esteem. Boys today view the ideal "perfection" to turn out to be more muscular and overall, physically fit. This could lead young men to begin taking unhealthy enhancements or diets, to acquire the best outcomes."

Another respondent, who was a student of MS, expressed that

"Social media affect the young generation and it affects very bad on people's mental health, because bloggers wore an expensive dress, getting photo shoots done every day with different brands and staying top launch all day, that makes people want to have that as well. They want to change themselves; they start being more materialistic to look like someone they see online, they have insecurities because they don't match the people they see and people go through a lot of personal fights because of the social media things (age 25)."

7.3. Electronic media and cosmetic industries create complex

Many respondents point out that advertising and cosmetic industries are the roots of complexion in our society, they use the way that directly affects the mindset of males and make them use different products to get rid of the complexion. These industries set the standards of beauty by using different models and by making trends. Cosmetic industries create complex according to their interest which helps them to get more profit from their selected audience. Advertisement is one of the major tools to create complexity in society, it is energizing the consumer demand for goods and services, also changing the customer's perception towards products. What advertisement is, advertisement is paid form of unbiased pre-interest and promotion of ideas through television, magazines, radio, newspaper, posters, direct mail, and billboards. The basic purpose of advertisement is to deliver the right message to the right audience at the right time, e.g., mostly we have found the billboards on traffic signals because advertising agencies knew that in Pakistan, vehicles are driven by males, so they use that billboard advertisement on signal chowks. Today advertising is constructed accordingly to the instructions of cosmetic industries to make a powerful impact on consumer behavior. Nowadays, digital retailing, digital advertisement, and social media are common tricks to attract the audience, social media

plays an important role in affecting beauty standards, body shaping, skin color complex, and self-esteem concerns, and it makes big difference in consumer behavior, also companies give coupons and discount on their products to attract customers. Cosmetic industries analyze the consumer behavior of males because this is the origin of their success. By analyzing the consumer behavior, they got the factors (economic, psychological, socio) which powerfully affect the consumer behavior (Perception of Beauty, 2016).

Cosmetic industries, electronic media, and social media influence the people of Pakistan and change the mindset of living classic lifestyle to modern lifestyle.

7.4. Role of Cosmetic Industries and their Products

Cosmetics industry of Pakistan is a thriving one and is expanding rapidly in its reach. Cosmetic industries are contributing majorly towards boosting the country's economy. "Pakistan is home to a population of which 57% are youngsters and the average age in the nation is 23 years, factors that greatly drive utilization and spending (Shaikh, 2018)". Peer-to-peer communication has a significant impact on consumer decision-making (Smith, Menon, & Saivakumar, 2005). Purchasers will have more eagerness to purchase skin care items assuming they feel that other consumer who are significant have a decent assessment of them (Yeon & Chung, 2011). Cosmetic industries make complex as per their advantage which assists them with getting additional benefit from their chose crowd. One of my respondents, who was 26 years old, stated

"Saara kaam hi yeh cosmetic industries chalati hain agr yeh conscious nahi karein gay awaam ko unki skin ya body sy related tou un k products kesy sell hongay, pesa kesay bnayein gay, yeh aik pura mafia hai jo khud hi new new complex launch karta h society mein aur phir usi ka ilaaj bana kar faida lety hain"

As per respondent

"Cosmetic industries are the reason of complexity among men related to skin or body, if they do not create complex then how will they get economy, cosmetic industry is a mafia, they launch new products with new functions to treat skin"

After interviewing many respondents researcher make a list of skin care products, items for hair texture and treatment, and different beauty products that are used by respondents.

Table 2. Names of several beauty products used by respondents.

S.No	Names of beauty products
1	Fair and Lovely
2	Fair and Lovely BB cream
3	Max fairness cream by fair and lovely men
4	Freckle cream by Stillmans
5	Power white Face wash by Garnier
6	Nivea Men, After shave balm
7	Hair Style wax by Keune
8	Hair Mask by Keratin
9	Dr. Rashel for men (acne cream)
10	Blackhead eraser by clean and clear

7.5. Behavioral Outcomes

Social media includes social networking sites, picture sharing sites, video facilitating sites, community websites, bookmarking sites, and gaming sites. Individual correlations about mental self-portrait and appearances in teens have come about because of social networking sites (SNSs) like Instagram and Facebook. Young boys participate in internet based self-presentation of posting selfies and sharing the outfit of the day pictures to separate themselves from their peers. Media pictures of ideal beauty standards impact the content and sharing of pictures young boys post. People are continually looking for feedback on SNSs through likes, and comments marks to maintain an ideal and stable picture of themselves. Young boys are defenseless against the vertical correlation as it implies that they need to further develop their beauty norms, in this way leaving them disappointed with their physical bodies, feeling somewhat unsure regarding their self-esteem and driving them to self-harm behavior.

Taking selfies and sharing them on famous social stages, for example, Facebook, Instagram, Twitter, and Snapchat has expanded at an alarming rate during recent years. A recent study analyzed selfie takers and non-selfie takers and their perception of their selfies versus photos clicked by others. Results demonstrated that selfie takers saw themselves as more appealing and attractive in their selfies instead of pictures taken by others leading to positive distortions of themselves. Biases in self-face acknowledgment were found in people in choosing the most appealing changed pictures of themselves. Selfies are no harm fundamentally. But obsession with physical features reveals an absence of a comprehensive view of self-produced sub-intentionally, following an "outside" standard of beauty not characterized by the "inner self" of the recipient.

One of my respondents told the incident of his life, he belongs to Pashtun Family and his name is Bilal Khan (23 years, from Nust). He shared the story and said that

“When he came to Islamabad in 2018, he shaved his mustache and beard and changed his look according to the environment. When he went home during semester break his father got angry and said that I didn’t send him to become transgender I want him to study well, then I asked him why you have had shaved his mustache and beard, he answered that I got impressed by the model from Gillette Razor ad.”

Famous socialites Kim and Khloe Kardashian have been banded with media reports of them utilizing Photoshop to alter Instagram selfies by making unrealistic alterations to look thinner and more toned. Emily Bryngelson, a partner creator battling with a dietary issue, confessed to erasing pictures if they didn't get enough "likes." The time spent on Facebook photos was connected to self-objectification, weight dissatisfaction, slim idealization, and pursuit for slimness (Martha & Julia, 2021).

Another respondent counter the instability of life from last two years and said:

“Social media is very effective to launch new things and ideas in society, especially in last two years of COVID, people used social media 10 times more than normal times, and done everything online, so these two years changed the whole consumer behavior, now every second person is using

some kind of beauty product and almost everyone is use branded things (age 27).”

7.6. Media and Unrealistic Beauty Standards

There are different factors that affect the beauty standards, but advertising agencies and electronic media are the prominent, they make teenagers (especially males) follow new trends to be socially accepted. These industries target the millennials, because their cognition of purchasing can be easily influenced by social media and models. Idealized, unreal pictures, ads and digital alteration set the unrealistic standards for the males to meet up.

The pictures on social media sites are admired and unreal, because of digital alteration, in this way setting exclusive requirements from people in society. Defects are taken out via enhancing with Photoshop and utilizing other digitized applications to brighten teeth, thin abdomens and decrease sizes to be acknowledged as beauty goals. These strategies might additionally lead to results of expanded body dissatisfaction, body modification and self-esteem issues. Unrealistic pictures of femininity, beauty, achievement and body shape advanced through social media pictures are related with improvement of dietary problems and body dissatisfaction issues. One of my respondents, who was 23 years old student said

“The images shown in media and advertisements are unrealistic and they portray masculinity as a beautiful body but in reality, there is totally different perception of beautiful body. Modern culture promotes the concept of masculinity, white skin and proper body shaping, but our society is not ready yet to accept the concept of masculinity except few.”

Filters and beauty applications address one more region in which social media has a major impact. Beauty applications urge men to see and watch themselves inside a "pedagogy of imperfection". They include filters and modification applications, and tasteful benchmarking applications which assist people with picturing how they will care for specific changes, for example, teeth brightening, eye pack evacuation and whether the person looks old or youthful.

"Body modification refers to the intentional or long-lasting changing of a singular's human life structures or appearance". They include two angles: the processes that change the structure or shapes of the body like metabolic control (weight lifting, excessive food intake, utilization of medications/steroids, hormones), cosmetic surgeries and techniques (liposuction, face-lifts, rhinoplasty), scraped spot (teeth filling), extension (neck, lips, ear cartilage), incomplete or full expulsion of body parts (penis, ribs, nose, etc.), and prosthetics (misleading appendages, lenses) and processes that mark the outer layer of the body, for example, tattooing, piercing, tanning/bleaching, scarification, marking and hair dye (Beauty & Creative Development, 2021).

One interviewee, who was a doctor stated

"Influencers, different filters give complex to young generation and make them feel like just he has some defect in his body, skin, hair, fats, after creating this complex in youth they launch the products through social media and by using those influencers to get rid of that complexion, and it's a planned conspiracy. Recent example is a nose job, now a day's majority is doing rhinoplasty (some surgical and some non-surgical) and septoplasty, because everyone is thinking that their nose is defected (age 28)."

Men and young boys following fitness sheets on Pinterest were probably going to have intentions to participate in outrageous crash eating or extreme exercising because of social examination driving them to feelings of insecurities and body dissatisfaction.

7.7. Body Moderation

From professional athletes to famous people, shaping, tattooing and body piercings has acquired popularity in the present society. People who get tattooed refer to it as a piece of workmanship and puncturing as fashion frill, with the end goal of adornment or as a self-mending impact subsequent to having been abused. An overview directed at an American University tracked down body piercings other than the ear cartilage penetrating caused bacterial diseases, bleeding and nearby injury were normal confusions confronted.

Another reason behind why people take part in body modification is to keep up with self-characters and be distinctive from others. Actual perseverance, desire for pain, spirituality and social practices, addictions, opposition, sexual thought processes, bunch responsibilities are justifications for why people take on modification procedures. Social Media has tremendously affected how people see and persevere through painful tattooing and body modifications after viewing famous Instagram and Pinterest handles. Brief exposure to body adjustments on famous social networking sites has seen an expansion in tattoo searches and body alteration procedures in adults as well as more seasoned people, demonstrating the effect of social media on Beauty trends in society (Holbrook, 2012).

7.8. Social Construction of Modern Culture

Modern culture includes the concept of masculinity, cosmetic surgeries, and use of skin products, also increase the body dissatisfaction in males of our society. Body dissatisfaction promotes the gym culture among youth and modern culture has increased the interest of males about their appearance, and this culture is promoted by cosmetic industries through electronic media and advertising agencies. Many of my respondents told that they do not use social media but they are fond of sports and when they watch any live streaming match, they watched different ads in break one of my respondents gave the example of 'Fair & Lovely' ad and said that now I am using a face wash of 'fair and lovely' because after watching their ad again and again I felt that my skin is dull and I want to make it glow and acne-free.

7.9. Media Impacts on Consumer Behavior

The impacts of social media are both physical and mental. Spending too long time on social networking sites influences the mood and more likely to report poor mental health, including side effects of depression. Depression isn't the only cause effect of social media. Fear of Missing out (FOMO) is a type of anxiety, the user gets when scared of missing out on a positive encounter or feelings that another person is getting (Zhukova, 2018).

Therefore, the user will be consistently occupied with social media and bound to see that somebody is having more fun and that exactly purposes FOMO. This is one reason for being addictive to social media, Addiction to social media were displayed in many

investigations, in my study, and the researcher found that most of the respondent check social media at least after every 10 minutes which is viewed as an addiction. Regular checking of social media, impacts individuals and particularly on the adults with age ranging 18 to 23. It assumes a fundamental part in shaping the opinions and positions of young boys.

The youngsters are more isolated and don't know how to connect with society. They bit by bit lose their communication skills and the closeness of face-to-face interaction (Dakin, 2014).

Social media significantly affects the perceptual, full of feeling, cognitive and behavioral aspects of body image. Body image concerns are common in men and social media give the hype to concerns about body image and self-esteem using advertising. Teenagers compare their selves with the image which they see on the social networking sites (SNSs) which caused the insecurities and complexes about looks and body presentation. The pictures on social networking sites are idealized and unreal because they use different editing applications to make digital alteration and set high beauty standards in society, now teenagers upload their pictures on social networking sites and seeking for praise through likes and comments to verify a perfect or flawless look, that's why snap chat filters are used by young generation which changes their face features and skin color. After beauty standards, social media increase the trend of body modification which includes tattoos, piercing, and different haircuts. One of my respondents said

“There is specific beauty standard is set on social media, and when someone sees bloggers and influencer with perfect looks, they started to see flaws in their selves and also when they see influencers using different products which can enhance their personality, they buy that product and it's all about advertising of different products (age 24).”

7.10. Body Positivity through Media

Social networking sites like Facebook, Instagram, Twitter, and other systems networking sites can impact positive beliefs and perspectives in people. The web-based platform has provided numerous people with a sensation of a "feeling of having a place." Men are

obsessed with pictures on social media portals and frequently look for esthetic body types which are not like their own bodies. Instagram and Facebook regularly have accounts of people who have fought energetically to change beauty standards through sheer devotion and difficult work, be it working out, eating healthy or building self-esteem and body acceptance through support groups and communities seen on the web. Blocking body shamers can assist with supporting trust in people all around the world. Promoting videos on life struggles with weight inspire others to have confidence in never giving up and taking responsibility for their lives. Today social media includes people of various races, gender, ethnicity and focuses more on breaking stereotypes and building communities to help one another. My respondent Ali Sherazi, who was 25 years old and doing MPhil in Gender Studies, said that

“Another benefit social media users get from well-known celebrities because they have begun to come to public and promote the idea of body positivity and self-acceptance, this could lead their followers to become inspired to have an impact on the way in which they view themselves and feel accepted for what and who they are. Here I'll quote the saying of ED Sheeren, who is the famous singer and songwriter of United Kingdom, he said that (stay comfortable with your emotions and make sure to others that they are best the way they are)”.

Chapter. 08

8. Summary and Conclusion

8.1. Summary

Male beauty is a historical epoch that changes with the passage of time as the people's perception about beauty changes. Beauty is a dynamic aspect that lies within the norms and standards that changes over the course of time. As the standards are shifting more toward modern ones from traditional, society have changed their way to construct the beauty. The World is full of different cultures and societies, and in these societies, there are different beauty standards that exist according to their culture's demands. This study aims to direct the attention on people's perception of male beauty and people's preference about physical appearance in the domain of modern culture.

The major aim of this study was to explore the male beauty standards among different groups, to identify the unrealistic beauty standards which are set by the media and cosmetic industries and to find out that how social forces influences the male beauty standards. Over the time society is changing its trends that without fair complexion and good height you cannot be attractive even if you have all other qualities for being a good human being. There is enough difference between classical and modern era, the previous perception about male beauty was male should have manly look, with a good volume of mustache, and man should have a strong, healthy, and hairy body but now it's changed, people want trim and masculine body but with less hair, even now a day's concept of body depilation is increasing our young generation. In most of the cases, people define the beauty as inner beauty but when I reached the certain audience by conducting 5 in-depth interviews, 3 focus group discussions, and by using interview guide, I have perceived the different beauty standards among male. Male beauty is very essential in the modern era because our society prefer physical appearance instead of inner beauty.

To find out 'How modern Culture Construct Male Beauty', researcher select the age group ranging from 18 to 34 with the sample size of 30 which includes both male and female respondents. Researcher used purposive sampling method and the criteria to select the respondent was males with muscular body, overweight, dark skin tone, and with sharp

hairstyles, respectively to select female respondent the criteria was totally based on judgmental sampling. After data collection by using different tools and techniques researcher explored the perception of males and females about male beauty standards that are existing in our society.

In modern times, body dissatisfaction is a major aspect for using different skin products, steroids, proteins, and cosmetic surgeries and the recent example is nose job/rhinoplasty, and the effective cause of body dissatisfaction is people compare their selves with unrealistic and digital alteration pictures of models and influencers. Social media plays an important role in changing the perception and stereotypes and this platform is used by different cosmetic industries to promote their products. These industries are affecting consumer behavior and their selected audience is millennial because they are easy to trap. All these male beauty standards are socially constructed, and people are eager to compete others by better looks and people do body shaming to others because they don't have a perfect physique. This research results suggest that majority of the people prefer physical appearance and treat others according to their appearance.

8.2. Conclusion:

It can be concluded from the findings of the study that man has become more dissatisfied in modern times due to different standards set by models and social media leading to body shaming. Gym culture and use of different skin care products along with cosmetic surgeries are more common now a days and being used on daily basis. These products are advertised using different social media platforms and have significant impact on males in creating certain perceptions and stereotypes about so called beauty standards. These beauty standards are set by models and cosmetic industries for promotion of their products. All such factors have affected the consumer behavior and lead them to follow the standards set by society, which are Changing with the course of time. As in modern era, society prefers more physical appearance in relative to inner beauty, men have to face discrimination and racism by different social forces of the society which include peers, professional circle and family. Men are eager to body shame other because they are themselves dissatisfied by the physical look. In this study, a researcher has found that physical appearance is important, and there are a few major aspects that enhance male

beauty, and those aspects are dressing sense, education, good height, and overall presentable look.

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Annexure

Glossary

Bhaari	Heavy
Bhaye	Satisfying
Bigaarnay	Spoil
Changay	Attractive
Choray	Broad
Chuph	Hidden
Dili Sakkoon	Peace of mind
Doar	Era
Gabru	Adult
Gora	White Complexion
Jism	Body
Kandhay	Shoulder
Khushaal	Happy
Khushgawaar Ehsaas	Aesthetically pleasant
Mana	Prohibited
Miyaar	Standard
Munday	Boys
Muwazna	Comparison
Neeli Ankhein	Blue eye
Nikay	Short Heightened
Purlutf	Enjoyable
Qad	Height
Roabdaar	Bossy
Sanwala	Dark Complexion
Ucha	Tall
Wazehya	Clear
Zahiri	Appearance

Interview Guide

1. How you define male beauty?
2. What are the main characteristics of male beauty?
3. What makes your personality attractive?
4. How can a male develop his personality?
5. What are the most desirable traits in male personality?
6. What are the traits we expect in a male beauty?
7. What is the role of dressing in male beauty?
8. What is the effect of muscularity on male beauty?
9. Why are appliances used to enhance male beauty?
10. How one becomes an accepted member of the society?
11. What is the role of education to construct personality?
12. What are the key aspects of modern culture which affect personality?
13. What is the role of modern culture on a man's mentality and personality?
14. How discrimination is a hurdle in the development of male personality?
15. How social media affect or change men's perspective?
16. Why people are reluctant to follow the beauty standards set by social media and cosmetic industries?
17. How social pressure influences the male beauty standards?
18. What are the symbols of beauty in modern culture?
19. What are the main purposes of aesthetic look?
20. How expensive things effect personality of men?
21. Who created the concept that white skin is the symbol of beauty?
22. How cosmetic industries attract men to use beauty products?
23. Why people spend money on expensive beauty products?
24. Why our societies give importance to men on the behalf of his appearance?
25. Why people try to follow beauty principles that are set by our TV industries and social media?
26. How people are forced to keep the beauty standards of society that they are related to?
27. How society contributes to create the complex of beauty?

28. Now a days, why gym is an essential part of teenager?
29. What is presentable look?
30. What role do brands play to create aesthetic look?
31. What you do to keep your knowledge of latest trends in aesthetics?
32. Which kind of cosmetic surgeries men do for their satisfaction?
33. What is the role of movies in creating the complex of beauty?
34. Why beauty plays a main role in ranking people?
35. Why physical beauty has more impact than inner beauty?
36. How print and electronic media encourage men to do beauty trials?
37. Why new trend of styling is only set by industries?
38. How cosmetic industries affect men's psychology to create beauty complex?

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