

International Multidisciplinary Research Journal

Golden Research Thoughts

Chief Editor
Dr.Tukaram Narayan Shinde

Publisher
Mrs.Laxmi Ashok Yakkaldevi

Associate Editor
Dr.Rajani Dalvi

Honorary
Mr.Ashok Yakkaldevi

Golden Research Thoughts Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Regional Editor

Manichander Thammishetty

Ph.d Research Scholar, Faculty of Education IASE, Osmania University, Hyderabad

International Advisory Board

Kamani Perera

Regional Center For Strategic Studies, Sri Lanka

Mohammad Hailat

Dept. of Mathematical Sciences, University of South Carolina Aiken

Hasan Bakfir

English Language and Literature Department, Kayseri

Janaki Sinnasamy

Librarian, University of Malaya

Abdullah Sabbagh

Engineering Studies, Sydney

Ghayoor Abbas Chotana

Dept of Chemistry, Lahore University of Management Sciences[PK]

Romona Mihaila

Spiru Haret University, Romania

Ecaterina Patrascu

Spiru Haret University, Bucharest

Anna Maria Constantinovici

AL. I. Cuza University, Romania

Delia Serbescu

Spiru Haret University, Bucharest, Romania

Loredana Bosca

Spiru Haret University, Romania

Ilie Pinteau,

Spiru Haret University, Romania

Anurag Misra

DBS College, Kanpur

Fabricio Moraes de Almeida

Federal University of Rondonia, Brazil

Xiaohua Yang

PhD, USA

Titus PopPhD, Partium Christian University, Oradea, Romania

George - Calin SERITAN

Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, Iasi

.....More

Editorial Board

Pratap Vyamktrao Naikwade

ASP College Devrukh, Ratnagiri, MS India Ex - VC. Solapur University, Solapur

Iresh Swami

Rajendra Shendge

Director, B.C.U.D. Solapur University, Solapur

R. R. Patil

Head Geology Department Solapur University, Solapur

N.S. Dhaygude

Ex. Prin. Dayanand College, Solapur

R. R. Yalikal

Director Management Institute, Solapur

Rama Bhosale

Prin. and Jt. Director Higher Education, Panvel

Narendra Kadu

Jt. Director Higher Education, Pune

Umesh Rajderkar

Head Humanities & Social Science YCMOU, Nashik

Salve R. N.

Department of Sociology, Shivaji University, Kolhapur

K. M. Bhandarkar

Praful Patel College of Education, Gondia

S. R. Pandya

Head Education Dept. Mumbai University, Mumbai

Govind P. Shinde

Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai

G. P. Patankar

S. D. M. Degree College, Honavar, Karnataka

Alka Darshan Shrivastava

Shaskiya Snatkottar Mahavidyalaya, Dhar

Chakane Sanjay Dnyaneshwar

Arts, Science & Commerce College, Indapur, Pune

Maj. S. Bakhtiar Choudhary

Director, Hyderabad AP India.

Rahul Shriram Sudke

Devi Ahilya Vishwavidyalaya, Indore

Awadhesh Kumar Shirotriya

Secretary, Play India Play, Meerut (U.P.)

S. Parvathi Devi

Ph.D.-University of Allahabad

S.KANNAN

Annamalai University, TN

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India

Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.aygrt.isrj.org



WOMEN'S PERCEPTIONS ABOUT THE IMPACT OF HEALTH, BEAUTY AND BEAUTIFICATION



Priyadarshani Umesh Chorage
Scholars Student-Ph.D,
Dept. of Sociology, Shivaji University, Kolhapur.

ABSTRACT

when all the members of a given society are in virtual agreement on the definition of certain fundamental situations that society is harmonious and organized .(Madan,2005,P -16).organization consists of three elements, i.e.society, culture and personalities and change in any of these elements is likely to affect social organization. (Madan, 2005, P-10). Social organization implies a relative harmony between individual attitudes and social value. In this way, social organization is closely connected with social change. Life is a dynamic and there is ceaseless change going on in the Universe. In this dynamic society, people have to face new situations which are called normal dynamics of social life.

Human beings perceive the world through all their senses. They have perceptions to corresponding to each sense such as, visual perception, auditory perception and so on. A striking fact about all perceptions is that it is always converting sensory information into objects. Another organizing tendency in the perception of object is a tendency to group stimuli into some patterns. (Morgan, 2003, P-275, 276,).Perceptions play an important role in women's lives.

The present study was based on the primary and secondary data. The primary data was collected from structured interview schedules and case studies, and secondary data from books ,journals, reports, news papers, radio and t.v.talks and internet. The objectives of present study are to assess the perceptions of women about Health, Beauty and Beautification.

KEYWORDS :Women, Perception, Gym, Diet, Beauty Parlor, Urbanization, Health, Beauty and Beautification.

INTRODUCTION

Industrialization, urbanization and modernization have greatly contributed towards improvement in women's life after independence. Due to industrialization, several industrial centers have developed. Women have started to work in the factories. Women also get home appliances easily and therefore they get leisure time and luxury. Because of industrialization, the process of urbanization is greatly accelerated and the means of communication develop rapidly. Thus, the general standard of living raised from economic as well as social point of view (Murugkar, 1995,P-122).These changes alter behavior of persons.

In middle class family woman has responsibility of social restrictions, traditions and to maintain prestige. Therefore, she tries to hide her own grief. Usually she tries to tolerate the things as possible, she does not let them and their families make subject of social discussion. (T.V. talk, 2016).

In India, excellent cities are immersing. India is an agriculture-based country. However, villages are being deserted and urbanization is growing rapidly. Roads, electricity, T.V., internet, large amount of vehicles has proved the material progress. Urban women have eager for job and career. Maidservants are catering out daily home chore. Maidservant has become important issue for discussions in women clubs. If you are bored enough to cook meal, hotels are giving solution of 'Home Delivery service'. In India, influence of Mc Donald culture is growing, (Ritzer, Goodman,2003, P – 553). Thus, focus has been on quantity than quality.

Indian Government started several large-scale industries for economical development of the country. It has resulted in industrialization and urbanization. These two factors led to modernization and change the life style of urban people. The prominence of religion becomes less important. The facilities of transportation, communication are easily available in cities. So urban people become closer to modern life style. Urban areas provide impulses for modernization in society as a whole (Dube, S.C 2000:,P-99).

Due to changing lifestyle and stress, amount of diabetes patients are increasing all over world. In India amount of diabetes patients is noteworthy. (Tagare: Pudhari News Paper2015, P, 3). Modern life style invites stress related diseases, and neoplastic diseases. Women are emotional by nature, so they affect easily by psychosomatic diseases.

In India still today, women are tend to neglect health. They focus on traditional methods to maintain health. They take care of their families the most, but neglect themselves. They eat remaining food or waste food, to save the money, which is harmful to the health. So that, they become victims of anemia, dietary problems etc. Due to menaces, delivery and menopause, hemoglobin and calcium deficiency has occurred in great extent among women. (Dr. Bhagat, Pudhari News Paper, 2015, P-4). It can cause for serious diseases. Therefore, giving quality time for their health check-ups, is the need of time in modern life (Sakal News Paper, 2015, P–8).

Woman's physical development is complicated. Beginning with menstruation cycle her physique changes according to feminine science. In some girls due to excessive secretion of 'Adrenaline', they get symptoms of male characteristics, such as superfluous (male pattern facial hair) hair, which affect their facial beauty and their nature become aggressive. (Simon2010, P–102). Her voice becomes husky, her skin becomes coarse. She gets pimples and scars. Her breast size is reduced.

According to Dr. Charlie Thomas, gynecologist, hypothyroidism is one of the under diagnosed, but frequently prevalent disease, which occurs especially in females. A high degree of awareness on the part of clinician is necessary for early diagnosis and initiation of treatment. It is characterized by fatigue and obesity, is widely prevalent among women. Mild exercise and a close watch on calorie intake could help in alleviating the problem. (Friday, 1998, P-20).

Naturally woman is short heighted and less in weight compare to men. Her body structure is delicate, pelvis region is broad, and more fat is stored in her joints. Therefore, she has curves and roundness to her body. Her skin and hair are smooth, her muscles are flexible. But she has less breathing capacity, so iron level in blood is less, due to that she has less immunity, her pulse rate is high, circulation get fluctuated. Due to hormonal imbalance and deficiency of calcium, she has less control on muscles. She is more sensitive to develop psychosomatic disorders. It is an indicator of continues internal changes in her body and mind (Simon, 2010, P – 106) according to age, and surrounding factors.

Women, who are unaware about the fact that obesity is dangerous to health and beauty, have no tendency to do exercise for control the weight, to control the diet and to change their lifestyle. Compare to men's body, body of woman contains more fats. Usually men have 26 billion fat cells, while women have 35 billion fat cells. According to Ketaki chorage, nutritionist, Master in Sports Nutrition, like many other diseases obesity is also related with genetics, family background, social atmosphere etc. To combat with it acceptance of healthy lifestyle, with exercise and proper diet is important. Proper diet gives nutrients and it can keep your weight in control. Fresh fruits, vegetables, cereals, grains, food with omega 3 fatty acids, milk without cream, curd, onion, garlic, pepper, mustard, cinnamon, turmeric, clove, tulsi (type of herb) should in regular diet. Sugar, jaggary, fried food, cold drinks, liquor, smoking must be avoided. Fasting, solo type of diet, pills and powder instead of diet, extreme ways of diet control such type of unscientific ways should be avoided. . (Ketaki Interview, 2015).

1990's have witnessed an increased concentration on women's issues. Global commission on women's health was founded in 1993. An agenda of this commission consists productive health, nutrition, aging, life style related condition and the occupational environment etc. (K.Park, 2007, P-19). Adoption of policies in the economic and social sectors would support in enhancing standards of living along with employment opportunities, increase wages, prepaid health programs and family support system. Population growth affects socio-economic condition of society. These changes have impact on health and health care services. These health care services, promote, maintain, monitor and restore health. (Last, 1983, p-18,).

According to Sucheta Chandakakar (1993), concept of 'Gym for women' is rather new for this age. At inception, it was seen as a new fad of rich women. However, slowly everybody understands its importance and utility. Advertisements of 'keep fit clubs, 'Obesity clinics', 'Sliming centers', 'Health clubs' are increasing day by day. These services have various names, but gym is the integral part of these various services. Gyms are connected with, beauty parlors, hotels, diet clinics, hospitals or sports clubs. TO help people, to maintain their fitness is the main intension of gym. Fitness experts provide guidance for it. (Chandakakar, 1993, P-9). Amount of gyms and beauty parlors is increasing along with the growth of city. Everybody has come to know the fact that; beauty of personality is depending upon diet, exercise, health etc. So gyms and parlors are getting good response. In old days gyms used to facilitate for mainly, men and traditional equipments were in use. Gym used to register under the title of sports groups. (Bhagwat,1988,P-25,).

In today's situation, women have to wear two different personas. Although she is successful and authorize person in society, she has to behave politely at home. According to her social status, men's perception is also changing, now days. It was thought to be that, woman should be plump, but this concept has changed totally and it is to be expected that she should be active, her muscles should be wholesome, she should maintain her physique by doing exercise, and she should pay attention to her health. Her attires are also becoming comfortable, as those would not interrupt her work. Now it is thought to be that due to such comfortable attire, her attractiveness will be reduced. (Simon, 2010, P–

241). So, modern woman practice gym and other exercises to maintain her health and beauty. She practices beauty parlor services, to enhance her beauty and get relaxation.

Grooming is a business of perfection. One little thing wrong – and a whole session can be ruined. A model may have spent hours on her hair and make-up, never missed a day of exercise and calorie counting, and expresses incredible genius in movements in front of the camera. Everybody is going to make a better impression with improved grooming, but a model's entire career depends upon it. Not one little flaw can exist. Girls have it a little tougher than the people do. (Cragin, 1980, P-79). Not only models today all women beautify themselves according to their choices and ideas. In addition, follow home care regimes. Gyms and Beauty Parlors are necessities of modern life to maintain health and beauty.

STATEMENT OF PROBLEM :

The present study explores the perceptions of women about Health ,Beauty and Beautification.

OBJECTIVES OF STUDY :

- To know the perceptions of women about health ,beauty and beautification.
- To understand the views of women about gym and beauty parlor.
- To know the effects of modern life style.
- To understand the benefits of gym, beauty parlor and beautification.

METHODOLOGY :

i) Method of study; Content analysis method is used.

ii) Sources of Data Collection; The study has relied on the primary and secondary data, an interview schedule, case studies and books journals, reports, radio and T.V. Talks, and internet.

Gyms provide services for fitness, and figure, which eventually leads to beauty and beautification, which is women's right. For last 2-3 decades healthy life and fitness programs are being considered by women on large scale. (Batra, 2008,p,20). Beauty Parlors give beauty services, to make women stress free in this hectic era. Women get attracted by the pleasant , fragrant , clean, decorative atmosphere of beauty.

Beauty is a mirror of health which adds happiness in her/his life. Beautification is an ancient art which enhances beauty, which is the most important part of personality .Beauty parlor provides services for beautification.

Necessity of Beauty Parlor & Gyms: Beauty Parlors and Gyms are important services of the modern age. To judge the respondent's perception this question raised here.

Bar Chart No 1
Classification of respondents according to their perceptions
About Necessity of Beauty Parlor and Gym
Bar Chart No.1

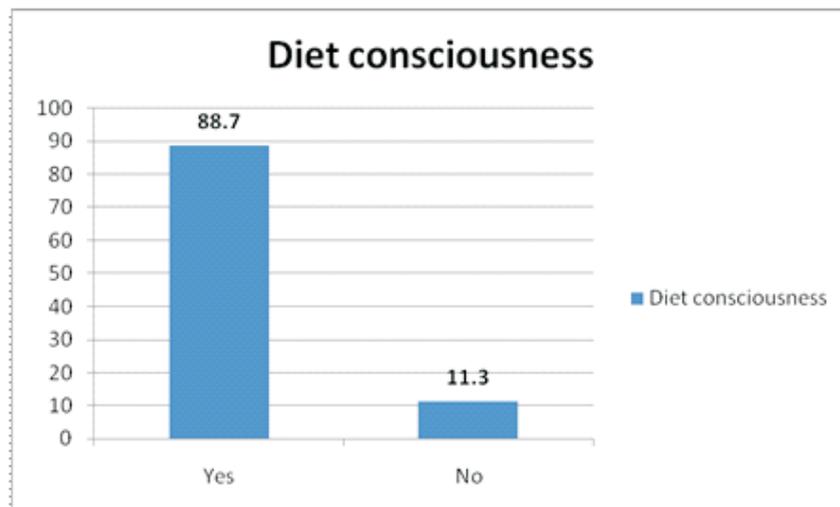


The question has been asked to know the opinion about the necessity of beauty parlors and gyms. About 37.3 percent respondents are of positive opinion and 28.7 percent opined that these are not necessary.

Proper nourishment, control of stress, prevention of diseases, addiction-freeness, regular exercise and easeful behavior are contents of healthy lifestyle and it gives you physical, mental and emotional health. (Ketaki Interview, 2015).

Diet consciousness: Diet is an important factor to well being of life. Thus to know the perceptions of respondents about it this question is raised here.

Bar Chart No. 2
Classification of respondents according to their
Perceptions about Consciousness of Diet



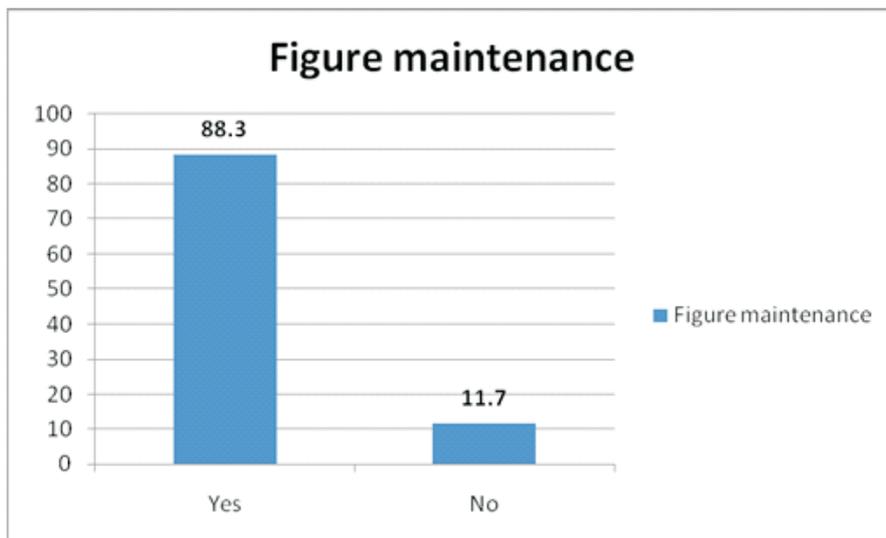
In order to maintain the physical health and beauty, proper diet is also required. From the current study, it is observed that 88.7 percent women are having diet consciousness. Only 11.3 percent are not having diet control.

In today's era, fitness and beauty norms have changed. Due to the McDonald, culture and globalization international norms are being accepted all over the world. This is era of slim-trim/zero figure and women are having help of gym and dietitian for it. Women are accepting lifestyle based on scientific knowledge.

Figure maintenance:

Attractive figure is an asset of a person thus to view the perceptions of respondent about it, this question is raised here.

Bar Chart No 3
Classification of respondents according to their Perceptions about Maintenance of Figure

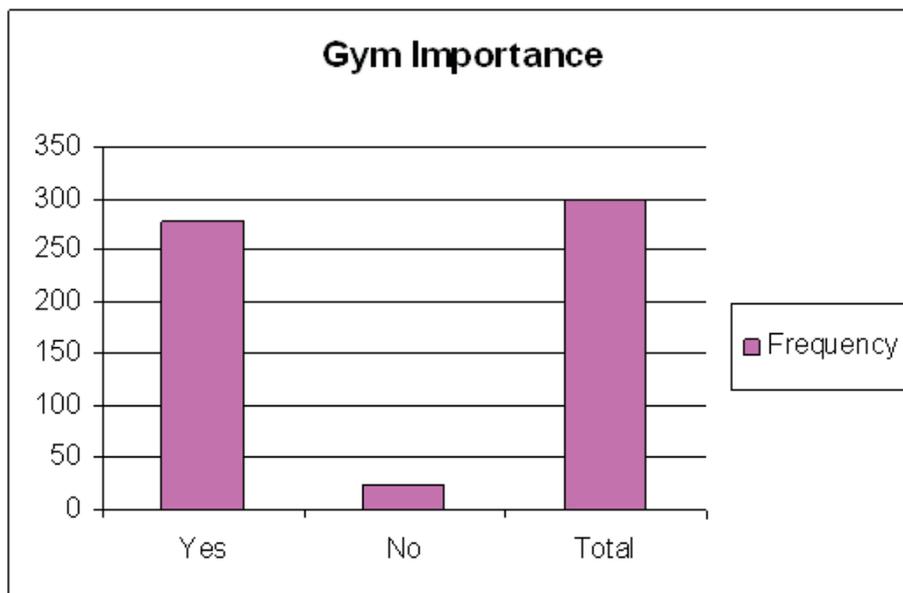


In the opinion of respondents, 88.3 percent women said that they want to maintain physical figure and the rest is shown no interest.

Compare with men, women have different health problems according to their changing physique. To solve the health problems, modern women are practicing gym services.

Gym importance: Gyms are important factor of modern age to maintain health, figure and fitness. To know the perceptions of respondents about it this question is raised here.

Bar Chart No. 4
Classification of respondents according to their
Perceptions about Gym Importance



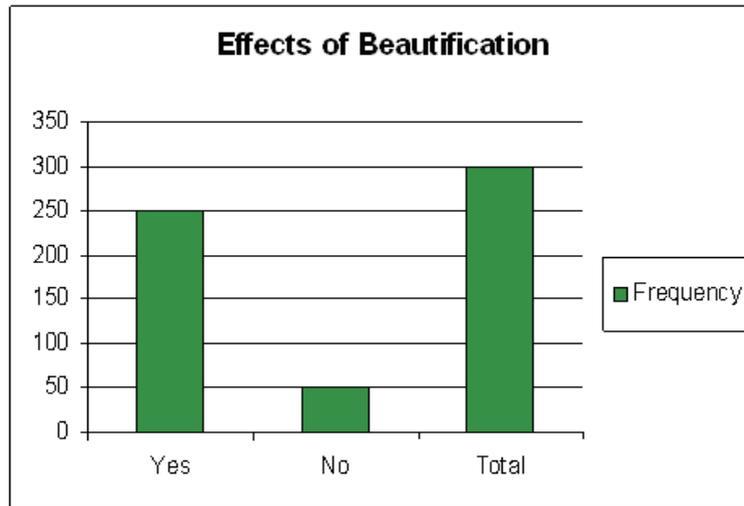
From the above Bar chart no four, it is observed that majority 92.3 percent women agreed that the gym is very important in order to maintain health, beauty, and only 7.7 percent are not in favor of gyms.

Trends of beautification have changed with class, caste and fashion. Outdated fashions have entered again with some modifications. Fashion has a cyclic manner. The growth in quantity of beauty parlors indicates that, there is a growth in quantity of clients. Today beauty parlors have become a need of society.

Effects of Beautification:

Beautification is an ancient art. Accessories and trends of beautification are changed but it is a continuous process. This question raised here to view the perceptions of respondent's about effect of beautification.

Bar Chart No 5
Classification of respondents according to their Perceptions about Effect of Beautification



In the present study, the respondent belongs to different occupation. They do go for beautification activities such as use of cosmetics, going to gym etc. In the opinion of 83.3 percent respondents, opined that beautification enhances personality. Their efforts of beautification do have significant effects in the improvement of beauty and 16.7 percent women disagreed with the statement.

Beautification is human's desire .So not only limits to women, men also wish to become handsome. Now a day's unisex beauty parlors are established in urban area. Beautification limits only for woman : Desire of beautification is the nature of human kind. To know the perceptions of respondent is about the beauty and beautification is limited only for women.

Bar Chart No 6
Classification of respondents according to their Perceptions About beauty and beautification are limited only for women



In the opinion of the respondents, 69.7 percent said that beautification is limited to only for women. However, 20.7 percent disagreed with the statement, about 9.6 percent women are not having any idea whether beautification limits to only for women or for men also.

Boosts up Beautification: There is sure inspiration behind any incident or creation, such as beautification. To know the perceptions of respondents is about it, the question is raised here.

Table No 7
Classification of respondents according to their
Perceptions boosts up beautification

Opinions	Frequency	Percent
Self	260	86.7
Husband	71	23.7
Father	52	17.3
Mother	136	45.3
Sister	139	46.3
Brother	72	24.0
Friends	147	49.0
Social Environment	76	25.3
Social Status	100	33.3
Profession	84	28.0
Education	59	19.7
Electronic media	67	22.3
Print media	56	18.7
Fashion Icons	94	31.3
Idol	88	29.3
Fashion Trends	120	40.0
Changing culture	87	29.0

The question was asked to identify the persons, who motivates and to inspire the respondents to go for beautification. From the above table no, 7 it is clear that self-motivation and interest is the major boost up for beautification as mentioned by 86.7 percent. In 45.3 percent cases, the motivator is mother and 46.3 percent sister. However, the fashion trends motivates as mentioned by 40 percent and 49 percent friends. However, the other aspects contributes to go for beautification are social statues, social environment, profession, education etc.

The present researcher experiences that ,women not only from higher and middle class but also lower class, like made servants, enjoy to visit beauty parlor for beautification

Benefits for beautification:

Benefits attracts persons towards creations. There are several types of benefits, such as physical, psychological etc. To know the perceptions of respondents is about it, the question is raised here.

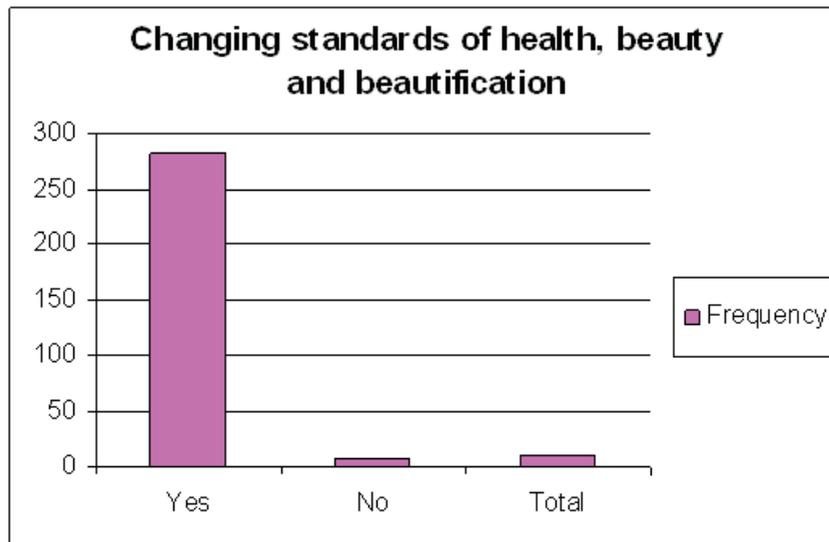
Table No 8
Classification of respondents according to their Perceptions towards benefits of beautification

Benefits	Frequency	Percent
Self esteem	223	74.3
Impression	154	51.3
Demand of profession	126	42.0
Modern lifestyle	171	57.0
Enhance personality	181	60.3
Making Special look	151	50.3

Beautification may have different benefits. In the opinion of the respondents, the major benefit is self-esteem and enhances personality. Of course, some professions also demands good look of the women employees. Beautification gives modern lifestyle look as mentioned by 57 percent of the respondents. In addition, beautification gives a special look an opined by 50.3 percent respondents.7.8.b.

Society always goes through changes due to its dynamic nature.

7.9 Changing standards of health, beauty and Beautification:
Bar Chart No 9



In the opinion of 94 percent respondents, there is growing awareness of health, beauty and beautification in the society. However, 2.7 percent opined that there is no such growing awareness and

3.3 percent are not known about this.

CONCLUSION:

1. Women's perceptions show that Gym and Beauty parlor are necessary.
2. Majority of women have diet consciousness.
3. Majority of women wants to maintain figure.
4. Majority of women feels that Gyms are important in order to maintain health and Beauty.
5. Majority of respondents opined that beautification enhances personality.
6. Majority of women said that beautification is limited to only for women. However, some are disagree with the statement.
7. Majority of women opined that self, relatives and friends boost up for beautification.
8. The major benefits of Beautification are to maintain self-esteem and enhance personality.
9. There is changing standards and growing awareness of health, beauty and beautification in the society.

RECOMMENDATIONS :

1. Women should take nutritious, fresh and proportionate diet, to maintain health & beauty.
2. Women should do regular exercises to maintain health & figure. They can join the Gym for advance facilities for maintainance of Health and Beauty.
3. To improve the personality, modern women should take the help of Assistance of Beauty Parlor services for beautification.
4. Beautification is the right of not only women, but is of each person.
5. Adequate sleep, proper diet, regular exercise & health check-ups are the need of time today for women to survive in modern life style.

REFERENCES :

1. Madan G.R., 2005, Indian Social Problems, Allied Publishers Private Limited.15, J. N. Heredia Marg, Ballard Estate, Mumbai.400001.
2. Cragin Valerie, 1980,'Method Modelling', Publication, Peterson Publishing, Co.8490, Sunset Building, Las Angeles.
3. Bhagwat K.P., 1988,'Sharir Sampada',Minal Prakashan, 2618, A, Deshpande Galli, Kolhapur, 416012.
4. Batra Shaili, 2008, 'Vis Minite Tandurustichi', Mehta Publication House, 1941, Sedashiv Peth,Pune30
5. Bhagwat K.P., 1988, 'Sharir Sampada', Minal Prakashan, 2618, A, Deshpande Galli, Kolhapur 416012.
6. Cragin Valerie, 1980, 'Method Modeling', Publication – Peterson publishing Co. 8490, Sunset building, Las Angeles.
7. Chandakakar Sucheta, 1993, 'Vyayamshaletil Striyancha Sahabhag', Sri Magezine August, P12.
8. Dube, S.C.2000: Indian Society, New Delhi, National Book Trust.
9. K. Park, 2007, Preventive and Social Medicine, M/s Banarsidas Bhanot Publishers, 1167, Prem Nagar, Jabalpur, 482 001 (India).
10. Ritzer George, Goodman Douglas,2003,'Sociological Theory', McGraw Hill, Boston Burr Ridge, IL Dubuque, LA Madison, WI New York, San Francisco St. Louis, Bangkok, Bogota,Caracas, KualaLumpur, Lisbon, London, Madrid,
11. Simon de Beauvoir,2010, 'The Second Sex', Translated by Karuna Gokhale,Padmagandha Prakashan 36/11 Dhanwantari Co.Operative Society , Pandurang colony, Erandwana Pune 411038
12. Murugkar I. 1995: Modernization: in (Ed) Sociology of Indian Society, S.N.D.T. University, Bombay.

13. Last J.M. (1983), A Dictionary of Epidemiology, Oxford University press
14. 'Stri', August 1993. P-11, 23, 24.
15. 'Friday', Nov., 1998.P-20, 41, 73.
16. Sakal Daily, 06/03/2016, Dr,Manojkumar Lokhande, Cancer Specialist, ,P-8.
17. Dr.Bhagat Rohini, 06/03/2015,Pudhari Daily,Arogya supplement, ,p-4.
18. Tagare Gauri, Dietician, Pudhari News Paper, Aarogya Supplement, 5/03/2015, P, 3.
19. Ketaki Chorage, Nutritionist, Interview, 2015.



Priyadarshani Umesh Chorage

Scholars Student-Ph.D, Dept. of Sociology, Shivaji University, Kolhapur.

Publish Research Article

International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- * International Scientific Journal Consortium
- * OPEN J-GATE

Associated and Indexed, USA

- EBSCO
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

Golden Research Thoughts
258/34 Raviwar Peth Solapur-413005, Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.aygrt.isrj.org