

## Abstract

This research studies the lifestyle of "Metrosexual men". The aspects of the study include the consumption lifestyle, the recreational lifestyle, work life, and perspective on sexuality.

The samples of this study are 14 Metrosexual men from Bangkok. Metrosexual man has special characteristic, which is defined as a man who lives in the metropolitan (in this case, Bangkok), well educated, from a well-to-do family, fashionable, and very attentive to self-beauty. In this study, our samples will be referred to as "beautiful men" ("Noom Chao – sum –ang" - - in Thai.)

This study uses qualitative method and employs three frameworks in sociology: Subculture, Lifestyle, and Consumerism.

The results of the study concerning the Metrosexual men's lifestyle are as follows. First, the consumption lifestyle, the "beautiful men" emphasized their consumption on image enhancement products, such as, skin care products, clothings, accessories, and supplement food. Nonetheless, the priority varies from one individual to another. Second, in the aspect of recreation, the available times are usually after work and weekends. After work, majority of the "beautiful men" socialize with friends of old days and their colleagues. Other activities extend to the followings: reading, watching T.V., playing sports, exercise and sauna, body massage, shopping, and travelling.

The Third aspect of lifestyle is Work Life. The "Beautiful Men" are both entrepreneurs and employee. The entrepreneurs own medium size business, which have the potential to develop into large companies in the future. For those who are employees, they are all in the high positions and have promising future. The last aspect that the study focuses is perspectives on sexuality. Only a few "Beautiful Men" view that

there are only two sexes: male and female. The other sexes are considered to be deviating. Most of the "Beautiful Men" , however, have different perspectives. They see multiple sexes in the society and it is normal.

Focusing on consumption pattern, the study reflects the relationship between globalization, capitalism, and lifestyle. Men are not solely function as producers as they were during the early capitalist era. They are at present a consumer as well. Besides "male products", such as stereo, mechanical items, and sportswear, men also consume "female products" include, cosmetics, skin lotion. Conscious about their look, men also go to Sauna and Spa Services. The "Beautiful Men" identify themselves according to their consumption patterns.