

## Abstract

The objective of the study on beauty identity of women under the discourse “beauty is leanness” was to determine the beauty discourse and women’s opinion about beauty definitions which were factors determining identity of their own beauty with the beauty value as “slim and beauty”. The case study were 7 women who desired to lose their weight, residing in Muang Chiang Mai district and 2 weight loss entrepreneur and clinic doctor. This study was qualitative study and the author employed in depth interview and collected data from various documents for analysis in order to bring about factors which made women create their beauty identity with society determination.

Most of the women who desired to lose their weight were 20-25 years of age and graduated between Mattayomsuksa 6 to post graduate levels. Their income and occupation were different by their work, for instance, those who ran their own business earned more income than those who worked for their employers. From the study, those who had more income would have more weight loss options than those who gained lower income. The latter group would select only weight loss pills since their cheaper cost than the other weight loss models. In term of body mass index of the study women, it was found that no women weighed more than the standard criteria or called “fat” at all, however, nobody was satisfied with their body shape and wanted to lose their weight for 2-10 kilograms.

The study finding was found that the women who wanted to lose their weight desired to have appearance upon the society norm i.e. beautiful women needed to have lean body. In order to be accepted in the society, women had to lose their weight to present their self image in their daily life with confidence. The beauty trend of women has changed following the community context. The impact from the weight loss need of the women to have beautiful shape as accepted in the society made many women suffered with fasting, taking weight loss pills, using laxative or even employing modern innovation which could also cause pain to women. 7 study informants were affected from weight loss such as laxative addicting, yo-yo effect, including bulimia nervosa.

Many women wanted to build their new body shape to have bargaining power to the society for example some women wanted to have slim body for their work to draw men's attention. The beauty illusion was built to manipulate women with men-centered social structure and capitalism. On the other hand, women used their beauty to show their identity in the society with various patterns. No matter what class were they, they were in the same social trend by selecting beauty identity.