

# Research paper on most female clients prefer services by male beauticians

[Environment](#), [Nature](#)



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## **Abstract**

In the natural environment, all living things tend to behave in a particular way, aimed at self preservation or species preservation. At times it can also occur just instinctively. This behavior is mostly in-born and occurs subconsciously (Haarsma, 2001). Observing people in their natural environment can help to observe these naturalistic behaviors

## **Most Female Clients Prefer Services by Male Beauticians**

Being in a busy street, there were many clients at the time. From my point, I observed that most female clients first scanned the salon for the available attendants. Whenever a female attendant came, the clients either declined or reluctantly agreed. They seemed more observative and critical to the beautician, giving strict instructions on what they wanted done. On the other hand, the females literally scrambled for available male attendants. They sat confidently and seemed to be at ease, smiling broadly and engaging the beautician in light conversations. They even asked for suggestions on how their styles can be improved and readily took the recommendations.

In conclusion, I realized that the female actually preferred male attendants. However, the work quality between male and female beauticians was the same, so I realized that the whole idea is just a mind-set. Despite the observations, I cannot rule out the fact that probably those who seemed at ease could have been regular customers who are confident about the services offered at the parlor while the uneasy ones were first timers. With

more time, the frequency with which clients visit the parlor could be included so as to add validity to the observations.

## **References**

Haarsma, L. (2001). Methodological Naturalism in the Study of Human Behavior. Retrieved on 17th Oct. 2011 from [http://www. calvin. edu/~lhaarsma/MethNatHumanBehave. html](http://www.calvin.edu/~lhaarsma/MethNatHumanBehave.html)