

Body Shape Concerns As A Predictor Of Self Esteem And Appearance Anxiety

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Abstract: *The aim of conducting this research is to enlighten the impact of body shape concerns on an individual's self-esteem and appearance anxiety and to examine whether there is a gender difference in this case or not. There are a total of 220 numbers of participants, with equal number of males and females in the sample set. The tool that'd be using here is a modified short version of the Body Shape Questionnaire (BSQ) by Cooper et. Al. in the year in 1987, the Rosenberg self-esteem scale by Morris Rosenberg (RSES) in the year 1965 and Appearance Anxiety Inventory by Veale et. Al. The current research proved that whenever there'll be higher body shape concerns and higher appearance anxiety, it'll result in less self-esteem.*

Keywords: *Body Shape Concerns, Self Esteem, Appearance Anxiety, Ideal Self*

I. INTRODUCTION

Body shape concerns are perhaps one of the most widespread psychological phenomena around the world today. Body shape is defined as a negative emotional assessment of the weight and state of own body (Ricciardelli et. Al.; 2010). It's stated that body shape and mental well-being are highly interrelated even though being two completely different entities of our life (Kostanski and Gullone;1998). Basically, there are numerous factors that play a major role in influencing our body shape concern or satisfaction, including, genetics, social, cultural, or media exposure (Ferrari, Petroski, Silva; 2013). A person's impression of self-perception impacts his mental working and prosperity. Satisfaction with physical appearance is a huge part of self-esteem, and young adult young ladies have more noteworthy disappointment with actual appearance than do young men in the youth. (Harter, 1990, 1999).

It's a multidimensional psychological, emotional, and conduct reaction to their own physical appearance (Muth and Cash; 1997). In one of the studies, it was stated that not only in females, but there has been the detection of BID and related conduct issues in males in a large number (McCabe and Ricciardelli; 2001).

In the other, it was examined that girls are mostly linked to the correlation of body shape concern and self-esteem whereas boys aren't affected by body shape concern (Furnham, Badmin & Sneade; 2010). It was also stated that perceived body shape concern is a repercussion of anxiety, self-esteem, and depression (Kostanski and Gullone; 1998). There are mammoth amount of causes behind BID, some of them are the sense of muscularity, self-confidence and mental health (Furnham & Calnan; 1998), eating behavior and addiction (Drewnowski & Yee 1987), achievement in life (McCabe, Ricciardelli & Finemore; 2002) school absenteeism (Yanovar & Thompson; 1998). There are multiple studies in which it was stated that Body Shape Concerns can be a cause for mental, physical, and social issues like social anxiety (Archibald;2010), depression (Shephard;1998), and suicidal ideation (Brausch;2007).

'Self-esteem' refers to how and what a person perceives about his/her own worth, this could be a positive or a negative attitude towards the same (Rosenberg;1965). Self-esteem has been conceptualized as a result, intention, and cradle, however, there is no general hypothesis of it (Cast and Burke;2002). Physical appearance serves changed capacities in males and females with similar importance for both self-confidence and self-assurance (Coyl; 2009). Individuals who

had higher body image concerns were reported to have relatively less self-esteem (Tiggemann; 2005).

Self-esteem is composed of two dimensions: Competence and Worth, the competence measurement or self-efficacy alludes to how much individuals consider themselves to be competent and effective and the worth measurement or the self-value alludes to how much people feel they are people of significant worth (Gecas; 1982 and Rosenberg; 1995).

The consequences of low self-esteem can be non-permanent, however in genuine cases can prompt different issues including depression, anorexia nervosa, misconduct, self-incurred wounds, and even self-destruction. Self-esteem is connected with school execution and misconduct. Youth with low self-esteem is bound to do inadequately in university, to become pregnant, or to impregnate a partner.

Numerous early hypotheses recommended that confidence is a fundamental human need or inspiration. American therapist Abraham Maslow remembered self-esteem for his order of human requirements. He depicted two unique types of "esteem": the requirement for regard from others as acknowledgment, achievement, and adoration, and the requirement for a sense of pride as self-esteem, fearlessness, ability, or fitness. Regard from others was accepted to be more delicate and effortlessly lost than internal identity regard. As indicated by Maslow, without the satisfaction of the confidence need, people will be headed to look for it and incapable to develop and acquire self-completion. Maslow additionally expresses that the best articulation of self-esteem "is the one which appears in the regard we merit for other people, more than prestigious, popularity, and sweet talk".

Different existing investigations have asserted that real appearance is decidedly associated with the self-esteem level, self-esteem exists in all mankind. Individuals will regularly survey and take a gander at themselves, and accepting they see that they are absent of something in their genuine appearance they will undoubtedly take measures to self cause something that will make them feel satisfied and accomplish an all-out self (Schouten, 1991) and they do it by consuming different items (Schouten, 1991; Solomon, 2009; Cash & Walker Cash, 1982).

Appearance Anxiety alludes a nervousness feel a fear of pessimistic assessment of its looks and self-perception by individuals. In the mean time, social relations mean the connection between at least two individuals through correspondences. Social appearance might be corresponded with social uneasiness stresses in everyday satisfying appearance (Hart, Flora, Palyo, Fresco, Holle, & Heimberg, 2008). Social appearance anxiety in adolescence might have a harmful and serious sequel in upcoming future life (Celik, Turan, & Arici, 2014). In the meantime, social appearance anxiety is considered one of the pieces of social anxiety (Amil & Bozgeyiklf, 2015). Individuals with appearance anxiety jumble report terrible personal satisfaction, as well as a critical shortcoming in cordial, word related, and enlightening working (Safren, Heimberg, Brown, & Holle, 1997; Schneier et al., 1994).

II. VARIABLE

A. BODY SHAPE CONCERN

Body Shape Concern is the means by which and in what way an individual sees themselves and are the considerations that come into their head subsequent to seeing their actual appearance. Human body shape is a muddled quirk with refined detail and limit. The general shape or figure of an individual is portrayed basically by the adornment of skeletal developments, as well as the allotment of muscles and fat.

Low self-esteem and unfortunate body picture are risk factors for the improvement of unsafe weight reduction methodologies, dietary problems and psychological wellness issues like discouragement. Young men, young ladies, people can be in every way impacted by body shape issues, however in various ways. Regular or expected weight gain and different changes brought about by adolescence. Peer strain to look a specific way. Explicitly virtual entertainment and different media post pictures that advance the best body as fit, slim or solid and urge clients to seek to unreasonable or unreachable body goals.

B. APPEARANCE ANXIETY

Appearance Anxiety alludes to anxiety feeling fear of pessimistic assessment of its looks and body picture by individuals. Individuals experience anxiety when they become cognizant that their reality or some worth with it very well may be annihilated. In the meantime, they likewise said that anxiety, similar to unsteadiness, can be either amusing or excruciating inclination, positive or negative. It can be either common or hypochondriac.

Nobody can move away from the spin-off of anxiety. It can develop from beginning phase to old stage, their morals change, and with each progression has typical anxiety experience. Ordinary anxiety can be furthermore fit during those innovative minutes when a fine skilled worker, an analyst, or a brains suddenly show up at a game plan that prompts an affirmation such one's world or various lives will be everlastingly unique.

C. SELF ESTEEM

Self-esteem position expects that the individual has a need to update his self-appraisal and to increase, stay aware of, or confirm his vibes of individual satisfaction, worth and sufficiency". As referred to in the past segment, self-esteem exists in all humankind. What amount does our own unique self-esteem really waver by external effects? All through the ordinary day to day presence, we habitually get appraisals and, shockingly, dreadful investigations from others like friends, family members, or untouchables. What's more these appraisals could insinuate a singular's display, real appearance, capacity, intuitive capacities, or any quality. Certain people could answer more unequivocally to these evaluations than do others.

III. NEED FOR THE STUDY

A few studies throughout the many years have attempted to grasp the connection between self-esteem, appearance anxiety, and different factors to attempt to uncover the brain science behind body shape concerns. Most have effectively related a few mental variables with its idea, and the way in which they are impacted by it. However, it is additionally important that the examinations that emphasis on the connection between body shape concern and self esteem and appearance anxiety are interesting. The current writing - deficient for what it's worth - is additionally obsolete and scarcely any investigations have been directed in this domain for as far back as decade. Also, as brought up previously, the investigations that really do exist to call attention to some connection between's Body shape concern, appearance anxiety and self-esteem discuss how body shape concerns prompts self-esteem and anxiety issues. Body shape concern has been a completely concentrated on peculiarity in the mental circle of science. It has additionally been concentrated as the causal variables of a few mental, physiological, and passionate problems and has similarly been concentrated according to regular events.

The need of this study rotates around observing the relationship between's body shape concern and appearance anxiety among youth. The relationship that will be laid out thanks to this study won't possibly assist us with understanding assuming body picture concerns can prompt anxiety and self-esteem issues, yet additionally show up at bits of knowledge about the distinctions in sexual orientation between body shape concern, self-esteem and appearance anxiety among youth, which will be additionally supplemented by experiences into the connection between these factors.

IV. SCOPE OF THE STUDY

The extent of the review incorporates understanding and laying out relationship and connection between's body shape concerns, self-esteem and appearance anxiety among youth. The review expects to view at the distinctions in sexual orientation as well as a holistic perspective in regards to something similar and come to an end result in both the cases. The end will be logical in nature and incorporate as much variety as possible.

V. REVIEW OF LITERATURE

BODY SHAPE CONCERNS

Gerrard, O., Galli, N., Santurri, L., Franklin, J., (2021) examining body dissatisfaction in college men through the exploration of appearance anxiety and internalization of the mesomorphic ideal. Responses indicated significant associations between internalization of the mesomorphic ideal, appearance anxiety, and body dissatisfaction.

Vasudeva, B. (2021) conducted a study on Body Image Dissatisfaction in the youth of India: and the effects on self-

esteem. The research proved that whenever there'll be higher body image dissatisfaction, it'll result in less self-esteem. Other than that, it stated that females have a higher mean score in body image dissatisfaction than and males, therefore, the men have a higher mean score of self-esteem than females.

Jameson, M., et. Al. (2018) examined the Influence of body image, socio-cultural attitudes, appearance anxiety, depression - focus on college males and gender comparison. The result indicated that the gender difference was that Appearance Anxiety and Depression were significant predictors of eating disorder risk among females, but not males. It also indicates that risk of an eating disorder is more prevalent among males than previously reported.

Satghare, P., Mahesh, M., Abin, E., Chong, S.A. and Subramaniam, M. (2019). The relative Association of body image dissatisfaction among psychiatric out patients in Singapore. Results indicated that a prevalence of 30.9% of BID was established among psychiatric out-patients in Singapore. Being female, having higher BMI scores, binge eating behavior, eating disorders, and those diagnosed with depression were positively associated with BID.

Swami, V., (2011) conducted a study on a prospective study of tattoos on appearance anxiety and dissatisfaction, perceptions of uniqueness, and self-esteem. Results showed that both women and men had significantly lower appearance anxiety and dissatisfaction immediately after obtaining their tattoo, and significantly higher body appreciation, distinctive appearance investment, self-ascribed uniqueness, and self-esteem after three weeks.

Koyuncu, M., Tok, S., Canpolat, A., Catikkas, F. (2010). Investigated in the area of body image satisfaction and dissatisfaction, social physique anxiety, self-esteem and body fat ratio in female exercises and non-exercise. It was concluded, therefore, that exercising behavior had a moderating effect on social physical anxiety, body image satisfaction, and self esteem.

SELF-ESTEEM

Hutchinson, J., Cassidy, T. (2021) investigated on Well-being, self-esteem and body satisfaction in new mothers. Results explained that Mothers who have higher body dissatisfaction show significantly lower well-being, self-esteem and perceived parenting competence. Mothers who experienced higher levels of mental well-being were found to have higher levels of perceived parenting competence and self-esteem, and those who experienced higher levels of self-esteem were also found to have higher levels of perceived parenting competence.

Meland, E., Bredablik, H. J., Thuen, F., Samdal, G. B., (2021) conducted a study on how body concerns, body mass, self-rated health and self-esteem are mutually impacted in early adolescence: a longitudinal cohort study. Body and weight concerns had unfavorable effects on SRH and SE, which both had favorable effects on each other. Increased BMI had unfavorable effects on SRH, but less so on SE.

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Other than that, it stated that females have a higher mean score in body image dissatisfaction than and males, therefore, the men have a higher mean score of self-esteem than females.

Sarfan, L. D., Clerkin, E. M., Teachman, B. A., Smith, A. R. (2019) conducted a research on testing the relationship between thoughts about dieting, body shape concerns, and state self-esteem. Results stated that there was a different pattern of results across male and female dieters. For females, the dieting prime indirectly led to poorer state self-esteem through its effects on body shape concerns.

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APPEARANCE ANXIETY

Zimmer-Gembeck, M.J., et. Al. (2021) studied on the topic Face-to-Face and Cyber-Victimization: A Longitudinal Study of Offline Appearance Anxiety and Online Appearance Preoccupation. Results stated that offline and online appearance anxieties are highly interrelated and share a common risk factor in face-to-face appearance-related victimization by peers.

Gerrard, O., Galli, N., Santurri, L., Franklin, J., (2021) examining body dissatisfaction in college men through the exploration of appearance anxiety and internalization of the mesomorphic ideal. Responses indicated significant associations between internalization of the mesomorphic ideal, appearance anxiety, and body dissatisfaction.

Sumana, U. N. (2021) conducted a comparative study of appearance anxiety and self-esteem among Indian classical dancers and non-dancers. It was found that that there was a negative correlation between appearance anxiety and self-esteem which means higher the appearance anxiety lower is the self-esteem. Indian classical dancers and non-dancers did not differ significantly with respect to appearance anxiety and Self-esteem.

Sandhra, K. J., Betty, P. (2020) conducted a study on influence of appearance anxiety and self-confidence on female's exercising habit. The study concludes that appearance anxiety influences the exercising behaviour among women and has a predictability of accuracy 13%. Self-confidence can't be considered as an influential factor according to the present study.

Jameson, M., et. Al. (2018) examined the Influence of body image, socio-cultural attitudes, appearance anxiety depression- focus on college males and gender comparison. The result indicated that the gender difference was that

Appearance Anxiety and Depression were significant predictors of eating disorder risk among females, but not males. It also indicates that risk of an eating disorder is more prevalent among males than previously reported.

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VI. METHODOLOGY

AIM

To study body shape concerns as a predictor of self-esteem and appearance anxiety among youth.

HYPOTHESES

- ✓ There will be significant gender differences in body shape concerns, self-esteem and appearance anxiety among youth.
- ✓ There will be significant relationship between body shape concerns, self-esteem and appearance anxiety among youth.
- ✓ Body shape concern will be a predictor of self esteem and appearance anxiety.

VARIABLES

- ✓ Dependent Variable: Body shape concerns
- ✓ Independent Variable : Self esteem and Appearance anxiety

SAMPLE

- ✓ *Size of sample* - 220
110 males; 110 females
- ✓ *Age* -18 to 24 years
- ✓ *Sex* – Males and Females

PARTICIPANTS

There were in total 220 number of participants with 110 males (M=23.28, SD=3.6) and 110 females (M=22.69, SD=3.64) in the age group of 18 to 24 from different regions of India.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	110	50.0	50.0	50.0
	Male	110	50.0	50.0	100.0
	Total	220	100.0	100.0	

Table 1: gender of participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Delhi	129	58.6	58.6	58.6
	DelhiNCR	47	21.4	21.4	80.0
	Maharashtra	20	9.1	9.1	89.1
	Uttar Pradesh	24	10.9	10.9	100.0
	Total	220	100.0	100.0	

Table 2: Geographical region of participants

TOOLS

- ✓ *Body Shape Questionnaire (BSQ- 16a)*: It was first given by Cooper, P.J., M.J. Taylor, Z. Cooper and C.G. Fairburn in the year 1986. Later its modified short versions came into the play and it comprises of 16 questions 6-Likert scale answers (never, rarely, sometime, often, very often, and always) by Evans and Dolan (1993) analyzing the score of how much an individual is concerned or dissatisfied with its own body shape. The internal reliability of English modified BSQ-16a is ranged from .92 to .96.
- ✓ *Self-esteem measure by Rosenberg*: It was proposed by Morris Rosenberg in the year 1965, it comprises of 10 questions and 4-Likert Scale answers ranging from (1) strongly agree to (4) strongly disagree. Its internal test-retest reliability ranges from .85 to .88.
- ✓ *Appearance Anxiety Inventory by Veale et. Al.*: It is a 10 question self-report scale that measures the cognitive and behavioral aspects of body image anxiety in general, and body dysmorphic disorder (BDD) in particular. The AAI was found to have good convergent validity with correlations of 0.55 with the clinician rated YBOCS - BDD and 0.58 with the PHQ9. Internal consistency was high, with a Cronbach's Alpha of 0.86.

PROCEDURE

The first step was to arranging and deciding the sample. After doing so, questionnaires were spread to the targeted audience and they were given clear instructions about aim of the study and as well as how are they supposed to answer to all the questions. Sample was also ensured about the confidentiality and no judgments as some of them were feeling shy in the starting of the process. After collecting the data, the forms were divided into 10 groups of 22 forms each to make it easier for the researcher to go through the answer thoroughly as it lead to complete the scoring and doing the analysis.

VII. OPERATIONAL DEFINITIONS OF VARIABLES

BODY SHAPE CONCERN

Body shape concern happens when an individual has industrious pessimistic contemplations and sentiments about their body. Body disappointment is an inside enthusiastic and mental interaction however is affected by outside elements, for example, tensions to meet a specific appearance ideal. It occurs when individuals have negative contemplations about their own body picture. Also, when individuals start to

characterize their own self-worth in view of their negative body picture, various emotional well-being issues can emerge, including dietary problems.

APPEARANCE ANXIETY

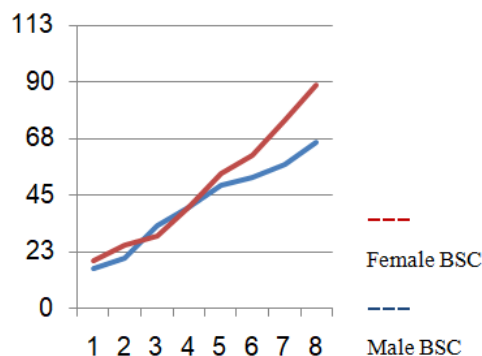
Appearance anxiety is dread or stress over the amplexness of one's actual appearance and about how others assess it. Individuals who fear being judged contrarily are insight of anxiety which is called actual appearance anxiety. Social relations allude to the connection between at least two people through correspondence. Youth have higher to experience actual appearance anxiety towards social relations. Body image plays a consequential role in social anxiety and several other diagnoses that include, as a symptom, the fear of judgment based on one's appearance.

SELF-ESTEEM

Self-esteem is an appealing mental development on the grounds that it predicts specific results, like scholastic accomplishment, joy, fulfillment in marriage and connections, and criminal conduct. Self-esteem can apply to a particular characteristic all around the world. Clinicians for the most part see self-esteem as a getting through character trademark (quality self-esteem), however typical, transient varieties (state self-esteem) likewise exist. Equivalents or close equivalent words of self-esteem incorporate self-worth, self-respect, self-regard, and self-trustworthiness. It is a disputable term between scholastics because a few accept that the idea doesn't exist and is better estimated by extraversion and self-preoccupation characteristic levels.

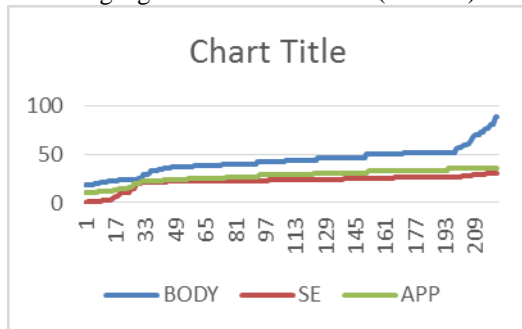
VIII. RESULTS

To test the first hypothesis, the mean score of body shape concern of males and females were compared and analyzed through one-way ANOVA. As the result was calculated, it came across that females (M= 46.52, SD= 17.687) tend to have higher body shape concern than males (M= 35.11, SD= 11.721). The body image dissatisfaction score differs significantly somewhere between the groups and the gender among the participants had a significant impact on body image dissatisfaction scores; $f(1,218)= 31.804$ and $p= <.001$.

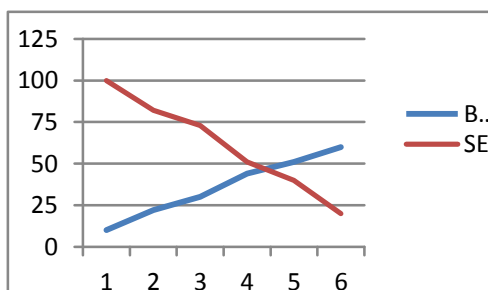


Graph 1: it indicated the higher body shape concern in females than in males

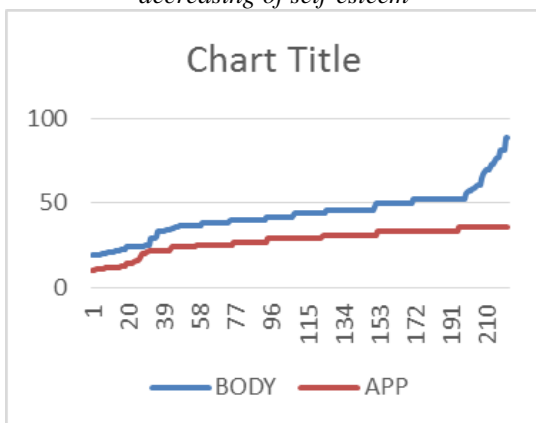
To test the second hypothesis, the mean score of body image dissatisfaction (M= 40.81, SD=16.024), mean score of self-esteem (M=19.66, SD=7.291), and mean score of appearance anxiety (M= 21.99, SD= 4.65) of all the participants were compared and analyzed, it was stated that increasing of body shape concerns will leads to increasing appearance anxiety and decreasing of self-esteem and it was approved by the statistically significant value of t (t=20.192, p=.001). After putting the data under Pearson’s correlation we got the results where r=0.342 & p<0.01. It shows that there is a significantly negative relationship between body shape concern and self-esteem with the 11% variance and the correlation being significant at 0.01 level (2-tailed).



Graph 2: higher body shape concern leads to higher appearance anxiety and lower self-esteem



Graph 3: increasing of body shape concern leads to decreasing of self-esteem



Graph 4: increasing of Body Shape Concern leads to increasing appearance anxiety

To test the third hypothesis, we’ll find out if Body Shape Concern is a predictor of Self esteem and Appearance Anxiety among youth. The independent variable is Body Shape concern and dependent variable is Appearance Anxiety.

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of The estimate
1.	0.91	0.828	0.827	2.551

(Table no. 3; model summary of body shape concern and appearance anxiety)

R square is 0.82, this means that Body Shape Concern can explain 82% variability of Appearance Anxiety, it is a very meaningful predictor. The ANOVA table tells if the correlation value of 0.910 is statistically significant. The F value is 958.23 and it is statistically significant. It is highly significant so the model is relevant one.

ANOVA

Model	Sum of square	DF	Mean square	F	Sig
Regression	6236.54	1	6236.54	958.23	0.00
Residual	1288.655	189	6.508		
Total	7525.195	199			

Table 4: Anova: body shape concern and appearance anxiety

*Constant = Appearance Anxiety

Here the constant or intercept is value of y which is Appearance anxiety. If Body Shape concern’s score is increased by one then score of Appearance Anxiety will increase by 0.396. Here, t value is calculated from coefficient divided by standard error. t = 30.9 The value is significant 0.01 level so the hypothesis 3 which states that Body shape concern is a predictor of Appearance Anxiety has been accepted.

The other objective of the study is find out if Body Shape Concern is a predictor of Self esteem and Appearance Anxiety among youth. The independent variable is Body Shape concern and dependent variable is Self Esteem.

R square is 0.74, this means that Body Shape Concern can explain 74% variability of Self esteem. It is a very meaningful predictor.

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of The estimate
1.	0.68	0.745	0.744	1.274

(Table no. 5; model summary of body shape concern and self esteem)

The ANOVA table tells if the correlation value of 0.863 is statistically significant. The F value is 579.70 and it is statistically significant. It is highly significant so the model is relevant one.

ANOVA

Model	Sum of square	DF	Mean square	F	Sig
Regression	1723	1	1723	579.70	0.00
Residual	588.5	189	2.972		
Total	2311.5	199			

Table 6: Anova: body shape concern and appearance anxiety

*Constant = Self Esteem

Here the constant or intercept is value of y which is Self esteem . If Body Shape concern score is increased by one then score of Self esteem will increase by 0.208. Here , t value is calculated from coefficient divided by standard error. t = 24.07. The value is significant 0.01 level so the hypothesis 3

which states that Body shape concern is a predictor of Self esteem has been accepted.

IX. DISCUSSION

The conclusion of the present study stated that there is an apparent relationship between body shape concern, self-esteem and appearance anxiety of an individual. Results of the data analysis indicated that body image dissatisfaction and self-esteem are significantly associated ($p < 0.01$), which supported the second hypothesis.

This shows that increasing body shape concerns will lead to decreasing of self-esteem, and increasing of appearance anxiety and body image dissatisfaction was a significant predictor of the self-esteem (criterion) as $f(218) = 28.83$, $p = 0.05$ and $\eta^2 = 0.11$. This study was parallel to studies where discoveries showed a positive correlation between the degree of confidence linked to the body image and self-esteem in the adolescents (*Qurat-Ul-Ain and Ajmal; 2019*), and individuals with lower self-esteem are progressively liable to report dissatisfaction with their body size or shape, regardless to their age or sex. Since self-concept addresses an enormous piece of an individual's self-esteem, it is obvious that esteem and body disappointment/dissatisfaction are connected (*O'Dea; 2012*). Findings support proposals that perceived body image dissatisfaction arises from a complex interplay of factors, including gender, self-esteem, and actual body mass. (*Kostanski and Gullone; 1998*). Understanding developmental trends and gender differences in self-esteem can enhance our ability to assist youth who are overweight in maintaining favorable self-evaluations (*Ivanova and Israel; 2002*).

Other than that, this study proposed that there is a significant difference among the scores of body image dissatisfaction of males and females, where in females have relatively higher score on body image dissatisfaction and lesser self-esteem because of the same. Results of the current study are somewhat parallel to the study done on the students of the University of Sharjah, it concluded that female participants were more keen to lose weight where as male participants were more into gaining weight and exercising ($p < 0.001$).

Here, Body Mass Index showed a huge strong correlation with the BID ($r = 0.57$, $p < 0.001$). The results featured the need to increase awareness of the importance of smart eating behaviors and regular physical exercises to improve body size, shape perception, and fulfillment among school guys and females (*Radwan et. Al; 2019*).

While doing the research work, I note that in Psychology, Body shape concern is something proposed in girls, by external forces (*American psychological association; task force on sexualization of girls; 2007*), for example, young ladies might be conditioned by the media to be disappointed with their bodies on the off chance that they don't adjust to the slight ideal. Females do appear to have competition issues with evaluating their own body image.

However the presence of body image dissatisfaction is high in females as well as in males to some extent and the main cause behind this whole idea of ideal body could be the

environment and the external forces which push an individual to the verge of hampering their physical and mental health. The present study suggest future researchers to evaluate the different external factors or powers which follow up on the people to decide the nature and degree of body image and self concept one should try and have in their lives in significance of building oneself.

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