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<b>Article:</b>	<b>Effect of Sociocultural Attitude Towards Appearance and Self-Esteem on Body Image Dissatisfaction among Working Women</b>
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**Abstract**

The main objective of current study was to find out the effect of sociocultural attitude and self-esteem on body image dissatisfaction among working women. Within the present study survey research design was used. The sample included working women ( $N = 250$ ). Sample was approached through purposive sampling. Sociocultural Attitude toward Appearance Questionnaire (Schaefer et al., 2015), Rosenberg Self-Esteem Scale (Rosenberg, 1965) and Body Dissatisfaction Scale (Tariq & Ijaz, 2015) were used to collect data and access information from participants. The data was collected through standardized process and analyzed through SPSS-23 version. The findings indicated that sociocultural attitude have negative effect on body image dissatisfaction. Another finding indicated that self-esteem has negative effect on body image dissatisfaction among working women.

**Keywords:** Sociocultural attitude, Self-esteem, Body image dissatisfaction

## Introduction

Researchers have asserted the effect of sociocultural parts on body dissatisfaction levels (Cafri et al., 2005; Anschutz et al., 2008). The Tripartite Influence Model (Thompson et al., 1999) is an important framework for understanding various impressions that may impact aggravations of body image. The model, that has gotten clear assistance with women samples (Thompson, Van den Berg, & Keery, 2004), suggests that three factors (friends, family, and media) apply their effect on eating unsettling influences and body image through two cycles that mediate this impact: extraordinary appearance comparison and internalization of social goals. The TIM states that these cycles have a specific capacity in choosing body dissatisfaction levels; regardless of the way that they are both significant mental segments affecting body image, they are different forms with their own expresses.

Internalization of the idealized thinness, or the limit to which a person acknowledges socially characterized beliefs of appearance, has been hypothesized as increasing body dissatisfaction. Internalization of social beliefs of appearance is similarly suggested as "thin ideal internalization". Thompson et al. (1999) battle that thin ideal internalization is an essential factor in the association between sociocultural effects and agitating impacts in body image and eating. Internalization implies how much someone bolsters socially portrayed objectives of appearance and carries on in ways to deal with satisfy this ideal. Internalization is portrayed as "a fuse of unequivocal qualities to the point that they become basic beliefs" (Van den Berg et al., 2004). Hypothetically, women need to buy in to or internalize cultural pressures to be slim with the end goal for them to adversely influence their body image. However, some researches examine the internalization of slim ideal (Stice, 2001), research recommends slim ideal internalization predicts expanded body dissatisfaction (Vartanian, 2009; Stice, 2002; Garner, 2004) in light of the fact that it is not possible for most women to accomplish the slim ideal.

It is basic to assess internalization of appearance since internalization and furthermore body dissatisfaction is thought to grow someone's risk for undesirable eating (Thompson & Stice, 2001). Researchers have proposed that the connection between body dissatisfaction and social impacts may be affected by internalization. A model of Bulimia nervosa, proposed by (Stice, 1994), speculated that the connection between sociocultural strain to meet the thin ideal and body dissatisfaction is interceded by thin ideal internalization.

A meta-analysis coordinated by Cafri et al. (2005) insisted the presence of a strong association between internalization of the thin ideal and body dissatisfaction. Stice and Thompson (2001) showed that raised thin ideal internalization creates as a risk component for both the start of eating issues and body dissatisfaction. Also, longitudinal researches have set up that higher levels of thin ideal internalization cause increment in body dissatisfaction among women (Petrie & Bradford, 2008). Various studies have shown a relationship between women's body dissatisfaction and their internalization of the slim ideal, including experimental (Nouri, Hill & Orelle-Valente, 2011), correlational (Vartanian, 2009) and prospective (Stice, 2001). The powerful idea of this affiliation is upheld by late meta-analysis (Cafri et al., 2005; Stice, 2002).

High self-desires can prompt issues related to body image. There are several researches that have indicated that normal weighted women feel they are overweight, prompting higher danger of poor self-esteem and body dysmorphic issues (McCreary et al., 2004; Olivardia, 2001). The social values for body attractiveness for women is a lot slender than the normal body shape for women (McCreary et al., 2004). Women see strength more as looking slender and athletic, rather than muscle mass, and a lot of bulk (McCreary et al., 2004). Muscle dysmorphia is the point at which an individual feel that they are not strong enough, this current reason's noteworthy distress and disability in occupational and social areas of ordinary working (Vigario et al., 2003). This is only one of numerous issues that can

emerge from social pressures on women. Some feel a solid need to work-out to an extraordinary that upsets every day works, while others want to cover their body to the point of extreme anxiety (Olivardia, 2001).

A reason for conducting present research is that this research is conducting on adults but the prior study was conducted by Hargreaves and Tiggemann (2004) was conducting a research on adolescents that was idealized media images and adolescent body image., and this study was conducted on only two variables (media and body image) but on the other side present study was conducted on three variables. Another reason for conducting this research that mostly international studies was conducting on adolescents and young adults related to their body image. Prior studies have finding the effects of cultural icons such as family, peers and media but focused only on adolescents and young adults. For instance, prior study of McCabe and Ricciardelli (2007) was conducting research on young adults: women are consistently compelled to want and adopt a body shape that confirm to the beauty principles, for example, a slim body size for women. Another prior longitudinal study conducted by Bradford and Petrie (2008) was conducting research on young girls: this study proposes increase in body dissatisfaction among women is predicted by high levels of slim ideal internalization.

Neumark-Sztainer et al. (2010) was conducted a research on adolescent girls and Rodgers et al. (2017) was conducted a study on undergraduate women. According to them parents additionally assume an important function in the adaptation and upkeep of body image. Moreover, it was also examined that peer-pressure play a significant role as predictor of body image dissatisfaction. A study among female undergraduates found body dissatisfaction among girls was positively related with negative body-related talk between friends (Wasyliw & Williamson, 2012). There was no study related to present constructs conducted on middle or late adulthood. That's why present study was also including all stages of adulthood. Another reason for conducting this research is that there was no study related to present constructs of sociocultural attitude, self-esteem and body image dissatisfaction among working women in Pakistan. Mostly Pakistani studies was conducting on student`s related to their body image for example prior study of Khan et al. (20011) was conducting research on university students` exposure to thin and beautiful media images. There was no study aimed to discover predictors of body image dissatisfaction among working women. That`s why present study focuses on working women.

The specific objectives included 1) to find out the effect of internalization on body image dissatisfaction among working women, to find out the effect of self-esteem on body image dissatisfaction among working women.

### **Hypotheses**

- H1:** Internalization would positively predict the body image dissatisfaction among working women.
- H2:** Self-esteem would negatively predict the body image dissatisfaction among working women.

### **Method**

The aim of this study is to investigate the influence sociocultural attitude and self-esteem on perceived body image of working women. This study is designed to evaluate the extent to which the level of sociocultural attitude toward appearance and self-esteem impacts on the perception and attitudes that women hold toward their bodies.

### **Participants**

The sample for this study is the working women. Sample of the present study was consisted on 250 participants ( $N=250$ ) with age range from 18 to 60 years ( $M = 69.43$ ,  $S = 52.74$ ). Ashfaq and Najam (2012) reported that women have a higher danger than men for issues, for example, body dissatisfaction and dangerous eating practices so they were remained in focus for past researches whereas working women are under the focus of current

research. The sample size was considered adequate according to the recommendations of Singleton and Straits (2017). Data was collected from working women in Sargodha. Purposive sampling technique was applied to collect the information from the participants. In order to control response biasness, researcher has removed the title on top of questionnaire as this can tip off the participants on how the researcher wish for them to answer. Division of the sample are given in Table 1.

**Table 1***Demographic characteristics of Participants (N=250)*

Characteristics	<i>n</i>	%
Age		
18-40 years	204	81.6
40-60 years	46	18.4
Marital status		
Single	142	56.8
Married	108	46.2
Socioeconomic Status		
Lower Class	104	41.6
Middle Class	103	41.2
Higher Class	43	17.2

**Instruments**

Sociocultural Attitudes towards Appearance Questionnaire – 4 by (Shaefer et al., 2016) was used to measure of the sociocultural influence among working women. The scale can be used for both men and women to measure body image dissatisfaction among them. SATAQ-4 has 22 items. This scale is comprised of 5-point rating scale. Each item is scored according to the given categories including Strongly Disagree = 1, Mostly Disagree = 2, Neutral = 3, Mostly Agree = 4, and Strongly Agree = 5. Minimum-maximum scores on over all scale are 22 to 110. The score of the scale is interpreted as lower and higher scores representing lower and higher effect of sociocultural attitudes and vice versa. This scale has demonstrated adequate reliability with Cronbach`s alpha .75 to .96. the scale was used in the current study on the basis of written permission from the authors through email.

Rosenberg Self-Esteem Scale was developed by Rosenberg in 1965. This Scale was used to assess self-esteem of participants in this study. This scale consists of 10 items. This scale is based on 4-points likert scale with response category including Strongly Agree = 1, Agree = 2, Disagree = 3, and Strongly Disagree = 4. Items 2, 5, 6, 8 and 9 are reversely scored. Minimum-maximum scores on this scale are 10 to 40. Its test-retest reliability has been found to range from .82 to .88 and Cronbach Alpha from .77 to .88. Body Dissatisfaction Scale by (Tariq & Ijaz, 2015) was used to measure body image dissatisfaction among working women. This scale consists of 26 items. This scale is based on 5-point rating scale with response categories including Not at All = 0, Rarely = 1, Sometimes = 2, Often =3, and Always = 4. Minimum-maximum scores for this scale are 0 to 104. The scale has demonstrated adequate reliability of .89.

**Procedure**

A quantitative approach was used in current research. Descriptive Survey research design was used in this study, to gather the records from participants. In survey research, three standardized questionnaires were selected to administer to the sample of working women. Researcher used purposive sampling to approach the sample. Sample of 250 working women (N = 250) was selected in current study. The sample size was considered adequate according to the recommendations of Singleton and Straits (2017). Data was collected from working women in Sargodha. At first, a permission letter was gotten by the department of Psychology which affirmed the institutional association of the researcher. From that point

forward, Researcher moved toward the participants to gather the data. Researcher consoled them that this is an academic research and given data will be stay confidential. Subsequent to motivating the members, those women who were agree to take participate, they were mentioned to sign the informed consent. They were given guidance to fill the questionnaire. The researcher remained truly present during the finishing of survey. In the event that, if the participant confronted any trouble in the completion of questionnaire or the comprehension of the questionnaire, the researcher tended to their questions in adequate manner. After the completion of survey, the researcher filtered the questionnaire to check whether any question was left. In the event that any question was left clear, the researcher mentioned them to fill the respective part of questionnaire. Toward the end, the researcher paid extraordinary gratitude to the participants.

### Ethical Approval

All procedures performed in studies involving human participants were in accordance with the ethical standards. Informed consent was obtained from all individual participants included in this study. Confidentiality of participants were protecting during research. Researcher has avoided deceptive practices when designing the research. Researcher has provided the participants with the rights to withdraw from research at any time.

### Results

After collecting data, it was analyzed through SPSS. Statistical package for social science (SPSS) is a software that is utilized for statistical analysis. After collecting data, the researcher entered the data into the data sheet of SPSS and made an output file from the data.

**Table 2**

*Psychometric Properties of Scales for Main Study (N=250)*

Scales	M	SD	Range	$\alpha$	1	2	3
Sociocultural Attitude	61.83	18.90	22-102	.89	-		
Rosenberg Self-Esteem Scale	21.57	3.44	10-40	.97	-.69**	-	
Body Dissatisfaction Scale	27.75	15.73	0-101	.98	.89**	-.44*	-

Table 2 shows the Cronbach's  $\alpha$  value for index of sociocultural attitude toward appearance scale, Rosenberg self-esteem scale and body dissatisfaction scale were .89, .97 and .98 respectively. Results show that there is higher internal consistency in all three scales. Results show that sociocultural attitude has significant positive correlation with body image dissatisfaction ( $r = .89, p < .01$ ) and significant negative correlation with self-esteem ( $r = -.69, p < .01$ ). Self-esteem has significant negative correlation with body image dissatisfaction ( $r = -.44, p < .05$ ).

**Table 3**

*Multiple Regression Analysis showing Effect of Internalization, Family-pressure, Peer-pressure and Media-pressure on Body Image Dissatisfaction among Working Women (N=250)*

Variables	B	$\beta$	SE
Constant	-19.54***		1.57
Internalization	1.81**	.38	.34
Self-esteem	-1.14***	-.21	.85
$R^2$	.90		

\*\* $p < .01$ . \*\*\* $p < .001$ .

Multiple Regression Analysis was computed with sociocultural attitude and self-esteem as predictor variables and body image dissatisfaction as outcome variable. The  $R^2$  value of .90 indicates that 90% variance in the dependent variable can be accounted for, by the predictors with  $F(2, 247) = 761.04, p < .01$ . The findings indicate that internalization-thin ideal ( $\beta = 1.81, p < .01$ ) has significant positive effect on body image dissatisfaction among

working women. Self-esteem has significant negative effect on body image dissatisfaction ( $\beta = -1.14, p < .001$ ).

### **Discussion**

The principal purpose of present research was centered around exploring the impact of sociocultural attitude and self-esteem on body image dissatisfaction among working women in Pakistani society. The current study plans to look at the sociocultural attitude regarding internalization, family, peers and media impacts among members with body image dissatisfaction.

First hypothesis of present study specifies "internalization would positively predict body image dissatisfaction among working women". This hypothesis was accepted in this study. To see relationship among sociocultural attitude and body image dissatisfaction, Pearson product moment correlation was run, and results are indicated in Table 4.6. The finding demonstrates that sociocultural attitude has significant positive relationship with body image dissatisfaction. This result is in accordance with the past researches that demonstrated comparable effects of sociocultural attitude with body image dissatisfaction (Anschutz, Engels, & Van Strien, 2008; Cafri et al., 2005; Cash, 2005). These researches has demonstrated the positive effect of sociocultural attitudes on levels of body dissatisfaction. Earlier research uncovers that culture regarding family, peers and media put impact on people to embrace beauty beliefs of culture as accepted practices. women are reliably pressurized by these beauty goals that lead to increment in their body dissatisfaction (Abraczinskas, Fisak, & Barnes, 2012).

The result shows that internalization has significant positive effect on body image dissatisfaction among working women. This hypothesis was accepted. Various studies have demonstrated that Internalization decidedly impact on body image dissatisfaction. Earlier researches show that from the elements that add to body image dissatisfaction, most remarkable factor is internalization of beauty standards of society (Cafri et al., 2005; Thompson & Stice, 2001). A meta-analysis directed by Cafri et al. (2005) affirmed the presence of a solid connection between internalization of the slim ideal and body dissatisfaction. Thompson and Stice (2001) indicated that inspired slim ideal internalization rises as a danger factor for body dissatisfaction. Besides, it was built up by research that higher levels of slim ideal internalization cause increase in body dissatisfaction among women (Bradford & Petrie, 2008).

Second hypothesis of present study specify "self-esteem would negatively predict body image dissatisfaction in working women". The result shows that self-esteem has significant negative impact on body image dissatisfaction among working women. This hypothesis was accepted. These results are consistent with past researches that self-esteem is negatively correlated with body image dissatisfaction (Shahyad, Pakdaman, & Shokri, 2015). It is discovered that low self-esteem as a risk factor for body image dissatisfaction and furthermore locate that more elevated level of self-esteem could diminish body image dissatisfaction (Furnham et al., 2002). Low self-esteem is identified with different psychological results, for example, inspiration for weight reduction (Milligen & Pritchard, 2006; Shea & Pritchard, 2007), worry for weight and body shape (Delinsky & Wilson, 2008; Pritchard, 2010) and poor body image and body image dissatisfaction (Lowery et al., 2005).

### **Implications**

Furthermore, it can help society including parents, friends and who have not adequate data with respect to their behavior that add to body dissatisfaction. The discoveries can assist society with diminishing the pressure they applied on working women regarding beauty goals. This study give assistance to working women to embrace a positive disposition toward cultural standards. This causes them to create and reinforce their self-esteem so as to live in truly and mentally sound way. Discoveries of present study can likewise be relevant in

clinical and psychological well-being settings. The aptitudes that are found out from this study may upgrade the capacity of the social worker to work successfully with disappointed working women. spite of the restrictions this study may added to improve the fundamental knowledge with respect to sociocultural attitude, self-esteem and body dissatisfaction.

### **Limitations and Suggestions**

The scope of this study is restricted to one city just and thus the outcomes could not be summed up as being in general impression of Pakistani working women. Sample was gotten from certain urban communities of Punjab not from everywhere Pakistan. The sample ought to have been drawn in such a way that it would have reflected the impression of all working women living in Pakistan. Future explores may incorporate participants from everywhere Pakistan. Second all the variables in this study were estimated by self-report surveys. So, the relationship among variables would be viewed as doubtful because of typical method variance or impression the board inspiration. So different assets ought to be utilized for gathering data to lessen single source biasness. Another limitation to this study that those questionnaires are in English language which may make misunderstanding because of troublesome terms. The participants in this study were educated, yet English is not their own language which may cause problems.

### **Conclusion**

The study was conducted to find out the effect of sociocultural attitude and self-esteem on body image dissatisfaction among working women. Culture can put influence on various features of our behavior. Because women are considered to be social agents of culture, so the culture is a basic part of women's role in society. Women are consistently compelled to want and adopt a body shape that confirm to the beauty principles. Women are faster to choose blemishes on their bodies, that is, women are barely ever happy with their body shape and sizes. Gendered expectations around appearance can vary drastically depending on workplace culture and societal needs. Findings show that women face more scrutiny than men about how they look and what they wear. They want to accomplish and keep up an ideal load than men, particularly when at the center of attention. Working women experience interaction with many people at daily basis. So, they are more appearance to their looks and beauty.



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