

# A Study Of Conceptualization Of Body Image In Indian Context

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DOI: 10.47750/pnr.2023.14.02.53

## Abstract

In India, body image research is still in its infancy, and the social and psychological effects of having a negative body image are not given enough attention. The purpose of the current study is to learn about a person's body image and how it relates to social and psychological outcomes. The current study focuses on how boys and girls think about their bodies, idealised physical characteristics, factors that affect body image, and the effects of having a good or bad body image. The results of this study show that the significance of body image in Indian culture is comparable to that of body image in Western culture. Comparable concepts in the east and west could be explained by the digital environment. Today's digital environment has made borders more permeable due to communication. Sending messages from one nation to another is now simple. A variety of media are available to aid in understanding another civilization's culture and way of life. One such means of message transmission that works well is the media. The second source of a comparable understanding of body image could be the introduction of liberalisation, privatisation, and globalisation. Any company in the world is welcome to sell its goods in the Indian market. In order to promote their products, these businesses frequently flaunt their style and way of life. Third, similar body image concepts may have been caused by exposure to fashion publications, reading fashion articles, and imitating and blindly adhering to the western lifestyle, whether it be in food or fashion. In this case, it is possible to assert that a particular culture has lost some of its distinctiveness.

## INTRODUCTION

Body image is a psychological term that describes how a person looks and feels about his or her own body as well as how they feel about other people's bodies. The bulk of civilizations are obsessed with beauty and good looks. According to the literature, appearance and lookism culture put pressure on individuals to look in the desired or anticipated manner. Body image has grown more popular in academic and clinical studies in recent years. The rise in popularity dates back almost four decades. Because of body image dissatisfaction, there is an increase in the use of cosmetics, cosmetic procedures, dieting and unhealthy eating, strenuous exercise, frequent trips to gyms, and the use of steroids to make oneself more appealing and well looking. People began employing the same goods utilised in Western culture with the introduction of liberalisation and globalisation in 1991, as well as the opening up of the market economy and the availability of grooming products. India is no different. Despite cultural distinctions, the Indian population was exposed to the same kinds of media and imbued with similar sorts of body ideals as the western population. There is a huge focus on looks nowadays. People are spending time on body-related worries, whether they are flipping through publications, watching TV channels, scrolling the internet, on social media, or seeing day-to-day interaction between friends and family members. Markets are no different. A trip to the market demonstrates that consumers spend time and money looking for and purchasing beauty and grooming goods, cosmetics, and clothing. People spend money on hair, spas, and diets to lose weight; time and money on daily grooming; hours in the gym to achieve a certain body shape and size; and cosmetic surgery to

achieve specific body ideals. This encouraged academics to investigate the many concepts of body image that exist in society, as well as the reasons and effects linked to them. This research was carried out to address a knowledge vacuum surrounding societal ideas of body image as well as their origins and effects. Fashion designers and consumers often regard thinness as the ideal body image.

A multitude of studies indicate that the majority of women and men have poor body image. Weight is regarded as "a normative unhappiness" for women since their physical size, weight, and desire to be lighter are so visible (Rodin, Silberstein, and Striegel-Moore, 1984). The evidence supporting males' having a poor body image and dissatisfaction is growing by the day, implying that guys want to be more muscular than they are. Being obese is detested by both men and women, but women loathe it somewhat more than men (Hebl et al., 2004; Mishkind et al., 1986; Rosen and Gross, 1987; Pope et al., 1999). The majority of men and women want to change something about their bodies: they want. Nevertheless, more women than men consider their bodies to be fat, although both sexes view their bodies as too large in comparison to the media's images (Striegel-Moore et al., 2001). In a study conducted by Rosen and Gross (1987), 97 females and 116 males responded to a questionnaire regarding their perceived body size. They found that 89% of the females, compared to 63% of the males, wanted to change their weight. Being underweight is also not acceptable as a socially desirable body image (Pope et al., 1999). In general, women have a greater tendency than men to exhibit eating disorders. In addition, females compare their own bodies to ideal body shape models (McKinley & Hyde, 1996). These facts indicate that females are more dissatisfied with their body image than males, and they attempt to change their weight more frequently. It is evident that social standards of beauty have a tremendous influence on eating behaviours in our society. Though social standards of beauty play a role in eating behaviours, media use also seems to be connected with the development of eating disorders. Research (Stice, 1998) suggests that body image concerns are related to the frequency of using media such as magazines and television. This leads to increased feelings of dissatisfaction with their body image and thus greater eating disorder symptoms. From these studies, it is evident that social standards of beauty and media use are two factors that affect eating behaviours in our society.

According to an ASSOCHAM report from 2012, the Indian cosmetic sector is expanding at a fantastic pace of 20% per year. In 2013, the Indian cosmetic business was valued at Rs 29,000 crores. According to a 2017 study conducted by ASSOCHAM and MRSS, the present Indian cosmetic and grooming industry market size is \$6.5 billion, with a projected growth to \$35 billion by 2035. In the past five years, the men's grooming market has grown at a rate of 42 percent. The herbal cosmetic business is predicted to increase at a 12 percent yearly pace. India has risen to the fifth spot in the world for the number of plastic surgery operations performed. The International Society of Aesthetic and Plastic Surgery (ISAPS) conducted a study in 2015 and discovered that India ranked fourth in the world for all cosmetic surgery done. In India, a total of 9,35,487 cosmetic treatments (4.3 percent of all procedures) were performed, of which 4,20,454 were surgical and 5,15,033 were non-surgical. The Indian cosmetic and plastic surgery business is now valued at roughly US \$110 million. Over 135 million people in India are fat (Ahirwar and Mondal, 2019). Obesity prevalence in India varies according to socioeconomic position, geographical location, age, and gender. Several studies have shown that the prevalence of obesity among women is much greater than that of men. Obesity and central obesity prevalence rates range from 11.8 percent to 31.3 percent and 16.9 percent to 36.3 percent, respectively (ICMR-INDIAB study 2015). According to the NFHS-4 (2015-16) survey, 18.9% of men and 20.0 % of women are overweight, while 20.2 % of men and 22.9 % of women are underweight. The growing issue of obesity in Indian society is accompanied by body dissatisfaction.

Body image research in India is still in its infancy; not enough emphasis is placed on the social and psychological ramifications of bad body image as well as the psychiatric problems that a negative body image may create. There is also misunderstanding about what constitutes poor body image and how it differs from eating disorders such as Anorexia Nervosa and Bulimia. There is little research that investigates the multiple facets of negative body image. Studies on body image in men are basically non-existent. To understand how body image is conceptualized in the Indian context, this qualitative study focuses on (a) males' and females' conceptualizations of body image and appearance ideals; (b) factors that influence body image; (c) the consequences of having a negative or positive body image; and (d) coping strategies used by people who perceive a discrepancy between ideal and real body

image. A qualitative research paradigm was used to attain this goal. The qualitative research paradigm enables the researcher to delve further into the study topics by allowing the researcher to discuss them with the participants. In this phase, two qualitative research methodologies were employed in this phase: focus group discussion (FGD) and semi-structured interview. Four focus group sessions were held first (two on male participants and two on female participants). Following that, eight semi-structured interviews were conducted. Based on the results of the focus group discussion, eight individuals with a good body image and eight participants with a negative body image were interviewed.

## METHOD

### Focus Group Discussion (FGD)

A focus group discussion approach was employed to gather information regarding participants' conceptualizations of body image, its origins, and effects. The focus group discussion approach has several advantages and disadvantages. One of the most significant advantages of focus group discussions is that they enable the researcher to get knowledge regarding the study topic via participant conversation. Discussion among participants aids in the exploration and comprehension of not just individual but also holistic and integrated participant experiences. However, in certain circumstances, the benefit of focus group discussion impedes the process of exploring facts and experiences. Participants in mixed gender focus group talks refrain from freely engaging in the debate and sharing their thoughts and experiences. Individuals in Indian culture are uncomfortable discussing body image in the company of their opposite gender. People are hesitant to discuss body image with people of the opposite gender. As a result, the current study included two different focus group talks for male and female participants. The facilitator for male groups was a man, while the facilitator for female groups was a woman. According to Speck et al. (2005), homogeneity in age, gender, and background helps to create a comfortable and non-judgmental environment for the focus group discussion. Thus, in the current study, it was ensured that the facilitator's age, gender, and background were comparable to the participants. There were 10 and 9 participants in the female focus group, and 7 and 8 people in the male focus group. Each focus group conversation lasted between 60 and 90 minutes. The focus group conversation was recorded and then transcribed with the participants' permission.

### In-depth Interview:

After analysing the focus group data, sixteen participants (8 males and 8 females) were identified; eight participants (four females and four males) with a positive body image and eight participants (four males and four females) with a negative body image. In-depth interviews were carried out with these participants. A semi-structured interview schedule was developed, which had questions relating to the meaning assigned to body image and factors that influence the perception of body image. Questions were designed to tap information pertaining to participants' experiences with body image. A funnel approach was used where the researcher began with general questions and slowly and gradually came to the specific questions, wherever necessary prompts were used. Each interview lasted approximately 60 minutes. After reviewing the focus group data, sixteen individuals (8 males and 8 females) were identified as having a good body image (four females and four males) and eight with a negative body image (four males and four females). These participants were subjected to in-depth interviews. A semi-structured interview schedule was created, which included questions on the meaning attributed to body image as well as elements that impact body image perception. The questions were aimed to elicit information about the participants' experiences with body image. The researcher employed a funnel technique, starting with generic inquiries and progressively progressing to specialised ones, using hints as needed. Each interview lasted around 60 minutes.

### Data Analysis:

After finishing this step of data collection, the data analysis procedure commenced. Braun and Clarke (2006) advised using the theme analysis technique. The initial stage in this procedure was to transcribe the recorded data

and field notes. The transcription was completed by the researchers who led the focus group discussions and interviews. To ensure secrecy, each participant was assigned a distinct id throughout the transcription. All transcriptions were read and re-read line by line in order to extract the true meaning and group related words and phrases together. After becoming acquainted with the data, the process of finding themes began. Words with comparable meanings were selected and meaningfully gathered for this purpose. The goal of this stage was to extract the first level themes from the data. The first level themes aid in finding the recurrence of underlying concepts or thoughts related to the current research's various aims. Following their identification, the next stage was to determine whether or not these first level themes converged on some relevant sub themes. Sub-themes were created from the first level topics that were significant and provided a meaningful image when combined. The sub-themes were then classified and assessed to see if they addressed the study questions or not. The sub-themes that were irrelevant were removed from further study, and other sub-themes were evaluated to determine whether they shared any similarities or patterns. Sub-themes that were comparable in character and answered the study objectives jointly were combined into main themes. Braun and Clarke (2006) suggested that the thematic analysis approach be flexible so that the structure and meaning of a topic may be tweaked and adjusted until the researcher finds the saturation point in the data's meaning. In the current study, considerable flexibility was preserved in order to extract as much information as possible from the data. The transcripts were re-read many times throughout the analysis step to confirm the original structure and meaning of the topics. The following actions were taken to assure the findings' authenticity and reliability. First, another topic specialist double-checked the themes documented by the first researcher (in this case, the supervisor). Second, the topic specialist went through all of the transcriptions again, rearranging the codes and themes as appropriate. The codes and topics on which the researcher and the subject expert could not agree were re-examined and adjusted appropriately.

**Sample and Sampling:** The current study employs a purposeful sampling strategy.

**Table 1: Sample for Focus Group Discussion (FGD):**

Participants		Male	Female
Number		15	19
Mean Age (SD)		25 (2.87)	23.8 (2.69)
Educational Level	Graduate	9	11
	Post-graduate	4	5
	PhD	2	2
Socio-economic status	Lower	2	2
	Middle	12	15
	Upper	1	2

**Table 2: Sample Description for In-depth Interview (M = 8, F = 8)**

Participant	Age	Gender	Education	Residence	Weight	Height
NEG-M1	21	Male	Graduate	Urban	75	172
NEG-M2	18	Male	Graduate	Urban	49	180
NEG-M3	18	Male	Graduate	Rural	54	168
NEG-M4	21	Male	Graduate	Urban	49	155
POS-M1	24	Male	Post-graduate	Rural	59	171
POS-M2	20	Male	Graduate	Urban	56	180
POS-M3	24	Male	Post-graduate	Urban	58	165

<b>POS-M4</b>	27	Male	PhD	Rural	65	170
<b>NEG-F1</b>	23	Female	Post-graduate	Rural	65	146
<b>NEG-F2</b>	20	Female	Graduate	Urban	49	152
<b>NEG-F3</b>	20	Female	Graduate	Urban	52	153
<b>NEG-F4</b>	26	Female	PhD	Urban	63	171
<b>POS-F1</b>	20	Female	Graduate	Urban	53	154
<b>POS-F2</b>	24	Female	Post-graduate	Urban	55	155
<b>POS-F3</b>	22	Female	Graduate	Rural	62	165
<b>POS-F4</b>	21	Female	Graduate	Rural	57	155
<b>Male</b>	Mean (Age)21.63 (3.15), mean (Weight)= 58.13 (8.63), mean (Height)= 170.13 (8.09)					
<b>Female</b>	Mean (Age)22.00 (2.21), mean (Weight)= 57.00 (5.78), mean (Height)= 156.38 (7.89)					
<b>Total</b>	Mean (Age)21.81 (2.64), mean (Weight)= 57.56 (7.12), mean (Height)= 163.25 (10.49)					

## RESULTS

### Conceptualization

Participants were questioned about the significance of appearance, physical beauty, and body ideals throughout the focus group discussion and interviews. They were also quizzed on essential beauty values that both sexes adhere to. Body image was conceived by the majority of participants in terms of cognitive and emotional representation of body traits (physical features), attire, sense of grooming, fitness/health orientation, and disposition. It was discovered that male and female participants had different conceptualizations of their body image.

**Table 3: Showing Meaning of Body Image in Indian Context**

Sr. N.	Themes	Sub-themes	Focus Group Discussion (f)		Semi structured Interview (f)	
			Male	Female	Male	Female
1.	Body Features	Weight	11	14	3	5
		Muscles	9	5	7	3
		Arms	4	8	3	2
		Shoulders	7	4	5	1
		Chest	9	1	3	1
		Thighs	4	6	3	4
		Legs	6	5	4	3
		Hair	5	11	3	5
		Waist	2	8	1	3
		Facial features (colour, complexion)	4	9	3	5
		Lips	-	2	1	4
		Nose	2	5	1	3
Eyes	11	14	3	5		
2.	Clothes and Grooming	Clean clothes	8	7	5	4
		Fancy clothes	5	7	4	5
		Good clothes	5	4	4	5
		Branded clothes	3	4	3	3
		Fit clothes	2	3	2	3

		Fine clothes	2	1	2	1
		Grooming products	7	9	6	7
3.	Fitness and Health Orientation	Fit body shape	5	7	6	7
		Fat is bad	10	8	4	3
		Being physically active	6	6	5	5
		Appearance is based on physical and mental health	4	7	2	2
4.	Demeanour	Behaviour	5	6	4	5
		Personality	3	4	5	4
		Communication	3	3	3	4
		Compassionate Nature	3	4	2	1

### Body Ideals

Men and women both rated a slim, linear physique as their ideal. They dislike persons who are overweight or fat. Most of the women and several of the men who participated found that losing weight improved their health. Gaining weight was a cause of sorrow for both men and women. Males tended to aim for muscularity, while females tended to seek for thinness. Girls stated phrases like dissatisfied, afraid, and feel dreadful in relation to increasing weight. In their chat, the girls underlined the significance of thinness.

**Table 4: Showing Body Image Ideals for Females and Males**

Sr. N.	Themes	Sub-themes	Focus Group Discussion (f)	Semi structured Interview (f)
1.	Body ideals for females	Pursuing a Slimmer Figure	7	5
		Medium build, or regular frame	5	4
		Slenderness	6	4
		Gorgeous eyes	6	3
		Having a lot of hair that's thick and lengthy	4	4
		Gorgeous features and flawless skin	3	2
		A pouty mouth	2	2
2.	Body ideals for males	Muscularity	6	4
		Medium to average physique	5	3
		Fit	5	4
		Sporty	4	5
		Abdominal muscles in 6 pack or 8 pack	3	3
		Good height	4	2
		Strength and stamina	4	3

### Factors influencing body image

The following elements impacted body image: a) family, b) peers, c) media, and d) lookism culture. Factors impacting body image were comparable for both girls and boys. Participants make comparisons with their significant others. They also get both favourable and negative criticism about their bodies from their parents and others. They said that they sought favourable affirmation in order to attract members of the opposite sex and make

a good impression. Peers and parents have mocked bad looks in certain circumstances. People adopt beauty standards in their lives to prevent such insults and experiences of bullying, as well as to overcome the dread of being laughed at.

Table 5: Factors influencing body image

Sr. N.	Themes	Sub-themes	Focus Group Discussion (f)		Semi structured Interview (f)	
			Male	Female	Male	Female
1.	Family	Commenting on and condemning based on physical appearance	5	10	3	8
		Acceptance and rejection based on physical appearance	4	11	3	8
		Observing and learning from society	3	8	3	5
		Comparing with close relatives	4	7	4	5
2.	Peer	Appearance-related discourse	6	12	3	7
		Acceptance and rejection based on physical appearance	7	12	4	6
		Provocation and pressure	6	8	5	6
		Reference to compare	3	6	2	4
3.	Media	Show ideal pictures	6	10	5	7
		Promote what's in style	8	12	3	5
		Make rules for appearance	5	9	2	3
4.	Lookism culture	People who are attractive are given good praise	4	7	3	6
		Get more people to interact with	3	5	3	4
		Ugly people miss out on chances	2	3	4	5

### Appearance evaluation

The majority of interviewees expressed unhappiness with their bodies and looks. Participants expressed dissatisfaction with their skin color, complexion, height, weight, nose size, belly fat, muscles, hair, and faces. Few individuals reported being happy with their bodies and looks.

Table 6: Showing Appearance Evaluation by Participants

Sr. N.	Themes	Sub-themes	Focus Group Discussion (f)		Semi structured Interview (f)	
			Male	Female	Male	Female
1.	Negative evaluation	Not happy with the way your face looks	3	5	3	4
		Not happy with how much you weigh	5	13	4	6
		Not happy with one's height	10	6	5	4
		Not happy with your muscles	6	0	5	1
		Not happy with the upper torso (chest or breasts, shoulders, arms)	6	9	3	4

		Not happy with the mid-torso (waist, stomach)	4	6	2	4
		Not happy with the lower torso (buttocks, hips, thighs, legs)	3	5	2	5
2.	Positive evaluation	Satisfied with physical features	3	4	4	2
		Focus on health	5	3	6	4
		Fitness	4	3	5	3
		Mannerism	2	2	1	2
		Broad conceptualization of beauty	1	1	2	1

## DISCUSSION

Questions on physical appearance, attractiveness, and body ideals for boys and girls were posed to better understand the conceptualization of body image. Participants described their physical appearance in terms of bodily traits, clothes and sense of hygiene, fitness orientation, health orientation, and demeanour. Males and females were defined differently. Males placed a greater emphasis on male physical characteristics, with a particular emphasis on muscularity. Height, weight, muscular tone, arms, shoulders, chest, thighs, legs, and hair style were all discussed. Similar results have been found in the literature, which show that male participants want to be "normal" and "average," but they also value muscularity (Grogan & Richards, 2002; Birbeck & Drummond, 2006). Female participants characterized their physical appearance in terms of facial characteristics, complexion, hair colour, hair style, weight, waist, stomach, legs, buttocks, and breasts. They provided more specific information on facial characteristics such as eyes, mouth, and nose.

One of the most essential aspects of body image has evolved as health and fitness. Grogan and Richards (2002) discovered that fitness is a significant part of men's body image. There is relatively little research in the literature that seeks to explore girls' attitudes towards fitness and health. According to the findings of the current research, females value health and fitness just as much as boys do. Clark and Tiggemann (2006), on the other hand, advised females to prioritise thinness above exercise. The current study's findings also demonstrate that thinness is important to female participants. Previous studies have shown that gender differences in body image perception are accepted and acknowledged by peers and other members of society (Lee & Troop-Gordon, 2011). Demeanour was one motif that evolved beyond the realm of the body or physical-self. Hairstyling and apparel surfaced as two major aspects during a focus group discussion and in-depth interview on body image. Firth and Gleeson (2004) also emphasised the significance of hair and wearing style in the formation of body image. They contended that societal judgement of hair and fashion is deceptive and gender-biased. Dressing style and decoration are often seen as more relevant to women's body image than men. They did, however, imply that these two are equally significant for men and women. The current study also found that both men and women want to have appropriate hairstyles and attire.

Participants defined body image by the look and description of body ideals. During the interviews, it was discovered that individuals with a positive body image were more content with their bodies and looks and perceived their appearance in terms of fitness, health, and demeanour. They said that they dress in outfits that are both fashionable and comfortable for them. Participants with a negative body image were more unhappy with their bodies and looks, and their emphasis was on body ideals. They compared their bodies to those of their relatives, classmates, or media superstars. They reported using grooming items and clothing to disguise their body flaws. They were very concerned about appearance and indicated significant financial and time expenditure. They also looked to be focused on beauty and body-related ideas. Family, friends, the media, and lookism culture are identified as four significant elements affecting body image. Through conversation, criticism, and their own appearance-enhancing practices, family members propagate body-related attitudes and behaviours. The position of moms was described by the girls as one who transmits beauty ideas, protects them from these goals, and offers

them money and counsel to improve their looks. Participants reported learning numerous grooming procedures from family members. Participants in appearance-related teasing also mentioned the role of siblings.

It was discovered that peers have an impact on the development of an individual's body image. Peers affect body image via appearance-related interactions, fat talk, appearance-related teasing and pressure, accepting or rejecting based on looks, and serving as a comparison point. They said that their close friends criticize or remark on certain elements of their physique, while others compliment them. They establish their body image via connection and dialogue. They also acquire grooming techniques and a sense of fashion from their social group. Peer pressure to conform to gender-specific social standards has been linked to body dissatisfaction in adolescents and young adults (Smolak & Stein, 2006). Participants said that the media plays an important role in creating awareness about one's look and physique. People start following celebrities or actors in actresses or advertising when they wear certain cosmetics or attire, according to them. Participants also said that actors and models are so gorgeous that they desire to have similar traits and attributes after viewing them. Participants said that media consumption is rising as a result of easy access to television, laptop computers, and cell phones. They also said that they get this knowledge about the body and appearance via periodicals, the internet, and social media.

Incongruity exists with the skinny ideal, according to participants. Other qualitative investigations back up these claims (Mooney et al., 2009). These studies also indicate that participants are aware of media manipulation and the function of the media in disseminating unachievable body ideals for men and women. Struggling for thinness was described as unrealistic and illogical by participants. Tiggemann et al. (2000) discovered that the pictures portrayed in the media have a major influence on how individuals' approach or see themselves. Similarly, Harrison (2003) discovered that girls' exposure to media depicting the curvaceously slender body type is connected with the acceptability of cosmetic surgery and breast augmentation.

Participants constantly mentioned the "lookism" culture. They claimed that individuals experience competition in all aspects of their lives and that no one wants to fall behind. A person with nice looks has an advantage in this battle; both girls and boys do not want to be left behind by their peers in any way. Wearing branded clothing, applying cosmetics, going to the salon, dieting, and going to the gym has thus become a culture. The influence of social pressure on the development of body image disorders is well established. The primary assumption of this method is that social influences have a significant effect on the formation and maintenance of body image by creating an appearance and lookism culture that values, enforces, and models cultural norms of beauty and body shape (J. Thompson et al. 1999). Various participants said that appearance is vital for many occupations and professional courses. They also said that those who appear better are deemed excellent, are seen immediately, and are remembered for a long period of time. A person must appear well and be beautiful in order to earn popularity and stay a focus of interest. They also said that everyone admires attractive individuals since they are more likely to succeed in life. One of the primary concerns of teenagers and young adults is peer acceptability (Newcomb et al., 1993).

Furthermore, participants said that their friends tease them sometimes and are unaware that the person may be wounded. Peer judgement concerning looks is a well-documented aspect of teenage life (Eder, Evans, & Parker, 1995). Previous studies on girls from elementary to college age have shown a substantial correlation between critical appearance remarks and poor body image (Levine et al., 1994; Thompson, Covert, & Stormer, 1999; Oliver & Thelen, 1996). According to the findings, if you are gorgeous, the person of the opposing gender would like you more than someone who is not as handsome and well looking. Getting married and finding a nice spouse are both dependent on a person's attractiveness. A more gorgeous girl has no difficulties in getting married. She gets more marriage proposals than individuals who are less attractive or not at all attractive. Looks-based rejection has not only sparked study in recent years, but it has also been found as a strong predictor of a variety of psychological issues, including low self-esteem, social disengagement, social anxiety, and a sense of self-worth that is conditional on appearance (Bowker, Thomas, Spencer, & Park, 2013; Park, 2007; Park & Pinkus, 2009).

Participants expressed dissatisfaction with their skin colour, complexion, height, weight, nose size, belly fat, muscles, hair, and faces. Very few people report being happy with their bodies and looks. Participants indicated

pimples on their faces, flatness of their noses, and wheatish and dark complexions as reasons for their facial displeasure. Males were disappointed with their bodies because they were not manly or their height was low, while females were dissatisfied with their bodies because they were too tall or too overweight. Hair dissatisfaction due to short or dry hair, lack of light in hair, and hair fall This discontent stems from a mismatch between real and desired physical attributes. According to the notion of self-disparity, body image dissatisfaction increases when the perceived discrepancy between an ideal body image and an individual's current body condition is large (Muth & Cash, 1997). According to research conducted by Keel, Fulkerson, and Leon (1997), as many as 90% of females wished to reduce the size of their bodies. Regina and Giugliani (2006) discovered that 82% of youngsters were unhappy with their bodies. Body dissatisfaction is associated with poor eating habits (Colley & Toray, 2001), eating disorders (Polivy and Herman, 2002), low self-esteem, social anxiety, and depression (Ackard et al., 2000; Wiederman and Pryor, 2000).

To summarise, body image issues in India are comparable to those in Western society. Body image dissatisfaction has many causes and psychological implications. Body dissatisfaction is on the increase in India, yet there is little research on the subject. More research is required to understand the influence of family, peers, the media, and appearance (or "lookism") culture in the formation of an individual's body image. The majority of people in the current survey were unhappy with their physique traits. More studies on an Indian sample across multiple categories such as age, socioeconomic level, residential background, and significant others are required to improve the topic.

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