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Gender Difference In Socio-Cultural Attitude Towards Appearance

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Abstract

The aim of this study was to find out the gender difference with reference to socio-cultural attitude towards appearance among young adults. A cross sectional study was conducted on the sample consisted of 253 males and 256 female students of Karachi University with age range 18-24 years. Urdu translated version of Socio-Cultural Attitudes towards Appearance-4 (Thompson et al., 2015) scale was used to explore the gender difference in social and cultural aspect for ideal appearance. SATAQ-4 consist of five subscales two internal (thin/low body fat and muscular/ athlete) and three external (pressure peer, pressure family and pressure media). Males significantly scored higher on Internalization- Muscular/ Athletic and on all three subscales of external pressure (peer, family and media) as compared to female participants. The results of this study reveal that in our society, males are more conscious about their appearance and feel more pressure from external world through various means to retain their physique and fulfil social criteria of attractiveness. Although the female participants also facing internal pressures to have thin body having low fats to meet criteria of beauty as they scored higher on internalization - Thin / Low Body Fat subscale but the finding was insignificant.

Keywords: Gender, Appearance, Pakistan, Young Adults, SATAQ-4.

تلخیص

اس تدریسی مطالعے کا مقصد نوجوانوں میں سماجی اور ثقافتی رویوں میں ان کی ظاہری شکل و صورت پر منحصر فرق معلوم کرنا تھا۔ مطالعے کا نمونہ جامعہ کراچی کے ۱۸سے ۲۴ سال کے ۲۵۳ طلباء اور ۲۵۶ طالبات پر مشتمل تھا۔ مثالی ظاہری شکل و صورت کے سلسلے میں سماجی اور ثقافتی پہلوؤں کو صنف کا فرق معلوم کرنے کے لیے.SATAQ-4, Thompson et al, 2015 کا اُردو ترجمہ استعمال کیا گیا ہے جو کہ پانچ ذیلی پیمانوں پر مشتمل ہے جس میں پتلا/ کم جسمانی چربی، کسرتی'ہم عصروں کا دباؤ، خاندان کا دبکاؤ اور ذرائع ابلاغ کا دباؤ شامل ہیں۔ مردوں نے خواتین کے مقابلے میں اندرونی طور پر کسرتی اور بیرونی دباؤ کے تین ذیلی پیمانوں (ہم عصر، خاندان اور ذرائع ابلاغ) میں نمایاں طور پر زیادہ سکور کیا۔ اس مطالعے کے نتائج سے یہ انکشاف ہوا کہ ہمارے معاشرے میں مرد اپنی ظاہری شکل و صورت کے حوالے سے زیادہ فکرمند رہتے ہیں اور بیرونی دنیا کے مختلف ذرائع سے زیادہ دباؤ محسوس کرتے ہیں

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تاکہ اپنی جسامت کو برقرار رکھیں اور پرکشش ہونے کے سماجی معیار پر پورا اُتریں۔ اگرچہ خواتین شرکاء بھی اندرونی دباؤ کا شکار ہیں تاکہ وہ خوبصورتی کے معیار پر پورا اُترسکیں جیسا کہ انہوں نے اندرونی پیمانے (پتلا/ کم جسمانی چربی) میں زیادہ سکور کیا لیکن نتائج غیر نمایاں تھے۔

کلیدی الفاظ: جنس، ظاہری ہیئت، پاکستان، بالغ نوجوان، SATAQ-4

Introduction

According to Oxford Dictionary, appearance is "The way that someone or something looks" or "An impression given by someone". Appearance of an individual in most of the cases is the first thing in human personality that influences behavior of the perceiving person in face to face interaction (Efran, 1974; Zebrowitz, 1996). We have developed a social stereotype that a person who is beautiful would be more attractive (Snyder, Tanke & Berscheid; 1977) Thus appearance based personality assessment is getting common in our society (Todorov, Mandisodza, Goren, & Hall, 2005).

Concerns regarding physical appearance are increasing in society and reportedly females are more conscious about their appearance than males (Harris, &Carr, 2000, Grift et al, 2016). There are numerous individual and social and culture related factors that contribute to these concerns. Appearance related schemas of individuals seem to be a significant part of body associated concern (Markus, 1977). Body image of an individual has multiple dimensions that include individual's own self-perception, attitudes and personal experiences regarding own body and physical appearance (Cash & Pruzinsky, 1990, 2002). According to Cash (1994, 2002a, 2002b) various components contribute in development of body image which includes discrepancy between real and ideal self, level of satisfaction and dissatisfaction from own body.

Culture affects individual's personality and in return personality helps to develop culture of any society (Hossain, Ali, 2014). The term "society" means relationship between individuals which create and recreate an association thus directs and manages their conduct in numerous manners. When certain group of people shares their specific norms, values and believes they generate a culture. It affects the manner we think and behave in a particular situation. This is one of the reason theorists called culture as shaper of personality. It is a common assumption that people share certain general personality characteristics when born and bred in similar culture (Sincero, 2012).

Society has developed attitude of judging individuals on the basis of their physical appearance and beauty and consider it the only criteria to ascertain the potentials of Individuals. People give favor and appreciate those who look more attractive and smart. This assumption creates a halo effect in minds (Thorndike, 1920). Society considers thinness as criteria for beauty and attractiveness in women and muscular body as criteria

for attractiveness in men who endeavor to attain these social desirable standards (Edwards, & Launder, 2000, Crowne, & Marlowe, 1960). Attainment of ideal appearance is becoming tougher for most of the people being unachievable and unrealistic, further obesity is also increasing among average person (Statistics Canada, 2002).

Appearance ideals in a society influence feelings and attitude of individuals by not only increasing body dissatisfaction but also developing eating pathologies (Feingold, & Mazzella, 1998). Sociocultural factors that can affect our self-concept and body image perception are maturity, learning, media exposure, looks, civilization, relations, sex, and economic background (Haworth et al, 2010). Body image of an individual is not only visual self-image but it also consists of various factors like their thoughts, understandings, and insight related to their bodily outlook based on self-evaluation and societal responses (Cash & Pruzinsky, 2002).

Family, peers and media are the major social and cultural agents who influence appearance related image of an individual and put pressure on them to achieve socially acceptable body. Media influences people by continuously showing models on screen, it builds up certain type of schemas regarding beauty in individual's mind and that become his or her criteria of beauty and attractiveness, later on these people develop body related dissatisfaction (Hargreaves & Tiggemann, 2002).

Continuous media messages are emphasizing an unrealistically lean model for females (Morrison et al., 2003) and encouraging muscular body for males with more focus on upper body muscles (Furnham et al, 2002). Media is promoting dissatisfaction regarding body image and people cannot ignore this fact (Hargreaves & Tiggemann, 2002) as they have set size zero and tall slim looks as criteria of beauty which is not possible for everyone to attain (Grabe, Ward & Hyde, 2008).

Individuals develop their image with the help of comments received from family and peers. These comments influence their body esteem, which further influences their self-evaluation regarding their own physical appearance (Mendelson, White, & Mendelson, 2001). Social comparison theory states that this phenomenon is one of the way through which individuals can evaluate themselves (Morrison et al., 2004).

With respect to gender role our society displays a specific set of ideas and beliefs about how we expect men and women to dress up, behave and present themselves in the society (Carter & Ortiz, 2008). There are certain cultural values and beliefs related to specific gender. Gender difference exists not only in relation to physical appearance but also in the role assigned to them (BSRI; Bem, 1974). These roles in society determine how individuals are expected to behave, speak, dress up, groom and conduct themselves basing on allocated gender (Bem, 1974). We expect from a women or girl to dress up in a

typical feminine way and behave politely, be accommodative and nurturing whereas, from men and boys we expect them to be strong, aggressive and bold (Mehrabian & Blum, 1997).

There are certain physical characteristics that are expected from a certain gender in every society. These characteristics and social roles vary from culture to culture, ethnic groups and social demands (Fallon, 1990). These attributes also change in the same society over time. Society expect woman to be slim and graceful whereas men to be tall and brawny (Field, Crothers, & Kolbert, 2007). The criteria of beauty has been laid down by social standards of beauty instead of what people look in actual and how these people want to look.

Researches reveal that women always misjudge their actual weight and size, and male's ideal female body (Fallon & Rozin, 1985). Perception of males regarding muscular body and women regarding excessive weight become the reason of their dissatisfaction and body image concerns. It is revealed in several studies that excessive body weight is not the area of concerns for males rather failing to have muscular body create body image dissatisfaction in them (Cafri & Thompson, 2004; Olivardia et al, 2004; Pope, Olivardia et al, 1999).

Both males and females are equally affected by the attitude of society with regards to criteria of beauty and attractiveness defined for both genders (Seemanthini, T.S. (2015). Females are suffering more than males from this distorted self and body image as it negatively influence their personality and self-concept (Johnstone et al, 2008) and they develop certain pathologies later on (Mendelson et al, 2001). Social reinforcements specific to gender are the deciding factors which increase eating pathologies among male and female as compared to any biological factor (Andersen, & DiDomenico, 1992).

Review of Literature

Women of nineteenth century are trying to be thinner and in order to achieve this they go through painful procedures and restrict their bodies to a certain level (Gray et al, 1992). Most of the females are striving hard to achieve lowest body weight to acquire socially acceptable concept of beauty (Cash & Labarge, 1996). Anorexia nervosa, a fatal illness, may be developing due to these unhealthy and unattainable criteria of beauty. Women are not the only sufferers of these beauty standards of society, men are also striving to gain muscular body by adopting unhealthy means (e.g. steroids). Society as a whole is moving towards a stereotypical thought that Solomon, Zaichkowsky & Polegato, 2005 mentioned "what is beautiful is good".

Throughout the history, physical appearance, specifically of women has been highly stressed upon and valued by the society. Media and other social factors continuously

force women to meet an unrealistic physical ideal and in this struggle she develops disordered eating pattern and various body image disturbances (Twamley & Davis, 1999). Most of the researches have shown that males are comparatively happier and satisfied with their body weight as compare to females (Leon et al, 1985) body shape (Fallon & Rozin, 1985), and physical appearance (Pliner et al, 1990). Dissatisfaction related to looks is more common among females (Rozin & Fallon, 1988). Due to these facts physical appearance, body image and eating disorders and their association with psychological health and performance was discussed as female specific concern (Rodin et al, 1985; Thompson et al, 1999).

Researchers have highlighted the fact that males were also experiencing weight and shape concerns (Mickalide, 1990). Manifestation of body dissatisfaction among males is different from that of female but it is comparable (Davis & Cowles, 1991). Males are also affected with these social standards of beauty (Drewnowski & Yee, 1987), so this body related dissatisfaction reach high degree in males (Mishkind, et al., 1986). Both males and females are dissatisfied with their physical appearance and body weight thus they try to achieve an unrealistic ideal body shape portrayed by media (Brennan, Lalonde, & Bain, 2010). Researches reveal that individuals who want to gain more attention of other people tend to develop more eating pathologies just to achieve the social ideal of beauty and attractiveness. Social attitudes act as a mediator between eating pathology and attention seeking behavior (O'Neil & Lafreniere, 2014).

According to recent studies body image dissatisfaction and appearance related concerns are effects of interpersonal (Vartanian, Giant, & Passino, 2001) and socio cultural pressure on individuals (Fallon, 1990; Heinberg, 1996). Sociocultural attitude of people affect overall image of an individual and both internal and external factors of society are contributing in development of body related image (Seemanthini, 2015). Body image and appearance related concerns among females are increasing with the time and promoting eating disorder among them (Feingold & Mazzella, 1998). There are chances that individuals may develop eating pathologies if body image is disturbed (Thompson et al, 1999) and when interpersonal pressure becomes difficult to manage (Tantleff-Dunn & Gokee, 2002).

In the past few years researches on body image have increased dramatically and it mainly focuses on body image disturbance caused by various factors (Cash & Pruzinsky, 1990., Thompson, 1990). Eating pathologies and body image related disturbances are also prevailing in eastern societies. Urbanization is one of the main factors behind this which has changed the criteria of beauty and made people more conscious about their physical appearance. Asian countries are also facing problem of eating disturbances and appearance related concerns (Pike & Dunne, 2015). Previously it was a common concept that appearance related concerns were more common among females and males were

comparatively lesser sufferers but recent studies revealed that in Asian countries the issue was increasing in both genders as a result of cultural transformation in eastern countries (Sharan & Sundar, 2015).

In Pakistan we have somewhat conservative society and people have strong social bonding, their family structure, culture and norms are different from other Asian countries thus people have comparatively less exposure to western media. Due to a wave of modernization both male and females are now facing increase risk to develop eating disorder (Pike & Dunne, 2015). In one of the studies conducted in 2008 on medical students the results reveals that majority of the students are somehow dissatisfied with their physique and appearance, according to the study women want thin body whereas males want muscular physique (Taqui, 2008). Being citizens of an under developed country we face many issues with regards to westernization and people easily get influenced by various fashion trends in vogue in western countries. Westernization is also affecting our cultural and social values thus people are becoming more conscious about their physical appearance which is developing eating related pathologies among them (Memon et al, 2012).These are few researches conducted so far about role of social influence in development of appearance related issues in Pakistan.

Tripartite Model

The current study is based on tripartite model of socio-cultural attitude. According to the model every individual is influenced or pressurized by various powerful social agents that include family, peers and media. These agents stick to certain ideal of appearance approved by culture and emphasize on thin body in case of female and muscular physique for males. These social agents put a continuous pressure on individuals to internalize certain appearance related ideal as criteria of attractiveness. These internalized ideal when become unachievable, create body dissatisfaction and leads towards pathological eating (Thompson, Schaefer & Menzel, 2012).

Rationale

It is important to explore if males or females or both have desire and are into behaviours to achieve ideal appearance and the kind of pressure they feel from social and cultural factors to modify their appearance. The knowledge could therefore help researchers and policy makers to suggest ways to address these factors as well as suggest gender specific interventions. Despite the importance of the socio-cultural factors in relation to eating pathologies and body appearance issues, just one basic study was conducted in Pakistan titled “Relationship between social and cultural attitude towards appearance and body shape” (Kamrani, Khan & Mustafa, 2015) and it didn’t explore the gender difference on the basis of social and cultural attitudes towards appearance. Further, the study used

English version of the instrument which has been developed in western world and based on western culture and values. The current study used Urdu translated and adapted version of the instrument which was more comprehensible for the population.

The aim of this study was to identify the gender difference in socio-cultural attitudes towards appearance with the following hypotheses;

1. There will be a gender difference in Internalization- Thin/Low body Fat.
2. There will be a gender difference in Internalization- Muscular/ Athletic.
3. There will be a gender difference in Pressure-Family.
4. There will be a gender difference in Pressure-Peer.
5. There will be a gender difference in Pressure-Media.

Methods

Study Design and Participants

A cross sectional study was conducted. Data was collected from University of Karachi, a public sector university that caters students from all socio-economic backgrounds. The data was collected from 509 students of various departments of University of Karachi. The sample consist total 509 university students, 253 males (49.70%) and 256 female (50.29%), studying in different department of Karachi University. Age range of the sample was 18 to 24 years (M = 20.56, SD = 1.74). Data of the study was collected from those students who had no physical disability, any diagnosed illness or psychological disorder.

Measures

The Socio-Cultural Attitudes towards Appearance-4 (SATAQ-4; Thompson et al, 2015) scale was used in the study to find out the impact of social and cultural approach towards appearance. Urdu translated version of SATAQ-4 was used in the study which is a self-reported measure.

Socio-Cultural Attitude towards Appearance Questionnaire (SATAQ-4) was forward translated in to Urdu language by two bilingual translators. With the help of this approach two translated version of instrument was generated.

The instructions, items and all response formats of the two forward translated versions of the SATAQ-4 were presented to committee of experts that comprised of senior psychologists. They evaluated the instrument to see if it was equivalent to the original version primarily in term of its content and construct and gave their suggestions for improvement. The modified version was again presented to the

committee and they approved translated version of the scale. This version was then pre-tested in focus group discussions having male and female young adults of age 18 years to 24 years. The goal of this discussion was to recognize their level of comprehension and relevance with all items. After amendments in translation identified in pre testing of scale, final forward translated version was generated. All the suggestions were then shared with the committee and were incorporated in the translated version after their approval. Urdu translated version of SATAQ-4 was translated back into the English language by independent bilingual translator. This back translated version was than approved by committee of experts. This method was suggested by Sousa and Rojjanasrirat (2011).

This 22-item questionnaire assesses social and cultural attitudes related to physical appearance and internal factors that forces us to focus on thin ideal and has certain link with the development of pathological eating pattern among male and female. The Socio-Cultural Attitudes towards Appearance Scale (SATAQ-4) comprises five subscales: Internalization - Thin/Low Body Fat, Internalization - Muscular/Athletic, Pressures – Family, Pressures – Peers, Pressures – Media. Scoring of this scale is carried out on 5 point Likert type format and response categories range from definitely disagree to definitely agree. Definitely disagree scored 1 and definitely agree scored 5 on this scale.

In SATAQ-4 there are two types of factors that formulate socio-cultural attitudes which affect appearance on an individual. One is internal factors that include internalization-thin/low body fat and internalization- muscular/athletic. These internal factors focus on the individual's desire and behaviour to achieve an ideal body. The other factor is external which include pressure- family, pressure-peers and pressure-media. These factors focus on pressure which an individual experience concerning his/her appearance from other individuals and media. Higher score in a particular domain reveal high intensity of that domain in individuals. Whereas overall high score reveal that the individuals face both social and cultural pressures internally as well as externally to maintain their physical appearance.

Procedure

Informed consent was taken from participants before collection of data and their participation was voluntary. The participants were briefed about the study and they were assured about confidentiality of their data. They were asked to be genuine in their responses on the scale. After taking the consent of the participants the questionnaires

were given to them. Demographical information i.e. age, gender, siblings, birth order was also obtained from the participants.

Results

Using descriptive and inferential statistics, data was analysed. Mean, standard deviation, and Independent sample t-test were used. Also Cronbach Alpha value was calculated to find out the internal consistency reliability of SATAQ scale.

A reliability analysis using Cronbach Alpha was carried out on the Socio-Cultural Attitude towards Appearance Questionnaire (SATAQ) which comprises 5 subscales and 22 items in total. Table 1 shows the Cronbach Alpha values that ranged from high to moderate (0.875 to 0.523) for all scales of Urdu version of SATAQ scale, indicating that all items measure their respective constructs.

Table: 1
Reliability analysis of SATAQ scale via cronbach alpha

Variable	Number of items	Cronbach's Alpha
Internalization- Thin/Low body Fat	5	0.778
Internalization- Muscular/ Athletic	5	0.709
Pressure- Family	4	0.523
Pressure- Peer	4	0.779
Pressure- Media	4	0.875

Table 2 shows result of independent t-test which the male participants scored significantly higher than female participants on internal aspect of pressure such as Internalization- Muscular/ Athletic (M = 14.92, SD = 4.50, M = 11.55, SD = 4.23 respectively) and indicate that males are more inclined to have muscular and athletic body as compared to females. They also had significantly higher score on external pressures such as Pressure- Family (M = 9.73, SD = 3.55, M = 8.76, SD = 3.70 respectively), Pressure- Peers (M = 9.21, SD = 4.01, M = 7.24, SD = 3.76 respectively), Pressure- Media (M = 8.85, SD = 5.78, M = 7.68, SD = 4.53 respectively) as compared to females and indicate that they feel more pressure from family and peers to control and reduce weight and gain ideal body shape and size. Whereas female participants scored slightly higher only on internalization- Thin/Low Body Fat (M = 14.05, SD = 5.72, M = 13.47, SD = 4.60 respectively) but the finding was insignificant.

Table: 2

Gender Differences in Personal, Social and Cultural Attitude towards Appearance subscales(N= 509)

	Males (n=253)		Females (n=256)				95% Cl		Cohen's D
Variables	M	SD	M	SD	T(509)	p	LL	UL	
Internalization-Thin/Low body Fat	13.47	4.60	14.05	5.72	1.26	0.20	-1.48	0.32	0.11
Internalization-Muscular/ Athletic	14.92	4.50	11.55	4.20	8.73	0.00	2.61	4.12	0.77
Pressure-Family	9.73	3.55	8.76	3.70	3.01	0.00	0.33	1.60	0.27
Pressure- Peer	9.21	4.01	7.24	3.76	5.71	0.00	1.29	2.64	0.50
Pressure-Media	8.85	5.78	7.68	4.53	2.54	0.01	0.26	2.07	0.22

Note: SD= Standard Deviation, n= Number of Participants, LL= Lower Limit, UL= Upper Limit, CI= Confidence Interval.

Discussion

Objective of the current research study was to find out the gender difference with respect to socio-cultural attitudes towards appearance among university students. Previous researches reveal that body related dissatisfaction is common among females only and they strive hard to achieve their perceived ideal body (Pasha, & Golshekoh, 2009). Whereas, findings of this study reveals that males have more desire to achieve ideal body appearance than females. They feel more pressure from family, peers and media to improve their physical outlook.

Socio-Cultural theory highlights the importance of both social and cultural pressures on males and females to modify their body physique and attain socially desirable body shapes (Cusumano & Thompson, 1997). In male dominating society females are more vulnerable to be criticized by males on appearance related things which may develop pathologies in them (Fallon, Katzman & Wooley, 1994). According to social ideal a beautiful woman is the one with thin body whereas ideal male body is muscular, tall and has good build (Waaler-Loland, 1998). Both males and females may develop a sense of pride and confidence after achieving socially acceptable body shape (Davis, Dionne, & Lazarus, 1996) similarly, those who fails to get the ideal body size feel under confident (Freedman, 1984). Social standards of beauty develop drive for thinness among female and desire to be muscular among males (McCreary & Sasse, 2000). There exists a vast difference between real and ideal body weight of females as compared to males (McKinley, 1998). With the passage of time ideal male figure is getting muscular (Pope et al, 1999). In both genders desirable body should have less body fat .The results of the current study proves that there is no difference in both males and females in having internal desire to have thin or low body fat. Result on subscale internalization thin/low body fat is not significant as expected because both genders have equal desire to have low body fat. Females wants to have smaller body than their existing size whereas, males are confused between having a larger or smaller body (Stanford & Mccabe, 2002). Males want to have body with more muscles and less body fats to look more attractive. The results of this study also support the fact that males have internalized pressure to attain such body and to look more athletic whereas females want to have thinner body but do not want to look muscular like athletes.

In our society we have specific gender related roles and have different body perception of each gender. We expect males to perform those roles that require physical strength and agility whereas we demand softest and nurturance related role from female which does not require any physical strength as such. Because of socially assigned roles, ideal perception and criteria of attractiveness for males' body is strong muscles whereas for females thin and lean body structure is supposed to be attractive and beautiful. Both male and female strive hard to achieve ideal body structure laid down by society and promoted/instigated through various means like media, peers and family members etc. The aspiration of having muscular body by males to perform hard tasks has been validated by results of this study as male participants scored significantly higher than female participants on internalization muscular/athlete subscales which means that male are more attracted towards development of muscular and athletic type body as compared to females. Attitudes with regards to role of males in society demand males to be strong and powerful, for this, they need to develop muscular body and strong physique which ultimately become the criteria of beauty and attractiveness for them. Various researches reveals that female are now more attracted to males with strong and muscular body which is raising body dissatisfaction among males and they are striving hard to achieve socially

desirable physique (Raevuori et al., 2006). Both males and females want to bring changes in weight females want to lose weight by any means whereas males are also using both healthy and unhealthy means to achieve their desired body and physique (Cruze, 2014).

Although results of our study reveal that male participants scored significantly higher in most of the subscales of the socio-cultural attitude towards appearance questionnaire (SATAQ). Comparative mean scores of both genders on various subscales of SATAQ reveals that mean of female participants is slightly higher on internalization thin/low body fat subscale. Female are more aspired to look thin and have low body fat as compared to males because this is socially acceptable look for female. In our society majority of the women are striving hard to attain a lean and thin body shape with almost zero body fats and this has become the standard of beauty and criteria of attractiveness thus the result support this mind-set of society (Zhang, Qian & Fu, 2018). The main point of concern in Internalization: Thin/Low Body Fat subscale is that it display stronger association with development of eating pathologies and body related concerns than the Internalization: Muscular/Athletic subscale. Those males who want to attain thin body have more chances to develop eating pathologies than the males who want to obtain muscular body (Thompson et al, 2015).

Both cultural and social factors play a significant role in body image development and formulate attitude of society towards appearance. Tripartite Influence Model consists of social and cultural factors which include family, media and peers (Keery et al, 2004). In Asian culture, family is the strongest tie that joint people together and make a happy and healthy bond among them. Family has a massive role in development of self-perception and it affects both in positive and negative ways. Parents give confidence to their children to think good about their looks and appearance. They also give them assurance and belief to face society even with average looks and not like beauty standards of society. Parents have an important role in transferring social and cultural messages concerning socially acceptable or ideal body to their children (Stice, 1994). Researches demonstrate that mother has more influence on body related attitude of sons whereas, fathers has more influence on daughters (Vincent & McCabe, 1999). Among adolescents influence of mothers seems to be more on body image similarly fathers seems to have more influence on exercise and dieting (Ricciardelli, McCabe & Banfield, 1999). Results of the study demonstrate that male participant scored high on Pressure- Family subscale as compared to female which indicate that males have more effect of remarks and attitude of family and parents on them as compared to females. The effect is increasing pressure on them to look more attractive and attain ideal body.

Media appears to be among the key factors in development of people's perspective about their own selves as they try to strive to achieve that unrealistic ideal look and body shapes that media promote every day through various means (Stice et al., 1994). In these days people do not want to be healthy and fit, they just want to look like the model which

media is espousing as a role model (Clay, Vignoles & Dittmar, 2005). Results analysis of this study reveals the fact that males are more affected with the image of beauty and attractiveness portrayed by the media and they feel significant pressure as compared to females from media to improve their looks and attain socially desirable physique. Males are now more dissatisfied with their physical appearance and physique as compared to females and media is one of the reasons behind it. They have started comparing themselves with the ideal images presented by media and they feel themselves as failures when unable to meet cultural standards of attractiveness. In these days media image of men has become more lean and muscular than never before (Pope et al, 1999) and increased beauty standards for males (Leit, Pope &Gray, 2000) .According to various researches viewing such images on media may further lead towards body dissatisfaction among males (Agliata & Tantleff-Dunn, 2004) and as a result their body esteem effected (Humphreys & Paxton, 2004). Media exposure even for a shorter period of time change view of males about their body shape (Leit, Gray, Pope, 2002). Muscular male models exposure on media is directly related with development of decrease in body satisfaction (Lorenzen, Grieve & Thomas, 2004).

Peers are another factor in development of self-image. As one grows up with his/her social group, it criticizes them on physical appearance and looks. For example, kids tend to be shorter, fatter, and skinnier than others are pressurised from peers to look smarter and attractive which makes them more conscious about their physique and appearance and as a result they strive for that beauty criteria. Instead of quality of relationship among peers the direct peer influence is more significant (Vincent & McCabe, 2000), the nature of the interaction with peers is also major factor (Jones et al., 2004). Results of the study reveal that male participant secured higher score than females on pressure- peer subscale. Peers can exert diverse influences on body image of both males and females which may further lead towards development of body dissatisfaction among them. Social comparison and internalization can be mediators of certain influential factors. There is need to identify these mediators to prevent body dissatisfactions (Keery et al., 2004). Both girls and boys put their maximum efforts to attain criteria of beauty and attractiveness set by their circle of friends or colleague. Among teen agers these peer influence or pressure act as fuel on fire. Boys have the same attitude regarding their body image as females have. In teen ages they try hard to achieve more muscular body and to have macho looks to give image of a man (Helfert & Warschburger, 2013).

Society pressurize individual in various ways to behave and think in a socially acceptable way and follow the set criteria. This social pressure in different forms on both males and females decrease body satisfaction level and increase desire to have an unrealistic body shape that meet ideal social standards which is getting thinner day by day for females and muscular for males (Fallen & Rozin, 1985). Gender difference in pressure from peers and family is due to fact that now a day’s males perceive more social stress from peers and

family to achieve an ideal body having less fat and more muscles. Males are more exposed in society and have more social interaction than females thus to attain socially acceptable body shape is becoming more important for them (Pope et al., 2000).

In western society women are not the only victim of body dissatisfaction now as males show equal level of dissatisfaction from their looks, physique and body weight (Aubrey, 2006). Results of this study also support this fact that males are not satisfied with their physique and have more socio-cultural pressure from various means to achieve ideal body shape and size. Various social and cultural factors are participating in this body image dissatisfaction and media is playing an important role in both western and eastern countries (Becker, 2004). Exposure of media creates more internal pressure among individuals to attain socially acceptable body shape and size (Brittney & Schrick, 2005). Media is effecting thin ideal internalization either directly or indirectly by promoting unrealistic body image (Anschutz et al, 2009) and people who are more aware of this societal pressure to look attractive have more chances to indulge in body related concerns (Cusumano & Thompson, 1997).

It should not be the decision of social standards of beauty that how women and men should look and view themselves because every individual has its own uniqueness that makes them beautiful and attractive. Having inner beauty and treating people with love and kindness is far better than outer beauty (Cusumano & Thompson, 1997). Current society pressurize individuals to fit into it and due to this external influence they try to look as socially acceptable as possible and in this struggle they forget about their own beauty and uniqueness which make them different in society.

Conclusions

Social, personal and cultural factors have great importance in development of individual's self-image; body image and insight about own self. As humans are social animal therefore they have to follow rules and regulations set by society but at times these social attitudes affect them badly. Instead of inner beauty, criterion of beauty and attractiveness set by society is physical appearances. People strive hard to achieve the unrealistic criteria laid down by society. Muscular body has become criteria of beauty for males and lean and thin figure for females. Unfortunately it is same for everyone regardless of their body type and built. This unrealistic beauty criterion can develop dissatisfaction among individuals and lead towards unhealthy life style and eating pathologies. There is a dire need for people to identify own body type and adopt a healthy eating style and live a happy and healthy life, instead of just focusing on impracticable body ideals of society. Also it is important to design gender sensitive interventions to create awareness with reference to various social and cultural factors related to appearance.

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