Effect of Family Pressure, Peer Pressure, and Media Pressure on Body Image Dissatisfaction among Women

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ABSTRACT
In the current decades, family-pressure, peer-pressure, and media-pressure are playing a vital role in leading to body image dissatisfaction among working women.

Purpose: The main objective of the current study was to find out the effect of family-pressure, peer-pressure and media-pressure on body image dissatisfaction among working women.

Design/Methodology/Approach: The research was based on a cross-sectional survey. The sample consisted of 250 working women. Sociocultural Attitude toward Appearance Questionnaire and Body Dissatisfaction Scale were used for data collection.

Findings: Multiple Regression analysis was applied to test the hypothesis. The findings indicated that family-pressure has a positive effect on body image dissatisfaction. The findings indicated that peer-pressure has a positive effect on body image dissatisfaction. The findings indicated that media-pressure has a positive effect on body image dissatisfaction.

Implications/Originality/Value: The findings empirically established the impact of family-pressure, peer-pressure and media-pressure on body image dissatisfaction among working women.

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Introduction
Men and women get different remarks about their bodies from various family members (McCabe &Ricciardelli, 2005). Men would attempt however much as could reasonably be expected to
imitate their fathers by utilizing all accessible ways to develop muscles. These strategies incorporate lifting loads in abundance or in any event, using medications to improve muscle development (Ricciardelli et al., 2000).

Pierson and Cohen (2003) placed that mothers who are perceived to be thin would at present need to get fit to achieve the BMI record. Similarly, these mothers would also need their girls to keep on losing weight to achieve the ideal weight on the BMI index also. The discoveries show that these mothers need their girls to be slimmer when contrasted with different young ladies in society. Whenever given a few drawings of girls indicating different shapes, mothers would need their girls to be near the slimmest or skinny drawings rather than the heavier or large figures.

Peer pressure is a significant variable in the advancement of body image among adolescents. In the course of recent years, researchers have attempted to examine how the connection between children and parents is reflected in the improvement of friendship (Johnson, 2001). Different researchers have proposed that peers and friends’ impact can influence the impression of body dissatisfaction (Van den Berg et al., 2002; Keery et al., 2004) and disordered eating practices (Van den Berg et al., 2002).

Various researchers (Thompson et al., 2007) have featured the significance of considering peer impact as a multidimensional build. It has been found that girls who were teased about their weight, appearance, and body shape were probably going to feel dissatisfaction with their bodies, despite the fact that weight-related abuses may be all the more legitimately connected to dieting. (Lieberman et al., 2001).

**Objectives**

- To find out the effect of family-pressure on body image dissatisfaction among working women.
- To investigate the effect of peer-pressure on body image dissatisfaction among working women.
- To examine the effect of media-pressure on body image dissatisfaction among working women.

**Literature Review**

There is another view given by Bailey and Ricciardelli (2010), according to them a younger woman who gets wrong remarks about her heavy body, builds up a negative inclination about herself. Also, she began to contrast herself as well as other people, this cycle drives her to the gigantic advancement of body image dissatisfaction. However, positive proposed remarks can likewise leave the worst consequences for body image (Kluck, 2010). As examined by Kluck (2010), an over-concerned family which has an extraordinary spotlight on the body's physical appearance and beauty causes unremarkable pressure among their girls. They become more concerned and centered over their body. The unsatisfied idea of parents prompts the inconsistent idea of children. In the event that a family gives more significance to attractiveness and appearance, their girls become more concerned and centered about their size. This disposition of girls might be an aftereffect of the parents' dissatisfaction with their own body size and shape. They begin giving more significance to parents’ anxiety about slimmness. Accordingly, they begin to focus on dieting and different methods so as to get satisfaction (Kluck, 2010).

There is another mean which assumes a prominent function in the advancement of body image dissatisfaction that is media. The media expose people to an unreasonable view of body image. This impact begins at an early age however keeps going for quite a while. Maybe the good news is that the issue is being tended to in the news and little advances are being taken to address the
issue. In Pakistan, the media blast goes to the front in an unfriendly way. The media abuses consumers' feelings in a careful manner. Generally, individuals go through three to four hours on media which brings about the twisting of social norms and set values (Zia, 2007). Besides, the rate of depression and low self-esteem increment essentially in adults particularly in women in Pakistan (Qidwai et al., 2010). Study shows that above 60% of women diet so as to get an alluring body image. Standardization of media beliefs is the possibility that media pictures are the adequate and suitable way that we should look and shape what we ought to make progress toward. Ongoing research has guaranteed this adds to this distorted recognition and mentalities that people have of their bodies. Internalization of media pictures has been proposed as a more significant supporter of body image, for example, internalization of cultural norms of appearance, which represents shifting eating problems and body image (McCabe et al., 2007).

The research intended

1) to find out the effect of family pressure on body image dissatisfaction among working women,
2) to find out the effect of peer pressure on body image dissatisfaction among working women,
3) and to find out the effect of media on body image dissatisfaction among working women. Following hypotheses were formulated.

It was hypothesized that 1) Family pressure would positively predict the body image dissatisfaction among working women, 2) Peer pressure would positively predict the body image dissatisfaction among working women, and 3) Media pressure would positively predict the body image dissatisfaction among working women.

Methodology
Data were collected from working women ($N = 250$). Sociocultural Attitude toward Appearance Questionnaire (Schaefer et al., 2015) and Body Dissatisfaction Scale (Tariq & Ijaz, 2015) were used to collect data and access information from participants. Family-Pressure is comprised of 4 items 11, 12, 13 and 14, Peer-Pressure is comprised of items 15, 16, 17, and 18 and Media-Pressure which is comprised of 19, 20, 21 and 22.

Discussion and Findings

Table 1Multiple Regression Analysis showing Effect of Family-pressure, Peer-pressure and Media-pressure on Body Image Dissatisfaction among Working Women ($N = 250$)

<table>
<thead>
<tr>
<th>Variables</th>
<th>$B$</th>
<th>$\beta$</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family-pressure</td>
<td>1.50</td>
<td>.26</td>
<td>.42</td>
</tr>
<tr>
<td>Peer-pressure</td>
<td>.16</td>
<td>.12</td>
<td>.39</td>
</tr>
<tr>
<td>Media-pressure</td>
<td>.07</td>
<td>.11</td>
<td>.28</td>
</tr>
<tr>
<td>$R^2$</td>
<td></td>
<td>.90</td>
<td></td>
</tr>
</tbody>
</table>

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

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 96% variance in the dependent variable can be accounted for, by the predictors with $F (2, 247) = 761.04, p < .01$. The findings indicate that family-pressure ($\beta = .26, p < .01$) have significant positive effect on body image dissatisfaction. Peer-pressure ($\beta = .12, p < .01$) have significant positive effect on body image dissatisfaction. Media-pressure ($\beta = .11, p < .01$) have significant positive effect on body image dissatisfaction.

The first hypothesis of the study specifies "Family-pressure would positively predict body image dissatisfaction among working women". To see whether family-pressure predicts body image dissatisfaction among working women, a multiple regression analysis was run, and the results are
given in Table 1. The result shows that family-pressure has a significant positive effect on body image dissatisfaction among working women. This hypothesis was accepted. These discoveries are consistent with past research that regularly, family members communicate negatively with respect to body image, including teasing, basic remarks, and support to diet are related to the improvement of body image dissatisfaction. As indicated by Kichler and Crowther (2009), such sorts of remarks made by family members have clearly adverse effects.

The second hypothesis of the study specifies "Peer-pressure would positively predict body image dissatisfaction among working women". To see whether peer-pressure predicts self-perception disappointment among working ladies, a multiple regression analysis was run, and the results are given in Table 1. The result shows that peer-pressure has a significant positive effect on body image dissatisfaction among working women. This result is consistent with the discoveries of current research that peers can cause excitement in the craving for slenderness and become a reason for body image dissatisfaction through. They reliably advance the slim ideal so which consequently prompts one's body dissatisfaction (Hardit & Hannum, 2012; Kichler & Crowther, 2009). Women frequently create a more serious danger of body image dissatisfaction and eating disturbance influences by drawing in themselves in social comparison with others (Hardit & Hannum, 2012). Researchers likewise show that there is a reliable positive relationship between body dissatisfaction and appearance teasing by peers and friends (Kichler & Crowther, 2009; Lawler & Nixon, 2011).

The third hypothesis of the study specifies "Media-pressure would positively predict body image dissatisfaction among working women". To see whether media-pressure predicts self-perception dissatisfaction among working women, a multiple regression analysis was run, and the results are given in Table 1. The result shows that peer-pressure has a significant positive effect on body image dissatisfaction among working women. Earlier studies uncover that the media picture is the reason for expanded bending in women. It prompts more noteworthy body dissatisfaction, dietary problem side effects, expanded negative disposition, and the conviction that they are truly not appealing (Dittmar, 2009). The media depicts a particular ideal picture of people, and this can be found in business promotions, magazines, and TV. While the women’s body was once associated with greater body size, these days, social desires underline a littler body size, and models in publicizing have gotten continuously thin with the entry of time. Proof recommends that presentation to broad communications is a critical danger factor for body dissatisfaction among the two ladies and men (McCabe & Ricciardelli, 2003; Barlett et al., 2008; Bardone-Cone, Cass, & Ford, 2008; Bruns & Carter, 2015; Derenne & Beresin, 2006).

Implications
The findings of the current study provide valuable information for mental health professionals in the U.S. and China to understand the development of body dissatisfaction and disordered eating among female college students. First, the results highlight how sociocultural factors (i.e., family, peers, and the media) impact body image concerns and eating disturbances. Therefore, it is important for clinicians to ask their clients questions about the pressure they receive from their environment, especially when they present with body dissatisfaction and disordered eating concerns. This examination will give some assistance to the counsellor, clinical psychologists, and specialists while managing working women confronting body image dissatisfaction with the goal that they can utilize the findings discoveries to instruct them and to direct them better about the results of such behavior for others. Likewise, they can design strategies to expand inspirational perspectives, practices, and feelings toward society.

Conclusion
More generally, the findings supported the idea that culture is dynamic and socially constructed. In particular, culture can be: (a) internally represented as a schema of attitudes, values, and belief
systems; and (b) multifaceted such that people can adopt the values and norms of multiple cultural factors such as family, peers, friends, and media. This supports more current psychological frameworks showing that culture is a complex interplay of internal states and environmental influences. Findings supported the idea that working women who are pressurized by the culture about their appearance are more prone to develop body image dissatisfaction. These pressures come from different means are their family, peers, and media which consistently expose the thin-ideal. Findings also show that self-esteem also another factor in determining body image dissatisfaction. Women who have low self-esteem are at risk to develop body image dissatisfaction as compared to working women with high self-esteem. Body image dissatisfaction and factors which cause body dissatisfaction, are the focus of sociologists, social psychologists, family counselors, and educational psychologists. Thus, the present study has importance in the field of family, social or psychological.

References
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