

Original Research Article

Female perspective for self or others guilt body image dissatisfaction: Understanding the role of advertisement

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Abstract

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In past two decade body image was emerged as problematic phenomena for females around the globe, this study explore the female perspective related to body image guilt which cause body image dissatisfaction due to exposure of advertisement and psychological issues. Multi-method qualitative sequential design was used to collect data with focus group discussion and individual interviews. At first stage focus group discussion was conducted and thematic guide was developed from focus group data analysis. In second stage, thematic guide was developed from previous stage used for development of interview protocol. Meanwhile, researchers perform exploration of themes related to body image and advertisement, wrote their introspection and make comparisons. Results explore that female exposure of advertisement affect in two ways e.g. overall physical appearance and specific body feature content to disturb psychological health. Moreover, this exposure of advertisement affect body image and cause self-guilt which disturb intrinsic motive of females but social guilt emerged not only because of advertisement but social players (peer, parents, and media) of society as play role in it.

Keywords: Advertisement exposure, Body image dissatisfaction, Self guilt, others guilt

INTRODUCTION

Throughout last two decades, Nemours research efforts has been aimed at the understanding of influential mass media exposure that play a fundamental role in the expansion and preservation of the body image dissatisfaction (Thompson et al., 2001; Berg, 2002; Keery, 2004; Yamamiya, 2008; Lawler, 2011; Rogders, 2011; Hardit, 2012; Tylka, 2012). In fact, several researchers have measured body dissatisfaction to be a normative practice among young girls and females in socio-economically developed setting (Smolak, 2006). Illustration on a socio-cultural theoretical research model, several research studies exhibit the dominant influence of societal-factor in engendering pessimistic body image,

particularly as a result of the inconsistency between idealized body image of female beauty and what is realistic by usual means (Cafri et al., 2005; Grogan, 2006; Hesse-Biber et al., 2006; Levine and Smolak, 1996; Thompson et al., 1999). Therefore, curiosity and behavior in this particular research topic in quite highly rated among researchers; a few research studies have identified the risk factors within development of theoretical research model. Recently (Stice, 2001) focused on the research topic and eventually find out there were inadequate number (five) of exact theoretical models of body dissatisfaction that have been hypothesized. The current study with aim to expand this

model by investigating social psychology and marketing literature by exploring linked intrapersonal and marketing variables, which examined how much individual have an obvious sense of his/her individuality effected by advertisement exposure.

From Phenomenal view shame which leads to guilt might be incorporated by voice of others, tough shame and guilt is related to one's own self and self-evaluating emotional behavior of humans. Hence shame leads to guilt and shame become guilt when it encompasses socio-cultural norms, values and internalized it someone in his/her own feelings and its emerge from social exposure (fuchs 2003). Though, modern theorist explains the guilt as the important factor for psychological disorder, particularly depression (Ghatavi et al., 2002). So, the body image disturbance is short of one own guilt, indeed appeared as form one own soul exploring, but body image can beothers personal induced guilt in context to beauty advertisement influence on the perception of female own physic-psychology.

To the date rarely studies explored linkages among marketing and intra-personal phenomena of body image disturbance, this study seeks to answer the question of body image dissatisfaction is one own guilt or emerge from the experience of others by understanding the role of advertisement.

Research Problem

Female roles in society portrayed through mass media are imbalance and not fair to acceptable in Muslim society. Females are not only presented as nonsense, dependent human but also her real life feelings and behaviors are neglected consciously, females are used to spread a seductive and glamorous image. It is harsh for females to follow the fantasy roles in their real life facilities and environment settings. The morning shows which are designed and telecast or online broad casted generally for female audiences does not portray conventional role. For attraction seeking purpose females are used as an object in advertisements campaigns which have no direct utility of product. In the bitter wounding of females psychological and emotional feelings, not only one player of society (Media) is responsible, but also social players Peers, parents. Media message creator agencies and commercial entities are equally blame holders (Mustafa, 2009).

Research Purpose

1. To explore the female prospective to determined the body image guilt.
2. To explore the determinants which leads that body image dissatisfaction is self-guilt or others guilt.

3. To explore the determinants of advertisement role in body image guilt.

Body image

A study with body mass index results explained that female body dissatisfaction boost up with the increase in age while remain the stable for males with increase in age (Elosua, 2011). Studies revealed that women dieting habit caused by public image and taken overall results explore that some females are self-focus dieters having negative perception about their bodies and positive towards body dissatisfaction. Female seems to mostaffected by behavior of body dissatisfaction and have strong negative feeling about image perception therefore men also affected clearly by body dissatisfaction (Brennan, 2010). Study results founded that without video intervention girls having affected from thin models and cause body dissatisfaction and lesser self-reverence. While after exposure of thin models video intervention decrease the impact of effect exposure (Halliwell, 2010).

Study revealed that females having lower sexual resourcefulness because media pressurized them towards appearance oriented which lead them towards unwanted sexual activities (Kennett, 2012). Collective evidence of studies explore that media pressure is the stream line factor that cause body dissatisfaction in females through both direct exposure impact and mediating influence through social players that are the part of female life (Guimera, 2010).

Female students tend to be more concern about their body shape and thinner body while males are not as much concerned about their physical appearance (Wong, 2013). Sexual content implication in mass media remarks that media exposure effect the awareness of beliefs towards sex and actual sexual behavior and media screened very few sexually responsible models (Brown, 2002). Past study explicit that body dissatisfaction image and weight are negatively correlated and for males and positive correlation found in case of females (Furnham, 2002).

Study evaluated that black women prefer smaller body size than typical women and feel dissatisfaction with their current body size (Boyington, 2007). Female tend to have more intention about weight loss or thinner waist, hips and thighs and internal approach of thinner image associated with current weight status and perception about weight (Wronka, 2013). Cross sectional study explored that female pretend to be more conscious about their thinner body and having negative image perception in mind (Ansari, 2010). Media ideal boy image have no association female body dissatisfaction although life satisfaction of female have an association with depression level, parental affection and body dissatisfaction (Munoz and, 2012). Social and environ-

mental factors effect body image satisfactions which explored that media having indirect effect (peer comparison, internalization of thinness and opposite gender) of image perception and body dissatisfaction (Vonderer, 2012).

Media cause body dissatisfaction in females although the age domestic compression self-esteem causes dissatisfaction about in both males and females (Green, 2003). Young female have a tendency to be more disgruntled with their physiques in comparison to mature one (Sivert, 2008). Self-efficacy does not have significance relationship with body dissatisfaction (Kemp, 2007).cross cultural study explored that China and American consumer having difference image about body image perception in their cultural and advertisement message (Skokanova, 2004). Socio-cultural, biological, interpersonal cause the risk of body dissatisfaction (Stice, 2002).Body dissatisfaction highly associated with perceives socio-cultural pressure within interval of lifecycle stage (Esnaola, 2010).

Media ideal body image comparison with body dissatisfaction mediates by self-esteem (Berg, 2007). Jewish identity and body dissatisfaction show low association and Jewish female higher pressure from parental opposite gender to lose weight, media message of internalization of thinness enhance ideal media body image among female that explain body dissatisfaction (Greenberg, 2009). Thinness image bombardment through media causes body dissatisfaction lead towards eating disorder (Sasi Rekha, 2012). Body image concerns among female cause by media may reduce by use of attractive average size of female models (Halliwell, 2005).

An additional variable that cause inverse body perception amongst female leads propensity to make social comparison related to appearance. Female have a tendency to compare themselves with females those they think superior to themselves (Leahey et al. 2007). Further study recommended that female might be compare themselves with females from those are stimulated (Mills et al., 2002). Though comparison with appearance-idealized bodies' usually superior body dissatisfaction (Bessenoff, 2006; Leahey et al., 2007; Bailey and Ricciardelli, 2010) (Groesz et al., 2002; Myers and Crowther, 2009) in their Meta-analysis studies revealed that female evaluate her with thin intentions, so these females incident the greater disturbance of perception.

Past research investigations suggested that body image have inversely affected by own ideal thin-internalized (Cafri et al., 2005). Media with frequent bombardment of ultra-thin idealized bodies are extremely difficult to achieve by most of the female in their environment setting. Subsequently, female who are enthuse by the media ideal thin females and those female fail to achieve this ideal thin body have immense inverse feeling about their own body image. (Vartanian, 2009; 2013) research investigations have revealed the

strong connection prevailed between ideal thin-internalized and body image dissatisfaction. This evidence also has supported the study of (Stice, 2001). Also trialed study of (Nouri et al., 2011) and all the remaining associations are evidenced by the Meta analyses study of (Cafri et al., 2005).

Appearance social comparison as well as pre-existing levels of protective and risk factors, the ways in which individuals think about, or process the images they are viewing, has been found to influence body satisfaction outcomes of thin-ideal media exposure. Evidence is mounting that comparing one's appearance with media images during viewing is critical to body image outcomes. Giving college-age women a simple instruction to compare their appearance with people in experimental stimuli prior to viewing television commercials featuring thin-ideal models led to an increase in appearance dissatisfaction relative to participants who did not receive such an instruction (Cattarin et al. 2000). Tiggemann and colleagues have also manipulated the extent to which appearance comparison processing is undertaken during media viewing through use of a subtle instructional set procedure. This subtle procedure manipulates processing of images by asking participants to rate their agreement with a series of statements, such as how thin they are compared with the person in the media images, while they are viewing thin-ideal images. Findings from one (Tiggemann et al. 2009), but not other studies (Tiggemann and McGill 2004; Tiggemann and Polivy 2010), demonstrated that, in an appearance comparison processing condition relative to a control condition, greater body dissatisfaction was reported following thin-ideal media viewing. Although the outcomes for experimental conditions were not consistent in these studies, levels of reported appearance comparison processing have been shown to impact body dissatisfaction outcomes. Specifically, post-viewing body dissatisfaction was related to greater appearance comparison during the viewing of thin-ideal images for college-age women (Tiggemann and McGill 2004; Tiggemann and Polivy 2010) and muscular-ideal images for college-age men (Galioto and Crowther 2013; Hargreaves and Tiggemann 2009), further strengthening evidence for the role of appearance comparison processing in body image outcomes during media viewing.

In contrast to protective factors, risk factors have been extensively investigated as moderators of thin-ideal media induced body dissatisfaction. Internalization of the thin ideal, in which societal ideals for appearance (an unrealistically thin-ideal for females) are adopted as personal standards, is proposed to increase risk for negative outcomes following thin-ideal media viewing. Although internalization of the thin-ideal is most commonly conceptualized and investigated as a predictor of increases in body dissatisfaction (Dakanalis et al. 2015; Rodgers et al. 2015b) or as a mediator of the

media exposure-body dissatisfaction relationship (Thompson et al. 1999), recent advances have proposed that trait internalization of the thin-ideal could also be a moderator of sociocultural influences, such as media, on body dissatisfaction (Karazsia et al. 2013). In this vein, individuals high in thin-ideal internalization would be more vulnerable to thin-ideal media exposure. This outcome has been shown in experimental research, including with young adult females (Dittmar et al., 2009) and middle-adolescent girls (Durkin and Paxton 2002) exposed to thin-ideal images, and with college-aged females and males following exposure to sexually objectifying thin-ideal images (Krawczyk and Thompson 2015).

Trait appearance comparison, the tendency to compare one's appearance with others, has also been consistently demonstrated to be a moderator of body image outcomes following thin-ideal media viewing. For example, in middle-adolescent girls, higher levels of appearance comparison, assessed prior to media exposure, predicted lower body satisfaction following thin-ideal media viewing (Durkin and Paxton 2002). Similar findings were revealed in college age males with baseline appearance comparison predicting increases in body satisfaction after viewing muscular and slender idealized media images (Galioto and Crowther 2013). It is assumed from these findings that appearance comparison tendencies predict poorer outcomes for body satisfaction because individuals engage in "upward" appearance comparisons whereby they compare themselves to superior targets and perceive that their appearance is inadequate, thus resulting in body dissatisfaction. The present study was extended previous research by specifically examining upward appearance comparison tendencies, rather than general appearance comparison tendencies, as a predictor of effects of thin-ideal media on body satisfaction.

A theoretical model advocated that self identity disturbance in participate cause internalized the social standard of physical good looks (Stice, 1994) At the movement, though only three research investigations have present empirical support to this suggestive relationship. Study examined that low level of self-concept clarity was linked with higher degree of thin ideal-internalized (Chill and Mussap, 2007). Study replicated the previous study and find out that connection mediate by ideal thin-internalized. Study extent the intrapersonal hypothesized model by inducing appearance related upward and down ward social comparison, these variable have significant positive relationship amongst self-concept clarity, social comparison related to appearance, ideal thin-internalized and body image disturbance anxiety (Vartanian and Shanta, 2013). Hence few initial indication support that self-concept clarity as strong association amongst social comparison related to appearance, ideal thin internalized and body image disturbance.

Proposition 1: socio-cultural factors (Peer, parent and media) linked with body image disturbance.

Proposition 2: Intra-personal factors (Self-concept clarity, self-esteem) linked with body image disturbance.

Advertisement Exposure

Fashion and beauty magazines advertisement, in particular, found the potential factor of developing fantasy of thin ideal body image (Harper and Tiggemann, 2008; Kilbourne, 1994). Generally go through from these magazine will persuade guilt of youthfulness, tall, long-legged, large-eyed, and clear-skinned women with typically Caucasian features. But the permanent persuasion of thin female models in commonly exercises in advertisements. This act of promoting idea of thinness not limited to usage of thin models but also digital computerized techniques used to emerge the glamorous looks of source females acting in advertisement. Therefore for further elongate legs and slice off kilograms and centimetres from waists, hips, and thighs, as well as to remove any other acne (Bennett, 2008). Hence female model those are the part of advertisement far away from realistic looks and natural beauty, so this unrealistic portray females in media message exposure is unattainable of ordinary girls. Widespread associational research justified the relationship between media message exposure and body dissatisfaction (Levine and Murnen, 2009). On the other hand, these associational evidences can't justify the regressor role which is played by media message exposure. Furthermore, academic researchers with greater focus on using several experimental techniques to manipulate the exposure under different conditions, a junk of studies which investigate the media exposure extensively have concluded that with increase in the exposure of several content of media messages will enhance dissatisfaction their physical appearance. Two dissimilar meta-analyses (Grabe, Ward, and Hyde, 2008; Groesz et al., 2002) have concluded that among all studies on media message exposure phenomena express realistic fact that viewing ultra thin-ideal media images cause body dissatisfaction.

The harmful effect on women of exposure thin ideal models has been emerged as significant societal subject. Hence there is an impact creating value there for investigators, strategy creators to measure relationship between media body ideals and body image dissatisfaction. Few research investigations used media literacy training techniques were used to disfunctionalized negativity cause by media exposure (Levine and Smolak, 2006; Ogden and Sherwood, 2008; Posavac, Posavac, and Weigel, 2001; Yamamiya, Cash, Melnyk, Posavac, and Posavac, 2005).

Proposition 3: Advertisement exposure linked with body image disturbance.

Research Gap

Rare research investigation in the marketing and image perception literature found those have strong investigation which explores linkages among advertisement exposure, social comparison related to appearance and image disturbance. Though few research investigations from social psychology literature proposed that these constructs are related with each other, one research investigation in marketing literature linked the advertisement exposure with social psychology variable such as social comparison and body dissatisfaction concern. However no significant connection found between disclaimer fashion magazine advertisements with body dissatisfaction, as social comparison have significant predictor of body dissatisfaction Tiggemann et al., (2013). So this study explores the female prospective for self or other guilt body image dissatisfaction by understanding the role of beauty product advertisement.

METHODOLOGY

Research approach and paradigm

To explore female prospective for self-guilt or other guilt body dissatisfaction: understanding the role advertisement, a qualitative sequential approach was deployed; personal interview, focus group discussion in accumulation to introspection which is self-reporting in nature. Adoption of manifold data collection method as well use of multiple sources is known as triangulation which is widely employee technique to improve the eminence and the reliability of the research findings (Miles and Huberman; Denzin and Lincoln, 1994; Hannele Kauppinen-Raisanen et al., 2014). Hence a collection method was appropriate for understanding the phenomena more deeply (Hine, 2000). Personal interviews were conducted to explore the feeling, perception and beliefs more deeply (Rowley, 2012). And to understand the ideology the way participants view the world (McCracken, 1998, p.9); Gain from personal interview is that it was provide conditions to argue the perceptive and more personal phenomena. Certainly, female prospective for self guilt or other guilt body dissatisfaction: understanding the role of advertisement was perceived as perceptive phenomena by participants, which was not discuss voluntarily in focus group discussion. Argumentative discussions in a group of participants produce data which is more reliable and critique (Morgan and Krueger, 1993; Wilkinson, 2004). Interaction in group discussion encourage the participation to respond efficiently, which may give enrich information (Krueger and Casey, 2000). Introspection is an assessment or scrutiny of individual own thought and emotional thinking i.e. self repertory in nature. So the introspection is personal subjective understanding of

phenomena under investigation (Patton, 2002). And is a type of researcher self experience, feeling and beliefs induce from being a participant observation (Holbrook, 2006, p. 716).

Present study was used multi-researcher association, which means that each author collect data individually. Hence the application of present research approach is exceptional, as evolve that consumer research studies include mostly three investigators (The Voice Group, 2008). Eventual aspire for present research intend to eliminate the biasness. Study was use purposive sampling technique, in which participants was selected those provide rich amount of information about the phenomena (Patton, 2002). And participants were contented about phenomena to argument with researcher, among each other in focused group. To get the enrich information about phenomena, participants shall be homogenous as possible as it can be, but differential enough to get the diverge information relevant to investigating phenomena. Participants recommend by focus group discussion participants were initially interview and after that they was asked to introduce with the potential participants which have interest in body image topic, Indeed the snowball sampling technique was deployed (Creswell, 2012). As the aim is to make sure the numerous possible substitute perceptions about the phenomena under investigation, multiplicity age of females was selected as participants' i.e. additional criteria (Belk et al., 2013).

To gather the information from participants' thematic guide was devised to assist the moderator to control and direct the personal in-depth interview and focus group discussion (Krueger and Casey, 2000). To identify the critique theme those were reliable and logical in interpretative manner which explore more involved reposes from participants. The thematic guide was used to ensure that relevant themes gain form introspection i.e. self-repertory. The initial theme purpose as a preface of the phenomena, whereas remaining themes was aspire to gain the more in-depth information of study. Hence following themes were:

- Perception and experience of female related to self or others guilt body image disturbance
- Perception, beliefs, prospective of female about the role of advertisement in the emergence of self or other guilt body image dissatisfaction.

Population and sampling

The planned research investigation was taken at meeting room, where in-depth focus group activity should take place followed by interviews and introspection of researchers. The population of interest in present study consists of the university female students, but the size of the population cannot be determined. Hence it is planned in such a way that study was able to develop the size that

could explain the novelty of research findings.

Giving focus to the sampling criteria, to remain authentic with the aspects of qualitative research, for focus group discussion Snow ball sampling technique was used, and for interviews purposive sampling technique was used to access the perception of the population.

Data collection

As this study employing multi-method qualitative research, so remain in handling of qualitative data which was small in sample terms. The intent was to collect data which rich and more closure to the context of body image and advertisement literature.

For the present study data was collected in three stages which sequential in nature of qualitative research. In first stage of data collection in-depth focus group was conducted with the expert of divert fields such as managers from luxury fashion brands, media persons and creative from advertisement agencies. Themes emerge from focus group discussion were given more clear picture of perceptions, experience and refine the context of study. After that followed up interviews were conducted and interview protocol was refined once again when the findings of focus group give more synthetic view. At third stage of exploration of body image context related to advertisement, each research was wrote the introspection about the topic under investigation. Following are the stages of investigation which are shortly described above.

Stage 1: Focus Group discussion with experts

At the first stage of field work for present study, the researchers was conducted dual moderator focus group discussion with experts from divert fields which may include such as managers from luxury fashion brands, media persons and creative from advertisement agencies. The sample of focus group will be between 6 to 9, which is novel enough to justify the study. The intent of the focus group is to achieve enhanced understanding of body image guilt and role of advertisement in it. It is the systematic aspect of research investigation to discuss the emerging issues with industrial experts that was give more refine information and knowledgeable enough to develop a new theory.

Interview Protocol

After the completion of investigation at stage one, on the bases of investigated literature and opinion and themes develop from focus group discussion was taken in account and work for the development of interview

protocol form university females students. This was strategically justified the novelty and authenticity of interview protocol.

Stage 2: In-depth interviews

The interview protocol develops after the in-depth inquiry of focus group discussion with experts, was used for the interviews from university female students. Though it is expected that researchers was able to conduct interview with at least 15 to 20 participants due to the limitation of time frame, themes included in interview protocol was try to understand the female prospective for self or other guilt body image by understanding the role of advertisement. Each researcher conducts at least five interviews with sample of research population.

Stage 3: Introspection

At third stage of study researcher was able to explain the topic himself. Because they are well aware with the perception, experience and attitude or responsiveness of participants and the in-depth investigation of literature review, which was give them authentic empowerment to give their own opinion and understanding of topic. So at the end of field work completion a researcher having threefold view around the context of study that was helped to improve the novelty of study and this investigation is unique in nature.

Data Analysis

Before conducting data analysis, transcriptions of one-to-one interview and focus group discussion was done. After that, transcription was up loaded in NVivo software. The analyst read the multiple transcriptions of respondents to familiarize with theme. The constant comparative method was employed to generate meaningful categories by scientifically explore and investigate the phenomena.

Table 1

FINDINGS

The research exploration generate numerous aspects of body image dissatisfaction, in relation to body image dissatisfaction, the research findings highlights the participants perception of the body image dissatisfaction relative to advertisement exposure, about their body image guilt and guilt generated from other persons. Moreover More sub constructs are emerged which add valuable insights to the phenomena of body image guilt. So the insights are discussed further in final part of findings those add valuable contribution to future study.

Advertisement exposure

Media is one of the societal players that could majorly influence the thinking of individual. Moreover advertisement is one of the major components of media which can positively or negatively affect the self-concept of physical appearance of an individual. Two major themes were emerged for advertisement exposure, firstly advertisement exposure evoked the dissatisfied body image feeling among the females for the adoption of beauty products impulsively. Secondly those female are already facing the image disturbance problem, persuade them for the utility of product which can improve their facial beauty, make specific body features more attractive so that image disturbance might give some relief to females. (Figure 1)

CONCLUSION

The present study explored the linkages among advertisement exposure, body dissatisfaction and image guilt. It was explored that advertisement exposure have generate two way perceptions among females. Advertisement exposure evoked pessimistic point of view in females which persuade them to hunt beauty cosmetic products. Those females already having body image disturbance they got persuading from advertisement for consumption of beauty products. The exposure of advertisement led them in two ways, firstly message affects overall appearance of female physic and secondly advertisement content targeted the specific body feature those are attraction seeking for the opponent gender. After that females with image disturbance face image guilt problem which led them to psychological disturbance, the image guilt is two way problem on one side self image guilt is self-oriented. The other ought body image guilt is social oriented phenomena which often justify that persuasion from advertisement exposure, while the self image guilt is not sufficient motive, additional motives for image guilt is media influence, parents and peer influence. The study revealed that image guilt is more sufficient other created image guilt phenomena. Also, it appeared that body image dissatisfaction emerge because of advertisement exposure which led to image guilty depend upon the others generated body image guilt.

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