Jan 1st, 12:00 AM

Body image quality of life and appearance investment

Priscilla N. Gitimu
Youngstown State University, pngitimu@ysu.edu

Abel G. Waithaka
Youngstown State University, agwaithaka@ysu.edu

Follow this and additional works at: https://lib.dr.iastate.edu/itaa_proceedings

Part of the Fashion Business Commons, Fashion Design Commons, and the Fiber, Textile, and Weaving Arts Commons

https://lib.dr.iastate.edu/itaa_proceedings/2017/posters/89

This Event is brought to you for free and open access by the Conferences and Symposia at Iowa State University Digital Repository. It has been accepted for inclusion in International Textile and Apparel Association (ITAA) Annual Conference Proceedings by an authorized administrator of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
Body image quality of life and Appearance investment
Dr. Priscilla N. Gitimu, Dr. Abel Waithaka,
Youngstown State University, USA

Keywords: Body, appearance, image

Introduction
Research ratifies that body image affects numerous aspects of psychosocial functioning. The Body Image Quality of Life Scale (BIQL) measures how one’s body image affects psychosocial quality of life of individuals; or simply how body image impacts and influences other aspects of life (Cash & Fleming, 2002).

How much an individual invests in their physical appearance is an important aspect of body image. The Appearance Schemas Inventory-Revised (ASI-R Short Form) scale measures how much individual are willing to invest in their appearance (Cash, 2002)

Purpose and Objective
The purpose of the study was to explore how body image quality of life and appearance investment relates to gender, Body Mass Index (BMI), satisfaction with life and gratitude.

The objectives of the study were;
1) To see determine whether body image quality of life is impacted by gender, BMI, satisfaction with life and gratitude.
2) To see determine whether appearance investment is impacted by gender, BMI, satisfaction with life and gratitude.

Methods
Human subjects’ training was done and Human subjects’ permission acquired. Volunteer students filled surveys during usual class time, a convenient study was used. This study’s survey was a combination of different scales as follows;
1. Demographic information section (Gender, and height and weight for BMI was asked here )
2. The Body Image Quality of Life (BIQL) Scale
   Example of an item in the scale: ‘How much feelings about appearance affect - My day-to-day emotions?’
3. Appearance Schemas Inventory –Revised (ASI-R Short Form) Scale.
   Example of an item in the scale: ‘I spend little time on my physical appearance’.
4. Satisfaction with life Scale
5. Gratitude scale

Demographics
Participants in the study were 260 students from one Midwestern university. There were 108 (41.5%) men and 152 (58.5%) women whose ages ranged from 17-65 (mean age = 22.35). The study included students from more than 10 different majors. All four years of school were represented: 73 (28.1%) freshmen, 56 (21.5%) sophomores, 52 (20.0%) juniors and 72 (27.7%)
seniors. Various ethnicities participated in the study: Caucasian, 176 (67.7%), African American 48 (18.5%), Asian 4 (1.5%), Hispanic/Latino 12 (4.6%) and other ethnicities 20 (7.7%).

Results

ANOVAs (Analysis of Variance) was conducted to compare the means of BIQOL with various variables - gender, BMI, satisfaction with life and Gratitude. Results showed that body image quality of life was significantly influenced by BMI, satisfaction and gratitude but not gender. (See table 1)

ANOVAs (Analysis of Variance) was conducted to compare the means of ASI-R with various variables- gender, BMI, satisfaction with life and Gratitude. Results showed that – for the Appearance Investment means, only the gender factor showed a significant difference with females investing in appearance more than males. Appearance investment did not differ by individuals’ BMI, satisfaction with life and gratitude. (See Table 1)

Table 1 - ANOVA results for Body Image Quality of Life (BIQOL) and Appearance Schemas Inventory-Revised (ASI-R)

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Sig</th>
<th>N</th>
<th>Mean</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body Image Quality of Life (BIQOL)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“How body images affects psychosocial quality of life”</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maximum Possible score 57</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall mean 20.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P value (significance level)=0.05</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>150</td>
<td>19.9200</td>
<td></td>
<td>152</td>
<td>66.3618</td>
<td></td>
</tr>
<tr>
<td>BMI less than 24.99</td>
<td>137</td>
<td>22.7591</td>
<td>0.37</td>
<td>136</td>
<td>64.7206</td>
<td>.934</td>
</tr>
<tr>
<td>BMI more than 25.00</td>
<td>119</td>
<td>17.7899</td>
<td></td>
<td>120</td>
<td>64.5917</td>
<td></td>
</tr>
<tr>
<td>Low - Satisfaction with life Scale</td>
<td>112</td>
<td>13.4554</td>
<td>.000</td>
<td>113</td>
<td>66.2212</td>
<td>.075</td>
</tr>
<tr>
<td>High - Satisfaction with life Scale</td>
<td>144</td>
<td>25.8889</td>
<td></td>
<td>143</td>
<td>63.4266</td>
<td></td>
</tr>
<tr>
<td>Gratitude Low</td>
<td>104</td>
<td>16.6923</td>
<td>.009</td>
<td>104</td>
<td>63.5673</td>
<td>.246</td>
</tr>
<tr>
<td>Gratitude High</td>
<td>152</td>
<td>23.0197</td>
<td></td>
<td>152</td>
<td>65.4079</td>
<td></td>
</tr>
</tbody>
</table>

Discussion and Conclusion:

Individuals with low BMI had higher body image quality of life than individuals with high BMI. Individuals with higher life satisfaction had higher body image quality of life than individuals with low life satisfaction. Individuals with higher gratitude had higher body image quality of life than individuals with low gratitude. Gender is an important factor in understanding how much one wants to invest on appearance. This study makes a valuable contribution in understanding body image quality of life and appearance investment.