

Body image quality of life and Appearance investment  
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## 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 (BIQL) and Appearance Schemas Inventory-Revised (ASI-R)

	Body Image Quality of Life (BIQL) <i>"How body images affects psychosocial quality of life"</i>  Maximum Possible score 57 Overall mean 20.5 P value (significance level)=0.05			Appearance Schemas Inventory-Revised (ASI-R) <i>"How much individual are willing to invest in their appearance"</i>  Maximum Possible score is 100 Overall mean 64.66 P value (significance level)=0.05		
	N	Mean	Sig	N	Mean	Sig
Male	106	21.1981	.597	104	62.1731	.008
Female	150	19.9200		152	66.3618	
BMI less than 24.99	137	22.7591	0.37	136	64.7206	.934
BMI more than 25.00	119	17.7899		120	64.5917	
Low - Satisfaction with life Scale	112	13.4554	.000	113	66.2212	.075
High - Satisfaction with life Scale	144	25.8889		143	63.4266	
Gratitude Low	104	16.6923	.009	104	63.5673	.246
Gratitude High	152	23.0197		152	65.4079	

#### 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.