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ORIGINAL ARTICLE

COMPARATIVE ANALYSIS OF SELF IMAGE ON BODY SHAPE AMONG OBESE COLLEGE STUDENTS AND EMPLOYEES OF CORPORATE SECTOR

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ABSTRACT

Background of the study: Overweight and obesity are due to abnormal or excessive fat accumulation which causes problems in health. Body mass index (BMI) is a simple tool which is used for the classification of overweight and obesity in adults. It is defined as a person's weight in kilograms divided by the square of his height in meters (kg/m^2). The sole motto of this study would be to compare the self-image on body shape among college students and corporate sector employees. **Methodology:** Subjects fitting into the inclusion criteria were selected and screened for their BMI after obtaining a proper consent. They were allocated into two groups, among which, one group with college students and the other group with employees of corporate sector (White Collars). Study Setting did at TCS, Chennai and Faculty of Physiotherapy, Dr. MGR. Educational and Research Institute University, Velappanchavadi, Chennai. Subjects were provided with a BSQ-34 questionnaire and asked to respond to each items. At the end, final scores were arrived, which were analyzed & compared statistically between the groups. Body Shape Questionnaire (BSQ)-34 score used as Outcome measure to collect the data. **Result:** The result of the study shows that there is a considerable difference between the BSQ-34 scores of obese college students and employees of corporate sector. Since the P value is <0.05 , the difference is significant. **Conclusion:** The present study shows that there is a significant difference between the self image of obese college students and employees of corporate sector. The corporate sector employees being affected more on self image of obesity.

Keywords: Self image on body shape, Obesity, corporate sector, Body Shape Questionnaire

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INTRODUCTION

Overweight and obesity are linked to cause more deaths worldwide than underweight. Most of the world's population live in developed countries where overweight and obesity to kill more people than underweight (this includes all high-income and most middle-income countries). Changes in dietary and physical activity results in the environmental and societal changes along with the development have role in obesity of people^{1,2}.

Self image is the person's own mental picture, generally of a kind that is quite resistant to change, that depicts not only details that are potentially available to objective investigation by others (height, weight, hair color, gender, I.Q scores, etc...). Among women over 18 looking at themselves in the mirror, research indicates that at least 80% are unhappy with what they see in some studies up to 80% of women over- estimated their size^{3,4}.

Research confirms what most of us already know: that the main focus of dissatisfaction for most men and women looking in the mirror is the size and shape of their bodies, particularly their hips, waist and thighs. Weight-stigmatization is a common experience for obese subjects seeking weight loss treatment; this is associated with poor psychological adjustment that may hinder successful weight-reduction. Long-term weight problems have an adverse impact on self-esteem^{5,6}.

Aim of the study was to screen the self image with regards to body shape in obese college student and employees of corporate sector. This study has employed on self image in obese college students and obese corporate sector employees. Self image gets affected due to obesity, which might be characterized by

stress, depression, and neglecting their own health. It is prevalent among young women^{7,8,9,10}.

METHODOLOGY

This was an Observational study with Comparative design. 40 Subjects were included for this study based on selection criteria. Convenient sampling method used to collect the samples. Sample size: n=40 (college students=20no's, corporate employees=20no's). The study conducted for 5 months. Unmarried Women, College students aged 18 to 23 years and corporate employees aged 25 to 30 years were Included for this study. Any surgeries, Diabetes mellitus, Hypertension, Any treatment taking for obesity were excluded from this study.

Subjects fitting into the inclusion criteria were selected and screened for their BMI after obtaining a proper consent. They were allocated into two groups, among which, one group with college students and the other group with employees of corporate sector (White Collars). Study Setting did at TCS, Chennai and Faculty of Physiotherapy, Dr. MGR. Educational and Research Institute University, Velappanchavadi, Chennai. Subjects were provided with a BSQ-34 questionnaire and asked to respond to each items. At the end, final scores were arrived, which were analyzed & compared statistically between the groups. Body Shape Questionnaire (BSQ)-34 score used as Outcome measure to collect the data^{11,12}.

Procedure: After obtaining informed consents from subjects, they were divided in two groups. One group was with college students and another group with corporate employees. After a detailed explanation of questionnaire, which given to the subjects they were asked to mark

the Questionnaires form, later analyzed statically to drive the conclusion.

Data analysis: The data obtained were tabulated and analyzed using descriptive and interferential statistical methods.

OUTCOME MEASURE	GROUP-A		GROUP-B		't' TEST	SIGNIFICANCE
	MEAN	SD	MEAN	SD		
BSQ-34	84.3	19.6	103.3	17.8	3.2	.003*

(*p<0.01)

Table-1: Comparison of the bsq-34 scores between obese college students and employees of corporate sector of self images.

The above table reveals the mean, standard deviation (SD), t-test value of BSQ-34 scores. There is a significant difference between the Group-A and Group-B. (*p<0.01)

RESULT

The result of the following study (BSQ-34) shows that there is significant difference between GROUP-A (84.3) and GROUP-B (103.3) at P<0.01. Hence the null hypothesis is rejected.

DISCUSSION

This is an observational study which aimed at compare the self image in college student and employees of corporate sector BSQ-34. The study shows that corporate sector employees have poor self image when compared to college students. Self image is the mind set or opinion one has about them. Which when affected considerably would result in behavioral changes. One's own physique (Obese/Lean/Moderate) would influence on self image^{13, 14}.

Research on the relationship between body image and obesity is relatively new. Several

areas await additional investigation. Many obese individuals have body image concerns, but these concerns are not universal. Furthermore, there appears to be little relationship between the degree of obesity and the intensity of the dissatisfaction. The nature of the obesity and its effect on body size and shape may moderate the relationship with the degree of body image dissatisfaction. Similarly, obesity-related co morbidities, such as osteoarthritis, may contribute to body image dissatisfaction further^{15, 16}.

Among obese women, body image dissatisfaction appears to be related to lower self-esteem and increased symptoms of depression. For most people, it does not appear to be related to clinically significant depression. Furthermore, such body image dissatisfaction cannot be equated with body image disturbance necessarily, which entails dissatisfaction that also produces significant distress and psychosocial impairment^{17, 18}.

Weight control program as such have gained popularity among society but this very concept of self image is less concentrated. Hence, this study would fix this lag and thus make weight management therapies as holistic.

CONCLUSION

This study shows that there is significance difference between college students and employees of corporate sectors suffering from poor self image due to obesity. The BSQ-34 examination which was conducted shows that the employees of corporate sector having poor self image when compared to college students

Limitation of the study: More Questionnaires and test may be used for better evaluation. Sample size may be increased for evaluation. Less women are working in non-cooperate sector; since obese women in corporate sector having stress and poor self image when compared to the obese women in college.

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