



Factors affecting body image and its impact on adult men and women population

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Abstract

Body image, the subjective view of one's appearance, is a popular research subject and a serious concern among both men and women in contemporary times. The growing proliferation of the internet, mass media, and social media along with the pressures from family and peer significantly contribute to raise concerns among people about their appearance. These concerns can make people better aware about their health, but at the same time, these can lead to social comparisons, public avoidance, and cause an array of physical and psychological ailments. Adolescents and women in particular have been the focus of most studies in this area because these are supposed to be the most vulnerable cohorts. Due to a paucity of literature on body image issues in adults, the current study was undertaken to examine the body image and understand the factors affecting the body image in adult men and women. Based on a systematic review through PRISMA, the study states that factors like age, mass media, social media, family/peers, body mass index, and the tobacco/alcohol consumption impact the body image of an individual. Thus, body image concerns in adults is a serious problem and needs scholarly and clinical attention.

Keywords: Body image, adults, men, women, adolescents

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I. Introduction

Body image is reckoned as a complex construct that relates to humans' self-perceptions about their body's external appearance (Bailey, Gammage, & van Ingen, 2017; Roosen & Mills, 2014). The concept of "body image" was introduced by the Austrian neurologist and psychoanalyst, Paul Schilder, in 1935. It has its roots in the field of neuropathology (Hosseini & Padhy, 2019; Mountford & Koskina, 2015). While the concept of body image came into existence almost a century ago, there is still a lot of vagueness and ambiguity around the concept (Roosen & Mills, 2014).

The concept of body image has majorly two perspective, one can be an objective view on how one looks i.e. the social perspective about one's appearance, and another is the subjective perspective or the inside view which describes how an individual perceives his/her body's appearance (Hosseini & Padhy, 2019). The conflict arises on this subject on the matter whether the objective view is more important than the subjective view, or, is it the vice-versa. Initially, it was contemplated that body image is synonymous to the mirror image and that it is something that objectively exists in the world. But, over the time, it has been realized that body image is a subjective concept and it encompasses the feelings, beliefs, as well as behaviors relating to the body's appearance (T. F. Cash, 2004).

The subject of body image hardly received any scholarly attention till the beginning of 2000s, this is why it is often referred to as a contemporary construct (Tylka & Wood-Barcalow, 2015). Also, the focus of existed researches remained largely upon the outcomes of negative body image. During recent years, the focus too is shifting to investigating the ways of building a positive body image (Tylka & Wood-Barcalow, 2015). The study of "body image" is relevant particularly because human lives are significantly affected by how one looks from the outside or the outer sight of one's appearance (T. F. Cash, 2004). A negative body image is often associated by body dissatisfaction, eating disorders, mental stress and anxiety, physical inactiveness, sexual and the tendency to public avoidance (Alleva, Sheeran, Webb, Martijn, & Miles, 2015).

These symptoms may be found more prevalent among both men and women of all ages in current times. With the sudden outbreak of the novel coronavirus (COVID-19) pandemic, the health concerns among the world population have risen. The psychological well-being of individuals has been challenged by this pandemic and there is a surge in body image concerns among both men and women (Anglia Ruskin University,

2020). As there are imposed changes on the lifestyle, the pandemic has threatened body image conceptualizations of people. Both genders are struggling with negative body image issues in the current phase of pandemic (Swami, Horne, & Furnham, 2021; Alradhawi, Shubber, Sheppard, & Ali, 2020).

Another prominent influence on rising body image issues is that of the social media and popular media (Siegel, Huellemann, Hillier, & Campbell, 2020). In recent years, there is an increased exposure to popular media flooded with the advertisements establishing the essence of being physically attractive for men and women. Through different products and promotional messages, the need to achieve an ideal body image is promoted. Not being able to match up to those standards has emerged as a vital cause behind distortive body image and associated outcomes (Uchôa et al., 2019). Similarly, activeness on social media platforms leads to the tendency of social comparison among people and often leads to becoming more sensitive towards how one looks and dissatisfaction with one's own body appearance (Mills, Musto, Williams, & Tigemann, 2018; Burnette, Kwitowski, & Mazzeo, 2017; Hogue & Mills, 2019). In addition to these factors, there are psychological, social, cultural, historical, biological, as well as the individual factors that co-exist and influence the body image (T. F. Cash, 2004).

As both men and women are susceptible to body image issues, it can be interesting to explore particular gender roles with regards to the issue. It is ascertained in the literature that contrary to the past, today men are equally vulnerable to body image concerns (T. F. Cash, 2004). But, the expected social norms discourage men to discuss about these concerns whereas women are somehow encouraged to indulge in body image conversations (Montgomery Sklar, 2017).

II. Problem statement

Body image, as a research area is receiving considerable scholarly attention due to the growing body image concerns and related disorders among individuals. The increased exposure to mass media communications, the escalating popularity of the social media, greater penetration of the internet, and the sudden outbreak of coronavirus pandemic, all these factors have contributed significantly to the growing body image concerns. While the issues regarding negative body image and body dissatisfaction were prevalent among females since times immemorial. In recent years, the phenomenon has found a place in men's vocabulary as well.

There is a paucity of research in the area concerning how body image issues are shaped by gender roles. However, those studies on body image though considered role of genders but mainly focused on the examination of adolescents. One of the key aspects that were ignored is the influence of these aspects in adult men and women. As both men and women have different perceptions regarding what constitutes a positive or negative body image and even socio-cultural pressures on both the genders are distinct. Now-a-days the growing consciousness and obsession of adults towards their body image have led to severe physical and psychological health problems in both men and women. Thus, there is need of investigating this body image issue in detail and have relevant information derivation about the factors influencing perception of an individual about their body image. Hence, this paper would work on fulfilling this requirement and examining existing researches for having more information derivation about body image concerns and experiences in adult men and women.

III. Aim of study

This study aims to assess the impact of body image issues on adult male and female population through systematic review. For fulfilling this aim, the underlying objectives of the paper are:

- To investigate the concept of body image and its components
- To understand the body image concept as problem and its effect on adult men and women
- To determine the factors contributing towards influencing body image in adult men and women

IV. Literature Review

a) Meaning and Definition of Body Image

In common parlance, body image refers to one's perception about his/her body's appearance. Cash (2004: p.1) defines body image as "*the multifaceted psychological experience of embodiment, especially but not exclusively one's physical appearance.*" Body image is a multidimensional and complex notion. This is a subjective notion that refers to the image that individuals have about their body's appearance, distinct to what their body actually looks like to the world (Alleva et al., 2015). Thus, body image encompasses the perception about the body and mental schemes that one builds about the body which may or may not have the resemblance to reality (Pakki & Sathiyaseelan, 2018). The components of the body image construct include cognitive component (beliefs about one's body), perceptual component (perception about size and shape of one's own body), affective component (feelings about one's body), and behavioral component (the actions taken to assess, alter, or hide one's body) (Yamamotova, Bulant, Bocek, & Papezova, 2017; Alleva et al., 2015).

Body Image can range anywhere between both end of the trajectory: positive and negative, depending upon whether one is satisfied or dissatisfied with his/her body's appearance (T. F. Cash, 2004). However, body image is a dynamic concept and one's self-perception about body's appearance may change over the time (Hosseini & Padhy, 2019). Body image has also been argued as a concept that is contextual in nature (Bailey et al., 2017). The connotation of what forms a positive or negative body image may differ depending upon the context in which it is defined. Thin body is often considered as the ideal body for women in context of beauty, womenathletes working towards it may not be doing so for enhancing their physical attractiveness, but in order to enhance their body's fitness. (De Bruin, Oudejans, Bakker, & Woertman, 2011)Thus, the concept of body image is much extensive than what it is usually assumed to be.

b) Emergence of the problem of body image

Body image, as a concept has been into existence since almost a century now; still this was never a popular research subject until the recent past (Tylka & Wood-Barcalow, 2015). The trivial information that existed among people about body image was restricted to the Westernized world but women always had discussions relating to body image (Mills et al., 2018). Over the years, this subject has emerged as an all pervasive one, involving both men and women across different geographical locations. A number of variables have contributed to this surge in the popularity of the body image concept (T. F. Cash, 2004).

The role of mass media cannot be overlooked in invoking the consciousness among people about how they feel about their body's appearance. The messages transmitted through mass media mechanisms including television, print media, and internet establish "ideals of beauty" and inspire the audience to achieve these standards (Calado, Lameiras, Sepulveda, Rodríguez, & Carrera, 2010). A sort of social pressure is built on the minds of the audience to achieve these standards of physical attractiveness and beauty (Parker, Haytko, & Hermans, 2011).

Another prominent influence that has led to the emergence of body image concerns is that of social media (Hogue & Mills, 2019). The rising penetration of internet has led to the popularity of social media across all geographic locations. Instagram, Twitter, Facebook, WeChat, WhatsApp, and Snapchat are a few social media platforms that are increasingly popular among people. Adolescents and females are more active on social media and thus influenced by discussions taking place on these platforms (Burnette et al., 2017; Hogue & Mills, 2019).

Recently, the outbreak of COVID-19 pandemic has contributed significantly in the growing body image concerns among both men and women. The lockdown regulations are restricting people at home, leading to a greater media exposure, lesser physical activeness, increased stress, and unhealthy eating habits. All these factors have led to a surge in body dissatisfaction and body image concerns among people (Swami et al., 2021).

c) Why body image is a problem

A negative body image is found to be a critical problem requiring prioritized scholarly and clinical attention as it leads to severe health-related ailments in individuals (Mills et al., 2018). Every human is unique and so is their appearance. But when this appearance is not aligned with the generally acceptable norms, it can lead to body dissatisfaction and related outcomes (Hosseini & Padhy, 2019).

Body image distortion can leave severe concerns for both physical and psychological health. Body image issues are said to be at the central of body dysmorphic disorder, anorexia nervosa, and bulimia nervosa(Hosseini & Padhy, 2019). The studies confirm that people with a negative body image often tend to indulge in behaviors like frequent mirror checking, repeated self-weight analysis, and refrain from public appearances (Alleva et al., 2015).

A close relationship has been observed between how one perceives his/her body, body dissatisfaction, and the perception towards the pain. A negative self-perception about one's body's appearance can lead to increased sensitivity towards pain (Yamamotova et al., 2017). Not only these, a negative body image may adversely affect one's social and occupational functioning (Hosseini & Padhy, 2019).

In women, body image issues can cause irregular menstruation and related health conditions. A number of studies have also associated negative body image with eating disorders, obesity, physical inactiveness, and impaired sexual performance (Hosseini & Padhy, 2019). Behaviors like self-induced vomiting, relying on unprescribed drugs and steroids, excessive visits to gym, undergoing cosmetic surgery, indulging into smoking and drugs, attempt to suicide etc. are a few serious concerns associated with body dissatisfaction that need preventive and curative treatment (Hosseini & Padhy, 2019; T. Cash, 2012; Jang, Ahn, & Jeon, 2018; Shoraka, Amirkafi, & Garrusi, 2019).

d) Factors causing of body image issues

Different studies have identified multiple factors that cause body image issues among individuals. Both intrapersonal and interpersonal factors work together to influence the perception about body's appearance

(Markey, 2010). Since body image is a dynamic concept, the influences of demographic variables, socio-cultural norms, and interpersonal experiences tend to alter the conceptualization of body image (Mountford & Koskina, 2015). The essence of identifying these factors lie in that negative body image can be detrimental to physical and psychological well-being of humans (Shoraka et al., 2019).

Demographic variables including age, gender, level of education, and marital status have been found by most studies to leave significant effect on body image (Tiggemann, 2003; Jang et al., 2018; Shoraka et al., 2019). Among these, age is one factor that has been considered by many studies including (Baker & Gringart, 2009; Kilpela, Becker, Wesley, & Stewart, 2015; Midlarsky & Morin, 2017) in combination with gender aspect. The perceptions of body image vary across life spans.

The role of mass media and social media is another major factor identified by a number of studies (Uchôa et al., 2019). Further, the family, peer group, social stereotyping, self-esteem, smoking and alcohol consumption, spirituality, and physical activity are found to be major considerations in the literature (Jang et al., 2018; Shoraka et al., 2019). An important biological measure that affects body image problems is Body Mass Index (BMI) which indicates the proportion of weight and height. An under or over-estimation of one's body image in comparison to BMI can cause body image issues (Ganesan, Ravishankar, & Ramalingam, 2018; Hosseini & Padhy, 2019).

e) Effects of body image issues (on men and women)

Posting pictures on social media platforms lead to social comparison and internalize socially determined standards of body image, which can lead to positive or negative body images. While individuals usually refrain from accepting that they indulge in social comparison, this can happen without one's knowledge and do potential harm to the self-esteem and confidence (Burnette et al., 2017); (Mills et al., 2018).

Body image concerns also lead to lower self-esteem, weak confidence levels, anxiety, mood swings, consciousness about appearance, and can even cause depression (Hosseini & Padhy, 2019). Both men and women have been found to be susceptible to body image concerns however the women are more concerned about their body's appearance (Cahill & Mussap, 2007); (Quittkat, Hartmann, Düsing, Buhlmann, & Vocks, 2019).

Also, a few studies have ascertained that the effect of body image concerns may differ across genders. While women express greater stress and anxiety when being exposed to idealized body figures, men lay their focus on finding ways to achieve an idealized body image (Cahill & Mussap, 2007). However, these findings are complemented with age factor in the literature. In older adulthood, women are more satisfied with their body images than men due to a reduced social pressure to have an idealized body whereas men tend to be more dissatisfied due to lower body functioning in the old age (Baker & Gringart, 2009).

V. Methodology

With the aim to examine the factors having influence on the body image of men and women, the study focuses on having qualitative analysis of the aspect. The data in this research is qualitative in nature and has been collected from online libraries by entering relevant keywords. A systematic review in accordance to PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) application was conducted to analyze the data and identify the factors that influence the body image issues.

a) Search strategy and study selection process

An array of studies has been considered to gather the relevant information required to accomplish research objectives. The process began by identifying an approximate number of studies that already exist in the given context of body image. To this purpose, databases like ScienceDirect, PubMed, JSTOR, ERIC, Scopus, and Google Scholar were referred to, and only journals were searched.

The relevant content was searched based on guidelines provided by PRISMA and inserting the keywords as shown in Table 1.

Variable	Details
Database	ScienceDirect, PubMed, JSTOR, ERIC, Scopus, and Google Scholar.
Keywords	(Body Image OR Body Dissatisfaction) AND (Adults OR Male OR Female)

Table 1: Search strategy including databases, keywords, and limits

In total, around 13, 578 relevant studies appeared against the mentioned keywords.

b) Inclusion Criteria

The selection of the studies was based upon the following criteria:

- The studies published after 2000 have been considered because the research in this area gained momentum from that time.
- Only studies that were based on men and/or women aging 16 years and above have been considered. Although adulthood begins at 18 years, due to a paucity of studies on adults, 16 years has been considered.
- Those studies where full access to content was available have been chosen.
- Only the studies in English language have been chosen.
- Studies that included one of the keywords searched by the researcher.

c) Exclusion Criteria

The exclusion of the studies was based upon the following criteria:

- The studies where full access was restrained and only abstract was available.
- The studies that did not contain the relevant information or contained only limited content on the subject.
- Studies which were not published in English.
- Studies which were published before the year 2000 were excluded.
- Studies which were not in the context of adult men and women.

d) Review Process

The review process began with inserting the keywords and obtaining the papers on online databases. From the list of journals appeared, based on the inclusion and exclusion criteria, studies were shortlisted. The next step related to reading the abstracts and determining if the study is useful in present context of the research. Those studies which were found relevant were considered further for data collection.

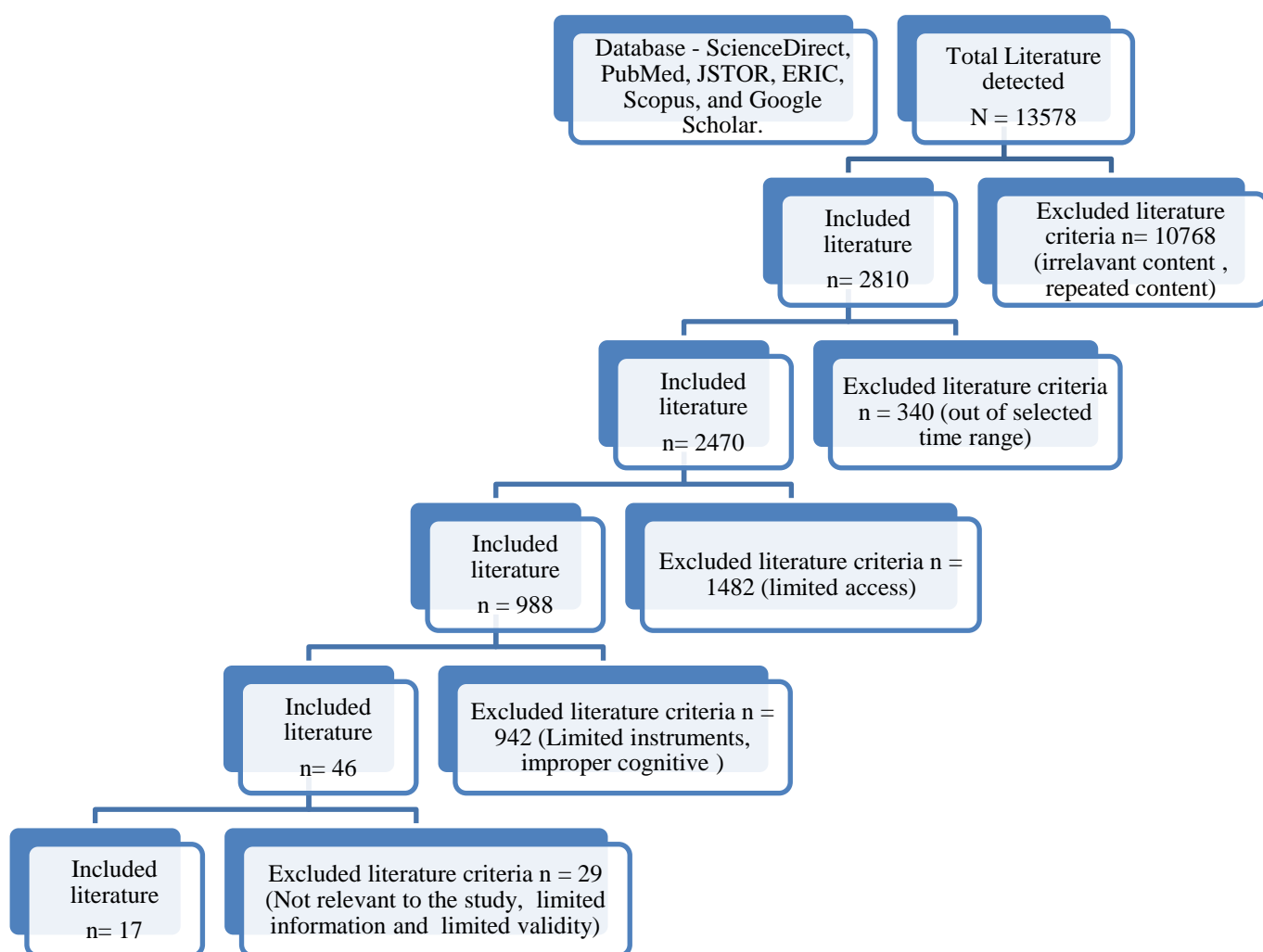


Figure 1: Study selection for synthetic analysis based on inclusion and exclusion criteria

e) Data Extraction

From the final list of 17 studies selected for data gathering, the researcher obtained details relating to the aim of the study, the methodology adopted, the number and demographic details (particularly age) of the respondents (in case of quantitative and qualitative primary data based researches), the method of analysis employed, and the outcomes of the study. These information provide outlook of the analysis and help in deriving major findings and contributions of existing literatures.

f) Data Analysis

The collected qualitative data herein is analyzed through a systematic review of published journals on body image in adults. From the literature review, six prominent factors were identified that affect the body image concerns among adult men and women. On an average 3 studies for each of the factors were selected to obtain the relevant data. In total 17 studies were reviewed, and their outcomes were analyzed to derive a valid conclusion relating to the objectives of the research.

g) Data Reliability and Validity

To ensure that the study is reliable and valid, caution has been taken while selecting the papers for a systematic review. The online databases utilized for the purpose are popular and trusted ones in the field of research. Also, only the journals that contain the methodology in detail were selected to assess the authenticity of the study used for data procurement. As multiple studies for one subject under study have been referred, there are rare chances of data errors.

VI. Data Analysis

The literature reviewed in this paper has underlined multiple factors i.e. age, mass media, social media, BMI, family/peers, and tobacco/alcohol consumption that affect the body image concerns in men and women. This section presents the thematic analysis for each of these factors for understanding influence of these factors on body image supported by synthetic review.

a) Age:

Lewis & Cachelin (2001) investigating and comparing the body image related concerns among middle-aged and elderly women found that although body image concerns were prevalent in all age groups, middle-aged women were more concerned about their body's appearance. Mulgrew & Cragg (2017) examined impact of exposure to male ideal body images and asserted that older men lay more focus on body's functionality rather than body's appearance hence do not indulge in social comparison. Quittkat et al. (2019) examined the body image concerns among men and women across the lifespan and found that body dissatisfaction remains stable in both genders across all ages. The importance of body's appearance was higher and stable in women; for men, it reduced with age progression. Younger women were found to be willing to invest more time in body appreciation than men; however the gender effect is nullified in context of body appreciation in old age.

b) Mass Media:

Cahill & Mussap (2007) investigated the impact of media's exposure of idealized body images on emotional reactions of men and women. Differences in emotional reactions of men and women were noted post-exposure; women showed feelings of anger, anxiety, and depression while men concentrated on finding ways to improve their current body image. These findings are similar to those derived by Agliata & Tantleff-Dunn (2004) who examined the body satisfaction levels among men post-exposure to television advertisements containing ideal body images. Swiatkowski & Krijnen (2016) compared the effects of fashion versus health magazines on body dissatisfaction and drive for thinness in women. The study concluded that both contents stimulate drive for thinness but fashion magazines cause body dissatisfaction while health magazines create the desire to be thin.

c) Social Media:

Stronge et al. (2015) examined the role of Facebook on body dissatisfaction among men and women across all ages and concluded that Facebook causes poorer body satisfaction among both genders across their lifespan, but middle-aged women are particularly vulnerable to social comparisons caused by Facebook. The growing trend of posting selfies on social media motivated Lonergan et al.(2019) to investigate if photo-based social media behaviours are associated with body dissatisfaction. Both genders reported higher body dissatisfaction by photo manipulation (posting edited selfies) and photo investment (time invested to selected the selfie and reviewing others' responses on selfies). Aparicio-Martinez et al.(2019) found that thin body internalization caused by social media exposure in young women leads to body dissatisfaction, disordered eating, and a negative body image.

d) Body Mass Index (BMI):

The relationship between BMI, Body Image (BI), and Fear of Negative Evaluation (FNE) has been explored by Ahadzadeh, Rafik-Galea, Alavi, & Amini(2018) who found that an increase in BMI leads to negative body image and that BMI is not correlated with FNE. The study highlighted that obesity is often linked with being happy in Malaysia which justified the findings relating FNE. Pinto et al.(2017) identified the relationship between BMI and body satisfaction in older adults and found that regardless of underestimation or overestimation of BMI, most individuals in this age group were satisfied with their body image; however a higher BMI can be linked with negative body image. Kakeshita & Almeida(2008) assessed the relation between BMI and BI and found that both genders misperceive their BMI but women are more susceptible to overestimating their BMI which leads to body dissatisfaction and negative body image.

e) Family/Peers:

Curtis & Loomans (2014) considered the case of Pakeha New Zealand women while examining the impact of family and peers on body image satisfaction and concluded that there is higher body dissatisfaction on being exposed to negative comments from family and friends pertaining to a thin body. Mothers were found to play an important role in how their daughters perceive their body image. Murray, Rieger, & Byrne (2016) investigated the impact of peer pressure on body dissatisfaction in young adults and found that women who had high appearance importance were most dissatisfied with their body's appearance. The study also derived that peer pressure in males lead to significant body dissatisfaction when they experience personality (achievement) based rejection by peers. Biolcati, Mancini, & Villano (2020) compared the paternal influence on body image satisfaction among young (18-23 years) and old (24-28 years) women and found that maternal influence is more significant in forming body images among younger women whereas paternal influence holds more relevance for older women in body satisfaction. Overall, younger women were found to have lower body satisfaction levels.

f) Tobacco/ Alcohol Consumption:

The relationship between gender, body image satisfaction, stress levels, and self-esteem has been examined by Croghan et al. (2006). Smokers were found to have higher stress and lower self-esteem. The frequency of smoking was found to be inversely related with body satisfaction levels. Female smokers were found to have higher levels of body dissatisfaction than male smokers. In another study, Andrew, Tiggemann, & Clark (2016) aimed to examine the relation of body image with multiple factors including alcohol consumption and found that body satisfaction is inversely related to alcohol consumption in women.

g) Synthetic analysis

The table below represents the synthetic analysis for this study.

S.No.	Factor	Purpose	Methodology	Finding	Source
1.	Age	To explore the body dissatisfaction, body image, eating disorders, and weight-related concerns among middle-aged and elderly women	Survey Method, Results based on 257 surveys, N= 125 middle-aged women (50 and 65 years), and 125 elderly women (66 years and older), Figure ratings, and scales of the Eating Disorder Inventory	Socio-cultural pressures lead both middle-aged and elderly women to desire a thin body, but middle-aged women were comparatively more concerned about body image than elderly women	(Lewis & Cachelin, 2001)
2.	Age	To examine the impact of exposure to idealized male images in music video clips on younger, middle-aged, and elderly men	N=116, Rating scale, Two factorial multivariate analyses of covariance (MANCOVAs)	The impact is relevant only in the case of younger men who indulge in social comparison post exposure to such images. Middle-aged and elderly men were found largely unaffected by this exposure.	(Mulgrew & Cragg, 2017)
3.	Age	To examine the role of variables: body dissatisfaction, importance of one's appearance, and body appreciation in men and women across the lifespan	Questionnaire based online surveys, N=1327, respondents age 16-88 years, SPSS analysis, Spearman's correlation	Body dissatisfaction is not affected by age; importance of body's appearance is higher in women; younger women tend to invest more time in body appreciation than older women and men	(Quittkat et al., 2019)
4.	Mass Media	To analyze the impact of media images of idealized bodies on emotional reactions across genders	Two questionnaires: one for men and another for women, N=133 women + 93 men, Visual analogue scales	Men and women differ in their body image concerns and emotional reactions. The exposure to idealized bodies led to more anger, anxiety, and depression in women. In men, the exposure led to finding strategies to muscle building.	(Cahill & Mussap, 2007)
5.	Mass Media	To examine the impact of exposure to ideal body images on television on males' body satisfaction and identify individual differences that may mediate this relationship	N=158 male undergraduates aging 17 years or more, Multidimensional body-Self Relations Questionnaire, Visual Analogue Scales	Media exposure to ideal body images cause higher levels of muscle dissatisfaction	(Agliata & Tantleff-Dunn, 2004)
6.	Mass Media	To investigate the role of health vs. fashion magazines on women's body dissatisfaction	N=230 women aging 18 years or more, cross-sectional study, online survey, correlation analysis	Both fashion and health magazines lead to higher body dissatisfaction. Fashion magazines cause body dissatisfaction whereas health magazines create a desire to achieve ideal body	(Swiatkowski & Krijnen, 2016)
7.	Social Media	To investigate the impact of Facebook on body dissatisfaction of adult men and women	N=11,017, both men and women, Bayesian regression model,	Facebook had an adverse impact on body satisfaction of both men and women of all ages	(Stronge et al., 2015)
8.	Social Media	To examine the relation between photo manipulation and photo investment on social media and body	N=184 (Men=89, Women=95), Age of respondents=17 to 40 years, ANOVA,	Both genders revealed a greater body dissatisfaction by posting manipulated selfies and investing time in others'	(Lonergan et al., 2019)

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		dissatisfaction		responses to these selfies	
9.	Social Media	To investigate the relationship between social media, disordered eating habits, and body dissatisfaction	N=168, Respondents= Females aging 18-25 years, Exploratory study, chi-square, t-test, correlation, regression	Relationship exist between social media, disordered eating, body dissatisfaction, and body image	(Aparicio-Martinez et al., 2019)
10.	BMI	To identify the relation between BMI and BI in older adults	N= 72 (14 males and 58 females), Respondents' age= 65-89 years, Semi-structured face-to-face interview, SPSS 24.0	Most men and women either over-estimate or under-estimate their BMI. BMI can lead to body dissatisfaction in older adults	(Pinto et al., 2017)
11.	BMI	To investigate the relationship between BMI, Body Image (BI), and Fear of Negative Evaluation (FNE)	N=318 (Males =115, Females= 203), Age of Respondents= 18 to 28 years, Cross-sectional study, Structural Equation Modelling	Increase in BMI cause negative Body Image; BMI is not correlated with FNE; higher self-esteem is adversely related to BI	(Ahadzadeh et al., 2018)
12.	BMI	To examine the relation between BMI and BI	N=280 (Males=142, Females=138), Respondents aged 18-60 years, Figure Rating Scale, SPSS 13.0	Women overestimate their BMI and are more prone to body dissatisfaction than men	(Kakeshita & Almeida, 2008)
13.	Family/Peers	To investigate the role of family and friends on body image satisfaction of young women in New Zealand	Qualitative study, N= 4 Pakeha New Zealand women aging between 18-25 years, in-depth interviews	Family and peers have a significant role in influencing body dissatisfaction in Pakeha women	(Curtis & Loomans, 2014)
14.	Family/Peers	To examine the impact of peer stress on body dissatisfaction among young adults, considering gender and appearance importance as moderating variables	N=111 (Males=45, Females=66), Age of respondents=18 to 25 years, self-report questionnaires, ANOVA	Women with higher appearance importance were most dissatisfied with body; body dissatisfaction in males is higher through personality rejection by peers	(Murray et al., 2016)
15.	Family/Peers	To investigate the role of family influence on body dissatisfaction among younger (18-23 years) and older (24-28 years) women	Exploratory study, N=688 women aging between 18-28 years, Online questionnaire on Google Forms, Regression analysis	Younger women are more dissatisfied with their body images, maternal criticism influence is higher on younger women' body satisfaction and paternal influence on adult women'	(Biolcati et al., 2020)
16.	Alcohol/Tobacco	To analyze the relation between smoking and gender with body image satisfaction	N=1456, both men and women aging 18-24 years, current smokers and non-smokers were categorized, SAS statistical software 8.0	Female smokers had higher body dissatisfaction levels than male smokers	(Croghan et al., 2006)
17.	Alcohol/Tobacco	To examine the relation of body image with multiple factors including alcohol consumption in women	N=256 women aging 18-29 years, online questionnaire, Correlation analysis	Alcohol consumption is negatively related to body satisfaction in women	(Andrew et al., 2016)

Table 2: Synthetic Analysis of factors affecting body image in adult men and women

The analysis reveals that all these identified factors influence body image concerns among adult men and women. Differences were observed in the body image concerns across the lifespan of both genders. The influence of mass media and social on body dissatisfaction was found to be high. BMI is an indicator of one's physical well-being and significantly affects appearance perception. Alcohol/tobacco consumption is found to be negatively related with body image. The literature however differs over the relative importance of these factors on body image. Much of the research attention has been laid on age, mass media, social media, and BMI while overlooking the roles of family/peers and alcohol/tobacco consumption. Also, the research has mostly focused upon adolescents thus there is a paucity of literature relating to body image issues in adults.

VII. Conclusion

Body image is a multi-dimensional, complex, dynamic, and subjective concept that concerns how one perceives the appearance of his/her body. With the emergence of consciousness among adults about body image, it has become an important construct for both men and women in current times. Body image concerns lead to increased appreciation about the body and promote self-care among individuals, but excessive concerns can also result in disordered eating, body dissatisfaction, higher stress and anxiety, drug abuse, and social avoidance.

Thus, focusing on these aspects, the study explores the factors that influence body image of adult men and women.

Different studies have confirmed that although women are found to be more cautious about their body images, men too are strongly influenced by this phenomenon. Young and middle-aged women are found to be more cautious about their body images than the elderly women, mainly because societal pressures for being in good shape reduce with age. In case of men, the body image concerns are found to be significant for elderly men because they relate the phenomenon with body's functionality, thus body dissatisfaction rises with age progression. The study also finds that both genders vary across their reactions towards body dissatisfaction. Women experience stress, anger, anxiety, and depression due to a negative body image whereas men are found to focus upon identifying ways to improve their current body image. The study also derived that socio-cultural influences are long into existence, but the influences of social media and mass media on body image are recent and strong. Body image concerns need scholarly as well as clinical attention because these can be a significant cause behind many physical and psychological ailments, as severe as suicidal attempts, among all age groups.

This study though contributed effectively in exploring the concept of body image, but the analysis focused on just qualitative assessment of existing literature and limited information extraction by having examination of about 3 studies per factor. Thus, future studies could be directed towards having statistical examination of adult men and perception and based on their perspective determine the factors having influence on body image. This would help in adding more efficiency, primary contribution and statistical significance to results.

VIII. Recommendations

Considering the negative influence of body image on adult men and women, below stated strategies could be recommended for improving consciousness of people towards positive image:

- Family members should refrain from indulging into negative comments regarding the body's appearance. Efforts should be made to enhance their confidence levels about the body image.
- Elderly men should be encouraged to participate in social activities, pursue hobbies, and maintain a healthy routine to help them enhance their body's functionality which is found to be significantly associated with body image.
- Legal and ethical restrictions should be imposed on social media influencers for promoting positive perspective on body image. Activities like #NoFilter, #losehateandweight, or #IamNoAngel should be promoted. Mass media advertising and promotions must be altered to enhance confidence among every size men and women. Some of the campaigns could be Every size is perfect, Beauty has no age limit, and so on.

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