

## The "Street Less Traveled": Body Image and Its Relationship with Eating Attitudes, Influence of Media and Self-Esteem among College Students

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**Abstract :** Background: A cross-sectional study looked to focus body image satisfaction, heretofore under investigated arena in our setting. This study additionally examined the relationship of body mass index, influence of media and self-esteem. Our second objective was to assess whether there was any relationship between body image dissatisfaction and gender. Methods: A cross-sectional study using body image satisfaction described in words was undertaken, which also explored relationship with body mass index (BMI), influence of media, self-esteem and other selected co-variables such as socio-demographic details, overall satisfaction in life, and particularly in academic/professional life, current health status using 5-item based Likert scale. Convenience sampling was used to select participants of both genders aged from 17 to 32 on a sample size of 303 participants. Results : The body image satisfaction had significant relationship with Body mass index ( $P<0.001$ ), eating attitude ( $P<0.001$ ), influence of media ( $P<0.001$ ) and self-esteem ( $P<0.001$ ). Students with low weight had a significantly higher prevalence of body image satisfaction while overweight students had a significantly higher prevalence of dissatisfaction ( $P<0.001$ ). Females showed more concern about body image as compared to males. Conclusions: Generally, this study reveals that the eating attitude, influence of the media and self-esteem is significantly related to the body image. On an empowering note, this level needs to be saved for overall mental and sound advancement of people. Proactive preventive measures could be started in foundations on identity improvement, acknowledgement of self and individual contrasts while keeping up ideal weight and dynamic life style.

**Keywords :** body image, body mass index, media, self-esteem

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