Research Article

ANTECEDENTS OF BODY IMAGE CONCERN AMONG HIGHER EDUCATIONAL INSTITUTIONS FEMALE STUDENTS: A MARKETING PROSPECTIVE APPROACH

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ABSTRACT

This study examine the association among media exposure, self-concept clarity, appearance related social comparison, internalization of thin ideal beauty and body image concerns. Higher educational institutions females students (N=484) completed self-reported measure of constructs. Structural equation Modelling examine various key findings: self-concept clarity mediates the link between media exposure and appearance related social comparison, also (b) self-concept clarity mediates the link between media exposure and internalization of thin ideal beauty. (c) appearance related social comparison mediates the link between self-concept clarity and body image concerns, but (d) internalization of thin ideal beauty did not mediates the relationship between self-concept clarity and body image concerns. These findings suggest greater exposure of media might contribute to body image concerns, because it disturb female susceptibility of self-concept disturbance, appearance related social comparison and internalization of thin ideal beauty.

Keywords: Media Exposure, Self-concept clarity, Appearance related social comparison, Internalization of thin ideal beauty, Body image concern, HEI.

INTRODUCTION

Media exposure arising in people's life worldwide and average person engages for 10 hours on per day (Nielsen, 2016; John Mingoia *et al.,* 2017). Extensive usage of media can have negative and harmful consequence of health, because media endorse standard of beauty which un-realistic (Grogan, 2016). Media promote regularly implausible thinner girls and women with body shape and weight which un-attainable for average females (Grabe *et al.,* 2008). Though, greater exposure of idealize "thinner females" in comparison to other body types persuade individual to idealized the message as societal definition of attractiveness (O'Brien, 2015).Internalized the thin ideal content promote by media cause problems because media did not provoke mirror reality with many aspects of media disseminate in-accurate, incomplete and unfair content that become standard against judgment of on individual and others (Geraee *et al.,* 2015). Effect of media is detrimental as traditional media (film, television, magazines & advertisement) disturbed body image passively (Grabe *et al.,* 2008). Moreover, research has identified the associational linkage between social media usage and body image disturbance (Stronge *et al.,* 2015). Furthermore, Smith *et al.,* (2013) examine that excessive usage of Facebook negative influence on social comparison and disturbed body image. The hyperbolic presentation of thinner beauty in media induced body image concerns among females (Coming *et al.,* 2006). A problem become huge by the effective promotion of un-realistic portrayal of feministic beauty reaches millions through mass media (Leahey and Crowther, 2008). Research has used social comparison theory by Festinger (1954) to enlighten how media fascination thinness as attractive beauty may harm self-image and propagate female desire to look achieve thinness (Gleaves *et al.,* 2000; Want, 2009). Theory specify that one who regularly compare themselves with others related to evaluate their worth, ability and opinion and seeks to improve themselves to reach their comparison goals (Festinger, 1954; Gruder, 1971). Whereas, exposure of media thinners models and celebrities is associated with body image disturbance (Bessenoff, 2006).

For instance females spend more time on exposure of television programs make more appearance comparison and report body image disturbance (Tiggemann, 2006). Hence, body image can be understood as multi-facet phenomena of individual psychological experiences of one own self-perception and self-attitude about body encompasses of feelings, thoughts, beliefs (Cash, 2004). Development and maintenance of one's body can be done via specific instructions from socio-cultural, neurophysiological & intellectual dynamic; it is contained as central of one self-concept and persuades psychological and behavioural aspects (Stice, 2002; Kamila R. Irvine at al., 2018). Body image is not confined to be stable trait and influential role in people's everyday life (Yadav, 2017). Body image concern negative consequences affect both psychological and physical functionality of an individual (Wilson *et al.,* 2013). Though, disturbance is one body image persuade individual to dramatic attempt to alter their physical appearance (Stice, 2002). Given previous studies do not measure overall exposure of media of both traditional media and social media effect on body image concern with females in higher educational institutions in Pakistan. So this study hypothesized that self-concept clarity, internalization of thin ideal beauty; appearance related social comparison and body image would be more strongly correlated with media exposure. Given the research effect of overall media exposure (traditional & social media)o body image is begin to grow, the findings of emerging literature required to be quantified to understand the effects prevails and the suitable way to operationalize media exposure usage to guide future research.

LITERATURE REVIEW

Media Exposure

Media has significant role in modern demographic society, as the primary channel of communications and main source of information but un-ware how much people exposed through media massages, study found that advertisement pressure females to over-estimate their body size and idealized a thinner image (Dr. Sasi Rekha V, 2012). Mass media & social media exposure developed harsh judgment about people self-image, which gaze un-realistic feelings and sentiments (Moran, 2017). Media effects generate over usage of

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media elements, heavy viewer of television more likely to perceive the media portrayed model as a real world, moreover, media icons considered successful and socially desirable (Von Vonderen and Kinnaly, 2012). Fashion magazines, advertisements, reality shows and movies showed that attractiveness is happiness and beauty as un-attainable thinness (Tiggemann, 2012). Mass media (television and advertisement) persuade female to expose the idealized media beauty (Maria Calado *et al.,* 2011). Moreover, Alyssa N. Saiphoo (2019) social media has significant effect on female perception about their physical appearance. Social media usage is not harmful as general usage, but effect young people with certain behaviour like as appearance related social comparison.

Self-concept clarity

Without clear sense of self clarity, individual may seek external source that effect sense of identity. Self-concept clarity significantly distinguishes with other related constructs such as, self-complexity and monitoring. Self-concept clarity refers to which the individual facets of self-definitions found stable, well defined, with considering how many facets (Campbell *et al.,* 2003). Self-concept functional when make sense of our experience, focuses on individual goal's attainment and protection of individual self-worth (Daphna Oyserman, 2012). Though, self-stability is responsible for shaping individual social relationships, with individual self-view or identity claim amended depends upon the feed backs received from others (Delamater and Myers, 2011).Women self-concept plays a vital in development of body image problem, by idealizing the media image of thinness and societal attractive standards (Vartanian, 2009). Self-concept clarity was accounted for appearance related comparisons tendencies of females (Lenny Vartanian, 2013). Self-concept clarity adversely related to internalization of thin ideal and effect the body image of females' (Vartaniana, 2016).

Appearance-Based Social Comparison

Social comparison theory signify that individual need for self-evaluation, either up-ward comparison to superior peers and though to adopt self-improvement intention or comparison down for protection of self-worth (Wood *et al.,* 1994). Social comparison has significant influence on one body image and makes it feel dissatisfied with his/her body (Jens Blechert *et al.,* 2009). Women those more time on social media (Facebook) tend to be more focus on their body based appearance comparison with others (Jasmine Fardouly, 2015). Endorsement of idealized female physical appearance induces them to compare their appearance socially (Behm-Morawitz, 2016). Another study examined that viewing of thin media models is more influential determinant subjective comparison effect female body image in contract to objective comparison with thin media models (Minsun Lee, 2019).Study revealed that, individual those are not involve in social comparisons tend to be more effected after viewing of positive post, then to be neutral or no post Dian A. de Vriesa *et al.,* (2017). Study examine that social networking sites user social comparison based orientation effect their psychological well-being, though it is found that social comparison based emotions effect the well-being of Facebook user(Sun Young Park, 2018).

Thin-Ideal Internalization

Studies examine that body image is significantly influence by individual own thin- ideal internalized (Cafri *et al.,* 2005). Media now a day extensively put bombardment of ultra-slim media idealized body and it is extremely difficult for females in natural setting to achieve this portray of beauty by media. Though, females those feel persuasion from media about idealize thin females and those fail to achieve the idealized media beauty feel negative about their body image (Vartanian, 2009; 2013). Moreover study examine that strong correlation exist between thin ideal internalization and body image (Stice, 2001). Minsun Lee (2019) also revealed that thin ideal internalized is significant predictor of body image concerns.

Body Image

Body image defined as is amalgamation of adjustment of psychological experiences, feelings & attitude linked with form and function ability of physical appearance, perception about their own body influence from individual and environmental factors (Maclachlan, 2004). Ample body of research investigate the phenomena of body image & found that females are tend to be more preoccupied disturbed body image concern than males (Neighbors and Sobal, 2007).Though body image play pivot role in diverse areas of one own life (Yadav, 2017). The poor body image consequences influence all area of one living like as psychological disturbance and physical dissatisfaction (Wilson *et al.,* 2013). Viewing thin idealize beauty on media cause self-discrepancy between current looks these females having an idealized media beauty they want to achieve (Fitzsimmons-Craft, 2011). Body image is considered individual psycho-social aspect in which person pictography his or her own body in mind (Khan NT, 2017). As body image is multi-facet phenomena and multiple factor like as personality characteristics, intro-personal experiences, physical aspects and socio-culture contribute in disturbance of body image (McKinley *et al.,* 2011).Moreover, with the emergence of globalization body image concerns become international problem, because induction of western television media and portray of thinness as ideal beauty (Swami *et al.,* 2010). Though, gap prevails in body image literature and higher educational institutions in Pakistan.

Research Objectives

The purpose of this study is to measure the body image concerns of female students in higher educational institutions, Body image via-a-via curtained antecedents of body image concerns which can make influence on body image concerns and psychological health of female's students. Specifically, the objectives of this study are to:

- *To identify the antecedents of body image concern in higher educational institutions females' students perspective;*
- *Access the causal effect of these antecedents on body image concerns;*
- *Suggest certain policies to HEI are which reduce the body image concerns of females'*

Hypotheses development & Conceptual framework

Media exposure & Self-concept clarity

A survey was conducted Chiawen *et al.,* (2012) with game and non-gamers both male and female sample revealed that greater time spend on gaming activates have to face low level of self-concept clarity. Stafford-Bush (2017) investigate social media based self-concept and examine that greater social media exposure effect their self-concept clarity significantly. Liu Qingqi *et al.,* (2017), examine that passive usage of social networking sites have greater influence on self-concept clarity with under-graduate sample. Caroline Marker *et al.,* (2018) conducted study examine the influence of Facebook usage on self-concept and revealed that greater intensity of usage effect self-concept clarity. Baker (2019) examine that if people are aware of addiction of social media may leads to reduce the disturbance in their self-concept.

- *On the conclusion of aforementioned studies, a first hypothesis is:*
- *H1: Media exposure has negative influence on self-concept clarity.*

Self-concept clarity & Appearance related social comparison

Saadat SH *et al.,* (2017) conducted survey in Tehran, Iran examine that disturbed self-concept clarity was significantly associated with social comparison. Whereas, Stafford-Bush (2017) conducted study not found any significant relationship between self-concept clarity and social comparison. Yazhi Liu *et al.,* (2018) study revealed that disturbed self-concept increase the level of social comparison.

- *Using findings generated from mentions studies, a second hypothesis is:*
- *H2: Self-concept clarity has negative influence on appearance related social comparison.*

Self-concept clarity & Internalization of thin ideal beauty

Lenny Vartanian (2013) study conducted to examine the relationship of self-concept clarity, thin ideal internalization and body dissatisfaction; it was revealed that disturbed self-concept clarity increase the level of internalization media symbolic beauty (thinness) because it increase the female vulnerability to be effect from low level of self-concept. Study revealed that, disturbed level of self-concept may leads to increase risk to internalize the media ideal beauty (Lenny Vartanian, 2016).

- *Based on review of above mention studies results, a third hypothesis is:*
- *H3: Self-concept clarity has negative influence on appearance related social comparison.*

Appearance related social comparison & Body image concerns

Jasmine Fardouly (2015) study examines that comparison with celebrities, close peers and distant peer have significant effect on female body image concerns. Behm-Morawitz (2016) revealed that appearance comparison and idealized females' comparison effect female body image concerns. Rachel Cohen (2017) found that appearance based comparison on social networking's sites are associated with body image concerns. Minsun Lee (2019) examines that subjective comparison with media models effect the body image concerns significantly.

- *Based on findings of above mention studies; a four hypothesis is:*
- *H4: Appearance related social comparison has positive influence on body image Concerns.*

Internalization of thin ideal beauty & Body image concerns:

Study found that exposure of thin idealized beauty on media potential risk factor of body image concerns (Davis, 2015).Eyal (2016) examine the viewing content on social networking sites related to thinness as idealized beauty effect body image concerns significantly. Sian A. Mclean (2016) also found that thin ideal exposure on media effect female body image concerns. Whereas, Cepeda-Benito (2018) concluded that media symbolic beauty significantly affect body image concerns. Meanwhile,(Minsun Lee, 2019) examine the internalization of media symbolic beauty (thinness) effect body satisfaction.

- *Hence, results of previous studies mention above revealed that; a fifth hypothesis is:*

- *H5: Internalization of thin ideal beauty has positive influence on body image concerns.*

Conceptual Framework

Based on above mentioned hypotheses, the current study has shown antecedents of body image concerns among female students in higher educational institutions, which presented in figure 1 below:
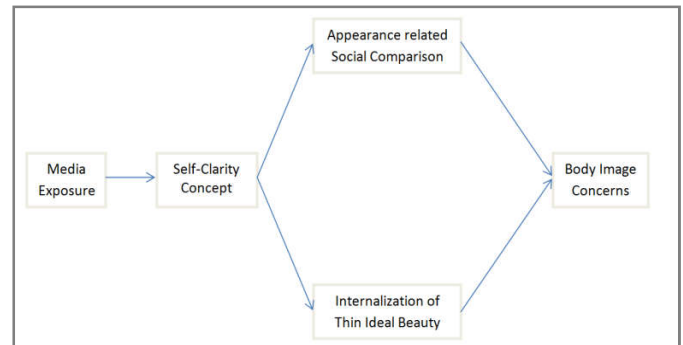

Figure 1.

METHODOLOGY

Study deals with positivist research philosophy, which is based on primary data source and quantitative in nature & applied deductive research approach (Bryman & Bell 2015). It is cross sectional study and data was collected through survey questionnaire. This study focused on media exposure effect on university female students' body image concerns mediated by self-concept clarity, social comparison and internalization of thin ideal beauty concerns. The target population was comprises of females students in different universities of Sahiwal division, Punjab, Pakistan. Though sample size was comprises of 484 university female students enrolled in different faculties of these universities and sample size was determined after using formula developed by (Hair *et al.,* 2014). As there are unequal number of students enrolled in different higher educational institutions, to generate the true representation of population and eliminate the sampling biasness. Proportionate stratified random sampling technique (probability sampling) has been deployed to select sample size from sampling framework. Since this study has deployed multivariate data analysis e.g. structural equation modeling (SEM) for data analysis, the sample size is considered appropriate for deployment of multivariate data analysis (Awang, 2014). Survey instrument in present study has been adapted from existing literature and modified as per nature of the study. Therefore, survey comprises of two main sections and first section generates demographic information of respondents which include age, discipline, department, weight, height, social media account, social media activities and traditional media activities. The second section contained 48 close ended questions to measure the latent constructs. Media exposure include (13 items), self-concept clarity (10 items), internalization of thin ideal beauty (9 items), social comparison (5 items), body image (7 items) and academic achievement (4 items) after completion of pilot test analysis and exploratory factor analysis which each construct has achieved > 0.70 value of cronbach's alpha (Hair *et al.,* 2014).Each latent construct scale was measure the results by examined how strongly respondents agree of strongly disagree with the given statement on 10-point interval scale (Awang *et al.,* 2015; Irfan and Awang, 2019)"1" as starting point of strongly disagree and "10" as ending point of strongly agree. Moreover, this study has considered six latent constructs to achieve the research objective, so table II provide the items in each construct, reliability scores and sources of constructs scales. So the SEM has been employed for

multivariate data analysis (Awang, 2014). SEM comprises on two main models for measurement procedure; Measurement model validate the instrument with construct, convergent and discriminate validity and reliability (composite reliability) of each latent construct were analyzed with confirmatory factor analysis (CFA). When validity and reliability of measurement model were achieved, the structural model was used to measure empirical testing of hypotheses and this study conduct SEM analysis with SPSS-AMOS-24 version.

RESULTS

Table III provide the demographic information of female respondents, from 576 questionnaires distributed, 534 were return, 50 deleted because of missing value and outliers and 484 complete considered for data collection with response rate of 80%.

Exploratory Factor Analysis (EFA)

The validity and reliability of survey instrument was measure through EFA with pilot test data collection from 200 sample size of university female students. At first stage of pilot test analysis Kaiser-Meyer-Olkin (KMO) accessed sampling adequacy and Bartlett's test of sphericity for assessment of chi-square values related to degree of freedom and level of significance values. In second stage the internal consistency of each construct was measured, and in third stage factor loading values of each items of research instrument was accessed. Hence, Table IV shows the latent construct (first order or second order) with components and respective items of each component with their factor loadings. The results of factor loadings fall in acceptable values and have cut-off values > 0.6 (Hair *et al.,* 2014; Hoque *et al.,* 2017), though the factor loading of each item of an instrument ranged from 0.605 to 0.916 which provide excellent scores. Cronbach's alpha for each construct was showed in parentheses, which measure the reliability of an instrument and values of cronbach's were a greater than 0.7 (Awang, 2012, 2014; Hair *et al.,* 2014; Awang *et al.,* 2015; Hoque *et al.,* 2017) which report the reliability of survey instrument. Table IV below mentioned the latent construct KMO values those are greater than acceptable value of 0.60 (Awang, 2012; Hoque *et al.,* 2017). Moreover, Bartlett's test of sphericity measures the value of chi-square, significant value of construct and degree of freedom with confidence level at 95%. So the p-value of each latent construct was less than 0.05 which is 0.000 < 0.05.Though the factor analysis was valid, as p-value <α, it is suggested that accept the alternative hypotheses as the latent constructs in this study possessed statistically significant inter-relationship.

Confirmatory Factor Analysis (CFA)

After data collection, confirmatory factor analysis deployed to validate the research instrument through assessment of validity, reliability and unidimensionality (Kline, 2010; Awang *et al.,* 2015). After completion of EFA with pilot test data, the final survey was done with remaining set of each construct items. Items of each latent construct having values below 0.6 were dropped, components assembled into relevant constructs. Field survey was conducted after the complete authentication of construct measurement model. Reliability of each research instrument is assessed by using composite reliability index in confirmatory factor analysis because construct validity is the core validation measurement in CFA, so construct validity has two basic sub-types e.g. discriminate and convergent validity (Awang, 2015). The survey instrument of present study comprises of five exogenous and one endogenous construct. Media exposure, self-concept clarity, internalization of thin ideal beauty and body image are second order constructs, whereas social comparison and academic achievement are first order constructs.

Table 1. Validity and Reliability of Media Exposure, Self-Concept Clarity, Appearance related Social Comparison and Internalization of Thin Ideal Beauty, Body Image of First Order Construct

Construct	Items	Factor Loading	Average Variance Extracted (AVE)	Composite Reliability (CR)
Media Exposure	MTM	0.73	0.578	0.937
	MSM	0.79		
Self-Concept Clarity	SCC1	0.85	0.592	0.913
	SCC2	0.68		
	SC1	0.54		
	SC2	0.73		
Appearance Related Social Comparison	SC3	0.85	0.572	0.898
	SC4	0.86		
	SC5	0.76		
	ITIT	0.93		
Internalization of Thin Ideal Beauty	ITIG	0.90	0.777	0.981
	ITIM	0.81		
	BIG1	0.92		
Body Image	BIG2	0.94	0.806	0.986
	BIG3	0.83		

Table 1 mentioned the average variance extracted (AVE) and composite reliability (CR) with factor loading of each item of first and second order constructs used in this study. Convergent validity is measure through AVE; however the composite reliability is measure the research instrument reliability. Whereas, the first part of table 1 showed the factor loading, average variance extracted (AVE) and composite reliability (CR) for each latent construct. Meanwhile, the second part mention factor loading, AVE and CR for each sub constructs. It also reports the required factor loading for all the items (Above than inception value of 0.6) and those values have low factor loadings were removed. One item each deleted from media exposure and self-concept clarity during convergent second order to first order construct to simplify the analysis process. When two items were deleted, the research instrument was contained overall 46 items. However, the AVE values were greater than 0.5 and convergent validity achieved by the research instrument (Kashif *et al.,* 2016). More over the composite reliability (CR) value were greater than 0.6 which explained that composite reliability of research instrument achieved (Kashif *et al.,* 2016; Hoque *et al.,* 2017). To attain the discriminate validity, the square roots of each AVE values (diagonal) were mentioned, so all the required diagonal values for each construct presented in row and column. It was contingent that survey instrument also achieved the discriminate validity. Values mention in table V and VI reported that survey instrument achieved the required reliability and validity. As the main intend to authenticate the latent constructs, when construct validity is achieved, the study report the goodness-of-fit indices for pooled CFA model.
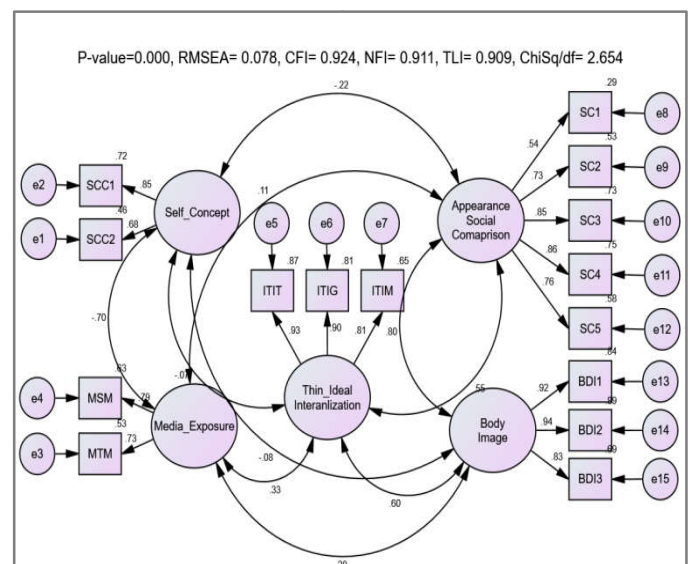

P-value=0.000, RMSEA= 0.078, CFI= 0.924, NFI= 0.911, TLI= 0.909, ChiSq/df= 2.654

Figure 2. Pooled Confirmatory Factor Analysis

Table 2. Summary of Discriminate Validity

Construct	Media Exposure	Self-Concept Clarity	Appearance related Social Comparison	Internalization of Thin Ideal Beauty	Body Image
Media Exposure	0.760				
Self-Concept Clarity	-0.70	0.769			
Appearance related Social Comparison	0.11	-0.22	0.715		
Internalization of Thin Ideal Beauty	0.33	-0.07	0.56	0.881	
Body Image	0.20	-0.08	0.80	0.60	0.897

Though model fitness required achieving some goodness-of- fit indices, so figure 2 report the adequate factor loading values of each measuring items (greater than 0.6) moreover, it also report the correlation co-efficient values among the latent constructs of the theoretical model. The pooled CFA results were mentioned that measurement model achieved the acceptable values for further analysis, so it is indicate that RMSEA value is 0.78, CFI value is 0.924, NFI= 0.911 and TLI value is 0.909 and chi-square value χ2/df 2.654 only CFI and TLI achieved attained minimum level somehow. So study attained the incremental and parsimonious fit index which showed the achievement of model fitness indices, though the research instrument considered valid and reliable and could be further analysis for empirical hypotheses testing.

Structural Equation Modeling & Hypothesis Testing:

Figure 3 showed the causal relationship of exogenous and endogenous constructs in structural model. It was evaluated that proposed research model caused highly significant variance in academic achievement (50 percent). Cohen (1988) revealed that R2 value must be greater than 26 percent to measure the large effect in a causal relationship model. Though, this model revealed that evaluation of body image is evocative and contributes greater level of effect on body image research. The findings of this study reported that H1 accepted (β 0.700& p-value <0.001) which revealed that there is a significant negative effect of media exposure on self-concept clarity. H2 accepted (β 0.498, p-value <0.001) which stated that there is significant negative effect of self-concept clarity on appearance related social comparison. H3 accepted (β 0.319 & p-value <0.001) which stated that there is significant effect of self-concept clarity on internalization of thin ideal beauty. H4 accepted (β 0.799 & p-value <0.001) which stated that there is a significant effect of appearance related social comparison on body image concerns. H5 accepted (β 0.079, & p-value <0.001) which stated that there is no significant effect of internalization of thin ideal beauty on body image.
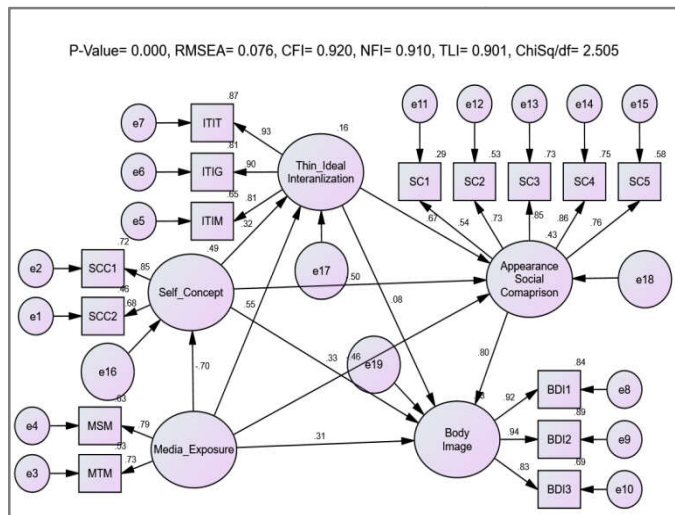

Figure 3.

Table 3. Assessment of model Fitness

Category Name	Index-value	Cut-off Value	Conclusion
Absolute fit indexes	RMSEA= 0.076	RMSEA= 0.08	Required level achieved
	CFI= 0.920	CFI= 0.90	Required level achieved
Incremental fit indexes	NFI=0.910	NFI=0.90	Required level achieved
	TLI= 0.901	TLI= 0.90	Required level achieved
Parsimonious fit indexes	ChiSq/df= 2.505	ChiSq/df< 5	Required level achieved

Meditational Analysis

The meditational effect in structural model have four hypotheses were developed which shown in table below either the mediation exist or not. Hypotheses H6, H7, H8, and H9measure the meditational relationship in structural model hence all the three mediation has been achieved since and found H9 that no mediation exist. When both direct and indirect effects are significant partial mediation exist, however when direct effect is non-significant full mediation exist so body image concern partially mediated the relationship of media exposure with body image by appearance related social comparison and internalization of thin ideal beauty. Whereas, appearance related social comparison mediate the relationship between self-concept clarity and body image but internalization of thin ideal beauty did not found significant mediator.

Table 4. Mediation analysis

Mediation	Indirect path 1 "a"	Indirect path 2 "b"	Direct path 3 "c"	Mediation type
ME← SCC ←ARSC	-0.70	0.50	0.46	Partial
ME← SCC ← ITIB	-0.70	0.32	0.55	Partial
SCC ←ARSC ← BI	0.50	0.80	0.33	Partial
SCC← ITIB← BI	0.32	0.08	0.33	No Mediation

DISCUSSION

The aim of this study was dual in nature, to make contribution and extension in academic achievement. The first purpose was to explore the antecedents of body image of female students of higher educational institutions. The second purpose was to measure the causal effect of antecedents of body image. Though BIMO model was discussed and pictography in detail in previous section of present study. Sahiwal district is consider educational sub for native cities were academic achievement concerns are higher for students as the students of this area previously travel to metropolitan cities such as Lahore, Multan and Islamabad, since last decade higher educational institutions established and ample amount of socio-psychological issues effecting these females students' body image related concerns Demographic profile of these female students were presented in table III which evidence the media and socio-cultural force influence on body image of university female students in higher educational institutions. Firstly, the exploratory factor analysis (EFA) was conducted to measure the validity and reliability of survey instrument, with sample data collected from 200 female students and values of Cronbach's alpha, KMO and Bartlett's test of sphericity values were presented in table IV. With all these values of factor loading of each latent constructs with their relevant sub-construct values and items in table IV as well. Factor loading of each item lies in the adequate and acceptance level which given by (Awang, 2015; Hoque *et al.,* 2017). When preliminary screening of survey instrument was done, final data was collected from 576 from female respondents; confirmatory factor analysis was conduct to measure the survey instrument validity and composite reliability. Moreover, factor loading score, average variance extracted (AVE) and composite reliability (CR) values of each item of construct of this study presented in table 1. Two items were removed from media exposure and self-concept clarity because cannot achieve the desired level of factor loadings. Whereas, achieved convergent and discriminate validity values were presented in table 1 and 2. Measurement model findings presented in table VII

provide the detail of achieved incremental, absolute and parsimonious fit indices values, though the measurement model achieved the required model fitness indices. Research instrument validation was measure with EFA and CFA, Hypotheses were tested with SEM. Result presented in table 3 explain that H1 is supported, which explain that greater level of media exposure (Traditional & Social media) significant effect on self-concept clarity and disturb individual belief about physical and psychological self believes. Disturbance in self-concept was emerged to due greater level of media exposure. This result remains consistent with the findings of (Stafford-Bush, 2017; Liu Qingqi *et al.,* 2017; Caroline Marker *et al.,* 2018; Baker, 2019). Both appearances related social comparison and internalization of thin ideal beauty were well-known risk factors for female psychological health, whereas disturbance with own self - concept leads females to compare them with other females both in real life comparison (down-ward comparison) and celebrities in media (up-ward comparison. Moreover, disturbed self-concept of female students leads them to idealize the beauty defined and presented by media. So the programs that helps individuals to promote clearer identity that is not based on appearance and media idealize beauty.

Though, both the hypotheses H2 and H3 the results were consistent with findings of (Vartanian, 2013;Vartanian, 2016;Saadat SH *et al.,* 2017; Stafford-Bush, 2017; Yazhi Liu *et al.,* 2018). Body image concerns among females generate greater psychological and physical health issues, but appearance related social comparison and idealize the media beauty are the risk factor of body image disturbance. When females in higher educational institutions compare themselves with their peers and celebrities and adopt the media idealized beauty effect their body image concern and they feel discomfort able with their own physical appearance. So both hypotheses H4 and H5 were supported and findings are consistent with(Jasmine Fardouly, 2015; Davis, 2015; Eyal, 2016; Sian A. Mclean, 2016; Behm-Morawitz, 2016; Rachel Cohen, 2017; Cepeda-Benito, 2018; Minsun Lee; 2019). This study also measure four meditational effect between media exposure and body image concerns. Results revealed that self-concept clarity partially mediate the between media exposure and appearance related social comparison and internalization of thin ideal beauty, tough both hypotheses H6 and H7 were accepted. Greater media exposure cause greater disturbance in self-concept and increase appearance related social comparison and internalization of thin media beauty. The findings are consistent with Liu Qingqi *et al.,* (2017), Moreover, disturbance in self-concept increase the appearance related social comparison of females' students and generate body image concern among them and they did not remain satisfied with their physical appearance and body. So hypotheses H8 partially mediate the relationship between self-concept clarity and body image concerns. Whereas, internalization of thin ideal beauty did not mediate the relationship between self-concept clarity and body image, though H9 was rejected and findings are not consistent with the findings of (Vartanian, 2013).

CONCLUSION

This study examine that greater media exposure disturb the self-concept, persuade people for appearance comparison and idealized the media beauty and ultimately disturb the HEI female body image concerns. Self-concept, appearance related social comparison and internalization of thin ideal beauty mediate the relationship between media exposure and body image concerns. If someone has clear self-concept they cannot compare their physical appearance and also did not internalized the media ideal beauty so they do not have any disturbance in their body image.

Practical Implication

This study provide recommendation to the upper management of HEI's to develop recreational programs that establish convenient and comfortable environment to handle socio-psychological and media pressure on female students. This also gives certain guidelines to HEI's and their regulatory body related to development of solution related to socio-psychological antecedents which cause problem related to body image concern face by females students during their tenure at HEI's. So the socio-psychological rehabilitation will help to overcome the influence and give more focus to their academic goals to be successful in upcoming practical life.

Theoretical Implication

Present study adds to available literature by examining the antecedents of body image of university female students in HEI's in Sahiwal district, Punjab, Pakistan. It enriches the marketing literature to usage of certain media appeals and specific influence on female students which ultimately affect their academic goals. So the researchers have ascertained an apparent lack related to the explanation of media exposure and academic achievement relationship. Moreover, the development of body image concern in Pakistan has made substantial input to the existing literature.

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