EFFECTS OF BODY IMAGE ON SELF-ESTEEM AMONG YOUNG ADULTS: A CASE OF UNIVERSITY OF NAIROBI

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UNITED STATES INTERNATIONAL UNIVERSITY – AFRICA

SPRING 2018
STUDENT’S DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other institution, or university other than the United States International University – Africa in Nairobi for academic credit.

Signed: ________________________ Date: ______________________

Caroline Apio - King’ori (Student ID – 647965)

This proposal has been presented for examination with my approval as the appointed supervisor.

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Signed: ________________________ Date: ______________________

Prof (Amb). Ruthie Rono
Deputy Vice Chancellor, Academic & Student Affairs
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ABSTRACT

For the last several years, study on body image has been a growing field. The primary goal of this project was to determine the effects of body image on self-esteem among young people of 18 to 25 years. The research objectives for the study were: to establish whether body size influences the level of self-esteem among young people of 18 to 25 years; to find out whether fashion influences the level of self-esteem among young people of 18 to 25 years, to investigate whether complexion influences the level of self-esteem among young people of 18 to 25 years and to establish the gender differences in the relationship between body image and the level of self-esteem among young people of 18 to 25 years. Stratified random sampling technique was used in the study to select a sample size. The target population for the study was the undergraduate students at University of Nairobi’s Main Campus which had a total population of 9,400 undergraduate students as at 2017. The sample size was 290 picked from each of the five faculties of the school. Questionnaires and standardized attitudinal scales/tests were used for collecting data in this study. The data after collection was processed and analyzed in accordance with the purpose and objectives of this study. Data processing and analysis implied editing, coding, classification and tabulation of collected data. Data was entered into access database before being exported to Statistical Package for Social Science (SPSS) version 21.0 for descriptive and inferential statistical analyses for quantitative data.
I give God all the glory and the honor for bringing me this far; In His time, all things are made beautiful. My earnest gratitude goes to several people who supported me on this journey of personal growth and discovery.

First, I would like to thank my parents for their encouragement and particularly my father’s belief that I could accomplish this. A special thank-you goes to my family: husband, son and daughter, who cooperated with me - enabling me to thrive.

I am also indebted to my supervisor Dr. M. Kihara, Associate Professor of Psychology (Research) and Program Director for Psychology, whose advice, availability and constructive critiques throughout this process, shaped this work to what it is.
DEDICATION

I dedicate this work to the memory of my late mother, Francesca, my symbol of sacrifice. From you I learned that life’s experiences, pleasant and unpleasant, are opportunities to learn. I live, experience and continue to learn.
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## ABBREVIATIONS

<table>
<thead>
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<tr>
<td>CBT</td>
<td>Cognitive Behavior Theory</td>
</tr>
<tr>
<td>ERC</td>
<td>Ethical and Research Committee</td>
</tr>
<tr>
<td>IDI</td>
<td>In-depth Interviews</td>
</tr>
<tr>
<td>MANOVA</td>
<td>Multivariate analysis of variance</td>
</tr>
<tr>
<td>NACOSTI</td>
<td>National Commission for Science, Technology and Innovation</td>
</tr>
<tr>
<td>RHP</td>
<td>Resource Holding Power</td>
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<td>SAHP</td>
<td>Social Attention Holding Power</td>
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<tr>
<td>SPSS</td>
<td>Statistical Package for Social Science</td>
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<tr>
<td>UON</td>
<td>University of Nairobi</td>
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CHAPTER ONE
INTRODUCTION AND BACKGROUND

1.0 Introduction
The purpose of this study was to determine effects of body image on self-esteem among young people of 18 to 25 years. This chapter outlines the problem of the study, the objectives of the study, the research questions, and the scope of the study. Finally this chapter includes the definition of the terms used in this study.

1.1 Background of the Study
For the last several years the study on body image has been a rapidly growing field. Historically, this study has narrowed down on female population (Green & Pritchard, 2013). In the literature, there is a strong implied assumption that concern over body image is only relevant with reference to European, Caucasian upper-middle class females. As such, focus has not often been given towards the effects of culture, social status, sexual orientation, gender, and other dimensions of human differences, on how body image concerns manifest. More recent literature has begun to consider these important variables and how they affect the nature of body image concerns (Shaw, Ramirez, Trost, &Stice, 2008; Yelland&Tiggemann, 2008). Among these new findings, it has been suggested that body image concerns are increasingly faced by men also, in contrast to previous theoretical and empirical work that has suggested body image concerns predominantly affect only women (Brownell, 2011; Erickson, 2008; Fallon &Rozin, 2009; Lerner, Knapp, &Orlos, 2013; Pliner, Chaiken, &Flett 2010).

Furthermore, studies have shown definite differences between men and women in the nature of body dissatisfaction. In general, females in empirical studies have reported almost without exception wanting to lose weight, while men have reported often, if not typically, desiring to gain weight (Betz, Mintz, &Speakmon, 2009; Cohene& Pope, 2011; Mintz&Betz,
Body change strategies also often differ between males and females, with men typically preferring exercise over diet and females diet over exercise (Huon, 2014; McCabe & Ricciardelli, 2011). Relatedly, one component of body image that seems particularly promising towards developing a better understanding of male body image and how it is distinct from female body image is muscularity. The common desire to gain weight in males is likely linked to a desire to have increased muscle mass (Edwards & Launder, 2009; Jacobi & Cash, 2014; McCreary & Sasse, 2000; Morrison, Morrison, & Hopkins, 2003; Pope et al., 2012; Tucker, 2012). While muscle development has been found to be an important issue for men, women in empirical studies typically report that muscularity is not a salient concern (Fisher, Dunn, & Thompson, 2012). Other studies have indicated that there are increasing socio-cultural messages related to muscularity (Labre, 2012; Leit, Gray, & Pope, 2012; Pope, Olivardia, Gruber, & Borowiecki, 2009), suggesting that body image concerns may be increasing for men.

Thus, these more recent studies not only suggest that body image can be important for men, but also that body image issues salient for men are qualitatively different from those faced by women. Despite these findings suggesting major differences in the nature of body image in men and women, comparatively little empirical research has focused on the unique factors important to understanding both young male and young women body image. Nevertheless, the extant research is sufficient to highlight ways in which the more traditional paradigms developed from research on women used in conceptualizing body image, such as the drive for thinness (Thompson, & Heinberg, 2009), fail to adequately explain the construct of body image in both young male and young women body image.

How young people view themselves, or their body image, can vastly affect their self-esteem, or overall feeling of worth. According to Jung and Lee (2010), the lower or more
negative a young person’s body image, the lower his or her self-esteem. In addition, the more optimistically one feels about his or her appearance, the more optimistically he or she will feel about him or herself overall (Boyes, Fletcher, & Latner, 2007). An interesting component of body image is that studies show peoples’ image of their body is not a reflection of their actual weight, but instead it is a reflection of how they perceive their body as a whole (King & Manaster, 2007). It is this perception of appearance that leads to their body image, and subsequently, their self-esteem.

In addition, there is often incongruence between one’s perceptions of his or her body and his or her ideal body (Rosen, Gross, & Vara, 2007). Bessenoff (2009) found that first, the greater the incongruence, the more likely a person is to have lower self-esteem. Secondly, Bessenoff also found that those with a larger incongruence between their perceived and ideal image are more likely to be impacted by the media and cultural expectations. Therefore, it is important to understand the perception one has of his or her body rather than solely relying on the reality of his or her weight, body figure and fashion especially in a therapeutic setting.

1.2 Problem Statement

Body image is an increasingly important topic in modern society which displays immense pressures to be thin, fit, fashion oriented and beautiful. Images of waif-like models are splashed across television and theater screens and in magazines, sending a message that success, happiness, and belonging only come with unattainable beauty. The constant measures of thinness and beauty lead people to scrutinize their own appearance as well as those around them, usually resulting in viewing their own bodies harsher than reality (Lowery et al., 2015).

Most studies that focus on body image satisfaction are for women. Young men are getting sidelined and there is a need for researches to include young men as well since they
also are facing body image concerns such as body shape and size, and lower self-esteem. Most studies show a relation between self-esteem and variables such as body image dissatisfaction (Tiggemann, 2015; Coyl, 2010); eating disorders (Ferguson, Munoz, Contreras, & Velasquez, 2011; Thompson, Heinberh, Altabe, & Tantleff-Dunn, 2016) and academic achievement (Lawerence & Thelen, 2015; Yanover & Thompson, 2008) among adolescent girls (Dohnt & Tiggemann, 2007; Tiggemann, 2009) or boys (Furnham & Calnan, 2008; McCabe & Riccardelli, 2014).

Jarry and Kossert (2007) studied the relationship between peoples’ perception and the amount of internalization that occurs, and how it may affect how much value they place on their body image; while Aubrey (2009) conducted a study on cultural and media impacts on the ideal image among young people in Nigeria. In our fast paced society, body image dissatisfaction is beginning to sprout among younger populations including university students as well (Mendelson & White, 2012). From the above studies none focused on the relationship between body image and self-esteem among the young people. It is against this background that this study was conducted to fill in the contextual and conceptual gaps in knowledge which exists by identifying the relationship between body image and self-esteem among the young people.

1.3 General Objective of the Study

The primary goal of this project was to determine the effects of body image on self-esteem among young people of 18 to 25 years.

1.3.1 Specific Objectives of the Study

The research objectives for the study were;

i. To establish whether body size influences the level of self-esteem among young people of 18 to 25 years.
ii. To find out whether fashion influences the level of self-esteem among young people of 18 to 25 years.

iii. To investigate whether complexion influences the level of self-esteem among young people of 18 to 25 years.

iv. To establish the gender differences of the relationship between body image and the level of self-esteem among young people of 18 to 25 years.

1.4 Research Questions

The research questions for the study were:

i. Does body size influence the level of self-esteem among young people of 18 to 25 years?

ii. Does fashion influence the level of self-esteem among young people of 18 to 25 years?

iii. Does complexion influence the level of self-esteem among young people of 18 to 25 years?

iv. Are there gender differences in the relationship between body image and the level of self-esteem among young people of 18 to 25 years?

1.5 Justification of the Study

Low self-esteem as a result of unsatisfactory body image has contributed to negative effects such as suicidal attempts, violence, and cases of depression among young people each year (Duchesne et al., 2016). More young people have joined the counseling sessions due to low self-esteem according to Kimaniu (2010). This study aimed to bridge this gap by undertaking an in-depth study to determine the effects of body image on self-esteem among young people of 18 to 25 years undergraduate students with a view of coming up with mitigation and interventions to curb the menace.
1.6 Scope of the Study

The study was limited to determine the effects of bodyimage on self-esteem among young people of 18 to 25 years. This study was undertaken at the University of Nairobi’s main campus. This research addressed the questions that seek to determine the effects of bodyimage on self-esteem among young people of 18 to 25 years. This study was conducted in the months of January to February a period of the semester when most undergraduate students are in session.

1.7 Operational Definition of Terms

**Self-esteem:** It refers to an individual's sense of his or her value or worth, or the extent to which a person values, approves of, appreciates, prizes, or likes him or herself. The most broad and frequently cited definition of self-esteem within psychology is Rosenberg's (1965), who described it as a favorable or unfavorable attitude toward the self (Stewart, 2004). Dr. Morris Rosenberg defines self-esteem as the —attitude one holds toward them as an object. In short Dr. Morris believed that self-esteem was measurable via assessing a subject's attitude about themselves as a thing (Schwec, 2012).

**Body image:** Body image is the perception and attitude towards one’s body – how one thinks and feels about that perception and how one thinks others perceive them. One’s body image can be influenced by their personal beliefs, family environment, societal attitudes, the media and peer groups (Ansari, Dibba & Stock, 2014).

**Fashion:** The word "Fashion" is derived from the French term "Faceon" which means manner or shape. This term "Faceon" was derived from the Latin verb "Facio" meaning to make. Simmel (1957) had defined fashion as “A form of imitation and so of social equalization, but, paradoxically, in changing incessantly differentiates one time from another.
and one social stratum from another”. Fashion is not only about clothes, but also it has to do with handbags, shoes, jewelry, glasses, hair style and make-up.

**Body size:** The physical measurements of a body such as Body Height, Body Weight and Waist Circumference.

**Complexion:** Complexion refers to the color of a person's skin, especially the face. If you have light skin, for example, you might be said to have a fair or pale complexion.
CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

This chapter focuses on the review of some documented information relevant to the current study whose focus is to find out the underlying factors leading to low self-esteem among undergraduate students. It outlines relevant theoretical and conceptual frameworks that will guide the entire study. Empirical studies are also examined. It also analyzes literature in the three thematic areas which are body size, fashion, and complexion that contribute to the level of self-esteem among undergraduate students.

2.2 Theoretical Framework

The study was guided by the cognitive behavioral theory that shows the relationship between feelings and the mind that results in behavior, social learning and applied behavioral analysis which illustrate that behavior has a purpose. The behavior was stimulated by use of positive and negative reinforcement.

2.2.1 Cognitive Behavior Theory

Cognitive behavior therapy is largely defined as a structured, time-bound, and didactic approach that focuses on developing cognitive and behavioral problem-solving strategies (Dobson & Dobson, 2009; Reaven, 2011; Friedburg & McClure, 2015). The principles of CBT mainly focus on identifying and modifying maladaptive thoughts, attitudes and beliefs, and improving social understanding. In the event of emotional-behavioral aspects of CBT, a young person is stimulated to be more deliberately attuned to his or her emotive state, changing the way he or she perceives their social circumstances and responds socially, thus increasing adaptive functioning (Craske, 2010; Wood, 2009).

Craske (2010) has categorized the schemes and techniques used in CBT as follows:
a) Cognitive based strategies that aim to challenge negative cognitions and replace them with more adaptive thoughts and beliefs. Modeling and cognitive practices of appropriate strategies are advantageous teaching methods to support a person in identifying triggers that stimulate specific cognitions, practice internal verbalizations such as self-talk, and control of their behavior (Meichenbaum & Goodman, 1971). The use of concept clarification and questioning are popular strategies in CBT to introduce fresh social constructs and help the person gain awareness of their maladaptive cognitions (Rotheram-Fuller & MacMullen, 2011).

b) Skills and reinforcement-based strategies aim to develop the person’s problem-solving and coping skills. Some of the problem-solving skills include providing the person with schemas to identify and analyze novel social circumstances or problems, identify the most suitable strategy to resolve the problem, thoughtfully consider the possible consequences of actions, and assess the response outcome (Bauminger, 2002). To help the person develop self-efficacy in emotion regulation and management of future stressors, coping skills such as relaxation exercises, positive self-statements and self-monitoring of emotional states are introduced (Meichenbaum & Cameron, 1973). By direct teaching and behavioral practices such as role-play, the person can learn and practice the skills in a safe environment (Bandura, 2002). Positive behavior is reinforced by providing immediate feedback (Lopata et al., 2010). Affective training is introduced in this component to train the person how to recognize emotions in self and others, as well as developing suitable emotional responses (Attwood, 2009).

c) Exposure-based strategies aim to provide systematic, controlled and repeated exposure to difficult situations or stimuli such that the person no longer perceives
the situation or stimuli negatively and/or avoids it (Craske, 2010). The main goals of CBT-based social skills interventions, is the acquisition and performance of these three types of skills, and the emphasis is put on practicing what has been learnt by giving homework to encourage sustainable change. The practical and structured approach of CBT makes it a suitable intervention for people with self-esteem issues, and can benefit from addressing cognitive biases, deficits in affective knowledge, and social-behavioral performance.

2.2.2 Sociometer Theory

The central proposition of this theory is that self-esteem acts as an internal monitor of the extent to which an individual is valued or devalued by others as a relational partner. It thus monitors one’s eligibility for lasting, desirable social relationships. This Sociometer also focuses on motivating people to maintain a minimum level of acceptance from others.

Sociometer theory represents a development of interpersonal approaches, in terms of positing that self-esteem is heavily dependent on individuals’ reflected appraisals of self. However, the sociometer theory goes further in suggesting that self-esteem does not simply reflect the appraisals of others, but acts as a gauge which functions to monitor and maintain the quality of interpersonal relationships. This functional analysis stems from the observation that humans have a fundamental need for social attachments (Baumeister & Leary, 2005). From an evolutionary standpoint, it is likely that individuals who manage to form extensive social bonds will produce more offspring than their solitary counterparts (Leary & Baumeister, 2007). These differences in reproductive success are the driving force of evolution, such that individuals who are better adapted to their physical and social environments tend to leave more offspring (Dawkins, 1976). Group living confers a number of benefits such as mutual protection, cooperation in the acquisition of food and other resources and a more efficient division of labor, all of which are likely to enhance the
reproductive success of individual group members (Balle, 2010). Therefore it is likely that natural selection has led to a fundamental human motivation to form and maintain at least a small number of close social relationships (Leary & Baumeister, 2000). Leary and Baumeister (2000) present evidence from a multitude of studies supporting their sociometer theory. For example, self-esteem has been shown to respond to a number of social inclusion or exclusion outcomes, with laboratory studies finding that participants who are led to believe that they have been rejected by others experience a drop in self-esteem (Kavanagh, Robins & Ellis, 2010; Leary, Haupt, Strausser & Chokel, 2008). Denissen, Penke, Schmitt and van Aken (2008) provided further support for sociometer theory by showing that people who report having higher quality interpersonal relationships also report higher levels of self-esteem, and that aggregate levels of self-esteem in citizens of different countries are positively correlated with the degree of close social interaction characteristic of individuals within those societies. Furthermore, Back et al. (2009) showed that people’s scores on a variety of measures of self-esteem were positively related to their expectations of being positively evaluated by others.

According to sociometer theory, self-esteem not only assesses and responds to the quality and quantity of an individual’s actual relationships, but also monitors their eligibility for various potential relationships. Gilbert (2012) noted that in many species, including several non-human primates, individuals’ ability to negotiate dominance hierarchies reflects their resource holding power (RHP), which is related principally to their size and strength. Gilbert (2012) suggested that the self-esteem system may have developed from more primitive systems designed to monitor RHP. In particular, he argued that human’s abilities in negotiating social hierarchies depend on more complex attributes than are encompassed by RHP. Instead, Gilbert suggested that humans have a fundamental need to elicit positive attention from others. He referred to the ability to do this as social attention holding power.
(SAHP) and proposed that people who evaluate their SAHP negatively are likely to be predisposed to low self-esteem and depression.

Thus self-esteem should respond to individuals’ assessments of their personal qualities in domains relevant to social interaction. Sociometer theory predicts that if these assessments are negative, the individual’s level of self-esteem will drop, and that the sociometer should motivate the individual to try to take corrective action. Sociometer theory also predicts that the structure of self-esteem as a psychological construct should reflect its function as a mechanism concerned with establishing and maintaining social relationships.

2.3 Conceptual Framework

A conceptual framework is very important in any research. A concept is defined by Nonaka and Konno (2009) as an abstraction, a symbol, a representation of independent and dependent variables or of a behavioral phenomenon. The conceptual framework in figure 2.1 shows the relationship between the dependent variable, the moderating and the independent variables. The independent variables are the factors which influence the dependent variable in this proposed study.
Figure 2.1 Conceptual Framework Author (2017)
2.4 Empirical Review

2.4.1 Body size and self esteem

Foster, Wadden, and Vogt (2007) did a study dealing with obese women, weight loss, their body image and how it relates to self-esteem. They wanted to know whether or not weight loss is related to positive body image and self-esteem. The participants were selected through a clinical trial that examined the effectiveness of diet and exercise. There were a total number of 60 women in this study of varying races. For weight loss, the subjects ate a 925-kcal a day diet of portion-controlled food as well as liquid meal replacements for 16 weeks. After the 16 week period, the diet was replaced by regular foods that the participants chose themselves. All participants also received cognitive behavioral treatment to help improve their body image. Body image was measured using the Multidimensional Body-Self Relations Questionnaire. Self-esteem was measured using the Rosenberg Self Esteem Scale. Results showed significant improvement in their body image and their self-esteem when participants lost weight.

In a study by Walker, Gately, Bewick and Hill (2013), in a weight loss camp, self-esteem was investigated in obese children and how the camp affects this factor. The camp the children attended consisted of interventions of physical activity, diet, and education. The researchers used 57 of the campers for their study as well as 38 normal weight children for a comparison. The researchers used the Self-Perception Profile for Children to measure self-esteem. Measures were taken on the first day and last day of camp. Results indicated that on the first day, the self-esteem of the obese children was significantly lower than that of the normal weight children. On the last day, measures showed that the campers lost a significant amount of weight. It was also shown that on the last day, the self-esteem of the campers had significantly increased, whereas the self-esteem of the normal weight children did not change significantly. Basically, a change in weight resulted in an increase in self-esteem.
On the other hand, not all people feel that this issue is conclusive. Thomas-Dobersen, Butler-Simon and Fleschner (2013) and Cameron (2009) believe that the effects of weight on self-esteem are not constant. They maintained that studies have shown that self-esteem does not change with treatment; others have shown that it increases, and others have shown that it decreases. They felt that self-esteem is not directly related to weight.

Further, Gleason, Alexander, and Somers (2010) did a study dealing with childhood teasing about height. They investigated whether teasing someone about their height has an effect on their self-esteem later in life. The participants were 164 undergraduate males and females. To measure their history of teasing about height, the researchers used the Physical Appearance Related Teasing Scale. Self-esteem was measured using the Rosenberg Self Esteem Scale. Results showed that self-esteem in males was correlated with teasing about their height, but the teasing was not predictive of the males' self-esteem. In females, teasing about height was significantly predictive of self-esteem. In other words, teasing about height was related to self-esteem in women, but not as strongly in men.

Tantleff-Dunn and Thompson (2010) did a study examining whether peoples' satisfaction with their chest size influences their self-esteem. In males, they investigated whether satisfaction with the size of their chest muscles affected their self-esteem and in women whether satisfaction with the size of their breasts affected their self-esteem. There were 68 male and 120 female participants. To measure their satisfaction with their chest size, subjects completed the Breast/Chest Rating Scale, which measures the discrepancy between their ideal chest size and their actual chest size. To measure self-esteem, participants completed the Rosenberg Self Esteem Scale. For women, results showed that there was no significant correlation between breast size satisfaction and self-esteem. For men, the
correlations were significant. Basically, women’s chest size satisfaction did not seem to affect their self-esteem, whereas in men, chest size satisfaction did seem to affect their self-esteem.

2.4.2 Fashion and self esteem

Several researchers have noted that the way an individual feels about himself or herself can affect the choice of clothing and that the clothes an individual decides to wear also affects his/her feelings about the self (Atkins, 2016; Horn & Gurel, 2011; Kwon, 2011; Ryan, 2013). Dress practices can be used to strengthen an individual’s self-concept, especially for individuals who tend to perceive themselves negatively (Kwon, 2011). Morale and attitudes can be enhanced when an article of clothing elicits a positive reaction from others. “When a person feels positive about the clothes he or she is wearing, self-awareness may be increased and the impact of clothes on one’s behavior may become more evident” (Kwon, 2011).

In a study conducted by Kwon (2011), male and female students were enrolled in three general education courses, three economics course, or three sociology courses. Participants were given a self-administered survey that contained three components: (a) a scale that would assess the perceived effects of clothing on self-perception of emotion, sociability, and work competency when one feels positive about the clothes one is wearing; (b) a scale that would assess the same when one feels negative; and (c) demographic information. An overall MANOVA was performed and found significant differences in all three categories. When MANOVA was run using gender as an independent variable, it was found that females agreement of the effects of positive feelings on their self-perception were higher than males, but their agreement of the effect of negative feelings were lower. These findings reinforced the idea that dress practices are a “very personal and emotional issue for
an individual and also a very important means to define, refine or enhance one’s self-esteem (Kwon, 2011).

Bruggeman (2008) did a study investigating if school uniforms had an effect on self-esteem. The participants were 335 randomly selected sixth, seventh, and eighth grade students. They were sourced from two schools, one with uniforms and one without. She used the Coopersmith Self-Esteem Inventory to measure self-esteem. The results showed that the students attending schools with uniforms had significantly higher levels of self-esteem than did the students attending schools without uniforms. Jonkey (2014) and Gregory (2008) both did studies attempting to link school uniforms and self-esteem. Both of the researchers believed that having school uniforms would increase self-esteem. Results for both studies showed that school uniforms did have a significant effect on self-esteem. School uniforms were shown to increase self-esteem.

Peluchette and Karl (2007) found respondents described themselves using certain adjectives depending on what clothing style they wore. Respondents felt more authoritative, trustworthy and competent while wearing formal business attire, but friendliest when wearing casual attire. People who are dressed formally use more formal language to describe themselves compared to those that wear more casual clothes (Kuhen, 2013). Evidence suggests that not only does what one wears to work have an impact on self-esteem but it can also have a direct effect on employees behavior and performance. A 1999 survey of employees (National employment law firm Jackson Lewis) found that 44% reported an increase in tardiness and absenteeism and 30% reported a rise in low self-esteem after the implementation of dress-down policies.

Proximity of clothing to self-scale (PCS) Sontag and Schlater, (2012) was devised to measure the psychological closeness of clothing to the self. Individuals vary in their
perception of clothing as an expression of the self and in the use of clothing as adaptive functioning for the self (Sontag & Schlater, 2012). The PCS has been suggested to have a positive relationship to perceived quality of life (Sontag, 2008), although research has also found a negative relationship between PCS and self-actualisation in older persons (Lee, 2015). Lee (2015) interprets this finding as due to those with high PCS may be using clothing to strive to be self-actualized whereas those who are already more self-actualized may no longer need to rely on clothing for self-expression or its function in the fulfillment of the need for self-actualisation.

2.4.3 Complexion and self esteem

The majority of studies suggest that skin tone is associated with self-esteem for women, while the same association is not necessarily evident for men. In three studies, dark skin tone was associated with diminished self-esteem in African American and Hispanic/Latina women (Lopez, 2008; Telzer & Vazquez Garcia, 2009; Thompson & Keith, 2010). Yet, another study found no associations between skin tone and self-esteem for African American women (Coard, Breland, & Raskin, 2001). Thompson and Keith (2010) and Coard et al. (2007) were the only two studies to examine the relationship of skin tone to self-esteem in African American men, and they found no association.

Previous research on gender, body image, and attractiveness suggests that gender differences in this relationship may be driven by a greater social emphasis on physical appearance for women, and subsequent differential reinforcement of these values for women as compared to men (e.g., Keith, Lincoln, Taylor, & Jackson, 2010; Thompson & Keith, 2010). Thus, evidence suggests that the relationship between skin tone and self-esteem may be moderated by gender, such that it exists more strongly for women than for men.
With respect to other aspects of mental health, research on the relationship between skin tone and psychological distress has been limited to two studies. One study of African American women showed no association between skin tone and depression and low self-esteem (Keith, Lincoln, Taylor, & Jackson, 2010). An additional study found differing associations between “dark phenotype” and depression and low self-esteem for male and female Mexican Americans, showing that depression and low self-esteem was higher in men with a “dark phenotype” but lower in women with a dark phenotype (Codina & Montalvo, 2014). However, this study operationalized the term “dark phenotype” as a composite of skin tone and facial features, thereby conflating two potentially separate constructs (e.g., Livingston & Brewer, 2012).

Despite the fact that skin tone is self-evidently a component of the body and physical appearance, only two studies have explored the link between actual skin tone and self-esteem (Bond & Cash, 2012; Buchanan, Fischer, Tokar, & Yoder, 2008). The first study found a negative correlation between skin tone satisfaction and self-esteem in a sample of 66 African-American women (Bond & Cash, 2012). The second study used path analysis to establish a positive association between habitual monitoring of skin tone and self-esteem in a sample of 117 African American women (Buchanan et al., 2008). These studies established a link between perceptions and monitoring of skin tone in relation to self-esteem.

Adams (2014) did a study on the relationships between skin tone, self-esteem, peer discrimination, and race socialization using a data from the Youth Identity Project. African American adolescents (N = 189) were surveyed in Grades 5, 7, 10 and 12. In exploring changes in the relationship between skin tone and self-esteem across time, light-skinned youth reported higher self-esteem than dark and brown-skinned youth in Grades 5 and 7, yet by Grade 12 these differences were no longer significant. Further, results from latent growth
curve analyses demonstrate that skin tone predicts a quadratic trajectory, such that skin tone predicts the initial downturn and subsequent rebound of self-esteem during adolescence.

Thompson and Keith (2010) found out that whereas darker skin tone may be a liability for Black women, some studies have found that darker skin may at times be an asset for Black men. Wade (2016) found that men who rated themselves as being in the darkest skin tone category perceived themselves as more ‘sexually attractive’ than their lighter-skinned counterparts and concluded that the men with darker skin tone had higher self-esteem than the lighter skin tone. In a qualitative study with black men and women undergoing psychotherapy, Harvey (2009) found that the light-skinned men were perceived as weaker and less ‘masculine’ than darker-skinned men. Theory suggests that some of the gender differences in skin tone and self-esteem may be related to cultural ideals of masculinity. Specifically, for men it is desirable to be tall, dark and handsome; thus, darker skinned black men may be more aligned with this ideal of masculinity and therefore perceived to be having higher self-esteem than lighter-skinned men (Hill, 2012).

2.5 Chapter summary

This chapter focused on review of literature on the effects of body image on self-esteem among young people. The review discussed whether body size influences the level of self-esteem among young people, also whether fashion influences the level of self-esteem among young adults, whether complexion influences the level of self-esteem among young people and finally to establish the gender differences in the relationship between body image and the level of self-esteem among young adults.

In particular the chapter analysed literature in the three thematic areas which are body size, fashion, and complexion that contribute to the level of self-esteem among undergraduate students and also examined the extent of gender differences on the relationship between body
image and self-esteem. In addition; it outlined relevant theoretical framework and empirical review that guided the study.

The next chapter will present the research design proposed for the study, the chosen sample population that will be used for the research, the sampling procedure, data collection procedure and data analysis. The measurement tools are also described.
CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

The methodology is a systematic, theoretic analysis of the methods functional to a field of a study (Cohen, Manion & Morrison, 2013). The methodology hence helps the researcher and the reader to appreciate the process of the research, giving it scientific merit. Included in this chapter are the target population, the sampling design, data collection instruments and analysis techniques.

3.2 Research Design

The research design is the logic or master plan of a research that sheds light on how the study is to be conducted (Yuko & Onen, 2009). It shows how all of the major parts of the research study— the samples or groups, measures, treatments or programs, – work together in an attempt to address the research questions. Thus the design went deeper into the research method by detailing how and why the questions to be asked answer the stated research problem. The type of design was descriptive or exploratory.

A mixed research design method was utilized for this study. It is a procedure for collecting both quantitative and qualitative data. This method is used in a single study to understand a research problem (Creswell, 2012). The rationale for using this approach is that, the method affords the study use of quantitative data where descriptive research was applied. The other important reason for the method is that the data collection was done at the same time and in one visit to the field (Creswell, 2012). The study was best suited to answer questions such as “what is’ and “what was” (Kid, 2002). The objective was to determine the relationship between an independent variable and a dependent outcome in the sampled population.
3.3 Target Population

The target population as defined by Mugenda and Mugenda (2003) is the population the researcher selects for the study. In the study, the researcher covered University of Nairobi. The university has 10 campuses, with students at different levels of study namely diploma, undergraduate, post graduate students. Out of these 10, one campus was chosen as the subject, which was the main campus. The target population for the study was the undergraduate students at University of Nairobi’s Main Campus which has a total population of 9,400 undergraduate students as at 2017 (http:www.uonbi.ac.ke 2017).

Table 3.1: Target Population

<table>
<thead>
<tr>
<th>Name of institution</th>
<th>Target population</th>
</tr>
</thead>
<tbody>
<tr>
<td>UON main campus</td>
<td>9400</td>
</tr>
<tr>
<td>Total</td>
<td>9400</td>
</tr>
</tbody>
</table>


3.5 Sampling Design

3.5.1 Sampling technique

Stratified random sampling technique was used in the study to select a sample size. According to Kerry and Bland (1998), the technique produces estimates of overall population parameters with greater precision and ensures a more representative sample derived from a relatively heterogeneous population to make each stratum homogenous. Samples were drawn only from the University’s main campus for the utilization of the study. It enabled the
researcher to collect detailed data and administer the research instrument personally, alongside the research assistants.

### 3.5.2 Sample Size

Sampling involves a process of selecting a sub-section of a population that represents the entire population to obtain information regarding the phenomenon of interest. A sample is a sub-section of the population, which is selected to participate in a study. There are two methods of sampling; one that yields non-probability samples in which the probability of selection is unknown, and the other one yields probability samples in which the probability of selection of each respondent is assured.

Samples were drawn only from the University’s main campus for the utilization of the study. The main campus hosts two colleges; College of Architecture and Engineering, and College of Humanities and Social Science. Since it is not possible to utilize the whole population, specifically the school of engineering with a population of 2,900 undergraduate students was sampled. (Office of the Dean of the college of Architecture & Engineering, 2014).

Guided by the Gay rule (Gay, 1987) that the minimum acceptable sample size depends on the type of research and that in a descriptive research 10% of the population can comprise a representative sample; the study computed 10% of 2,900 students who constitute the population in the school of engineering. The sample size therefore is 290 participants were picked from each of the five faculties of the school.

Table 3.2 Sample Population

<table>
<thead>
<tr>
<th>Name of School</th>
<th>Total population</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Engineering</td>
<td>2,900</td>
<td>290</td>
</tr>
</tbody>
</table>
3.6 Data Collection

Collecting data employs various techniques (Yuko & Onen, 2009). Questionnaires and standardized attitudinal scales/tests were the main tools for collecting the data in this study. The selection of these tools was guided by the nature of data to be collected and the objectives of the study.

3.6.1 Questionnaire

The questionnaire, as a general term, includes all techniques of data collection in which each person is requested to respond to the similar set of queries in a predetermined order (Mugenda & Mugenda, 2003). In choosing this method, care was taken to ensure that the instrument can collect precise data that will be required to answer the set research questions. Questionnaire was designed by the researcher to suit the research questions in the target population. It was designed to collect demographic characteristics and body image data from the young people.

3.6.2 Rosenberg Self Esteem Scale

This is a widely used ten-item scale for measuring self-esteem. The scale includes questions relating to positive and negative aspects of self-worth. All questions are answered using a four option Likert scale that ranges from strongly agree to strongly disagree. For positive statements responses are scored; 1=strongly disagree, 2=disagree, 3=agree, 4=strongly agree. For negative statements this scoring is reversed. The scores for the ten questions are summed to give a measure of the respondent’s level of self-esteem. Scores can range from 0 to 40, with higher scores indicating higher levels of self-esteem.
The scale was initially developed and validated among a group of adolescents (Rosenberg, 1965). However, it has been shown to be valid among the wider population, and has been used internationally since it was first introduced (e.g. Schmitt & Allik, 2015).

3.7 Research Procedure

The researcher sought approval from Nairobi hospital Ethics board and National council of science and teaching to conduct the study. This was followed by the recruitment of four research assistants who were inducted for two days; the aim was to enable them to understand the research problem and research methodology, and how to administer the research instruments. The researcher worked closely with the research assistants during the data collection period.

The researcher then proceeded to the University of Nairobi to explain to the management the purpose of the study. After getting permission to carry out the study, the purpose of the study was explained to all the participants to give consent.

The following elements were included in consent materials (1) The word “Research”; participants were informed that they are responding to research (2) General description of the purpose of the study to give participants a basic idea of what the study entails. This information was not detailed, but it was explained in layman’s terms. (3) Details of enrollment; details of how the participants were enroll will also be included. (4) Inclusion and exclusion criteria; Details of the participants who are eligible to participate in this study was put. This avoided time wasting for the ineligible participants and the researcher. (5) Voluntary participation: Participants were not made to feel that they should participate; that it is neither under compulsion nor coercion that they should participate.
3.7.1 Pilot Study

In this study, a pretest study was conducted at Daystar University in Nairobi City County. The relevance of this location for pre-testing the questionnaires is that the students there are of the same age group as those in the University of Nairobi. The procedure used in pre-testing the questionnaires was identical to those that were used during the actual data collection. This allowed the researcher to make meaningful modifications to the research instruments.

3.7.2 Reliability of the Instruments

Reliability relates to the precision and accuracy of the instrument. If used on a similar group of respondents in a similar context, the instrument should yield similar results (Cohen et al., 2000). Reliability was a necessary ingredient for determining the overall validity of this study and hence enhanced the strength of the result. Accurate and careful phrasing of each question to avoid ambiguity and leading respondents to a particular answer ensured reliability of the tool. The respondents were informed of the purpose of the interview and of the need to respond truthfully.

3.7.3 Data Management

The completed questionnaires were collected by the research assistant after they have been filled up by participants. Immediately the filled questionnaires were handed over to the principal researcher who was waiting for them. The principal researcher transported the questionnaires in her car to her office. They were locked in a metal cabinet. The questionnaires were then coded for the purpose of confidentiality of the respondent. Then they were stored locked up in the office of the principal researcher’s cabinet. The data was cleaned and entered in the computer secured with a password for analysis.
3.7.4 Ethical Considerations

Ethical issues are of particular relevance in research during data collection as well as when publishing the findings (Merriam, 2008). The research adhered to the guidelines, procedures and protocols of Nairobi Hospital Ethical and Research Committee (ERC) and the National Commission for Science, Technology and Innovation (NACOSTI). The adherence is intended to protect all participants’ interests and dignity in this research. The researcher assured participants of strict confidentiality in relation to information obtained during the research. Thus willing participants were able to make informed decisions on their involvement.

3.8 Data Analysis Methods

Data analysis involved both quantitative and qualitative data. The data after collection was processed and analyzed in accordance with the purpose and objectives of this study. Data processing and analysis implies editing, coding, classification and tabulation of collected data. Data analysis entailed computing of certain measures along with searching for patterns of relationship that exists among data groups. Data analysis also involved uncovering underlying assumptions. Data analysis involved the following process;

3.8.1 Editing

Editing of data in this study involved the process of examining the collected raw data to detect errors and omissions. Editing was done to ensure that the data is accurate, consistent with other facts gathered and uniformly entered. Editing was well arranged to facilitate coding and tabulation. Field editing reviewed the report forms by the investigator for completing what the respondents have written in abbreviation and or in illegible form. This type of editing is necessary given the fact that respondents’ writing styles can be difficult for investigation. This editing was to be done as soon as possible after the respondents have filled
their questionnaires. Editing did not involve correcting errors of omission by respondents. If need be, respondents were contacted for clarification. Central editing took place when all forms of schedules had been completed and then returned to the office. This type of editing implied that all types should go through editing by the researcher. Researcher’s initials and the date of editing were placed on each completed test.

3.8.2 Coding

Coding involves the process of assigning numbers or other symbols to answers, so that responses can be put into a limited number of classifications or classes. All classes were appropriate to the research problem under investigation. Coding involved the class for every data item and also that of mutual exclusiveness which means that a precise answer can be positioned in one cell in a given category set.

3.8.3 Classification

This study resulted in large volumes of raw data which was reduced in homogeneous groups. To get meaningful relationships, classification involved the process of assigning data in groups or classes on the basis of common features. Data having common characteristics were placed in one class and in this way the entire data got divided into a number of groups or classes. Further, data was placed in terms of respondents and the socio-demographic profile.

3.8.4 Tabulation

When a mass of data is assembled, the researcher arranged the same in some kind of concise and logical order. The tabulation is a process of summarizing raw data and displaying the data in the form of statistical tables for advance analysis. In a wider sense, tabulation is a systematic arrangement of data in columns and rows. The tabulation was done electronically.
Data was entered into excel spread sheet before being exported to Statistical Package for Social Science (SPSS) version 21.0 for descriptive and inferential statistical analyses for quantitative data. The following type of analysis was used in this study.

3.8.5 Measures of central tendency

Measures of central tendency were used in this study. It gave information on which items have a tendency of cluster. Such a measure was considered as the supreme representative figure for the whole mass of data. Mean, median and mode are the best popular averages which were used in this study. Mean is the simplest measurement of central tendency and known to consist of summarizing the essential features of a series and in enabling data to be compared. The researcher made a choice for some averages. The selection of averages to be used will be guided by types of objectives of the research study. Mode of the common features of self-esteem and body image exhibited by respondents was indicated.

3.8.6 Measure of dispersion

An average can present a series only as best as a single figure can, but it indeed cannot reveal the total story of any phenomenon under study. In order to measure this scatter, statistical devices called measuring dispersion are calculated. Important measures of dispersion are (a) range (b) mean deviation and (c) standard deviation.

The range is the simplest possible measure of dispersion. The utility of the range is that it gives an idea of the variability very quickly but the drawback is that range is affected greatly by fluctuations of sampling. Its value is never stable based on only two values of the variable; as such, range will be mostly used as a rough measure of variability.
3.8.7 Measure of association

This study consisted of measurement of two main variables. In this study it is hypothesized that for every measurement of variable X (Body Image), there will be corresponding value of a second variable Y (Self-esteem): Therefore the researcher answered the following two questions;

i. Is there an association or correlation between two (or more variables)? If yes, to what degree?

ii. Is there any cause and effect relationship between the predictor (independent variable) and outcome (dependent variable)?

The first question was answered by the use of correlation technique and the second question was used by the technique of regression.

3.9 Summary

The purpose of this study is to determine the effects of body image on self-esteem.

The questionnaire was structured to capture body size, fashion and complexity. The Rosenberg Self Esteem Scale was used to measure the level of self-esteem of the respondents. These were used to give the findings of the study after data collected was analyzed.

The subsequent Chapter Four presents the findings and analysis of the study; outlining the procedures adopted to analyze and present the data gathered.
CHAPTER FOUR
DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF FINDINGS

4.0 Introduction

This chapter provides the analysis and reporting of results. The first part will highlight the response rate and then provide a detailed descriptive analysis of the sample. Later, each of the research questions of this study will be analyzed.

The objective of the study was to determine the effects of body image on self-esteem among young people of 18 to 25 years.

4.1 Response rate

The targeted respondents for the study were 290. The duly returned questionnaires were 290 which translate to a response rate of 100%. According to Mugenda and Mugenda (2003), a response rate of over 50% is satisfactory thus the study’s response rate is considered a successful response rate.

4.2 Demographic characteristics of the respondents

This section provides the basic information related to the respondents. The results are presented in the form of graphs and pie charts.

4.2.1 Gender of the Respondents

The respondents were asked to indicate their gender and from the results in Figure 4.1 the majority was males who consisted of 148 of the target sample which translates to 51%. On the other hand, women represented forty nine percent of the target sample. These results imply that it was easier getting access of male respondents than female.
4.2.2 Respondents’ Age Bracket

Respondents were asked to indicate their ages and the respondents are presented in Figure 4.2. The results show that the respondents were divided into two equal halves between 18 - 20 years and 21 - 25 years. The results show that majority of the students in undergraduate programs are youths. The results also provide the statistics on what age group dominates the undergraduate programs in Kenya.
4.2.3 Respondents’ Undergraduate Program

Figure 4.3 presents results on the respondents’ undergraduate program in University. Results shows that majority of the respondents were from the mechanical engineering program as represented by 29.1% of the sample. Twenty seven point seven percent of the respondents were from the environmental and bio-systems, 15.6% were structural engineering students, 14.9% of the respondents were students from the civil engineering course program while 12.8% represented students from the electrical and electronics engineering program.

![Figure 4.3: Respondents’ Undergraduate Program](image)

4.2.4 Respondents’ Year of Study

Results on respondents of year of study are presented in Figure 4.3. Forty five point five percent of the respondents are in the third year, 21% percent of the respondents were in 2nd year, 17.9% of the respondents were in 4th year, 12.1% were in first year, 2.1% of the respondents were in the 5th year and 1.6 % in the sixth year. These results show that it was easier to access students in the first three years of university as opposed to the fifth and sixth
year students. The latter may be attributed to the voluminous academic work of the students after 3rd year.

![Figure 4.4: Respondents’ Year of Study](image)

### 4.3 Body size and self-esteem

Table 4.1 below presents the results on the relationship between body size and self-esteem. Majority (80.3% and mean=1.78) of the respondents said that they disagree with the statement “I dislike my height” while 46.3% (mean=2.82) of the respondents said that they did not constantly worry about being or becoming fat. Forty percent (mean=2.84) of the respondents said that they are not very conscious of even small weight changes in weight, 75.8% (mean=4.03) of the respondents said that they are satisfied about their upper torso (chest or breasts, shoulders, arms), 62% (mean=4.36) of the respondents said that they work to improve their physical stamina. Seventy two point eight percent (mean=4.01) of the respondents said that they are satisfied about their mid torso (waist, stomach) and 75.6% (mean=4.09) of the respondents said that they are satisfied about their lower torso (buttocks, hips, thighs, legs).
Table 4.1: Body size and self esteem

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree (%)</th>
<th>Disagree (%)</th>
<th>Neutral (%)</th>
<th>Agree (%)</th>
<th>Strongly agree (%)</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I dislike my height.</td>
<td>53.3</td>
<td>27</td>
<td>11.4</td>
<td>5.2</td>
<td>3.1</td>
<td>1.78</td>
<td>1.044</td>
</tr>
<tr>
<td>I constantly worry about being or becoming fat.</td>
<td>23.5</td>
<td>22.8</td>
<td>14.9</td>
<td>25.3</td>
<td>13.5</td>
<td>2.82</td>
<td>1.392</td>
</tr>
<tr>
<td>I am very conscious of even small weight changes in my weight.</td>
<td>22.2</td>
<td>18.1</td>
<td>22.2</td>
<td>28.5</td>
<td>9</td>
<td>2.84</td>
<td>1.302</td>
</tr>
<tr>
<td>I am satisfied about my upper torso (chest or breasts, shoulders, arms)</td>
<td>10.7</td>
<td>5.9</td>
<td>7.6</td>
<td>41</td>
<td>34.8</td>
<td>4.03</td>
<td>1.264</td>
</tr>
<tr>
<td>I work to improve my physical stamina</td>
<td>6.9</td>
<td>12.1</td>
<td>19</td>
<td>40.3</td>
<td>21.7</td>
<td>4.36</td>
<td>1.057</td>
</tr>
<tr>
<td>I am satisfied about my mid torso (waist, stomach)</td>
<td>4.8</td>
<td>9.3</td>
<td>13.1</td>
<td>46.2</td>
<td>26.6</td>
<td>4.01</td>
<td>1.081</td>
</tr>
<tr>
<td>I am satisfied about my lower torso (buttocks, hips, thighs, legs)</td>
<td>4.8</td>
<td>6.9</td>
<td>12.8</td>
<td>45.9</td>
<td>29.7</td>
<td>4.09</td>
<td>1.061</td>
</tr>
</tbody>
</table>

4.4 Fashion and self esteem

The second objective of the study was to examine the effects of fashion on self-esteem. The results show that 72% (mean=4.29) of the respondents agreed that they use very few grooming products, 91.3% (mean=4.46) of the respondents agreed that they like the way they look with their clothes on, 77% (mean=4.19) of the respondents agreed that they are self-conscious if their grooming isn't right and 89.6% (mean=4.25) of the respondents agreed that they like the way their clothes fit them. Majority 67.3% (mean=3.81) of the respondents agreed that they take special care with their hair grooming, 70.7% (mean=2.04) of the
respondents disagreed that they always trying to improve my physical appearance by use of beauty enhancements, 59% (mean=3.86) of the respondents agreed that they avoid certain styles or colors in clothing that do not enhance their physical appearance, 85.8% (mean=4.25) of the respondents agreed that good quality clothes that look good on them make them feel competent and 54.5% (mean=3.74) of the respondents agreed that How they look in their clothing is important because they want others to accept them as indicated in table 4.2 below.

Table 4.2: Fashion and self esteem

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree (%)</th>
<th>Disagree (%)</th>
<th>Neutral (%)</th>
<th>Strongly Agree (%)</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I use very few grooming products.</td>
<td>6.6</td>
<td>8.3</td>
<td>13.1</td>
<td>43.6</td>
<td>28.4</td>
<td>4.29</td>
</tr>
<tr>
<td>I like the way I look with my clothes on.</td>
<td>1</td>
<td>1</td>
<td>6.2</td>
<td>47.9</td>
<td>43.4</td>
<td>4.46</td>
</tr>
<tr>
<td>I am self-conscious if my grooming isn’t right.</td>
<td>2.8</td>
<td>5.9</td>
<td>14.3</td>
<td>42.9</td>
<td>34.1</td>
<td>4.19</td>
</tr>
<tr>
<td>I like the way my clothes fit me.</td>
<td>1</td>
<td>3.1</td>
<td>6.2</td>
<td>49.1</td>
<td>40.5</td>
<td>4.25</td>
</tr>
<tr>
<td>I take special care with my hair grooming.</td>
<td>4.5</td>
<td>6.6</td>
<td>21.5</td>
<td>37.8</td>
<td>29.5</td>
<td>3.81</td>
</tr>
<tr>
<td>I am always trying to improve my physical appearance by use of beauty enhancements</td>
<td>44.5</td>
<td>26.2</td>
<td>14.8</td>
<td>9.7</td>
<td>4.8</td>
<td>2.04</td>
</tr>
<tr>
<td>I avoid certain styles or colors in clothing that do not enhance my physical appearance</td>
<td>12.1</td>
<td>12.8</td>
<td>16.2</td>
<td>35.2</td>
<td>23.8</td>
<td>3.86</td>
</tr>
<tr>
<td>Good quality clothes that look good on me make me feel competent</td>
<td>3.1</td>
<td>3.1</td>
<td>7.9</td>
<td>37.2</td>
<td>48.6</td>
<td>4.25</td>
</tr>
<tr>
<td>How I look in my clothing is important because I want</td>
<td>11</td>
<td>13.8</td>
<td>20.7</td>
<td>29</td>
<td>25.5</td>
<td>3.74</td>
</tr>
</tbody>
</table>
4.5 Complexion and self esteem

Table 4.3 presents results on the impact of complexion on self-esteem among young people. The results show that 89.3% (mean=4.33) of the respondents agreed that they are satisfied with their facial complexion, 58% (mean=2.36) of the respondents disagreed that they prefer lighter skin tone and 50.3% (mean=2.48) of the respondents disagreed that they prefer darker skin tone. Majority (34.8% and mean=3.08) of the respondents agreed that they prefer median skin tone and 50.7% (mean=3.21) of the respondents agreed their skin tone reflects how they feel about themselves.

Table 4.3: Complexion and self esteem

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree (%)</th>
<th>Disagree (%)</th>
<th>Neutral (%)</th>
<th>Agree (%)</th>
<th>Strongly Agree (%)</th>
<th>Mean (%)</th>
<th>Std. Deviation (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am satisfied with my facial complexion</td>
<td>0.7</td>
<td>2.4</td>
<td>7.6</td>
<td>41.9</td>
<td>47.4</td>
<td>4.33</td>
<td>0.777</td>
</tr>
<tr>
<td>I prefer a lighter skin tone</td>
<td>32.1</td>
<td>25.9</td>
<td>22.1</td>
<td>14.5</td>
<td>5.5</td>
<td>2.36</td>
<td>1.223</td>
</tr>
<tr>
<td>I prefer a darkener skin tone</td>
<td>26.2</td>
<td>24.1</td>
<td>30.7</td>
<td>13.4</td>
<td>5.5</td>
<td>2.48</td>
<td>1.174</td>
</tr>
<tr>
<td>I prefer a median skin tone</td>
<td>15.2</td>
<td>15.9</td>
<td>34.1</td>
<td>23.1</td>
<td>11.7</td>
<td>3.08</td>
<td>1.213</td>
</tr>
<tr>
<td>My skin tone reflects how I feel about myself</td>
<td>19.4</td>
<td>15.6</td>
<td>14.2</td>
<td>25.7</td>
<td>25</td>
<td>3.21</td>
<td>1.468</td>
</tr>
</tbody>
</table>
4.6 Gender Differences in the Relationship between Body Image and the Level of Self-Esteem

4.6.1 Correlation Analysis

Table 4.4 shows the results of correlation of the gender differences in the relationship between body image and self-esteem. The relationship between gender, self-esteem, body size, fashion and complexion is statistically significant (p<0.05). There is a positive relationship between gender self-esteem, body size and fashion and a negative relationship between gender and complexion as supported by Pearson correlation coefficient 0.034, 0.082, 0.048 and -0.108 respectively. There is a positive relationship between body image (body size, fashion and complexion) and self-esteem among young people as supported by Pearson correlation coefficient 0.843, 0.602 and 0.165 respectively.

Table 4.4: Correlation Analysis of gender and self-esteem

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Gender</th>
<th>Self-esteem</th>
<th>Body Size</th>
<th>Fashion</th>
<th>Complexion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Pearson Correlation</td>
<td>1</td>
<td><strong>0.034</strong></td>
<td><strong>0.082</strong></td>
<td><strong>0.048</strong></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.002</td>
<td>0.000</td>
<td>0.001</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>290</td>
<td>290</td>
<td>290</td>
<td>290</td>
</tr>
<tr>
<td>Self-esteem</td>
<td>Pearson Correlation</td>
<td><strong>0.034</strong></td>
<td>1</td>
<td><strong>0.843</strong></td>
<td><strong>0.602</strong></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.002</td>
<td>0.000</td>
<td>0.004</td>
<td>0.001</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>290</td>
<td>290</td>
<td>290</td>
<td>290</td>
</tr>
<tr>
<td>Body Size</td>
<td>Pearson Correlation</td>
<td>0.082</td>
<td>0.843</td>
<td>1</td>
<td>.243</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.000</td>
<td>0.47</td>
<td>0</td>
<td>0.727</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>290</td>
<td>290</td>
<td>290</td>
<td>290</td>
</tr>
<tr>
<td>Fashion</td>
<td>Pearson Correlation</td>
<td>0.048</td>
<td>0.602</td>
<td>0.000</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.001</td>
<td>0.004</td>
<td>0</td>
<td>0.008</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>290</td>
<td>290</td>
<td>290</td>
<td>290</td>
</tr>
<tr>
<td>Complexion</td>
<td>Pearson Correlation</td>
<td>-0.108</td>
<td>0.165</td>
<td>0.021</td>
<td>.154</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.000</td>
<td>0.001</td>
<td>0.727</td>
<td>0.008</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>290</td>
<td>290</td>
<td>290</td>
<td>290</td>
</tr>
</tbody>
</table>
4.6.2 Bivariate Multiple Odd Ratio Regression for gender and body size

Binary logistic regression was used to model gender differences in the relationship between body size and self-esteem. Table 4.5 shows that the likelihood of females disliking their height is statistically associated to levels of self-esteem (p=0.005). An increase in the likelihood of females disliking their height increases the probability of low self-esteem by 3.551 times than in male. Likelihood of females constantly worrying about being or becoming fat is statistically associated to levels of self-esteem (p= 0.007). An increase in the likelihood of females constantly worrying about being or becoming fat increases the probability of low self-esteem by 3.839 times than in male. Likelihood of males working to improve physical stamina is statistically associated to levels of self-esteem (p= 0.001). An increase in the likelihood of males working to improve physical stamina decreases the probability of low self-esteem by 2.645 times than in females. Likelihood of females being satisfied with mid torso is statistically associated to levels of self-esteem (p=0.002). An increase in the likelihood of females being satisfied with their mid torso increases the probability of low self-esteem by 0.057 times than in male. Likelihood of females being satisfied with their lower torso is statistically associated to levels of self-esteem (p=0.001). An increase in the likelihood of females being satisfied with lower torso increases the probability of low self-esteem by 0.135 times than in males.

Table 4.5: Logistic Regression for body size and self esteem

<table>
<thead>
<tr>
<th>Construct</th>
<th>B</th>
<th>S.E.</th>
<th>Wald</th>
<th>df</th>
<th>Sig.</th>
<th>Exp(B)</th>
<th>95% C.I. for EXP(B)</th>
<th>Lower</th>
<th>Upper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likelihood of males disliking their height</td>
<td>1.635</td>
<td>0.948</td>
<td>2.976</td>
<td>1</td>
<td>0.084</td>
<td>5.13</td>
<td>0.801</td>
<td>32.88</td>
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<tr>
<td>Likelihood of females disliking their height</td>
<td>1.267</td>
<td>0.646</td>
<td>3.85</td>
<td>1</td>
<td>0.05</td>
<td>3.551</td>
<td>1.001</td>
<td>12.595</td>
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</tr>
<tr>
<td>Description</td>
<td>Value 1</td>
<td>Value 2</td>
<td>Value 3</td>
<td>Value 4</td>
<td>Value 5</td>
<td>Value 6</td>
<td>Value 7</td>
<td>Value 8</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------------------------------</td>
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<td>---------</td>
<td>---------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>Likelihood of males constantly worrying about being or becoming fat.</td>
<td>0.451</td>
<td>0.412</td>
<td>1.198</td>
<td>1.027</td>
<td>1.569</td>
<td>0.7</td>
<td>3.517</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood of females constantly worrying about being or becoming fat.</td>
<td>1.345</td>
<td>0.707</td>
<td>3.616</td>
<td>0.007</td>
<td>3.839</td>
<td>0.96</td>
<td>15.362</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood of males being conscious of even small weight changes in weight.</td>
<td></td>
<td></td>
<td>11329.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood of females being conscious of even small weight changes in weight.</td>
<td>20.22</td>
<td>7</td>
<td>0</td>
<td>1</td>
<td>0.999</td>
<td>6.059</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood of males being satisfied with upper torso</td>
<td>0.011</td>
<td>1.798</td>
<td>0</td>
<td>1</td>
<td>0.995</td>
<td>1.012</td>
<td>0.03</td>
<td>34.333</td>
<td></td>
</tr>
<tr>
<td>Likelihood of females being satisfied with upper torso</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.983</td>
<td>0.443</td>
<td>4.912</td>
<td>0.027</td>
<td></td>
</tr>
<tr>
<td>Likelihood of females working to improve physical stamina</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood of males working to improve physical stamina</td>
<td>0.973</td>
<td>0.644</td>
<td>2.279</td>
<td>1</td>
<td>0.001</td>
<td>-2.645</td>
<td>0.748</td>
<td>9.349</td>
<td></td>
</tr>
<tr>
<td>Likelihood of females working to improve physical stamina</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.712</td>
<td>0.546</td>
<td>1.699</td>
<td>0.013</td>
<td></td>
</tr>
<tr>
<td>Likelihood of males being satisfied with mid torso</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.745</td>
<td>0.867</td>
<td>0.13</td>
<td>0.29</td>
<td></td>
</tr>
<tr>
<td>Likelihood of females being satisfied with mid torso</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood of males being satisfied with lower torso</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-2.87</td>
<td>0.933</td>
<td>9.465</td>
<td>0.002</td>
<td></td>
</tr>
<tr>
<td>Likelihood of females being satisfied with lower torso</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.437</td>
<td>0.477</td>
<td>0.84</td>
<td>0.36</td>
<td></td>
</tr>
<tr>
<td>Likelihood of females being satisfied with lower torso</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-4.54</td>
<td>0.947</td>
<td>7.498</td>
<td>0.001</td>
<td></td>
</tr>
</tbody>
</table>
Binary logistic regression was used to model gender differences in the relationship between fashion and self-esteem. Table 4.6 shows that the likelihood of males liking the way they look with their clothes on is statistically associated to levels of self-esteem (p=0.001). An increase in the likelihood of males liking the way they look with their clothes on decreases the probability of low self-esteem by -0.342 times than in female. The likelihood of females liking the way they look with their clothes on is statistically associated to levels of self-esteem (p=0.03). An increase in the likelihood of females liking the way they look with their clothes on increases the probability of low self-esteem by 3.839 times than in male. Likelihood of females always trying to improve physical appearance by use of beauty enhancements is statistically associated to levels of self-esteem (p=0.002). An increase in the likelihood of females always trying to improve physical appearance by use of beauty enhancements decreases the probability of low self-esteem by -0.057 times than in male. Likelihood of females saying that good quality clothes that look good making them feel competent is statistically associated to levels of self-esteem (p<0.005). An increase in the likelihood of females saying that good quality clothes that look good making them feel competent decreases the probability of low self-esteem by 0.846 times than in male. Likelihood of females saying that how they look in clothing is important because they want others to accept is statistically associated to levels of self-esteem (p<0.005). An increase in the likelihood of females saying that good quality clothes that look good making them feel competent increases the probability of low self-esteem by 4.115 times than in males.
Table 4.6: Logistic Regression for fashion and self esteem

<table>
<thead>
<tr>
<th>Construct</th>
<th>B</th>
<th>S.E.</th>
<th>Wald</th>
<th>df</th>
<th>Sig.</th>
<th>Exp(B)</th>
<th>95% C.I. for EXP(B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likelihood of males using very few grooming products.</td>
<td>0.771</td>
<td>0.489</td>
<td>2.976</td>
<td>1</td>
<td>0.999</td>
<td>5.23</td>
<td>0.748</td>
</tr>
<tr>
<td>Likelihood of females using very few grooming products.</td>
<td>-0.983</td>
<td>0.443</td>
<td>3.85</td>
<td>1</td>
<td>0.999</td>
<td>3.519</td>
<td>0.168</td>
</tr>
<tr>
<td>Likelihood of males liking the way they look with their clothes on.</td>
<td>0.451</td>
<td>0.412</td>
<td>1.198</td>
<td>1</td>
<td>0.001</td>
<td>-0.342</td>
<td>0.324</td>
</tr>
<tr>
<td>Likelihood of females liking the way they look with their clothes on.</td>
<td>1.345</td>
<td>0.707</td>
<td>3.616</td>
<td>1</td>
<td>0.03</td>
<td>3.839</td>
<td>0.96</td>
</tr>
<tr>
<td>Likelihood of males being self-conscious if grooming isn't right.</td>
<td>-0.712</td>
<td>0.546</td>
<td>0</td>
<td>1</td>
<td>0.999</td>
<td>6.053</td>
<td></td>
</tr>
<tr>
<td>Likelihood of females being self-conscious if grooming isn't right.</td>
<td>-0.745</td>
<td>0.867</td>
<td>0</td>
<td>1</td>
<td>0.995</td>
<td>1.012</td>
<td>0.009</td>
</tr>
<tr>
<td>Likelihood of males liking the way clothes fit them</td>
<td>-2.87</td>
<td>0.933</td>
<td>2.491</td>
<td>1</td>
<td>0.999</td>
<td>2.163</td>
<td>0.254</td>
</tr>
<tr>
<td>Likelihood of females liking the way clothes fit them</td>
<td>-0.983</td>
<td>0.443</td>
<td>4.912</td>
<td>1</td>
<td>0.995</td>
<td>0.374</td>
<td>0.409</td>
</tr>
<tr>
<td>Likelihood of males taking special care with their hair grooming</td>
<td>1.635</td>
<td>0.948</td>
<td>2.279</td>
<td>1</td>
<td>0.274</td>
<td>2.645</td>
<td>0.348</td>
</tr>
<tr>
<td>Likelihood of females taking special care with their hair grooming</td>
<td>1.267</td>
<td>0.646</td>
<td>1.699</td>
<td>1</td>
<td>0.114</td>
<td>0.491</td>
<td>0.322</td>
</tr>
<tr>
<td>Likelihood of males always trying to improve physical appearance by use of beauty enhancements</td>
<td>0.451</td>
<td>0.412</td>
<td>0.13</td>
<td>1</td>
<td>0.29</td>
<td>0.496</td>
<td>0.801</td>
</tr>
<tr>
<td>Likelihood of females always trying to improve physical appearance by use of beauty enhancements</td>
<td>-0.437</td>
<td>0.477</td>
<td>9.465</td>
<td>1</td>
<td>0.002</td>
<td>-0.057</td>
<td>1.001</td>
</tr>
</tbody>
</table>
Likelihood of males avoiding certain styles or colors in clothing that do not enhance physical appearance

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th>1</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>20.22</td>
<td>1133</td>
<td>0.84</td>
<td>1</td>
<td>0.36</td>
<td>0.646</td>
<td>0.7</td>
</tr>
<tr>
<td></td>
<td>0.748</td>
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</table>

Likelihood of females avoiding certain styles or colors in clothing that do not enhance physical appearance

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>0.011</td>
<td>1.798</td>
<td>7.498</td>
<td>1</td>
<td>0.274</td>
<td>0.135</td>
<td>0.96</td>
</tr>
<tr>
<td></td>
<td>0.168</td>
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</tbody>
</table>

Likelihood of males saying that good quality clothes that look good making them feel competent

<table>
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</thead>
<tbody>
<tr>
<td>Value</td>
<td>0.707</td>
<td>0.477</td>
<td>0.893</td>
<td>1</td>
<td>0.114</td>
<td>0.349</td>
<td>2.983</td>
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<td></td>
<td>0.324</td>
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</table>

Likelihood of females saying that good quality clothes that look good making them feel competent

<table>
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<tr>
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<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Value</td>
<td>0.436</td>
<td>0.546</td>
<td>1.431</td>
<td>1</td>
<td><strong>0.004</strong></td>
<td>-0.846</td>
<td>0.03</td>
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<td></td>
<td>0.009</td>
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Likelihood of males saying that how they look in clothing is important because they want others to accept

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<th></th>
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<th>1</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>0.231</td>
<td>0.867</td>
<td>5.635</td>
<td>1</td>
<td>0.157</td>
<td>3.378</td>
<td>0.83</td>
</tr>
<tr>
<td></td>
<td>29.312</td>
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</tbody>
</table>

Likelihood of females saying that how they look in clothing is important because they want others to accept

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Value</td>
<td>0.114</td>
<td>0.933</td>
<td>0.999</td>
<td>1</td>
<td><strong>0.05</strong></td>
<td>4.115</td>
<td>0.157</td>
</tr>
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<td></td>
<td>34.312</td>
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Constant

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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>38.592</td>
<td>25904</td>
<td>0</td>
<td>1</td>
<td>0.999</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

**4.6.3 Bivariate Multiple Odd Ratio Regression for Complexion and Self Esteem**

Binary logistic regression was used to model gender differences in the relationship between complexion and self-esteem. Table 4.7 shows that the likelihood of females being satisfied with their facial complexion is statistically associated to levels of self-esteem (p=
0.002). An increase in the likelihood of females being satisfied with their facial complexion increases the probability of low self-esteem by 6.651 times than in males. The likelihood of females preferring a lighter skin tone is statistically associated to levels of self-esteem (p=0.003). An increase in the likelihood of females preferring a lighter skin tone increases the probability of low self-esteem by 3.632 times than in males. Likelihood of females' skin tone reflecting about themselves statistically how they feel linked to levels of self-esteem (p=0.014). An increase in females' skin tone reflecting how they feel about themselves increases the probability of low self-esteem by 0.491 times than in males.

Table 4.7: Logistic Regression for complexion and self-esteem

<table>
<thead>
<tr>
<th>Construct</th>
<th>B</th>
<th>S.E.</th>
<th>Wald</th>
<th>df</th>
<th>Sig.</th>
<th>Exp(B)</th>
<th>95% C.I. for EXP(B)</th>
<th>Lower</th>
<th>Upper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likelihood of males being satisfied with their facial complexion</td>
<td>0.7346</td>
<td>0.4466</td>
<td>2.976</td>
<td>1</td>
<td>0.128</td>
<td>6.45</td>
<td>0.452</td>
<td>7.213</td>
<td></td>
</tr>
<tr>
<td>Likelihood of females being satisfied with their facial complexion</td>
<td>-0.8416</td>
<td>0.602</td>
<td>3.963</td>
<td>1</td>
<td><strong>0.002</strong></td>
<td>6.651</td>
<td>0.168</td>
<td>15.63</td>
<td></td>
</tr>
<tr>
<td>Likelihood of males preferring a lighter skin tone</td>
<td>0.3985</td>
<td>0.412</td>
<td>1.198</td>
<td>1</td>
<td>0.071</td>
<td>0.214</td>
<td>0.654</td>
<td>11.48</td>
<td></td>
</tr>
<tr>
<td>Likelihood of females preferring a lighter skin tone</td>
<td>1.831</td>
<td>0.265</td>
<td>3.318</td>
<td>1</td>
<td><strong>0.003</strong></td>
<td>3.632</td>
<td>0.895</td>
<td>24.33</td>
<td></td>
</tr>
<tr>
<td>Likelihood of males preferring a darkener skin tone</td>
<td>0.712</td>
<td>0.546</td>
<td>1.739</td>
<td>1</td>
<td>0.999</td>
<td>6.053</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood of females preferring a darkener skin tone</td>
<td>0.5343</td>
<td>0.867</td>
<td>2.398</td>
<td>1</td>
<td>0.675</td>
<td>1.012</td>
<td>0.624</td>
<td>0.343</td>
<td></td>
</tr>
<tr>
<td>Likelihood of males preferring a median skin tone</td>
<td>3.369</td>
<td>0.3632</td>
<td>2.456</td>
<td>1</td>
<td>0.912</td>
<td>2.163</td>
<td>0.254</td>
<td>5.123</td>
<td></td>
</tr>
</tbody>
</table>
Likelihood of females preferring a median skin tone  
0.010  0.233  2.453  1  0.895  0.374  0.305  15.43

Likelihood of males' skin tone reflecting how they feel about themselves  
3.814  0.482  2.318  1  0.274  2.645  0.108  9.129

Likelihood of females' skin tone reflecting how they feel about themselves  
1.028  0.326  1.287  1  **0.014**  0.491  0.699  11.43

Constant  
-10.592  3244  0  1  0.999  0

**4.6.4 Bivariate Multiple Odd Ratio Regression for Gender and body image**

Binary logistic regression was used to model relationship between gender and body image. Table 4.8 shows that body size was positively statistically associated with gender (p=0.004). The probability of low self-esteem due to body size increases by 1.818 when one is female than when one is male. Fashion was positively statistically associated with gender (p=0.002). The probability of low self-esteem due to fashion increases by 0.569 when one is female than when one is male. Complexion was negatively statistically associated with gender (p=0.001). The probability of low self-esteem due to complexion decreases by 0.296 when one is female than when one is male.

Table 4.8: Logistic Regression for gender and body image

<table>
<thead>
<tr>
<th>Construct</th>
<th>B</th>
<th>S.E.</th>
<th>Wald</th>
<th>df</th>
<th>Sig.</th>
<th>Exp(B)</th>
<th>95% C.I. for EXP(B)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Body size</strong></td>
<td>0.597</td>
<td>0.209</td>
<td>8.184</td>
<td>1</td>
<td><strong>0.004</strong></td>
<td>1.818</td>
<td>1.207</td>
</tr>
<tr>
<td><strong>Fashion</strong></td>
<td>0.563</td>
<td>0.325</td>
<td>3.002</td>
<td>1</td>
<td><strong>0.002</strong></td>
<td>0.569</td>
<td>0.301</td>
</tr>
<tr>
<td><strong>Complexion</strong></td>
<td>-1.219</td>
<td>0.352</td>
<td>11.983</td>
<td>1</td>
<td><strong>0.001</strong></td>
<td>0.296</td>
<td>0.148</td>
</tr>
<tr>
<td><strong>Constant</strong></td>
<td>0.49</td>
<td>1.309</td>
<td>0.14</td>
<td>1</td>
<td>0.708</td>
<td>1.633</td>
<td></td>
</tr>
</tbody>
</table>
4.6.5 Bivariate Multiple Odd Ratio Regression for Gender and Self Esteem

Binary logistic regression was used to model relationship between gender and self-esteem levels. Table 4.9 shows that gender was statistically associated with self-esteem levels (p=0.01). The probability of low self-esteem levels increases by 2.625 times when one is female than when one is male.

Table 4.9: Logistic Regression for Gender and Self Esteem

<table>
<thead>
<tr>
<th>Construct</th>
<th>B</th>
<th>S.E.</th>
<th>Wald</th>
<th>df</th>
<th>Sig.</th>
<th>Exp(B)</th>
<th>95% C.I.for EXP(B)</th>
<th>Lower</th>
<th>Upper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender(1)</td>
<td>0.965</td>
<td>0.373</td>
<td>6.704</td>
<td>1</td>
<td>0.01</td>
<td>2.625</td>
<td>1.264</td>
<td>5.45</td>
<td></td>
</tr>
<tr>
<td>Constant</td>
<td>-0.539</td>
<td>0.336</td>
<td>2.569</td>
<td>1</td>
<td>0.109</td>
<td>0.583</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.7 Chapter summary

This chapter explained the processes and procedures adopted to analyze, present and interpret data collected using questionnaires. The quantitative data analysis was expounded from specific objectives. The next section covers the discussions, conclusions, recommendations, and summary of the study.
CHAPTER FIVE
SUMMARY, DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter finalizes the study by providing the summary of key findings, discussion, conclusions in addition to recommendations aligned to the specific objectives of the study. The first section is the summary of the findings while part two presents a discussion of the main findings of the study. Conclusions based on specific objectives are found in the third section and the final part presents recommendations for improvements.

5.2 Summary of the Findings

The general objective of the study was to determine the effects of body image on self-esteem among young people of 18 to 25 years. The study revealed that there is a significant correlation between self-esteem and body size, fashion, complexion and that gender differences on effects of body image and self-esteem do exist.

5.2.1 Body size and self esteem

The first objective of the study was to establish whether body size influences the level of self-esteem among young people of 18 to 25 years. The same revealed that there was a significant correlation between body size and self-esteem particularly with regard to height (80.3%), weight (46.3%), upper torso (chest or breasts, shoulders, arms) 75.8%, and physical stamina (62%).

5.2.2 Fashion and self esteem

The second objective of the study was to find out whether fashion influences the level of self-esteem among young people of 18 to 25 years. The results show that 72% (mean=4.29) of the respondents agreed that they use very few grooming products, 91.3% (mean=4.46) of the respondents agreed that they like the way they look with their clothes on,
77% (mean=4.19) of the respondents agreed that they are self-conscious if their grooming isn't right and 89.6% (mean=4.25) of the respondents agreed that they like the way their clothes fit them. Majority 67.3% (mean=3.81) of the respondents agreed that they take special care with their hair grooming.

5.2.3 Complexion and self esteem

The third objective of the study was to investigate whether complexion influences the level of self-esteem among young people of 18 to 25 years. The results show that 89.3% (mean=4.33) of the respondents agreed that they are satisfied with their facial complexion, 58% (mean=2.36) of the respondents disagreed that they prefer lighter skin tone and 50.3% (mean=2.48) of the respondents disagreed that they prefer darker skin tone. Majority (34.8% and mean=3.08) of the respondents agreed that they prefer median skin tone and 50.7% (mean=3.21) of the respondents agreed their skin tone reflects how they feel about themselves.

5.2.4 Gender differences of the relationship between body image and the level of self-esteem

The forth objective of the study was to establish the gender differences of the relationship between body image and the level of self-esteem among young people of 18 to 25 years. Body size was positively statistically associated with gender (p= 0.004). The probability of low self-esteem due to body size increases by 1.818 when one is female. Fashion was positively statistically associated with gender (p= 0.002). The probability of low self-esteem due to fashion increases by 0.569 when one is female. Complexion was negatively statistically associated with gender (p= 0.001). The probability of low self-esteem due to complexion decreases by 0.296 when one is female. Gender was statistically associated with self-esteem levels (p<0.01). The probability of low self-esteem levels increases by 2.625 times when one is female.
5.3 Discussion of Results

5.3.1 Body size and self esteem

 Majority of the respondents said that they disagree with the statement “I dislike my height”. The findings affirm that height has no effect on self-esteem. In general, height does not affect level of self-esteem though height affects self-esteem in an environment where there is teasing about height (Gleason, Alexander, & Somers, 2010). Teasing about height is not prevalent among university students as they are mature enough to appreciate that they cannot change their height.

The findings also revealed that respondents agreed that their upper torso (chest or breasts, shoulders, arms) affects self-esteem which concurs with Tantleff-Dunn and Thompson (2010) who concluded that essentially, in men, chest size satisfaction is significant and influences their self-esteem. The opposite is true for the female respondents whose chest size did not seem to affect their self-esteem.

In addition, respondents working to improve their physical stamina confirms that males value physical strength and size affected by their socio-cultural context and media promotions. (Pilafova, Angelone & Bledsoe, 2007). The same study found that men generally have higher self-esteem and body esteem than females for the same aforementioned reasons.

5.3.2 Fashion and self esteem

 On the question of whether fashion influences self-esteem, the study outcomes indicate that the majority of respondents agreed that they like the way they look with their clothes on them and also like the way their clothes fit them. These findings affirm that positive feelings about the clothes an individual wears increases self-awareness and consequently positive self-esteem and additionally dress practices are a significant means of defining and enhancing an individual’s self-esteem (Kwon, 2011).
A significant portion of the respondents accepted that they are self-conscious if their grooming is not right and take special care with their hair grooming, findings in line with other studies concluding that the clothes an individual decided to wear affect his or her feelings about the self (Atkins, 2016; Horn & Gurel, 2011; Ryan, 2013).

5.3.3 Complexion and self esteem

The findings on complexion and self-esteem reveal a weak relationship between the two variables. The results show that the participants were neutral on whether they prefer lighter or darker skin tone. Although they are content with their facial complexion, they preferred median skin tone confirming just like Lopez (2008) and Telzer & Garcia (2009) that an association exists between skin tone and self-esteem. However, Coard, Breland, and Raskin (2001) found that no relationship exists between self-esteem and complexion. These findings are consistent with self-esteem changes in young adults that reflect an increase in levels of maturity and adjustment (Robins & Trzesniewski, 2005), hence not seriously affecting self-esteem. Further, conscientiousness and emotional stability also contribute to the relative satisfaction these young people experience.

5.3.4 Gender differences of the relationship between body image and the level of self-esteem

The study demonstrates a positive relationship between body size and gender. The probability of low self-esteem due to body size increases when one is female. As earlier cited, in an environment of teasing about height was related to women’s self-esteem but not as strongly for men. These findings are sustained by another study where the young women wanted to change something about their body shape and size, and eventually their weight. All this is a consequence of society’s severe standards placed on young women with less than favorable repercussions on self-esteem and self-confidence (Pop, 2016).
Fashion was positively statistically associated with gender. The probability of low self-esteem due to fashion increases when one is female. This may be precipitated by females’ quest for physical attractiveness, others' view of themselves and cultural norms of body and beauty (Abdulnabi, 2014).

Complexion was significantly negatively associated with gender as depicted by probability of low self-esteem due to complexion decreasing when one is female. This result is sustained by Bond and Cash (2012) who found a negative correlation between skin tone satisfaction and self-esteem in a sample of women. The reason for this is that perhaps the impact of skin tone on self-esteem is much weaker for women from higher social class of which education is a component. The opposite was true in other research which found that darker skin may be an asset for black men owing to the reality that educational achievement is a means by which men might moderate skin tone bias. Moreover, Africans of a darker complexion experienced success in their engagements with the world (education, work and career) felt more self-confident and empowered than those who were not successful (Thompson & Keith, 2010).

Generally, prior research on body image, gender and attractiveness submits that gender differences exist in this relationship between the aforementioned variables. This may be motivated by a greater social focus on physical appearance for women compared to men (Keith, Lincoln, Taylor, & Jackson, 2010; Thompson & Keith, 2010). These results are consistent with a study by Qaisy (2016) that indicated a positive relationship between body image and self-esteem for both women and men. However, women are viewed as more vulnerable when focusing on components of body image (Qaisy, 2016). Females’ dissatisfaction with their body image and low self-esteem was compared to the males’ and the latter had higher self-esteem and body image as cited by Gattiet al. (2014) giving credence to
this study’s results. Suffice it to say, men were more satisfied with their body image, so their self-esteem was higher than females’.

5.4 Conclusions

This study has shed light on the influence body image on self-esteem among young people.

Based on the objectives and the findings the following conclusion can be made.

5.4.1 Body size and self esteem

Majority of the respondents approve of their height and they did not constantly worry about being or becoming fat. Further, they are not very conscious of even small weight changes in weight, are satisfied with their upper torso (chest or breasts, shoulders, arms). Conversely, they work to improve their physical stamina and which may be more significant to their self-esteem.

5.4.2 Fashion and self esteem

The respondents agreed that they use very few grooming products, they like the way they look with their clothes on, they are self-conscious if their grooming isn’t right and they like the way their clothes fit them. However, they take special care with their hair grooming. Generally, they are not overly concerned about fashion affecting their self-esteem, may be due to their maturity level as young adults in addition to the context of school not being a place to worry about one’s fashion.

5.4.3 Complexion and self esteem

The respondents agreed that they are satisfied with their facial complexion and they don’t prefer lighter skin tone over darker skin tone. They prefer median skin tone and their skin tone reflects how they feel about themselves thus influencing their self-esteem.
However this finding may not tell the whole story owing to the rising demand and pervasive use of skin lightening products in Kenya. It is a known fact that the skin lightening industry continues to grow exponentially. This trend begs the question, ‘who are the consumers of these products?’ This study was unable to determine that fact as it is complex and multifaceted. It would require a separate study as it goes beyond the scope of the current research.

Further, the researchers only looked into a sample from the higher education demographic and deduced that the respondents are high achievers who would not rely on physical appearances, especially complexion for self-esteem. As earlier mentioned access to educational and occupational opportunities mitigates the impact of complexion on self-esteem.

5.4.4 Gender differences of the relationship between body image and the level of self-esteem

Body size was positively statistically associated with gender. The probability of low self-esteem due to body size increases more when one is female than when male. Fashion was positively statistically associated with gender. The probability of low self-esteem due to fashion increases when one is female than when one is male. Complexion was negatively statistically associated with gender. The probability of low self-esteem due to complexion decreases when one is female than when one is male. Gender was statistically associated with self-esteem levels. The probability of low self-esteem levels increases when one is female than when one is male.

5.5 Recommendations

Based on the findings and conclusions the following recommendations have been arrived at.
5.5.1 Improvements for practice

Young people should be encouraged to appreciate their body size as a way to boost their self-esteem. This can be done through campaigns and focused discussions with an aim of teaching them the different ways to improve their self-esteem through their body size.

The study recommends that more focus should be placed on improving the self-esteem of young people that are of the female gender through psycho-education of themselves and within their social support system. Also more focus should be placed on more meaningful and less superficial criteria for self-evaluation in society and among young people.

5.5.2 Recommendation for Further Research

Recommendations for further research includes whether or not intercultural integration results in self-esteem change. Also a study to establish whether youthful self-esteem due to body image spills over into adulthood should be undertaken.

Further investigation and replication of the study is also recommended using another university setting in a different region of the country; different educational and cultural background so as to understand whether body image and self-esteem correlation is a systematic contextual consequence or whether it depends more on a transitory age. This would also facilitate researchers’ gathering of additional support for the generalization of the study’s findings.

In addition, future research should take into account central variables such as age, race, and residence, specific year of study in university, cultural and regional affiliations from around the country, which could further extend and enhance the present study.
5.6 Summary

This chapter presented the summary of findings, discussion, conclusions along with recommendations. The first section provides a summary of the study, whereas section two presents a discussion of the major findings of the study. The third Section puts forth a discussion and conclusions based on the specific objectives. Lastly it provides the recommendations for improvement which are based on the study’s specific objectives.

The study deduced that the relationship between self-esteem, body size, fashion, and gender is statistically significant, that is, a significant positive correlation between self-esteem, gender, body size and fashion does exist. Further, the study concluded that there was a positive significant correlation between body image (body size, fashion and complexion) and self-esteem among young people. The study also deduced that there was a positive significant correlation between self-esteem and body size. The study also concludes that there was a positive significant correlation between self-esteem and fashion.

In conclusion the study recommended that future research extends in scope to cover different cultural, educational and regional backgrounds rendering the study more feasible.
REFERENCES


male and female first year college students. *Journal of College Student Development*, 46(6), 612-623.


Thompson, J. K., & Heinberg, L. J. (2009). The media's influence on body image disturbance and eating disorders: We've reviled them, now can we rehabilitate them?. *Journal of Social Issues, 55*(2), 339-353.


APPENDICES

APPENDIX I: COVER AND CONSENT LETTER

Dear Respondent,

RE: INFORMED CONSENT

My name is Caroline King’ori. I am a Master of Arts in Counseling Psychology candidate at UNITED STATES INTERNATIONAL UNIVERSITY – AFRICA. I am requesting your participation in research that will investigate effects of body image on self-esteem among young people of age 18 to 25 years. You are being asked to participate in this study because you are a student at University of Nairobi. To participate in this study kindly sign the consent declaration on the next page and complete the questionnaires attached.

Your participation is purely voluntary and you may chose not to participate in this study without any adverse consequences. Please note that there is no right or wrong answer but your honest response will be of great value to the accuracy of this study. Data of any kind associated with this study will remain confidential until my dissertation is published and thereafter all questionnaires will be destroyed.

There are no known risks associated with participation in this research study beyond the possible inconvenience of your time, approximately 15 minutes. The benefits of your participation is your contribution to an area of study which lacks research and can benefit many in better understanding of the questions raised in the research.

Thank you so much for your consideration to participate in the study.

Sincerely,

Caroline King’ori.
CONSENT DECLARATION

If you wish to participate in this study, please sign the form below. A signature will indicate agreement to participate.

Participant’s Name: (Print) ___________________________________________

Signature ___________________________________ (Date) ________________
APPENDIX II: QUESTIONNAIRE

This questionnaire is divided into two short parts that should take only a few moments of your time to complete. Please respond by ticking the appropriate box or filling in your answers in the blank spaces provided. This is an academic exercise and all information collected from respondents will be treated with strict confidentiality.

Thank you very much for your cooperation

PART I: PERSONAL INFORMATION

A1. Gender (Tick) Male [ ] Female [ ]
A2. Please indicate your age bracket (years)
   18 – 20 [ ] 21 - 25 [ ]
A.3. Please tick appropriately the undergraduate program you are undertaking?
   Civil [ ] Electrical & Electronics [ ]
   Mechanical [ ] Structural Engineering [ ]
   Environmental & Bio Systems [ ]
   Other (specify)…………………………………………………………………….
A4. Indicate your current year of study
   1st [ ] 2nd [ ] 3rd [ ] 4th [ ]
   5th [ ] 6th [ ]

PART II: EFFECTS OF BODY IMAGE ON SELF-ESTEEM

SECTION ONE: BODY SIZE AND SELF ESTEEM

This subsection is concerned with investigation of the effects of body image on self-esteem.

Please mark (x) in the box which best describes your agreement or disagreement.
<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I dislike my height.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I constantly worry about being or becoming fat.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>I am very conscious of even small weight changes in my weight.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>I am satisfied about my upper torso (chest or breasts, shoulders, arms)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>I work to improve my physical stamina</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>I am satisfied about my mid torso (waist, stomach)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>I am satisfied about my lower torso (buttocks, hips, thighs, legs)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What would say about your preferred body size in relation to your self-esteem?......................................................................................................................
...........................................................................................................
...............................................................................................................................
...............................................................................
...............................................................................
...............................................................................

73
SECTION TWO: FASHION AND SELF ESTEEM

This subsection is concerned with investigation of the effects of fashion on self-esteem.

Please mark (x) in the box which best describes your agreement or disagreement.

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I use very few grooming products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I like the way I look with my clothes on.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>I am self-conscious if my grooming isn’t right.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>I like the way my clothes fit me.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>I take special care with my hair grooming.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>I am always trying to improve my physical appearance by use of beauty enhancements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>I avoid certain styles or colors in clothing that do not enhance my physical appearance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Good quality clothes that look good on me make me feel competent</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>How I look in my clothing is important because I want others to accept</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What is the relationship between your fashion choice and your self esteem?......................................................................................................................
......................................................................................................
......................................................................................................
SECTION THREE: COMPLEXION AND SELF ESTEEM

This subsection is concerned with investigation of the effects of complexion on self-esteem.

Please mark (x) in the box which best describes your agreement or disagreement.

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I am satisfied with my facial complexion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I prefer a lighter skin tone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>I prefer a darkener skin tone</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4</td>
<td>I prefer a median skin tone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>My skin tone reflects how I feel about myself</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

What would you say about being light skinned, dark skinned and moderate skin colour?........................................................................................................................................................................
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........................................................................................................................................................................
<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>On the whole, I am satisfied with myself.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>At times I think I am no good at all.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>I feel that I have a number of good qualities</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4</td>
<td>I am able to do things as well as most other people.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>I feel I do not have much to be proud of.</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>6</td>
<td>I certainly feel useless at times.</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>7</td>
<td>I feel that I'm a person of worth, at least on an equal plane with others.</td>
<td></td>
<td></td>
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<tr>
<td>8</td>
<td>I wish I could have more respect for myself.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>All in all, I am inclined to feel that I am a failure.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>I take a positive attitude toward myself.</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Debriefing form

DETERMINING THE EFFECTS OF BODY IMAGE ON SELF-ESTEEM AMONG YOUNG PEOPLE.

Dear respondent,

Thank you for participating in this study. Your time and effort are much appreciated. This research sought to determine effects of body image on self-esteem among young people of 18 to 25 years. The primary goal of this project will be to determine the effects of body image on self-esteem among young people of 18 to 25 years.

Stratified random sampling technique was used in the study to select a sample size. The target population for the study will be the undergraduate students at University of Nairobi’s Main Campus. The procedure for the study included Questionnaires and interview/observation schedules and standardized attitudinal scales/tests as the main tools for collecting the data in this study. The data after collection will be processed and analyzed in accordance with the purpose and objectives of this study.

If you have any questions or concerns about your participation in this study, you can contact me at e_kingori@yahoo.com or Dr. M. Kihara Associate Professor of Psychology (Research)Program Director, Psychology & Criminal Justice, Chair, Academic and Research Committee at mkihara@usiu.ac.ke.

Thank you very much for participation.

Caroline King’ori
16th Dec, 2017

Caroline King’ori
School of Humanities and Social Sciences
c_kingori@yahoo.com

Dear Caroline,

**IRB- RESEARCH APPROVAL.**
The USIU- A IRB has reviewed and granted ethical approval for research proposal titled ‘Determining the effects of body image on self-esteem among young people of age 18 years to 25 years. A Case of university of Nairobi.’ The approval is valid for six months from the date of this notification. Once you complete the research, please submit a soft copy to the IRB office.

You are advised to follow the approved methodology and report to the IRB any serious unexpected events and potential anticipated problems that might change the risk exposure to the subjects.

Should you or study participants have any queries regarding IRB’s consideration of this project, please contact irb@usiu.ac.ke.

Prof. Amos Njuguna
Dean, School of Graduate Studies, Research and Extension