Spring 5-24-2021

'Feminist Identity, Socio-cultural Attitude Towards Appearance, and Body Images issues in Emerging Adult Women'

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FEMINIST IDENTITY, SOCIO-CULTURAL ATTITUDE TOWARDS APPEARANCE, AND BODY IMAGE ISSUES IN EMERGING ADULT WOMEN

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ABSTRACT

OBJECTIVE: The study aims to find the relationship between Feminist identity, Socio-cultural attitude towards appearance and Body Image Issues among emerging adult women of 18-25 years of age.

STUDY METHOD: The descriptive, correlational, ANOVA, cross-sectional study was conducted on 100 emerging adult women from India, between the ages of 18-25. The participants were students from Science background. The participants were divided into 2 groups of feminists identified women and non- feminists identified women based on their responses to the questionnaires. The study was done using a questionnaire approach and the scales used Socio-cultural Attitude Towards appearance (SATAQ-3), Body Image Disturbance Questionnaire (BIDQ), and Modified Mini Screen.

RESULTS: The results of the present study concluded that a significant difference exists in the mean of Internalization -athlete & Information of Feminist identified women and Non-feminist identified women, respectively. The mean of the BIDQ, Internalization- general, and pressure did not vary significantly amongst Feminist identified women and Non- feminist identified women, respectively. There was a significant relationship between the Socio-cultural attitude towards appearance subscales i.e., Internalization- general, Internalization -athlete, Pressure & Information and Body Image Disturbance in Non- feminist women. Although there was a significant link between Information and Body Image Disturbance in feminist identified women, there was none for Internalization -general, Internalization- athlete, or Pressure. Only Non-feminist women, not Feminist identified women, were able to predict Body Image Disturbance using Internalization -general, Internalization -athlete, Pressure, & Information.

CONCLUSION: Possessing a Feminist identity can enable a woman to evaluate the societal messages associated with body ideal stereotypes and these in turn helps to reduce Body image Disturbances.