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Body Image Dissatisfaction Theory and Its Impact on Female Representation in Media: A Case Study

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Abstract

This research paper has an objective to identify fear-containing messages as one of the predictors of body image dissatisfaction in adult females, by using the tripartite model of Influence by using two mediating variables social comparison and Internalization of the thin ideal. The objective of finding this relationship was to make marketers aware of the negative consequences of such messages on recipients of these messages who are mostly young females and create public awareness. For this purpose, 321 adult females between the ages of 18-29 were subject to the study. Results have clearly shown that elements of guilt and shame in messages aimed at females have a role to play in body image dissatisfaction as a medium correlation was found between these two. On the other side, social comparison and Internalization mediated this relationship which leads to psychological problems in females.

Keywords: Fear Marketing; Body Image Dissatisfaction; Internalization of Thin Ideal; Social Comparison; Media

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Introduction

Fear appeals are built upon fear- a distressing emotion aroused by impending danger, evil pail, whether the threat is real or imagined (Banfield 373). Marketers use it to influence the customer to buy or act positively. Fear appeals are typically used in many forms of advertising Communications, e.g., the advertising and marketing of goods, services, social reasons, and ideas. They position the message as "if you don't do this (buy, vote, believe, support, learn, etc.), some dire consequences will occur" (Boss 837). They are considered more effective when these appeals are used in creating awareness about a social cause e.g., stop spreading HIV, infant mortality, reduce the use of alcohol and tobacco (Patino 260). For years, marketers have used fear appeals effectively, without giving their morality. Even experts are convinced that excessive use of fear in advertising must be prevented (O'Dea 259).

However, the literature focusing on fear in the field of commercial marketing is limited (Dolce, 2016). Companies around the world use specific tools in their media campaigns to influence their audience in changing attitudes, values, and beliefs and deploy their mind in believing that what is found in certain advertisements is true even if it is not even close to the reality (Kaur, Arumagan, & Yunus 2013). Marketers have been using low fear appeals in the promotion of consumer products e.g., mouth wash, deodorants for hundreds of years (Oakley 2014).

The use of fear in commercial marketing has posed some serious psychological issues; one of them is fear of having an unsatisfactory body or image dissatisfaction. "Body image relates to a person's perceptions, feelings and thoughts about his or her body, and is usually conceptualized as incorporating body size estimation, evaluation of body attractiveness and emotions associated with body shape and size" (Gibbons et al. 414). Women reported higher levels of body disappointment and muddled behaviors towards food consumption compared to men as they are proved to be more prone to emotional appeals as compared to males (Kurosaki 380).

Television, movies, ads, and magazines are filled up with unattainable media images. lots of research have been completed those shows how a woman's body image, self-esteem, and eating habits are impacted harmfully by what she sees, hears, and perceives from the media (Sparhawk 20). The Canadian Women health reported that risk factors of a girl with body image dissatisfaction are low self-esteem, being uncomfortable in participating in physical activities, avoiding social gathering, lost interest in school, risk of developing eating disorders, or in extreme conditions she may harm herself like drugs, alcohols, etc., Study carried out in the United Kingdom have found excessive levels of body image dissatisfaction among adults and young people. As an instance: 60% of adults file that they experience ashamed of the manner they appearance. 70% of adult ladies and 40% of adult men document that they have got felt pressure from TV and magazines to have an ideal body. 42% of ladies and young girls' sense that the most awful part about being a lady is the stress to look attractive (Reflections on body images 03).

Peers (friends and family members) mass media, significant individuals are the main cause of body image dissatisfaction (Dittmar 1082). But Mass media has been proved as the most significant source of body image dissatisfaction by many researchers when compared to other sources (Rochelle 2017; Mernen 2009). The impact of messages that cause image dissatisfaction is reflected as a feeling of guilt and shame of not being able to conform to body ideals being shown in media. So, the fear of social exclusion is developed (Levine 9).

The current study claims that such messages of unattainable body image have the same influence on the human mind as that of fear appeals used in social marketing as they cause anxiety and depression and the same is caused by messages aimed at females in advertisements. Sometimes obesity controlling campaigns have intended negative consequences because they use fear appeals and only focus on negative effects of the situation and exposure to these fearful messages may initiate weight pre-occupation and negative self-evaluation (O'Dea 259). Past researches on body image dissatisfaction have been conducted on teenage girls (Kurosaki 380). Recently, several researchers have found that body image concerns are also prevalent in university-aged women (Berg, Frazier, & Sherr 11; Kurosaki 380; Shanta Dey 1).

Research objectives

To determine the role of fear appeals in stimulating internalization of body ideal among females.

To determine the role of fear appeals in stimulating social comparison among females.

To determine the strength of the relation between social comparison and internalization of thin-ideal.

To determine the strength of the relationship between fear appeals in media and body image dissatisfaction.

Research Question

Do Fear Appeals play a role in stimulating the internalization of body ideals among females?

Do Fear Appeals play a role in stimulating social comparison among females?

Does Social Comparison predict the Internalization of thin ideal?

Does Media induce body image dissatisfaction through fear appeals in females?

Significance of the study

As people are becoming more self-image conscious, they tend to take care of themselves much more than in past. They compare themselves with perfect images of celebrities thrown in their ways. They are induced with fear to conform to the social ideal of thin body image, and if they not consequences may be fatal. As fear is manifested through the feeling of guilt and being ashamed of oneself. In the age of globalization, sociological research is displaying that disordered body image, formerly common in only Western cultures, is now spreading throughout the world (Leavy 03). Fear marketing causing body image dissatisfaction is now prevalent in the subcontinent causing many youth-related issues.

Literature review

Fear Appeals

Numerous techniques of fear appeals have been taken to persuade people to embrace positive intentions or actions (Levine 9).

Van Vonderen (41) wrote that Fear appeals "are persuasive messages designed to scare people by describing the terrible things that will happen to them if they do not do what the message recommends". For years, psychologists have researched why people respond or fail to give a response to a message containing fear content as compared to individuals who do not take any specific fear appeal.

A comprehensive review of 50 years of research has proved that fear appeals are more effective when respondents are females (Shroff 17). Fear appeal messages have two basic components, according to O'Keefe (51), one is material to induce anxiety in the receiver and the other is recommended action to avoid the threat or anxiety. Fear appeals are further categorized as physical and social fear appeals; they are a related threat to the body and social acceptance respectively (Larochoi 297). Marketers often use psychological appeals to emotionally connect the product to use make it fascinating for them like esteem, sense of security, happiness, and fear. (Moriarty 12). Research conducted on 263 undergraduates found that fear appeal messages should have a threat and evidence on efficacy to be effective and arouse fear in users (Nabi 3).

In a study Keery (237) found that 30% of the respondents accept that they buy products by seeing fear appeals advertisements, 38% believe that fear appeals in advertisements are an effective way to elicit consumer response, 14% said it doesn't make any difference and 48% were neutral showing many time fear appeals motivate people to take buying decision and make them change their buying decision by making ads not only fearful but interesting and creative. Fear appeals are part of advertising for decades and the ethical dilemma of fear appeals has been long debated. Marketers usually don't consider the ethicality of fear appeals and only focuses on the amount of fear without considering the negative impact it can make on the consumer (Gerbner 175).

Body Image Dissatisfaction

Body image reflects how a person observes, thinks, and senses about their body and appearance (National Eating Disorder Collaboration 5). Huxley (337) Quoted the definition of body image given by Jody light stone as: "body image involves our perception, imagination, emotions, and physical sensations of and about our bodies". Klein (7) Quoted the definition of body image by schiller in her book as "the picture of our very own body that we shape in our mind the way the image appears to ourselves". In his book, he describes body image as "a person's thoughts, perception, and feelings about his or her body". Body dissatisfaction may be defined "as the terrible attitude closer to one's very own body because of a perceived discrepancy between the actual body image (i.e., perceptions,

mind, and emotions regarding one's actual physical look" (Huxley 345). Studies have confirmed that body image dissatisfaction happening during late childhood and youth is related to bigger negative affect. Body image issues are increasing and disturb people of all ages. Body image concerns have been detected among children and young adults as early as eight years old, ensuing in a choice for thinner bodies and preference for a food plan in preschoolers (Latif, & Mohamad 7).

Body dissatisfaction is the top ordered matter of concern for adults in Australia for several years ("Mission Australia 05). Body image issues have expanded globally over the past 30 years and aren't always simply difficult young humans however influence human beings of every age. This pervasive problem is concerning due to the fact overvaluing body image in defining one's self-worth is one of the risk factors which make some human beings liable to eating problems than others. People are experiencing body dissatisfaction can end up obsessed with trying to alternate their body shape, which may result in dangerous practices with meals and exercising.

According to the National eating disorder collaboration these practices don't normally reap the desired outcome (physically or emotionally) and might result in severe feelings of sadness, shame and guilt and, ultimately, boom the hazard of developing a consuming disorder ("National Eating Disorder collaboration 45).

Internalization of Body Ideal

Internalization is a process through which a person absorbs from surroundings. According to Thompson (51), "it is the extent to which a person cognitively endorses the desirability of a body ideal and adopts it as a personal ideal". For adolescent girls, body ideal internalization involves internalizing the thin female body ideal; for adolescent boys, body ideal internalization involves internalizing the lean and muscular male body ideal. Many studies found a positive relationship between body ideal internalization and body image issues among teenagers (Gattario 4). Thin ideal internalization has been defined as "the psychological process that occurs when women assimilate this thin ideal and its associated values (i.e., women must be thin to be considered attractive) into their world view such that these ideas become guiding principles in the women's lives" (Guarda, & Heinberg 03). It may be considered because the illustration of girls' reputation of those principles of perfect internalization to the volume that they change their behavior to satisfy positive standards of body beliefs (Thompson 43).

Jones (01) Considered Internalization of body ideal as the manner of incorporating current ideals into one's own beliefs approximately what's physically attractive. Internalization of body perfect has been proved to be a mediator between body dissatisfaction and media. The greater time spent on media closing greater dissatisfaction due to continuous publicity to media ideals (Miller, 01). Thin ideal internalization creates problems as the thin ideal propagated by the media is often unachievable for most ladies (Tiggemann, & Lynch 11).

A study by Kenya (237) evaluated the sample of 325 girl researchers who have located internalization of media perfect drastically mediate the relation among influence variables (circle of relatives, media, and friends) and body dissatisfaction. Research shows that skinny-perfect internalization is valuable to our knowledge of body dissatisfaction, serving as a risky thing for dissatisfaction with one's image (Thompson 02). Stice & Shaw (11) determined that thin internalization is at once associated with body dissatisfaction even after controlling for body mass and perceived pressure to conform to the skinny best. Thin ideal has been the sturdy thing for image dissatisfaction and ingesting issues in women (Martin & Racine 15). Ina research thin idealization has been proved to be a mediator among the strain to comply with skinny and body dissatisfaction (Crowther 313). Researchers have considered social comparison as a shared factor with related thin-ideal internalization and body dissatisfaction (Maddox 13; Tiggemaan, & McGill 05)

Social Comparison

This theory tells how people compare themselves with others in their social surroundings and develops an attitude toward them regarding low weight and thin ideals. This comparison may be downward or upward- downward when people compare and find others lacking and upward when they find themselves lacking leads toward body image dissatisfaction (Festinger 117). Social comparison or contrasting conceptualizations state that individuals can engage in upward or downward contrast. In upward comparisons, they preferentially pick out superior assessment goals,

i.e., which are in a greater favorable role in the area wherein they are comparing themselves. Upward evaluation probably occurs while the purpose of self-development is salient (Cláudia Ferreira, 55; Gibbons, 414). The function of social assessment, particularly appearance focused social evaluation, in the development of body dissatisfaction has been the focus of many latest empirical studies (Myers, 10).

According to Dunn & Gokee (02), social comparison is one of the processes through which an individual gathers information about their physical attractiveness from surroundings and compares, when the comparison is unfavorable body image dissatisfaction results. A study surveyed the position of media frame assessment as a mediator of the relationships among mental factors and sociocultural pressures to be thin and body dissatisfaction in men and women, In girls, media body evaluation in part or mediated relationships among arrogance, depressive mood, friend food regimen, magazine message publicity, and BMI, and body dissatisfaction. In adult males, media body comparison has become no longer a huge predictor of body dissatisfaction (Berg, 259). Ladies who were exposed to magazines advertisement illustrating all or components of our bodies that exemplified the thin ideal experienced higher tiers of each body dissatisfaction and negative mood (Tiggemann, & McGill 11).

In a study conducted by Jones (01) Relations among body satisfaction and social comparisons to both same-sex peers or media models were tested in 2 studies of adolescent boys and girls. The outcomes showed that both same-intercourse friends and models/celebrities have been the targets of social comparisons for physical attributes, however, comparisons on private and social attributes have been more likely directed towards identical-gender friends. It is clear by comparing that the words pronounced by way of the ladies and facial comparisons encouraged with the aid of the men also associated with body dissatisfaction. Gender differences in social evaluation indicated that girls suggested extra social comparisons across targets and attributes.

Cultivation theory

George Gerber defined cultivation as "the independent contributions television viewing makes to viewer conceptions of social reality". Cultivation indicates that media consequences construct over the years via common, repetitive viewing. That is, heavy TV visitors had been much more likely to understand the real global by what they had regarded on TV. As now a day's our younger generation spends most of their time in the front of the television, they're repeatedly exposed to advertisements causing photo dissatisfaction among kids (Gerbner 175). The cultivation concept indicates a relationship between media exposure and one's idea of reality. Searching on a whole lot large quantity of content material and frequency of the messages being disseminated via numerous media retailers; the principle posits that an increase in media exposure will result in an internalization of these media messages as reality (O'Brien, 03).

Theoretical framework and hypothesis

Tripartite Influence Model:

Socio-cultural factors have triggered the body dissatisfaction, but their relationship mediates by social comparison (Berg, 1010). The study explicated that peer's chit chat and criticism indirectly influence the body dissatisfaction amongst youngsters and lassies and relationship mediate internalization of appearance ideal factor (Lawler 13). Media influence plays a major role in the body dissatisfaction of college females but peer and parental predictors haven't a significant effect on body dissatisfaction (Hardit 469). A socio-cultural significant predictor of image disturbance and results were the same as previous studies proved (Yamamiya 14). The process of body-dissatisfaction and eating complaints started from the socio-cultural influence and their relation mediate by internalization of the ideal body and social comparison, parental influence fully mediates, and peer and media relationships were partially mediate (Keery 237). The study test extended the form of a tripartite model with the sample of the gay community, socio-cultural predictor influences them to become muscular (Tylka 20). A combined sample study was conducted with a sample of French and Australian females. Females' from Australia report the higher pressure from peers and media and more appearance comparison, internalization of media ideal body, and decease caused due to these predictors (Rogders 11).

Conceptual Framework
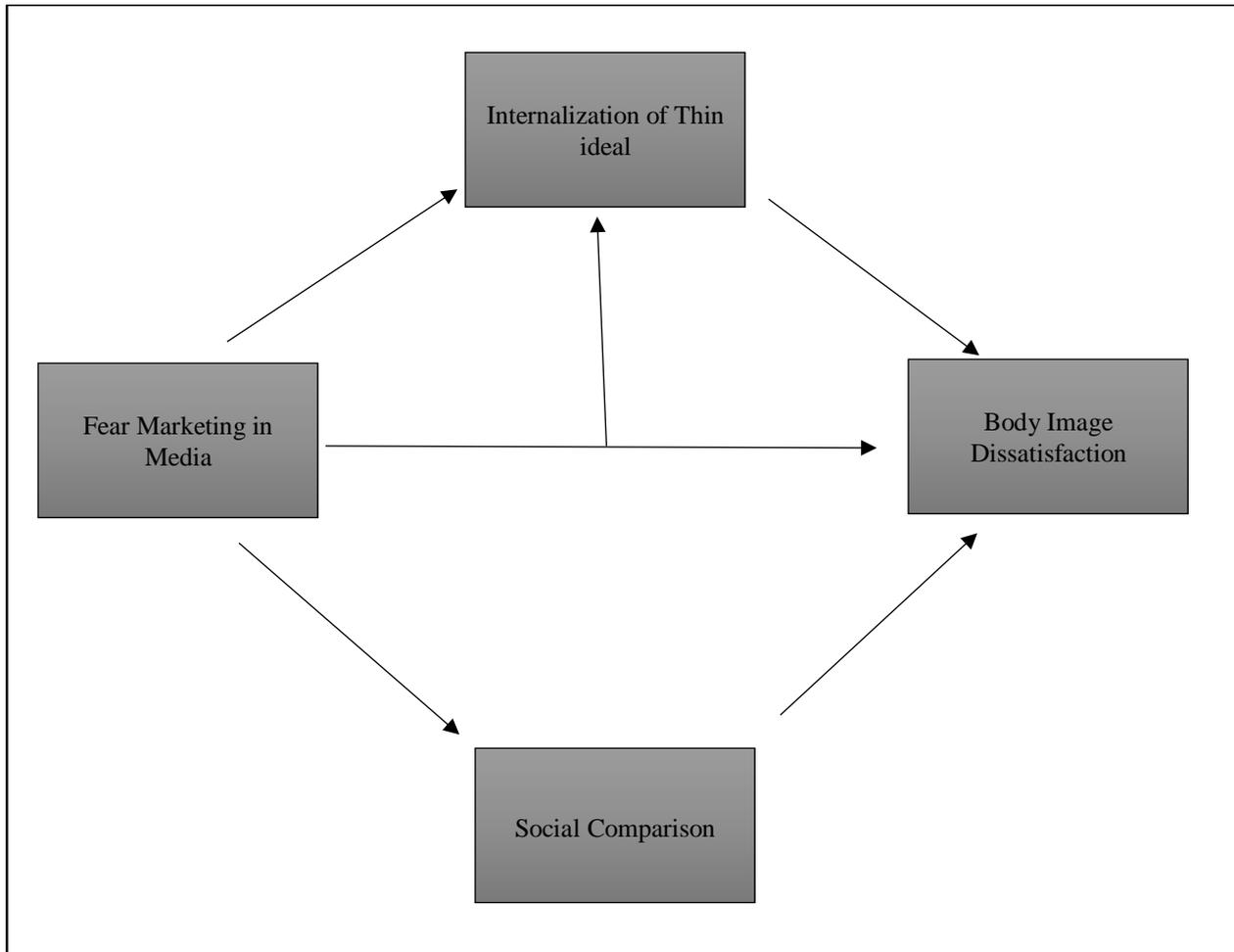
Research Hypothesis

H1: There is a positive affiliation between fear appeals in media and the internalization of the thin body ideal.

H2: There is a positive affiliation between fear appeals in media and social comparison.

H3: There is a positive affiliation between internalization of body ideal and body image dissatisfaction.

H4: There is a positive affiliation between social comparison and body image dissatisfaction.

H5: There is a positive affiliation between social comparison and internalization of the thin ideal.

H6: There is a positive affiliation between fear appeals in media and body image dissatisfaction.

H7: Social comparison mediates the relation between fear marketing and body image dissatisfaction.

H8: Internalization of ideal mediates the relation between fear marketing and body image dissatisfaction.

Research methodology

Research philosophy

The research philosophy is positivism (basic research) as a large sample is required for explaining the causal relationships among the variables.

Research approach

The research approach is deductive as this research aims to test the tripartite model of influence.

Nature of research

This research is casual or explanatory as it explains the cause and effect relationships among the variables as well as it is going to explain one of the reasons why mass media is inducing body image dissatisfaction among females.

Data collection methods and subject's selection

Respondents of this study are specifically females. As previous researches that have used the TIM model had adolescent females as the subject of research. While this research has been aimed at females who have reached the age of adulthood. Females between the age of 18-29 were selected as

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respondents for the study. Females from four university campuses (COMSATS Sahiwal Campus, University of Sahiwal, GCU Sahiwal, and Arid university Sahiwal) were considered a population of respondents. The total population of these four universities was 2750 females.

Then Sample size of 350 respondents was calculated as per the Yamane formula for sample calculation $n = \frac{N}{1+N(e*2)}$ (Yamane, 14). This study has used purposive sampling, so it will be non-probability sampling. with purposive sampling, it is easy to get a sample with certain characteristics important for research. Data collection was performed in Sahiwal city education institutes from females studying bachelors, and higher education in different institutes.

Scales for Measurement

Fear appeals in media messages are predicting variables and questions are adopted from (Ritland, 03) and the Fear of Negative Appearance Evaluation Scale (FNAES). Internalization and social comparison are mediating variables and are measured by the Sociocultural Attitudes Appearance Scale – 3 (Keery, 237) and PACS -5 (Thompson, 49) respectively. Body image dissatisfaction is measured through BSQ (body shape questionnaire) settled by (Cooper, 01).

Results

Descriptive data including age, education, time spent watching tv, and preferred media sources is reported in Table 1. Mostly females spent more than 2 hours each day to watch media content on television or other sources (38%). Online media has become the biggest source of information for females as 76% of females said that they use online resources like Facebook, websites, YouTube, etc. Online media has replaced television which has been a source of information in past (Abrahamson, 11). Newspapers and Magazines seem to be no longer sources of information for most of the females.

Table 1: Descriptive statistics for females of Sahiwal Punjab (n= 321)

Variable	n	%
Age		
(**18-20**)	108	33.6
(**21-23**)	99	30.8
(**24-26**)	62	19.3
(**27-29**)	52	16.2
Education		
Bachelor's degree	148	46.1
Higher education	173	53.9
Time spent watching TV		
Less than one	101	31.5

One hour two hours	97	30.2
More than 2 hours	123	38.3
Reliable media Source		
Television	49	15.3
Newspaper	20	6.2
Magazines	7	2.2
Online media	245	76.3

Reliability tests were run to assess the inner uniformity of the items. Cronbach alpha values were calculated for each scale. Cronbach's alpha value of more than 0.5 will be reliable (Pallant, 2005). Values are shown in Table 2.

Table 2: Reliability Statistics for Scales

Scale	Cronbach's Alpha	N of items
Fear Marketing	.870	6
Internalization of Ideal	.847	7
Social comparison	.679	6
Body image dissatisfaction	.747	5

Correlation analyses were performed to assess the strength of the relationship between the variables. Most variables have good relationship strength according to Table 3. According to the table, Fear marketing is highly correlated with the internalization of ideal showing a strong and positive relation (.568). Internalization of ideal and social comparison has positive and strongest relations among all (.644). body image dissatisfaction has the strongest relation with fear marketing (.425) Above results of correlation show all variables are positively related to each other as no values show negativity.

Table 3: Correlation Analysis among the variables

	Fear Marketing	Internalization	Social Comparison	Image Dissatisfaction
Fear Marketing	1			
Internalization	.568	1		

Social Comparison	.431	.644	1	
Image Dissatisfaction	.425	.384	.378	1

Path Analysis

To estimate the association, path analysis was conducted. In the proposed theoretical model, it was tested whether the association between fear marketing and body image dissatisfaction is mediated by internalization of ideal and Social comparison. Results have shown that both internalization and social comparison mediates the relationship between the variables Showing a partial mediation. (see Tables 4 and 5).

Table 4: Mediation effect of Social Comparison

Before mediation	**Estimates**	**S. E**	**C.R**	**P**	**Results**
body image<---fear	.526	.069	7.598	0.000	Significant

After mediation			**Estimates**	**S. E**	**C.R**	**P**	**Results**
social Comp	<---	fear	.462	.067	6.937	0.000	significant
body image	<---	**fear**	**.412**	**.074**	**5.592**	**0.000**	**significant**
body image	<---	social Comp	.272	.077	3.524	0.000	significant

Table 5 Mediation effect of internalization of thin ideal

Before mediation			**Estimates**	**S. E**	**C.R**	**P**	**Results**
body image	<---	fear	.526	.069	7.598	0.000	Significant
After mediation			**Estimates**	**S. E**	**C.R**	**P**	**Results**
internalization	<---	FEAR	.628	.068	9.181	0.000	significant
Bimage	<---	FEAR	.411	.083	4.932	0.00	significant

Bimage	<---	internalization	.207	.079	2.638	.008	significant

To test the significance of regression coefficients and to compute the model fit indices for this theocratical model, model fit indices showed good model fit indices as $\chi2= 1123.91$, P= 0, $\chi2 / df = 4.56$, RMSEA =.106, PCLOSE = 0, TLI= .697, CFI=.730, SRMR=0.084, Hoelter's Index = 81. These numeric showed that the model is a good fit.

Results of the regression coefficient showed that fear marketing explained 57 percent internalization of thin ideal, so H1 was accepted (t = 12.32; p-value = .000). On the other side Fear marketing explained 43 percent of social comparison and H2 were accepted (t = 8.52; p-value =.000). The third Hypothesis about the relation between body image dissatisfaction and internalization of the ideal was accepted (t =7.428; p =.000) as Internalization of ideal explains 38 percent of body image dissatisfaction. The fourth hypothesis was also accepted (t =7.29; p =.000) as social comparison explained 38 percent body image dissatisfaction. Most importantly fear marketing explained a 43 % in body image dissatisfaction (H5: t = 8.374; p =.000). Social comparison explained 64 percent internalization of ideal (H6: t = 15.04; p =.000).

Discussion

Firstly, this study is the first to test the role of mass media in terms of its message content in developing image dissatisfaction it has claimed these messages have an element of "fear". As fear is one of the strongest emotions that a human can experience because when exposed to fear the human mind's intelligent parts stop working reducing its decision-making power (Bruce, 2016). Secondly, in past, most of the studies testing body image dissatisfaction had teenage females as respondents but conversely, the study applied the TMI model on adult females rather than adolescent females who are physically and mentally immature and are prone to mass media messages. So, this study was aimed at females who are mentally and physically mature and can better process the information.

The proposed model had been derived from the tripartite model of influence to test the role of fear-inducing messages in developing body image dissatisfaction among females while claiming that social comparison and internalization of ideal plays an important role in the above-proposed relationship. In light of already present literature, the model hypothesized several claims and tested them through different results. Then the proposed model was empirically tested and yielded successful results. thirdly, the study has claimed that there can be a direct relation between fear appeals and body image dissatisfaction based on the literature.

One of the very first results that this study obtained was from the demographic information of the survey. Results have shown that most of the females spent more than one-hour daily viewing television or other online media sources. Only a few spent less than one hour. These results are in congruence with the cultivation theory that mass media (television)viewing independently contributes to body image dissatisfaction. More time spent online will lead to more dissatisfaction.

Another result that was obtained was that most females used online media sources like Facebook, Instagram, etc. for reliable information about their personal care products. Data has shown that television and other sources like magazines are replaced by online media sources for information. This could be another interesting thing that in cultivation theory where television was a source of dissatisfaction, no online media is a source of dissatisfaction (Rahman, 310).

All the respondents were educated females studying in different institutions in the city. Positive results on body image dissatisfaction prove that being educated has nothing to do with how dissatisfied a woman can be with her appearance.

A positive affiliation was found between fear appeals and the internalization of thin ideas and social comparison as well. This shows when made afraid or guilty about their physical appearance females tend to internalize thin ideals from these messages. The same is the case with the social comparison that fear of not being able to fit in society leads females toward self-comparison.

The relation of internalization of the thin ideal and social comparison with body image dissatisfaction is most obvious and has been proved by many researchers (Thompson, et al. 51; Rogders 11; Berg 1009). In this research almost, the same level of correlation was found body image dissatisfaction between these two mediators.

One of the most important results was the claim that fear marketing is directly correlated with body image dissatisfaction, which is not part of the original TMI model. This claim was made based on different literature about body image dissatisfaction. A medium level of correlation was found between these two variables approve the claim that such messages containing fear psychologically affect the message processing power of females and it can directly cause dissatisfaction which can be seen in their changed behaviors.

Two mediators, social comparison and idealization which are part of the original model were tested as mediators of IV and DV. Significant mediation was found with both variables which mean when exposed to fear and guilt people tend to internalize the "perfection" shown in the message and try to embrace that behavior. when they fail to do so, they become dissatisfied. On the other side, such a situation leads to increased compared with those perfections that may make people dissatisfied.

Practical implications

The intent of this study was not to blame media as solely responsible for growing body image concerns as several other factors are responsible for such concerns like the culture of the country and ethnicity (Rochelle et al. 310), materialism (Rahman 102) parents, peers. The very reason to conduct this research was to make marketers aware of the negative consequences of their messages on viewers. Just like in past researches have criticized the ethicality of fear appeals in social marketing that those fear appeals induce a sense of guilt and shame among the message recipients rather than doing any good (Boss 837). The Ethicality of these messages should be questioned if they are impacting the same as fear does.

Another aspect that marketers must consider is that research has proved that excessive use of fear may reduce the effectiveness of messages or reaction to these messages may be counterproductive (Ruiter et al. 63). So, there could be a chance that using fear in a message may reduce the effectiveness of these messages. So, while designing the messages, marketers must carefully consider their content, so they may not negatively harm the recipient as well as their marketing campaign.

Limitations

Firstly, the study has been conducted on the premises of Sahiwal city only. Secondly, data were collected from educated females studying in different universities in Sahiwal. The study didn't take less educated or illiterate females as in the region of South Punjab only a part of females reaches the university level education (Abbas 1).

Scope of Research

This research can be applied to other cities of Punjab and other provinces to assess the generalizability of this proposed model in the whole of Punjab especially in rural areas of Pakistan.

As from demographic information, it has been observed that most of the females look for online media sources for information or entertainment purposes. Future research can be conducted on the role of online media sources like Facebook, Twitter, Instagram, etc. in developing body image dissatisfaction among females in Pakistan (Jasmin, & Vartanian 16; Salomon, 13).

This proposed model can be used to explain the impact of fear marketing on elderly women (Brennan et al., 130).

Again, body image concerns in males are growing just as in females (Calzo et al. 13). This model can be applied to males to assess their body image concerns as males are also pressurized to achieve muscular physical appearance (Patino 5).

This model hasn't tested the full model as there are few other variables of psychological consequences that are the results of body image dissatisfaction (Bruch 73; Laliberte 01). In the future, researchers can test the rest of the TMI model variables while taking the fear of marketing as their predictor.

As results have shown that online media sources have completely replaced other media sources as a source of information for females so, in future, studies can be conducted on the independent contribution of online media as a source of fear among youngsters as social media has been proved to be the greatest source of body image concerns in many studies (Vartanian, & Fardouly, 4; Ferguson, & Galindo, 5).

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