

**A QUANTITATIVE STUDY ON THE PHYSICAL AND
PSYCHOLOGICAL IMPACTS ON FASHION MODELS DUE TO
UNREALISTIC BEAUTY STANDARDS**

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(2021-2023)**

Certificate

This is to certify that this dissertation titled “A QUANTITATIVE STUDY ON THE PHYSICAL AND PSYCHOLOGICAL IMPACTS ON FASHION MODELS DUE TO UNREALISTIC BEAUTY STANDARDS” is a record of genuine and original work done by NEELIMA S (210011034064) of 4th Semester Master of Social Work course of this college under my guidance and supervision and it is hereby approved for submission.

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I hereby declare that the results obtained in this research have not been submitted to any other University or Institute for the award of any degree or diploma, to the best of my knowledge and belief.

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ABSTRACT

With the fashion industry's pervasive emphasis on slender figures, flawless skin, and a specific body shape, models often face considerable pressure to conform to these ideals. This study seeks to uncover the extent to which these beauty standards impact the well-being of models and their overall health. The study will assess various aspects, including mental health and physical health issues. Additionally, the research will examine the correlation between exposure to unrealistic beauty standards, pressure from industry professionals, and the reported impacts on models' well-being. The findings of this study have significant implications for both the fashion industry and society at large. By quantitatively analysing the physical and psychological impacts experienced by fashion models, the research can shed light on the potential harms caused by unrealistic beauty standards. These findings may serve as a basis for implementing interventions and policy changes within the fashion industry to promote healthier and more inclusive beauty ideals. Ultimately, this study strives to contribute to a better understanding of the complex relationship between beauty standards, the modelling industry, and individual well-being. By quantifying the impacts, stakeholders can work together to create a more supportive and empowering environment for fashion models, fostering positive body image, mental health, and overall wellness in the industry.

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CHAPTER 1

INTRODUCTION

1. Introduction

In the world of fashion, beauty standards have long played a dominant role, shaping the industry and influencing society's perception of beauty. Fashion models, as the embodiment of these standards, face immense pressure to conform to often unrealistic ideals. This study aims to explore the quantitative aspects of the physical and psychological impacts experienced by fashion models as a result of these unrealistic beauty standards. The fashion industry has been criticized for perpetuating narrow definitions of beauty, favoring underweight bodies, flawless complexions, and specific body proportions. As a consequence, fashion models are frequently subjected to rigorous standards that can have profound effects on their well-being. By focusing on the quantitative aspects of this issue, this study seeks to provide a comprehensive analysis of the extent and severity of these impacts. Physically, fashion models are frequently expected to maintain low body weights and conform to specific body measurements. This often leads to unhealthy practices such as extreme dieting, excessive exercise, and in some cases, the development of eating disorders. By quantifying the physical effects of these beauty standards, this study aims to shed light on the prevalence and severity of these issues within the industry. Moreover, the psychological toll of striving for unrealistic beauty standards cannot be overlooked. Fashion models often experience intense pressure to maintain a flawless appearance, leading to low self-esteem, body dissatisfaction, and mental health challenges. Through quantitative measurements of psychological well-being, this research aims to provide concrete evidence of the psychological impact faced by fashion models within the context of unrealistic beauty standards. It is hoped that this research will pave the way for more inclusive and healthier beauty standards within the fashion industry, promoting the well-being and diversity of all those involved. The fashion industry often

promotes narrow and unattainable beauty standards, emphasizing thinness, flawless skin, and specific body proportions. Fashion models frequently resort to extreme measures to meet the industry's beauty standards, such as strict dieting, excessive exercise, and unhealthy weight management practices. The relentless pursuit of perfection and the constant scrutiny faced by fashion models can take a toll on their mental well-being. They often experience low self-esteem, body dissatisfaction, anxiety, depression, and other psychological challenges. These impacts can have long-lasting effects on their overall mental health and quality of life.

Conducting a quantitative study allows for the measurement and assessment of the prevalence and severity of physical and psychological impacts among fashion models. Gathering data on factors such as body weight, body image perceptions, psychological distress levels, and prevalence of disordered eating behaviors can provide a clearer understanding of the scope of the problem. The fashion industry's competitive nature, emphasis on appearance, and pressure to conform contribute significantly to the perpetuation of unrealistic beauty standards. Understanding the role of industry pressure and culture is crucial to comprehending the root causes of the physical and psychological impacts experienced by fashion models. The physical and psychological impacts on fashion models have implications for their overall health and well-being. It is important to address these issues to safeguard the health of individuals within the industry and promote a healthier and more inclusive environment. This research can inform interventions, policies, and support systems aimed at promoting healthier practices, body positivity, and diverse representations in fashion. By considering these key factors, researchers and stakeholders can gain insights into the complex relationship between unrealistic beauty standards, the fashion industry, and the physical and psychological well-being of fashion models.

The variables of the study include fashion models, unrealistic beauty standards and the physical and psychological impacts that these standards create in fashion models.

1.1 Fashion Models

Fashion models are individuals who showcase clothing, accessories, and other fashion products on the runway, in print advertisements, or in digital media. They serve as visual representations of the fashion industry's creative vision and help promote and market fashion brands and designers.

Fashion models can be categorized into various types based on their specific areas of expertise and physical attributes. These categories include runway models, editorial models, commercial models, plus-size models, fitness models.

1.1.1. Runway Models: Runway models, also known as fashion models or catwalk models, walk the runway during fashion shows to present the latest collections of designers. They showcase the garments and accessories while maintaining poise, confidence, and an ability to showcase the designer's vision.

1.1.2 Editorial Models: Editorial models are featured in fashion magazines, catalogs, and other editorial publications. They are known for their photogenic qualities and the ability to convey a story or concept through their poses and expressions.

1.1.3 Commercial Models: Commercial models are typically hired for advertising campaigns, television commercials, e-commerce websites, and other promotional materials. They represent a broader range of ages, body types, and ethnicities to appeal to a diverse consumer base.

Fashion models play a significant role in bringing fashion designs to life and influencing consumer perceptions and choices. Their work requires professionalism,

adaptability, and the ability to collaborate with a diverse range of professionals in the fashion industry.

1.2 Fashion Industry and Unrealistic Beauty Expectations

The fashion industry is closely associated with unrealistic expectations, both for those working within the industry and for consumers. These expectations are fueled by several factors:

- 1.2.1 **Idealized Beauty Standards:** The fashion industry often promotes a limited and narrow definition of beauty, emphasizing specific body types, facial features, and physical attributes that are considered desirable. These idealized standards create an unrealistic benchmark for individuals to meet, leading to feelings of inadequacy and a negative body image.
- 1.2.2 **Photoshopping and Image Manipulation:** Fashion magazines, advertisements, and online platforms frequently use image manipulation techniques to enhance the appearance of models and products. This alteration of reality creates a distorted representation of beauty and sets unattainable standards for individuals to achieve.
- 1.2.3 **Size and Shape Expectations:** The fashion industry has long been criticized for its promotion of thinness as the ideal body shape. Models are often expected to maintain extremely thin figures, which can be unattainable and unhealthy for many individuals. This perpetuates a culture of body shaming and can contribute to the development of eating disorders and other physical and psychological health issues.
- 1.2.4 **Pressure to Conform:** The fashion industry operates on trends and constantly changing styles, leading to a pressure to conform to the latest fashion dictates.

This pressure can result in individuals feeling compelled to constantly update their wardrobe, follow specific beauty routines, and strive for a flawless appearance. The constant pursuit of staying "on-trend" can be exhausting and financially burdensome.

1.2.5 **Unrealistic Career Expectations:** The fashion industry is highly competitive, and aspiring professionals often face unrealistic expectations regarding success and fame. The perception of overnight success and the glamour associated with the industry can overshadow the reality of hard work, dedication, and perseverance required for a sustainable career.

1.2.6 **Limited Diversity and Representation:** Historically, the fashion industry has been criticized for its lack of diversity and limited representation of different body types, ethnicities, and ages. This lack of inclusivity reinforces unrealistic beauty standards that do not reflect the diverse population, leading to feelings of exclusion and inadequacy among individuals who do not fit the narrow mold.

It is important to acknowledge the detrimental effects of these unrealistic expectations and work towards creating a more inclusive and diverse fashion industry. Initiatives that promote body positivity, challenge beauty norms, and celebrate individuality can help to counteract the unrealistic expectations and foster a healthier and more empowering environment for all individuals involved in the industry. Unrealistic beauty standards refer to societal or industry-defined ideals of physical appearance that are unattainable or difficult to achieve for the majority of individuals. In the context of the fashion industry, these standards often revolve around specific body types, facial features, and overall physical attributes that are considered desirable. Such standards promote a narrow and homogeneous definition of beauty, emphasizing thinness,

flawless skin, symmetrical features, and a particular body shape. Fashion models play a pivotal role in the promotion and dissemination of these unrealistic beauty standards. As the visual representations of fashion brands and trends, they are expected to embody and showcase the industry's ideals. However, these ideals often diverge significantly from the natural diversity of human bodies and can have detrimental effects on the well-being of models.

1.3 Physical Impacts

The emphasis on unrealistic beauty standards places immense pressure on fashion models to conform to these ideals, often leading to physical and psychological challenges. Models may engage in extreme dieting, disordered eating patterns, and harmful practices to achieve and maintain the desired body shape. This can result in the development of eating disorders, malnutrition, and a range of physical health issues. Constant scrutiny of their appearance, comparison to idealized images, and the pressure to maintain a certain image can lead to body dissatisfaction, low self-esteem, anxiety, depression, and other mental health concerns. It is essential to recognize that these unrealistic beauty standards are not limited to the fashion industry alone. They are perpetuated and reinforced by media, advertising, and societal pressures, creating an environment where individuals feel compelled to conform to these ideals in various aspects of their lives. However, within the fashion industry, the impact on models is particularly pronounced due to their direct involvement in representing and embodying these standards.

By conducting a quantitative analysis of the physical and psychological impacts experienced by fashion models due to unrealistic beauty standards, this dissertation aims to shed light on the specific challenges faced by these individuals within the

context of their profession. It seeks to provide empirical evidence of the prevalence and severity of these impacts and contribute to a better understanding of the consequences of perpetuating unattainable beauty ideals within the fashion industry. Ultimately, the goal is to encourage discussions and promote changes that lead to more inclusive and healthier beauty standards in the fashion industry and society as a whole. The pursuit of unrealistic beauty standards in the fashion industry can have severe physical impacts on fashion models, including the development of eating disorders. Fashion models are often expected to maintain extremely thin body shapes, which may require them to engage in restrictive diets, excessive exercise, and unhealthy weight control behaviors. These behaviors can lead to the following eating disorders:

- 1.3.1 Anorexia Nervosa: Fashion models may develop anorexia nervosa, characterized by a relentless pursuit of thinness, extreme calorie restriction, and a distorted body image. This disorder can lead to severe malnutrition, weight loss, and physical complications such as electrolyte imbalances, organ damage, and weakened immune system.
- 1.3.2 Bulimia Nervosa: Some fashion models may resort to bulimic behaviors, including episodes of binge eating followed by purging through self-induced vomiting or misuse of laxatives or diuretics. Bulimia nervosa can result in electrolyte imbalances, tooth decay, esophageal damage, gastrointestinal issues, and other medical complications.
- 1.3.3 Binge Eating Disorder: The pressure to maintain a specific body shape and weight can also contribute to binge eating disorder among fashion models. Binge eating disorder involves recurrent episodes of uncontrollable overeating, often accompanied by feelings of guilt and distress. This can lead to weight gain,

obesity, and related health problems such as diabetes, heart disease, and high blood pressure.

- 1.3.4 Orthorexia Nervosa: While not yet recognized as an official eating disorder in diagnostic manuals, orthorexia nervosa is a condition where individuals become obsessively fixated on eating only "clean" and "healthy" foods. Fashion models may develop this condition as they strive to maintain a perceived ideal of a flawless diet. This rigid and restrictive eating pattern can lead to nutrient deficiencies, social isolation, and impaired psychological well-being.

Apart from eating disorders, the pursuit of unrealistic beauty standards may also result in other physical health consequences for fashion models, including:

Nutritional Deficiencies: Restrictive diets and extreme weight control measures can lead to inadequate intake of essential nutrients, vitamins, and minerals. This can result in deficiencies that impact overall health, immune function, bone density, and reproductive health.

Hormonal Imbalances: Extreme weight loss, low body fat, and irregular eating patterns can disrupt the normal hormonal balance in the body. Hormonal imbalances can affect menstrual cycles, fertility, bone health, and energy levels.

Fatigue and Exhaustion: The demanding nature of the fashion industry, combined with the pressure to maintain a certain appearance, can lead to physical exhaustion and chronic fatigue among fashion models. Long hours, frequent travel, and irregular sleep patterns can further contribute to overall fatigue and compromised well-being.

It is crucial to recognize and address these physical impacts on fashion models to promote their health and well-being. By understanding the relationship between

unrealistic beauty standards and eating disorders, steps can be taken to foster healthier and more inclusive beauty ideals within the fashion industry, ensuring the physical well-being of models and challenging the damaging standards that currently prevail.

1.4 Psychological Impacts

The unrealistic beauty standards prevalent in the fashion industry can have significant psychological impacts on fashion models. The constant pressure to meet these standards, coupled with the scrutiny of their appearance, can lead to various mental health challenges, including depression, anxiety, and stress. Some of the psychological impacts experienced by fashion models due to unrealistic beauty standards are as follows:

- 1.4.1 Depression: “a mood disorder that is marked by varying degrees of sadness, despair, and loneliness and that is typically accompanied by inactivity, guilt, loss of concentration, social withdrawal, sleep disturbances, and sometimes suicidal tendencies.” (“Definition of Depression,” 2023) The relentless pursuit of an idealized appearance can contribute to feelings of inadequacy, self-doubt, and low self-esteem among fashion models. The constant comparison to idealized images and the fear of not meeting expectations can lead to depressive symptoms. Additionally, the cyclical nature of the industry, with periods of intense work followed by periods of uncertainty and competition, can exacerbate feelings of depression.
- 1.4.2 Anxiety: “Anxiety is an emotion characterized by feelings of tension, worried thoughts, and physical changes like increased blood pressure. Fashion models often experience high levels of performance anxiety and social anxiety.” (“Anxiety,” n.d.) The pressure to constantly look their best, walk the runway

flawlessly, and maintain a certain image can lead to heightened anxiety levels. The fear of judgment, criticism, and rejection can result in anticipatory anxiety and overall distress. Additionally, the unpredictable nature of the industry and the constant need to secure jobs can contribute to generalized anxiety and stress.

- 1.4.3 Stress: “Stress can be defined as a state of worry or mental tension caused by a difficult situation.” (*Stress*, 2022) The high demands of the fashion industry, including long working hours, extensive travel, and the pressure to meet tight deadlines, can lead to chronic stress and burnout among fashion models. The intense competition and constant need to maintain a certain appearance can be emotionally and physically draining. This chronic stress can impact mental well-being, overall health, and lead to a decreased ability to cope with everyday challenges.

It is crucial to address these psychological impacts and prioritize the mental well-being of fashion models. Promoting a more inclusive and diverse representation of beauty within the fashion industry, providing adequate support systems, and implementing policies that prioritize models' mental health can contribute to a healthier and more sustainable work environment. By challenging and redefining unrealistic beauty standards, the industry can create a positive and empowering atmosphere for fashion models, fostering their psychological well-being and overall life satisfaction.

1.5 Global, Local Scenario

It's challenging to determine the frequency of eating disorder behaviors in the modeling and fashion industries for a number of reasons. To start, models frequently conceal the expectations and pressures imposed on them out of concern for punishment from their agency or brands. In addition, the rise of social media has led to a greater number of

people being viewed as models than ever before. It is difficult to get data from every fashion, paper, and social media model. Models are still complaining about being pushed to unattainable beauty standards and being pressured to uphold those standards, despite the harm to their physical or mental health, regardless of the variations in the media. Approximately 40% of models engage in disordered eating, although the experts believe this number to be much higher.

1. 62% of models polled by The Model Alliance reported being asked to have to lose weight or change their shape or size by their agency or someone else in the industry.
2. 54% of models report skipping meals.
3. 39% of models report using intravenous (IV) drips to offset malnourishment from eating disorder behaviors.
4. 25% of models report using self-induced vomiting behaviors.
5. Eighty-one percent of models reported having a Body Mass Index (BMI) classified as underweight, and many said they faced significant pressure from modeling agencies to lose weight.
6. 54% of models were told to lose weight and that they would not book jobs if they didn't .
7. 21% of models were told by their agency that they would stop representing them unless they lost weight.
8. Over 9% of models had been recommended to have plastic surgery.

Research suggests that a significant number of fashion models in India experience body image issues due to the pressure to conform to specific beauty standards. A study

conducted in 2016 by the National Institute of Fashion Technology (NIFT) and Delhi University found that nearly 81% of female fashion models in India had body image concern. While specific statistics on eating disorders among Indian fashion models are limited, there is evidence to suggest that the prevalence of eating disorders is a concern. According to a study published in the Indian Journal of Psychiatry in 2018, the prevalence of eating disorders in India is estimated to be around 2.2% among females. It is likely that fashion models are at an increased risk due to the emphasis on thinness and specific body proportions. The demanding nature of the fashion industry and the pressure to meet unrealistic beauty standards can have a significant impact on the mental health of models. A study published in the International Journal of Research in Medical Sciences in 2018 found that 71.4% of female fashion models in India experienced psychological distress. While there is limited data on substance abuse specifically among Indian fashion models, it is important to note that substance abuse can be a coping mechanism for individuals experiencing high levels of stress and pressure. Models in the fashion industry may also face unique challenges, but specific statistics on this issue are not readily available. The fashion industry in India has faced criticism for the lack of regulations and standards that protect the well-being of models. The absence of comprehensive data and reporting systems makes it challenging to track and address the specific physical and psychological impacts faced by fashion models.

In the state of Kerala, India, the fashion industry has cultural and traditional influence. Kerala has a rich cultural heritage and traditional aesthetic preferences that can influence the beauty standards in the fashion industry. Traditional attire, such as sarees and mundu, may be celebrated, and models are expected to conform to the cultural ideals of elegance and grace. Kerala is known for its high literacy rates and emphasis on education. This focus on education has led to increased awareness and discussions

around body image issues, mental health, and the impact of unrealistic beauty standards. The society's awareness can contribute to a more nuanced understanding of these issues within the fashion industry. Kerala has witnessed a shift towards promoting diversity and inclusivity in recent years. The fashion industry has begun embracing models of different body types, skin tones, and ethnic backgrounds. This inclusivity aims to challenge traditional beauty standards and celebrate the diversity of Kerala's population. Kerala's cultural norms often emphasize modesty and minimalism. This can influence the fashion industry, with a focus on more modest and understated styles. Models may be expected to adhere to these aesthetic preferences, which can impact their body image and self-esteem. Kerala has been proactive in addressing mental health issues and promoting mental health awareness. This focus on mental health can extend to the fashion industry, with a growing recognition of the need to prioritize models' well-being and provide support for their mental health challenges. Kerala has also witnessed a rising interest in sustainable and ethical fashion. This shift towards conscious fashion promotes a more holistic and inclusive approach to beauty, focusing on the well-being of both models and the environment. Like elsewhere, the influence of social media and the rise of influencers play a role in shaping beauty standards in Kerala's fashion industry. The pressure to present an idealized image online can contribute to body image concerns and mental health issues among models and aspiring individuals. As Kerala continues to progress, there is a growing recognition of the need for a more inclusive and diverse fashion industry that prioritizes the well-being of models and challenges unrealistic beauty standards. This includes fostering mental health support systems, embracing diversity, and promoting sustainable and ethical practices.

1.6 Prevalence of the Study

The prevalence of studying the physical and psychological impacts among fashion models due to unrealistic beauty standards has increased in recent years. Research and awareness have grown regarding the potential negative consequences that these standards can have on the well-being of models. Fashion models are often expected to conform to very specific and often unattainable beauty standards, which can lead to body image issues. They may feel pressure to maintain extremely thin figures or specific body proportions, which can contribute to body dissatisfaction, disordered eating behaviors, and low self-esteem. The fashion industry has been associated with an increased risk of developing eating disorders such as anorexia nervosa, bulimia nervosa, and binge eating disorder. The pressure to maintain a certain body shape or size can lead to unhealthy eating habits, restrictive diets, and excessive exercise. Unrealistic beauty standards can also have significant psychological impacts on fashion models. Constant scrutiny of their appearance, comparison to other models, and the need for constant validation can contribute to anxiety, depression, and other mental health issues. Some models may turn to substance abuse, such as drugs or alcohol, as a means of coping with the pressures and stress of the industry. Substance abuse can further exacerbate physical and mental health problems and can be a response to the demanding nature of the industry. Models who do not fit into the narrow beauty standards may experience diminished self-esteem and a sense of not being valued. This can affect their overall sense of self-worth and potentially lead to long-term emotional difficulties. There has been an increasing push within the fashion industry to promote diversity, inclusivity, and body positivity. Brands and designers are starting to showcase models of different body types, sizes, ages, and ethnic backgrounds. This movement aims to challenge the unrealistic beauty standards and promote healthier and more realistic ideals of beauty. Various organizations, models, and individuals have emerged

to advocate for better working conditions, fair treatment, and improved representation within the fashion industry. Support networks and resources are being developed to provide assistance to models dealing with the physical and psychological impacts of unrealistic beauty standards. While progress is being made, it is important to recognize that there is still work to be done to address the negative impacts of unrealistic beauty standards on fashion models. Continued research, education, and advocacy are vital in promoting positive change and ensuring the well-being of those in the industry.

CHAPTER 2

REVIEW OF

LITERATURE

2. Introduction

In the past, being a fashion model was almost synonymous with anorexia/bulimia, and even today, there are cases of eating disorders in young women whose ambition is to become a top model. Moreover, stress can play a substantial role within ill health via related behaviors such as smoking, substance abuse, and inappropriate eating. A healthy body and mind are at odds with the unattainable ideal of physical perfection promoted by the fashion industry. When it comes to the clothing you select to wear, there is more than meets the eye. Our clothing choices have a variety of psychological effects. Fashion significantly influences how people's mental attitudes, political or religious culture, and gender roles are expressed in the present. In the fashion business, there has long been debate over whether there is a link between artistic talent and mental illness. People may view you more favorably if you dress according to the most recent trends because you are abiding by the social norms of the day.

One out of every five models is put off by criticism. The fashion imposter syndrome has affected these fashion models. It is a psychological state of self-doubt where adopting new fashion trends outside of one's comfort zone causes them to feel unauthentic in their own skin and lack confidence. Since fashions shift so quickly, it is impossible to keep up with them. Nearly half of respondents say they have experienced fashion imposter syndrome, which makes us feel unauthentic and insecure when we try new fashion trends and styles that are outside of our comfort zones. Both a profession and a culture, fashion is both. The International Conference on Addiction and Associated Disorders estimates that the fashion business has the highest rate of mental illness at 25%. Glamour is the fashion industry's middle name. This puts a heavy load on the industry, making everyone in it constantly doubt themselves. As a result, those in the field are constantly under pressure, which makes them overwork themselves to

keep current. The systemic and constant pressures in the fashion industry put employers and workers at risk for a variety of mental health problems. According to a 2012 study from Northwestern University, wearing certain clothes has a tangible effect on the wearer's psychology and performance. This concept is known as "enclothed cognition," (*Research Guides: .Fashion: Exhibitions and Research Collections*, n.d.) which refers to the symbolic meaning of fashion and its influence on mental state.

Theoretical frameworks play a crucial role in understanding and interpreting the complex dynamics underlying the physical and psychological impacts experienced by fashion models due to unrealistic beauty standards. In this chapter, we delve into the theories and conceptual models that provide insights into the underlying factors, processes, and mechanisms involved in this phenomenon. By exploring these theories, we aim to shed light on the multifaceted nature of the issue and offer a theoretical foundation for our research. Theories related to the physical and psychological impacts among fashion models due to unrealistic beauty standards encompass a range of disciplines, including psychology, sociology, and media studies. These theories provide valuable frameworks for understanding how beauty standards are constructed, internalized, and perpetuated within the fashion industry and society at large. Some of the theories are:

2.1 Theories and Models

1. **Social Comparison Theory:** Social comparison theory suggests that people value their own personal and social worth by assessing how they compare to others. (MSEd, 2022) Developed by psychologist Leon Festinger, the Social Comparison Theory posits that individuals determine their own self-worth and evaluate themselves by comparing themselves to others. In the context of

fashion models, this theory suggests that they may engage in constant comparisons with other models, industry standards, and idealized images of beauty. Such comparisons can lead to negative self-perceptions, body dissatisfaction, and the internalization of unrealistic beauty standards.

2. **Objectification Theory:** Objectification Theory, proposed by psychologists Barbara Fredrickson and Tomi-Ann Roberts, highlights how individuals can be reduced to mere objects, valued primarily for their appearance. In the fashion industry, objectification is prevalent, with models often seen as objects to showcase clothing and embody beauty standards. This objectification can contribute to body dissatisfaction, self-objectification, and negative psychological consequences among fashion models.
3. **Sociocultural Perspective on Body Image:** The sociocultural perspective emphasizes the role of societal and cultural factors in shaping body image ideals and individuals' experiences of their bodies. In the context of fashion models, societal pressures, media representations, and the fashion industry's standards play a significant role in promoting unrealistic beauty ideals. This perspective suggests that fashion models are influenced by external factors and social norms that perpetuate the pursuit of an idealized body, leading to physical and psychological consequences.
4. **Self-Objectification Theory:** Self-Objectification Theory, based on the work of Thomas Cash, proposes that individuals internalize an observer's perspective on their own bodies. In the case of fashion models, they may constantly monitor their appearance and strive to meet the industry's narrow beauty standards,

treating themselves as objects to be evaluated. This self-objectification can lead to negative body image, low self-esteem, and psychological distress.

5. **Cognitive-Behavioral Theory:** Cognitive-Behavioral Theory posits that our thoughts, emotions, and behaviors are interconnected. In the context of fashion models, the pressures and demands of conforming to unrealistic beauty standards can contribute to negative self-perceptions, distorted thoughts about body image, and increased self-criticism. These cognitive factors can influence the development and maintenance of depression, anxiety, and stress among fashion models.
6. **Transactional Model of Stress and Coping:** The Transactional Model of Stress and Coping, proposed by Richard Lazarus and Susan Folkman, suggests that stress arises from the interaction between individuals and their environment. Fashion models may experience chronic stress due to the constant pressure to meet unrealistic beauty standards, intense competition, and demanding work environments. This chronic stress can contribute to the development of depression and anxiety symptoms. The model also emphasizes the importance of coping mechanisms in dealing with stress. Investigating coping strategies used by fashion models can provide insights into their mental health outcomes.
7. **Social Support Theory:** Social Support Theory emphasizes the role of social relationships in buffering the negative impact of stress on mental health. Fashion models who lack adequate social support systems may be more vulnerable to depression, anxiety, and stress. The competitive nature of the fashion industry, coupled with the scrutiny and isolation experienced by models, can contribute to a lack of social support. Understanding the role of social

support in mitigating the psychological impacts of unrealistic beauty standards can inform interventions and support systems for fashion models.

8. **Sociocultural Theory:** The Sociocultural Theory of eating disorders posits that societal and cultural factors play a significant role in the development of disordered eating behaviors. In the fashion industry, where unrealistic beauty standards prevail, fashion models may internalize and strive to conform to these ideals. This theory suggests that the pressure to achieve and maintain a specific body shape and size can contribute to the development of eating disorders among fashion models.
9. **Symbolic Interactionism:** This theory focuses on how individuals in the fashion industry, including fashion models, create and interpret meaning through symbols and interactions. It emphasizes the role of social interactions, personal interpretations, and the construction of identity within the fashion world.
10. **The Fashion Cycle:** This theory suggests that fashion trends go through a cycle of emergence, acceptance, saturation, and decline. Fashion models play a crucial role in promoting new trends during the acceptance stage, and their popularity can influence the overall success of a particular fashion style.
11. **The Fashion System:** This concept, proposed by sociologist Roland Barthes, views fashion as a complex system that includes various elements such as designers, manufacturers, retailers, consumers, and fashion models. It explores the interdependencies and relationships between these elements and how they collectively shape the fashion industry.
12. **The Gaze Theory:** Originating from feminist theory, the gaze theory examines the power dynamics and objectification within the fashion industry. It suggests

that fashion models are often subjected to the male gaze, where they are objectified and viewed as passive objects of desire. This theory highlights the need to challenge and redefine societal norms and perceptions of beauty.

13. **The Beauty Myth:** Coined by Naomi Wolf, the beauty myth theory argues that beauty standards and ideals promoted by the fashion industry can be oppressive and limiting, particularly for women. Fashion models often embody these ideals, and their portrayal can perpetuate unrealistic expectations and contribute to body image issues and self-esteem problems.
14. **Cultural Appropriation:** This theory addresses the issue of borrowing or adopting elements of a different culture without proper understanding or respect. In the fashion industry, cultural appropriation can occur when fashion models or designers use cultural symbols, styles, or traditional clothing without acknowledging their significance or historical context.
15. **Social Media and Influencer Culture:** With the rise of social media platforms, a new theory has emerged that explores the impact of influencers, including fashion models, on consumer behavior and brand promotion. This theory examines how fashion models leverage their online presence to shape trends, promote products, and engage with their audience.
16. **Cultivation Theory:** Cultivation theory proposes that repeated exposure to media over time influences perceptions of social reality. (Vinney, 2019) explores how exposure to media, including fashion advertisements and runway shows, can shape individuals' beliefs, attitudes, and behaviors. This theory suggests that continuous exposure to images of idealized beauty in the fashion industry may lead to internalization of unrealistic beauty standards and subsequent negative

self-perceptions among models. Intersectionality, a framework rooted in feminist theory, recognizes that individuals' experiences are shaped by the interaction of multiple social categories, such as race, gender, and socioeconomic status. Applying this lens to the experiences of fashion models allows for an understanding of how different forms of identity intersect and influence their experiences with unrealistic beauty standards.

These theories provide different perspectives and frameworks for analyzing the role of fashion models and the dynamics within the fashion industry. They help us understand the complex interactions, power dynamics, and cultural implications associated with fashion and modeling. Provides frameworks for investigating body image dissatisfaction, self-objectification, social comparisons, and the psychological consequences of conforming to unrealistic beauty ideals. Incorporating these theories into a quantitative study allows for a deeper understanding of the complex interplay between unrealistic beauty standards and the physical and psychological well-being of fashion models. By considering these theories, researchers can explore the complex relationships between unrealistic beauty standards and the variables of depression, anxiety, and stress among fashion models. These theories highlight the role of cognitive factors, stress processes, and social support in influencing mental health outcomes.

Fashion models are expected to meet certain physical standards set by the industry. These standards have traditionally emphasized tall height, slender build, and specific measurements. However, there has been a growing movement towards inclusivity and diversity, with the industry embracing models of different sizes, ethnicities, ages, and gender identities. Fashion models often work with modeling agencies that help them find job opportunities, negotiate contracts, and manage their careers. These agencies act as intermediaries between models and clients, connecting them with fashion brands,

designers, and photographers. The fashion industry is renowned for its influence on societal beauty standards, often presenting images of perfection that are unattainable for the majority of individuals. Fashion models, who serve as the embodiment of these ideals, bear the brunt of these unrealistic beauty standards. The fashion industry has faced criticism for promoting unrealistic beauty standards and unhealthy practices. In recent years, there has been a push for more inclusive representation, body positivity, and the promotion of diverse beauty ideals. Efforts are being made to prioritize the well-being and mental health of models and to challenge traditional norms.

In the context of the physical and psychological impacts among fashion models due to unrealistic beauty standards, various models and frameworks have been developed to provide insights into the complexities of this issue. These models serve as conceptual tools to understand the interplay of factors, processes, and outcomes involved in the experiences of fashion models. The key models that are relevant to comprehending the dynamics and implications of unrealistic beauty standards on models' well-being are:

1. **Socio-Cultural Model.** This model emphasizes the role of societal and cultural factors in shaping beauty ideals and their impact on individuals. Within the fashion industry, societal norms, media representations, and consumer preferences collectively contribute to the perpetuation of unrealistic beauty standards. The Socio-Cultural Model helps illuminate how these external influences shape models' body image, self-esteem, and well-being.
2. **The Tripartite Influence Model** is another valuable framework that integrates three key sources of influence: media, peers, and parents. This model explores how these influences interact to shape individuals' perceptions and behaviors

related to appearance. For fashion models, media representations of idealized beauty, comparisons with peers, and familial support or pressure can significantly impact their experiences with unrealistic beauty standards.

3. Cognitive-Behavioral Model describe the relationship between cognitions, emotions and behaviors in the onset and maintenance of psychological disorders. (O'Shea, 2017) provides insights into the thought processes and behaviors associated with body image dissatisfaction and related psychological distress. This model suggests that distorted body image perceptions, negative self-talk, and maladaptive coping strategies can contribute to the psychological impacts experienced by fashion models. Understanding these cognitive and behavioral factors can inform interventions and support strategies aimed at promoting positive body image and well-being.
4. Social Identity Model explains the effects of anonymity and identifiability on group behavior.(Ellemers, 2017) Stress posits that individuals' self-concept and identity are influenced by their membership in specific social groups. Within the fashion industry, models may experience stress and pressure to conform to idealized beauty standards due to their identity as fashion models. This model helps explain how social identity influences models' self-perceptions, self-worth, and vulnerability to the physical and psychological impacts of unrealistic beauty standards.

These models offer insights into potential intervention strategies, support systems, and policy recommendations to promote healthier beauty standards within the fashion industry.

The influence of unrealistic beauty standards on fashion models has sparked significant discussion and debate regarding the need for policies to protect their physical and psychological well-being. By examining the correlation between exposure to unattainable beauty ideals and the detrimental effects on models' bodies and minds, such research underscores the necessity for comprehensive policies aimed at safeguarding their health and promoting a more inclusive and sustainable industry. This connection between the models of unrealistic beauty standards and the policies for their protection highlights the importance of addressing the systemic issues within the fashion industry to create a healthier environment for models and foster more diverse and realistic beauty standards. These policies serve as guidelines, regulations, and initiatives that aim to protect the well-being of models, promote inclusivity, and address the harmful effects of beauty standards. Reflect the recognition of the need to address the physical and psychological challenges faced by fashion models, as well as the responsibility to create a more supportive and inclusive industry environment. Policies include:

2.2 Policies and Programmes

1. Health and safety regulations. These policies focus on safeguarding the well-being of fashion models by addressing issues such as working conditions, hours of work, breaks, and access to healthy food. Such regulations aim to protect models from the potential harm associated with unrealistic beauty standards, such as underweight or unhealthy body mass index (BMI), and provide a framework for promoting their physical health and safety.
2. Age restrictions and regulations are also relevant policies in the fashion industry. These policies aim to protect young and vulnerable individuals from

potential exploitation and harm by establishing minimum age requirements for fashion modeling. By setting age limits, policymakers seek to ensure that models have the physical and emotional maturity necessary to navigate the demands and pressures of the industry without compromising their well-being.

3. Body diversity and inclusivity policies have gained significant attention in recent years. These policies encourage a more diverse representation of body sizes, shapes, and ethnicities within the fashion industry. By challenging the narrow and unrealistic beauty standards, these policies aim to promote positive body image, self-acceptance, and reduce the psychological impacts faced by models.
4. Ethical advertising and image editing guidelines are another important aspect of policies related to this topic. These guidelines aim to regulate the use of excessive image retouching and manipulation in fashion advertisements, promoting more realistic representations of beauty. By discouraging the use of heavily edited images, policymakers aim to combat the negative impact on models' self-perception and contribute to a more authentic and inclusive industry.

Moreover, policies related to education and support programs have been developed to provide models with resources and support for their physical and psychological well-being. These initiatives may include mandatory educational programs on body positivity, mental health, and coping mechanisms to navigate the pressures of the industry. By integrating such programs, policymakers seek to equip models with the knowledge and tools to promote their overall well-being and resilience

CHAPTER 3

RESEARCH

METHODOLOGY

3.1 Introduction

Outlines the chosen quantitative approach, data collection methods, sampling techniques, and data analysis procedures employed in this dissertation. By employing a rigorous methodology, the study aims to provide valuable insights into the physical and psychological impacts faced by fashion models due to unrealistic beauty standards, contributing to the existing body of knowledge and informing potential interventions within the fashion industry.

3.2 Statement of The Problem

The fashion industry is known for promoting unrealistic beauty standards, which have profound physical and psychological impacts on fashion models. However, there is a lack of comprehensive quantitative research that specifically examines the extent of these impacts and their relationship to unrealistic beauty standards. Therefore, the problem addressed in this dissertation is the need to quantitatively investigate the physical and psychological consequences experienced by fashion models due to unrealistic beauty standards prevalent in the industry. This problem is significant because the fashion industry's idealized beauty standards often portray an unattainable and limited range of body types, facial features, and aesthetic attributes. Models who strive to meet these standards may engage in harmful practices such as extreme dieting, excessive exercise, and other potentially damaging behaviors. The consequences of such practices can lead to serious physical health issues, including eating disorders, body dysmorphia, and related conditions.

Moreover, the psychological impacts of unrealistic beauty standards on fashion models are equally concerning. The pressure to conform to these standards can negatively affect models' self-esteem, body image, and mental well-being. It may contribute to the

development of psychological issues such as depression, anxiety, and low self-worth. Qualitative studies have highlighted these issues, a quantitative investigation is necessary to provide a more comprehensive understanding of the problem. By quantifying the physical and psychological impacts experienced by fashion models, as well as assessing the prevalence and severity of these effects, the study aims to fill the existing research gap and contribute to evidence-based discussions and interventions within the fashion industry. Addressing this problem is crucial not only for the well-being of fashion models but also for the promotion of diversity, inclusivity, and healthier beauty standards within the industry. By quantifying the impacts, the study can provide data-driven insights that can help industry stakeholders, policymakers, and the general public recognize the urgency of reforming the prevailing beauty standards. Ultimately, this research seeks to initiate positive change and advocate for a more equitable and sustainable fashion industry that prioritizes the health and well-being of its models.

3.3 Significance of The Study

3.2.1 Academic Contribution: The study contributes to the academic field by providing empirical evidence and a deeper understanding of the physical and psychological consequences faced by fashion models. It adds to the existing body of knowledge on body image, self-esteem, mental health, and the influence of beauty standards within the context of the fashion industry. This research helps fill gaps in the literature and contributes to the development of theories and models related to the topic.

3.2.2 Health and Well-being: The study sheds light on the detrimental effects of unrealistic beauty standards on the health and well-being of fashion models. It raises awareness about the physical and psychological challenges they encounter and

highlights the need for interventions and support systems to promote their holistic well-being. The findings can inform healthcare professionals, counselors, and policymakers in developing strategies to address these impacts and provide appropriate resources and support for fashion models.

3.2.3 Industry Relevance: The fashion industry plays a significant role in shaping societal beauty ideals. The study's findings can serve as a catalyst for positive change within the industry. By highlighting the negative consequences of unrealistic beauty standards, the research can contribute to discussions on diversity, inclusivity, and ethical practices. It encourages industry stakeholders, including modeling agencies, designers, advertisers, and media platforms, to reconsider and redefine beauty standards to create a healthier and more inclusive environment for fashion models.

3.2.4 Increased Awareness: The study can contribute to raising awareness about the detrimental effects of unrealistic beauty standards on fashion models. It can help people understand the pressures and challenges faced by models in the industry.

3.2.5 Policy Development: The findings of the study can inform the development of policies and regulations within the fashion industry. This could include guidelines for promoting healthy body image, implementing diverse representation, and ensuring the well-being of models.

Mental Health Support: The study can highlight the need for mental health support and interventions for fashion models. It can emphasize the importance of providing resources such as counselling, therapy, and support groups to help models cope with the psychological impact of unrealistic beauty standards.

3.2.6 Body Positivity and Diversity: The study may encourage the fashion industry to promote body positivity and embrace diverse body types. It can challenge the existing

beauty norms and advocate for more inclusive representation in fashion, which can lead to improved self-esteem and body image for models and individuals in society.

3.2.7 Education and Training: The findings can influence the education and training programs for aspiring models, fashion designers, photographers, and other industry professionals. By incorporating knowledge about the physical and psychological impacts of unrealistic beauty standards, these programs can emphasize the importance of holistic well-being and encourage responsible practices within the industry.

3.2.8 Advocacy and Activism: The study can empower advocacy groups and activists who are working towards reforming the fashion industry. It can provide evidence and support for their efforts to challenge harmful beauty standards and promote positive change in the representation and treatment of models.

3.2.9 Media Influence: The study's findings can encourage media outlets, advertisers, and influencers to be more conscious and responsible in their portrayal of beauty. By promoting realistic and diverse beauty standards, they can contribute to reducing the negative impact on models and the wider population.

3.2.10 Collaborative Efforts: The study can foster collaboration between researchers, practitioners, policymakers, and industry stakeholders. By working together, they can develop comprehensive strategies and interventions to mitigate the negative effects of unrealistic beauty standards and create a healthier and more inclusive fashion industry.

The expected outcome of this study is to generate empirical evidence that highlights the harmful effects of unrealistic beauty standards on fashion models and here are some of the general expected outcome:

3.2.11 Quantitative Data: The study is likely to generate quantitative data on the physical and psychological impacts experienced by fashion models. This data can

include measurements of body dissatisfaction, self-esteem levels, prevalence of disordered eating behaviors, mental health indicators, and other relevant variables.

3.2.12 Correlations and Relationships: The study may identify correlations and relationships between unrealistic beauty standards and various physical and psychological outcomes. For example, it might find a significant correlation between exposure to unrealistic beauty standards and increased levels of body dissatisfaction or the development of eating disorders.

3.2.13 Identification of Risk Factors: The research may shed light on specific risk factors within the fashion industry that contribute to the negative impacts on models. This can include factors such as intense pressure to conform to certain body ideals, frequent exposure to body scrutiny, or the influence of social media and fashion media on self-perception.

3.2.14 Health Consequences: The study may uncover the health consequences associated with unrealistic beauty standards among fashion models. It could highlight the prevalence of physical health issues like unhealthy weight control practices, fatigue, or musculoskeletal problems, as well as mental health concerns such as anxiety, depression, or body dysmorphic disorder.

3.2.15 Recommendations for Intervention: Based on the study's findings, it is expected to provide recommendations for interventions and strategies to address the negative impacts of unrealistic beauty standards on fashion models. These recommendations may include guidelines for industry practices, mental health support initiatives, educational interventions, or policy changes to foster a healthier and more inclusive environment.

3.2.16 Contribution to Existing Literature: The study is likely to contribute to the existing body of research on body image, beauty standards, and their effects on mental and physical well-being. It can provide new insights, expand the knowledge base, and serve as a reference for future studies and interventions in this field.

Overall, the significance of the study lies in its potential to drive positive change, promote well-being, and advocate for healthier beauty standards within the fashion industry. It contributes to academic knowledge, influences industry practices, informs policy development, and supports the empowerment and support of fashion models.

3.4 Aim of the Study

The aim of this study is to investigate the physical and psychological impacts experienced by fashion models as a result of unrealistic beauty standards prevalent in the industry. By examining the effects of these standards on the well-being of models, the study aims to contribute to a better understanding of the potential harms caused by unrealistic beauty ideals and shed light on the need for interventions and policy changes within the fashion industry. Ultimately, the aim is to promote healthier and more inclusive beauty standards, fostering positive body image, mental health, and overall well-being among fashion models.

3.5 Research Objectives

3.5.1 General Objective

To study about the physical and psychological impacts on fashion models due to unrealistic beauty standards in the fashion industry.

3.5.2 Specific Objectives

3.5.2.1 To analyze the physical health consequences experienced by fashion models, including the prevalence of eating disorders and extreme dieting.

3.5.2.2 To examine the psychological well-being of fashion models, focusing on the prevalence of anxiety, depression and stress related health issues.

3.6 Definition of The Concept

3.6.1 Theoretical Definition:

3.6.1.1 Unrealistic Beauty Standards: the idealized and narrow representations of physical attractiveness propagated by the fashion industry. These standards often emphasize specific body types, facial features, and aesthetic attributes that are unattainable or require extreme measures to achieve.

3.6.1.2 Physical Impacts: the observable and measurable effects on the physical health and well being of fashion models resulting from their efforts to conform to unrealistic beauty standards. These impacts may include changes in body composition (e.g., body mass index, body fat percentage), engagement in unhealthy dieting practices, extreme exercise routines, and the occurrence of physical health issues such as eating disorders, body dysmorphia, and related conditions.

3.6.1.3 Psychological Impacts: Psychological impacts encompass the emotional, cognitive, and behavioral effects experienced by fashion models as a result of the pressure to adhere to unrealistic beauty standards. These impacts may include changes in self-esteem, body image dissatisfaction, depression, anxiety, and other psychological factors.

3.6.1.4 Fashion models refers to individuals who are employed to showcase and promote clothing, accessories, or other fashion-related products or concepts. They are selected based on their physical appearance, including body shape, height, facial features, and overall aesthetic appeal, to represent brands, designers, or fashion houses in various settings such as runway shows, photo shoots, advertisements, and fashion events.

3.6.2 Operational Definition:

3.6.2.1 Unrealistic beauty standards refer to societal or industry-defined ideals of physical appearance that are disproportionately focused on narrow and unattainable characteristics like extreme body size, perfection of physical features and youthful appearance.

3.6.2.2 Individuals who have been formally contracted or employed within the fashion industry to represent fashion-related products, brands or concepts within the age range of 18 – 30 residing in Ernakulam district of Kerala who have atleast 6 months of experience in the fashion industry field.

3.6.2.3 In the present study, psychological impacts refer to measurable and observable changes in the mental well-being of fashion models which leads to depression, anxiety and stress as prescribed by DASS21 questionnaire.

3.6.2.4 Physical impacts according to this study is defined as observable and measurable behaviour changes in the eating patterns of fashion models which leads to eating disorders like Anorexia Nervosa, Bulimia Nervosa etc.

3.7 Research Hypotheses

H1: A significant number of fashion models are affected by eating disorders.

H2: There is a significant relationship between fashion models and depression.

H3: There is a marked relationship between fashion models and anxiety.

H4: There is a marked relationship between fashion models and stress.

H5: There is a significant relationship between socio demographic criteria gender with the psychological and physical impacts.

3.7 Research Design

Descriptive research design is a type of research methodology that aims to describe or document the characteristics, behaviors, attitudes, opinions, or perceptions of a group or population being studied (Hassan, 2023).

A Cross-sectional descriptive research design would be appropriate to describe and analyze the characteristics, behaviors, and experiences of a specific population or phenomenon. In this study, the focus is on understanding the physical and psychological impacts experienced by fashion models in relation to unrealistic beauty standards prevalent in the industry.

3.8 Universe

Fashion models within the age range of 18 to 30 residing in Ernakulam district of Kerala who have at least 6 months of experience in the fashion industry field.

3.9 Sampling

Purposive sampling is a non-probability sample that is selected based on characteristics of a population and the objective of the study. Purposive sampling is different from convenience sampling and is also known as judgmental, selective, or subjective sampling (Crossman, 2020). Purposive sampling would be an appropriate sampling

technique for this study. The researcher purposively selected 70 respondents from Ernakulam district of Kerala.

Sample:

60-100 girls under the age group of 18 – 30 who have experience in the modelling field for atleast 6 months.

3.10 Inclusion Criteria

1. Female participant aged between 18- 30 who have experience in the modelling field for 6 months.
2. Participants who are residing in Ernakulam district of Kerala state.

3.11 Exclusion Criteria

1. Participants who are unwilling to disclose their information.
2. Participants of who have no prior experience in the industry.

3.12 Tool of Data Collection

The data collection was done by using three questionnaires. First one was Socio demographic questionnaire to know the awareness regarding eating disorders. Second one was Dutch Eating Behaviour Questionnaire [DEBQ] with three dimensions restrained, emotional and external eating to assess the level eating behaviour issues in participants and the last questionnaire used in the study was DASS21 which measures the Depression, Anxiety and Stress level.

3.13 Method of Data Collection

The questionnaires were distributed as google forms to the fashion models residing in Ernakulam district. The google form was circulated through different social media platforms and 70 participants responded.

3.14 Pilot Study and Pre Test

A pre-test was done by using some of my friends who are working as models in the fashion industry through google forms. Around 10 of them cooperated to do a pre-test to know the feasibility and effectiveness of conducting a larger study on the physical and psychological impacts experienced by fashion models as a result of unrealistic beauty standards. Also it helps to test the research instruments (questionnaires) reliability and validity and to determine the practicality and appropriateness of the proposed sampling method.

3.16 Data Analysis and Interpretation

Data is analysed using version 23 of Statistical Package for the Social Sciences (SPSS) in which inferential statistics helped to make predictions or interpretations from the data. The data was entered and then interpreted through descriptive statistics, T-Test and correlation functions. Descriptive statistics helped to the data are analysed using the t-test, correlation and the results are pictorially represented using pie-chart, bar diagram and tables and percentage analysis is carried out.

3.17. LIMITATIONS

3.17.1 The time period for carrying out the research was short as a result of which few facts have been left unexplored.

3.17.2 Personal bias of the respondents might have crept in while answering the questions.

3.17.3 The increased number of questions, usage of 3 scales and socio-demographic questions created disinterest in participants.

3.19. CHAPTERISATION

Chapter I- Introduction

Chapter II- Review of Literature

Chapter III- Research Methodology

Chapter IV- Data Analysis and Interpretation

Chapter V- Findings, Discussions and Suggestions

CHAPTER 4

ANALYSIS AND

INTERPRETATION

4.1 Introduction

This chapter presents the analysis of data and subsequent interpretation based on the objectives and hypothesis. It is represented in the form of tables and graphs version 23 of SPSS is used for analysis. Standardized questionnaire is used for data collection.

The participants were middle aged adults from 40-60 including both female and male.

The sample size of the study is 70. Data collected through Google forms and shared it through the social media platforms and the discussions of results is provided in this chapter.

4.2 Socio Demographic Details

The socio demographic profile of the fashion models is analyzed in the term of variable such us age, gender, education qualification, marital status, designation and awareness about eating disorders. The respondents of the study is female and LGBTQIA+. These details will help to provide a better understanding of the background and characteristics of target population in Ernakulam district.

Illustration 4.2.1 Age of respondents

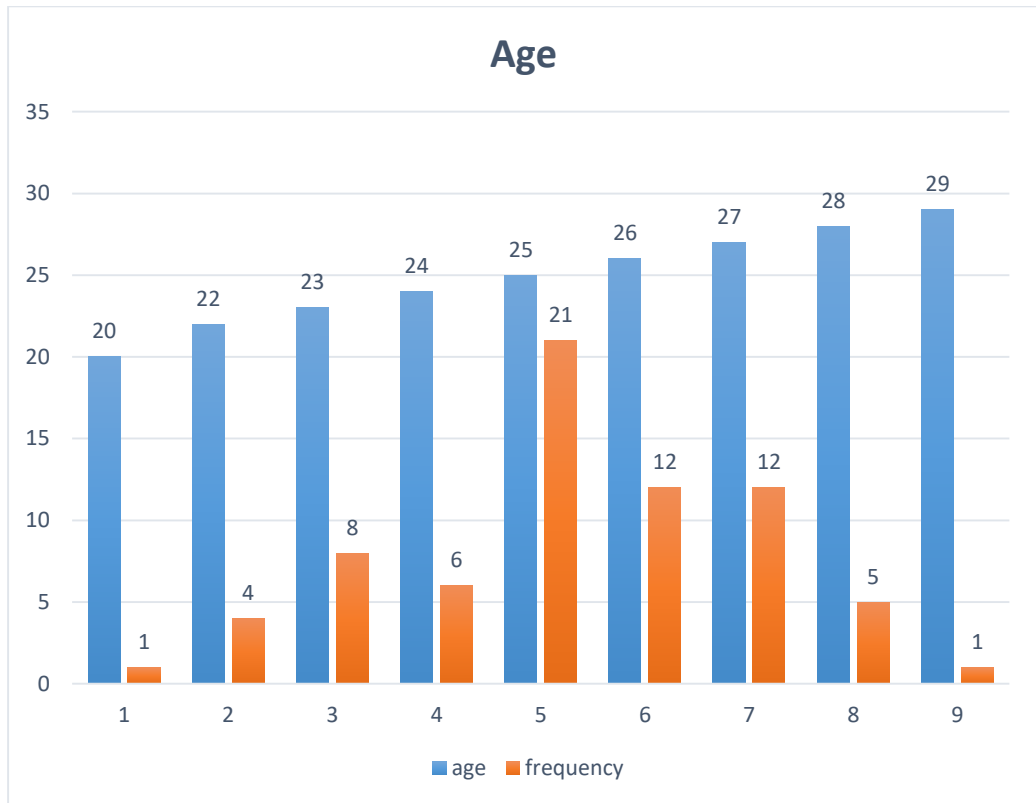
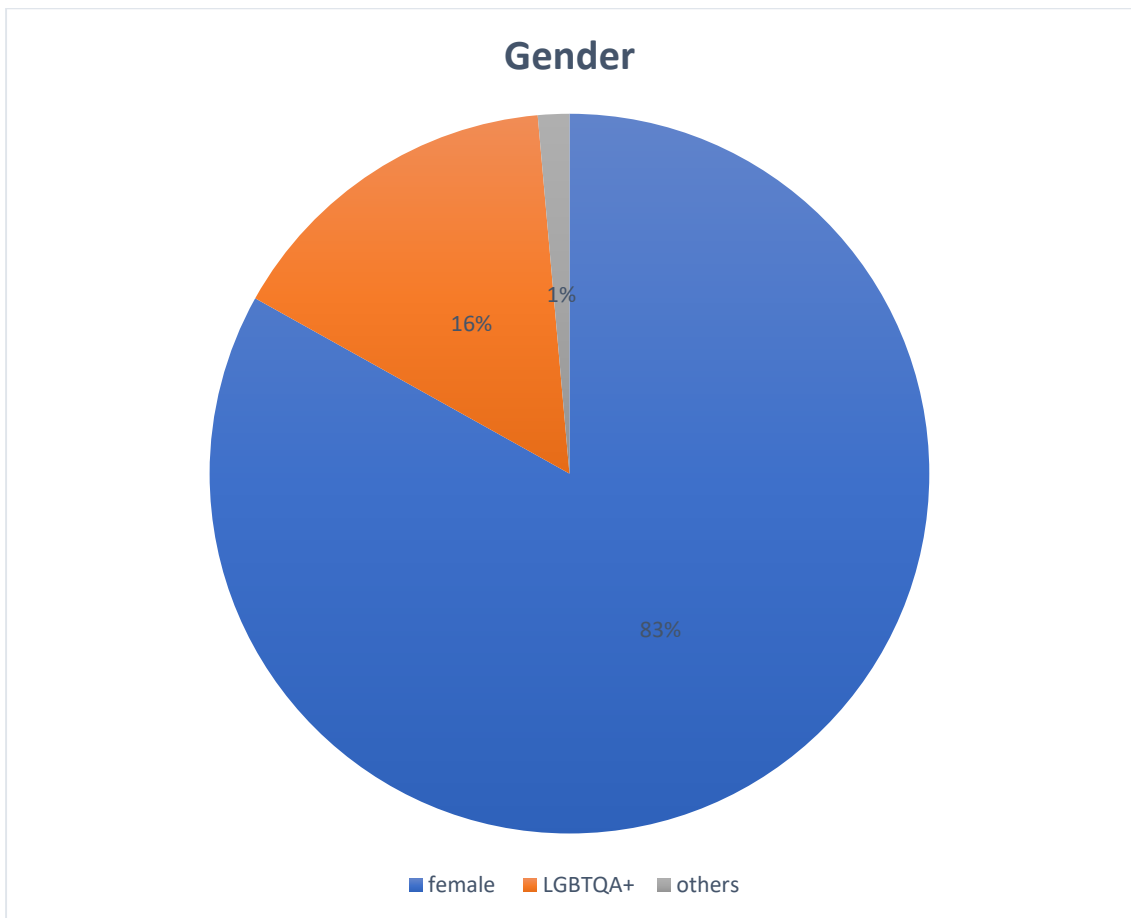


Illustration 4.1 indicates the age of respondents. 21 % of the respondents are having 25 years, 12% of the respondents are having 26 years, 12% of the respondents are having 27 years, 5% of the respondents are having 28 years, 8 % of the respondents are having 23 years, 4 % of the respondents are having 22 years and 1% of the respondents are having 20 and 29 years.

Illustration 4.2.2 Gender of Respondents



Above illustration 4.2 shows the gender of the respondents. 83 % of the respondents are female, 16 % of the respondents are LGBTQIA+ and 1 % of the respondent is prefer not to say.

Illustration 4.2.3 Height of Respondents

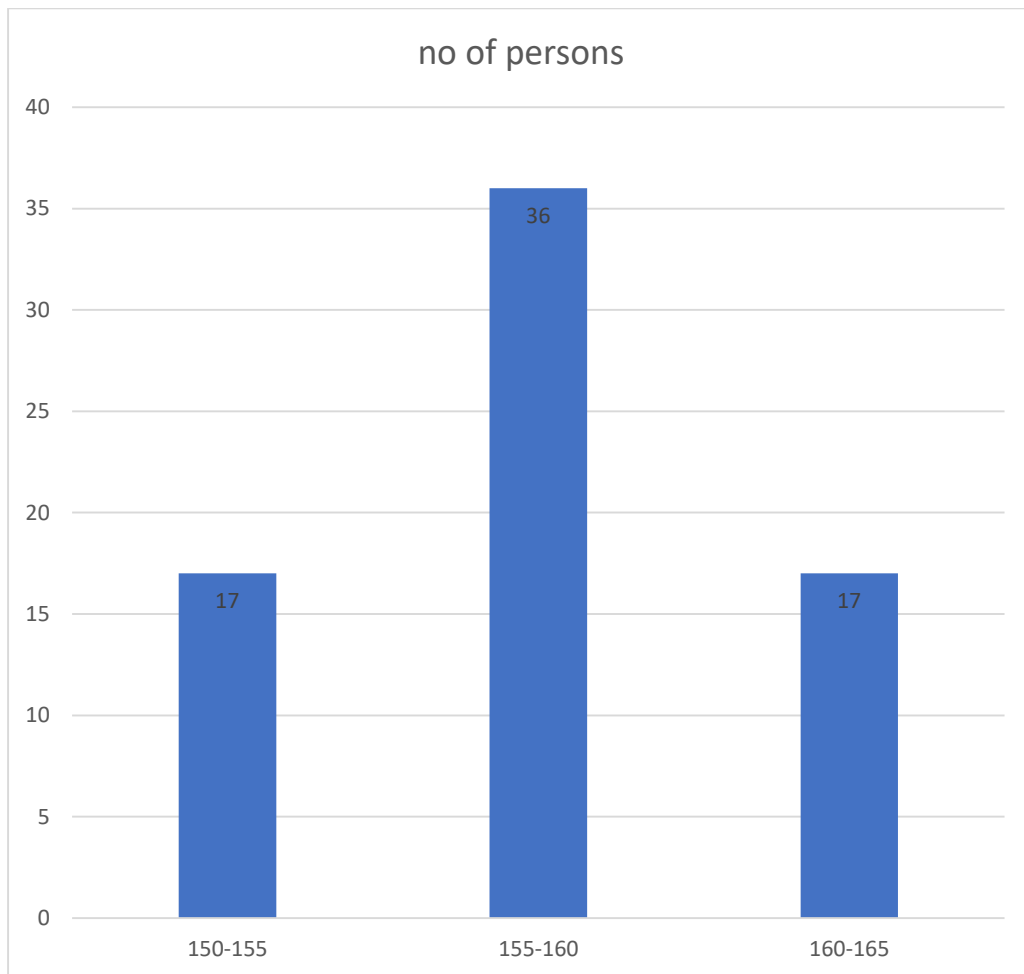
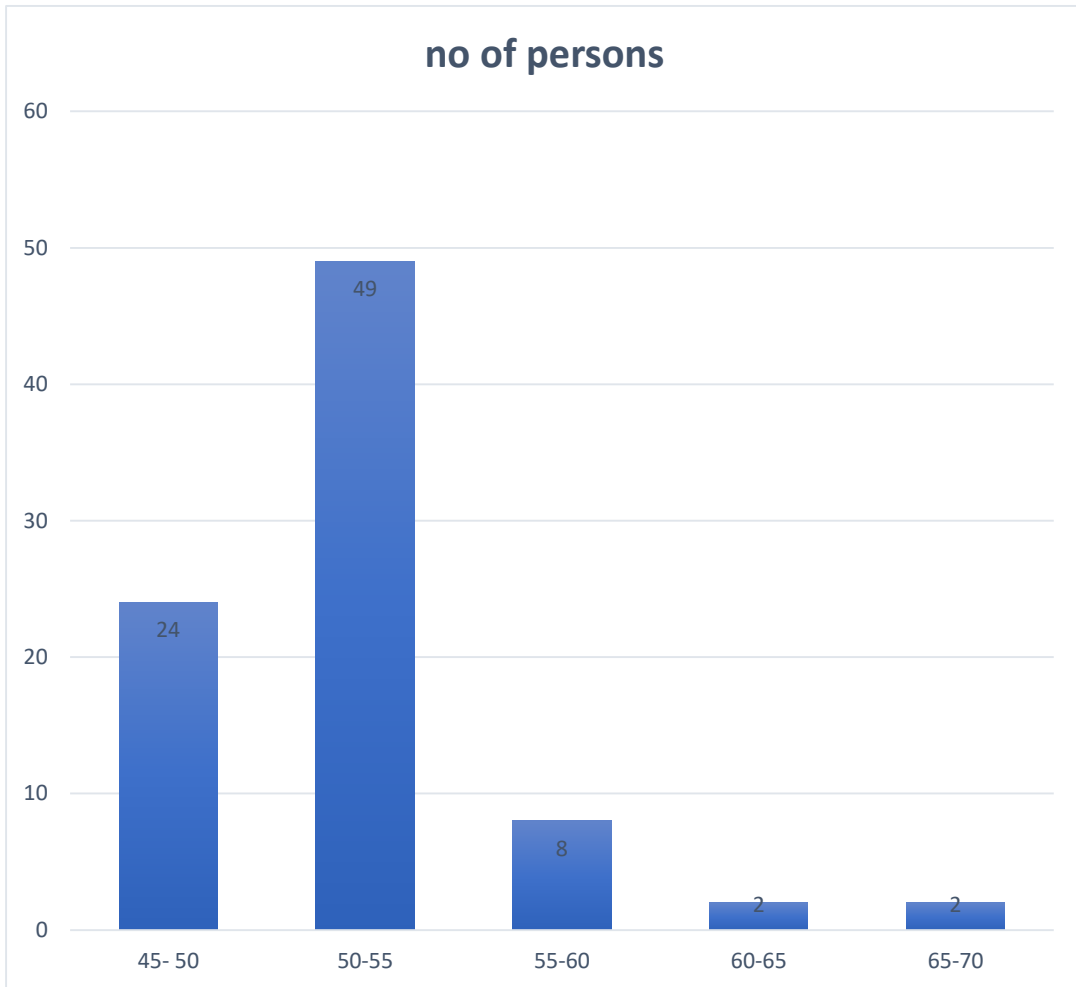


Illustration 4.3 depicts the height of the respondents. 36 % of the respondents are between 155 cm to 160 cm, 17 % of the respondents are between 150 cm to 155 cm and 160 cm to 165 cm.

Illustration 4.2.4 Weight of Respondents



Above illustration 4.4 indicates the weight of the respondents. 49 % of the respondents are 50 kg to 55 kg, 24 % of the respondents are 45 kg to 50 kg, 8 % of the respondents are 55 kg to 60 kg, and 2 % of the respondents are 60 kg to 65 kg and 65 kg to 70 kg.

Illustration 4.2.5 Educational Qualification of Respondents

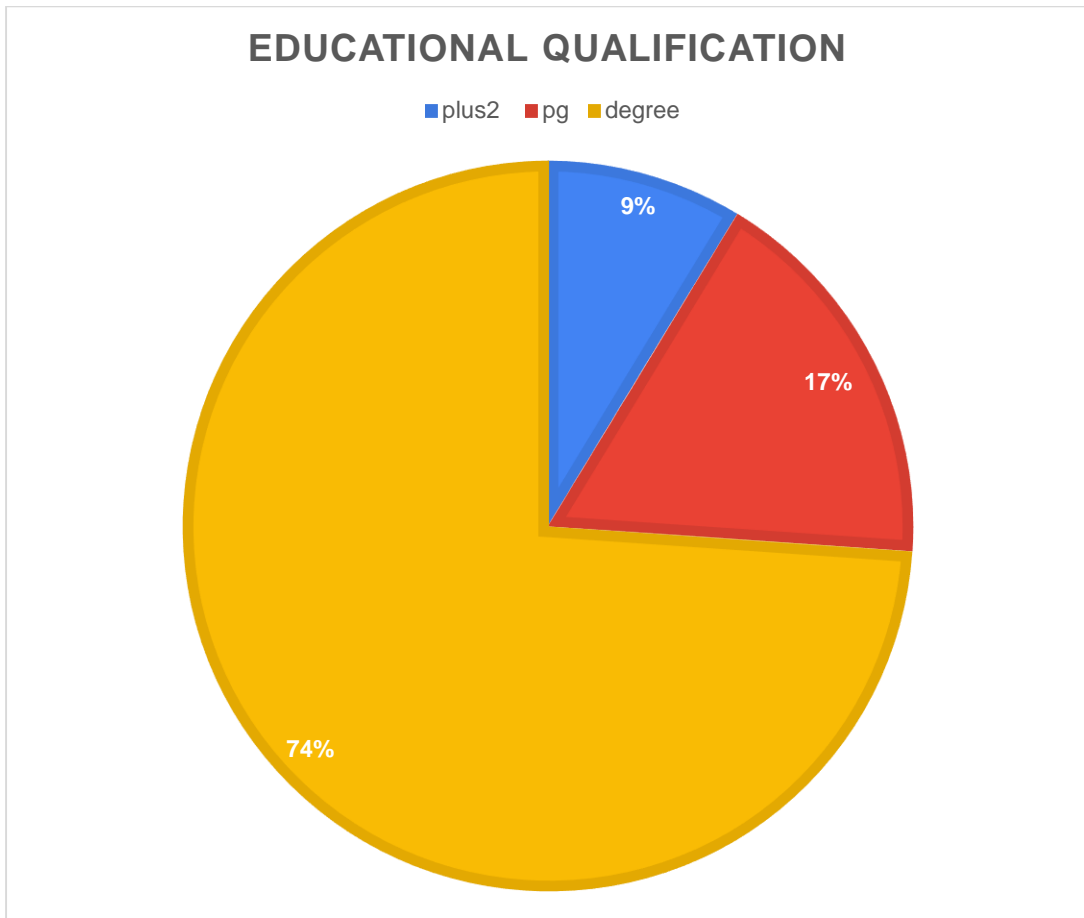
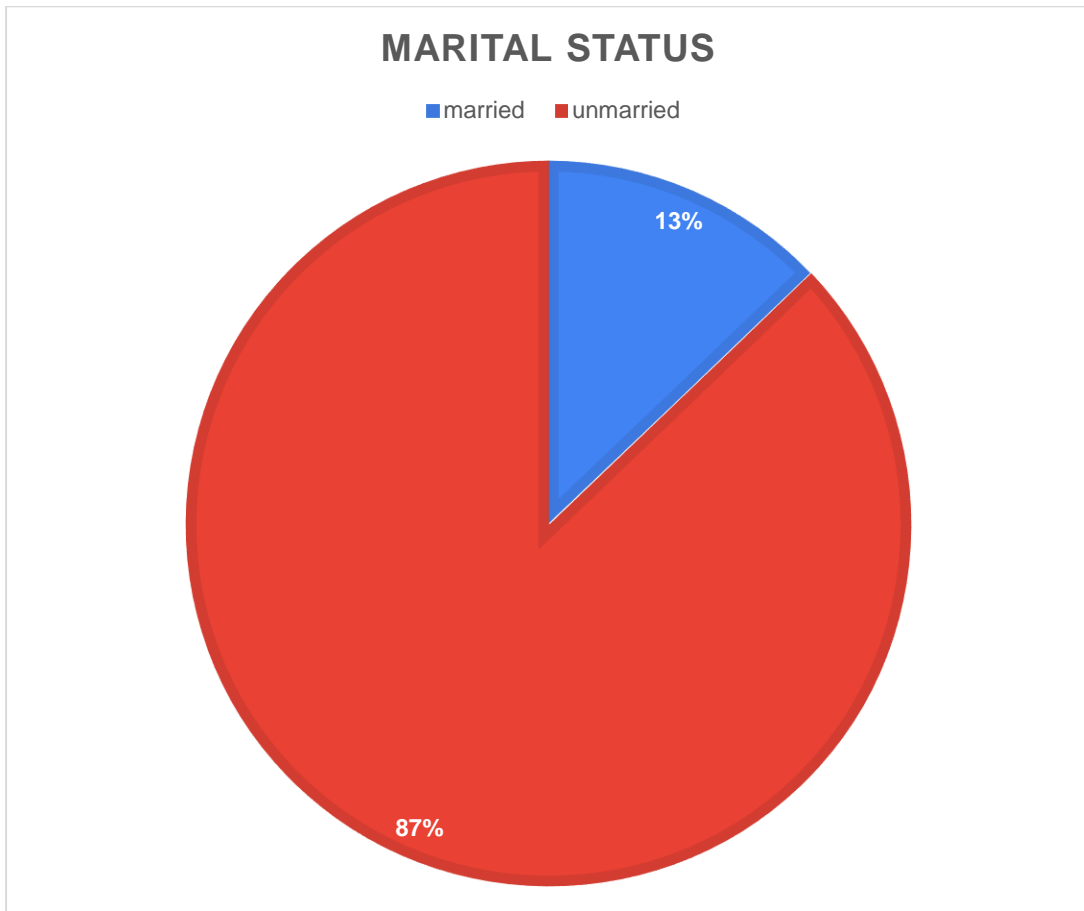


Illustration 4.5 depicts the educational qualification of the respondents. 74 % of the respondents are having education qualification of under graduation, 17 % of the respondents are having educational qualification of post- graduation and 9 % of the respondents are having educational qualification of Plus two.

Illustration 4.2.6 Marital Status of Respondents



Above illustration 4.6 shows the marital status of the respondents. 87 % of the respondents are married and 13 % of the respondents are unmarried.

Illustration 4.2.7 Designation of Respondents

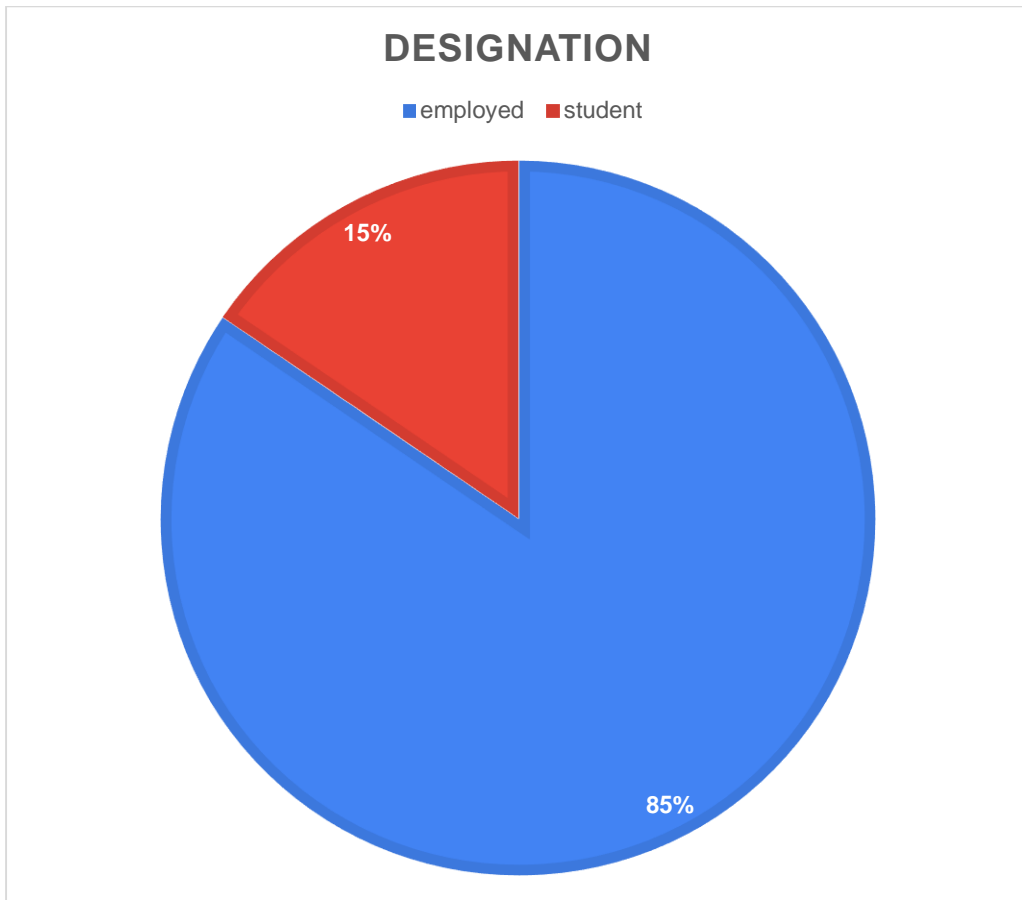


Illustration 4.7 shows the designation of the respondents. 85 % of the respondents are employed and 15 % of the respondents are students.

Illustration 4.2.8 awareness regarding Eating Disorders of Respondents

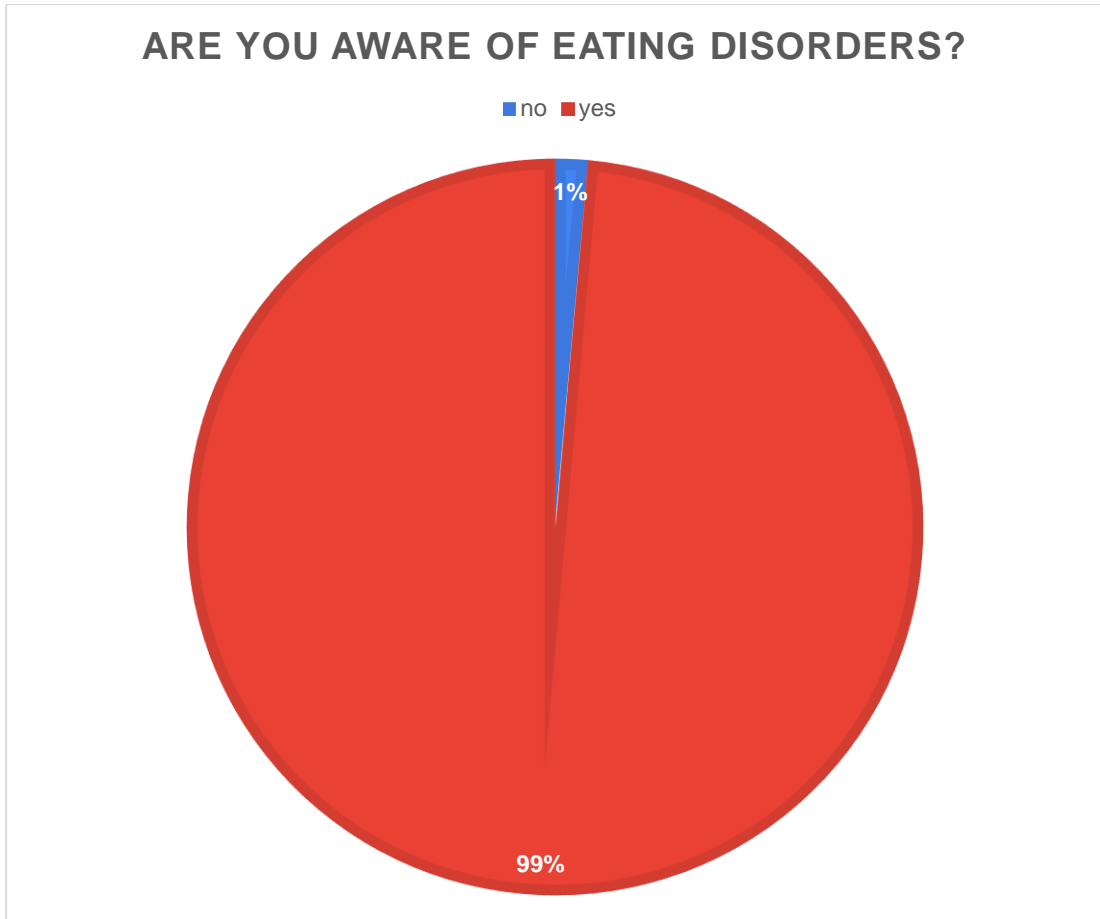


Illustration 4. 8 shows the awareness of eating disorders in respondents. 99 % of the respondents are aware and 1 % of the respondents is not aware.

Illustration 4.2.9 Frequency of Eating Disorders Known to Respondents

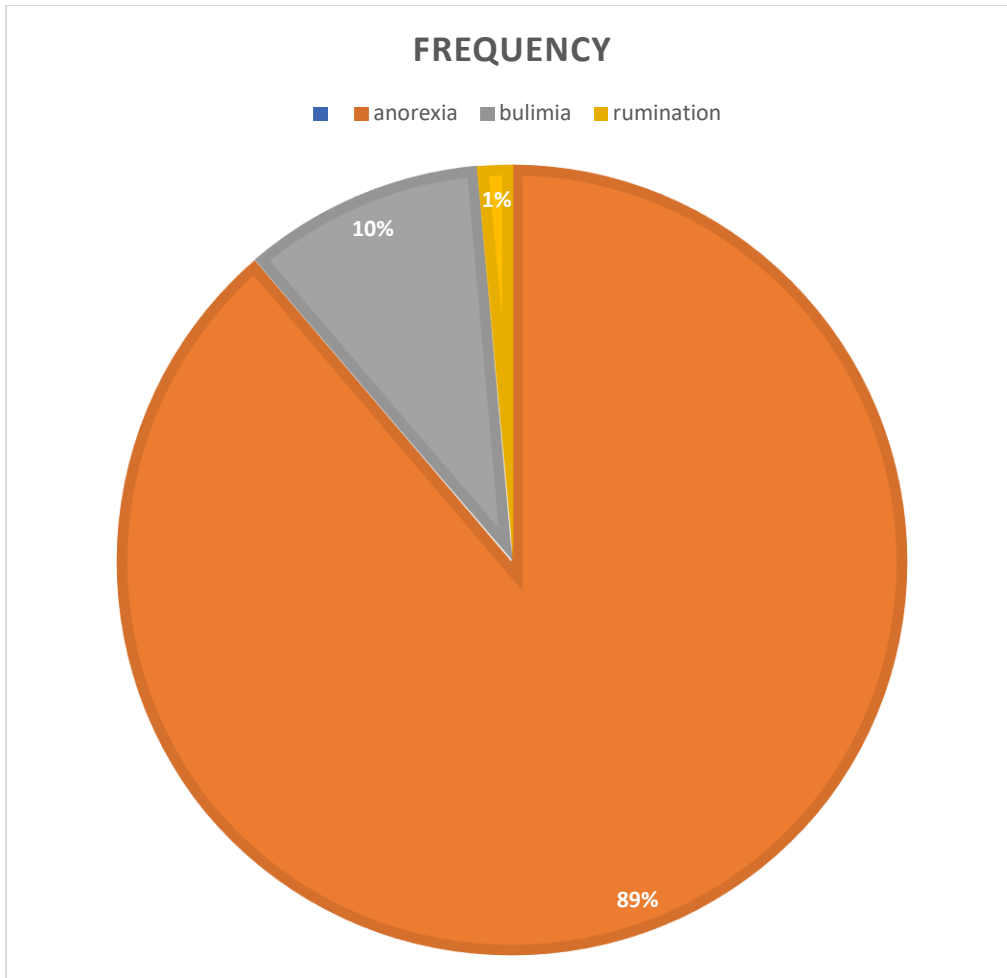


Illustration 4.9 depicts the frequency of eating disorders known to respondents. 89 % of the respondents knows about anorexia nervosa, 10 % of the respondents knows about bulimia nervosa and 1 % of the respondents knows about rumination disorder.

4.3 Eating Behavior

Eating behavior of the respondents fashion models is studied using the Dutch Eating Behavior Questionnaire developed by Van Strien with Three dimensions restrained, emotional and external eating. Respondents were asked to mark a number 1, 2, 3, 4, 5 which indicates three different behaviors appear in random order and are answered according to the Likert scale with a scoring system identified as follows: 1 = never, 2 =seldom, 3 = sometimes, 4 = often and 5 = very often. These data will helps to get an understanding about the type of eating behaviors common within the population.

Table 4.3.1 Mean and Standard Deviation of Emotional Eating

Valid	70
Missing	0
Mean	51.8571
Standard. Deviation	14.63298

Table 4.3.1 depicts the emotional eating of 70 respondents. Mean of emotional eating is 51.8571 and standard deviation is 14. 63298.

Table 4.3.2 Mean and Standard Deviation of Restrained Eating

Valid	70
Missing	0
Mean	36.4571
Standard. Deviation	10.27687

Table 4.3.2 depicts the restrained eating of 70 respondents. Mean of restrained eating is 36.4571 and standard deviation is 10.27687.

Table 4.3.3 Mean and Standard Deviation of External Eating

valid	70
Missing	0
Mean	32.3286
Standard. Deviation	9.21832

Table 4.3.3 depicts the mean and standard deviation of 70 respondents. Mean is 32.3286 and standard deviation is 9.21832.

4.4 Depression, Anxiety and Stress [DASS21]

This scale is used to measure the psychological impacts on fashion models. On the basis of this scale there are 21 questions present and it has three dimensions such as Depression, Anxiety and Stress. Respondent should pick the number 0, 1, 2 or 3 which indicates how much the statement applied to you over the past week. 0- Did not apply to me at all, 1- Applied to me to some degree, or some of the time, 2-Applied to me to a considerable degree or a good part of time, 3- Applied to me very much or most of the time end too much time on any statement. This scale is used in this study to identify the relationship between three dimensions of eating behavior and depression, anxiety and stress.

Table 4.4.1 Correlation Between the Variables Restrained Eating and Stress

Relationship		Pearson correlation	Sig.[-2tailed]
Restrained eating	Stress	0.68	.576

Table 4.4.1 shows the negative correlation between the restrained eating and stress.

Table 4.4.2 Correlation Between Restrained Eating and Anxiety

Relationship		Pearson correlation	Sig.[-2]tailed
Restrained eating	Anxiety	0.921	.000

Table 4.4.2 depicts the result of the correlation between restrained eating and anxiety shows positive relationship. $r = .921$ and significance of correlation at the .000 level (2-tailed). It indicates that there is a significant relationship between restrained eating and anxiety.

Table 4.4.3 Correlation Between the Restrained eating and Depression

Relationship		Pearson correlation	Sig.[2]tailed
Restrained eating	Depression	.909	0.00

Table 4.4.3 depicts the result of the correlation between restrained eating and depression shows positive relationship. $r = .909$ and significance of correlation at the .000 level (2-tailed). It indicates that there is a significant relationship between restrained eating and depression.

Table 4.4.4 Correlation Between Emotional Eating and Stress

Relationship		Pearson correlation	Sig.[2]tailed
Emotional eating	Stress	.084	.488

Table 4.4.4 depicts the negative correlation between emotional eating and stress.

Table 4.4.5 Correlation Between Emotional Eating and Anxiety

Relationship		Pearson correlation	Sig.[2]tailed
Emotional eating	Anxiety	.920	0.00

Table 4.4.5 depicts the result of the correlation between emotional eating and anxiety shows positive relationship. $r = .920$ and significance of correlation at the .000 level (2-tailed). It indicates that there is a significant relationship between emotional eating and anxiety.

Table 4.4.6 Correlation Between Emotional Eating and Depression

Relationship		Pearson correlation	Sig.[2]tailed
Emotional eating	Depression	.908	.000

Table 4.4.6 depicts the result of the correlation between emotional eating and depression shows positive relationship. $r = .908$ and significance of correlation at the .000 level (2-tailed). It indicates that there is a significant relationship between emotional eating and depression.

Table 4.4.7 Correlation between External eating and Stress

Relationship		Pearson correlation	Sig.[-2]tailed
External eating	Stress	.069	.571

Table 4.4.4 depicts the negative correlation between external eating and stress.

Table 4.4.8 Correlation Between External Eating and Anxiety

Relationship		Pearson correlation	Sig.[-2]tailed
External eating	Anxiety	.910	.000

Table 4.4.8 depicts the result of the correlation between external eating and anxiety shows positive relationship. $r = .910$ and significance of correlation at the .000 level (2-tailed). It indicates that there is a significant relationship between external eating and anxiety.

Table 4.4.9 Correlation Between External Eating and Depression

Relationship		Pearson correlation	Sig.[2]tailed
External eating	Depression	.881	.000

Table 4.4.9 depicts the result of the correlation between external eating and depression shows positive relationship. $r = .881$ and significance of correlation at the .000 level (2-tailed). It indicates that there is a significant relationship between external eating and depression.

Table 4.4.10 Independent Samples Test of Emotional Eating and Depression.

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2- tailed)
Emotional eating	Equal variances assumed	3.022	.087	.805	68	.424
	Equal variances not assumed			.593	10.302	.566
depression	Equal variances assumed	.167	.685	.191	68	.849
	Equal variances not assumed			.176	11.535	.863

Table 4.4.11 Independent Samples Test of Emotional Eating and Stress

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Emotional eating	Equal variances assumed	3.022	.087	.805	68	.424
	Equal variances not assumed			.593	10.302	.566
stress	Equal variances assumed	1.437	.235	.579	68	.565
	Equal variances not assumed			1.426	59.000	.159

Table 4.4.12 Individual Samples Test of Emotional Eating and Anxiety

		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference
Emotional eating	Equal variances assumed	3.022	.087	.805	68	.424	4.03333
	Equal variances not assumed			.593	10.302	.566	4.03333
anxiety	Equal variances assumed	.540	.465	.357	68	.722	.13333
	Equal variances not assumed			.315	11.229	.758	.13333

Table 4.4.13 Individual Samples Test of Restrained Eating and Stress

Levene's Test							
for Equality of							
Variances		t-test for Equality of Means					
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Restrained eating	3.277	.075	.882	68	.381	3.10000	3.51590
Equal variances assumed							
Equal variances not assumed			.643	10.263	.534	3.10000	4.81786
Stress	2.116	.150	.664	68	.509	.90000	1.35548
Equal variances assumed							
Equal variances not assumed			.515	10.517	.617	.90000	1.74883

Table 4.4.14 Independent Samples Test of Restrained Eating and Depression

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Restrained eating	Equal variances assumed	3.277	.075	.882	68	.381	3.10000	3.51590
	Equal variances not assumed			.643	10.263	.534	3.10000	4.81786
depression	Equal variances assumed	.641	.426	.320	68	.750	.56667	1.77010
	Equal variances not assumed			.276	11.084	.787	.56667	2.05119

Table 4.4.15 Independent Samples Test of Restrained Eating and Anxiety

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
anxiety	Equal variances assumed	1.285	.261	.492	68	.625	.93333	1.89816
	Equal variances not assumed			.403	10.794	.695	.93333	2.31493
Restrained eating	Equal variances assumed	3.277	.075	.882	68	.381	3.10000	3.51590
	Equal variances not assumed			.643	10.263	.534	3.10000	4.81786

Table 4.4.16 Independent Samples Test of External Eating and Depression

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference
External eating	Equal variances assumed	3.325	.073	.899	68	.372	2.83333	3.15306
	Equal variances not assumed			.660	10.291	.524	2.83333	4.29061
depression	Equal variances assumed	.641	.426	.320	68	.750	.56667	1.77010
	Equal variances not assumed			.276	11.084	.787	.56667	2.05119

Table 4.4.17 Independent Samples Test of External Eating and Anxiety

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference
External eating	Equal variances assumed	3.325	.073	.899	68	.372	2.83333	3.15306
	Equal variances not assumed			.660	10.2 91	.524	2.83333	4.29061
anxiety	Equal variances assumed	1.285	.261	.492	68	.625	.93333	1.89816
	Equal variances not assumed			.403	10.7 94	.695	.93333	2.31493

Table 4.4.18 Independent Samples Test of External Eating and Stress

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
External eating	Equal variances assumed	3.325	.073	.899	68	.372	2.83333	3.15306
	Equal variances not assumed			.660	10.291	.524	2.83333	4.29061
stress	Equal variances assumed	2.116	.150	.664	68	.509	.90000	1.35548
	Equal variances not assumed			.515	10.517	.617	.90000	1.74883

Tables 4.4.10, 4.4.11, 4.4.12, 4.4.13, 4.4.14, 4.4.15, 4.4.16, 4.4.17, 4.4.18 From the t-tests it is clear that there is no significant relationship between gender and the variables anxiety, depression and stress.

CHAPTER 5
FINDINGS,
RECOMMENDATI
ONS &
IMPLICATIONS
FOR
PROFESSIONAL
SOCIAL WORK
PRACTICE

5.1 Introduction

This chapter explains about the main findings, suggestions, recommendations and conclusion put forward by the researcher. The major findings of the study based on the general as well as specific objectives and recommendations. The design of the study was mainly descriptive in nature. This chapter also includes the suggestions by the researcher. This study intended an overall analysis of the physical and psychological impacts on fashion models due to unrealistic beauty standards.

5.2. MAJOR FINDINGS

5.2.1. Major findings related to the socio demographic details

1. 21 % of the respondents are having 25 years, 12% of the respondents are having 26 years, 12% of the respondents are having 27 years, 5% of the respondents are having 28 years, 8 % of the respondents are having 23 years, 4 % of the respondents are having 22 years and 1% of the respondents are having 20 and 29 years.
2. 83 % of the respondents are female, 16 % of the respondents are LGBTQIA+ and 1 % of the respondent is prefer not to say.
3. 36 % of the respondents are between 155 cm to 160 cm, 17 % of the respondents are between 150 cm to 155 cm and 160 cm to 165 cm.
4. 49 % of the respondents are 50 kg to 55 kg, 24 % of the respondents are 45 kg to 50 kg, 8 % of the respondents are 55 kg to 60 kg, and 2 % of the respondents are 60 kg to 65 kg and 65 kg to 70 kg.
5. 74 % of the respondents are having education qualification of under graduation, 17 % of the respondents are having educational qualification of post- graduation and 9 % of the respondents are having educational qualification of Plus two.

6. 87 % of the respondents are married and 13 % of the respondents are unmarried.
7. 85 % of the respondents are employed and 15 % of the respondents are students.
8. 99 % of the respondents are aware and 1 % of the respondents is not aware.
9. 89 % of the respondents knows about anorexia nervosa, 10 % of the respondents knows about bulimia nervosa and 1 % of the respondents knows about rumination disorder.

5.2.2. Major Findings Related to the Key Variables

1. The restrained eating behavior and stress has negative correlation and there is no significance.
2. The emotional eating behavior and stress has negative correlation and there is no significance.
3. The restrained eating behavior and anxiety shows positive relationship and has significance.
4. The restrained eating behavior and depression shows positive relationship and has significance.
5. The emotional eating behavior and anxiety shows positive relationship and has significance.
6. The emotional eating behavior and depression shows positive relationship and has significance.
7. The external eating behavior and anxiety shows positive relationship and has significance.

8. The external eating behavior and depression shows positive relationship and has significance.
9. By conducting t-tests between gender and the variables anxiety, depression and stress there is no equal variance assumed.

5.3. RECOMMENDATIONS

The following suggestions and recommendations are made, based on the major findings of the study.

1. The study seeks to provide empirical evidence and insights into the challenges faced by models, shedding light on the potential health risks and psychological consequences associated with conforming to unrealistic beauty ideals.
2. The findings of this study will contribute to raising awareness and advocating for more inclusive and healthier standards within the fashion industry.

5.4 Professional social work implications

1. Social workers can use the findings of this study to advocate for policy changes within the fashion industry and related sectors.
2. social workers can develop and implement supportive interventions for fashion models who experience physical and psychological challenges due to unrealistic beauty standards.
3. social workers can develop and implement supportive interventions for fashion models who experience physical and psychological challenges due to unrealistic beauty standards.
4. Social workers can collaborate with fashion industry stakeholders, such as designers, agencies, and fashion show organizers, to develop guidelines and best practices that prioritize the well-being of models.

5.5 Conclusion

This quantitative study has shed light on the significant physical and psychological impacts experienced by fashion models due to unrealistic beauty standards prevalent in the fashion industry. The findings of this study contribute to a better understanding of the challenges faced by models and emphasize the urgent need for change within the industry. The study has revealed that fashion models are vulnerable to various physical health consequences, including eating disorders, body image issues, and overall dissatisfaction with their bodies. These outcomes highlight the detrimental effects of unrealistic beauty standards on models' physical well-being. Moreover, the study has uncovered a range of psychological implications, including lowered self-esteem, body dissatisfaction, and mental health concerns, which can significantly impact models' overall quality of life. The implications of this study extend beyond the fashion industry, with broader societal implications. Unrealistic beauty standards perpetuated by the fashion industry can contribute to the development of negative body image and unhealthy body ideals among the general population. By addressing these issues, we can foster a more inclusive and accepting society that values diverse body types and appearances. To address the physical and psychological impacts identified in this study, social workers can play a crucial role in advocating for policy changes within the fashion industry. They can collaborate with industry stakeholders, policymakers, and healthcare professionals to develop guidelines, regulations, and interventions that promote healthier beauty standards and protect the well-being of fashion models. Furthermore, education and awareness initiatives can be implemented to disseminate the findings of this study and promote discussions on body image, self-esteem, and mental health. By providing support, counseling, and therapy to models who experience the negative impacts of unrealistic beauty standards, social workers can contribute to

their overall well-being and help them develop resilience and self-acceptance. This study emphasizes the urgent need to challenge and transform the prevailing beauty standards within the fashion industry. By addressing the physical and psychological impacts on fashion models, we can work towards creating a more inclusive, supportive, and healthier environment for models and individuals as a whole. Through collaboration, advocacy, and research, we can strive to promote positive change and enhance the well-being of fashion models.

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APPENDIX

Socio Demographic Questionnaire

Name of the respondent

Gender

Age

Height

Weight

Educational Qualification

Marital Status

Designation

Are you aware about eating disorders

If yes choose them

Questionnaires

To study the specific eating behaviors of fashion models researcher adopted Dutch Eating Behavior Questionnaire by Van Strien.

Please read each statement and mark a number 1, 2, 3, 4, 5 which indicates three different behaviors appear in random order. The responses will be kept confidential. It is important that you try to answer as honestly as possible and are to be answered according to the Likert scale with a scoring system identified as follows: 1 = never, 2 = seldom, 3 = sometimes, 4 = often and 5 = very often.

Restrained eating

1. If you have put on weight, do you eat less than usually do?
2. How often do you refuse food or drink offered because you are concerned about your weight?
3. Do you try to eat less at mealtimes than you would like to eat?

4. Do you deliberately eat foods that are slimming?
5. When you have eaten too much, do you eat less than usual the following days?
6. Do you deliberately eat less in order not to become heavier?
7. How often do you try not to eat between meals because you are watching your weight?
8. How often in the evening do you try not to eat because you are watching your weight?
9. Do you take into account your weight with what you eat?

Emotional Eating

1. Do you have the desire to eat when you are irritated?
2. Do you have a desire to eat when you have nothing to do?
3. Do you have a desire to eat when you are depressed or discouraged?
4. Do you have a desire to eat when you are feeling lonely?
5. Do you have a desire to eat when somebody lets you down?
6. Do you have a desire to eat when you are cross?
7. Do you have a desire to eat when you are approaching something unpleasant to happen?
8. Do you get the desire to eat when you are anxious, worried or tense?
9. Do you have a desire to eat when things are going against you or when things have gone wrong?
10. Do you have the desire to eat when you are emotionally upset?
11. Do you have a desire to eat when you are bored or restless?
12. Do you have desire to eat when you are frightened?
13. Do you have a desire to eat when you are disappointed?

External eating

1. If food tastes good to you, do you eat more than usual?
2. If food smells and looks good, do you eat more than usual?
3. If you see or smell something delicious, do you have a desire to eat it?
4. If you have something delicious to eat, do you eat it straight away?
5. If you walk past the baker do you have the desire to buy something delicious?
6. If you see others eating, do you have the desire to eat?
7. If you walk past a cafe, do you have the desire to buy something delicious?
8. When you are preparing a meal are you inclined to eat?

To study the psychological impacts of fashion models using DASS-21 scale

Please read each statement and circle a number 0,1,2 or 3 which indicates how much the statement applied to you over the past week. There are no right or wrong answers. The rating scale is as follows:

0. Did not apply to me at all
1. Applied to me to some degree, or some of the time
2. Applied to me to a considerable degree or a good part of time
3. Applied to me very much or most of the time and too much time on any statement

Questions

1(s) I found it hard to wind down

2 (a) I was aware of dryness of my mouth

- 3 (d) I couldn't seem to experience any positive feeling at all
- 4 (a) I experienced breathing difficulty (e.g. excessively rapid breathing, breathlessness in the absence of physical exertion)
- 5 (d) I found it difficult to work up the initiative to do things
- 6 (s) I tended to over-react to situations
- 7 (a) I experienced trembling (e.g. in the hands)
- 8 (s) I felt that I was using a lot of nervous energy
- 9 (a) I was worried about situations in which I might panic and make a fool of myself
- 10 (d) I felt that I had nothing to look forward to
- 11 (s) I found myself getting agitated
- 12 (s) I found it difficult to relax
- 13 (d) I felt down-hearted and blue
- 14 (s) I was intolerant of anything that kept me from getting on with what I was doing
- 15 (a) I felt I was close to panic
- 16 (d) I was unable to become enthusiastic about anything
- 17 (d) I felt I wasn't worth much as a person
- 18 (s) I felt that I was rather touchy
- 19 (a) I was aware of the action of my heart in the absence of physical exertion (e.g. sense of heart rate increase, heart missing a beat)

20 (a) I felt scared without any good reason

21 (d) I felt that life was meaningless