



UNIVERSITI TEKNOLOGI MARA

Faculty of Administrative Science and Policy Study

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**“A Study on the Influences of Body Image on Women’s  
Appearance at Work”**

Prepared by:

MASITAH BINTI SAPUAN (2010350195)

TRIFIZIALY BINTI NGADAM (2011890454)

Supervisor:

MISS NONI HARIANTI BINTI JUNAIDI

## **ABSTRACT**

The search for the ideal body type is an area of focus for many women, and the inability to reach the ideal for some women is devastating. The relationship between low body image perceptions and depression has been studied numerous times over the past few decades. Past research indicates that as a woman becomes more focused on her appearance, or if her body image perceptions decrease, levels of depression will increase. In the current study, the study indicates how one's appearance actually relates with their work. A woman's appearance at work place does matter. Whether it should or not is an entirely different matter. For women, being beautiful is important for social success. This study digs regarding the perceptions of working women of their body image, to know whether the working women understand well about their body how they perceive it. Besides, to study the underlying factor that affect the relationship between good appearance and weight control intention among working women.

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# CHAPTER 1

## BACKGROUND OF STUDY

### 1.1 INTRODUCTION

Have I put on weight? This phrase is quiet common among women, especially among the ones who are trying hard to get rid of a few kilos .Nowadays, we live in a society where one is judged on their appearance, and how they present themselves. Whereas, some are more concerned with their health, and beauty holds little or no value to them. About 2 out of 5 women and one third of men are unhappy with their overall appearance. Most people are dissatisfied with one part of their body. Only 28% of men and 15% of women are happy with every part of themselves (Mohd Nasir et al, 2007). During the present days, it can be seen that our society is more beauty conscious rather than health conscious. Especially women where there is a great deal of societal pressure to be thin. Women are obsessed by their bodies, and even many of those who are of normal weight wish they could be slimmer. Thus, this phenomenon is especially true for women as are generally more concerned than men over their body weight and are also more inclined to control their weight. Whereby, according to Nagel and Jones (1992), most of us are either on a diet, cheating on a diet, discussing how we need to lose weight, or talking about the latest weight loss obsession. This means that those, who are fat, wait to get to the normal weight, while those already in the ideal weight wish they could be slimmer.

A woman's appearance at work place does matter. Whether it should or not is an entirely different matter. For women, being beautiful is important for social success. This may be true for working women where they will be meeting as the idealized standard for feminine beauty demands that women be thin (Cusack, 2000). This stated that there are direct relationship between women's weight and body satisfaction. Even though most women experienced the positive results to lose weight, controversy also surrounds it. Some may experienced the positive result, some may otherwise.

# CHAPTER 2

## LITERATURE REVIEW

### 2.1 INTRODUCTION

This chapter discuss on the meaning of body image, the factors that lead to a good appearance among working women, the positive and negative consequences of body image, as well as how to overcome the problems caused by negative body image.

#### 2.1.1 What is Body Image?

Body image is the way we perceive our bodies and how that perception influences self-esteem. A woman with positive body image has a sensible perspective of what her body looks like and is comfortable with what she sees. Cusack (2000) defined body image as a multidimensional self attitude toward one's body, particularly its' size, shape, and aesthetics. This more whole definition has created an interdisciplinary approach to researching body image. Whereby women are commonly become unsure or feeling unsecure towards their body image. As a result of the increase in emphasis on body image as well as the increase in the number of body image disturbances reported among females, research on gender and body image has become extremely important (Cash, Ancis & Strachan, 1997). Other definition stated that body image is closely related to self-esteem whereby it is define as the evaluative element of how a person values, approves or disapproves him or herself (Frost & McKelvie, 2005). In addition, body image refers to the image that individual's form of their bodies in their minds. A person's body image is influenced by their beliefs and attitudes. According to Women's Health (2007), they define body image as one's body image does not remain the same. It can see that image does not stay the same but it change due to the response to lifestyle events.