



**RESEARCH PAPER**

**Body Objectification, Self Esteem and Life Satisfaction among Young Adults**

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**ABSTRACT**

The study aimed to find the relationship between body objectification, self-esteem, and life satisfaction among adults. Body objectification has risen consideration in the past few decades as we continue to change our society through cultural norms, technological development and media. The sample of 274 young adults, of same number of males and females (137 each) from different universities of Faisalabad. In this study a cross-sectional research and purposive sampling technique was used. The Rosenberg self-esteem scale, objectified body consciousness scale and satisfaction with life were used for data collection. Results indicates that body objectification strongly affects both self-esteem and life satisfaction of young adults. Body objectification levels at high intensity correlated with reduced self-esteem and lowered life satisfaction which demonstrates the negative consequences of harmful body-related perspectives on total wellness. This research demonstrates the necessity to address body image problems while developing self-esteem to boost satisfaction in life among adults.

**KEYWORDS** Body Objectification, Self-Esteem, Life Satisfaction

**Introduction**

Body objectification is a dominant and many layered social processes referring to the practice of treating and representing one's body in terms of an object for the external evaluation. This theory is based on the objectification theory of Fredrickson and Roberts (1997) and focuses on the ways that individuals especially women, internalize their obligations to give priority to image above all else of identity (self). The body objectification occurs when the people are treating them based on how their bodies appear to our minds rather than the capacities, personality, and intellect. Body objectification and an 'outsider's perspective' of one's own body is often the norm in a world of beauty standards that often shapes people into adopting heightened level of self-surveillance, body dissatisfaction and emotional distress (Gattino et al., 2023). Body objectification has profound, far reaching psychological consequences. The result of self-objectification was that people began to monitor their bodies more and to feel shame about the bodies they had, and that led to disordered eating behaviors as people tried to eliminate or maintain their appearance so as to meet with what society deemed to be a standard appearance (Rollero & De Piccoli, 2017).

Studies have determined that for women, in particular, body objectification tends to result in higher levels of anxiety, depression and lower levels of self-worth, making it a painful exacerbation of already stressful mental health issues (Zurbriggen, 2013). Body objectification has sharply increased throughout modern society due to the rise of social media. Instagram, Facebook and TikTok have ritualized the communication of the edited, curated images that uphold unrealistic beauty standards. Appearance was set by influencers and celebrities to unrealistic standards, with users caught in a cycle of

comparison and self-criticism. Social media has become a vital factor for study in body objectification because of this phenomenon (Vandenbosch et al, 2021). Objectifying behaviors and media representations disproportionately target women, rendering them more prone to body dissatisfaction and its psychological effects. Media, advertising, and everyday interactions that sexualize women as a primary value, reinforcing that their primary value is based on their physicality (Santonniccolo et al., 2023).

Self-esteem is a basic component of psychological health since it impacts how people think, behave and feel inside each day lives. The construct of self is a dynamic construct subject to changes of a large number of internal and external factors that continuously evolve over the lifespan (Albarracin et al., 2024). Today, in our highly connected world, social media is hypersensitizing us to the highly unrealistic comparisons that intertwine with the ideals people unwittingly present online. This phenomenon has set unrealistic benchmarks about what success and what beauty are and ultimately erode self-esteem for those that don't seem to measure up. Practicing of external validation mechanisms such as 'likes' and comment have also stressed people to heavily depend on the approval of others to be worthy, thus decreasing the intrinsic self-worth (Sachu et al., 2023).

Self-esteem can be categorized into two main types: Also, self-esteem in global self and domain specific self. Global self-esteem is the whole story about how people perceive themselves as a whole, while domain specific self-esteem is how people feel about themselves in only one aspect of life, for instance in the sense of belonging financially, socially or in many other dimensions (Rosenberg et al., 1995).

Self-esteem is not a fixed thing, that can be cultivated and improved with intention and intervention. Methods, such as cognitive behavioral therapy (CBT), mindfulness, and positive thoughts to undermine negative self-belief and create a culture of self-acceptance are really good. Getting to the next level of self-esteem involves dismantling self-deprecating thoughts, commiserating with successes, and nurturing a friendly inner critic. Surrounding ourselves with supportive relationships and doing things we enjoy helps build a sense of self-worth. These practices may help individuals increase their self-esteem and build a stronger more resilient and confident sense of 'self' (Langford et al., 2022).

Life satisfaction is multifaceted because it is influenced by several factors. They can be divided into internal and external factors. Factors internal include the factors linked to the personality profile, including self-esteem, emotional resilience, optimism and purpose. More life satisfaction is predicted to be reported of those with a positive outlook and stress management ability. Socioeconomic status, family relationships, community support and access to resource are considered as external factors (Mir, Rana, & Waqas, 2021). One final example would be that stable employment, financial security, and supportive social networks are important contributors to life quality perception. These internal and external factors interact to make a person satisfied or not satisfied with his life (Lacerda Matos et al., 2005).

Being human is social and so is our well-being correlated to the health of our social connections. Social bonds are great, as individuals are able to share experiences, seek comfort when times get tough and celebrate when you get something done. On the other hand, loneliness, conflict, or a shortage of meaningful connections can bring with them emotions of emptiness, dissatisfaction. Early on point out the importance of fostering healthy relationships in order to have and maintain high levels of life satisfaction (Amati et al., 2018).

As is life satisfaction, work and career satisfaction are also linked. Those who are happy and satisfied with their life tend to be people who find work fulfilling, and they believe their work is valuable and substantial (Shah, et al., 2024; Ali, et al., 2024; Kayani, et

al., 2023). Also, a healthy work life balance makes the employees more contented. On the other hand, a person's overall well-being can be greatly affected by job dissatisfaction, unemployment in general, or work-related stress (Ahmad, et al., 2021; Ahmad, 2018). This means aligning career choices towards personal values, interests and strength and achieving life satisfaction (Bostjancic & Petrovic, 2019).

Life satisfaction also influences decision and setting of goals if it's high or low. Those with higher levels of satisfaction are more likely to pursue goals that fit with their values and interests, as well as feel more guided and with a greater sense of purpose (Schippers & Ziegler, 2019).

Self-esteem and self-worth, are essential parts of life satisfaction. People with higher self-esteem usually report higher satisfaction with life because they generally throw themselves a positive review, and they justify happiness in their eyes (Danish, Akhtar & Imran, 2023). However, low self-esteem can bring you feelings of ineptness which do not lead you to good satisfaction. Self-acceptance, self-compassion and confidence work greatly in building both a strong self-esteem and general life satisfaction. Building a foundation of contentment and fulfillment means first and foremost seeing and celebrating one's own strengths, accomplishments and individuality (Szcześniak et al., 2021).

## **Literature Review**

A study of self-objectification sought to describe the tendency for people, but especially women, to envision themselves as objects to be evaluated based on physical appearance. According to their research, body objectification resulted in lower self-esteem because body objectified people internalize social beauty standards and have too much of an emphasis on physical appearance (Shah, et al., 2025; Azhar, Iqbal & Imran 2025). It showed self-objectification negatively affected a person's mental health, increasing body shame, anxiety and dissatisfaction, which all are closely related to lower self-esteem (Ali, et al., 2021; Muhammad, et al., 2020; Farooq, et al., 2019). Since then, this has also become an important foundation for subsequent research on body objectification and its psychological consequences in demonstrating their link between self-objectification and diminished self-sense of worth (Fredrickson & Roberts, 1997).

The effect of media on the body image and self-esteem was examined through a meta-analysis. And they found that the more people were exposed to idealized images of women in the media, the higher their body objectification and the lower their self-esteem (Ahmed, & Imran, 2024; Imran, Zaidi, & Khanzada, 2023). Their findings showed that media depictions of what they call an 'ideal body' put forth societal beauty norms and lead to body dissatisfaction. In turn, this has a negative effect on self-esteem, as people particularly women value themselves by comparing themselves with unattainable ideals (Rooh, et al., 2025; Naseer, et al., 2024). One of the focuses of the study was its vast effect of media and its augmenting of problems associated with body objectification and self-worth (Grabe et al., 2008).

McKinley and Hyde developed the Self-Objectification Scale, by which to measure the degree to which people objectify their bodies. Women who scored higher on the self-objectification scale reported less self-esteem, according to their study. Self-objectification was recognized as a major internalization of external standards of beauty. Societal pressure to meet a specific body ideal strengthened through self-objectification moves a person to perform doomed self-comparisons since the self has some degree some diminished sense of worth and esteem especially in women (Ansari, Akhtar & Hafeez, 2024; Akhtar, et al., 2021). It informed many studies followings on this topic, and this work was influential in understanding how body objectification affects self-esteem (McKinley & Hyde, 1996).

Dakanalis et al. was explored for the psychological implications of body objectification. Body objectification also correlated negatively with women's self-esteem and greater body dissatisfaction; the researchers discovered. The study also indicated that societal pressures to look the way we all seem to want to are pressurizing people into internalizing a negative body image and a sense of self objectification that continues to reinforce self-worthlessness (Ali, et al., 2023; Yasmin, et al., 2020). This research discussed the destructive effects of social beauty standards on body esteem with the implication of preventing body objectification (Dakanalis et al., 2014).

A sample of young adult women was used by Vartanian and Dey to investigate body objectification's impact on self-esteem (Raja, et al., 2022, Raja, 2022; Raja, et al., 2021). They found that individuals seem to have a very strong association between how they perceive their body and how they feel about themselves, as well as the amount of psychological damage they can sustain due to their objectification of the body (Vartanian & Dey, 2013).

A meta-analysis assessed the impact of exposure to media body objectification on women's psychological wellbeing (i.e., life satisfaction). Results suggested a strong negative relationship between the internalization of the body ideals shown in the media on women's life satisfaction. If women are highly exposed to objectifying media images, they were also more likely to be dissatisfied with their bodies and have a poorer overall life satisfaction (Oad, Zaidi, & Phulpoto, 2023). In particular the study highlighted the very powerful influence of the media in creating body image in women and its effects on their quality of life (Grabe et al., 2008).

In a study of body objectification and life satisfaction, adult women were studied. The research they conducted showed that women who exposed themselves to more self-objectification (watching their bodies through society's standards of attractiveness) performed worse in life satisfaction. According to the study, a person's body objectification was strongly related to a decline in emotional well-being and life satisfaction, and higher life satisfaction and emotional well-being could be facilitated through body acceptance (Tiggemann and Kuring, 2004).

A study examined the effect of self-esteem on life satisfaction across social contexts. The researchers found that people with stable, high self-esteem also reported higher life satisfaction. Based on their study, people with high self-esteem tend to feel more secure with their relationships, personal achievements, and social roles also making for a more satisfied life. Additionally, they found that self-esteem was not only correlated with overall happiness, but with the person's potential to tolerate stress and difficulties of life, which leads to life satisfaction. The findings emphasize the role of stable self-esteem in helping people to gain meaning and satisfaction from the experience of living, and that people with stronger internalized and more stable self-esteem were more able to derive satisfaction from life (Kernis & Goldman, 2006).

Research examined how self-esteem relates to life satisfaction in university students. It turns out that students who had high self-esteem were more likely to report greater life satisfaction. They also looked at how social comparison was involved in their research and demonstrated that a person with a high self-esteem wouldn't be affected by social comparison processes therefore it leaves them with a positive view on life. Those who were more secure in their self-worth for example, and less likely to be influenced by others' opinions would be more satisfied in their own lives in general (Zaheer, et al., 2021; ul Haq, 2017; ul Haq, 2012). On the other hand, if these same people have low self-esteem, they will feel that other people are better and this will make them unsatisfied. As an outcome of this study, possible mechanisms through which self-esteem affects life satisfaction have been provided, including that self-esteem not only increases overall

satisfaction but also preserves the damaging effect of social comparison on the individual (Tafarodi & Swann, 2001).

Another examined the role of self-esteem on life satisfaction of older adults. The study found that high self-esteem among older adults was linked with high quality of life broadly, but especially for health and social quality. What they found is that those older adults with a positive self-view were more likely to engage in things that were good for them, such as exercising, staying social, doing hobbies. All of the above led to a more positive outlook on life, to better physical health, stronger relationships and thus greater life satisfaction. "Self-esteem is critical in later life for mental and physical health, so it is essential in the aging process," said the researchers. But they suggested that interventions designed to enhance self-esteem in older people could boost life satisfaction by encouraging positive behavior and by improving social interaction. Related to later stage of life this study offers some important insights into how self-esteem affects life satisfaction (Lee et al., 2012).

### **Hypotheses**

1. There is a significant negative relationship between body objectification and self-esteem among young adults.
2. There is a significant negative relationship between body objectification and life satisfaction young among adults.
3. There is a significant positive relationship between self-esteem and life satisfaction among young adults.
4. Self-esteem will mediate the relationship between body objectification and life satisfaction among young adults.

### **Material and Methods**

#### **Participants**

A sample of 274 young adults (137 Male and 137 Female) were selected from University of Agriculture, Government College University, and Riphah International University of Faisalabad.

#### **Research Design**

A cross-sectional research design was used to perform the present study's examination.

#### **Inclusion Criteria**

- Enrolled university students aged 20-35.
- Willingness to participate and provide informed consent.
- Ability to read and understand the survey questionnaires.

#### **Exclusion Criteria**

- Students with diagnosed sleep disorders or severe mental health conditions currently under treatment.
- Students who are not currently enrolled in university courses.

#### **Sampling Procedure**

This study used the sampling procedure which selected a sample of 274 young adults, of same number of males and females (137 each) from different universities of

Faisalabad. A convenience sampling technique was used in the study as a part of the non-probability sampling technique due to the fact that the sample used qualified in fulfilment of the specified criteria in relation to research objectives. This method was feasible for collecting data nonintrusive while limiting data from which the phenomena under study might occur to a likely population in the demographics of concern.

## **Instruments**

### **Objectified Body Consciousness Scale**

One of the most widely used measures of bodily objectification, is the Objectified Body Consciousness Scale (OBCS). Developed by McKinley and Hyde (1996), the OBCS assesses three key dimensions of body objectification: body surveillance (the tendency to view one's body as an observer), internalized standards of cultural as beauty (the degree to which one adopts society standards of physical appearance), and appearance control beliefs (the belief that one's body can be controlled). The scale contains 24 items scored on a 7-point Likert scale from "strongly disagree" to "strongly agree." High internal consistency reliability of OBCS has been reported (e.g. Cronbach's alpha coefficients ranging from 0.76-0.89 using its subscales), indicating that OBCS might measure reliably the internal construct of body objectification (Fitzsimmons-Craft et al., 2011).

### **Rosenberg Self-Esteem Scale**

The widely used and validated Rosenberg Self-Esteem Scale (RSES) is a scale which measures global self-esteem in participants. The RSES is a scale of 10 items rated on a 4-point Likert scale 'strongly agree' to 'strongly disagree' developed by Rosenberg (1965). Items include one's positive and negative feelings about oneself and the scale's content reflects an individual's overall description of himself or herself as a person. The reliability and validity of the RSES have been shown to be excellent across very different populations with reported Cronbach's alpha coefficients generally of between 0.77 and 0.88, indicating high levels of internal consistency (Yin et al., 2021).

### **Satisfaction with Life Scale**

Satisfaction with Life Scale (SWLS) is a very familiar tool that's used to measure overall life satisfaction by participants. The SWLS as developed by Diener et al (1985) is a global cognitive measure of one's extent of satisfaction with one's entire life. The 5 items on the scale are rated on a 7-point Likert scale, from 'strongly disagree' to 'strongly agree'. Some psychometric tests performed by SWLS have shown high internal reliability and consistency in the population between an average alpha coefficient of 0.85-0.88 (Diener et al., 1985).

## **Ethical Considerations**

The complete information regarding the questionnaire and topic will be explained to the participants. The dignity of the research participants will be prioritized. Informed consent will also be obtained from the participants to take part in the research. The participants and their data will be ensured to be confidential. For quantitative research, prior permission from authors of scale and anonymity will be considered. Moreover, formal permission will also be taken for this research.

## **Research Procedure**

After the necessary consent has been obtained, participants were selected using the previously described sampling approach, and rapport was established with them. They were provided with written informed consent and was informed about the study's

purpose. Participants were assured of confidentiality and was informed that they can withdraw from the study at any time. To ensure consistency in the methods, the measures were administered using standardized instructions suggested by the authors. A "questions/answers session" was follow the testing, which was last for 35- 40 minutes. Data analysis, including regression analysis and Pearson Product Moment Correlations, were conducted using the Statistical Package for Social Sciences (SPSS v-26).

### Scoring and Statistical Analysis

Scoring was passed out following data collection using the instructions provided in the manual of psychological measures. Statistical analysis for calculation was performed using SPSS version 23 in the study. Both descriptive and inferential statistics, including Pearson Product Moment correlation, Regression analysis, independent sample t-test, and analysis of variance, were used to examine the relationship and predictors of outcomes.

### Results and Discussion

**Table 1**  
**Frequencies and Percentages of Demographic Variables of Study (N = 274).**

Variables	Category	F	%
Gender	Male	137	50.00
	Female	137	50.00
Age	20–24	211	77.00
	25–29	63	23.00
Education	Matric / High School	01	0.40
	Bachelor	206	75.20
	Masters	67	24.50
Marital Status	Married	15	05.50
	Single	257	93.80
	Divorced	02	0.70
Family System	Joint	108	39.40
	Nuclear	166	60.60
Economic Status	Lower Class	02	0.70
	Middle Class	263	96.00
	Upper Class	09	03.30
Total		274	100.0

Note. F = Frequency, % = Percentage

**Table 2**  
**Bivariate Correlation between Body Objectification, Self-Esteem and Life Satisfaction among Young Adults.**

	Variables	n	M	SD	1	2	3
1	Body Objectification	274	94.49	10.15	-		
2	Self-Esteem	274	16.62	3.18	-.21**	-	
3	Life Satisfaction	274	19.71	6.54	-.24**	.28**	-

Note. \* $p < .05$ , \*\* $p < .01$

The results from the bivariate correlation assessment demonstrated significant statistical connections between body objectification and both self-esteem and life satisfaction for young adults. The research study demonstrated that higher levels of body objectification link to decreased self-esteem ( $r = -.21$ ,  $p < .01$ ) and lower life satisfaction ( $r = -.24$ ,  $p < .01$ ). Self-esteem generates positive relationships with life satisfaction where participants with elevated self-esteem achieve higher scores of life satisfaction ( $r = .28$ ,  $p < .01$ ). Body objectification produces negative effects on personal views and general wellness according to this research which confirms self-esteem functions as a fundamental factor for achieving satisfaction in life.

**Table 3**  
**Regression Coefficient of Body Objectification on Life Satisfaction among Young Adults**

Variables	B	$\beta$	SE
Constant	34.63**		3.60
Body Objectification	-.158**	-.245	.038
$R^2$		.06	

Results of the regression analysis suggest that body objectification is negatively associated with life satisfaction in young adults. The results are an unstandardized coefficient ( $B = -0.158$ ,  $p < .01$ ) which is indicating that each one unit increase in body objectification corresponded to a decrease of 0.158 units in the life satisfaction values. The dependent beta ( $-0.245$ ) is moderate negative. Results explain 6% of the variance ( $R^2 = .06$ ) in life satisfaction and therefore the model indicates that body objectification has an influence on the levels of life satisfaction of young adults. These findings indicate the strength body related perceptions have on quality of life.

**Table 4**  
**Regression Coefficient of Subscales of Body Objectification on Life Satisfaction among Young Adults.**

Variables	B	$\beta$	SE
Body Objectification Self-Surveillance	-.440**	-.391	.063
Body Objectification Body Shame	.062	.068	.053
Body Objectification Appearance Control Belief	-.083	-.076	.064
$R^2$		.17	

In this regression analysis to assess the relationship between body objectification and life satisfaction among the young adults, we find only statistically significant predictor, body objectification self-surveillance ( $B = -.440$ ,  $\beta = -.391$ ,  $p < .01$ ). This means that frequency of self-surveillance is sharper predictor of low life satisfaction than otherwise and the effect sizes are medium. Contrarily with only none of body shame ( $B = .062$ ,  $\beta = .068$ ,  $p > .05$ ), appearance control beliefs ( $B = -.083$ ,  $\beta = -.076$ ,  $p > .05$ ) do not significantly prediction in this model. Although, self-surveillance accounts for 17% variance ( $R^2 = .17$ ) in young adults' life satisfaction, other unmeasured factors also likely influence the extent to which young adults are satisfied with their lives.

**Table 5**  
**Regression Coefficient of Body Objectification on Self Esteem among Young Adults.**

Variables	B	$\beta$	SE
Constant	-.068**		1.76
Body Objectification	-.068**	-.216	.019
$R^2$	.04		

The regression analysis revealed a significant negative relationship between body objectification and self-esteem among young adults. The regression coefficient for body objectification was  $-0.068$  ( $p < .01$ ), indicating that higher levels of body objectification are associated with lower self-esteem. The standardized coefficient ( $\beta$ ) was  $-0.216$ , reflecting a small-to-medium effect. The  $R^2$  value of 0.04 suggests that body objectification explains only 4% of the variance in self-esteem. While the effect is statistically significant, other factors likely contribute to self-esteem. The analysis was based on 274 participants.

**Table 6**  
**Regression Coefficient of Subscales of Body Objectification on Self Esteem among Young Adults.**

Variables	B	$\beta$	SE
Body Objectification Self-Surveillance	-.163**	-.298	.031
Body Objectification Body Shame	.076**	-.169	.026
Body Objectification Appearance Control	.069	-.076	.129



Belief
$R^2$
.13

In the regression analysis looking at the impact of body objectification on young adult's self-esteem, two emphasizes predictors are also found, Body Objectification Self Surveillance has a significant negative effect on self-esteem ( $B = -.163$ ,  $\beta = -.298$ ,  $p < .01$ ), which indicates that watching one's appearance more closely, leads to lower self-esteem. Additionally, Body Shame predicts a lower self-esteem ( $B = -.076$ ,  $\beta = -.169$ ,  $p < .01$ ), in other words feeling guilty about your body lessens your worth a counterproductive kind of guilt. Self-esteem did not significantly relate to Appearance Control Beliefs ( $B = .069$ ,  $\beta = .076$ ,  $p .05$ ). It receives 13% of variance in self-esteem ( $R^2 = .13$ ), indicating that body objectification contributes to but not totally explains self-esteem. This underscores that focus on appearance and body related shame are toxic to self-esteem but having perceived control of appearance is not a major factor.

**Table 7**  
**Regression Coefficient of Self Esteem on Life Satisfaction among Young Adults.**

Variables	B	$\beta$	SE
Constant	9.90**		2.02
Self Esteem	.59**	.29	.12
$R^2$	.08		

A simple linear regression was conducted to examine the relationship between self-esteem and life satisfaction among young adults. The results indicated that self-esteem significantly predicted life satisfaction,  $B = .59$ ,  $\beta = .29$ ,  $p < .01$ . The constant was 9.90,  $B = 9.90$ ,  $SE = 2.02$ . The model explained 8% of the variance in life satisfaction,  $R^2 = .08$ . These findings suggest a modest positive association between self-esteem and life satisfaction in this sample of young adults.

**Table 8**  
**Regression Coefficient of Body Objectification and Self Esteem on Life Satisfaction among Young Adults**

Variables	B	SE	t	p	95%CI
Constant	22.98**	4.45	5.16	.000	[14.22,31.76]
Body Objectification	-.124	.04	-3.28	.001	[-.198, -.049]
Self Esteem	.506	.12	4.22	.000	[.270,.742]

The regression analysis examining the impact of body objectification and self-esteem on life satisfaction among young adults revealed significant findings. The constant was 22.98 ( $p < .01$ ), indicating that when body objectification and self-esteem are zero, life satisfaction is predicted to be 22.98. Body objectification had a negative effect on life satisfaction ( $B = -0.124$ ,  $p = .001$ ), suggesting that higher levels of body objectification are associated with lower life satisfaction. In contrast, self-esteem had a positive effect on life satisfaction ( $B = 0.506$ ,  $p < .01$ ), meaning that higher self-esteem is linked to greater life satisfaction. The 95% confidence intervals for both body objectification (-0.198 to -0.049) and self-esteem (0.270 to 0.742) did not include zero, confirming the significance of these results. The analysis was conducted with 274 participants.

**Table 9**  
**Self-Esteem Mediating the Relationship between Body Objectification and Life Satisfaction among Young Adults.**

Variables	B	SE B	t	$R^2$	P
Step 1				.04	.00
Body Objectification	-.067	.018	-3.64		.00
Step 2				.11	.00
Body Objectification	-.123	.037	-3.27		.00
Self-Esteem	.505	.120	4.21		.00

The mediation analysis then indicates partial mediation of the relationship between body objectification and life satisfaction by that of self-esteem in young adults. In

Step 1, there is a significant negative direct effect of body objectification on life satisfaction ( $B = -.067$ ,  $p = .00$ ), meaning that a greater body objectification is related to lower life satisfaction. In Step 2, self-esteem has large positive effect on life satisfaction ( $B = .505$ ,  $p = .00$ ), while effect of body objectification remains significant but smaller in size ( $B = -.123$ ,  $p = .00$ ). Self-esteem serves as a partial mediating factor between body objectification and life satisfaction. Together, the findings highlight the need to foster self-esteem as a protective factor to improve one's life satisfaction, especially for body objectified persons.

## **Discussion**

It was hypothesized that there will be a significant negative relationship between body objectification and self-esteem among young adults. Results showed that Higher body objectification self-surveillance is associated with lower self-esteem. Body shame, another facet of objectification, also correlates negatively with self-esteem, Conversely, stronger beliefs in appearance control correlate weakly but positively with-self-esteem.

Therefore, the findings of the current study extend previous research on the negative consequences of body objectification. According to Calogero , higher body objectification is associated with significantly lower self-esteem specifically because it entails the internalization of societal beauty standards that promote body surveillance and shame. Similar to the previous results, the present findings agree that the more one self-surveils his or her body image, the lower one's self esteem; essentially, continual self-surveillance to adhere to the body objectification ideal erodes one's worth (Calogero et al., 2021).

The next hypothesis of the study was there will be a significant negative relationship between body objectification and life satisfaction young among adults. Results on the correlation revealed that higher body objectification self-surveillance is associated lower life satisfaction indicating that excessive monitoring of one's appearance relates to poorer psychological well-being. The findings of the current study both support and refine previous research on body objectification and life satisfaction. Tiggemann and Anderberg (2020) suggested that body objects who had higher life satisfaction displayed less self-monitored and less body unsatisfied as a consequence of inner beauty standards, as reported by these individuals. As in the present results, it is confirmed that the more we are body objectifying ourselves, the more we are less satisfied in life, in line with the idea that the excessive appearance focused monitoring negatively affects psychological well-being. In contrast to some earlier research, however, the association between body shame, a vital feature of objectification, did not appear significant in predicting life satisfaction, implying that although shame may influence a person's self-esteem, its simple association with life satisfaction may not be as strong.

Slater et al., (2020) point to a negative relationship between body objectification and life satisfaction in specific environments that are focused on appearance. In this extension, we find that self-surveillance does not result in increased life satisfaction, but rather stronger beliefs in appearance control also associates with lower wellbeing. Thus, even the possibility of controlling your appearance as you wish may not shield you from discontent, which may actually lead to, or amplify, discontent, perhaps for factors of idealized standards or endless efforts to meet them. Taken together, these findings support that self-surveillance is the most consistent predictor of decreased life satisfaction, consistent with past research, and provide additional counter to the story by indicating that body shaming can better be understood to prevent rather than promote, and perceived control can be better understood to protect rather than to weaken life satisfaction. (Feltman & Szymanski, 2020).

The third hypothesis of the study was there will be a significant positive relationship between self-esteem and life satisfaction among young adults. Result revealed

that there is a significant positive relationship between self-esteem and life satisfaction among young adults. The implication of young people being happier with their lives as self-esteem increases is this.

In their longitudinal study, Orth and Robins looked at whether self-esteem and life satisfaction are closely related throughout life including young adulthood. It turned out higher levels of self-esteem were related extremely strongly to more life satisfaction. They said that, which is a protective factor, boosts people's ability to weather adversity and gives them a positive sense of life. Though the results of this study show a stronger connection when self-esteem is measured with measures unrelated to the life satisfaction, it also corroborates a well-known and robust connection between self-esteem and life satisfaction in the early years of young adulthood (Orth & Robins, 2022).

In a sample of young adults, Nguyen and his colleague examine the link between self-esteem and life satisfaction and how social support and psychological wellbeing may either help or hinder this path. The results found a positive correlation of a significant magnitude between self-estimation and satisfaction with life, i. e., those with a higher self-estimation will report higher levels of satisfaction with life (Nguyen et al., 2021).

The fourth hypothesis was self-esteem will mediate the relationship between body objectification and life satisfaction among young adults. Results showed that Self-esteem serves as a partial mediating factor between body objectification and life satisfaction. In a study Calogero investigated the mediating role of self-esteem in the link of body objectification with psychological wellbeing such as life satisfaction. Part of the negative effect of body objectification on life satisfaction was partially mediated by the effect of self-esteem. For example, higher levels of body objectification were linked with lower self-esteem, and then lower self-esteem was related to less life satisfaction. Because self-esteem serves as a buffer, the harmful impacts of body objectification will not be as damaging, the researchers note. The current study highlights the role of promoting self-esteem as a protective factor to increase life satisfaction of individuals who undergo body minimize the problems caused objectification (Calogero et al., 2021).

## **Conclusion**

Research indicates that body objectification strongly affects both self-esteem and life satisfaction of young adults. Body objectification levels at high intensity correlated with reduced self-esteem and lowered life satisfaction which demonstrates the negative consequences of harmful body-related perspectives on total wellness. Self-esteem served as an essential variable that explained why body objectification influences life satisfaction since promoting self-esteem helps by body objectification.

## **Recommendations**

The Universities from Faisalabad provided the sample for the current study. It would be better to choose the sample in the future from more various places. The current study used a cross-sectional research design; however, in the future, longitudinal research on these variables. The study's use of just self-reported data for analysis, which can be biased, is another drawback. The interview method can also be utilized to obtain a more thorough and in-depth understanding of a phenomenon. Purposive sampling produced the sample. To provide a fair and accurate sample representation, future studies should use random sampling.

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