

**Effect of TV Advertisements on Body Image, Materialism and Life
Satisfaction among Adolescents**



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By

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120-FSS/MS PSY/F13

A dissertation submitted to the

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Dedication

This humble effort is dedicated to my beloved family who is the symbol of guidance in my life and motivated me to accomplish this research project and whose hands always rose in prayers for my success.

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Another study was conducted by Dinç and Alisinanoğlu (2010) to find the effect of television on the body image on the basis of adolescents' opinions. The purpose of the study was to explore how television effects the body image of youngster at high school level. Dinç and Alisinanoğlu used a mixed method in the study. A sample of 1222 high schools students was selected who completed Scale of Satisfaction from Body and Features. 36 students participated in the study according to their scores of the scale. Qualitative data for the study was gathered through semi structured interviews. The results of the study indicated that mostly adolescents were satisfied with their body, furthermore males were more satisfied than females. It was also seen that the adolescents emulated the ideal body types and features on television that they wanted to have or they did not have and they sometimes tried to resemble these. Moreover, it was seen that most of the adolescents compared themselves with the ideal body images on TV and they sometimes experienced disappointment and dejection.

The concept of ideal body image which is presented in advertisements directly impacts a person's body image satisfaction or dissatisfaction. Ideal body images represent the physical ideals that emulate, be that high fashion model, celebrity, movie star or other such role models. When the adolescents can't generally attain these roles they get dissatisfied with their body image. This body dissatisfaction leads to negative self-perception or self-worth and lead to development of lower satisfaction with life (Martin). When a person is dissatisfied with the body image the dissatisfaction with life rises.

Ferguson, Munoz, Garza and Galind (2012) investigated the extent to which social media, television and peer competition effects body satisfaction, life satisfaction and eating disorder symptoms in teenage girls. A sample of 237 Hispanic girls was selected and 101 girls were reassessed after 6-months follow-up. The results of the study suggested exposure to thin television

ideals or social media don't have negative effects while the use of social media has reduced life satisfaction among the teenage girls. Besides that peer competition was strong predictor of negative outcomes. The results suggested peer competition is the cause of body and eating problems in the teenage girls.

Castelli and Steven (2011) conducted a study to investigate the impact of body image on life satisfaction. The study was conducted among forty men and seven women with the age range of 12.5-21.5 yrs. The results of the study indicated that negative relationship exist between body image and individual's self-concept and life satisfaction. This indicates that individuals with higher body satisfaction have higher life satisfaction. The results also indicated that individuals with higher self-esteem are more satisfied with their bodies than those who have moderate or low self-esteem.

Opshaug (2013) conducted a longitudinal study to explore how and to what extent body image, negative emotionality, social support from peers and positive and negative event could affect life satisfaction. Furthermore, the relationship between the variables and their short-term and long-term effects on life satisfaction were studied. A sample of 594 participants with the age range from 12-13yrs and 375 participants with the age range from 16-17yrs completed the survey. The results of the study indicated body image, negative emotionality and social support anticipated life satisfaction. The results of the body image reports indicated that although both boys and girls rated their looks above the mid-point, even then they were less satisfied with their body. Furthermore, girls had lower level of body dissatisfaction than boys. Furthermore, the results indicated negative emotionality greatly affect the life satisfaction. The results also revealed that both boys and girls were satisfied with their body mass index scores but they were not satisfied

with their lives and the girls were more dissatisfied with their lives as compared to boys because they are pressurized to look thin.

A comparative study was conducted by Ansari, Clausen, Mabhala and Stock (2010) to find body image perception and the effect of body image perception on the life style characteristic i.e perceived stressors, nutrition behaviour and quality of life among males and females. A sample of 1414 students was selected from University of Chester in England with the mean age of 26.8yrs and University of Southern Denmark with mean age of 23.7yrs. The results of the study indicated that males are more positive about their body image perception as compared to females. The results for the quality of life revealed there is a strong association between the quality of life and the feeling of "just right" for the body image. The people who perceived themselves too fat and have low perception for the body image have low quality of life.

Another major role played by advertisements is that they prompt materialism among people (Greenberg & Brand, 1993; Liebert, 1986; Wulfemeyer & Mueller, 1992). Materialism is preoccupation with money and possessions and the idea that personal wealth and material possessions are key to success (Fournier & Richins, 1991). Materialism is giving importance to worldly possession and they are assumed to occupy the central position in an individual's life and are considered to be the main source of satisfaction or dissatisfaction for the person (Belk, 1984). Richins and Dawson (1990) considered materialism as a value orientation with three components: a status component, which considers the possession of material object as a sign of social recognition and person's success; the expectation or aspirational component, according to which person believes that possessing material things will lead to happiness and enjoyment in life and an affective component which presents the extent to which the person finds the material possessions as a source of happiness and satisfaction.

Materialism is a two way process acquisition and possession. For a materialistic person acquisition and possession of things are considered central to satisfaction and well-being in life. Acquisition occupy main and central position in the lives of materialists and is considered as the source of acquiring happiness, success and well-being in life. Materialists use their possession in order to show their status to other. According to them, the success of the person depends on the quality and quantity of possessions he owns (Richins & Dawson, 1992).

The channel for developing the love for the material possession among people is the mass media. The greatest effort of the mass media especially the advertisements is propagating their ideology directly into the mind of the young generation, leading to need for possession of material things. Advertisements increases materialism because they are designed to instigate the desire for product that wouldn't be otherwise present. Advertisers use different ways in order to persuade the target viewers. They use media celebrity in order to support brand name and image (Atkin and Block 1983). Advertisements propagate ideology that possessions are important and that desirable qualities such as beauty, success and happiness can be obtained by material possessions. They are devised to draw attention, to guide attitudes and to help to bring behavioural changes and are considered to have impact on the attitude and values of the youngsters (Pollay, 1986). They present idealized and unrealistic images of people. People compare themselves and try to catch-up whatever they see in advertisements and set their living standards according to those unrealistic images. (Richins, 1991).

Chan and Cai (2009) conducted a study to investigate the effect of television advertising in rural and urban Chinese. The purpose of the study was to find out television advertising on perceived affluence and adoption of materialistic values in urban and rural Chinese. A sample of 646 adolescents with the age range from 11-17 years was selected. The results of the study

indicated that people who heavily view television advertising have higher perceived affluence than those who are light viewers of advertisements. Furthermore, people who are heavy viewers of advertisements tend to be more materialistic than those who are light viewers. When television advertising viewing was controlled, urban respondents have a higher perceived affluence while rural respondents had a higher level of materialism.

Chan and Prendergast (2007) studied materialism and social comparison in adolescents. The purpose of the study were to find out whether the adolescent approve or value materialism, whether materialism changes with age, and to find out the influences of interpersonal communication and media consumption on adolescents' tendency to engage in social comparison and commend to materialism. A sample of 281 participants was selected from secondary schools of Hong Kong. The results of the study indicated peer communication corresponds to social comparison with friends. Adolescents are more likely to engage in social comparison who communicate about consumption with friends. It further indicated that adolescents develop peer communication to be sure that they adhere to the demands of others. Furthermore, social comparison and media figures positively relates to materialistic values. Adolescents who compare their personal possessions with their friends or media persons they believe that possession is the only purpose of life and is the only way to be successful and happy.

Bishnoi and Sharma (2009) studied the influence of TV Advertisements on buying behaviour of urban and rural adolescents. A sample of 440 participants was selected from rural areas of Haryana and 426 from urban areas. The age range of the participants was 13-19yrs. The results indicated teenagers from rural areas take more interest in advertisements more than urban people. TV advertisements strengthened their involvement in buying and selecting the products. Rural teenagers decide with their family members, products to be purchased due to exposure to

TV advertisements. On the other hand urban youngsters don't buy the products advertised on TV if they don't need them. They like the advertisements of the products they are already using and believe that the quality of the product is as good as expected from TV advertisements. It was concluded that there is difference in the perception of rural and urban teenagers about the selection of the products buying influenced by advertisements. Moreover, males are more inspired by TV advertisements as compared to females.

Ali, Ramzan, Razi, Khan and Fatima (2012) studied the level of materialistic thoughts in people. A sample of 200 participants was selected through stratified random sampling. The results indicated materialism is thought to be the most important aspect of life which increases eagerness for luxuries. When these luxuries are not achieved they may give rise to psychological problems in people. The people who mostly get influenced by advertisements, have greed for money, poverty issues and have personal interest are the teenagers. The results further indicated materialism is increasing because of poverty and growing trend of advertisements. Furthermore, money, advertisement, culture, poverty and personal happiness have no significant relationship with study groups.

Ferle and Chan (2008) conducted a study to examine the effect of advertising, marketing promotions, media celebrities and peers on the development of materialistic values in adolescents of Singapore. The sample for the study consisted of 190 students from public high schools with the age range of 13-18yrs selected through convenient sampling. The results of the study indicated peer influence and imitation of media images were strong predictor of materialistic values among adolescents. It further revealed that level of materialism decreases with increase of age. The respondents are more interested in the information about the product in the advertisements than

the image information and they might not be concerned about gaining an ideal self-image from the advertisements.

Many parents and caretakers often feel powerless to the excessive amount of advertisement pressure placed on their children (Preston, 2004). They worry that their children will be consumed by consumer culture and will be taught that “the good life is attainable through the goods life” (Center for a new American Dream, 2011). Advertising mainly focus on the importance of materialism and promote the concept of materialism in young people. Besides this, advertising promote the view that happiness and success can only be achieved through the possession of material things (Oprea, Buijzen & Valkenburg, 2012).

Around 9 out of 10 parents believe that advertising instills materialism in their children (Smith & Atkin, 2003). These advertisements emphasis on the ownership and acquisition of material things, which distract the people from intrinsic values that are actually assumed to matter in an individual's life (Kasser, 2002). The people when get inspired by the products in the advertisements they develop crave for that material object. When they cannot get the desired product, the satisfaction with the life decreases (Oprea, Buijzen & Valkenburg, 2012).

The relationship between materialism and life satisfaction is assumed to be correlative. People who are materialistic may experience decrease life satisfaction and people who are more who are less satisfied with their lives are more prone to seek for the materialistic goals. The people with higher materialism have higher expectations then the people who have less expectations. The difference between assumed living standard and actual living standard may decrease the satisfaction with one's life. Increased materialism has therefore might lead to lower life satisfaction in research among adults. Once engaged in materialism, people enter a vicious circle: if

materialism rises the life satisfaction might decrease and when life satisfaction decrease materialism might increase.

Oprea, Buijzen and Valkenburg (2012) conducted a study on children who are frequently exposed to advertisements and are less satisfied with life because of materialism. A longitudinal study was conducted among 466 participants with the age range from 8-11 yrs. The data was collected in two waves, one in October 2006 and the other in October 2007. The results of the study indicated children are when less satisfied with their life they become more materialistic with the passage of time. This means that lower life satisfaction leads to higher materialism. It further revealed life satisfaction lower life satisfaction increased materialism in those children who are more frequently exposed to television advertisements. It further indicated the idea that possessing material objects is a way to deal with low satisfaction with life is might be due to television advertisements.

Atay, Sirgy, Cicic and Husic (2009) conducted a study to find out relation between materialism and life satisfaction. The data was collected from 301 participants from Bosnia and Herzegovina through cluster sampling. The city was split into neighbourhood and then the neighbourhood was classified as high, medium and low income. Atay et. al (2009) selected two sample neighbourhoods from every group. The questionnaire was picked up from the respondents after 4-7 days. The age range of the respondents was from 18-84yrs. The results of the study indicated when people are more materialistic, the more they make negative judgments about their living standards. The more negative judgments they make the more they are dissatisfied with their lives. It further indicated that materialism can be predicted significantly exposure to materialistic advertising and social influence.

Siang and Abu Talib (2011) attempted to investigate the relationship between materialism and life satisfaction among Malaysian undergraduate students. The sample consisted of 366 undergraduate students consisting 182 males and 184 females selected from university of Malaysia with the age range from 19-24yrs. The participants belonged to different Ethnic groups which included Malay, Chinese and Indians mainly. The inventories used to assess materialistic values and perception of life satisfaction were well-established. The results of the study indicated the participants reported to have moderate to high level of materialistic values, and most of the individuals reported they have not achieved their desires in life. Furthermore, the results indicated negative correlation between life satisfaction and materialistic values. The participants who showed less life satisfaction revealed more Acquisition-defined success, Acquisition-centrality and possession as the pursuit.

Sirgy et al. (2011) conducted a survey in different cities each in different country to study the relationship between advertisements, materialism and life satisfaction. The sample was selected from Australia, Bosnia/Herzegovina, Germany, Egypt, Korea, Turkey, and the USA using probability sampling. The results of the study indicated that development of materialism depends upon the perception of the person. The person who perceive the advertisement to be materialistic he/she is more likely to develop materialistic values. It further indicated materialistic person then set standards for his life and evaluate it according to those set standards. When the person fails to achieve those set standards the person negatively evaluates his current living standard. This negative evaluation leads to dissatisfaction with one's life.

Rationale

Media is a channel for communication of information to people all over the world. This information communicated to people through different media sources. It can be through social media which helps the people to interact with other people around the world or it can be through print media which communicate the information in the form of newspapers or magazines or it can be through electronic media which includes computers, TVs etc. The sources of electronic media have different ways for the publicity of the products among which advertisement is the main source which influence the minds of people.

Advertisements are designed in such a way that in a very short span of time they communicate the message which has a lasting effect on the minds of people. Advertisements are leaving lasting effects on all the generations of today's world but the people who are more prone to effects of advertisements are the adolescents. Advertisements represent the models who have a perfect body image and are very beautiful and they have everything which is needed to have a perfect life. Adolescents think whatever they watch is based on reality. They get inspired by those models and engage in different ways to look like their favourite media image. Instead of paying attention to their studies and their goals of life they are found anxious about their body images and their looks. When they see smart and fit female models and muscular male models are appreciated and those who are healthy and fat they are always discouraged by others. They develop a negative image about their appearance when they compare themselves to the media images. When the adolescents have negative image about their body they get dissatisfied from their lives. They think whatever they see in TV Ads it is based on reality which is actually not true. They see that smart, thin and beautiful images are always appreciated by everyone so when they compare themselves to the people in ads they get dissatisfied with what they are and adopt different ways to be accepted

in the society. They believe the only way to be accepted by the other is to be thin, smart and wear trendy clothes.

Media advertisements are also engaged in propagating the concept of materialism among the adolescents. Advertisements give the idea to the adolescents that if they want to get accepted in society or look good they should have expensive products. The young people get inspired by the materialistic values propagated in the advertisements and set their living standards according to those standards of the advertisements. Then young adults force their parents to get the expensive stuff which sometimes is not possible and affordable for the parents. They feel that having those things is the only purpose of life and they give more importance to these material thing than their studies and relationships. When they fail to get what they require and can't achieve the living standards they have set for themselves they get dissatisfied from their life and they might feel inferior in their social world.

This line of research is important because it aims to study the link between body image, materialism, life satisfaction in adolescents. Advertisements portrays images of models who appear to be very thin and attractive which causes dissatisfaction about the body image among the adolescents. Advertisements are also portraying materialism as one of the most important aspect of life which again is leading to life dissatisfaction. Adolescents get dissatisfied from their life when they don't get what they want. They give more importance to materialistic values in life. With reference to Pakistani culture there is no direct research exploring the effect of Advertisement exposure on body image, materialism and life satisfaction in adolescents.

CHAPTER 2

METHOD

Chapter II

METHOD

Objectives of the study

Following objectives were designed to be fulfilled for this study:

1. To explore the effect of TV advertisement on the body image of adolescents.
2. To explore the effects of TV advertisements in developing materialism among adolescents.
3. To explore the effect of TV advertisement on the life satisfaction of adolescents.
4. To study the effect of age and education on the study variables.

Hypotheses of the Study

The following hypotheses of the study have been formulated in order to achieve the objectives as cited above.

1. There is positive relationship among adolescent's perception of body and life satisfaction.
2. There is negative relationship between materialism and life satisfaction among adolescents.
3. Exposure to TV advertisements leads to dissatisfaction with body image among adolescents.
4. Exposure to TV advertisements leads to higher materialism among adolescents.
5. Exposure to TV advertisements leads to lower satisfaction with life among adolescents.
6. Females are more dissatisfied about their body image as compare to males.
7. The level of materialistic values in males is more as compared to females.

Operational Definitions

Impact of TV advertisements

In the current study effect of TV advertisements mean the influence of advertisements on the behaviour of the viewers. Advertisements are the source for marketing of products and conveys specific messages, reaches and influence people widely.

Body image

Body image is defined as individual's perception about their own body and feeling of contentment or dissatisfaction with their physical appearance. In the current study body image is measured by body image questionnaire, which means the score on the body image questionnaire reveals the effect of advertisement on the perception of individual regarding physical appearance.

Materialism

Materialism is defined as giving importance to worldly possession and considering them valuable and acquiring those material possessions is considered as the purpose of life. In the current study the person with high score on MVS is considered more materialistic then person scoring low.

Life Satisfaction

Life satisfaction can be defined as the feeling of contentment or dissatisfaction among people about an individual's life. In the current study person scoring less on satisfaction with life scale is assumed to be less satisfied with life than the person scoring high on the scale.

Instruments

The following instruments were utilized for the study purpose. The details of the scales are given below.

Advertisements questionnaire (Daud, Farooq & Anwar, 2011)

It is a 5-point Likert scale which measured the impact of advertisements in changing life style. The scale measured lifestyle variables and tendency to copy Advertisements. The scale was developed by the authors to access to the role of the TV advertisement in changing the life style of Pakistani youth with the help of the habits, attitudes, tastes, moral standards parameter. The scale originally consist of 15 items. Item 2, 3, 4 and 5 were used to make a separate checklist to measure duration and attention paid to TV advertisements.

Body Image Questionnaire (Smith & Peterson, 2010)

Body Image Questionnaire was used to evaluate the impact of television viewing on the appearance in programming. The scale was developed by Smith and Peterson (2010) while originally the scale was developed by Yoom (1995) and Richins (1991). It is a 7 point Likert Scale and the composite reliability is found to be 0.87. Similarly effect of Television advertising was measured by appearance in advertising, composite reliability is found to be 0.91. The scale consist of 18 items, both the subscales have 9 items each.

Material Value Scale MVS (Richins & Dawson, 1992)

Material Value Scale MVS by Richins and Dawson (1992) was used to measure the propensity towards the materialism. It consist of 18 items and is a 5 point Likert Scale. It consist

of three subscales 1) acquired happiness. 2) Success 3) acquired centrality. The scale consist of 18 items. Burroughs and Rindfleisch (2002) found the reliability of the overall scale to be 0.82.

The Satisfaction with Life Scale SWLS (Diener, 1985)

The satisfaction with life scale (SWLS) by Diener. E (1985) was used to measure life satisfaction. The scale measures global cognitive judgments of one's life satisfaction and is not a measure of either positive or negative affect. It consist of 5-items and is a 7 point Likert scale. The test-retest reliability of the scale is 0.87.

Sample

The sample for the study was selected on the basis convenient sampling. The sample consisted of 400 individual (females= 200 and males=200) with the age range from 14-19years. The sample was selected from different private and government educational institutes of Islamabad. The institutes selected from Islamabad were Islamabad Model College for Girls G-10/4, Islamabad Model College for Girls F-7/2, Margalla College for Girls F-7/4, Islamabad Model School for Boys G-10/3, Islamabad Model College for Boys F-8/4 and International Islamic University Islamabad.

Procedure

The method of this research was correlational study design. For the research purpose first of all appropriate scales were selected which are advertisements questionnaire, body image questionnaire, material value scale (MVS) and the satisfaction with life scale (SWLS). Permission to use the scales for the study purpose was taken from the authors. Then various Govt. and private educational institutes were approached and permission was taken from the college authorities for data collection. The subjects were provided with necessary information regarding the research and

their informed consent was taken (Performa regarding nature of the study was attached with the questionnaires) and they were assured that the information taken from them would be kept in confidence and will be used only for research purposes.

The research included individuals with education from Middle to Bachelors level with 14-20 years of age. The individuals who fulfilled this criterion has been selected and provided with all three questionnaires to be filled. They were assured that they would be provided with any sort of information regarding their queries if they needed while filling it. The issues of confidentiality and compliance to the ethical standards were given proper consideration. After obtaining the necessary and relevant data from the research participants the information was carefully analysed to obtain the results.

CHAPTER 3

RESULTS

Chapter III

RESULTS

Table 1

Reliability estimates and descriptive statistics Advertisement questionnaire, body image questionnaire, material value scale and life satisfaction scale (N=400)

Scales	No of items	M	SD	Alpha	Range	Kurtosis	Skew
Advertisement Questionnaire	11	39.22	5.51	.66	32	.16	-.24
Body Image Questionnaire	18	63.01	20.72	.86	95	-.35	.10
Television Programming	9	31.94	10.97	.76	47	-.68	.09
Television Advertising	9	31.06	11.39	.78	51	-.29	.27
Material Value Scale	18	59.05	8.07	.65	55	1.05	-.07
Success	06	21.44	6.19	.52	28	-.57	-.31
Centrality	07	19.41	3.97	.47	22	.29	-.43
Happiness	05	16.85	2.91	.34	20	.96	-.21
Satisfaction with life Scale	05	22.78	3.97	.70	26	1.25	-.13

Table 1 indicates cronbach's alpha reliability of advertisement questionnaire, body image questionnaire, material value scale and life satisfaction scale. The reliability of advertisement questionnaire is 0.66, which indicates the scale is reliable. The reliability of body image questionnaire is 0.86. The reliability of its subscales television programming is 0.76 and television advertising is 0.78. The reliability of material value scale 0.65. The reliability of satisfaction with life scale is 0.70. The reliability of all the scales indicate they are reliable scales.

Table 2

Frequency for the duration for the exposure to TV (N=400).

		Frequency	Percent
Valid	1 Hr	138	34.5
	2Hrs	150	37.5
	3Hrs	56	14.0
	More than 3Hrs	51	12.8
	5	5	1.3
	Total	400	100

Table 3 indicates the duration for the exposure to TV. It indicates that 37.5% people use their favourite media source for 2hrs, 34.5% people use for 1hr, 14% people use for 3hrs, 12.8 are exposed for more than 3hrs and only 1.3% people are exposed for 5 hrs.

Figure 1

Frequency for the duration for the exposure to the TV (N=400).

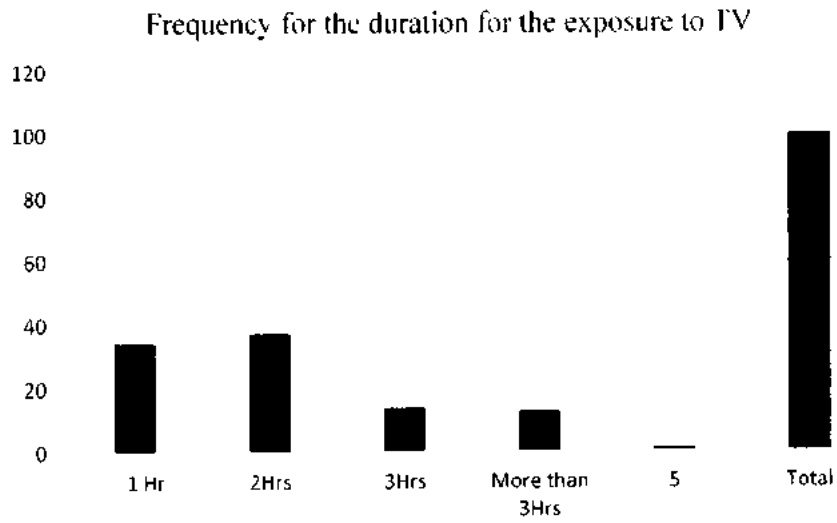


Figure 2 indicates frequency for the duration for the exposure to TV. It indicates that majority of people use their favourite media source for 1hr or 2hrs.

Table 3*Frequency for Attention paid to advertisements on TV (N=400)*

		Frequency	Percent
Valid	Always	51	12.8
	Very Often	44	11.0
	Sometimes	200	50.0
	Rarely	60	15.0
	Never	45	11.3
	Total	400	100.0

Table 3 indicates the attention people pay to the advertisements on TV. It indicates the 50% people sometimes pay attention to the TV advertisements. 15% people rarely pay attention to the TV advertisements. 12.8% people always pay attention. 11.3% people never pay attention to the TV advertisements and 11% people always pay attention to the TV advertisements..

Figure 2

Frequency for Attention paid to the Advertisements on TV (N=400)

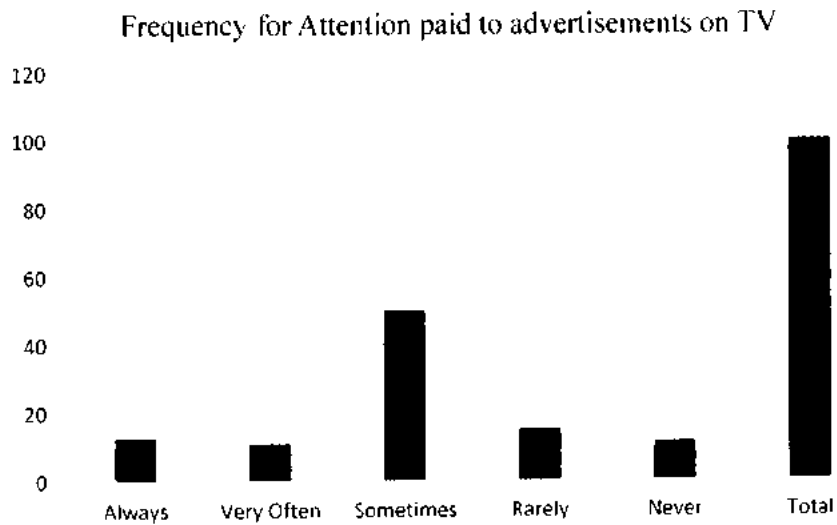


Figure 2 indicates frequency for attention paid to the advertisements on TV. It indicates that most of the people sometimes pay attention to advertisements. While the number of people who always or rarely pay attention to advertisements is much less.

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Table 4

Bivariate Correlation between body image questionnaire and satisfaction with life scale (N=400)

Scales	Body Image	Television Programs	Television Advertising	Satisfaction with Life
Body Image	--			
Television Programs	.92**			
Television Advertising	.92**	.71**		
Satisfaction with Life	-0.01	.49	-.07	--

*Note **p < 0.01 level (2-tailed).*

Table 4 indicates Bivariate Correlation between body image and satisfaction with life. It indicated a significant correlation between television programming and the subscales. A non-significant correlation was found between satisfaction with life scale and body image questionnaire. Similarly, a non-significant correlation was found between satisfaction with life scale and subscales of body image questionnaire.

Table 5

Bivariate Correlation between materialism and satisfaction with life (N=400)

Scales	Materialism	Satisfaction with Life
Materialism	--	.024
Satisfaction with Life		--

Table 5 indicates Bivariate Correlation between materialism and satisfaction with life. The result indicated no significant relation exist between material value scale and satisfaction with life scale. As the results indicate $p > 0.05$.

Table 6

Simple Linear Regression Analysis to test effects of Advertisements on Body Image (N = 400)

Variables	Body Image	
	Model 1	
	B	95% CI
Constant	29.28	[15.00, 43.57]
Advertisement	0.86	[0.499, 1.220]
R	.229	
R ²	0.52	
F	21.98	

*Note. **P<0.01, CI= Confidence Interval*

Table 6 indicates predictive features of advertisements on the body image. The value of $(\beta=.229, p<0.01)$ indicates that exposure to advertisements positively predicts dissatisfaction with body image. The above stated prediction is significant as $p<.01$.

Table 7

Simple Linear Regression Analysis to test effects of TV Advertisements on Materialism (N = 400)

Variables	Materialism	
	Model 1	
	B	95% CI
Constant	49.32	[43.68, 54.95]
Advertisement	0.284	[0.10, 0.39]
R	1.69	
R ²	0.29	
F	11.47	

*Note. **p < 0.05, CI = Confidence Interval*

Table 7 indicates predictive features of TV advertisements on materialism. The value of $(\beta = .169, p < 0.05)$ indicates that exposure to advertisements positively predicts materialism. The above stated prediction is significant as $p < .05$.

Table 8

Simple Linear Regression Analysis to test effects of advertisements on materialism (N = 400)

Variables	Satisfaction with Life	
	Model 1	
	B	95% CI
Constant	26.17	[21.81, 30.52]
Advertisement	-0.12	[-0.230, -0.010]
R	0.107	
R ²	0.011	
F	4.63	

Note. ** $P < 0.05$, CI = Confidence Interval

Table 8 indicates predictive features of advertisements on life satisfaction. The value of ($\beta = -0.107$, $p < 0.05$) indicates that exposure to advertisements negatively predicts life satisfaction.

The above stated prediction is significant as $p < .05$.

Table 9*Mean, Standard Deviation and t values of body image (N=400)*

	<i>N=400</i>				<i>t</i>	<i>P</i>	<i>Cohen's d</i>	<i>95%CI</i>	
	<i>Males</i>		<i>Females</i>					<i>LL</i>	<i>UL</i>
	<i>(n=200)</i>		<i>(n=200)</i>						
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>					
Body image questionnaire	63.01	21.56	63.00	19.90	.005	.996	0.00048	-4.06	4.08

$p < 0.05$, $df = 398$, $CI =$ Confidence Interval; $LL =$ Lower Limit; $UL =$ Upper Limit.

Table 9 indicates the mean, standard deviation and t values for body image questionnaire. The results indicated there is no significant difference about body dissatisfaction among males and females. The females mean score ($M = 63.01$, $SD = 21.56$) is same as the mean score of males ($M = 63.00$, $SD = 19.90$). The level of significance is $P > 0.05$.

Table 10*Mean, Standard Deviation and t values of materialism (N=400)*

	<i>N=400</i>				<i>t</i>	<i>P</i>	<i>Cohen's d</i>	<i>95%CI</i>	
	<i>Males</i>		<i>Females</i>					<i>LL</i>	<i>UL</i>
	<i>(n=200)</i>		<i>(n=200)</i>						
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>					
Material value scale	59.78	6.47	58.32	9.37	1.81	.07	0.18	-0.123	3.04

df=398, CI= Confidence Interval, LL =Lower Limit, UL= Upper Limit

Table 10 indicates the mean, standard deviation and t values for material value scale. The results indicated there is no significant difference among males and females in the level of materialism. The males mean score ($M=59.78$, $SD=6.47$) is relatively greater than the mean score of females ($M=58.32$, $SD=9.37$). The level of significance is $P>0.05$.

Table 11

Mean, Standard Deviation and t values of satisfaction with life (N=400).

	<i>N=400</i>				<i>T</i>	<i>P</i>	<i>Cohen's d</i>	<i>95%CI</i>	
	<i>Males</i>		<i>Females</i>					<i>LL</i>	<i>UL</i>
	<i>(n=200)</i>		<i>(n=200)</i>						
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>					
<i>Satisfaction</i>	19.91	6.04	22.98	5.96	5.10	.000	0.51	-4.24	-1.88

with Life Scale

df=398, CI= Confidence Interval, LL =Lower Limit, UL= Upper Limit

Table 11 indicates the mean, standard deviation and t values for satisfaction with life scale. The results indicated there is significant difference among males and females in their level of life satisfaction. The males mean score ($M=19.91$, $SD=6.04$) is relatively smaller than the mean score of females ($M=22.98$, $SD=5.96$). The level of significance is $P<0.01$.

Table 12

Group wise differences on different study variables under three age groups (N=400)

Variables	Low		Middle		High		F	i-j	Mean D. (i-j)	SE	95% CI	
	(14-15)		(16-17)		(18-20)							
	(n = 161)		(n = 161)		(n = 78)							
	M	SD	M	SD	M	SD				LL	UL	
Advertisements	39.06	5.55	39.24	5.65	39.52	5.18	.187	NS	NS	NS	NS	NS
Body Image	64.59	21.28	62.33	18.81	61.14	23.21	.870	NS	NS	NS	NS	NS
Materialism	59.92	5.50	59.63	8.41	56.02	10.80	7.04*	3.89*	L>H*	1.09	1.31	6.48
Life Satisfaction	23.29	5.65	20.05	6.29	20.50	6.16	12.90*	2.78*	L>H*	.82	.84	4.74

Note. Between group $df=2$, within group $df=397$, group total $df=399$; L = low age group, M = middle age group, H = high age group; * $p \leq 0.01$.

Table 12 indicated the group wise difference on different study variables under three age groups. The results indicated a significant difference between lower age ($M=59.92$, $SD= 5.50$) and higher age ($M=56.02$, $SD= 10.80$) on their level of materialism. Similarly, a significant difference was found between lower age ($M=23.29$, $SD=5.65$) and higher age ($M=20.50$, $SD=6.16$) on their level of life satisfaction.

Table 13*Group wise differences on different study variables under three educational groups (N=400)*

Variables	Secondary		Intermediate		Graduate		F	i-j	Mean D.(i- j)	SE	95% CI	
	(8-10)		(16-17)		(18-20)						LL	UL
	(n=135)		(n=161)		(n=78)							
	M	SD	M	SD	M	SD						
Advertisements	38.40	4.98	40.30	5.62	37.52	5.58	8.69*	-1.8*	S<I*	.60	-3.3	-.48
Body Image	62.60	21.16	65.68	20.06	57.22	21.72	3.54*	7.86*	I>G*	.02	.87	14.85
Materialism	60.05	6.43	59.43	8.39	55.68	9.39	6.93*	4.36*	S>G*	1.21	1.51	7.22
Life Satisfaction	23.98	5.16	20.31	6.26	19.71	6.38	18.31*	3.63*	S>I*	2.07	2.07	5.18

Note. Between group $df=2$, within group $df=397$, group total $df=399$; S = Secondary, I =Intermediate, G = graduate; * $p \leq 0.01$

Table 13 indicated the group wise difference on different study variables under three educational groups. The results indicated a significant difference between secondary group ($M=38.40$, $SD=4.98$) and intermediate group ($M=40.30$, $SD=5.62$) on their level of exposure to advertisements. A significant difference was found between intermediate group ($M=65.68$, $SD=20.06$) and graduate group ($M=57.22$, $SD=21.72$) on the level of dissatisfaction with body image. A significant difference was found secondary group ($M=23.98$, $SD=5.16$) and graduate group ($M=19.71$, $SD=6.38$) on the level of materialism. Similarly, a significant difference was

found between lower age ($M=23.29$, $SD=5.65$) and higher age ($M=20.50$, $SD=6.16$) on their level of life satisfaction.

CHAPTER 4

DISCUSSION

Chapter IV

DISCUSSION

The present study was undertaken to investigate how the advertisements influence the body image perception and materialism and advertisement's effects on life satisfaction.

The first hypothesis of the study stated that there is significant negative relationship among adolescent's perception of body and life satisfaction. Unfortunately, the results were not consistent with the previous researches conducted, no significant relationship was found between adolescent's perception of body image and life satisfaction. Hence, the hypothesis is not approved.

The second hypothesis of the study stated that there is significant negative relationship between materialism and life satisfaction among adolescents. Unfortunately, the results were not consistent with the previous researches conducted, no significant relationship was found between materialism and life satisfaction among adolescents. Hence, the hypothesis is not approved.

The third hypothesis of the study stated that exposure to advertisements leads to dissatisfaction with body image among adolescents, the hypothesis was approved. Result showed that excessive exposure leads to lower satisfaction with body image among adolescents. Adolescents feel dissatisfied with their body image when they compare themselves to the media images and adopt different ways to attain perfect and ideal body image. Sparhawk (2003) conducted a study to find out the influence of media on body image. He selected a sample of 43 female undergraduate students which were divided into control and experimental group. Experimental group viewed 120 seconds power point presentations having media images after which they filled body image state scale and control group only filled body image state scale. The

results indicated participants who were exposed to media images felt unattractive, physically dissatisfied and bad about their looks than those who were not exposed to images.

Another study was conducted by Lemire (2013) to investigate body image and behaviour is influenced by media image. A sample of 96 people with age range from 14-44 years was selected from different educational institutes. The results of the study indicated the females who are dissatisfied with their looks, they had engaged in diets and exercise, not for their health but instead to gain certain look. Besides that the results also indicated that equal percentage exists between the people who are satisfied or dissatisfied with their present looks and body image.

The fourth hypothesis of the study stated that exposure to advertisements leads to higher materialism among adolescents, the hypothesis was proved. Wollbrink (2004) conducted a study to investigate the results of media marketing and development of consumerism in teenagers. According to Wollbrink (2004), the main source of media marketing are television, magazines and internet. These media source also act as an information source for the teenagers. The advertising agencies mainly focus on adolescents because they are the people who are most vulnerable and mass media consumers. This media marketing leads to high level of materialism and also leads to brand loyalty among adolescents. Although parents and peers are an important source of developing materialistic value but the media has most influence on developing these values.

TV advertisements promote the products which are very appealing and life appears to be incomplete without them. The Relationship between Advertising and the level of Materialism among Adolescents in Hong Kong was studied by Kwan (2013). A sample of 174 students was collected from City University which comprised of both males and females. The age range of the participants was 18-25yrs. The results of the study showed inclination to media celebrities positively predicts materialistic values among adolescents. People who are more fascinated by

media are more inclined to be materialistic. Besides, adolescents who idealize the celebrities tend to be easily inspired by the advertisements. Advertisements prompt the adolescents to use and buy the advertised products for their self-enhancement. It further indicated adolescents pay more attention towards materialistic messages and age has no effect on the level of materialism.

The fifth hypothesis of the study stated that exposure to advertisements leads to lower satisfaction with life among adolescents, the hypothesis was proved. Results of the study indicated that the people who are more frequently exposed to advertisements are more likely to be less satisfied with their life or living standards. A study was conducted in this context by Yang (2005) conducted a study which aimed at exploring the ways television viewing adversely affect individual's well-being. Yang selected a sample of 239 participants with the age range from 18yrs and above through convenient sampling from State College, Pennsylvania. The data was collected through paper-pencil questionnaire. The result of the study indicated that television viewing might affect both, individual's perception about life and society. The results further indicated that television viewing might increase materialism and increased materialism in turn leads to lower satisfaction with living standards and personal life. Furthermore, television viewing compels the person to compare his/her material values with others. This comparison may cause inconsistency which causes dissatisfaction with living standards, life and social equality.

The sixth hypothesis of the study stated that females are more dissatisfied about their body image as compare to males. Unfortunately, the results were not consistent with the previous researches conducted, there was no significant difference found among females and males regarding dissatisfaction with the body image. Hence, the hypothesis is not approved.

The seventh hypothesis of the study stated that the level of materialistic values in males is more as compared to females. Unfortunately, the results were not consistent with the previous

researches conducted, there was no significant difference found among females and males regarding the level of materialism. Hence, the hypothesis is not approved.

The results of one way ANOVA on different age groups indicated that a significant difference exists between lower (14-15) and higher age (18-20) group on their level of materialism. The results indicated that the participants on lower age group tend to be more materialistic than their counterparts. Similarly, the lower age group is less satisfied with their life as compared to higher age group.

Furthermore, the results of one way ANOVA indicated that a significant relation exist between students of secondary group and intermediate group. The results indicated that the students of intermediate group are more frequently exposed to advertisements as compared to participants in the secondary group. The participants in the intermediate group are less satisfied with their body image as compared to people in the graduate group. The results also indicated that the participants in the secondary group are more materialistic than the participants in the graduate group. Similarly, participants in secondary group are less satisfied with their life as compared to intermediate group.

4.1 Conclusion

The overall results of the study indicates that advertisements have great influence on people especially the teenagers. The results indicated that mostly people watch TV for 1hr or 2hr and sometimes pay attention to the advertisements on TV. Even though people sometimes pay attention to the advertisements they have long lasting effect on the people's mind. When they compare themselves with the media images, who have very ideal body and physical appearance, people feel dissatisfied about themselves and their body and might engage in different behaviors in order to

get the desired body image. This dissatisfaction related to body image is found in both males and females.

Furthermore, advertisement are also engaged in marketing of expensive brands, in order to motivate the target population which mostly includes teenagers, to buy those brands in order to look good and appealing. The results indicated that people who are frequently exposed to advertisements develop materialistic values and it is prevalent in both males and females. They give more importance to material possessions and is considered as a sign of achievement and success.

Results also revealed that the adolescents when fail to get what they want after getting inspired by the advertisements they are not happy and satisfied with their life. This dissatisfaction with the life can be seen more in females than in males.

4.2 Limitations & Suggestion

- The sample size of the study was small and restricted to only one city so the results can be generalized to the whole population. Sample size of the study was small due to the time and resources constraints, further researchers should select a large size population.
- The age range of the sample was selected from 13-19 years. For future research age range can be taken above 19 years.
- All the instruments used in the study were self-reporting measures which increases the chances of biasness. In future studies other qualitative methods must be used to study the effect of advertisements in order to reduce chances of biasness.
- In the present study variables like body image, materialism and life satisfaction are highlighted, for future researches variables like brand consciousness, brand loyalty etc can be used.

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ANNEXURES

Annexures

Annexure A

Instructions

I Ms. Mariam Faridoon am student of MS Psychology, department of Psychology, Faculty of Social Sciences, International Islamic University, Islamabad. I want to study the Effect of Advertisements on Body Image, Materialism and Life Satisfaction in my research. Kindly read each statement very carefully and encircle only one option reflecting your agreement with the statement. There is no right or wrong answer. I assure you that the information provided by you will be kept confidential and will only be used for the research purpose.

Your cooperation is highly appreciated.

Mariam Faridoon

MS Scholar

Department of Psychology

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Annexure B

Demographics

- Name (optional): _____
- Age : _____
- Gender: Male Female
- Educational: _____
- Institute: _____
- Marital Status: _____
- No. of Siblings: _____
- Brothers: _____
- Sisters: _____
- Parental Education
 - Father's Education: _____
 - Mother's Education: _____
- Monthly Income: _____
- Family System
 - Nuclear
 - Joint

Note: The questions measure duration and the attention paid to the TV advertisements.

- ✚ How much time do you spend watching TV?
 - 1 hour
 - 2 hours

- 3 hours
- More than 3 hours

✚ Do you pay attention to the advertisements on TV?

- Always
- Very often
- Sometimes
- Rarely
- Never

Annexure C

Advertisements questionnaire

S. No	Questions	Strongly				
		Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Do you pay attention to Advertisement?	1	2	3	4	5
2.	Do you think Advertisement is changing Believe of our youth?	1	2	3	4	5
3.	Do you think Advertisement is changing Norm of society?	1	2	3	4	5
4.	Do you think advertisement is changing Culture of our Society?	1	2	3	4	5
5.	Do you think advertisement is changing Religious value of our youth?	1	2	3	4	5
6.	Do you think advertisement is changing Family bonding of our youth?	1	2	3	4	5

- | | | | | | | |
|-----|---|---|---|---|---|---|
| 7. | Do you think youth try to copy advertisement after watching it? | 1 | 2 | 3 | 4 | 5 |
| 8. | Do you think advertisement impact lasts on youth? | 1 | 2 | 3 | 4 | 5 |
| 9. | Do you think advertisement change buying decision? | 1 | 2 | 3 | 4 | 5 |
| 10. | Do you think celebrity in Ad have greater impact on youth? | 1 | 2 | 3 | 4 | 5 |
| 11. | Do you think advertisement is changing the life style of our youth? | 1 | 2 | 3 | 4 | 5 |

Annexure D

Body Image Questionnaire

Note: This part measures your perception about your body image.

Never: 1

Very Rarely: 2

Rarely: 3

Occasionally: 4

Frequently: 5

Very Frequently: 6

Always: 7

S. No	Television Programs							
1.	When I see actors in television programs, I think about how well or how badly I dress compared to the actors.	1	2	3	4	5	6	7
2.	When I see actors in television programs, I think about how I look compared to the actors.	1	2	3	4	5	6	7
3.	The clothing actors wear in television programs makes me feel satisfied with the way I dress.	1	2	3	4	5	6	7
4.	Television programs tell me about fashions and about what to buy to impress others.	1	2	3	4	5	6	7
5.	I have wished that I looked more like the actors in television programs	1	2	3	4	5	6	7
6.	Television programs help me know which products will or will not reflect the sort of person I am.	1	2	3	4	5	6	7

- | | | | | | | | | |
|----|--|---|---|---|---|---|---|---|
| 7. | The way actors look in television programs make me feel satisfied with the way I look. | 1 | 2 | 3 | 4 | 6 | 7 | |
| 8. | When buying clothes, I look at Television to give me ideas about how I should look. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9. | When buying personal care/cosmetic items, I look at Television to give me ideas about how I should look. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Television Advertising

- | | | | | | | | | |
|----|--|---|---|---|---|---|---|---|
| 1. | When I see models in clothing ads on television, I think about how well or how badly I dress compared to the models. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. | When I see television ads for personal care/cosmetic items, I think about how I look compared to the models. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. | Television ads for clothing items make me feel satisfied with the way I dress. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. | Television ads for personal care/cosmetics products make me feel satisfied with the way I look. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. | Television ads help me know which products will or will not reflect the sort of person I am. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6. | I have wished I looked more like the models in personal care/cosmetics advertisements. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7. | When buying clothes, I look at television ads to give me ideas about how I should dress. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

8. When buying personal care/cosmetics items, I look at television ads to give me ideas about how I should look. 1 2 3 4 5 6 7
9. Television ads tell me about fashions and about what to buy to impress others. 1 2 3 4 5 6 7

Annexure E

Material Value Scale

Note: This part measure your love for material things.

Strongly Disagree -1

Disagree – 2

Neutral - 3

Agree - 4

Strongly Agree - 5

**S.
no**

1.	I admire people who own expensive homes, cars, and clothes.	1	2	3	4	5
2.	Some of the most important achievements in life include acquiring material possessions.	1	2	3	4	5
3.	I don't place much emphasis on the amount of material objects people own as a sign of success.	1	2	3	4	5
4.	The things I own say a lot about how well I'm doing in life.	1	2	3	4	5
5.	I like to own things that impress people.	1	2	3	4	5
6.	I don't pay much attention to the material objects other people own	1	2	3	4	5
7.	I usually buy only the things I need.	1	2	3	4	5
8.	I try to keep my life simple, as far as possessions are concerned.	1	2	3	4	5
9.	The things I own aren't all that important to me.	1	2	3	4	5
10.	I enjoy spending money on things that aren't practical.	1	2	3	4	5
11.	Buying things gives me a lot of pleasure.	1	2	3	4	5
12.	I like a lot of luxury in my life.	1	2	3	4	5

- | | | | | | | |
|-----|---|---|---|---|---|---|
| 13. | I put less emphasis on material things than most people I know. | 1 | 2 | 3 | 4 | 5 |
| 14. | I have all the things I really need to enjoy life. | 1 | 2 | 3 | 4 | 5 |
| 15. | My life would be better if I owned certain things I don't have. | 1 | 2 | 3 | 4 | 5 |
| 16. | I wouldn't be any happier if I owned nicer things. | 1 | 2 | 3 | 4 | 5 |
| 17. | I'd be happier if I could afford to buy more things. | 1 | 2 | 3 | 4 | 5 |
| 18. | It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like. | 1 | 2 | 3 | 4 | 5 |

Annexure F

Satisfaction with Life Scale

Note: This part measure your satisfaction with life.

1 – Strongly disagree

2 – Disagree

3 – Slightly disagree

4 – Neither agree nor disagree

5 - Slightly agree

6 – Agree

7 – Strongly agree

S.

No

1.	In most ways my life is close to my ideal.	1	2	3	4	5	6	7
2.	The conditions of my life are excellent.	1	2	3	4	5	6	7
3.	I am satisfied with my life.	1	2	3	4	5	6	7
4.	So far I have gotten the important things I want in life.	1	2	3	4	5	6	7
5.	If I could live my life over, I would change almost nothing.	1	2	3	4	5	6	7