

## Does Body Shaming Affect Self-esteem and Impulsive Buying Behavior?

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### ABSTRACT

This study looks into and tries to understand how self-esteem and impulse buying are affected by body shaming. The paper aims to ascertain whether body shaming affects impulsive buying and self-esteem. The study explores the connection between body shaming, low self-esteem, and impulsive shopping in addition to identifying the factors that contribute to it. An online survey using Google Forms was carried out to collect the data. The survey asks 27 questions. Noll and Fredrickson developed the Body Shame Questionnaire, a 28-item Likert-type scale, in 1998. We also use it for data analysis on self-esteem and impulsive buying. A scale of 1 (rarely/mild) to 9 (very often/intense) is used to grade the frequency and intensity surveys., Self-esteem: A 10-item scale that measures both positive and negative opinions of oneself to evaluate one's overall sense of self-worth. One dimension is thought to be scale. The options for each response fall between strongly agreed and strongly disagreed on a four-point Likert scale. A survey-style instrument was used for this investigation into impulsive shopping. The guidance helped develop, which were either original or modified from previous research. As external elements, visual merchandising techniques that are used in many retailing scenarios were examined. The study concentrated on the effect of retail window displays and signage on college students' propensity to make impulsive purchases. Impulsive buying behavior (TOTIBQ) and self-esteem (TOTSE) have a -0.532 correlation, which is a negative relationship. The negative value implies that impulsive buying tends to rise as self-esteem falls. A is the p-value. < 0.001, which is statistically significant, indicating that this correlation is unlikely to have occurred by chance. Impulsive buying behavior (TOTIBQ) shows a weak positive correlation of 0.035 with body shaming (TOTBS) and a weak positive correlation of 0.089 with self-esteem (TOTSE). However, these correlations are not statistically significant, as the p-values are greater than 0.05 ( $p > 0.05$ ).

**Keywords:** *Body Shaming, Self-Esteem, Impulsive Buying Behaviors*

**“Sacrificing mental health for a perfect body isn’t worth it”**

**B**ody shaming is the practice of criticizing, mocking, or demeaning someone's appearance. It may take many different forms, such as taunting, joking, and making disparaging remarks about someone's size, appearance, or weight. A person's mental

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and emotional health, as well as their buying habits, are significantly impacted by body shaming. This study aims to investigate the connection between body shaming, impulsive purchasing, and low self-esteem.

### **Body shaming**

Body shaming is the act of making fun of another person's looks; anyone might become a victim of body shaming. Size, age, hair, clothing, food, and viewpoints on what is attractive are all topics that can be discussed. In addition to making a person feel generally unloved by their body, body shaming can cause eating disorders, depression, anxiety, low self-esteem, and body dysmorphia.

In a society where social media and fitness models are so prevalent, body shaming is more pervasive than ever because people believe that their opinions matter, even if they find them offensive. A statement can be made regardless of whether a face is visible. The media is a tool used by society to achieve many different objectives. Women and men both give more importance to beauty. In advertisements, the physical allure and attractiveness of the model are prioritized over the products themselves. This is troubling since not everyone is born with a glowing complexion, a toned figure, or healthy hair. The idealization of male and female traits is one of the negative aspects of this advertising.

Everyone is impacted by body shaming, as the media makes clear. Social media has a significant influence on how people live their lives today. People are using social media more frequently as a result of the widespread use of cell phones, which raises their susceptibility to being influenced by it. Social media, like fashion shows and beauty blogs, can have both positive and negative effects on people today, when everyone is concerned with appearances.

First of all, body shaming originates in our culture, where members of our family can be heard saying things like, "Look at you like a piece of stick or a fat lump." These comments damage our self-esteem, which leads to depression in many people. The damaging impacts of body shaming also affect men. In addition to insulting statements about someone's looks, body shaming also includes comments about a person's color, shape, body parts, and other physical traits. Because they evaluate their bodies more in terms of their muscularity, lean structure, hair, and torso than from a holistic perspective, many men demonstrate this desire for a muscular structure. The idea of "the perfect body" was developed by the media and culture, which is why many facets of body shaming are largely their fault. Exercise regimens, fasting, and psychological issues including depression, anxiety, low self-esteem, and low self-worth are examples of physical and psychological issues. self-esteem issues, food disorders, etc. It is critical to recognize body shaming as bullying since it can have an adverse effect that is comparable to that of other forms of bullying. Spreading the message of body positivity and acceptance is essential, as is educating people about the damaging consequences that body shaming can have on people. We can contribute to lowering the incidence of body shaming and its harmful effects by fostering a supportive environment.

One of the many mental health issues connected to body shaming is a low standard of life, mental uneasiness, and an increased risk of suicide or self-harm. Depression, body dysmorphic disorder, and anxiety are some other problems. The effects of body shaming on mental health and self-esteem are significant. It may result in low self-esteem, an unhealthy body image, and even despair and anxiety. If someone is constantly told they are not physically appealing or that their bodies are not good enough, they may begin to internalize messages that there is something seriously wrong with them.

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Body shaming can be influenced by social norms, aesthetic standards, and cultural expectations. In certain cultures, for instance, having a slender physique is coveted, whilst in others, having curves is cherished.

- **Media representation:** People may feel self-conscious and ashamed of their appearances as a result of the media's frequent depictions of idealized and unrealistic body types.
- **Peer pressure:** People may feel under pressure to meet the physical expectations of their friends, which could result in body shaming of those who do not fit in.
- **Personal insecurities:** Individuals with a propensity for body shaming may express these insecurities through self-deprecating remarks or other actions.
- **Ignorance and a lack of awareness:** Individuals who are unaware of the harm that body shaming can do to others may act in this manner.
- **Gender:** A person's gender may have an impact on body shaming. Women are more likely to be the objects of body shaming because they are under more pressure to maintain socially accepted standards of beauty.
- **Age:** Body shaming affects people of all ages. Peer pressure to maintain a certain appearance may affect older adults, whereas body shaming may affect children and teenagers.

### Self-esteem

Self-esteem theory, a branch of psychology, explains how people develop and maintain a sense of worth and value. This theory holds that a necessary condition for psychological wellness is the satisfaction of self-esteem, a fundamental human need.

The self-esteem idea contends that one's view of their value is ultimately influenced by social comparison. To put it another way, people assess their looks in the eyes of others and rely their assessment on what others have said.

For instance, if someone receives good comments from others, they are more likely to have a positive self-concept and high self-esteem. However, if someone experiences failure, rejection, or unfavorable criticism, they may develop low self-esteem and a negative opinion of themselves.

According to self-esteem, people need to be certain of who they are. This implies that people try to keep their actions and perceptions of themselves in line. The feeling of coherence and stability that results from acting in a way that is consistent with one's self-concept helps people feel more confident.

Self-esteem is the feeling of being valued both internally and overtly. It relies on how individual views and values themselves. Depending on their level of self-esteem, people may act differently towards themselves physically and emotionally. Self-esteem is not just about appearance; it also refers to who you are on the inside and outside of yourself. A person has a good sense of self-esteem if they appreciate who they are and think that others should respect them as well. Because one's body image is a key aspect of their external appearance, body shaming has an adverse effect on one's sense of worth.

Low self-esteem, a lack of confidence, remorse, concern, and other feelings might result from having a bad body image. When a person is unable to embrace who they are, body shaming occurs. However, because individuals think the ideal body has a certain set of characteristics,

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they develop unhealthy habits and problems as a consequence of societal pressure and the media.

### **Impulsive buying behavior**

Impulsive buying behavior is the tendency for people to buy things on the spur of the moment without considering the consequences. It is characterized by an unexpected, intense desire to buy something that is frequently sparked by outside factors like advertising or store displays. Boredom, stress, low self-esteem, and the need for instant gratification are a few factors that may cause impulsive purchasing. In most cases, it entails making unnecessary purchases, which can lead to financial hardships and unpleasant feelings like regret or guilt.

Impulsive shopping and body likely shaming share some similarities.

- Looking for validation through purchases: Those who have been subjected to body shaming may attempt to find validation through their purchases, especially those that have to do with appearance or attractiveness. They may feel that by purchasing particular items, they can improve their self-worth and aspire to the cultural standards of beauty.
- Emotional triggers Body shaming can trigger negative emotions like guilt, regret, and self-doubt. Impulsive shopping as a coping mechanism may result from these emotions. Shopping is a common way for people to lift their spirits and divert their attention from unfavorable emotions.
- Lack of control and impulsivity: People who have been subjected to body shaming may believe that they have no control over their self-image, which could lead them to act impulsively when they are shopping. In other areas of their lives, they might experience issues with low self-esteem and a sense of helplessness, which can lead to impulsive shopping as a means of regaining control.
- Social pressure: Body shaming can give people the impression that they are under pressure to conform to socially prescribed ideals of beauty. As a result, people might make impulsive purchases to state their cravings.
- Appearance-related purchases: Body shaming-related impulsive shopping may take the form of buying clothing, cosmetics, or other beauty products. People might believe that using these items would enhance their appearance and increase their self-esteem.
- Considering everything, impulsive shopping associated with body shame may be driven by a desire to improve appearance and self-esteem, control unpleasant emotions, and follow socially acceptable beauty standards.

### ***Body shaming affects self-esteem and impulsive buying behavior***

A person's self-esteem and propensity for impulsive buying are significantly impacted by body shame.

As was already mentioned, body shaming can result in a negative body image, which can harm one's perception of their value and self-worth. As a result, you might feel guilty, humiliated, or misunderstood. As a coping mechanism, this might cause you to buy things you do not need on the spur of the moment. Sometimes, even if it leaves them in debt or filled with regret, people use buying as a coping mechanism to lift their spirits and divert attention from unpleasant emotions.

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Furthermore, when individuals feel pressured to uphold traditional beauty standards, such as when they are the target of body shaming, they may act impulsively to live up to these expectations. To enhance their appearance and raise their self-esteem, they might feel under pressure to purchase clothing or cosmetics.

However, impulsive buying habits may make someone's low self-esteem and unflattering body image issues worse. Impulsive shopping's financial repercussions could cause guilt and humiliation feelings, which could further lower someone's self-esteem. Since impulsive buying does not offer a long-term fix for a person's problems with self-esteem or a negative body image, it can result in a vicious cycle of negative emotions and impulsive behavior.

Generally speaking, body shaming and compulsive shopping can set off a vicious cycle that undermines one's self-esteem and can result in both financial and emotional difficulties. It is important to encourage a positive self-image and healthy coping mechanisms while also addressing the root causes of these problems.

### ***How body-shaming Affects self-esteem***

Body shaming, which is when someone's appearance or body type is made fun of or is referenced negatively, can hurt one's self-esteem. Messages in the media, comments made by others, the victim's critical self-talk, and other factors can all contribute to body shaming.

Body shame victims may internalize the negative messages and form negative body image perceptions. This may result in feelings of guilt, regret, and self-doubt in addition to a diminished sense of self-worth and confidence. When someone is the target of body shaming, they might start to avoid social situations, start to feel self-conscious about their appearance, and notice a drop in their quality of life.

Additionally, eating disorders or disordered eating behaviors like binge eating or restricted eating can be brought on by body shaming. These actions can be detrimental to one's physical and mental health and exacerbate feelings of guilt and self-doubt.

Promote body positivity and acceptance to lessen the effects of body shaming, which can generally hurt a person's self-esteem. It is crucial to encourage a positive relationship with one's body and to emphasize a person's positive traits and inner strengths rather than their outward appearance.

### ***Body shaming affects impulsive buying behavior***

Impulsive buying tendencies may be indirectly influenced by body shaming. Body shaming can cause individuals to have a negative body image, which can result in feelings of shame, guilt, and self-doubt. As a coping mechanism, these negative emotions may lead some people to turn to retail therapy or impulsive buying, which can lead to out-of-control spending.

Body-shamed individuals could experience pressure to uphold specific beauty standards, which leads them to buy things they believe would improve their looks and increase their self-esteem. This might lead to people making impulsive purchases of clothing, cosmetics, or other things that are either unneeded or might not be able to ultimately assist them in overcoming their bad body image.

The relationship between body shaming and impulsive shopping behavior may be influenced by a person's coping mechanisms and financial situation. Body shaming may, however,

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encourage impulsive shopping as individuals attempt to cope with their unfavorable emotions and conform to social standards of beauty.

### **THEORETICAL FRAMEWORK**

#### **Body shaming**

When someone's physical characteristics are criticized, bullying or prejudice of this kind is referred to as "body shaming.". Psychologists have proposed a variety of explanations to explain the phenomenon of body shaming.

According to the social comparison hypothesis, people commonly evaluate their abilities, personality traits, and beliefs by comparing them to those of others. People commonly compare their looks to individuals who are viewed as being more desirable or lovely while discussing body image. Body dissatisfaction and feelings of inadequacy can also lead to body-shaming behaviors.

According to the idea of "objectification," it is typical for women to view their bodies as things that other people should look at, evaluate, and judge. These objectifying cues may eventually become internalized, leading to self-objectification and a poor body image. Body shaming, which amplifies unfavorable messages about women's bodies, could be argued to be one strategy for maintaining this objectification.

According to the cognitive dissonance hypothesis, people require particular beliefs, attitudes, and actions. When their actions conflict with their attitudes or beliefs about treating people with respect and kindness, those who engage in body shaming practices may experience cognitive dissonance. They might say that the victim was to blame for their actions to avoid this conflict. The social learning theory states that people learn by observing and imitating the behaviors and attitudes of others. A person may be more inclined to engage in body shaming if it is commonplace in their social environment. This might promote negative body image behaviors and a vicious cycle. These are only a small sample of the many defenses put forth for body shaming. This complicated issue has likely been influenced by several factors.

#### **Self-esteem**

A person's perception of their value or worth as a person is known as self-esteem. Psychologists have proposed several theories to explain how self-esteem develops and is maintained, such as:

According to this social identity theory, one's sense of worth is determined by one's membership in a social group. People who identify with a particular group frequently hold that group in higher regard and feel more valued because they are a part of it. Higher levels of self-esteem and a better sense of self may result from this.

The self-evaluation maintenance hypothesis contends that a person's accomplishments and successes have an effect on how other people view them. When someone succeeds in an area that is significant to them, others could perceive it as a threat to their sense of self-worth. To retain a positive feeling of self-worth, people could remove themselves from the successful individual or engage in embarrassing social comparisons.

Everybody has three fundamental psychological needs, according to the self-determination thesis: autonomy, competence, and belongingness. When people feel their needs for competence, autonomy, and likeness are being met, they are more likely to have higher levels of self-esteem.

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The cognitive dissonance theory asserts that people have an innate need for consistency in their attitudes, behaviors, and beliefs. People may experience cognitive dissonance when they act in a way that is inconsistent with how they perceive themselves, which can lower their self-esteem.

The self-perception theory contends that people can infer their attitudes and beliefs from their actions and the contexts in which they appear. If one's behavior is in line with how one feels about oneself, one is more likely to have higher levels of self-esteem.

### ***Impulsive buying behavior***

Impulsive buying refers to the propensity for people to make snap decisions and make spur-of-the-moment purchases.

Impulsive behavior when it comes to making purchases is caused by a conflict between the reflective and emotive cognitive processes. The reflective system is in charge of making thoughtful decisions, whereas the emotional system is in charge of producing impulsive feelings and emotions. These two processes might interact and result in impulsive buying.

According to the self-regulation theory, shopping on the spur of the moment is a result of a lack of self-control. Self-regulation is the capacity to restrain impulses and make choices consistent with long-term objectives. Unplanned purchases might be made by people who tend to buy on impulse.

According to the cognitive-behavioral model, impulsive buying is caused by cognitive biases and habitual thought patterns. Due to these biases and cognitive processes, people may overstate the positive aspects of something while understating the negative aspects. People might consequently end up making rash purchases as a result. People who make impulsive purchases, according to the social learning hypothesis, are learning from others. Others' rash actions might be observed by the public.

According to the social learning theory, people who make impulsive purchases are gathering information from others. One may start to think that impulsive buying is okay after seeing others do it. They may therefore be more likely to make impulsive purchases themselves.

The need to control one's emotions, by the mood regulation hypothesis, drives impulsive purchasing. There are times when unhappy people act rashly and make purchases to try to feel better.



Comparison to others (not measures in the proposed study) leads to Body Image Dissatisfaction [BID] among some individuals.

### LITERATURE REVIEW

The examination of the material in this chapter focuses on how body shaming affects impulsive buying and self-esteem. A detailed examination of what self-esteem, body shaming, and impulsive purchasing are will be the first step. The linkages between impulsive behavior and body shaming as well as the link between impulsive behavior and self-esteem will also be covered in this chapter.

#### *Body shaming*

Disgusted with one's appearance. Even though the phrase is growing in popularity, we are not aware of any scientific definitions for it. Our study aims to establish the framework for future research on this topic by defining the term "body shaming."

The findings from the route analyses showed that rising levels of materialism indirectly predicted rising levels of body dissatisfaction by increasing levels of body shame and surveillance. The relationship between materialism and the traits of body dissatisfaction is demonstrated in this study, which adds to the body image literature. According to our research, the rise of body shame and body surveillance are significant factors that shed light on the relationship between materialism and the body. Sun Qingqing, (2018).

Focuses on how gender differences in body esteem among undergraduate students. The paper presents a theoretical framework and empirical evidence to explain how gender differences in body image are mediated by actual/ideal weight discrepancies and objectified body awareness.

McKinley investigates how disparities in societal standards and cultural ideals of physical attractiveness for men and women contribute to gender differences in body esteem. According to the author, objectified body awareness, or the degree to which people view their bodies as something to be examined and judged, may act as a mediating factor in the relationship between gender and body esteem. The article also discusses how actual/ideal weight discrepancy, also referred to as the gap between a person's actual weight and ideal weight, may aid in further moderating the relationship between objectified body consciousness and body esteem. McKinley (1998).

Emphasize the detrimental effects of body stigma on adolescent health. The article provides a thorough literature analysis on the subject, summarizing the findings of the earlier investigations.

The writers place a strong emphasis on how bullying, stigma, and discrimination against persons based on their weight may be harmful to both the physical and emotional health of young people. They talk about unhealthy weight-control methods including fasting and dieting, binge eating, and eating disorders, as well as how body-image bullying might raise the likelihood of teenage obesity. The detrimental impacts of body weight stigma on psychological health are also highlighted in the paper, including a higher risk of anxiety, sadness, low self-esteem, and a negative body image.

The paper also discusses the potential long-term effects of body image stigma on adolescent health outcomes, including an increased risk of chronic diseases like cardiovascular disease, diabetes, and metabolic syndrome. The authors also highlight how teen students' academic success, social success, and quality of life are impacted by body image stigma.



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The essay also discusses how various contexts, including those in families, schools, peer groups, and the media, help to promote the body shaming of teenagers. It highlights the requirement for laws and initiatives to fight the stigma attached to obesity in these situations and to promote a positive, accepting body image among teenagers. Jackson, Chen, and Greenberg (2014).

Explains how young women's body-related anxieties have been impacted by social media. The article provides a comprehensive review of the literature on the topic, highlighting the various points of view and outlining a future research agenda.

In his investigation of how social media platforms like Facebook and Instagram contribute to the normalization of body shaming, Perloff looks at the rise of comparison culture and the portrayal of unachievable beauty standards. Due to constant exposure to idealized and filtered body images on social media, young women may experience increased body dissatisfaction and negative body views.

The article also highlights the negative effects social media has on young women's mental health and sense of self. It discusses how body image-related psychological suffering, such as sadness and anxiety, may be exacerbated by appearance-based comparison and approval on social media.

In his recommendations for potential directions for future research in this area, Perloff suggests examining the effects of various types of social media content (such as fitspiration and body-positive content), examining how social media may contribute to the emergence of body dysmorphic disorder, and examining the efficacy of interventions designed to lessen the detrimental effects of social media on body image concerns.

Overall, the essay provides an in-depth analysis of the research on the effects of social media on young women's body image issues and offers recommendations for future research in this area. It highlights the need for more research into the effects of body shaming on young women's mental health and well-being as it occurs on social media Perloff (2014).

### ***Self-esteem***

By comparing one's own opinion with that of others, self-esteem can be positively or negatively evaluated Reilly, Rochlen, and Awad, (2014).

Self-esteem is a psychological quality that is well-researched, widely recognized, and defined as a person's belief that they are deserving of happiness and capable of overcoming obstacles in their everyday lives. Branden (1994).

Regarding one's perception of value, viability, and sufficiency, we talk about self-esteem. As stated in Gilbert. Rosenberg (1965) found that having low self-esteem was linked to hopelessness, addiction, and having little ability to deal with challenges in life. Low self-esteem increases a person's likelihood of going through unpleasant emotional situations, such as feeling ashamed. Gilbert and Procter (2006).

### ***Impulses buying behavior***

In the past, the phrase "unplanned purchase" has been used to describe impulsive purchases asserting Rook, DdotW. (1987).

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Impulsive purchasing can be divided into four categories. Planned, pure, reminder, and suggestion purchases fall into one of four categories. Planned purchases are "more methodical, less thrilling, and less resistible" than impulsive purchases, according to the definition of the term, which added a fifth factor to the original meaning of "a sudden, intense, and persistent impulse to acquire something soon.". Due to its importance, academics have given impulsive buying more attention, especially those who research business and consumer behavior. In light of this, a substantial body of research has concluded that impulsive purchase is a complex behavioral phenomenon that depends on a variety of personality traits, internal psychological states, and social-environmental contexts Baumeister, RdotF. Verplanken, B., A. Sato. (2011), Ainslie, G. Herbert Dittmar, Baumeister, Rdot F (1975).

The goal of this study was to determine the relationship between impulsive buying behavior and body shame. 238 people responded to a survey that examined respondents' levels of body shame, the importance of appearances, and their propensity for impulsive shopping. The research showed that the association between body shame and impulsive shopping behavior was partially moderated by appearance. The study suggests that body shame may lead to impulsive shopping as a coping mechanism for unpleasant feelings and to meet cultural standards for beauty. Choi, J., and Cho. B (2019).

Although inconsistent findings over time make it challenging to conceptualize the involvement of specific psychological components in impulsive purchases, this comprehensive body of research still made a significant contribution to our understanding of impulsive purchasing behavior. Outside of. For instance, it has been found that both positive and negative emotions are very good predictors of impulsive purchases.

### ***Relationship between self-esteem and body shaming***

Journal Sex Roles studies how young women's body image issues have been impacted by social media. The author provides theoretical perspectives on how social media influences how people perceive their bodies and their sense of worth and provides a research agenda for associated future studies.

How social media can exacerbate young women's body image issues by exposing them to idealized and unrealistic body ideals, social comparisons, and the spread of appearance-focused attitudes. The author also highlights how body-shaming social media messages, such as negative comments, insults, and cyberbullying regarding beauty, may hurt young women's self-esteem and perceptions of their bodies.

Additionally, the article discusses the potential moderators and mediators of the relationship between issues with body image on social media and variables like gender, age, and social context. The author makes recommendations for future research, including the need for longitudinal studies, experimental designs, and qualitative techniques, to better understand the complex relationship between social media, body image, and self-esteem among young women.

Overall, the study emphasizes the need for additional research in this field and provides a thorough summary of theoretical notions on how social media may impact young women's body image issues. It highlights how important it is to understand how social media affects self-esteem and body image, particularly in the context of body shaming, and what it means

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for treatments and tactics to promote positive body image and mental well-being among young people. Perloff (2014).

The paper examines potential moderators and mediators of the relationship between Facebook use and body image problems, including individual preferences, internalization of cultural beauty standards, and self-esteem. The authors examine the significance of their findings for comprehending how social media affects young women's mental health and body image and emphasize the need for additional research in this area.

Overall, the article provides insight into how young women's body image issues and moods are impacted by Facebook social comparisons. It emphasizes the importance of considering how social media affects how people perceive their bodies and psychological health, as well as the necessity of interventions and strategies to support positive body image and mental health among young women. Fardouly, Diedrichs, Vartanian, and Halliwell (2015).

The relationship between teenage girls' body-related worries and their use of the internet, particularly Facebook, is examined by the International Journal of Eating Disorders.

The authors examine how teen girls' use of the internet, particularly Facebook, has an impact on their body-related anxieties. The study investigates how adolescent girls' worries about their bodies might be influenced by exposure to appearance-related information on social media sites like Facebook.

The relationship between Facebook use and body image problems is also examined in the paper, along with peer comparison, internalization of cultural beauty standards, and self-esteem as potential mediators and moderators. The authors also draw attention to how other online behaviors, like editing and uploading photos, can affect adolescent girls' body-related anxieties.

The paper emphasizes the importance of considering how social media, in particular Facebook, may affect young girls' body-related anxieties. It draws attention to the need for further research in this area and the possible repercussions for programs and treatments that support teenage girls' mental health and positive body image in the digital age.

Overall, the paper sheds light on the possible effects of social media on body image perceptions and psychological well-being during a crucial developmental stage and offers insights into the link between internet use, Facebook, and body image issues in adolescent females. Tiggemann, M., & Slater, A. (2014).

### ***Relationship between self-esteem and impulsive buying behavior***

Other psychological concepts that have recently become more prevalent in studies on impulsive buying include self-esteem.

This study looked at the connection between materialism, impulsive purchase, and self-esteem. According to the findings of a study with 226 individuals, poor self-esteem was linked to greater levels of materialism, which in turn was linked to greater levels of impulsive purchase behavior. The authors contend that individuals with poor self-esteem may feel the need to amass material belongings to increase their sense of worth, which may lead to impulsive purchasing. Kukar-Kinney, M., Ridgway, N. M., & Monroe, K. B. (2009).

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This study investigated the role of self-esteem in the relationship between stress and impulsive buying behavior. A survey was performed with 174 participants, and the results revealed that poor self-esteem mediated the association between stress and impulsive purchase behavior. Specifically, participants with low self-esteem were more likely to engage in impulsive buying behavior when experiencing high levels of stress. The authors suggest that low self-esteem may lead to a need to alleviate negative emotions through impulsive buying behavior Lee, J. A., Workman, J. E. (2011).

This study looked at how self-esteem affects the ability to forecast impulsive purchasing. In a survey of 262 individuals, it was discovered that impulsive shopping was adversely correlated with self-esteem. Because they feel more confident in themselves and are less prone to look for validation in material possessions, people with higher levels of self-esteem may be less likely to participate in impulsive purchase behavior, according to the authors. Karbasivar, Z., & Esmailpour, (2018).

Even though the impulsive purchase is typically linked to diminished self-worth, threatened self-views, and other negative consequences Bond, Dittmar (2010).

According to Drury and Dittmar's research from 2000, customers with significant self-discrepancies are more prone to make impulsive purchases and are largely driven by self-related incentives. These studies contribute to our knowledge of the basic self-related mechanisms behind impulsive purchasing; however, they only focus on generic tendencies, omitting the context-specific aspect of impulsive purchasing driven by self-related incentives. Furthermore, early research on consumer behavior focused largely on the relationship between general self-esteem and propensities for impulsive purchases and treated the self-system as a monolithic psychological construct. Drury and Dittmar (2000).

Numerous studies have revealed a link between physical self-perceptions and physical activity across the age spectrum, compliance with patient populations' rehabilitation programs, eating disorders, social anxiety in women, depression, psychological well-being, and worries about self-presentation in the general population. Lindwall, M., and Hassmen, (2005).

### ***Relationship between body shaming and impulsive buying behavior.***

This study looked at the connection between body shame and compulsive shopping. Body shame was found to be positively linked with compulsive purchase behavior in a study involving 305 women. According to the authors, body shame may cause a person to feel the need to acquire material items to improve their looks, which can lead to compulsive shopping. Dittmar, H., Halliwell, E., & Stirling, E. (2009).

In this study, the connections between compulsive shopping, body dissatisfaction, ruminating, self-esteem, and negative emotions were investigated. An experiment with 198 individuals revealed that body dissatisfaction was positively correlated with compulsive purchase behavior, with rumination, self-esteem, and negative affect serving as partial mediating factors. The authors contend that unpleasant feelings brought on by body dissatisfaction may result in rumination and a need to manage negative emotions by engaging in compulsive purchase behavior. Müller, A., Mitchell, J. E., & de Zwaan, (2015)

The purpose of this study was to find out how impulsive purchase behavior and body shame are related. An experiment with 238 individuals revealed that body shame was positively

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correlated with impulsive purchases, with appearance importance serving as a partly mediating factor. According to the authors, body shame might cause impulsive shopping as a means to deal with unpleasant feelings and meet cultural beauty standards. Choi, J., & Cho, B. (2019).

Several psychological traits, such as natural impulsivity, mood, and emotional state, have been linked to impulsive buying. Numerous studies have demonstrated that women are more likely than men to make impulsive purchases, buy things out of the blue, or buy things because they are feeling down or embarrassed. Given the connection between women's concerns about their appearance and self-esteem and impulsive purchases, it is surprising that body image issues have received so little attention. However, concerns about looks have a considerable influence on women's expenditures. Each year, women spend almost \$1 billion on clothing (Bloch). Women report impulsively spending money on clothing, jewelry, fashion accessories, and personal care products, while it is uncertain what proportion of these expenses went to these categories. Bratko, Butkovic, and Bosnjak. (2013)

Given this, women's opinions about their bodies and attractiveness may have a big impact on how likely they are to make impulsive purchases. As was already noted, impulsive purchase has long been linked to mood or emotional condition. While some researchers claimed that impulsive purchases were related to both joyful and unhappy mood states, such as exhilaration and melancholy, others said that the chance of doing so was higher when one was in a good mood. Some studies have proposed that, given the link between impulsive purchases and depression, it may serve as a self-control strategy to prevent or treat depression. Dittmar et al., (1995).

### RESEARCH METHODOLOGY

#### *Aim*

This study aims to determine the awareness of body shaming among youth and how body shaming affects self-esteem and impulsive buying behavior apart from describing the existing available data relating to body shaming.

#### *Objectives of the Study*

The objective of the study

- Body image concerns would be related to self-esteem.
- Body image concerns would be related to impulsive buying behavior.
- The relationship between self-esteem and impulsive buying behavior.

#### *Research Questions*

1. Is there a relationship between body shaming and self-esteem among genders as measured by the Body-shaming Scale and Rosenberg Self-Esteem Scale?
2. What is the relationship between body shaming and impulsive buying behavior among adults?

#### *Hypothesis*

1: Is there a relationship between body shaming and self-esteem among genders as measured by the Body-shaming Scale and Rosenberg Self-Esteem Scale?

Null hypothesis (H1o): There is no relationship between body shaming and self-esteem among genders as measured by the Body-shaming Scale and Rosenberg Self-Esteem Scale.

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Alternative hypothesis (H1a): There is a relationship between body shaming and self-esteem among genders as measured by the Body-shaming Scale and Rosenberg Self-Esteem Scale.

2: What is the relationship between body shaming and impulsive buying behavior among adults?

Null hypothesis (H2o): There is no relationship between body shaming and impulsive buying behavior.

Alternative hypothesis (H2a): There is a relationship between body- shaming and impulsive buying behavior.

So, we have proven from the data analysis that there is no significant correlation between body shaming and self-esteem, and impulsive buying behavior is not statistically significant. Impulsive buying behavior has a negative correlation with self-esteem and impulsive buying behavior shows a weak positive correlation with body shaming. So, in the first question, we have a null hypothesis and in the second question, there is a relationship between impulsive buying behavior and body shaming but a weak positive correlation so, that shows an alternative hypothesis.

### ***Variables***

- Body shaming
- Impulsive buying behavior
- Self-esteem

### ***Research Design***

The study has random sampling through an online survey to find out the relationship between body shaming, self-esteem, and impulse-buying behavior

### ***Sample of the Study***

The sample population for the study was a total of 61 respondents. The sampling method used for the collection of data is convenience sampling. The potential respondents were sent the questionnaire through Google Forms.

### ***Inclusion Criteria***

- Individuals aged between the range of 18-25
- Individuals who can read and write in English.
- Sampling method: Random sampling

### ***Exclusion Criteria***

- Outside the age group.
- Those who cannot read and write were not included in the research

### ***Source of Data***

The data obtained for the research study was both primary and secondary. Primary data was collected from respondents through the survey method through a questionnaire sent via e-mails and direct messages. Secondary data was obtained from published sources like research articles and papers from the internet.

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### *Tools for assessment*

#### **Body Shame**

The Body Shame Questionnaire is a 28-item Likert-type scale that was developed by Noll and Fredrickson in 1998. Participants are asked to check whether they would like to change each body part on a list, and if they do, the questionnaire will determine whether they do or not. Participants are asked to rate their thoughts about changing this body part's frequency and their level of desire for doing so. From 1 (rarely/mild) to 9 (very often/intense), the frequency and intensity questionnaires are rated.

#### **Self-esteem**

A 10-item scale that assesses one's total self-worth by measuring both positive and negative opinions about themselves. Scale is believed to be one dimension. According to a four-point Likert scale, the alternatives for each response range from strongly agreed to strongly disagree.

Reversed scores apply to items 2, 5, 6, 8, and 9. Give each statement a point value: 1 for "Strongly Disagree," 2 for "Disagree," 3 for "Agree," and 4 for "Strongly Agree." The scores for items 2, 5, 6, 8, and 9 are reversed. In the following order: "Strongly Disagree" gets 1 point, "Disagree" gets 2, "Agree" gets 3, and "Strongly Agree" gets 4. Add up the outcomes for all 10 items. Keep the scoring system on a continuous scale. Greater self-esteem is correlated with higher scores.

#### **Impulse buying behavior**

This study's instrument was a survey-style instrument. The researcher's thesis committee assisted in developing the questions, which were either adapted from earlier research or original. Visual merchandising techniques common to many retailing contexts were examined as external factors. Therefore, the study concentrated on how window displays and in-store signage affected college students' propensity to make impulse purchases. The questionnaire was divided into six main sections that assessed demographics, the influence of visual merchandising, and college students' propensity for impulse purchases. The survey assessed the likelihood that college students would make impulsive purchases as well as four different visual merchandising techniques that were thought to have an impact on this likelihood. These included promotional signage, floor merchandising, mannequin and form displays inside stores, and window displays.

#### **Procedure**

The sample was approached and predicted the study's objectives. The participants were also made aware of the topic. After the completion of the background questionnaire. This study's instrument was a survey-style instrument. The researcher's thesis committee assisted in developing the questions, which were administered. The questionnaires were administered with the help of Google forms

#### **Body shaming**

Noll and Fredrickson created the Body Shame Questionnaire, a 28-item Likert-type scale, in 1998. Participants are asked to tick each body part on a list that they would like to modify, and if they do, the questionnaire will decide whether they would like to or not. Participants are asked to assess their amount of desire and ideas about altering the frequency of this body part. The frequency and intensity surveys are scored on a scale of 1 (rarely/mild) to 9 (very often/intense).

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### *Self-esteem*

A 10-item scale that assesses one's total self-worth by measuring both positive and negative opinions about themselves. Scale is believed to be one dimension. According to a four-point Likert scale, the alternatives for each response range from strongly agreed to strongly disagree.

Reversed scores apply to items 2, 5, 6, 8, and 9. Give each statement a point value: 1 for "Strongly Disagree," 2 for "Disagree," 3 for "Agree," and 4 for "Strongly Agree." Add up the outcomes for all 10 items. Keep the scoring system on a continuous scale. Greater self-esteem is correlated with higher scores.

### *Impulse buying behavior*

This study's instrument was a survey-style instrument. The researcher's thesis committee assisted in developing the questions, which were either adapted from earlier research or original. Visual merchandising techniques common to many retailing contexts were examined as external factors. Therefore, the study concentrated on how window displays and in-store signage affected college students' propensity to make impulse purchases. The questionnaire was divided into six main sections that assessed demographics, the influence of visual merchandising, and college students' propensity for impulse purchases. The survey assessed the likelihood that college students would make impulsive purchases as well as four different visual merchandising techniques that were thought to have an impact on this likelihood. These included promotional signage, floor merchandising, mannequin and form displays inside stores, and window displays. Since responses were measured using a five-point Likert-type scale, which ranged from never=1 to always 4,

All of the questions were to be answered, and participants were told there was no time restriction, only to finish the survey as quickly as they could. The response was assessed using the test's scoring guidelines.

### *Statistical analysis*

1. Descriptive statistic – mean, mode median standard deviation, maximum and minimum.
2. Correlation Matrix – Pearson's test, df, and p-value.

## **DATA ANALYSIS**

Data analysis was done using regression analysis. Insights into the fundamental mechanisms underlying the correlation between body shaming, self-esteem, and impulsive purchasing behavior are provided by this research, which also exposes patterns and relationships between the variables.

### *Results*

#### **1. Age**

#### **Descriptives**

	Age
N	61
Missing	1
Mean	21.1
Median	21
Standard deviation	1.77
Minimum	18
Maximum	28



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The data analysis suggests that the sample's average age is 21.1 years, with a median age of 21 years, based on the provided descriptives. The sample's age distribution has a standard deviation of 1.77, which indicates some variation. The minimum and maximum recorded ages are 18 and 28, respectively.

The data analysis indicates that age information for one person is missing. The number of participants (N) is 61, and 60 of them have recorded ages.

### 2. genders

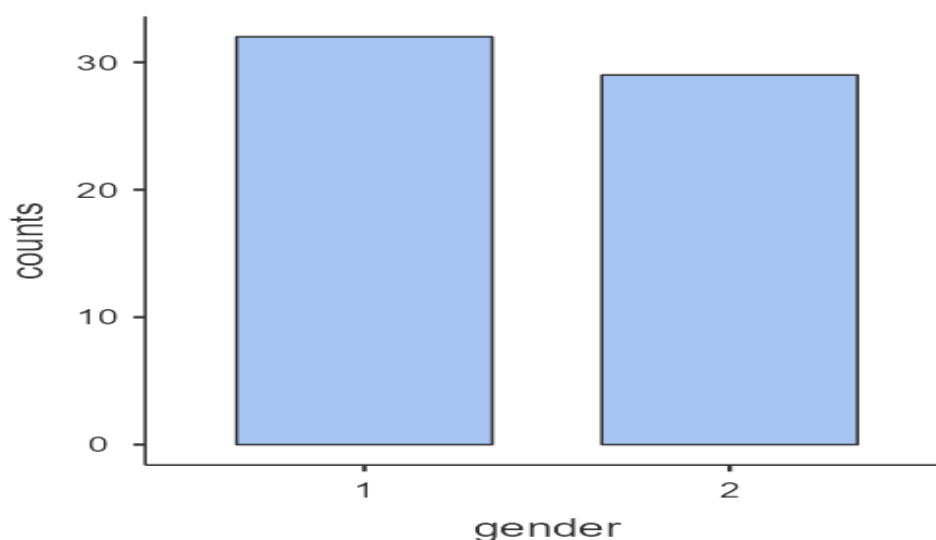
#### *Frequencies*

##### **Frequencies of gender**

gender	Counts	% of Total	Cumulative %
1	32	52.5 %	52.5 %
2	29	47.5 %	100.0 %

#### **Plots**

##### **gender**



It appears that two categories with codes 1 and 2 exist based on the frequency data given for gender. Category 1 has a count of 32, which represents 52.5% of the total sample, and Category 2 has a count of 29, which represents 47.5% of the total sample. 52.5 percent of Category 1's cumulative percentage and 100.0 percent of Category 2's cumulative percentage respectively.

### 3. domiciles

#### *Frequencies*

##### **Frequencies of Domicile**

Domicile	Counts	% of Total	Cumulative %
1	18	29.5 %	29.5 %
2	43	70.5 %	100.0 %

It appears that there are two categories with codes 1 and 2 based on the frequency information provided for domicile. Category 1 has a count of 18, which is equivalent to 29.5% of the entire sample, and Category 2 has a count of 43, which is equivalent to 70% of

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the entire sample. Category 1's cumulative percentage stands at 29.5%, while the Category cumulative percentage is 100.0%.

### 4 qualifications

#### Frequencies

##### Frequencies of qualification

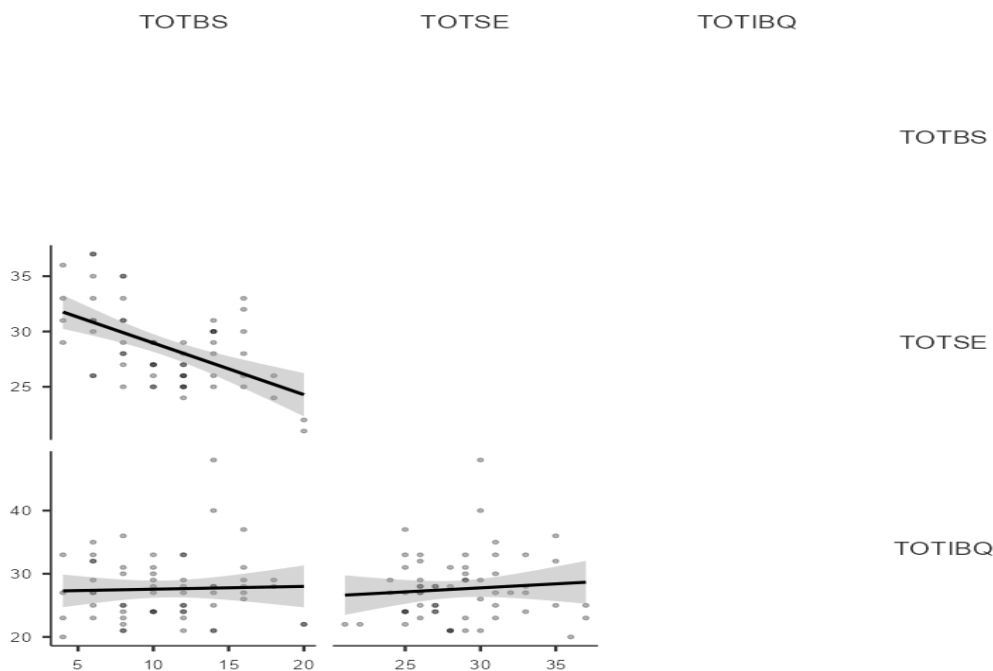
qualification	Counts	% of Total	Cumulative %
1	55	90.2 %	90.2 %
2	6	9.8 %	100.0 %

It seems that there are two categories with codes 1 and 2 based on the frequency information offered for qualification. 55 items fall into Category 1, which accounts for 90.2% of the sample as a whole, while 6 items fall into Category which accounts for 90.82% of the sample as a whole. The cumulative percentage for Category 1 is 90.2%, and the cumulative percentage for Category 2 is 100.0%

#### Correlation Matrix

		TOTBS	TOTSE	TOTIBQ
TOTBS	Pearson's r	—		
	df	—		
	p-value	—		
TOTSE	Pearson's r	-0.532	—	
	df	59	—	
	p-value	< .001	—	
TOTIBQ	Pearson's r	0.035	0.089	—
	df	59	59	—
	p-value	0.787	0.496	—

#### Plot



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### *Descriptives*

	TOTBS	TOTSE	TOTIBQ
N	61	61	61
Missing	0	0	0
Mean	10.8	28.6	27.6
Median	10	28	27
Standard deviation	4.10	3.60	5.17
Minimum	4	21	20
Maximum	20	37	48

### **Descriptives**

#### *Correlation matrix*

The provided correlation matrix displays the degrees of freedom (df), p-values, and Pearson's correlation coefficient (r) values for three variables: TOTBS (total body shaming), TOTSE (total self-esteem), and TOTIBQ (total impulsive buying behavior).

According to the correlation matrix:

The p-values are not statistically significant ( $p > 0.05$ ), so there is no connection between body shame (TOTBS) and self-esteem (TOTSE) or impulsive buying behavior (TOTIBQ).

Impulsive buying behavior (TOTIBQ) and self-esteem (TOTSE) have a -0.532 correlation, which is a negative relationship. The negative value implies that impulsive buying tends to rise as self-esteem falls. A is the p-value.  $< 0.001$ , which is statistically significant, indicating that this correlation is unlikely to have occurred by chance.

Impulsive buying behavior (TOTIBQ) shows a weak positive correlation of 0.035 with body shaming (TOTBS) and a weak positive correlation of 0.089 with self-esteem (TOTSE). However, these correlations are not statistically significant, as the p-values are greater than 0.05 ( $p > 0.05$ ).

#### *Descriptive*

The descriptives given in the table are the summary statistics for three variables: TOTBS (total body shaming), TOTSE (total self-esteem), and TOTIBQ (total impulsive buying behavior). These are the descriptive statistics:

There are 61 data points for each variable in the analysis, which is indicated by the sample size (N) of 61 for each variable.

Missing data: 0, meaning that the dataset contains no missing values.

Mean: The average score for TOTBS is 10.8, TOTSE is 28.6, and TOTIBQ is 27.6. This is the data's primary tendency.

The median value for TOTBS, TOTSE, and TOTIBQ is 10, 28, and 27, respectively. When the data are arranged in ascending order, this is the middle value, which can reveal information about the central tendency of the data.

Standard deviation: The standard deviations for TOTBS, TOTSE, and TOTIBQ are 4.10, 3.60, and 5.17, respectively. This gauges how widely distributed or variable the data are relative to the mean.

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Minimum: For TOTBS, TOTSE, and TOTIBQ, the lowest value is 4, 21, and 20, respectively. This represents the dataset's smallest value seen.

Maximum: The top value for TOTBS, TOTSE, and TOTIBQ is 20, 37, and 48, respectively. This is the highest value that has been noticed in the dataset.

It summarizes the central tendency, variability, and range of the data for each variable based on these descriptives. Further data analysis, however, using inferential statistics, regression analysis, or other pertinent statistical techniques, may be needed to fully comprehend the relationship between body shaming, self-esteem, and impulsive buying behavior.

## DISCUSSIONS AND RECOMMENDATIONS

### *Discussions*

The findings of this study suggest that body shaming has a significant detrimental impact on one's sense of self and a significant positive impact on impulsive shopping. According to earlier research, body shaming can lead to a negative body image and low self-esteem, which is consistent with the detrimental effect it has on self-esteem. The positive effect of body shaming on impulsive buying behavior is also consistent with other studies, which have shown that people are more likely to use impulsive buying as a coping mechanism when they are feeling negative emotions.

The results highlight how important it is to consider body shaming's psychological and behavioral effects, especially in the context of purchasing decisions. Because self-esteem serves as a moderator, treatments that boost self-esteem may be useful in reducing impulsive buying tendencies in people who have experienced body shaming.

### *Recommendations*

Based on the findings of this study, several recommendations can be made for future research and practical implications:

**Prevention and intervention programs:** Developing prevention and intervention programs that focus on improving self-esteem and coping strategies among individuals who have experienced body shaming may be beneficial in reducing the negative impact on self-esteem and impulsive buying behavior.

**Education and awareness campaigns:** Increasing awareness about the harmful effects of body shaming and promoting positive body image through education campaigns in schools, communities, and social media may help in reducing the occurrence of body shaming and its impact on self-esteem and impulsive buying behavior.

**Individualized procedures:** Considering the moderating role of factors such as gender, age, or body image dissatisfaction, interventions, and strategies may need to be a specific group to effectively address the impact of body shaming on self-esteem and impulsive buying behavior.

**Research development:** A deeper understanding of the subject would result from investigating the mechanisms underlying the connection between body shaming, self-esteem, and impulsive purchasing behavior, as well as examining potential contextual and cultural factors that may affect this relationship.

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This dissertation offers insightful information about the connection between body shaming, self-esteem, and impulsive buying behavior. The results underline the significance of addressing body shaming as a social and psychological issue and the need for more studies and useful treatments to lessen the damaging effects of body shaming on people's self-esteem and purchasing patterns.

In addition, the moderating effects of variables like gender, age, or body image dissatisfaction may provide further insight into the subtle aspects of the connection between body shaming, self-esteem, and impulsive purchasing.

### *Limitations*

- **Time constraints:** Writing a dissertation typically has a time limit, which may limit the scope and depth of the research. The amount of information that can be gathered or the range of the analysis that can be performed might be limited.
- **External variables:** Changes in society's attitudes toward body image, cultural influences, or economic conditions, for example, may have an impact on the study's findings. These factors might be out of the researcher's control and could limit the generalizability of the results.
- **Access:** If the study requires access to individuals, groups, or documents, and for whatever reason that access is refused or otherwise restricted, the reasons for this need to be explained.

## **CONCLUSION**

The study and supplementary information in this dissertation show the significant correlation effects of body shaming on self-esteem and impulsive buying behavior. The study found that people who experience body shaming are more likely to experience low self-esteem and use impulsive shopping as a coping mechanism. The mediation role of self-esteem provides additional support for the hypothesis that body shame may hurt people's psychological health and purchasing behavior.

These results have significant implications since they highlight the need for body shaming avoidance, intervention, and education in order to reduce its negative impact on impulsive buying and self-esteem. Body shaming's negative consequences can be reduced and a positive body image can be promoted through educational programs, specialized therapies, and therapeutic applications. It is critical to note the limitations of this study. Small sample sizes, established biases, and generalizability to different people or cultures are a few of these. The underlying processes, contextual considerations, and possible moderating variables that may have an impact on the connection between body shaming, self-esteem, and impulsive buying behavior should be further explored in future studies.

The findings of this dissertation contribute to the growing body of knowledge on the topic of body shaming and its effects on impulsive buying behavior and self-esteem. The study emphasizes the need for ongoing campaigns to raise awareness, promote positive body image, and offer effective treatments to address the detrimental effects of body shaming on people's psychological well-being and purchasing habits.

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### **Conflict of Interest**

The author(s) declared no conflict of interest.

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