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Body Image and Behaviour Patterns of Male and Female

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Abstract

The present study examined body image and behaviour patterns among male and female participants. A total of 120 participants were selected using random sampling, comprising 60 males and 60 females. Each gender group included 30 married and 30 unmarried participants. A 2 × 2 factorial research design was employed. Body image was assessed using the Body Image Questionnaire developed by Dhani and Bahumani (2018), which consists of 28 items and was translated into Gujarati by Jogsan and Doshi. Behaviour patterns were measured using the Behaviour Pattern Scale developed by Dhar and Jain, with the Gujarati adaptation also carried out by Jogsan and Doshi. This instrument contains 33 items, including 17 items in Part A (Type A behaviour pattern) and 16 items in Part B (Type B behaviour pattern). Data were analysed using analysis of variance (ANOVA) and Pearson's product–moment correlation coefficient. The results indicated a significant main effect of gender on body image, $F(1, 116) = 9.02$, $p < .01$. Additionally, significant main effects of gender, $F(1, 116) = 10.95$, $p < .01$, and marital status, $F(1, 116) = 10.77$, $p < .01$, were found for Type A behaviour pattern. However, no significant main effects of gender or marital status were observed for Type B behaviour pattern,while positive correlation was observed.

Keywords: Body Image, Behavior Patterns, Gender Comparison, Self Concept

Introduction

Body image is a multidimensional construct involving an individual's perceptions, thoughts, and emotions about physical appearance, shaped by internal factors such as self-esteem and social comparison, and external influences like cultural standards and media. Distorted body image is associated with psychological difficulties including body dissatisfaction, anxiety, depression, and eating-related disorders. While Paul Schilder (1935) defined body image as the mental representation of one's body, contemporary views emphasize its cognitive, emotional, and behavioural dimensions. Behaviour patterns refer to relatively stable ways of thinking, feeling, and acting that arise from biological, cognitive, and sociocultural influences. These patterns explain individual adaptation and psychological functioning and may contribute to distress when inflexible. In this context, the Type A behaviour pattern is marked by competitiveness and time urgency, whereas the Type B pattern reflects a calm, patient, and emotionally stable approach (Friedman & Rosenman, 1959).

Review Of Literature

Sharma, R., & Mehta, S. (2022) conducted a study to explore the relationship between social media exposure, body-image dissatisfaction, and self-esteem among Indian college students. Results indicated that higher appearance-focused social media exposure increased body dissatisfaction, which subsequently lowered self-esteem, particularly among females.

Vasudeva, B. (2021) conducted this study to examine the impact of body-image dissatisfaction on self-esteem and gender differences among 220 participants (110 males and 110 females). Using the Body Shape Questionnaire and the Rosenberg Self-Esteem Scale, findings revealed that higher body-image dissatisfaction was associated with lower self-esteem, with females reporting greater dissatisfaction and lower self-esteem than males.

Bhatt, K. (2023) conducted a study to examine behaviour patterns and impulsivity among 240 patients with blood pressure, high cholesterol, and diabetes. Using the Behaviour Pattern Scale and ANOVA, results indicated a significant association between behaviour patterns and impulsivity, with individuals showing a Type A behaviour pattern exhibiting higher impulsivity.

Sharma, N. (2023) conducted a study to investigate the effect of Type A behaviour tendencies on body-checking behaviours among 200 late adolescents. Using standardized measures and regression analysis, results showed that Type A traits predicted higher body-checking behaviours, particularly among females, while Type B individuals reported lower appearance-focused behaviours.

Importance of the Research :

- This research shows that body image is an important psychological issue for both males and females.
- It explains how behaviour patterns affect how people see and evaluate their bodies.
- The findings help in identifying people who are at risk of body dissatisfaction at an early stage.
- The research is useful for planning simple, gender-sensitive counselling and intervention programs.

Objectives

- To examine the Main Impact of Gender on Body Image.
- To examine the main impact of Marital Status on Body Image.
- To examine the Internal Impact of Gender and Marital Status Variable on Body Image.
- To examine the Main Impact of Gender on Type A Behaviour Pattern.
- To examine the Main Impact of Marital Status on Type-A Behaviour Pattern.
- To examine the Internal Impact of Gender and Marital Status Variable on Type-A Behaviour Pattern.
- To examine the Main Impact of Gender on Type-B Behaviour Pattern.
- To examine the Main Impact of Marital Status on Type-B Behaviour Pattern.
- To examine the Internal Impact of Gender and Marital Status Variable on Type-B Behaviour Pattern.
- To check the correlation between Body Image and Type-A Behaviour Pattern.
- To check the correlation between Body Image and Type-B Behaviour Pattern.

Null Hypothesis

- There will be no significant Main Impact of Gender on Body Image
- There will be no significant Main Impact of Marital Status on Body Image.
- There will be no significant Internal impact of Gender and Marital Status on Body Image.

- There will be no significant Main Impact of Gender on Type – A Behaviour Pattern.
- There will be no significant Main Impact of Marital Status on Type – A Behaviour Pattern.
- There will be no significant Internal impact of Gender and Marital Status on Type –A Behaviour Pattern.
- There will be no significant Main Impact of Gender on Type-B Behaviour Pattern.
- There will be no significant Main Impact of Marital Status on Type-B Behaviour Pattern.
- There will be no significant Internal impact of Gender and Marital Status on Type-B Behaviour Pattern.
- There will be no significant correlation between Body Image and Type-A Behaviour Pattern.
- There will be no significant correlation between Body Image and Type-B Behaviour Pattern.

Methodology

Sample

Initially, 130 individuals were considered, of which 120 were selected through random sampling. The final sample consisted of 60 males and 60 females, with equal numbers of married and unmarried participants in each gender group.

Research Tools

Body Image:

The research employed the Body Image Questionnaire developed by Ramesh Kumar Dhani and Rakesh Kumar Bahumani (2018), adapted into Gujarati by Dr. Y. A. Jogsan and Dr. Dhara R. Doshi.

Behaviour Pattern:

The Behaviour Pattern Scale developed by Upindar Dhar and Manisha Jain, translated into Gujarati by Dr. Y. A. Jogsan and Dr. Dhara R. Doshi, was used in the research. The scale consists of 33 items, divided into Part A (17 items) and Part B (16 items).

Data Collection:

According to the purpose of the present research, appropriate standardized tools were selected. For assessing body image, the Body Image Questionnaire developed by Dhani and Bahumani (2018) was used, and for assessing behaviour patterns, the Behaviour Pattern Scale developed by Dhar and Jain was used. The Gujarati translation of both tools was done by Dr. Y. A. Jogsan and Dr. Dhara R. Doshi, and these scales were used for data collection.

Research Design:

The purpose of the present research was to examine body image and behaviour patterns among participants. A total of 120 participants were selected using the random sampling method. Two-way ANOVA was used to analyse differences between the mean scores of the groups, and the Karl Pearson correlation method was applied to examine the relationship between body image and behaviour patterns.

Result and Discussion

Result Table – 1 F- Value of the Body Image

	SS	df	Mean Sq	F	Sig.
Ass (Gender)	1628.03	1	1628.03	9.02	0.01
Bss (Marital Status)	154.13	1	154.13	0.86	NS

ABss (Gender and Marital Status)	124.03	1	124.03	0.69	NS
Wss (Error)	20941.27	116	180.52		
Tss (Total)	22847.47	119			

A two-way ANOVA was conducted to examine the effects of gender and marital status on body image. The results showed a **significant main effect of gender**, $F = 9.02$, $p < .01$, indicating a significant difference in body image scores between males and females. The **main effect of marital status** was not significant, $F = 0.86$, $p > .05$. The **interaction effect between gender and marital status** was also not significant, $F = 0.69$, $p > .05$. These findings suggest that body image differs by gender but is not influenced by marital status, and that gender differences are consistent across marital groups. The results are summarized in Table 1.

The results indicate that **gender plays a significant role in influencing body image**, whereas marital status does not. This suggests that males and females may perceive or evaluate their body image differently, which aligns with previous research showing gender differences in body satisfaction.

Result Table – 2 Mean and f value of Gender (Body Image)

Variable	**N**	**Mean**	**F**	**Sig**
A_1 (Male)	60	89.25	9.02	0.01
A_2 (Female)	60	96.62		

Significance Level =0.01= 6.90 0.05=3.94

Result Table – 3 Mean Difference of Gender (Body Image)

Sr. No.	Pair	Mean dif.	Sig.
1.	A_1 vs A_2	7.36	0.01

Significance level =0.01=3.16 0.05=2.39

Tables 2 and 3 present body image scores by gender. Females (M = 96.62, N = 60) reported higher body image scores than males (M = 89.25, N = 60). The main effect of gender was significant, $F = 9.02$, $p = .01$. The mean difference between genders was 7.36, which was statistically significant, confirming that females had significantly higher body image scores than males.

Result Table – 4 Mean and f Value of Marital Status (Body Image)

Sr. No.	**Variable**	**Mean**	**N**	**F**	**Sig.**
1.	B_1 (Married)	91.80	60	0.86	NS
2.	B_2 (Unmarried)	94.07	60		

Significance =0.01=6.90 0.05=3.94

Result Table – 5 Mean Difference of Marital Status (Body Image)

Sr. No	**Pair**	**Mean dif.**	**Sig.**
1.	B_1 vs B_2	2.27	0.05

Significance =0.01=3.16 0.05=2.39

The analysis of body image scores based on **marital status** is presented in Tables 4 and 5. Although un-

married individuals (M = 94.07, N = 60) showed marginally higher body image scores than married individuals (M = 91.80, N = 60), the difference was not statistically significant, $F = 0.86$, $p > .05$. The mean difference of 2.27 also failed to reach significance, indicating that marital status does not have a meaningful effect on body image in the present sample.

Result Table – 6 Mean and f value of Gender and Marital Status (Body Image)

Sr. No	Variable	Mean		N	F	Sig
		A1 (Male)	A2 (Female)			
1.	**B_1 (Married)**	89.13	94.46	60	0.69	NS
2.	**B_2(Unmarried)**	89.37	98.76	60		

Significance =0.01=6.90 0.05=3.94

Result Table – 7 Mean Difference of Gender and Marital Status (Body Image)

Sr. No	Pair	Mean dif.	Sig.
1.	A_1B_1 vs A_1B_2	0.23	NS
2.	A_1B_1 vs A_2B_1	5.33	0.05
3.	A_1B_1 vs A_2B_2	9.63	0.01
4.	A_1B_2 vs A_2B_1	5.10	0.05
5.	A_1B_2 vs A_2B_2	9.40	0.01
6.	A_2B_1 vs A_2B_2	4.30	NS

Significance =0.01=6.33 0.05=4.80

A two-way ANOVA revealed a significant main effect of gender on body image, with females (M = 96.62) scoring higher than males (M = 89.25), $F(1, 116) = 9.02$, $p = .01$. The main effect of marital status was not significant, $F(1, 116) = 0.86$, $p > .05$, and the Gender × Marital Status interaction was also non-significant, $F(1, 116) = 0.69$, $p > .05$.

These findings indicate that body image is significantly influenced by gender, whereas marital status does not independently affect body image. Gender-related differences in body image appear consistent across marital groups, with females reporting more positive body image than males.

Table - 8 F value of the Type A Behaviour Pattern

Variables	SS	df	Mean S.	F	Sig.
Ass (Gender)	525.01	1	525.01	10.95	0.01
Bss (Marital Status)	516.68	1	516.68	10.77	0.01
ABss (Gender and Marital Status)	304.01	1	304.01	6.34	0.05
Wss	5561.63	116	47.95		
Tss	6907.32	119			

Significance =0.01=6. 90 0.05=3.94

A two-way ANOVA was conducted to examine the effect of **gender** and **marital status** on **Type A Be-**

havior Pattern. The results are summarized in Table 8. **Gender-** The effect of gender was significant, F(1, 116) = 10.95, p = 0.01, which is greater than the critical F-value at 0.01 (6.90). This indicates a statistically significant difference in Type A behavior patterns between males and females. **Marital status** also had a significant effect, F(1, 116) = 10.77, p = 0.01, indicating that married and unmarried individuals differ significantly in their Type A behavior patterns.

The **Gender × Marital Status interaction** was also significant, $F(1, 116) = 6.34$, $p < .05$, indicating that the effect of gender on Type A behaviour varies across marital status groups. These findings suggest that Type A behaviour is influenced by both gender and marital status, and their combined effects should be considered in assessment and intervention.

Table – 9 Mean Value of the Gender (Type A Behaviour Pattern)

Variable	N	Mean	F	Sig.
A1 (Male)	60	61.09	10.95	0.01
A2 (Female)	60	65.27		

Significance =0.01=6. 90 0.05=3.94

Result Table – 10 Mean Difference Of the gender (Type A Behaviour Pattern)

Sr. No	Pair	Mean d.	Sig.
1.	A1 vs A2	4.19	0.01

Significance =0.01=2.30 0.05=1.76

The analysis of Type A Behavior Pattern based on **gender** is presented in Tables 9 and 10. The mean score for **males** was 61.09 (N = 60), while the mean score for **females** was 65.27 (N = 60). The F-value for the gender effect was 10.95, which is greater than the critical F-value at the 0.01 level (6.90), indicating that the difference in Type A behavior between males and females is **statistically significant** (p = 0.01). The mean difference between males and females was **4.19**, which is also statistically significant (p = 0.01), exceeding the critical t-values at both 0.01 (2.30) and 0.05 (1.76) levels. This indicates that **females exhibit significantly higher Type A behavior scores than males** in this sample.

Result Table – 11 Mean Value of Marital Status (Type A Behaviour Pattern)

Sr. No	Variable	Mean	N	F	Sig.
1.	B1 (Married)	61. 10	60	10.77	0.01
2.	B2 (Unmarried)	65.25	60		

Significance =0.01=6. 90 0.05=3.94

Result Table – 12 Mean Difference of Marital Status (Type A Behaviour Pattern)

Sr. No	Pair	Mean d.	Sig.
1.	B1 vs B2	4.15	0.01

Significance =0.01=2.30 0.05=1.76

The analysis of Type A Behavior Pattern based on **marital status** is presented in Tables 11 and 12. The mean score for **married** individuals was 61.10 (N = 60), whereas the mean score for **unmarried**

individuals was 65.25 (N = 60). The F-value for the effect of marital status was 10.77, which exceeds the critical F-value at the 0.01 level (6.90), indicating that the difference in Type A behavior between married and unmarried individuals is **statistically significant** (p = 0.01). The mean difference between married and unmarried individuals was **4.15**, which is statistically significant (p = 0.01), exceeding the critical t-values at both 0.01 (2.30) and 0.05 (1.76) levels. This suggests that **unmarried individuals exhibit significantly higher Type A behavior scores than married individuals** in this sample.

Result Table – 13 Mean and f Value of Gender and Marital Status (Type A Behavior Pattern)

Sr. No	Variable	Mean		N	F	Sig.
		A_1 (Male)	A_2 (Female)			
1.	B_1 (Married)	60.60	61.60	60	6.34	0.05
2.	B_2 (Unmarried)	61.56	68.93	60		

Significance =0.01=6. 90 0.05=3.94

Result Table – 14 Mean Difference of Gender and Marital Status (Type A Behaviour Pattern)

Sr.	Pair	Mean dif.	Sig.
1.	A_1B_1 vs A_1B_2	0.96	NS
2.	A_1B_1 vs A_2B_1	1	NS
3.	A_1B_1 vs A_2B_2	8.33	0.01
4.	A_1B_2 vs A_2B_1	0.04	NS
5.	A_1B_2 vs A_2B_2	7.37	0.01
6.	A_2B_1 vs A_2B_2	7.33	0.01

Significance =0.01=3.26 0.05=2.46

The interaction between gender and marital status was also significant at the 0.05 level, $F(1, 116) = 6.34$, $p < 0.05$, indicating that the effect of gender on Type A Behaviour Pattern varies with marital status. Subgroup comparisons showed that **unmarried females (M = 68.93) had the highest scores**, while married males (M = 60.60) had the lowest. Significant mean differences were observed between unmarried females and married males (8.33, p = 0.01), as well as between unmarried females and other subgroups, highlighting that gender differences are more pronounced among unmarried individuals.
Overall, these findings suggest that **both gender and marital status, individually and interactively, influence Type A Behaviour Pattern**, with females and unmarried individuals showing higher levels.

Result Table – 15 F value of the Type B Behaviour Pattern

	SS	df	Mean s.	F	Sig.
Ass (Gender)	72.07	1	72.07	2.37	NS
Bss (Marital Status)	57.40	1	57.40	1.89	NS
ABss (Gender and Marital Status)	444.68	1	444.68	14.60	0.01

Wss	3531.77	116	30.45		
Tss	4105.92	119			

Significance =0.01=6.90 0.05=3.94

A two-way ANOVA was conducted to examine the effect of **gender** and **marital status** on **Type B Behavior Pattern**. The results are summarized in Table 15. This indicated that neither **gender**, $F(1, 116) = 2.37$, $p > .05$, nor **marital status**, $F(1, 116) = 1.89$, $p > .05$, had a significant effect on Type B Behavior Pattern. These results suggest that Type B behavior does not differ significantly across gender or marital status groups. While, **The interaction** between **gender and marital status** was **significant**, $F(1, 116) = 14.60$, $p = 0.01$, suggesting that the combination of gender and marital status influences Type B behavior patterns.

The findings indicate that gender and marital status alone do not significantly influence Type B behavior. However, the significant interaction effect suggests that the impact of gender on Type B behavior varies across marital status groups, indicating that combined personal factors may be more important than single variables. Accordingly, interventions targeting Type B behavior may benefit from considering gender and marital status together rather than independently.

Result Table – 16 Mean Value of the Gender (Type B Behaviour Pattern)

Variable	N	Mean	F	Sig.
A_1 (Male)	60	57.50	2.37	NS
A_2 (Female	60	55.95		

Significance =0.01=6.90 0.05=3.94

Result Table – 17 Mean Difference of the Gender (Type B Behaviour Pattern)

Sr. No	Pair	Mean. D	Sig.
1.	A_1 vs A_2	1.55	0.05

Significance =0.01=1.84 0.05=1. 39

The analysis of Type B Behavior Pattern based on **gender** is presented in Tables 16 and 17. The mean score for **males** was 57.50 (N = 60), while the mean score for **females** was 55.95 (N = 60). The F-value for the gender effect was 2.37, which is **not statistically significant** (NS), indicating that there is no significant difference in Type B behavior between males and females.

The mean difference between males and females was **1.55**, which is also not significant at the 0.01 level and is below the critical t-values at both 0.01 (1.84) and 0.05 (1.39) levels. This confirms that **gender does not have a significant effect** on Type B Behavior Pattern in this sample.

Result Table-18 Mean Value of Marital Status (Type B Behaviour Pattern)

Sr. No	Variable	Mean	N	F	Sig.
1.	B_1 (Married)	56.03	60	1.89	NS
2.	B_2 (Unmarried)	57.41	60		

Significance =0.01=6.90 0.05=3.94

Result Table-19 Mean Difference Of Marital Statue (Type B Behaviour Pattern)

Sr. No	Pair	Mean d.	Sig.
1.	B_1 vs B_2	1.38	NS

Significance =0.01=1.84 0.05=1.39

Tables 18 and 19 present Type B behaviour scores by marital status. Unmarried individuals (M = 57.41, N = 60) scored slightly higher than married individuals (M = 56.03, N = 60); however, this difference was not statistically significant, $F = 1.89$, $p > .05$. The mean difference of 1.38 also failed to reach significance, indicating that marital status does not significantly influence Type B Behaviour Pattern in this sample.

Result Table-20 Mean and f value of Gender and Marital Status (Type B Behaviour Pattern)

Sr. No	Variable	Mean		N	F	Sig.
		A_1 (Male)	A_2 (Female)			
1.	B_1 (Married)	58.73	53.33	60	14.60	0.01
2.	B_2(Unmarried)	56.27	58.57	60		

Significance =0.01=3.26 0.05=3.94

Result Table – 21 Mean Difference of Gender and Marital Status (Type B Behaviour Pattern)

Sr. No	Pair	Mean dif.	Sig.
1.	A_1B_1 vs A_1B_2	2.46	0.05
2.	A_1B_1 vs A_2B_1	5.40	0.01
3.	A_1B_1 vs A_2B_2	0.16	NS
4.	A_1B_2 vs A_2B_1	2.94	0.05
5.	A_1B_2 vs A_2B_2	2.30	0.05
6.	A_2B_1 vs A_2B_2	5.24	0.01

Significance =0.01=2.59 0.05=1.96

The analysis of Type B Behaviour Pattern revealed that neither **gender** nor **marital status** alone had a significant effect, with males (M = 57.50) and females (M = 55.95), as well as married (M = 56.03) and unmarried individuals (M = 57.41), showing no significant differences. However, the **interaction between gender and marital status was significant**, F(1, 116) = 14.60, p = 0.01, indicating that the combined effect of gender and marital status influences Type B Behaviour. Subgroup comparisons showed that **married males (M = 58.73) scored higher than unmarried males (M = 56.27)** and married females (M = 53.33), with significant mean differences of 2.46 to 5.40. Additionally, unmarried females (M = 58.57) scored higher than married females (M = 53.33), with a significant mean difference of 5.24. Other pairwise differences, such as between married males and unmarried females, were not significant.

Overall, these results suggest that while gender and marital status independently do not affect Type B Behaviour, their **interaction plays a significant role**, with specific subgroups exhibiting higher Type B Behaviour scores.

Result Table-22 Mean and correlation between Body Image and Type A Behaviour Pattern

Sr. No	Variable	N	Mean	r	Sig.
1.	Body Image	120	92.93	0.41	0.01
2.	Type A	120	68.18		

Significance =0.01=0.15 0.05=0.11

The relationship between **Body Image** and **Type A Behaviour Pattern** was examined using Pearson's correlation. The correlation coefficient between the two variables was **r = 0.41**, which is statistically significant at the 0.01 level (p = 0.01), exceeding the critical value of 0.15. This indicates a **moderate positive correlation**, suggesting that individuals with higher Body Image scores tend to exhibit higher levels of Type A Behaviour Pattern.

Result Table-23 Mean and co relation between Body Image and Type B Behaviour Pattern

Sr. No	Variable	N	Mean	r	Sig.
1.	Body Image	120	92.93	0.92	0.01
2.	Type B	120	56.72		

Significance =0.01=0.15 0.05=0.11

The relationship between **Body Image** and **Type B Behaviour Pattern** was examined using Pearson's correlation. The correlation coefficient between the two variables was **r = 0.92**, which is statistically significant at the 0.01 level (p = 0.01), exceeding the critical value of 0.15. This indicates a **very strong positive correlation**, suggesting that individuals with higher Body Image scores tend to exhibit higher levels of Type B Behaviour Pattern.

The Positive correlation to both Type A and Type B Behaviour patterns with the body Image suggests that different personality traits may influence body perception through varied psychological mechanisms such as Self-acceptance, Self-worth and Achievement Orientation.

Conclusion

- There was a significant main impact of Gender on Body Image.
- There was no significant main impact of Marital Status on Body Image.
- There was no significant Internal impact of Gender and Marital Status on Body Image.
- There was a significant main impact of Gender on Type-A Behaviour Pattern.
- There was a significant main impact of Marital Status on Type-A Behaviour Pattern.
- There was a significant Internal impact of Gender and Marital Status on Type-A Behaviour Pattern.
- There was no significant main impact of Gender on Type-B Behaviour Pattern.
- There was no significant main impact of Marital Status on Type-B Behaviour Pattern.
- There was a significant Internal impact of Gender and Marital Status on Type-B Behaviour Pattern.
- There was a significant correlation between Body Image and Type-A Behaviour Pattern.
- There was a significant correlation between Body Image and Type-B Behaviour Pattern.

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