

Beyond the Scale: Complexion, Hair, and Facial Concerns Among Young Pakistani Women

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Abstract

Previous studies on body dissatisfaction have been mainly in the domains of weight and shape, but fair skin, hair and face are also part of the ideals for appearance in South Asia. In this study the concerns most salient among young Pakistani women with regard to their appearance were investigated, as were the concerns measured by the Body Dissatisfaction Scale for Women (BDS-W). The number of female university students is 300 in Bahawalpur, Pakistan and they have filled the BDS-W 26 item form. The least endorsed concerns were of weight-related nature, while the most endorsed concerns were: Not having a fair complexion ($M = 2.99$), Having body hair ($M = 2.91$), Not having the desired body hair length ($M = 2.86$), Not having clear skin ($M = 2.77$). Four dimensions—body shape and weight, facial features, muscularity and stature, and hair and complexion—were confirmed by exploratory factor analysis (principal axis factoring, promax rotation) based on parallel analysis. These accounted for 33.1% of the variability. There were six

items that did not load well on any dimension: body hair, skin clarity and being skinny. Concern for hair and skin was much higher than all other dimensions and no dimension was different due to residence, age or education, $F(2.88, 842.79) = 48.99, p < .001, \eta^2 = .14$. One domain that stands out as a clear sign of body dissatisfaction among Pakistani women is complexion and hair. Assessment and prevention should be more than weight and take into consideration the norms of colourist appearance.

Keywords: Body dissatisfaction, colourism, appearance concerns, factor analysis, Pakistani women

1. Introduction

Research on body image has extended beyond the initial interest in eating disorders to encompass the full range of experiences and evaluations of one's physical image (Cash, 2004). Negative evaluative aspects of BDI, known as body dissatisfaction, occur widely among young women and are associated with dieting, negative affect, and eating pathology (Stice & Shaw, 2002). However, majority of measures and majority of research remain body weight and body shape based. This focus is a representation of the thin ideal but it could be missing the point that is important to women in other cultures.

1.1. Appearance Ideals in Cultural Context

In South Asia, the highly esteemed look is not just about being thin. It has fair skin, clear complexion, long and thick hair and smooth, hair-free skin. Theoretically, exposure to colourist standards has been linked with body image disturbance in young Pakistani women (Sikandar & Khan, 2026). The present study was conducted in the city of Bahawalpur where 51.5% women aged 18-45 years reported usage of skin-whitening creams. They associated fairness with beauty, self-esteem, marriageability and employment opportunities, and the majority was unaware of the health hazards of these products (Laiq et al., 2026). Omani university students' most common appearance concerns were weight and skin clarity (Al Riyami et al., 2024). Digital media contribute to these pressures: Most female medical students in Lahore agreed that filters and photo editing tools that are common in digital media, which tend to lighten and smooth skin, create unrealistic expectations (Shabbir et al., 2025). The results show that for many women in Pakistan,

dissatisfaction with their complexion and hair could be as strong – or more so – than dissatisfaction with their weight.

2. Theoretical Grounding

2.1. Sociocultural Transmission of Appearance Standards

The tripartite influence model suggests that appearances norms are transmitted through the media, peers and family, with women who internalise these norms and compare themselves to them becoming body dissatisfied (Thompson et al., 1999). There is no details in the model as to which ideals are passed on; this will depend on the culture. It therefore predicts that the content of body dissatisfaction should reflect of the content of local ideals. If fair skin and lots of hair is desired, focus the dissatisfaction on complexion and hair.

2.2. Colourism is a Culturally Specific Pressure

Colourism is a term used to describe discrimination of a lighter skin tone over a darker skin tone within and between ethnic groups. It is linked to status, marriage and employment and it acts with a particular power over women since the skin tone is used as a part of beauty (Hunter, 2007). The sociocultural dimension is enriched by colourism. Discontent with complexion is more than just an aesthetic concern; it is also a realistic appraisal of the social benefits and disadvantages associated with complexion. This leaves complexion issues as problems that can't be fixed and that are worth measuring.

2.3. Objectification and Visible Features

According to Objectification theory, socialization of women to take an observer's view on their bodies and to pay attention to what others cannot but see (Fredrickson & Roberts, 1997). So the features that are most easily examined in all day-to-day social interactions, the face, skin, and hair, are likely to be the most closely monitored and most dissatisfied with features, particularly in situations where modest attire conceals one's body shape. Put together, these attitudes suggest that a domain of facial, skin, and hair issues will be salient to young Pakistani women, and will comprise a conceptual whole separate from weight and shape.

2.4. Measuring Body Dissatisfaction in Pakistan

The Body Dissatisfaction Scale for Women (BDS-W) is one of the few indigenous Pakistani measures in this area. It was developed from interviews with university students, and in its development study it yielded three factors for women (body weight, skeletal structure, and facial features) and four factors for men (body shape, muscularity, facial features, and hair; Tariq & Ijaz, 2015). Its female facial-features factor combines items on skin, hair, and facial structure. It is not known whether this grouping holds in other samples or whether the most culturally salient concerns are represented well. Examining the scale's structure in a new sample is necessary before its subscale scores can be interpreted with confidence (Fabrigar et al., 1999).

3. Research Questions

This study addressed four questions. (RQ1) Which specific appearance concerns are most endorsed by young Pakistani women? (RQ2) Does the dimensional structure of the BDS-W in this sample reproduce the original three factors, or does it support a different organisation? (RQ3) How reliable are the original and empirically derived dimensions? (RQ4) Do the empirically derived dimensions differ in intensity, and do they differ by residence, age group, or education? Based on the theoretical account, we expected complexion and hair concerns to be highly endorsed and to emerge as a distinct domain.

4. Method

4.1. Respondents

The sample consisted of 300 female students from two public universities in Bahawalpur, Pakistan (The Government Sadiq College Women University and The Islamia University of Bahawalpur), selected through convenience sampling. Most were aged 18–22 years ($n = 278$, 92.7%), with 20 aged 23–30 years and 1 aged 31–40 years (age not reported by 1 participant). In total, 273 (91.0%) were enrolled in undergraduate and 25 (8.3%) in postgraduate programmes (programme not reported by 2 participants); 172 (57.3%) lived in urban and 120 (40.0%) in rural areas (residence not reported by 8 participants); and 93.7% described their family as middle class. Female students aged 18–40 years were eligible; students who reported a current medical or psychological condition were excluded.

4.2. Instrument

The BDS-W (Tariq & Ijaz, 2015) lists 26 appearance attributes (e.g., “Not having fair complexion”, “Having fat thighs”, “Not being muscular”). In this study each item was rated from 1 (*strongly disagree*) to 5 (*strongly agree*) for how far it described a source of dissatisfaction, and higher scores indicate greater dissatisfaction. Items were scored on the three female facets used in the project’s scoring key: body weight (Items 14, 18, 19, 21, 22, and 26), skeletal structure (Items 12, 13, 15, 16, 17, 20, 23, 24, and 25), and facial features (Items 1–11). The development study reported satisfactory internal consistency, test–retest reliability, and concurrent validity with the Body Areas Satisfaction Scale and the Figure Rating Scale (Tariq & Ijaz, 2015). A demographic sheet recorded age group, programme of study, home residence, and self-rated socioeconomic status.

4.3. Procedure and Consent

Permission to use the scale was obtained from its developers. Participation was voluntary. Each participant read and signed a written consent form that explained the purpose of the study and assured the confidentiality of her responses before completing the paper-based questionnaire in English. Participants were told that they could withdraw at any stage, and no identifying information was recorded. The data were collected in 2023 as part of a larger survey; other reports from the project examine different variables and research questions (masked for review).

4.4. Analytical Approach

All analyses were performed in IBM SPSS Statistics (Version 26). Empty data rows were removed, and item values outside the 1–5 range were set to missing. For RQ1, we computed the mean, standard deviation, and percentage of agreement (*agree* or *strongly agree*) for each item. For RQ2, the factorability of the 26 items was assessed with the Kaiser–Meyer–Olkin (KMO) measure (Kaiser, 1974) and Bartlett’s test of sphericity, using listwise deletion ($n = 245$). The number of factors was determined with parallel analysis based on 1,000 random data sets and the 95th percentile of the random eigenvalues (Horn, 1965; O’Connor, 2000), because the eigenvalue-greater-than-one rule tends to overestimate the number of factors (Fabrigar et al., 1999). Factors were extracted with principal axis factoring and rotated with promax ($\kappa = 4$), which allows factors

to correlate. Both the a priori three-factor solution and the solution indicated by parallel analysis were examined. An item was assigned to a factor if its pattern loading was at least .30 and exceeded its next-highest loading by at least .10.

For RQ3, internal consistency was estimated with Cronbach's alpha, corrected item-total correlations, and the mean inter-item correlation, for which values between .15 and .50 are recommended for scales of broad constructs (Clark & Watson, 1995). For RQ4, scores for the empirical dimensions were computed as item means, allowing one missing item per dimension, so that dimensions with different numbers of items could be compared. Differences in intensity across dimensions were tested with a repeated-measures analysis of variance, using the Greenhouse-Geisser correction when sphericity was violated, followed by Bonferroni-adjusted pairwise comparisons. Differences by residence, age group (18–22 vs. 23 years or older), and education (BS vs. MS/MSc) were tested with one-way multivariate analyses of variance (Pillai's trace), followed by independent-samples *t* tests with Cohen's *d*.

5. Results

5.1. Which Concerns Matter Most

Table 1 and Figure 2 present the item-level results. The most endorsed concerns were not having a fair complexion ($M = 2.99$, $SD = 1.07$; 36.4% agreed), having hair on the skin ($M = 2.91$; 37.8%), not having the desired hair length ($M = 2.86$; 40.3%), not having clear skin ($M = 2.77$; 27.7%), and having less hair on the head ($M = 2.68$; 35.8%). All five of these concerns belong to the original facial-features facet. The sixth most endorsed concern was being skinny ($M = 2.66$; 23.2%). By contrast, typical weight and shape concerns were among the least endorsed, including being fat ($M = 2.13$; 14.5%), having fat thighs ($M = 2.29$; 16.8%), and having wide hips ($M = 2.07$; 12.2%).

5.2. Dimensional Structure

The items were suitable for factor analysis, $KMO = .78$, Bartlett's $\chi^2(325) = 1743.85$, $p < .001$. Eight eigenvalues exceeded 1, but parallel analysis indicated four factors: the first four observed eigenvalues (5.58, 2.24, 1.67, 1.53) exceeded the corresponding 95th-percentile random eigenvalues (1.75, 1.62, 1.53, 1.46), whereas the fifth did not (1.35 vs. 1.39; Figure 1).

The a priori three-factor solution explained 29.6% of the common variance after extraction and did not reproduce the original facets. Its first factor combined lower-body shape and weight items with some skeletal items, its second combined facial features with hair length, hair loss, and skin clarity, and its third was defined by muscularity and height. Six items, including not having a fair complexion, had no loading of .30 or higher on any factor (Items 1, 2, 9, 11, 21, and 26).

The four-factor solution was more interpretable and explained 33.1% of the variance after extraction (Table 1). Factor 1, *body shape and weight* (19.1%), comprised eight items on fatness, waist, hips, thighs, stomach, shoulders, arms, and slim appearance. Factor 2, *facial features* (6.4%), comprised the face cut, eyes, nose, and lips, together with the shape and size of the hands. Factor 3, *muscularity and stature* (4.4%), comprised the two muscularity items and height. Factor 4, *hair and complexion* (3.2%), comprised fair complexion, hair texture, hair length, and hair loss. Six items were not retained: dark circles (Item 9), skin clarity (Item 10), and body hair (Item 11) had no loading of .30 or higher, weight relative to height (Item 26) loaded only marginally and without a clear primary factor, feet (Item 13) cross-loaded on the shape and facial factors, and being skinny (Item 21) had no loading above .21. Factor correlations ranged from .14 (body shape with hair and complexion) to .48 (body shape with facial features), indicating related but distinct domains.

5.3. Reliability of Original and Empirical Dimensions

Table 2 summarises reliability. Original facets had alpha of .84, .75, .73 and .57 for total scale, skeletal structure, facial features and body weight, respectively. For weight, the corrected item–total correlation was .13, and the alpha would increase to .60 if it were deleted. The empirical dimensions had alpha values of .79 for body shape and weight, .74 for facial features, .63 for muscularity and stature, and .52 for hair and complexion. The alpha of the hair and complexion dimension was low, but the mean inter-item correlation (MIIC) for that dimension (.21) was within the recommended range for a wide construct with a small number of items (Clark & Watson, 1995).

5.4. Comparing Appearance Domains

Mauchly's test indicated that sphericity was violated, $W = .94, p = .002$, so the Greenhouse–Geisser correction was applied ($\epsilon = .96$). The four dimensions differed significantly in intensity, $F(2.88, 842.79) = 48.99, p < .001, \eta^2 = .14 (n = 294)$. Hair and complexion concerns were highest ($M = 2.75, SD = 0.79$), followed by muscularity and stature ($M = 2.55, SD = 0.86$), body shape and

weight ($M = 2.21$, $SD = 0.69$), and facial features ($M = 2.18$, $SD = 0.80$). Bonferroni-adjusted comparisons showed that hair and complexion concerns exceeded muscularity and stature ($p = .010$), body shape and weight ($p < .001$), and facial features ($p < .001$), and that muscularity and stature concerns exceeded both body shape and weight and facial features (both $ps < .001$). Body shape and weight did not differ from facial features ($p > .99$).

5.5. Differences by Residence and Life Stage

Table 3 shows that the dimensions did not differ between urban and rural students, Pillai's trace = .006, $F(4, 281) = 0.45$, $p = .77$; between students aged 18–22 years and those aged 23 years or older, Pillai's trace = .017, $F(4, 288) = 1.26$, $p = .29$; or between undergraduate and postgraduate students, Pillai's trace = .008, $F(4, 287) = 0.54$, $p = .70$. No univariate comparison was significant (all $ps \geq .16$), and effect sizes were small ($|d| \leq .32$). The older and postgraduate groups were small, so these comparisons had limited power.

6. Discussion

6.1. Principal Findings

This study examined the content and structure of body dissatisfaction among young Pakistani women. Four findings stand out. First, the most endorsed concerns involved complexion, hair, and skin, not weight. Second, parallel analysis supported four dimensions rather than the three original facets, and one of them, hair and complexion, was not part of the original female structure. Third, hair and complexion concerns were more intense than any other dimension. Fourth, these patterns were similar across residence, age group, and education.

6.2. Complexion and Hair as a Neglected Domain

The prominence of complexion and hair concerns supports the tripartite influence model's implication that the content of body dissatisfaction mirrors locally transmitted ideals (Thompson et al., 1999). In a society in which fairness is linked to marriage prospects and employment (Hunter, 2007; Laiq et al., 2026), dissatisfaction with skin tone is an expected consequence of internalised and socially rewarded standards. The emergence of a separate hair and complexion factor is also notable because the development study found a distinct hair factor only among men

(Tariq & Ijaz, 2015). Our results suggest that, for women too, hair and complexion form a domain that is related to, but separable from, concern about facial structure. This fits objectification theory's emphasis on visible features that others routinely evaluate (Fredrickson & Roberts, 1997).

Two of the most endorsed concerns, body hair and skin clarity, did not load clearly on any factor. This does not mean they are unimportant. More likely, the scale contains too few items on skin and body hair for these concerns to form their own factor. The low reliability of the hair and complexion dimension ($\alpha = .52$) points in the same direction: this domain is salient but under-measured.

6.3. Rethinking Weight Concerns

Weight concerns were not absent, but they were less intense than hair, complexion, and muscularity concerns. Moreover, the original weight facet was internally inconsistent ($\alpha = .57$). Its weakest item, being skinny, was the sixth most endorsed concern overall but did not cohere with concerns about fatness. Dissatisfaction with being too thin and dissatisfaction with being too heavy are different experiences, and combining them in one score obscures both. The relatively high endorsement of being skinny and of lacking muscle suggests that some young Pakistani women value a fuller or stronger figure, which a thin-ideal framework would not predict.

6.4. Contribution to Theory

The results contribute to the theory in two ways. First, they demonstrate that the models of sociocultural and objectification are applicable in South Asia, but these will come into play only if the content of local ideals is considered. A body weight-based measure would have indicated low body dissatisfaction in a sample with primary concerns being on another topic. Second, they emphasize the need to include colourism as a structural pressure within sociocultural models of body image, alongside other pressures like media, peers and families (Hunter, 2007). The fact that dissatisfaction with the skin complexion is more likely to persist in spite of efforts to improve it could explain why it is harder to change than other aspects of appearance.

6.5. Practical and Policy Relevance, Including the SDGs

The results reveal that body image screening and counselling in universities in Pakistan should specifically inquire about skin tone, skin translucosity, hair color and not use weight-based scales only. Media-literacy techniques can be employed in prevention programmes to explore the issues of fairness in advertising and photo-editing methods, and to educate students on the health dangers of the use of unregulated colouring agents to whiten skin (Laiq et al., 2026). The four-dimensions scoring and reporting of skinny separately might provide more interpretable results for researchers using the BDS-W with women, than the original three facets. Including the items of skin tone, skin clarity and body hair would make the most important domain of the scale even stronger.

These implications relate to the 2030 Agenda (United Nations, 2015). Addressing the beauty standards of colourism helps achieving SDG Target 5.1 (end all forms of discrimination against women and girls) and SDG Target 10.2 (social and economic inclusion of all, irrespective of race, ethnicity or other status). Treatment of appearance distress and unsafe cosmetic products that can encourage it, contributes to mental health and well-being as outlined in SDG Target 3.4. From a policy perspective, there should be a regulation on both the product and the advertising of skin-whitening products, which would help mitigate reinforcement of colourist norms.

7. Limitations

Several limitations should be acknowledged. The sample was a convenience sample from two universities in one city, so the findings may not represent women outside higher education or in other regions. The factor analysis used listwise deletion ($n = 245$), which is adequate for exploratory analysis but too small to split the sample for cross-validation. The structure should therefore be confirmed with confirmatory factor analysis in an independent sample. The response format asked about agreement with each source of dissatisfaction, which may differ from the format of the original scale. The hair and complexion dimension contained only four items and had low internal consistency. Finally, the study did not include measures of colourism attitudes, skin-lightening practices, or actual skin tone, so the proposed colourist mechanism could not be tested directly.

8. Future Directions

Future studies should develop additional items on skin tone, skin clarity, and body hair; confirm the four-dimension structure with confirmatory factor analysis and test its measurement invariance across regions and genders; and relate each dimension to colourism attitudes, skin-lightening practices, social media use, and psychological outcomes. Qualitative work with young women could clarify why thinness and lack of muscle are experienced as sources of dissatisfaction in this context.

9. Final Reflections

For young Pakistani women, body dissatisfaction is less about the weighing scale than about the colour of the skin and the look of the hair. Measures and interventions that look only at weight miss the most prominent part of this experience. Recognising complexion and hair as a distinct domain, rooted in colourist norms, is a necessary step towards culturally valid assessment and more effective support.

10. Declarations

- **Informed Consent.** Written informed consent was obtained from all participants, who were assured of the confidentiality and anonymity of their responses. Permission to use the scale was obtained from its developers.
- **Conflict of Interest.** The authors declare no conflict of interest.
- **Funding.** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.
- **Data Availability.** The de-identified data set and SPSS syntax are available from the corresponding author on reasonable request.

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Table 1: Item Statistics and Pattern Loadings From the Four-Factor Solution of the Body Dissatisfaction Scale for Women

Item	Face t	<i>M</i>	<i>SD</i>	% agree	F1	F2	F3	F4	<i>h</i> ²
Factor 1: Body shape and weight									
18. Having fat thighs	W	2.29	1.17	16.8	.83				.65
17. Having wide hips	S	2.07	1.11	12.2	.77				.51
15. Not having a narrow waist	S	2.36	1.12	18.3	.76				.46
14. Being fat	W	2.13	1.17	14.5	.59				.32
16. Not having the desired size of the shoulders	S	2.15	0.99	11.8	.47				.36
20. Not having the desired size of the arms	S	2.08	0.95	9.0	.42				.41
22. Not having a slim appearance	W	2.42	1.10	19.2	.41				.18
19. Having a protruding stomach	W	2.31	1.09	14.1	.37				.18
Factor 2: Facial features									
6. Disliking the shape/size of the eyes	F	2.09	1.14	14.0		.86			.58
7. Disliking the shape/size of the nose	F	2.23	1.17	17.8		.68			.43
8. Disliking the shape/size of the lips	F	2.07	1.17	15.8		.60			.36
5. Not having the desired face cut	F	2.30	1.16	18.9		.45			.29
12. Not having the desired shape/size of hands	S	2.23	1.19	18.2		.38			.38
Factor 3: Muscularity and stature									
24. Not being muscular	S	2.59	1.08	23.4			.82		.57
25. Upper body (chest & arms) not muscular	S	2.57	1.07	23.1			.77		.54
23. Being short heighted	S	2.48	1.23	23.9			.33		.20
Factor 4: Hair and complexion									
3. Not having the desired hair length	F	2.86	1.28	40.3				.51	.34
1. Not having fair complexion	F	2.99	1.07	36.4				.47	.23
2. Disliking the hair texture	F	2.47	1.19	23.2				.37	.22
4. Having less hair on the head	F	2.68	1.34	35.8				.36	.18
Items not retained									
9. Having dark circles around the eyes	F	2.65	1.26	31.8					.12
10. Not having clear skin	F	2.77	1.17	27.7					.19
11. Having hair on the skin	F	2.91	1.20	37.8					.15

Item	Facet	<i>M</i>	<i>SD</i>	% agree	F1	F2	F3	F4	<i>h</i> ²
13. Not having the desired shape/size of feet	S	2.25	1.16	18.9	.34	.40			.44
21. Being skinny	W	2.66	1.14	23.2					.13
26. Body weight not in accordance with height	W	2.54	1.17	23.1	.30				.17

Note. Item statistics are based on all available responses ($ns = 293\text{--}300$); factor analysis is based on $n = 245$ (listwise). Facet = original facet (W = body weight; S = skeletal structure; F = facial features). % agree = percentage answering *agree* or *strongly agree*. Principal axis factoring with promax rotation; pattern loadings below $|.30|$ are omitted, and loadings used for item assignment are in italics. F1 = body shape and weight; F2 = facial features; F3 = muscularity and stature; F4 = hair and complexion; h^2 = extracted communality. Factors explained 19.1%, 6.4%, 4.4%, and 3.2% of the variance (33.1% in total).

Table 2: Reliability, Descriptive Statistics, and Intercorrelations of the Original Facets and Empirical Dimensions

Scale	<i>k</i>	<i>M</i>	<i>SD</i>	α	Mean <i>r</i>	Item–total <i>r</i>	1	2	3
Original facets (Tariq & Ijaz, 2015)									
Body weight	6	2.39	0.65	.57	.18	.13–.41			
Skeletal structure	9	2.31	0.64	.75	.25	.30–.53			
Facial features	11	2.55	0.62	.73	.20	.19–.49			
Total scale	26	2.43	0.52	.84	.17	.15–.59			
Empirical dimensions (present study)									
1. Body shape and weight	8	2.22	0.69	.79	.32	.34–.65	—		
2. Facial features	5	2.19	0.81	.74	.36	.33–.65	.37***	—	
3. Muscularity and stature	3	2.55	0.86	.63	.38	.30–.56	.29***	.31***	—
4. Hair and complexion	4	2.75	0.79	.52	.21	.23–.38	.19***	.33***	.17**

Note. Means and standard deviations are on the 1–5 item metric. Mean *r* = mean inter-item correlation. Item–total *r* = range of corrected item–total correlations. Correlations are Pearson coefficients among empirical dimension scores (pairwise $ns = 294\text{--}300$).

*** $p < .001$.

Table 3: Differences in Empirical Dimensions of Body Dissatisfaction by Residence, Age Group, and Education

Dimension	Group 1 <i>M</i> (<i>SD</i>)	Group 2 <i>M</i> (<i>SD</i>)	<i>t</i>	<i>df</i>	<i>p</i>	Cohen's <i>d</i>
Residence: Urban (<i>n</i> = 170) vs. Rural (<i>n</i> = 116); Pillai's trace = .006, $F(4, 281) = 0.45$, $p = .77$						
Body shape and weight	2.20 (0.73)	2.23 (0.64)	-0.37	284	.71	-0.05
Facial features	2.15 (0.80)	2.27 (0.81)	-1.31	284	.19	-0.16
Muscularity and stature	2.54 (0.83)	2.60 (0.88)	-0.59	284	.56	-0.07
Hair and complexion	2.73 (0.75)	2.76 (0.84)	-0.31	284	.75	-0.04
Age group: 18–22 (<i>n</i> = 272) vs. 23+ (<i>n</i> = 21); Pillai's trace = .017, $F(4, 288) = 1.26$, $p = .29$						
Body shape and weight	2.22 (0.68)	2.02 (0.69)	1.31	291	.19	0.30
Facial features	2.20 (0.81)	1.95 (0.67)	1.39	291	.16	0.32
Muscularity and stature	2.54 (0.88)	2.65 (0.64)	-0.54	291	.59	-0.12
Hair and complexion	2.76 (0.79)	2.52 (0.77)	1.35	291	.18	0.31
Education: BS (<i>n</i> = 268) vs. MS/MSc (<i>n</i> = 24); Pillai's trace = .008, $F(4, 287) = 0.54$, $p = .70$						
Body shape and weight	2.21 (0.69)	2.25 (0.67)	-0.29	290	.77	-0.06
Facial features	2.18 (0.81)	2.20 (0.70)	-0.09	290	.93	-0.02
Muscularity and stature	2.53 (0.87)	2.76 (0.61)	-1.31	290	.19	-0.28
Hair and complexion	2.74 (0.77)	2.85 (1.03)	-0.70	290	.48	-0.15

Note. Scores are item means (1–5). Group 1 = urban, 18–22 years, or BS; Group 2 = rural, 23 years or older, or MS/MSc. Multivariate tests are one-way MANOVAs with the four dimensions as dependent variables. Positive *d* values indicate higher scores in Group 1.

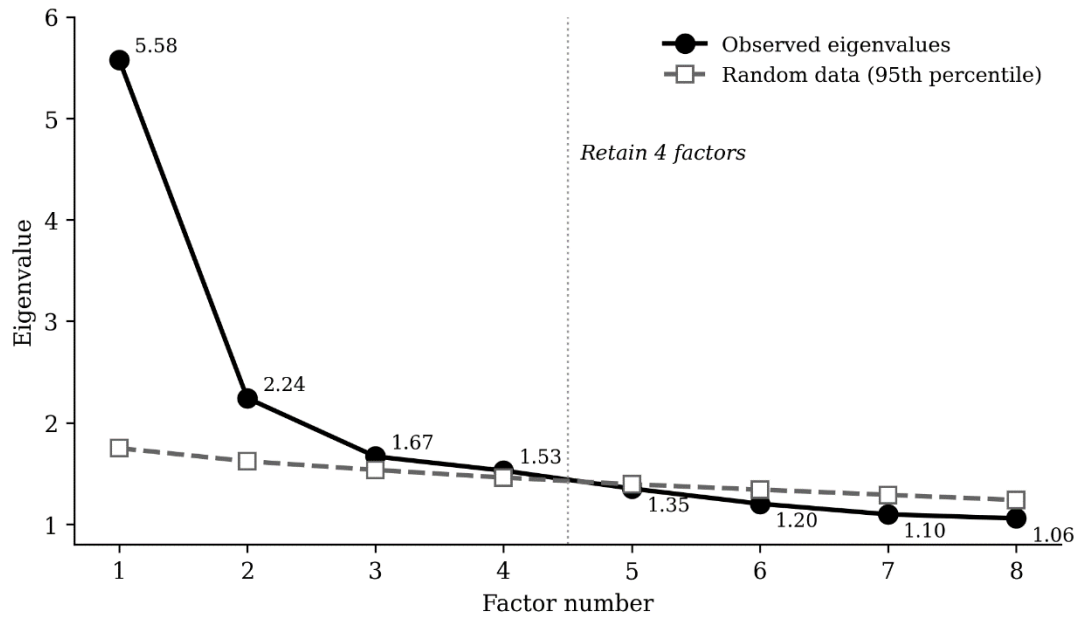


Figure 1: Scree Plot With Parallel Analysis for the 26 Items of the Body Dissatisfaction Scale for Women

Note. Observed eigenvalues are from the item correlation matrix ($n = 245$). Random-data eigenvalues are the 95th percentiles from 1,000 random data sets of the same size. Factors are retained while the observed eigenvalue exceeds the random eigenvalue.

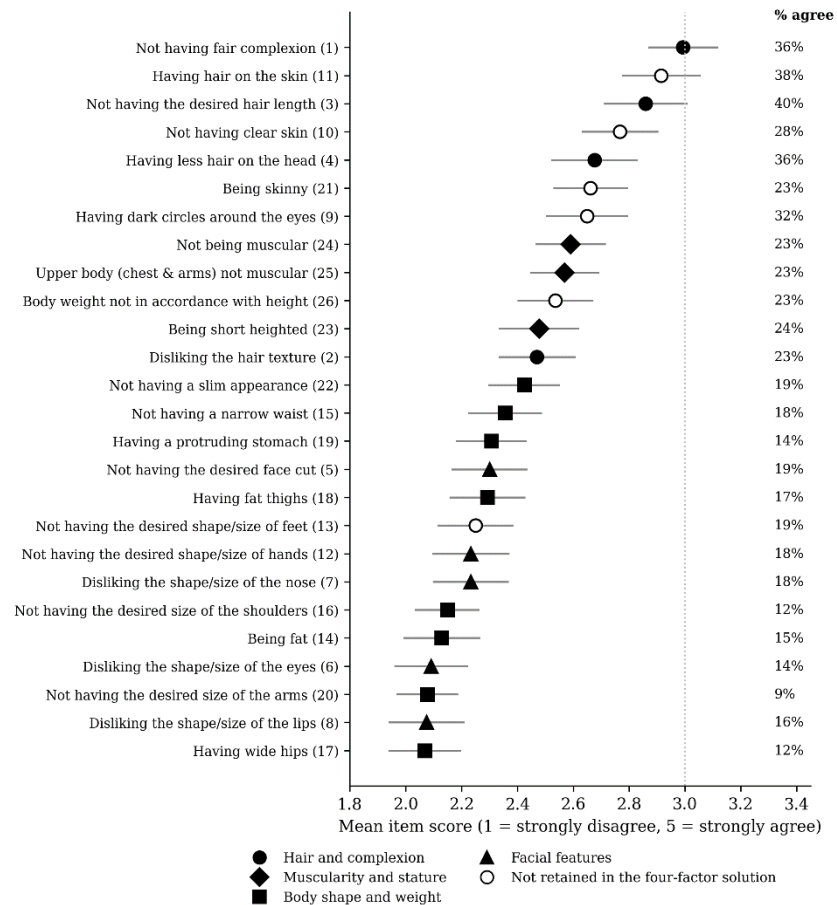


Figure 2: Mean Endorsement of the 26 Appearance Concerns, Ordered From Highest to Lowest

Note. Horizontal lines show 95% confidence intervals. Marker shapes show the dimension to which each item was assigned in the four-factor solution; open circles show items that were not retained. The dotted line marks the scale midpoint (3 = neutral).