"Why Them, Not Me?": A Study Exploring the Impact of Following Fashion Influencers on Instagram on Body Image Satisfaction of Adolescent Girls and Middle-aged Women

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Abstract - **The ongoing interference of social media in our daily lives makes it necessary to explore its impact on mental health. Instagram provides a platform to follow fashion influencers to be updated about fashion trends and tips. These influencers pose a perfect life on social media creating an unrealistic standard for ideal body. Thus, the current study aimed to study whether following fashion influencers on Instagram lead to body image dissatisfaction among Adolescent girls and middle-aged women. From the data collected it was found that following fashion influencers has been found to have an impact on the followers in various ways, while it can be detrimental for the mental health and well-being of the followers leading to body image dissatisfaction, shrinking of self, it can also have a positive impact on their followers as it is found to develop motivation, inspiration among their followers and help making the followers aware and updated about latest trends.**

Index Terms - **fashion influencer, body image, Instagram, social media**

INTRODUCTION AND REVIEW OF LITERATURE

Fashion Influencers

Fashion Industry has been found to largely have an impact on its consumers. These consumers spend excessive amount of time seeking inspiration and direction online especially from social media. While these activities essentially focus on broadening the perspective of the consumers, offering opportunities for exposure to fashion imagery, this can also lead to appearance concerns. In today's time of "fast fashion", it has led to the rise of fashion influencers or fashion bloggers who use social media platforms like Instagram to make a career platform. A fashion influencer is essentially an individual with large number of followers on social media platforms who creates content related to fashion and possess the power to affect the decisions making of their audience known as "their followers" especially in context of their purchases. the same on Instagram with an aim to influence the purchase decision of their followers. Even though such influencers aim at being a source of inspiration, unfortunately, studies have demonstrated that these influencers also lead to development of feelings of envy, social comparison thereby affecting one's body image and self-esteem. One possible explanation for this social comparison with these influencers is because they are more alike with their audience than traditional celebrities.

Body Image Dissatisfaction and Social Media

The winsomeness of human body has always been given considerable importance in human society. People want to be at par with the ideal of their time and culture and thus, it may be said that it is out of zeitgeist that fashionable body emerges out. The external appearance has been found to affect our lives is many ways. Body image is often found to be distorted when we emphasise on the shape or size of the body and perceive it to be inconsistent with society's standards, or different or inferior from the ideal represented by the media. (Mair,2018). Studies have demonstrated the relationship between media and poor body image which leads to internalization of thin bodies as the ideal leading to eating disorders. Negative body image is manifested when an individual

does not like or appreciate his own body type and feels inferior because of the way they appear and might show hatred and dissatisfaction to the body. This type of dissatisfied body image is a result of exposure to the media in its various forms like television, Internet, magazines that portray unrealistic male and females body types that leads to low confidence in people cause inferiority, low self-esteem, social anxiety, dieting and eating disorders. Radford (2007) conducted a study which demonstrated that American women's mental health was being by the media. The study indicated that most American women were in a constant physical as well as mental battle with their weight and body image issues in order to fit in the ideal standards laid by the social media. Such a behaviour has been found to lead to not just body image dissatisfaction but also leads to eating disorders and reduced self-esteem.

In a study by Krahe & Krause (2010) aimed at exploring the influence of thin and normal weight models employed 50 female undergraduate students at a university in Germany and were randomly assigned to one of two experimental groups which were: thin models and normal weight models. The results demonstrated that women who watched advertisements that showed thin models ending up choosing diet variant of snacks whereas women who watched the same advertisement but with normal weight models chose the regular snacks. 64% of participants in the thin model condition and 28% of participants in the normal model condition, chose the diet snack over the normal snack. Similarly, Clark & Tiggeman (2006) carried out a study with 100 female participants aged 9 to 12 years old which aimed to study the influence of media and peer factors on body image dissatisfaction. The participants were asked to complete questionnaire on media exposure including television and magazines, peer influence and body dissatisfaction. The results of this study indicated that 48% of the participants expressed the desire to be thinner as a result of peer group influence and media influence.

Grogan,S. (2008) also tried to study the role of body dissatisfaction in his study titled "Body Image: understanding body dissatisfaction in men women and children". according to the researcher, fashion plays a crucial role in reinforcing thin body types as ideal standards by representing women as much thinner than the actual population.

The development of negative body image can happen even in early childhood when perceptions of one's body's attractiveness are established through feedback from friends and family. Prejudice against overweight persons displayed by media including books, cartoons, video games that shows overweight characters as unattractive, dumb or evil. The "halo effect" creates the perception for people that have a pleasant body image are said to have more intelligence and more likely to succeed in whatever they do compared to less attractive people (Thorndike 1920). Toys too are found to promote unrealistic body standards. These early childhood issues often are prolonged into adolescence as well. Many researchers have found that rates of body image concerns and disordered eating increases rapidly in adolescence with over 45% of early adolescent girls reporting body dissatisfaction. Considerable amount of literature also suggests pressure from mass media in boys to conform to muscular ideal male body which has found to affect their body satisfaction and body and self-esteem (Mair,2018). Research by YMCA by Dr. Phillipa Diedrichs found that 80% of the men compared to 75% of women had anxieties about their body's perceived flaws. As a result, some men participated in strict exercises and diets to achieve the ideal body. Respondents blamed the media for reinforcing these unrealistic standards.

Most people are found to feel dissatisfied with their appearance for short duration of time. If these thoughts persist despite reassurances from others about their appearances, and this distress begins to hamper daily activities, the individual might be body dysmorphic. It is an anxiety disorder characterised by a person having obsessive preoccupation with and distorted view of how they look along with pervasive intrusive thoughts that some aspect of their appearance is severely flawed and need measures to fix or hide it.

As a consequence, exposure to fashion influencers and the feeling of looking physically unattractive can make individuals even seek cosmetic interventions. increasing numbers of men and women are opting for cosmetic surgeries. In a survey by Swami, V. (2009) of 322 students, body appreciation, media influence, weight status was found to be predictors of considering cosmetic surgery among female undergraduates. Thus, from the above stated literature, it can be noted that social media negatively affects

body image contributing to body image dissatisfaction.

1Social Comparison

Instagram is a social media platform that supplies huge amount of information about other people in respect to what they are doing, how they are feeling. Social media platforms can also be used to gain information to learn about one's own situation. According to social comparison theory (Festinger,1954), people often engage in comparing themselves and their lives to others with regardto the information they receive about others. Keeping in mind that social media offers a huge amount of information, it is not very shocking when in an interview, students stated that they often compared themselves to others on social media (Fox & Moreland, 2015).

There are both positive and negative affects occur as consequences of social comparison (Dijkstra, Gibbons, & Buunk,2010) Negative affect is the extent to which a person is found to experience aversive emotions like hostility or fear (Watson, Clark, & Tellegen,1988) When individuals state that they find themselves as worse off than others, then this can ignite frustration and resentment thereby, increasing negative affect (Dijkstra et al.,2010). Chou & Edge 2012 carried out a survey among college aged students who engage in using social media. The results indicated that these students often felt that other individuals on social media were better off than them. Thus, the very belief that others are better off than us has been found to affect mental health and the wellbeing of that individual (Feinstein et al 2013) feelings of jealousy, envy was also reported in a study by university students as they compared themselves to other individuals on Facebook (Fox & Moreland, 2015).

With an increase in usage of social media platforms like Instagram, there is also an increase in 'upwards social comparison' which means that when we witness another person who also maybe a stranger in a better off position than us in any sphere of life in terms of wealth, education, physical appearances etc., we immediately engage in comparing ourselves to them. Instead of feeling inspired by a post on Instagram, we become consumed with the urge to make our lives also Insta-worthy. This is often seen in the case of fashion influencers in Instagram, where the followers are left with comparing themselves to these influencers and

feeling envious of them. To study this phenomenon, Jiyoung Chae (2018) carried out a study to Explain Females' Envy Toward Social Media Influencers, this study examined personality traits affect females' envy toward influencers through social comparison. Analysis revealed existence of feelings of envy towards the influencers through social comparison. This study explains that comparison is at the root of envy which furthermore leads feelings of inferiority which further may lead to lower self-esteem. Negative social comparisons due to social media exposure has been found by the researchers to be the causal factor of depression (Lee,2014). Based on social comparison theory and previous research, we may conclude that after viewing attractive posts and pictures of strangers on Instagram, individuals are more likely to experience envy and feelings that they are worse off than others.

1.4 The Present Study

Instagram has over 700 million monthly active users, Instagram is used mainly for uploading pictures and videos and thus is a powerful marketing tool for fashion industry. Thus, considering that majority of the social media sites are image based, it becomes apparent that social comparisons regarding appearance could be a serious issue for the users' mental health and wellbeing. While the above given studies and current literature emphasizes on the role of social media altogether in developing a negative body image and engaging in social comparisons, there exists dearth in the current literature as very few studies emphasizes on how exposure to fashion influencers on social media platforms especially Instagram lead to development of negative body image among the followers. this often happens due to social comparison. fashion influencers portray their perfect lives on the social media and demonstrate unrealistic standards of beauty. These fashion influencers have perfect bodies, facial features leaving their audience envious, this is known as influencer envy. As a result, we are often found comparing ourselves to them finding flaws in our physical appearances which might lead to dissatisfied body image. This social comparison maybe be seen in men and women across all age and stages of life. Thus, this study aims at filling the gap in the literature and to identify whether or not exposure to fashion influencers on Instagram contribute to dissatisfied body image among women and compare

and also identify whether these issues are more prevalent in adolescent girls or in middle aged women. This study is designed for both females of age group 17- 23 years of age and 35-50 years of age to study the impact of following fashion influence on Instagram on body image.

The specific research questions addressed in the current study are:Q. Does following fashion influencers on Instagram lead to influencer envy?

Q. Do followers of fashion influencers on Instagram engage in social comparison?

Q. Does following fashion influencers on Instagram and social comparison lead to dissatisfied body image?

Participants

This research study employed 50 participants in all. All the participants were females of two age groups, one adolescent girls of age 17-22 and second group of middle-aged women of 35-50 years of age.

Purposive sampling was used in this study. Only those women participated in the study who had active accounts on Instagram and followed fashion influencers on Instagram. Furthermore, those who scored low on Rosenberg Self-Esteem Scale were interviewed to identify the impact of following fashion influencers on body image satisfaction.

Settings

The study was done in adolescent girls and middle-aged women of Delhi and Dehradun, India. The data was obtained both through face-to-face interview as well as through telephonic medium.

Procedure

Data was collected from 50 women who had active accounts on social networking site: Instagram and also followed fashion influencers on the same platform. This sample included 25 adolescent girls and 25 middle-aged women. Semi-structured interview was prepared with open ended questions that focused on areas like comparison with the fashion influencers, influencer envy, body image satisfaction/ dissatisfaction as a result of this comparison. The questions were prepared both in Hindi and English and were standardized. Pilot study was carried out on 10 subjects in all which included 5 adolescent girls and 5 middle aged women.

The subjects were first presented with a screening questionnaire. The screening questionnaire was a multiple type of choice questionnaire that included preliminary details of the subject, whether they follow fashion influencers on Instagram and how much time they invest in the same. This was followed by Rosenberg Self-Esteem Scale which was developed by M. Rosenberg and is a self-report measure of self-esteem. Those subjects who were actively following fashion influencers on Instagram and were found low on self-esteem were further interviewed.

Data Analysis

Those subjects who were actively following fashion influencers on Instagram and were found low on self-esteem were interviewed. The narratives obtained from the semi- structured interviews were subjected to qualitative analysis. The narratives were recorded and then transcribed for further analysis. Analysis involved reading of the scripts a number of times and noting down the significant themes that emerged in the process. Emerging themes and titles were documented on one side of the transcript, each denoted by a key word. Next, on a separate sheet, these emerging themes were listed and connections between them was sought. The themes clustering together were identified and a master list of themes was produced which covered several subordinate concepts and subthemes under it. Finally, an identifier of instances was added and under each master theme, its location in the transcript was identified.

RESULTS AND DISCUSSION

Social media has set ideal standards of body type and is further shaping our concept of beauty. The society today is consumed by images posted online. As a consequence, to it, individuals are constantly tied in comparing their own life, appearance to the images posted online. Social media thus influences how we perceive or look at ourselves. The current influencer culture on social media especially on Instagram is growing day by day. These social media influencers showcase their perfect lives on the social media. When an individual opens their Instagram account, the first thing that pops up on their feed is a picture of a fashion influencer wearing the most expensive and beautiful a dress, having an ideal body type posing at the most exotic location or showing off their new cars. Such as

exposure might make us compare our lives to theirs pushing us to be more like them. This influencer culture has brought about feelings of insecurity about our bodies and our appearances. Thus, keeping this in view, the aim of the current study was to study and explore whether following fashion influencers on Instagram lead to body image dissatisfaction among the followers. The Data was collected from 50 subjects, this sample included 25 adolescent girls and 25 middle-aged women. The data was collected in two steps. First step included screening the subjects to interview, the subjects were first presented with a screening questionnaire. The screening questionnaire was a multiple type of choice questionnaire that included preliminary details of the subject, whether they follow fashion influencers on Instagram and how much time they invest in the same. This screening questionnaire also included Rosenberg Self-Esteem Scale. Those subjects who were actively following fashion influencers on Instagram and were found low on self-esteem were further interviewed to get an in-depth understanding of thoughts, emotions behaviours that accompany when one follows fashion influencers on Instagram and also understand how the same has an impact on the body image of the followers, 10 subjects, that is 5 adolescent girls, and 5 middle aged women were further interviewed.

One of the most prominent themes that emerged out of the adolescent girls' interview was of shrinking self. These subjects expressed a sense of dissatisfaction, self-doubt, feelings of insecurity relating to their own self as a result of comparing their own lives to the lives of fashion influencers. All five subjects interviewed expressed bodily dissatisfaction. The subjects also stated that they became all the more aware of the flaws in their appearances when they compared themselves to the influencers. Participant 3 stated,

"I was an obese girl during my adolescence and had a lot of acnes and still do so I always left I was ugly full of flaws and when I see these perfect posts on Instagram these bloggers put up, I feel all the more horrible about myself that I am really that ugly. These posts make me all the more aware of my flaws."

Similarly, another adolescent girl participant stated:

"I genuinely feel my skin and my fat stomach is not at all good enough. Because I will tell you I see these influencers carry lehenga with a short blouse in length and they look so fabulous but till date it's just been my dream and I haven't achieved it. I cannot wear cut

sleeves clothes and also do not put my full-length pictures on social media and even at times edit my skin tone because I am not confident enough to put up unedited pictures."

Such body dissatisfaction and reduced self-esteem was found in majority of the participants as a result of exposure and comparison to fashion influencers. These results are found to be consistent with the study carried out by Radford in 2007 which demonstrated that American women's mental health was being by the media. The study indicated that most American women were in a constant physical as well as mental battle with their weight and body image issues in order to fit in the ideal standards laid by the social media.

These adolescent girls' subjects showed significantly lower self-esteem. These subjects had withdrawn themselves socially, avoided social gatherings or meeting their friends or relatives as they were highly dissatisfied with their body types and feared being judged or looked down upon. They expressed lack of confidence in themselves. Participant one stated:

"their perfect posts make me aware of my flaws, reminds me of my body fat and acnes and makes me feel that I'm ugly not worth of wearing those beautiful clothes which also makes me avoid social gatherings. I prefer not going out and meeting people because I feel I'm ugly. I have even stopped taking selfies or getting myself clicked for the same reason."

These subjects felt inferior to an extent that they even expressed lack of motivation or will to do anything in life. Participant 5 reported:

I do not feel motivated at all. Rather I feel demotivated. I just feel they have the perfect bodies I can never achieve."

From the above narratives from the participants, it can be noted that their sense of self had shrunk as a result of exposure to fashion influencers. These subjects felt dissatisfied, inferior, insecure, and not good enough.

The subjects were not just found to be bodily dissatisfied, but also expressed negative emotions of covetousness and lack of self-worth. Participant 2 reported:

"If I talk about current situation, I feel like I'm not at all good enough if I compare myself to them. Because I think they are much more intelligent, creative, and smart and have such amazing ideas to what they are doing. And here I am still finding out what to still finding out what to do next. And trust me this feeling goes through my mind almost every time I scroll and

see them travelling, working and best part, making money out of it."

"Because they have this Instagram perfect lives, are rich, travel everywhere, have bodies that can pull off all clothes. And I do not which makes me feel why them and not me? Why do I not have all that."

These results were found consistent with the study carried out by Jiyoung Chae (2018) to Explain Females' Envy Toward Social Media Influencers, this study examined personality traits affect females' envy toward influencers through social comparison. Analysis revealed existence of feelings of envy towards the influencers through social comparison. This study explains that comparison is at the root of envy which furthermore leads feelings of inferiority which further may lead to lower self-esteem.

According to Social comparison theory, a person determines his own worth social and personal based on their comparison with other individuals as how they perceive themselves as better or worse than others. This comparison has been found to develop feelings of judgement, biasness, competition, jealousy, and even development of superior or inferior attitudes. These negative emotions arise especially when we engage in upward comparison. These tendencies are not just found in humans but even in apes. In a classical study done at Emory University by Frans de Waal, it was found that the monkeys were contended till the time they were exchanging stones for cucumber. However, when the other monkeys began to get grapes instead, the monkeys getting cucumber began to express anger. This suggests our tendency to engage in upward comparison and largely being affected by the same.

However, the subjects did not just display negative emotions as a consequence of exposure to fashion influencers. Some even expressed positive emotions of admiration, inspiration, and motivation. They felt motivated to do better in life and achieve greater heights after seeing these influencers do well in life. Participant 1 stated:

"I do feel motivated that I should also work hard to have what they've achieved working so hard and then have come to this point in life I feel when they can achieve then even I can. Even I can carry and pull off clothes if I just lose a little weight."

Another participant also reported:

"Admiring how soon they've come to boom and stuff like then. Their lifestyle is kind of systematic and inspiring. Like, I agree there is a hard work on

weekdays like they get up early work hard and I really feel that they are you lucky on weekends they party at the most happening places with such good company."

Thus, there were not just negative consequences of following fashion influencers, but some participants found the content of these influencers as uplifting and motivating.

Comparison is a human nature, and this tendency exists throughout our lifespan. Thus, comparison affects everyone, young as well as the adults. The results show that middle aged woman was found to be comparing themselves more to these fashion influencers than adolescent girls and as a consequence, they were found bodily dissatisfied too. These middle ages women felt inferior, under confident as a result of exposure to these fashion influencers. One of the middle-aged participants reported: "*their skin, their bodies it all makes me feel so jealous and insecure of the way I look. I cannot wear skirts now because of my thigh fat, cannot wear so many clothes because of who I have become. fat and got these wrinkles. "*

Whereas another participant reported:

I become conscious while wearing certain type of clothes because I feel maybe I do not have the body to wear them, or I am not even in that age like cropped shirts or tops."

Just like the adolescent subjects, middle aged women subject too expressed jealousy towards the fashion influencers and desired to have a life like theirs. However, these middle-aged women also expressed repentance for not taking care of their bodies and expressed a strong desire to have a body like the influencers. One of the participants reported:

"When I see influencers on Instagram even of my age, they look so good, they have maintained themselves and invested so much money in looking the way they look, which I couldn't."

Similarly, another subject stated,

"Had I taken more care about my body especially after giving birth, even I would have looked younger today."

This also suggests how these women became aware of the flaws in their appearances as a result of exposure and comparison to the fashion influencers.

Unfortunately, a few women projected their repentance and unfulfilled desire of having a particular body type onto their children. One of the subjects reported:

"not just motivated to be fit myself but I also take extra care of my children, ensuring they eat right, wear good clothes that are in trend, workout so that they continue to look flawless even at 40."

This demonstrates the pressure social media and fashion influencers have created for attaining a desirable body type.

The middle-aged women also expressed their fears of being judged by the society for wearing particular type of clothes and stated how the influencers were free from these judgments.

"They are not judged for anything they wear, here I wear anything above the knee length I am frowned upon by everyone as if there is an age attached to types of clothes to be worn at a particular age. They are free from these societal judgements."

However, just like the adolescent girls' subjects, the middle ages women too expressed positive effects of following these fashion influencers. These women felt more motivated to be fit and attain their goals in life and also felt that they were updated about latest trends, fashion types as a result of following these fashion influencers.

While, from the above results it can be concluded that following fashion influencers on Instagram leads to body image dissatisfaction among the followers of these fashion influencers. However, the middle-aged women had found healthy mechanisms to cope with these negative emotions. They expressed that they invested their time and energy focusing on their own growth, career and looking after their children and families. Participant 6 reported; *"I also feel that at this age it is not body or beauty but career and family life too. So, I divert all my attention and energy their and if not with the way I look, I am satisfied with my career and family life."*

From the above obtained results, it can be concluded there is an ongoing interference of social media especially Instagram in our daily lives. Following fashion influencers on the same platform has been found to have an impact on the followers in various

Data Availability

ways, while it can be detrimental for the mental health and well-being of the followers leading to body image dissatisfaction, shrinking of self, feelings of lack of self-worth, demotivated, social withdrawal, feelings of jealousy, inferiority, lack of confidence on the other hand, following these fashion influencers can also have a positive impact on their followers as it is found to develop motivation, inspiration among their followers and help making the followers aware and updated about latest trends. However, these results cannot be generalized as these results are based on small sample of 50 subjects belonging to varied socio-economic backgrounds.

SUGGESTION

Social media is a wonderful platform to be updated and to connect with people, it can also be damaging to our mental health if we do not keep a tab on content, one consumes and follows. According to a research by a United Kingdom based magazine, *Stylist,* 33% of the women were found following fashion influencers even when the exposure to these fashion influencers made them feel miserable about themselves. We can prevent from comparing ourselves to fashion influencers and feel dissatisfied by the following steps:

Firstly, it is crucial to reduce the time spent on social media. This also includes avoiding looking at profiles of people that trigger comparison amongst us. Secondly, one must constantly remind themselves that social media does not convey to us the entire story. What people upload on social media is an edited version of their lives that they want to show to others. Thirdly, one must disconnect from social media once a while and live more in the real world. Finally, concentrate on your own identity, figure out your potentials and what makes you stand out. This will boost confidence and prevent us from comparing ourselves to others.

Table 1: Theme Table of Narratives Obtained from Adolescent Girls

THEMES	SUB THEMES	EXCERPTS
Shrinking self		
	Bodily Dissatisfied due to comparison	*"I was an obese girl during my adolescence and had a lot of acnes and still do so I always left I was ugly full of flaws and when I see these perfect posts on Instagram these bloggers put up, I feel all the more horrible about myself that I am really that ugly. These posts make me all the more aware of my flaws"*

		"I genuinely feel my skin and my fat stomach is not at all good enough. Because I will tell you I see these influencers carry lehenga with a short blouse in length and they look so fabulous but till date it's just been my dream and I haven't achieved it." *"I cannot wear cut sleeves clothes and also do not put my full-length pictures on social media and even at times edit my skin tone because I am not confident enough to put up unedited pictures."*
	Social withdrawal	*"their perfect posts make me aware of my flaws, reminds me of my body fat and acnes and makes me feel that I'm ugly not worth of wearing those beautiful clothes which also makes me avoid social gatherings. I prefer not going out and meeting people because I feel I'm ugly. I have even stopped taking selfies or getting myself clicked for the same reason."*
	Demotivated	*"I do not feel motivated at all. Rather I feel demotivated. I just feel they have the perfect bodies I can never achieve"* *"know that I can recreate myself n become a better version of myself. I'm just lazy and I get demotivated especially after seeing these influencers on Instagram."*
Why them and not me		
	Lack of self-worth	*"Like I need to be skinny to make myself more visible to the world. Irony."* *"If I talk about current situation I feel like I'm not at all good enough if I compare myself to them. Because I think they are much more intelligent, creative and smart and have such amazing ideas to what they are doing. And, here I am still finding out what to do next. And, trust me this feeling goes through my mind almost every time I scroll and see them travelling, working and best part, making money out of it."*
	Covetous	*"Because they have this Instagram perfect lives, are rich, travel everywhere, have bodies that can pull off all clothes. And I do not which makes me feel why them and not me? Why do I not have all that."*
Positive Perception		
	Admiration	*"Admiring how soon they've come to boom and stuff like that..their lifestyle is kind of systematic and inspiring. Like, I agree there is a hard work on weekdays like they get up early work hard and I really feel that they are you lucky on weekends they party at the most happening places with such good company"*
	Inspiration	*"I feel when they can achieve then even I can. Even I can carry and pull off clothes if I just lose a little weight."*
	Motivation	*"I do feel motivated that I should also work hard to have what they've achieved working so hard and then have come to this point in life"*

Table 2: Theme Table for Narratives Obtained from Middle-Aged Women

THEMES	EXCERPTS
Body dissatisfaction	*"their skin, their bodies it all makes me feel so jealous and insecure of the way I look. I cannot wear skirts now because of my thigh fat, cannot wear so many clothes because of who I have become. fat and got these wrinkles."* *"I become conscious while wearing certain type of clothes because I feel maybe I do not have the body to wear them or I am not even in that age like cropped shirts or tops."*
Desire for having a life like them	*"I want to be thin like them so that I can wear a variety of clothes like them, wear gowns, short skirts, which I am unable to due to my body type which is fat"* *"I feel if I was thin and had money, maybe I could also look that way and get some fame. And of course, looked younger like all those celebrities who spend so much on their skins and surgeries and fitness that they look so young and definitely not their age."*

Repentance	*"when I see influencers on Instagram even of my age, they look so good, they have maintained themselves and invested so much money in looking the way they look, which I couldn't."* *"Had I taken more care about my body especially after giving birth, even I would have looked younger today"* *"looking at their posts just makes me feel sad and regret why I did not take fitness seriously before, I would have looked desirable too then."*
Covetous	*'Their clothes are paid/sponsored so are their trips, have the bodies to wear anything, they do not have to worry about finances, household chores and juggle between so many roles"*
Societal Reactions	*"They are not judged for anything they wear, here I wear anything above the knee length I am frowned upon by everyone as if there is an age attached to types of clothes to be worn at a particular age. They are free from these societal judgements."*
Updated about new trends	*"I am always updated about latest trends, ways to look younger and slimmer through these influencers' posts"*
Channelization	*"but I also feel that at this age it is not body or beauty but career and family life too. So I divert all my attention and energy their and if not with the way I look, I am satisfied with my career and family life"*
Increased expectations from Children	*"not just motivated to be fit myself but I also take extra care of my children, ensuring they eat right, wear good clothes that are in trend, workout so that they continue to look flawless even at 40."*

Ethics

This research study was designed in a way to safeguard the confidentiality and informed consent of the participants. Precautions were taken to ensure that no harm was done to the participants. All participants were informed of the voluntary nature of their participation and were free to withdraw at any point.

Conflict of Interest

The authors declare no conflict of interest.

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