

## Abstract

The present research was conducted to explore the construct of Body Dissatisfaction in university students of Pakistan. In the first phase of the study, an indigenous measurement tool for Body Dissatisfaction was developed. The factor analysis revealed four factors for boys (Body Shape, Muscularity, Facial Features and Hair), and three factors for girls (Body Weight, Body Shape and Facial Features). Concurrent Validity was established with two measures including the Body Areas Satisfaction Scale of the MBSRQ-AS and the Figure Rating Scale. Retesting was conducted to establish Test Retest Reliability ( $r = .910$ ). After conducting a tryout, the main study was conducted on a stratified sample of 529 university students (Males = 271; Females = 258) of B.Sc. Hons. The results revealed a positive relationship between Body Mass Index and Body Dissatisfaction ( $p < .001$ ). A significant relationship between body dissatisfaction and psychological problems was found ( $p < .001$ ).

**Key words:** body dissatisfaction, university students, BMI, psychological problems.