

The present research study was conducted to investigate the relationship between sociocultural attitudes towards appearance, body consciousness, social comparison and body dissatisfaction in young adults. It was studied that whether there was a correlation between sociocultural attitudes towards appearance, body consciousness, social comparison and body dissatisfaction. It was also analyzed that whether sociocultural attitudes towards appearance, body consciousness and social comparison were predicting body dissatisfaction. Gender differences were also inspected on sociocultural attitudes towards appearance, body consciousness, social comparison and body dissatisfaction. Purposive and Snowball sampling techniques were used in this study. Sample comprised of 250 participants with the distribution of 125 males and 125 females. The age range of young adults was 18 to 25 ($M=22.42$, $SD= 1.86$). Data was collected online with the help of Purposive and Snowball sampling. Sociocultural Attitudes towards Appearance Questionnaire-4 (SATAQ-4) (Schaefer et al., 2015), The Objectified Body Consciousness Scale (OBC) (McKinley & Hyde, 1996), Body Social Comparison (BSC) (Fisher, Dunn & Thompson, 2015) and Body Dissatisfaction Scale (BDS) (Mishal & Tazvin, 2015) were administered on the participants accompanied with demographic information sheet to evaluate the study variables. Different statistical analyses were performed to analyze the collected data. Correlational research design was operated to explore the relationship in age, gender, body mass index (BMI), sociocultural attitudes towards appearance, body consciousness, social comparison and body dissatisfaction. Hierarchical regression analysis signified that sociocultural attitudes towards appearance ($\beta= .265^{**}$, $p< .001$), body consciousness ($\beta= .116^{**}$, $p< .001$), and social comparison ($\beta= .526^{**}$, $p< .001$) were the positive and significant predictors of body dissatisfaction. Age was also found to be a negative predictor of body dissatisfaction ($\beta= -.130^{**}$, $p< .01$). Mediation analysis was carried out through Hayes process model number 4 (simple mediation). This analysis signified that sociocultural attitudes towards appearance had a direct effect on body dissatisfaction ($B=.91$, $p<.001$) and when the mediator was introduced i.e. body consciousness then the direct effect of sociocultural attitudes towards appearance decreases ($B=.80$, $p<.001$) and indirect effect was ($B=.10$, $p<.001$). This analysis also signified that sociocultural attitudes towards appearance had a direct effect on body dissatisfaction ($B=.91$, $p<.001$) and when the mediator was introduced i.e. social comparison then the direct effect of sociocultural attitudes towards appearance decreases ($B=.50$, $p<.001$) and indirect effect was ($B=.41$, $p<.001$). Independent sample t-test was also used to explore gender differences on sociocultural attitudes towards appearance, body consciousness, social comparison and body dissatisfaction in young adults. This study has wide implications in clinical settings.