

RELATIONSHIP AMONG NARCISSISM, SELF-ESTEEM AND BODY ESTEEM

Farah Iqbal*
Amena Zehra Ali**
Rubina Feroze***

Abstract

The purpose of the present study was to investigate the relationship between narcissism, self-esteem and body esteem amongst the students of different public and private sector institutes. Two hypotheses were made: (i) "There will be a positive relationship between narcissism, body esteem and body image". (ii) "Women will have a more positive relationship of narcissism, self-esteem and body-esteem as compared to men." The sample size was of 157 students (85 M and 73 F) belonging to different graduate and undergraduate educational Institutes of Karachi. Participants aged between 18-25 years. The Narcissistic Personality Inventory (NPI: Raskin & Terry, 1988), Body esteem scale (BES; Franzoi & Shields, 1984) & Self-esteem Rating Scale (SERS) (Nugent & Thomas, 1992) were applied. The results indicated showed a significant relationship of narcissism with self-esteem and self-esteem with body-esteem. Further results of women showed a significant relationship of narcissism with self-esteem and body-esteem with self-esteem whereas the result of men showed only significant relationship of body-esteem with self-esteem.

Key words: *Narcissism, Self-Esteem, Body-Esteem, Public and Private Institute, Karachi*

* Farah Iqbal, Assistant Professor, Department of Psychology, University of Karachi, Karachi, Pakistan

** Amena Zehra Ali, Assistant Professor, Department of Psychology, University of Karachi, Karachi, Pakistan

*** Rubina Feroze, Associate Professor, Department of Psychology, University of Karachi, Karachi, Pakistan

Introduction

“I am the best, I know everything, I know how to carry myself, people mostly admire me and they secretly try to follow me.” These are the statements which are mostly heard by today’s generation. It’s not that all the above statements are false; correspondingly they all are not true as well. In our daily life we meet many people who continuously try to prove themselves superior to others. From time to time they take the advantage of their internal capabilities (talents, personality traits), socio economic status, social circle and above of all their appearance / looks. At times they pretend and mask their actual self so that they can attain admiration from others. As concluded in a study¹ that people with self-love are attracted to partners who express admiration as compared to intimacy.

Individuals with these characteristics are categorized under the category of narcissism. The term “narcissism” was first introduced by Alfred Binet in 1887. According to the fourth edition of the Diagnostic and Statistical Manual of Mental Disorders², narcissism is characterized by an exaggerated sense of self-importance and uniqueness, an unreasonable sense of entitlement, a craving for admiration, exploitative tendencies toward others, deficient empathy, and arrogance. Narcissists are strongly motivated to sustain their own and others perceptions of them as superior beings. They display self-aggrandizement and are prone to fantasies about unlimited ability and power.”

More precisely research³ has illustrated narcissists as explicitly conceited and turgid with exaggerated self-regard and senses of entitlement and invulnerability. At the same time, narcissists may be secretly hypersensitive, fraught with feelings of inferiority and insignificance. They also concluded that narcissist have discrepancy in six areas of functioning : (i) self-concept, (ii) interpersonal relationships, (iii) social adaption, (iv) ethics, standards and ideals (v) love and sexuality and (vi) cognitive style. Further they also illustrated both overt or visible features, and covert or less visible features of the disorder.

Many researchers have worked in the past on nature and characteristics of the narcissist. Most notably the psychodynamic theorist and Neo-Freudian.^{4, 5, 6, 7} And researchers of other school of thought.^{8, 9, 10} Similarly contemporary theorist^{11, 12} did their work on

¹ Campbell, K. W. (1999). Narcissism and romantic attraction. *Journal of Personality and Social Psychology*, 77, 1254-1270.

² American Psychiatric Association (1994). *Diagnostic and statistical manual of mental disorders* (4th ed). Washington, DC: Author.

³ Akhtar, S. and Thompson, J.A. Jr., (1982) overview: Narcissistic personality disorder. *American Journal of psychiatry*, 139, 12-20.

⁴ Freud, S. (1950). Libidinal types. In J. Strachey (Ed. And Trans), *The standard edition of the complete psychological works of Sigmund Freud* (Vol. 21, pp. 217-220). London: Hogarth. (Original work published in 1931)

⁵ Adler, A (1939). *Social Interest*. New York: Putnam

⁶ Fromm, E. (1973). *The Anatomy of Human Destructiveness*. New York: Holt, Rinehart & Winston.

⁷ Horney, K. (1939). *New ways in psychoanalysis*. New York: Norton.

⁸ Cattell, R. B. (1957). *Personality and Motivation Structure and Measurement*. New York:

⁹ Murphy, G. (1947). *Personality: A biosocial approach to origins and structure*. New York: Harper & Brother.

etiology of narcissism, based on psychodynamic theories given by Freud. They gave the devaluation approach that development of narcissism takes place due to parental devaluation of the child at an early age. As another researcher¹³, has also worked from the perspective of Freud biopsychosocial model, proposed that parental over valuation is the cause behind the development of narcissism.

Although there has not yet been empirical research to support both the theories, it has been proposed that there may be more than one type of narcissism. Specifically, there may be two types of narcissism: (i) Vulnerability-Sensitivity and (ii) Grandiosity and Exhibitionism resulting from these two diametrically opposed developmental paths and further, narcissism resulting from parental devaluation may, in fact, be a self-protective adaptation to chronically low self-esteem.^{14, 15}

Although parent – child relationship is significant in the development of narcissism there are other factors as well. Such as it found an inverse relationship with agreeableness, empathy, gratitude, affiliation and need for intimacy, whereas converse relationship with competitiveness, exploitativeness, Machiavellianism, anger, hostility and cynical mistrust of others.^{16, 17}

And as it is noted earlier that the narcissist are truly absorbed in self-love it can be predicted that there must be some positive relationship between self-esteem and narcissism as well. This prediction was confirmed by the results of several studies in which researchers concluded that self-esteem has consistent and positive relationship with narcissism.^{18, 19, 20, 21}

Over the years various definition of self-esteem has been proposed whereas few described its various subtypes²² such as domain specific self- esteem, contingent self-

¹⁰ Murray, H.A (1938). Explorations in personality. New York: Oxford University Press.

¹¹ Kernberg, O. F (1980). Internal world and external reality. New York: Jason Aronson.

¹² Kohut, H. (1977). The restoration of the self. New York: International Universities Press.

¹³ Millon, T. (1981). Disorders of personality. New York: Wiley.

¹⁴ Emmons, R. A. (1984). Factor analysis and construct validity of the Narcissistic Personality Inventory. *Journal of Personality Assessment*, 48, 291–300.

¹⁵ Wink, P. (1992). Three narcissism scales for the California Q-set. *Journal of Personality Assessment*, 58, 51-66.

¹⁶ Morf, C. C., & Rhodewalt, F. (2001). Unraveling the paradoxes of narcissism: A dynamic self-regulatory processing model. *Psychological Inquiry*, 12, 177-196.

¹⁷ Sedikides, C., Campbell, W. K., Reeder, G., & Elliot, A. J. (2002). The self in relationships: Whether, how, and when close others put the self “in its place.” *European Review of Social Psychology*, 12, 237–265.

¹⁸ Sedikides, C., Campbell, W. K., Reeder, G., & Elliot, A. J. (2002). The self in relationships: Whether, how, and when close others put the self “in its place.” *European Review of Social Psychology*, 12, 237–265.

¹⁹ Kernis, M. H., & Sun, C. (1994). Narcissism and reactions to interpersonal feedback. *Journal of Research in Personality*, 28, 4–13.

²⁰ Raskin, R., Novacek, J., & Hogan, R. (1991). Narcissism, self-esteem, and defensive self-enhancement. *Journal of Personality*, 59, 19-38.

²¹ Rhodewalt, F., & Morf, C. C. (1998). On self-aggrandizement and anger: Atemporal analysis of narcissism and affective reactions to success and failure. *Journal of Personality and Social Psychology*, 74, 672–685.

²² Crocker, J., Luhtanen, R. K., Cooper, M. L., & Bouvrette, A. (2003). Contingencies of Self-Worth in College Students: Theory and Measurement. *Journal of Personality and Social Psychology*, 85(5), 894-908.

esteem, stable self-esteem, and so on or as having both an explicit dimension and an implicit dimension. They conclude in their series of studies that participants high in explicit self-esteem but low in implicit self-esteem showed the highest levels of narcissism (which was interpreted as an indicator of defensiveness). Other defensive behaviors including increased self-enhancement was also seen in these individuals.²³

Moreover, sometimes increased self enhancement, admiration and approval from others that support self-esteem is achieved through external image of the self. As in today's world we can see a drastic change in the society. The invention of mass media has created new powerful sources for ideals and values and has become the single most powerful cultural influence on young people. And for the economic success the strongest ideals are the: body image, sexual image and the status image.²⁴

People try to give and take impression by appearance and in person's appearance body come first. The more individuals are confident about themselves the more assertively they will survive in this era of competition. The narcissists are turgid and self-admirer, they always misjudge their appearance. According to a study conducted²⁵ it indicated that narcissist overestimate their attractiveness that helps them to affirm their positive illusions of their own physical attractiveness. Moreover another study²⁶ indicated that narcissist overestimated their intelligence and attractiveness as evidenced both by the results of an intelligence test and by judges "rating of participants" attractiveness.

Furthermore in another study was conducted²⁷ under the title of narcissism and body esteem. The findings indicate that narcissistic individuals tended to evaluate their physical appearance, fitness and sexuality more positively than less narcissistic individuals. Similarly in a study²⁸ on narcissism and body image, results indicated that more narcissistic individuals have more favorable body images and were higher in masculinity and self-esteem.

The above literature review enlightens the relationship between narcissism on self-esteem and body esteem. But overall not much work has been done on the gender difference and socio economic status of the young adults. So the purpose of the present study is to investigate that is there any relationship between narcissism, self-esteem and body esteem. And following hypotheses were made to measure the relationship:

²³ Jordan, C., Spencer, S., & Zanna, M. (2001, June). Using implicit and explicit self-esteem to identify defensive individuals. Paper presented at the 13th Annual Convention of the American Psychological Society, Toronto, ON.

²⁴ Giddens, A. (1991). *The culture of narcissism: American life in an age of diminishing expectations*. New York, NY : WW Norton

²⁵ Bleske-Rechek, A., Remiker, M. W., & Baker, J. P. (2008). Narcissistic men and women think they are so hot – But they are not. *Personality and Individual Differences*, 45, 420-424.

²⁶ Gabriel, M. T., Critelli, J. W., & Ee, J. S. (1994). Narcissistic illusions in self-evaluations of intelligence and attractiveness. *Journal of Personality*, 62, 143–155.

²⁷ Davis, C., Claridge, G. & Brewer, H. (1996). The two faces of narcissism: Personality dynamics of body esteem. *Journal of Social and Clinical Psychology*, 15, 153-166.

²⁸ Jackson LA, Campbell LA, Kuo CC, et al (1992). Isolation of *Chlamydia pneumoniae* from a carotid endarterectomy specimen. *J Infect Dis*. 1997;176:292-295.

- There will be positive relationship between narcissism, body esteem and body image.
- Women will have a more positive relationship of narcissism, self-esteem and body-esteem as compared to men.

Methodology

Sample:

A sample of 158 undergraduate and graduate students (N=84 men & 74 women) was taken from different Universities, Colleges and Educational Institutes of Karachi city. Participants ranged in ages from 18 to 25 years. At first with the help of stratified sampling technique the institutes was divided into 4 different faculties (Faculty of Arts, Science, Medical science & Business/Commerce) so that the sample should cover students of different educational background. Then list of Universities, Colleges and Institutes was generated with respect to their Status (i.e. Public or Private) .After the classification, the sample was collected from the selected Universities, Colleges and Institutes according to the convenient sampling procedure. The sample for women and men participants were N=85 and N=73 respectively.

Materials:

- **The Demographic Information Questionnaire:**

It included questions regarding gender, age, qualification, department and name of educational institute.

- **The Narcissistic Personality Inventory (NPI)**

To assess the degree of narcissism, 40-item Narcissism Personality Inventory (NPI) was used. The Narcissistic Personality Inventory²⁹ (NPI) was developed using the *DSM-III* criteria for narcissistic personality disorder. For each of 40 items, participants are asked to indicate which of two attitudes they most agree with (e.g. "I try not to show off" vs. "I will usually show off if I get the chance"). The NPI includes total scale score and seven subscales delineating various aspects of narcissism. The subscales are labeled: Authority, Self-sufficiency, Superiority, Exhibitionism, Exploitativeness, Vanity and Entitlement. The *alpha* reliability coefficient for the total scale was .84, and for each of the subscales was: Authority (.75), Self-sufficiency (.52), Superiority (.61), Exhibitionism (.56), Exploitativeness (.64), Vanity (.68), and Entitlement (.51). These are constant with the *alphas* founded earlier, which ranged from .73 to .50 for the subscales and was .83 for the total scale.

- **Body Esteem Scale (BES):**

Body image was assessed using the Body Esteem Scale³⁰ (BES). The BES is a 35-question scale with 3 subscales: sexual attractiveness (e.g., chest or breast, buttocks, sex

²⁹ Raskin, R. & Terry, H. (1988). A Principle-Components Analysis of the Narcissistic Personality Inventory and Further Evidence of Its Construct Validity. *Journal of Personality and Social Psychology*, 54, 890-902.

³⁰ Franzoi, S.L. & Shields, S.A. (1984). The Body-Esteem Scale: Multidimensional structure and sex differences in a college population. *Journal of Personality Assessment*, 48, 173-178.

organs), weight concern (e.g., waist, thighs, weight), and physical condition (e.g., physical stamina, reflexes, muscular strength). Individuals are required to respond to each item on a scale from 1= “have strong negative feelings for” to 5 =“have strong positive feelings for”. Totals for each subscale were formed by summing the appropriate items. Higher scores indicate higher level of satisfaction. Scale score reliability was high for sexual attractiveness (alpha=.78; 95%CI=.68:.86), weigh concern (alpha=.89; 95%CI=.84:.93), and physical condition (alpha=.84; 95%CI=.77:.90)

▪ **Self-esteem Rating Scale (SERS):**

To access self esteem Self-esteem Rating Scale (SERS)³¹ was used. The SERS is a 40-item instrument that provides a clinical measure on self-esteem. The respondents are required to rate themselves on a seven point scale (example: Never = 1 to Always = 7). Positive scores mean more positive self-esteem; on the other hand, negative scores indicate more negative self-esteem. SERS ensures the reliability of validity of the results as it has a high level of internal consistency (alpha of .97). It also has good content and factorial validity.

Procedure:

Initially permission letters were taken by the researchers to the authorities of different Educational Institutes. The purpose of the study was explained and permission from the relevant authority was taken. The researchers approached each participant's and explained them the purpose of the study and made them acknowledge their right to withdraw from the research, right of confidentiality regarding their results and the length of time used in the study. Their verbal consent was taken and they signed a consent form also. All the three questionnaires attached with the demographic sheet were then provided to the participants. After the task was completed the researcher thanked the participants for their time and contribution. The participants who were interested in knowing their results were given the researchers e-mail address for further correspondence.

Scoring:

After the completion of the questionnaire the results were compiled by doing the scoring of the forms according to the individual standard scoring procedures. Correlations and t-test was further calculated.

Results

To interpret the results in statistical terminology, Statistical Package for the Social Sciences (SPSS V. 13.0) was used. Pearson correlation was calculated on overall sample. Further separately Pearson correlation was calculated for narcissism, self-esteem and body-esteem for male participant and female participants. t-test was applied to see gender difference among the variables.

³¹ Nugent, W.R., & Thomas, J.W. (1992). Validation of the self-esteem rating scale. *Research on Social Work*

Table 1

Table 1: Showing correlational values of Narcissism with Self-esteem and Body esteem

	1	2
Narcissism	r= 0.146	
Body-esteem	p=0.066 N=158	
Self-esteem	r=0.207 p=0.009* N=158	r=0.325 p=0.000* N=158

*. Correlation is significant at the 0.01 level ($p < 0.01$)

Table 2

Table 2: showing the correlational values of Narcissism with Self-esteem and Body esteem in Females participants.

	1	2
Narcissism	r= 0.128	
Body-esteem	p=0.241 N= 85	
Self-esteem	r=0.311* p=0.004 N=85	r=0.372* p=0.000 N=85

*. Correlation is significant at the 0.01 level ($p < 0.01$)

Table 3

Table 3: showing the correlational values of Narcissism with Self-esteem and Body esteem in Males participants

	1	2
Narcissism	r= 0.160	
Body-esteem	p=0.178 N= 73	
Self-esteem	r=0.071 p=0.552 N=73	r=0.262* p=0.025 N=73

*. Correlation is significant at the 0.05 level ($p < 0.05$)

Table 4

Table 4: showing the mean difference of Narcissism, Body-esteem and Self-esteem in Males and females participants.

Variable (GROUP)	N	Mean	Std. Deviation	Std. Error	df	t-value	P value
<u>Narcissism</u>							
Male	73	16.9	5.268	0.617			
Female	85	19.04	6.320	0.685	156	2.280	0.024*
<u>Body-esteem</u>							
Male	73	116.8	17.065	1.997			
Female	85	118.5	19.389	2.103	0.583	156	0.561
<u>Self-esteem</u>							
Male	73	193.93	42.666	4.994			
Female	85	191.86	45.863	4.975	0.292	156	0.770

* $t(156) = 2.280$, $p < .05$ indicate that there is a significant difference of narcissism in female as compared to male

Discussion

Over the years psychology has worked extensively on narcissism. In various findings narcissists self-aggrandize to an extraordinary degree linked with interpersonal aggressiveness, hostility, dominance, belief of possessing extraordinary talents, need for status and power, and cultural influence accompanied by vanity & self admiration. The purpose of the present study was to examine the relationship between narcissism, self-esteem and body-esteem.

Hypothesis # 1: There will be a positive relationship between narcissism, self-esteem and body-image

It was hypothesized that there will be positive relationship between narcissism, self-esteem and body image. Result of this study support the hypothesis. There is a positive correlation between narcissism and self-esteem; and narcissism and body esteem but the correlation is not very strong. The results indicated a significant correlation of self-esteem and narcissism [$r(158) = 0.207$, $p = 0.009$] and also indicated a significant correlation of self-esteem and body-esteem [$r(158) = 0.325$, $p = 0.000$]

In a research³² narcissism defined as a compulsion to self-esteem. Whereas other researches found that there is a moderate, positive correlations between narcissism and

³² Baumeister, R. F., & Vohs, K. D. (2001). Narcissism as addiction to esteem. *Psychological Inquiry*, 12, 206–210.

self-esteem have been found among several adults studies.^{33, 34} A study³⁵ concluded that NPI scores correlate positively with self-esteem, extraversion, dominance, and independence and negatively with abasement, self-ideal discrepancy, neuroticism, and social anxiety.

Numerous researches have been done in the past on the relationship of narcissism and self-esteem as [0.26] co-relational value was seen between the Narcissistic personality Inventory (NPI)^{36, 37} and the Rosenberg Self Esteem scale³⁸. As result is amazingly very low it can be assumed that how easily on a self-report measure such as the RSE narcissist can maintain elevated levels of self-esteem.

The reason behind this elevated level of high self-esteem could be that narcissists originally have low underlying self-esteem but they overcome this issue by presenting a mask, a totally false image of their self to the world so that the people continue to admire them. In a study³⁹ it was concluded that (a) two orthogonal components: self-esteem and social desirability, leads to the defensive self enhancement.; (b) social desirability independently predict self-esteem and may represent distinct confounds in the measurement of self-esteem; (c) narcissism is positively related to self enhancement; (d) narcissism is absolutely associated with both defensive and non- defensive self-esteem. So the reason behind the elevated levels of self-esteem in narcissists could be that they want to have a socially desirable image so that the others can have a high regard for them.

Likewise researchers⁴⁰ concluded that narcissism is basically an attempt to adjust self-esteem. Supported by other researcher⁴¹ who concluded that those high in narcissism presented themselves in a self-enhancing manner in external domains, even when accountable, whereas those low in narcissism were more modest when accountable. As

³³ Bushman, B. J., & Baumeister, R. F. (1998). Threatened egotism, narcissism, self-esteem, and direct and displaced aggression: Does self-love or self-hate lead to violence? *Journal of Personality and Social Psychology*, 75, 219–229.

³⁴ Rhodewalt, F., & Morf, C. C. (1998). On self-aggrandizement and anger: Atemporal analysis of narcissism and affective reactions to success and failure. *Journal of Personality and Social Psychology*, 74, 672–685.

³⁵ Emmons, R. A. (1984). Factor analysis and construct validity of the Narcissistic Personality Inventory. *Journal of Personality Assessment*, 48, 291–300.

³⁶ Raskin, R. N., & Hall, C. S. (1981). The Narcissistic Personality Inventory: Alternate form reliability and further evidence of its construct validity *Journal of Personality Assessment*, 45, 159-162.

³⁷ Raskin, R. & Terry, H. (1988). A principal components analysis of the narcissistic personality inventory and further evidence of its construct validity. *Journal of personality and social Psychology*, 54, 5, 890-902. *Psychology*, 74, 672-685.

³⁸ Rosenberg, M. (1965). *Society and the adolescent self-image*. Princeton, NJ: Princeton University Press.

³⁹ Raskin, R., Novacek, J., & Hogan, R. (1991). Narcissism, self-esteem, and defensive self-enhancement. *Journal of Personality*, 59, 19-38.

⁴⁰ Morf, C. C., & Rhodewalt, F. (1993). Narcissism and self-evaluation maintenance: Explorations in object relations. *Personality and Social Psychology Bulletin*, 19, 668-676.

⁴¹ Collins, D. R., & Stukas, A. A. (2008). Narcissism and self-presentation: The moderating effects of accountability and contingencies of self-worth. *Journal of Research in Personality*, 42(6), 1629- 1634.

several studies cited⁴², on narcissism and self-esteem indicated that narcissists undergo instability and fluctuations in their explicit self-esteem because their self-image is both grandiose and vulnerable. For instance in a study⁴³ it was also seen that narcissist's daily self-esteem was found to be more highly correlated with positive or negative social interactions; it depends on whether the narcissist received acceptance and whether the interactions made the narcissist feel "like himself" more. In this regard, a narcissist can be understood as a person with pseudo-self-esteem, who relies more on external sources for his self-esteem than internal sources.

"Self-esteem is so intrinsically linked to thoughts about one's body image that physical appearance has consistently been found to be the number one predictor of self-esteem at many ages."⁴⁴ Body image refers to the picture that individual's form of their bodies in their minds. A person's body image is influenced by their beliefs and attitudes. One's body image does not remain the same, but changes in response to lifestyle events.⁴⁵

Standards of value regarding the body image are especially important as a source of self-esteem. Those who believe they meet the standards of physical appearance valued in their culture may derive a number of psychological benefits from their bodies, while those who believe they do not may suffer from a number of problems, both psychologically and physically.⁴⁶

Hence the result of this hypothesis agrees to the previous researches, this proves the first hypothesis, "that the narcissism has positive relationship with self-esteem and body esteem."

Hypothesis # 2: Women will have a more positive relationship of narcissism, self-esteem and body esteem as compared to men

The second hypothesis of the study was that the correlational value of narcissism, self-esteem and body esteem will show more positive relationship in females than in males. The results indicate that females showed significance in narcissism and self-esteem [$r(85) = 0.311, p = 0.004$] and significance of self-esteem and body-esteem [$r(85) = 0.372, p = 0.000$] while on the other hand males showed significance in self-esteem and body-esteem [$r(73) = 0.262, p = 0.025$]. Therefore the result supported the previous researches. Further t-test was used and result indicated difference of narcissism in female as compared to male. [$t(156) = 2.280, p = 0.024$]

⁴² Morf, C. C., & Rhodewalt, F. (1993). Narcissism and self-evaluation maintenance: Explorations in object relations. *Personality and Social Psychology Bulletin*, 19, 668-676.

⁴³ Rhodewalt, E., & Morf, C. C. (1995). Self and interpersonal correlates of the Narcissistic Personality Inventory: A review and new findings. *Journal of Research in Personality*, 29, 1-23.

⁴⁴ Ata, R., Ludden, A. B., & Lally, M. M. (2006). The effects of gender and family, friend, and media influences on eating behaviors and body image during adolescence. *Journal of Youth and Adolescence*, 36(8), 1024-1037.

⁴⁵ Women's health. (2007). Body image. Retrieved October 16, 2009, from: <http://www.womhealth.org.au/studentfactsheets/bodyimage.htm>.

⁴⁶ Goldenberg, J. L., Pyszczynski, T., Greenberg, J., & Solomon, S. (2000). Fleeing the body: A terror management perspective on the problem of human corporeality. *Personality and Social Psychology Review*, 4, 200-218.

In today's world body image is flexible and open to change through new information. Socialization and the media have changed the perception of people. According to a study⁴⁷, media descriptions are important in changing the ways in which body is evaluated, depending upon the perception of the viewer and the importance of those cues. It has been seen that most viewers are more sensitive to those cues as compare to others. For instance it has been suggested that adolescents are more vulnerable because body image is particularly most important while they undergo the noteworthy physical and psychological changes of puberty.

Women are more dissatisfied with their outlooks as compared to males.^{48, 49} The most noticeable difference in body image perceptions between the sexes is dissatisfaction with weight and to a lesser degree, with shape, mainly the hips.⁵⁰

Similarly a study⁵¹ was conducted indicated that males are less concerned about eating as compared to females, physical appearance, and body weight and have higher appearance self-esteem. More significant, these gender differences are generally apparent at all ages.

According to a researcher⁵² women who score high on test of narcissism consistently dress more provocatively than their modest counter parts; male narcissist resorts to display of wit and braggadocio. As they talk proudly of themselves, their achievement, and whether real or false.

So the young females concentrate more on the physical appearance (body image) as compare to their self-esteem. The reason behind this was concluded⁵³ that this deterioration in self-esteem during adolescence is directly linked to the way that girls are made to feel pressurized in abiding by society's image of the perfect, goody girl. In so doing, they repress their true beliefs and sentiments; causing a sense of unassertiveness

⁴⁷ Tiggemann, M. (2002) 'Media influences on body image development,' in T.F. Cash and T. Pruzinsky (eds) *Body image: A handbook of theory, research, and clinical practice* (91–8), New York: Guilford Press.

⁴⁸ Cooper, P. J., & Fairburn, C. G. (1983). Binge eating and self-induced vomiting in the community: A preliminary study. *British Journal of Psychiatry*, 142, 139–144.

⁴⁹ Furnham, A., & Calnan, A. (1998). Eating disturbances, self-esteem, reasons for exercising and body weight dissatisfaction in adolescent males. *European Eating Disorders Review*, 6, 58–72.

⁵⁰ Berscheid, E., Walster, E., & Bohrnstedt, G. (1973). The happy American body: A survey report. *Psychology Today*, 7(6), 119–131.

⁵¹ Pliner, P., Chaiken, S., & Flett, G. (1990). Gender differences in concern with body weight and physical appearance of the life span. *Personality and Social Psychology*, 16, 263–273. Doi: 10.1177/0146167290162007

⁵² Kaufman, S.B., Kozbelt, A., Bromley, M.L., & Miller, G.F. (2008). The role of creativity and humor in human mate selection. In G. Geher & G. Miller (Eds.), *Mating intelligence: Sex, Relationships, and the Mind's Reproductive System*. Mahwah, NJ: Lawrence Erlbaum.

⁵³ Gilligan, C. (1990). Teaching Shakespeare's sister. In C. Gilligan, N. Lyons, and T. Hammer (Eds.), *In making connections: The relational worlds of adolescent girls at the Emma Willard School*. Cambridge, MA: Harvard University Press.

and uncertainty in their abilities and resulting into a loss of self-esteem. Other studies⁵⁴ have supported the Gilligan's findings.

Correspondingly studies⁵⁵ revealed another important factor in the research that at home, girls and boys were encouraged by parents to engage in pursuits usually associated with their respective gender-typing roles; at school, textbooks and teachers' attitudes reproduced many of the gender differentials in society, to the extent that girls often enjoy fewer rights, opportunities and benefits of childhood and adolescence than boys do.⁵⁶ Consequently, boys end up securing a higher sense of self-worth while girls become less confident in their abilities and potentials.

So our second hypothesis also verified the previous researches that correlational value of narcissism, self-esteem and body esteem will be higher in females than in males

Conclusion:

Parenting, personality traits, social status, media exposure all these factors and many others might have lead us to conclude that narcissism, self-esteem and body esteem has a positive relationship. First hypothesis of the study is proved completely but the other two hypotheses are partially proved. It can also been noticed that student who study in a private institute have more favorable body image as compare to self esteem. And, females have higher correlate of narcissism with body esteem and lower with self-esteem. And the reason behind this could be the patriarchal society in which they are bound to suppress there capabilities and competence.

Limitations:

This research has certain limitations due to which its result cannot be generalized.

- The sample has been taken only from Karachi and has not followed severe statistical formula for selection which doesn't give the true picture of the whole country.
- The scales and interventions were not culturally fair

Suggestions / Recommendations:

- Sample category should be based on "broad band" so can include more in one specific level thus generalization of results can be statistically significant.
- Variations in the faculties should also be analysed. May be interesting results will be achieved to measure correlation between to measure correlation between a specific faculty and the standard variable.
- Role of Media, socialization and other areas should also be taken in consideration while labelling narcissists.

⁵⁴ Benjet, C. & Hernandez-Guzman, L. (2001) Gender differences in psychological well-being of Mexican early adolescents, Libra Publishers, Inc.

⁵⁵ Bunwaree, S. (1994). Mauritius Education in a global economy. Editions de l'Océan Indien, Mauritius.

⁵⁶ Bunwaree, S. (1997). Gender, Education/Training and Development in Mauritius. Office of the UN Resident Coordinator for Mauritius, Discussion Paper series.