INFLUENCE OF APPEARANCE ANXIETY ON THE SELF ESTEEM AND SUICIDAL IDEATION AMONG UNIVERSITY STUDENTS

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ABSTRACT

The present research explored the influence of appearance anxiety on self-esteem and suicidal ideation among university students. A sample of 180 with the age range of 18-25 years was collected from the three different universities of Sialkot Punjab. Appearance Anxiety was assessed by using Appearance Anxiety Inventory Scale (AAI) (Veale et al, 2014). Self-esteem was checked by using Rosenberg Self Esteem Scale (RSES) (Rosenberg, 1965) and Suicidal Ideation was measured by using Beck Scale for Suicidal Ideation (BSSI) (Beck et al, 1988) along with a demographic form and consent form. The data was collected through purposive sampling and was analysed through using Statistical Package for the Social Sciences (SPSS: version 25). Psychometric properties of the measures were also analysed including the Urdu version of appearance anxiety which were significantly high. Results from the Pearson correlation analysis showed that there was a negative correlation between appearance anxiety and self-esteem and there was a significant positive association between appearance anxiety and suicidal ideation. The linear regression analysis indicated the increased level of appearance anxiety with the decreased level of self-esteem similarly the heightened level of appearance anxiety increased the level suicidal ideation among university students.

Keywords: Appearance anxiety, Self-esteem, Suicidal Ideation.

INTRODUCTION

The transition to university life is often accompanied by significant changes and challenges, which can exert substantial pressure on the mental health and well-being of students. Appearance anxiety is a common issue among young adults, particularly university students, who may be experiencing significant changes in their physical appearance and social environment. While appearance anxiety is a normal part of development, excessive anxiety can

have adverse effects on state of mind like poor self-esteem and suicidal ideation. Appearance anxiety is an emerging problem among university students, destroying their psychological health and physical health. With the rise of social media and societal pressures to conform to certain beauty standards, coupled with the influence of social media and peer comparison students are increasingly experiencing feelings of inadequacy and low self-esteem, a form

of emotional distress centered on one's physical appearance.

This can lead to negative thoughts and behaviors, including suicidal ideation. This research would discover the influence of appearance anxiety on self-esteem and suicidal ideation in university students. This research is important for several reasons. initially, it could contribute to enhance the understanding of the prevalence and influence of appearance anxiety on mental health among university students. Secondly, it could give an understanding of the potential protective factors that may help to mitigate the negative influences of appearance anxiety. Ultimately, this research has the potential to guide the development of interventions and support services for university students who may be struggling with appearance anxiety, low self-esteem, and suicidal ideation. The discussion will also encompass approaches through which universities can provide assistance to students experiencing challenges due to appearance anxiety. Upon reading this article, readers will be aware of its significance in addressing appearance anxiety among university students, and the resources available to help them cope with this issue.

Appearance anxiety is defined as the fear that one's appearance will lead to a negative evaluation (Hart et al., 2008). Past studies have indicated that appearance anxiety is linked with greater levels of body dissatisfaction, low self-esteem and greater suicidal ideation (Satghare, 2019).

Appearance anxiety is a prevalent concern in university students. The value placed on physical appearance in contemporary society has increased significantly, producing a setting where people are persistently exposed to social beauty standards. This societal pressure is even more intense for university students by the difficulties of entering adulthood and higher level of scrutiny they face at this crucial stage in their development. A common mental health issue among this population is appearance anxiety, which is characterized by excessive anxiety and concerns about the way ones look. An individual with appearance anxiety obsesses over his appearance, feels more self-conscious about it, and has uncontrollable worry that people will judge him/her for his appearance (Moscovitch, 2009).

The influence of appearance anxiety on university students cannot be understated, as it has been linked to various psychological and emotional consequences. One crucial factor among university students affected by appearance anxiety is Self Esteem. Self-esteem is viewed as a cognitive trait that relates to assessing oneself based on one's human values (Alesi et al., 2012). Strong social adaptation is interconnected with high levels of self-esteem (Martin et al., 2014). Self-esteem is defined as one's attitude towards oneself, whatever positive or negative, and an assessment of one's overall thoughts and feelings I'm relation to oneself (Rosenberg, 1965). A poor body image triggered due to appearance anxiety can Damage self-esteem, causing feelings of being inadequate, self-doubt and a mistaken Sense of self-worth.

Additionally, the psychological discomfort and low self-esteem caused by appearance anxiety can make someone more predisposed to suicidal ideation. Suicidal ideation is the term used to describe the concept or intent to injure oneself or finish one's life. Suicidal ideation is planning, deliberation or thoughts for suicide (American Psychological Association, 2019). States of mind like anxiety and depression are frequently linked with suicidal ideation (Bradvik, 2018). Suicidal ideation is a prevalent and serious public health issue that is not only present in people who have psychiatric disorders (Borges et al, 2010). A study published in the Journal of Affective Disorders found that Low self-esteem, appearance anxiety and body dissatisfaction have all been found to be major predictors of suicidal ideation (Menzies & Leung, 2017). Another research article from clinical psychology journal found that in a group of young adults, appearance based rejection sensitivity was a strong predictor of suicidal ideation (Gentile et al., 2018).

Suicidal ideation is strongly predicted by having low self-esteem (Menzies & Leung, 2017). Poor self-esteem has been discovered to be the main risk elements for suicidal ideation (Overholser et al., 1995; Wilde et al., 2004). University students who experience psychological problems due to their appearance may internalize unfavorable attitudes about themselves, worsening their feelings of sadness and elevating their risk of committing suicide. There is still a lack of thorough study exploring the influences of appearance anxiety on self-esteem and suicidal ideation within university

students, despite the fact that it is becoming increasingly recognized as a serious problem.

By examining the complex relationship among appearance anxiety, self-esteem and suicidal ideation in this particular population (University students), this study seeks to close this information gap. Through the analysis of these connections, a deeper comprehension of the psychological challenges encountered by university students can be attained and provide information for the development of specific interventions and support system to lessen the probability of adverse effects.

Furthermore, the relation between appearance anxiety and suicidal ideation, the presence of recurrent thoughts or desires for self-harms or suicide, has gained attention as a critical area of research. While not all individuals experiencing appearance anxiety develop suicidal ideation, evidence suggests a potential link between appearance-related concerns and increased risk for suicidal thoughts. Understanding this association is essential for locating those who could be at higher risk and developing effective preventive strategies to address the underlying psychological distress.

The purpose of this research was to address this gap by investigating the connections between appearance anxiety, self-esteem, and suicidal ideation within the university student population. By understanding the specific mechanisms through which appearance anxiety affects self-esteem and contributes to the development of suicidal ideation. The results of this research would have real world applications for universities and mental health professionals in developing targeted interventions and support services to promote mental health and well-being among university students. Furthermore, this study would be useful to the existing body of knowledge on appearance anxiety and its consequences, adding to the growing literature on psychological well-being and the influence of societal beauty standards on individuals' mental health.

PROBLEM STATEMENT

To enquire the influence of appearance anxiety on self-esteem and suicidal ideation among university students. To investigate the consequences of appearance anxiety, such as decreased self-esteem and increased suicidal ideation, which can further exacerbate the already complex psychological and emotional experiences of university students. Appearance anxiety badly influence social, personal and academic life of students in higher education and lead to low self-esteem and suicidal ideation, the study is investigating the extensive ratio of appearance anxiety in university students as it is not discussed in Pakistani culture as an important issue.

HYPOTHESIS

1. There would be a negative relationship between appearance anxiety and self-esteem.
2. There would be a positive relationship within appearance anxiety and suicidal ideation.
3. Higher levels of appearance anxiety would predict lower self-esteem in the university students.

Higher level of appearance anxiety would predict higher level of suicidal ideation

RESEARCH QUESTIONS

- Do appearance anxiety and self-esteem exhibit a statistically significant negative relationship in the studied population of university students?
- Do appearance anxiety and suicidal ideation show a statistically significant positive relationship among the university students under investigation?
- To what extent does appearance anxiety do in predicting lower self-esteem in university students?
- To what extent does a higher level of appearance anxiety do in predicting a higher level of suicidal ideation in the university student population being studied?

OBJECTIVES OF THE STUDY

To investigate the relationship between appearance anxiety, self-esteem and suicidal ideation within university students.

To examine higher level of appearance anxiety predicts lower level of self-esteem within university students.

To determine higher level of appearance anxiety predicts higher level of suicidal ideation within university students.

To identify the magnitude of appearance anxiety, self-esteem and suicidal ideation with regard to gender and age within university students.

SIGNIFICANCE OF THE STUDY:

The significance of researching the influence of appearance anxiety on self-esteem and suicidal ideation among university students lies in its potential to improve mental health outcomes, enhance academic performance, identify risk factors, develop effective intervention strategies, and bring about policy and educational reforms. By understanding and addressing these interconnected issues, researchers and stakeholders can strive to create a more supportive and nurturing environment for university students, fostering their overall well-being and reducing the prevalence of appearance-related mental health concerns.

LIMITATIONS:

This research study, exclusively conducted in Sialkot and with a restricted sample size, renders the results less broadly applicable. The generalizability of the findings may be constrained by the limited geographical scope, and caution should be exercised when extrapolating to other cities in Pakistan. The study's applicability to different age groups is limited due to the exclusive focus on the 18-25 age range. Consequently, the findings may not be readily applicable to individuals outside this specific age bracket. Uneven gender participation in the study introduces a potential source of bias, impacting the reliability of results, especially in relation to gender-based differences.

University-Specific Context as the study's focus on three specific universities in Sialkot might introduce a bias, as different universities may have distinct cultural, social, or academic environments that can impact the manifestation of appearance anxiety, self-esteem, and suicidal ideation. Cultural Specificity as the study's concentration on Sialkot may limit its cultural generalizability, as cultural nuances and variations within different regions of Pakistan may influence the experiences of appearance anxiety, self-esteem, and suicidal ideation differently.

RATIONALE:

The research held significance due to the widespread prevalence of appearance anxiety among young individuals, a concerning issue associated with adverse mental health outcomes such as diminished self-esteem and tendencies towards suicidal thoughts. Its distinctiveness lay in its dedicated focus on dissecting the direct influence of appearance anxiety on the mental well-being of youth. The primary goal was to unravel the intricate relationship between appearance anxiety and mental health outcomes in young individuals, aiming to uncover effective solutions to tackle this issue. The core motivation behind this research was to attain a deeper comprehension of how appearance anxiety intricately intertwined with the mental health of young individuals, ultimately aiming to identify practical strategies and interventions. Through this investigation, it sought to bridge existing gaps in comprehending the specific influence of appearance anxiety on self-esteem and tendencies towards suicidal thoughts among youth, intending to pave the way for viable solutions. Selecting a specific theory or model served as a guiding framework, aiding in the understanding of the relationship between appearance anxiety and mental health outcomes in youth.

This framework facilitated the development of targeted interventions. The study's objectives encompassed determining the prevalence of appearance anxiety among youth, understanding its effects on self-esteem and suicidal ideation, and discovering effective approaches to aid young individuals in managing appearance-related distress. The research endeavored to offer invaluable insights into how appearance anxiety shaped mental health outcomes among the youth. Its ultimate aim was to pinpoint effective strategies and interventions to address this issue. The findings held potential in influencing policies and practices, especially in the realms of mental health and education, fostering more supportive environments for the holistic well-being of young individuals.

LITERATURE REVIEW

Similarly, study by Swami et al. (2014) found that appearance anxiety significantly linked with lowered self-esteem among university students. They also found that lower self-esteem was associated with

more severe forms of suicidal ideation. Although, even after adjusting for depression and other disorders, social anxiety are linked to higher suicidality. People with social anxiety more susceptible to these interpersonal influences. Overall through a sense of not belonging and feeling burdensome, social anxiety was found to be indirectly associated to suicidal ideation. Additionally, Study by Brown et al. (2020) it was found that appearance-based rejection sensitivity related with both lower self-esteem and increased suicidal ideation among university students. Looked at the relation between thankfulness and suicidal ideation in late adolescence, as well as the mediation effects of self-esteem and meaning in life. The relationship between gratitude and suicidal ideation was fully arbitrated by self-esteem and significance in life. Overall, the results of a multi-group analysis depicted that gender had no posture on the pathways. The limits present findings and their implications for future research are explored.

Moreover, study by Shin et al. (2016) it was discovered that appearance dissatisfaction was associated with increased risk of suicidal ideation in Korean university students. Moreover, problematic internet use across both genders was negatively influenced by satisfaction with physical appearance. Self-esteem and anxiety was both positively influenced by physical satisfaction. A study by Ozcan et al. (2013) sought to evaluate the association between teenage and young adult women's self-esteem, social appearance anxiety, depression, and anxiety. Therefore, the findings revealed a strong positive relationship between self-esteem, social appearance anxiety, sadness, and anxiety. However, economic difficulties also enhanced social appearance anxiety, while self-esteem and social appearance anxiety were positively associated. Similarly study by Freeman et al. (2016) body dissatisfaction and appearance-related self-esteem was predictors of suicidal ideation among undergraduate students. Critical depression and suicide thoughts was seen by one-fourth of the teenagers, and these symptoms was fully connected with accumulative stress.

Furthermore, Jieying Liao et al. (2023) Study constructed a sequential mediation model based on the cognitive–behavioral theory of body image disorder and social phobia to explore the mediating

role of self-efficacy and self-esteem. Results demonstrated a significant and positive predictive relationship between appearance anxiety and social anxiety. Appearance anxiety not only directly affects social anxiety but also has three indirect paths affecting social anxiety, the independent mediating effect of self-efficacy, independent mediating effect of self-esteem and the serial mediation effect of self-efficacy and self-esteem.

Similarly, SEMRA et al.(2021) Study was investigated Social Appearance Anxiety in university students according to gender, faculty, grade level, body weight and height. Social appearance anxiety was found similar according to gender in this study. It differed according to the field of study of the students. Anxiety levels of students who receive art education are higher than those who receive sports education. The social appearance anxiety of the students who did not receive sports and art education is the highest. Also, Murat Atasoy et al. (2016) study was conducted to examine the fear of negative evaluation, and social appearance anxiety of sportsmen engaged in futsal. It was found that women sportsmen have a greater fear of negative evaluation than men while significant correlation was not detected between other variables. The research result also has revealed the fact that sportsmen engaged in futsal had low social appearance anxiety and there was not a significant relationship between variables.

Additionally, Erika L Biby (1998) study investigated the relationship of depression, self-esteem, somatization, and obsessive–compulsive disorder to the incidence of body dysmorphic disorder (BDD). Results indicated that lower body esteem scores were linked with lower levels of self-esteem but with higher levels of obsessive–compulsive tendencies, depressive tendencies, and somatization tendencies.

METHODOLOGY
The research study used a correlation research design. During the initial phase, data was collected manually through purposive sampling.

RESEARCH VARIABLES
The study investigated the relationship between appearance anxiety as the independent variable, and

its relationship with self-esteem and suicidal ideation as the dependent variables.

PARTICIPANTS:
There were total 180 participants in this study. The participant's ages were between 18 to 25 out of which 45 were male and 135 were female. Students from the three universities of Sialkot were included in this study (University of Sialkot), (University of Management and Technology) and (Government College, Women University Sialkot).

MEASURES:
In the study, participants filled out three self-report questionnaires, as well as a consent form and demographic information. The surveys were administered in person, and all the questionnaires were in Urdu language.

CONSENT FORM AND DEMOGRAPHIC FORM:
The consent form was used to get the participants approval beforehand. Demographic forms were administered to gather information related to personal details of the participants. Participant's age, gender qualification, department, semester, monthly income, and family system are among the items covered in demographic information.

APPEARANCE ANXIETY INVENTORY (AAI):
The Appearance Anxiety Inventory (Veale et al., 2014) is a tool used to measure the level of anxiety or distress that an individual may experience regarding their physical appearance. The inventory typically consists of 10 self-report questions that assess an individual's thoughts, feelings and behaviors related to their physical appearance. The scale has a reliability of .86. Scores are made up of two sub-scales and a total raw score that is calculated by adding together each item Avoidance and Observing Threats. The Appearance Anxiety Inventory tool was translated into Urdu for better understanding of the target population, as Urdu was their native language.

BECK SCALE FOR SUICIDAL IDEATION (BSSI):
The translated Urdu version was used to assess the severity of suicidal ideation in students (Ayub, 2008).It is a self-report questionnaire that assesses the intensity, duration, and frequency of suicidal thoughts and behaviors. The reliability of the original scale was .85, indicating its consistent measurement performance. The inventory consists of 19 items, with each item assessing a different aspect of suicidal ideation, such as the frequency of thoughts, the presence of a plan, and the level of intent. The total score is 0 to 38 and each item is scored from 0 to 2 (Beck et al., 1988).

ROSENBERG SELF–ESTEEM SCALE (RSES):
The scale is a self-report measure of global self-esteem, which refers to an individual's overall evaluation of their self-worth. The reliability of the original scale typically falls within the range of .70 to .90. The scale consists of 10 items that assess both positive and negative feelings about oneself. The RSES translated Urdu version was obtained via email by the translator (Rizwan, 2017). Respondents rate their level of agreement with each statement on a 4-point scale, ranging from "strongly agree" to "strongly disagree." Some items are reverse scored, so higher scores reflect higher levels of self-esteem. The total score is calculated by summing the responses to all 10 items, with a possible range of 10 to 40 (Rosenberg, 1965).

RESULTS
Table 1
Frequencies, Percentage, Mean, Standard Deviation and range of Demographic Variables (N=180):

Variables	f	%	M	SD
Age				
18-19	33	18.3	2.15	.78
20-21	98	54.4		
22-23	38	21.1		
24-25	11	6.1		
Gender				
Male	45	25.0		
Female	135	74.4		
Family				
Nuclear	129	71.7		
Joint	*51*	*28.3*		

Note: M= Mean, SD= Standard Deviation and f= Frequency

Table 1 displays the participants background details. It has been shown that there were one hundred eighty (180) participants, this table also showed that 135 participants were females and 45 participants were males. It has been shown that 33 participants were age 18-19, 98 were age 20-21, 38 were age 22-23 and 11 were age 24-25. Moreover, the mean and standard deviation of age variable were 2.15 and .78. It has been shown that, 129 participants belong to nuclear family and 51 participants belong to joint family.

Relationship between appearance anxiety, self-esteem and suicidal ideation.
One of the aims of this study was to describe the relation between appearance anxiety on self-esteem and suicidal ideation. For this purpose, correlational analysis was used; the results are shown in Table 02.

Table 2
Correlation:

	AAI	RSES	BSSI	M	SD
AAI	…...	-.36**	.52**	23.30	8.21
RSES	-.36**	…..	-.18*	17.31*	4.93
BSSI	.52**	-.18*	…..	14.88*	5.11

Note: AAI= Appearance anxiety inventory, RSES= Rosenberg Self-esteem scale, BSSI= Beck Scale for Suicidal Ideation, M=mean and Standard Deviation.

Table 02 shows there significant and negative relationship between Appearance Anxiety Inventory and Rosenberg self-esteem scale, r = -.36, n=180, p < .01.

Moreover, Appearance anxiety inventory significantly positively correlates with Beck scale for suicidal Ideation r = .52, n=180, p <.01. Moreover Rosenberg self-esteem scale is negatively correlated with Beck scale for suicidal ideation r = -.18, p < .05.

Table: 03

Linear Regression Analysis for impact of Appearance Anxiety on self-esteem :

Variables	R^2	ΔR^2	B	SE	B	T	F(Model)
Constant	.13	.13	22	1.03		21.73	
							27.90
AAI			-.22	0.42	-.36	-5.28	

Note: R²=R square, ΔR2= adjusted R square, B= beta, SE= standard error

Table 3 Results shows that the Appearance Anxiety is significant predictor of Rosenberg self-esteem (R2

=.13, t =21.73), (F=27.90, B =-.36).

Table: 04

Linear Regression Analysis for impact of Appearance Anxiety on suicidal ideation:

Variables	R^2	ΔR^2	B	SE	B	T	F(Model)
Constant	.27	.26	7.35	.98		7.47	
							65.90
AAI			.32	.04	.52	8.11	

Note: R²=R square, ΔR2= adjusted R square, B= beta, SE= standard error, t: t-test

Results been explained in above table that Appearance Anxiety is significant predictor of suicidal ideation (R.270, t=7.479), (F=65.907, B=.520).

Table: 05

Measure	N	α	M	SD	Range	
					Actual	Potential
AAI	10	.96	23.00	8.21	2.05-2.57	1-5
Avoidance	6	.88	13.74	5.05	6.00-30.00	1-5
Threat	4	.70	9.85	3.48	4.00-20.00	1-5

Note: Alpha=coefficient of reliability, n=number of item, M=mean, SD= Standard deviation, AAI= Appearance Anxiety Inventory

Table indicates that alpha reliability of Cronbach's scale is (.96), for the sub scales of Avoidance (.88) and Threat (.70).

Table: 06

Measure	N	α	M	SD	Range	
					Actual	Potential
RSES	10	.77	17.31	4.93	.00-30.00	0-3
BSSI	19	.77	14.88	5.11	5.00-27.00	0-2

Note: Alpha=coefficient of reliability, n=number of item, M=mean, SD= Standard deviation, RSES: Rosenberg Self-esteem Scale and BSSI: Beck scale for suicidal ideation.

Table 6 determined that the Rosenberg Self-esteem Questionnaire has an alpha reliability of .77, and the Beck scale for Suicidal ideation Scale has an alpha reliability of .77.

FINDINGS AND DISCUSSION

Young people constantly compare themselves to unrealistic beauty standards portrayed in the media, it can lead to feeling of negative perception of their own appearance. This can have an effect on their self esteem and also contribute to thoughts of suicide (swami et al., 2014). The focus of study was to analyze the correspondence between appearance anxiety, self-esteem and suicidal ideation included in youth of Sialkot. The main objectives of the current study were to investigate the association between appearance anxiety, self-esteem as well as suicidal ideation. It identified a certain level of appearance anxiety and self-esteem with regards to gender among youth. It also determined the level of appearance anxiety, self-esteem and suicidal ideation among youth. The reliability of the Urdu translation of appearance anxiety inventory was investigated (see table 5) The high reliability coefficient 0.96 of the Urdu translated version of the appearance anxiety inventory suggests that the instrument is a reliable measure of appearance anxiety among Urdu speaking individuals. The outcome of this research shows there exist a significant positive association between appearance anxiety along with suicidal ideation.

In this research, purposive sampling technique was used to approach 180 students. The correlational research design was used. Informed consent and demographic form along with three standardized measures were used, which were, Appearance Anxiety Inventory (AAI; Veale et al., 2014), Beck scale for suicidal ideation (BSSI; Beck et al., 1988), Rosenberg self esteem scale (RSES; Rosenberg, 1965). Data was collected and then analyzed using the statistical package of social sciences (SPSS, version 29). The reliability of the scales used in the study was determined which was significantly high (see tables 5). The Cronbach alpha of AAI in this study was a= .96 while the original scale reliability was .86 (Veale et al., 2014). The Cronbach alpha of BSSI in this study was a= .77 (see table 6) while the original scale reliability was .85 (beck et al., 1988). The Cronbach alpha of RSES in this study was a= .77 (see table 6) while the original scale reliability ranges from .70 to .90 (Rosenberg,1965).

Frequencies and percentages were calculated of demographic variables to get a better understanding of the participants in this study. Based on the findings (see table 1) around 54.4% of the adults in the study were age range of 20 to 21. Another 21.1% of the adults in the study fell into the age range of 22 to 23. Followed by 18.3% in the age range of 18 to 19 and 6.1% in the age range of 24 to 25. It was also observed that there were more females in the sample 74.4% as compared to male 25.0% and that, 71.7% of the adults belonged to the nuclear family system and 28.3% of the students belonged to the joint family system.

This study hypothesized a relationship between appearance anxiety, self esteem and suicidal ideation. Pearson correlation used to analyze the data (see table 2) which reported that appearance anxiety negatively correlated with self-esteem. Results (see table 2) revealed that there were a strong negative association between appearance anxiety and self-esteem (r= -0.39**). This study supported the first hypothesis that stated that's it there would be negative correlation between self-esteem along with appearance anxiety. This study consistent with other research that has reported that elevated high appearance anxiety associated with low self-esteem among adults (Sahin et al., 2020).

Another finding of current study showed a significant positive association between appearance anxiety and suicidal ideation. According to the outcome (see table 2) predict the strong positive association between appearance anxiety along with suicidal ideation among youth (r= 0.52**). It supported the second hypothesis of the study. Results proved to be consistent with the previous study which showed the existence of definite positive correlation between appearance anxieties along with suicidal ideation. It was also concluded that suicidal ideation common in those peoples who have body dysmorphic disorder (Ifeoma et al., 2020).

One other hypothesis stated in this study there would be a notable level of appearance anxiety and self-esteem among youth. Regression analysis results showed that as the level of appearance anxiety increased, there was a corresponding decrease in the level of self-esteem (see table 3). This study supported the third hypothesis that stated the higher level of appearance anxiety would predict lower level of self-esteem among adults. This study consistent with previous research which showed the higher level of appearance anxiety significantly linked with

lower level of self-esteem among university students (swami et al., 2014).

Based on the research finding, this study assumed that there would be a notable level of appearance anxiety and suicidal ideation among youth. Regression analysis results indicated that increased the level of appearance anxiety also increase the level of suicidal ideation (see table 4). This study supported the fourth hypothesis that stated the higher level of appearance anxiety would predict higher level of suicidal ideation among youth. There findings also consistent with other research that that indicate that higher level of appearance anxiety also increase the level of suicidal ideation (Phillips, 2008).

Furthermore, cultural influences play a significant role in shaping individual perceptions of beauty and their level of concerns about their appearance. According to Pakistani culture, appearance anxiety highly is valued especially for women. Beauty ideal in Pakistan such as fair skin may contribute appearance anxiety among individuals with darker skin. Social institutions such as media advertising, newspaper and fashion industry can contribute appearance anxiety by promoting unrealistic standards of beauty. People want to meet the criteria of beauty made by society. It increases the appearance anxiety especially among youth and due to this suicidal ideation also increase and have low self-esteem. This study consistent with other researches that suggested that social media can be a powerful influence on negative body image and can contribute to the development of appearance anxiety which can lead to suicidal thoughts and low self-esteem (fardouly et al., 2015).

According to Pakistani culture societal expectations and peer pressure also contribute appearance anxiety. Young people in Pakistan feel pressure to conform to certain beauty standards in order to fit in peers which lead to low self-esteem. Family expectations contribute to appearance anxiety especially for women. This study relates to other research that suggests that family pressure, societal pressure and peer pressure all contribute appearance anxiety in girls (Knauss et al., 2018). The study implications suggest that appearance anxiety have significant negative impact on an individual's self-esteem and increase suicidal ideation. The results of the study imply that addressing appearance anxiety could be an effective way to refine self-esteem and lessen the risk of suicidal thoughts. This could be accomplished through various method such as counseling and mindfulness technique. By addressing appearance anxiety individual can improve their mental health and well-being.

SUGGESTIONS AND RECOMMENDATIONS:
The research findings of this study reveal that suicidal ideation is common for people that have appearance anxiety. Appearance anxiety leads to lower self-esteem, which causes suicidal ideation. The study implies that addressing appearance anxiety could be an effective way to refine self-esteem and lessen the risk of suicidal thoughts. Moreover, it reveals that if a person has awareness about appearance anxiety, which helps to build self-esteem and talk about bad standards freely, they have the power to say no to the bad standards of society, which improves mental health and well-being.

PRACTICAL IMPLICATIONS
Recognizing the detrimental impact of appearance anxiety on self-esteem and its link to increased suicidal ideation emphasizes the need for interventions aimed at addressing appearance-related concerns among university students. This study suggests avenues for potential interventions, such as counseling and mindfulness techniques, to help alleviate appearance anxiety and mitigate its adverse effects on mental health.

FUTURE IMPLICATIONS
The study opens doors for further research endeavors. Exploring the effectiveness of specific interventions targeted at reducing appearance anxiety and subsequently improving self-esteem and reducing suicidal ideation among university students could be a promising avenue. Additionally, considering longitudinal studies to understand the long-term effects of appearance anxiety on mental health outcomes could provide valuable insights.

CONCLUSION
In conclusion, the study delving into the influence of the Appearance Anxiety Inventory on self-esteem and suicidal ideation among university students has unearthed significant insights into the intricate relationship between appearance anxiety and mental

well-being. The findings suggest a noteworthy negative correlation between appearance anxiety and self-esteem, underscoring the detrimental impact that concerns about one's physical appearance can have on overall self-worth.Furthermore, the study has brought to light a compelling association between heightened appearance anxiety and increased suicidal ideation among university students.

Notably, the increased levels of appearance anxiety coincide with a concomitant decrease in self-esteem, suggesting a cyclical pattern wherein negative perceptions of one's appearance contribute to a diminished sense of self, thereby elevating the risk of suicidal ideation. By recognizing and addressing appearance-related concerns, the study provides a valuable resource for the youth, offering insights that can contribute to improved mental well-being, self-acceptance, and reduced risk of suicidal ideation.

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