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INTRODUCTION

Within a society marked by idealized body image standards and complex dietary habits, this study aims to uncover vjg" ownvkhcegvgf" tgncvkqpujkru" vjcv" kpﬂwgpeg" kpfkxkfwcnuø" attitudes toward their physical appearance, eating behaviors, and the onset of eating disorders. This understanding is vital hqt"ko rtqxkpi"kpfkxkfwcnuø"jgcnvj"cpf" ygnn/dgkpi"*Cpftcfg" LH, 2014).

Obesity has been on the rise in Pakistan in recent years, driven by rapid urbanization, dietary changes, and unhealthy nkhguv{ngu0" Ceeqtfkpi" vq" vjg" Rakistan Demographic and Health Survey (PDHS) conducted in 2017-18, the prevalence of obesity among women aged 15 to 49 exceeded 30%, with approximately 13% among males in the same age group. Furthermore, the overall prevalence of overweight and obesity was higher in urban areas compared to rural regions. Pakistan ranks 10th out of 188 nations in terms of obesity, with approximately 50% of its population being overweight qt"qdgug0"Cnctokpin{."vjg"Yqtnf"Qdgukv{"Hgfgtcvkqp"rtgfkevu" that by 2030, 5.4 million Pakistani school-aged children will be obese (Gruszka W, 2022).

RESEARCH OBJECTIVES: This study has a multifaceted set of objectives. It aims to explore the complex relationship between how individuals perceive their weight and the tguuwnvkpi"ru{ejqnqikecng gevu0"Kv"yknn"cnuq"kpxguvkicvg"jqy" societal beauty standards and cultural norms impact body

for education and support to bridge knowledge gaps, as