



Dieting Behaviour and Body Image Satisfaction among selected students of  
College of Tourism and Hospitality Management of  
De La Salle University-Dasmariñas

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## ABSTRACT

**Name of Institution:** De La Salle University – Dasmariñas

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**Title:** Dieting Behaviour and Body Image Satisfaction among Selected Students of College of Tourism and Hospitality Management of De La Salle University-Dasmariñas

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**Finding source:** Parents

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**Objectives of the study:**

1. What is the level of the respondents' dieting behaviour according to the categorization of the following:
  - 1.1 Morning behaviour
  - 1.2 Afternoon behaviour
  - 1.3 Evening behaviour
2. What is the respondents' level of Body image satisfaction according to the subscale of:
  - 2.1 Appearance
  - 2.2 Weight
  - 2.3 Attribution
3. Is there a significant relationship between the dieting behaviour and body image satisfaction of the respondents?



## **Scope and Limitation:**

This study mainly focused on the dieting behaviour and body image satisfaction among selected students from the College of International Hospitality Management of De La Salle University-Dasmariñas. This study used and based the result on the demographic profile of the respondents including the gender, date of birth, height and weight in relation to the Body Mass Index (BMI). The students will answered the dichotomous scale whether they were practicing diet or not with the BESAA to measure the Body image satisfaction with its subscales of appearance, weight (Weight Satisfaction), attribution and with the used of Cognitive Behavioural Dieting Scale as a measuring instrument in the participants dieting behaviour in its category of morning, afternoon and evening behaviour.

This study did not focus on the eating disorder, thus it focused in determining if there were a significant relationship between dieting behaviour and body image satisfaction.

## **Methodology:**

The study made use of the descriptive correlational research design since the purpose of the study is to find the relationship between two variables of interest which are Dieting Behaviour and Body Image Satisfaction. The researchers purposively gathered the tertiary students from College of International Hospitality Management of De La Salle University – Dasmariñas. The researchers alleged that the respondents are suitable in providing the desired data as one of the gap of the research reflecting a categorization from



having a preferred specific aspects and characteristics most probably in the criteria of their appearance and image regardless with their age but will consider their gender and other measured variables. There were processes of pre-screening from students to be qualified as dieters by answering dichotomous scale by responding yes or no whether they are practicing diet or not will be selected respondents who answered the two (2) standardized instruments of the study. The researchers utilized two standardized tests in gathering data needed for the completion of the research.

## **Findings:**

After the data were gathered and analysed, the following were the findings of the study:

The data reveals that the respondents level of dieting behaviour differ from its time of categorization having the highest mean score of 2.97 from the Evening Behaviour, with a mean score of 2.96 from the Morning Behaviour and the lowest mean score of 2.86 from the Afternoon Behaviour with a lower level of dieting behaviour measured by Cognitive Dieting Behavioural scale. In association with this, the level of the Body Image Satisfaction of the respondents are highly satisfied defined by the with their Appearance with the highest mean score of 2.20, Weight with 2.2 mean of score and the lowest mean score of 2.05 from the Attribution or the external attribution influenced by others. Majority of the data obtained, there are weak positive correlation which are associated between the level of the respondents dieting behaviour and Body Image Satisfaction.



Once an individual is having a higher self-esteem or the body image satisfaction it is said to have a lesser chance to possess such behaviours such as dieting and any eating disorders (Robert & McComb, 2008).

## **CONCLUSION**

With the results from the data gathered and through analysis the following conclusions were formulated:

1. It is evidently concluded that the level of dieting behaviour of the respondents are different based on the categorized time of the behaviour. Thus, it resulted accordingly from the data obtained that the respondents scored highly in the Evening behaviour with a mean score of 2.97 however, this represents that the respondent's current dieting behavior occurs highly on specific time and assessed to have a low level of dieting behavior since majority of the respondents answered 'sometimes' referred to the dietary restraint or the limitation of food intake as measured by Cognitive Behavioral Dieting Scale
2. The data reveals that the respondents are highly satisfied with their appearance with the highest mean score of 2.20 while having the lowest mean score of 2.05 in terms of their attribution which is basically wherein the respondents are highly concerned associated by the influenced of others in evaluation of themselves through their Body Image Satisfaction and having the consistency of answering "sometimes" this reflected that the respondents are slightly above and somehow satisfied with their Body Image.



3. Majority of the data obtained indicated that there is a weak positive correlation are associated between the two variables therefore, Accept  $H_0$  and Reject  $H_a$  with an interpretation that there is no significant relationship between the dieting behaviour and Body Image Satisfaction of the Respondents.

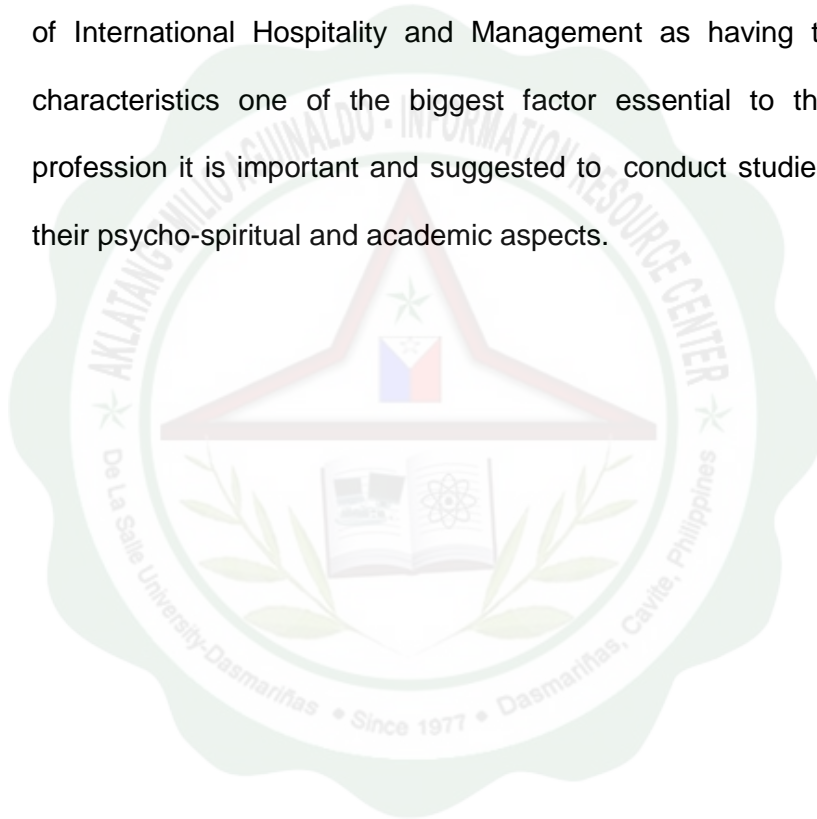
## RECOMMENDATIONS

The researcher formulated the following recommendations:

1. Some research suggests that late night eating cranks up the kilos, while other studies have found that it's not when you eat, but what you eat over the course of the day that counts. It is recommended for individuals who engaged in this kind of behaviour to keep a daily food journal that will help them monitor their caloric intake, as well as planning their meals in order to lose weight.
2. For the students of International Hospitality Management, it is recommended not just to focus on their physical attributions rather to be more focused on how they will excel in their studies for the preparation in their future field profession.
3. It is important to address body image dissatisfaction with chronic dieters for the best chance at improving health, regardless of body size. In accordance with this it is recommended to build a healthy lifestyle that includes a healthy diet and physical activity is important to improving body image.



4. Since the present researchers used the dichotomous scale in screening the respondents of their dieting behaviour, it is recommended to alter some inquiries about dieting for data obtained. Thus this will served as a reference for future studies.
5. For the future researchers, since It is particular for the students of College of International Hospitality and Management as having their physical characteristics one of the biggest factor essential to their field and profession it is important and suggested to conduct studies considering their psycho-spiritual and academic aspects.





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