

THE RELATIONSHIP BETWEEN BODY IMAGE AND EMPLOYEE PRODUCTIVITY OF YOUTH AND SPORT DEPARTMENT, WEST AZERBAIJAN PROVINCE OF IRAN

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ABSTRACT

This study was conducted to investigate the relationship between body image and employee productivity of Youth and Sports Department in West Azerbaijan Province. Method of this study is descriptive - correlation. The population of the study consists of all employees (84 people) in the Department of Youth and Sports in West Azerbaijan Province. The statistical sum of the population equals to the sample. Body image questionnaire of Cache *et al.*, and productivity questionnaire of Achyv were used to collect data. Analysis of the data using descriptive statistics (mean, standard deviation and variance) and inferential statistics (Pearson correlation test) was used. Data were analyzed by SPSS software and the results are as follows:

1. Test of this study indicates that there is a significant positive correlation between body image and employee productivity of Youth and Sports Department in West Azerbaijan Province.
2. The other hypothesis suggests that there is a significant positive correlation between all aspects of body image and employee productivity of Youth and Sports Department in West Azerbaijan Province.

Keywords: *Body Image, Productivity, Employees*

INTRODUCTION

Experts now believe that motor-sport exercises are very important to most people (men or women), furthermore, the effectiveness of bodily exercises become evident when they meet the basic human needs. Anyway, the effect of physical exercise can be of two aspects; physically meaning improving the efficiency of different organ systems and mentally meaning the mental health and achieving happiness which is one of the aspects of the desired body image. Thus, body image is one of the factors that can affect the human life. Body image is the person's perception of his body size and fitness that accompanies with the thinking, feeling and attitude of the other people towards his body (Navabinejad, 1988). In the present era, the productivity is called a method, concept and an attitude about work and life. It is viewed as a culture and a worldview. Productivity can be involved in all affairs, work, personal and social life. The powerful human resources are one of the important factors for the survival and viability of organizations, In other words, human resources are more important than the new technology and financial and material resources. Knowledge and ignorance are the main source of difference in organizations. The role of efficient, competent and wise human resources are undeniable in organizational goals (Nekouee and Mollaei, 2009). Human resource can be capable and competent only if his image of himself is appropriate. This image can be related to physical characteristics and the body image. Mental image are the abstract words that contain information, feelings and conscious and non-conscious perceptions about his body (Ignatvicius and Marilyl, 1991).

This image has been formed since the birth and it has been completed along with the growth of the person and it changes along with life stages, it is very important because of its association with nutritional disorders, mental disorders and low self-confidence. Physical mental image of the body following a change in body, visible or non-visible changes in the body, can have a huge impact on personality (Salter, 1997).

Having an undesirable body image and high body mass index can reduce and weaken self-confidence as well in some conditions. Thus, the basis of body mass index and body shape have been known as the

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original context of body image and one of the main aspects of public health. People also who have a clear, defined, good, coordinated and relatively stable self-concept, have better psychological health (Campbell *et al.*, 1996).

In addition, Peirovi's findings (2004) in a study to determine the effects of morning exercise on spirit and motivation of high school male students, showed that exercise in the morning was effective on the amplification of emotions, social relationships, interest in other educational courses and increasing in learning speed. Playing sports and doing suitable physical exercises to create muscle balance and enhance physical performance in athletes improve their body image (Bolboli *et al.*, 2013).

The role of efficient, competent and wise human resources are undeniable in organizational goals (Nekouee and Mollaei, 2009). Idson and Walter (1996) in their study have calculated and compared workforce productivity in small and large industries of factory metals, machinery, electrical and transport equipment and tools, using the production function and they concluded that big industry workforce is more productive than small industries due to the use of technology, equipment and advanced organization. Therefore it should be noted that the main objective of any organization is to achieve optimum productivity.

The purpose of optimum productivity is that the management of an organization in addition to taking care of physical and mental health of employees, should provide conditions for each individual who is in-charge of a job, try to achieve maximum individual and occupational efficiency with satisfaction and interest, as well as without feeling coercion and fear of punishment and he applies all his potential, cognitive, emotional and behavioral power in this way (Saatchi, 1997). Having a good body image can lead to labor productivity. Range of body image and its concern has been expanded to the extent that it has penetrated into preoccupation of many people, especially young people so that a lot of time and money are spent daily about thinking and changes in body appearance (Green and Pritchard, 2003).

According to Sands (2001), body image based on a multi-dimensional structure has been conceptualized. The body image is a complex concept that involves biological, internal psychology and external social factors. The combination of perceptual and attitudinal assessment of body image will be better predictors of body image disorders, trying to emaciate, eating disorders than every assessment.

Studies in the past few decades show many people, especially the female population seek change in their body image (Maccabe and Ricciardelli, 2001). Nowadays sport and physical activity is viewed not only as a way to spend leisure time, but also as an indispensable necessity for health and well-being (Izadi, 1996). The positive benefits of regular exercise and physical activity for children, teens, young adults, adults and even the elderly have been confirmed in multiple studies (Neamat, 1992).

This exercise can greatly help to have the ideal body image and can improve productivity in workforce and thus preparation of a research that examines the body image of the employees in the department of sports and youth in West Azerbaijan, will be important since it helps in clarifying the role of regular exercise in optimizing mental image and enhancing organizational productivity, quality of work.

Dehghani *et al.*, (2012) in a study of body image satisfaction in female adolescent high school students of Rasht found that the average satisfaction of body image in areas of tendency toward appearance of the body, appearance assessment and satisfaction of different parts of body was high, but in the areas of mental occupation and overweight was low.

Nick (2011) in a study entitled “the relationship between body image, compatibility and educational achievement of high school students in Kashan” showed there was a significant relationship between body image and the compatibility, while there was no significant relationship between body image and academic achievement.

The results also showed that there was a significant relationship between the body image of male and female students, while there was no significant difference between male and female students in terms of adaptation.

Zarshenas *et al.*, (2012) in a study named as “the effect of aerobic exercise on women's attitudes about body image”, indicated that short periods of aerobic exercise was effective in improving some body image attitudes among adult women and it can be used as a therapeutic tool in the treatment.

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Talae (2012) showed in a study entitled “investigation of the relationship between body image and confrontation styles and mental health of high school female students in zone 8th in Tehran” that body image despite its importance for many professionals, is not mental health predictive.

Bolboli *et al.*, (2013) in a study; “the effect of increasing hours of exercise on body image, body mass, and social anxiety of students”, concluded that exercise was effective on improving body image and decreasing body mass and social anxiety. Williams and Cash (2006) investigated the effects of strong exercise on body image satisfaction of female students. A group of participants took part in a period of 13-week weight training program and the control group did not participate in any program, the results showed that body image satisfaction in the experimental group was increased from 3.19 to 3.40, the increasing was significant. The results showed that weight exercises can be an effective preventative and therapeutic method on increasing satisfaction with body image.

Linsary *et al.*, (2009) did a study about the effects of physical exercise with emphasis on resistance and aerobic exercise on the prevention of body image dissatisfaction and its consequences on the youth and adolescents. The results showed that those individuals who practice once or twice a week, do not get much improvement, unless the training sessions (resistance or aerobic) will be more than 3 times a week. Most research results shows, people who do resistance or aerobic exercise more than 3 times a week, their satisfaction with body image increased to 24% and depression decreased to 12% and suicide decreased.

MATERIALS AND METHODS

Research Methodology

The current study regarding the theoretical, practical and the purpose of the research is an applied one and it is descriptive and correlation in terms of data collection. The population of the study consists of all employees in the Department of Youth and Sports in West Azerbaijan Province, according to its Statistics center; they are 84 people in 2014. The total statistical population equal to the sample. In this study, the questionnaire of Multidimensional attitude of a person about his body image designed by Cash *et al.*, (2002) was used. Questionnaires of Achyv was used in productivity part, this questionnaire has been designed to help managers in determining the cause of performance problems in the creation of changing strategies to solve these problems. To provide a descriptive overview of the study population, tables of frequency, percentage, mean, were used to describe the variables. Pearson correlation test was used to evaluate hypotheses.

Table 1: Test data normality

Statistics	Variable of body image	Variable of productivity
Number	84	84
Mean	114.7	235.1
Standard deviation	16.22	12.23
Pure	0.17	0.109
Positive	0.17	0.109
Negative	-0.143	-0.045
Kolmogorov-Smirnov	1.06	0.997
Significant level	0.073	0.273

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As the above table shows, the significance level do not show dramatic differences among the data, thus the data and its distribution are normal. There is a significant relationship between body image and employee productivity of Youth and Sports Department in West Azerbaijan Province. According to the results, Pearson correlation value was 0.625 and for a significance level, the value was 0.001. Since the significance level is less than 05/0, therefore the hypothesis concerning the relationship between body image and productivity is confirmed. There is a significant relationship between physical appearance and employee productivity of Youth and Sports Department in West Azerbaijan Province.

Table 2: Shows the correlation coefficient between physical appearance and productivity

	Productivity	
Physical appearance	Pearson correlation	0.515
	Significance level	0.001

According to the above table, since the significant level is smaller than 05/0, the hypothesis regarding the relationship between physical appearance and productivity is confirmed. There is a significant relationship between Physical Fitness and employee productivity of Sports and Youth Department in West Azerbaijan Province. Considering the results obtained, because the significant level is smaller than 05/0, the hypothesis regarding the relationship between physical fitness and productivity is confirmed. There is a significant relationship between physical health and employee productivity of Youth and Sports Department in West Azerbaijan Province.

Table 3: The correlation coefficient between physical health and productivity

	Productivity	
Physical Health	Pearson correlation	0.223
	Significance level of	0.042

According to the above table, because significant level is smaller than 0.05, the hypothesis that there is a relationship between physical health and productivity is confirmed. There is a significant relationship between body satisfaction and employee productivity of Youth and Sports Department in West Azerbaijan Province.

According to the results, the significant level is smaller than 0.05, the hypothesis; there is a relationship between body satisfaction and productivity is confirmed. There is a significant relationship between the preoccupations with overweight and employee productivity of Youth and Sports Department in West Azerbaijan Province.

Considering the results obtained, because the significant level is smaller than 0.05, the hypothesis that there is a relationship between preoccupations with overweight and productivity is confirmed.

There was a significant relationship between weight Assessment and productivity of employees of Department of Youth and Sports in West Azerbaijan Province.

Table 4: The correlation coefficient between weight assessment and productivity

	Productivity	
Weight Assessment	Pearson correlation	0.216
	Significance level of	0.048

According to the above table, because the significant level is smaller than 05/0, the hypothesis that there is a relationship between weight assessment and productivity is confirmed.

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Discussion

It is important to note that mental image is the abstract words that contain information, feelings and conscious and non-conscious perceptions about his body (Ignatvicius and Marilyl, 1991). This image has been formed since the birth and it has been completed along with the growth of the person and it changes during life stages. It is very important because of its association with nutritional disorders, mental disorders and low self-confidence. Physical mental image of the body following a change in body, visible or non-visible changes in the body, can have a huge impact on personality (Salter, 1997).

Having an undesirable body image and high body mass index can reduce and weaken self-confidence as well in some conditions. Thus, the basis of body mass index and body shape has been known as the original context of body image and one of the main aspects of public health. People also who have a clear, defined, good, coordinated and relatively stable self-concept, have better psychological health (Campbell *et al.*, 1996).

Range of body image and its concern has been expanded to the extent that it has penetrated into preoccupation of many people, especially young people so that a lot of time and money are spent daily about thinking and changes in body appearance (Green and Pritchard, 2003). These people think for hours about their body image and attempt to cover up their defects by adornment changing, variant clothing and being in a variety of special situations that is derived from their mental imagination of their bodies. The combination of perceptual and attitudinal assessment of body image will be better predictors of body image disorders, trying to emaciate, eating disorders than every assessment. Studies in the past few decades show that many people especially the female population seek change in their body image (Maccabe and Ricciardelli, 2001).

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