

A Comparison Study of Body Image of Cosmetic Surgery Applicants with Non-Applicants

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ABSTRACT: The aim of this study is to compare the body image of cosmetic surgery applicants and non-applicants; in order to execute the survey, the statistical society selected 700 facial cosmetic surgery applicants and non-applicants whom all had referred to Tehran north western clinics during winter 2013-14. Also, by available sampling method the investigation was carried over 130 individuals. The present study is a comparative study such that the information was collected via 294-point body image BSRQ questionnaires. The results indicated that between the two groups of cosmetic surgery applicants and non-applicants in five subscales of physical appearance ($F=44.97$, $P<0.001$), fitness ($F=10.16$, $P<0.001$), physical health ($F=50.82$, $P<0.01$), body satisfaction ($F=51.40$, $p<0.001$) and attitude about weight ($F=88.82$, $P<0.001$) significance of discrepancy existed.

Keywords: self-esteem, body image, cosmetic surgery.

INTRODUCTION

Mankind has constantly been fond of beauty and therefore disposition towards beauty has always existed in his nature from long past. (Wolper, 2002) Further, good looks improves impression of one towards oneself, provides self-confidence and results in the establishment of social activities at a more acceptable level. (Jourabchi, 1991) Appearance is essential to one's identity which manifests during social situations and instantly after encountering with others. Consequently, the significance of personality components become quite evident. (Patton, 1991) Individual vision of one's body is highly effective on his self-concept. Body is the most visible part of one that also exhibits self-awareness. (Cash, 2004)

During the twentieth century and in particular the recent decade new impressions of beauty is defined as a set of constituents such as fitness, dressing, garments, appeals and perfection. (Synnot, 1990) The combination of beauty and industrial medical accomplishments has caused beauty not just as natural biological feature but also acquired. (Webster, 2004) Today, cosmetic surgery is propounded not just as a common surgery but also a gradual worldwide development. (Hwang, 2004)

The main objective of cosmetic surgery is to improve individual personal appearances from abnormalities. When individuals discover that their physical features are not in shape with norms they could become oppressed and consider surgery as an ultimate solution. (Hillhorst, 2002) Cosmetic surgery has now converted to a charming factor of glamour in various people that has led to the establishment of unrealistic expectations and distortion of facts about being virtual essence. (Pearl, 2003) During survey Gerrin et al. in 2003 stated that body dissatisfaction and anxiety and mind occupation is now popular and is revealed as cosmetic surgery among adolescent candidates. It seems that satisfaction from body image among adolescents entail five factors: (i) physical fitness, (ii) appearance (iii) physical health (iv) skin health and beauty hygiene and finally (v) weight control ability. (Marsh, 2000) This is such that dissatisfaction of these types of body image would also lead to anxiety, depression, social isolation, mental disorders, self-undermining and self-esteem. (Bronell, 1991) Body image is an aspect of self-concept; self-concept is defined as one's Concept general perception of what one is (Kaiser, 1977 quotes from Raghibi, Mina Khani, 2011, Cliche 1975) they further describe self-concept as one's overall picture of himself including real experiences and their interpretation. In the overall image self-concept is multi-dimensional and multi-level from inner. Body image and self-esteem are studied as self-concept aspects. (Robinson, 2003) Desirable feature improves ones image of himself

and provides one self-esteem and as a result social activities at a more acceptable level are shaped. (Jourabchi, 1999 quotes from Khanjani, Babapour, Saba, 2012) Also, during adolescent and youth physical appearance and body image is another crucial aspect in individual identity formation. (Hassani, 2009) Furthermore, the created physical cognitive and social changes during that period causes anxiety of physical attraction and uncertainty about social communications in individual and discusses the method of other's evaluation on individual physical structure. (Brzoskowski, Bayer, 2005) In fact appearance constitutes an important part of individual identity and his social status is immediately exhibited once he encounters others, hence, the significance of his personality components is evidently exhibited. (Patton et al. 1999 quotes from Khanjani, Babapour, Saba 2012). Physical appearance is the main part of body image because it is reckoned as the first information source for others to be used for social interaction. (Sarvar, Kring, Deed, 2003) Ultimately, the query in this investigation still remains as such: 'Is the body image of cosmetic surgery applicants vary from the non-applicants?'

MATERIALS AND METHODS

Method of Research

The present research is typical causal-comparative and due to execution duration it was studied cross sectional. The survey was carried over 700 facial cosmetic surgery applicants who had called on Tehran north western clinics during winter 2014 and also non-applicants who had called on the same during 2014-15. In this research, available non-probability sampling was used over 130 selected individuals that by consideration of their cooperation field and the fact of applicant and non-applicants satisfaction, the definitiveness of surgery of facial cosmetic surgery determined by specialist within a couple of weeks passing through various medical stages, lack of essential medical reasons for cosmetic surgery, the performance of cosmetic surgery in operation room (not as an outpatient and injection of substance in clinic) was the criteria for inclusion and acceptance of people seeking cosmetic surgery to research; the selection of non-applicants was based on the comparatives of age groups, education and their living location between the 120 remaining selected individuals. The age range of the facial cosmetic surgery applicants and non-applicant groups were between 20-40 years (male and female) and their level of education were varied between diploma and advanced diploma. Further, for group constitution referred clients who were eligible in taking part in the survey were randomly assigned to one experimented group and the other, a control group so that the two groups were quite similar to one another. This way, measurement of dependent variable in both cases was performed simultaneous under the same conditions. The method of execution was performed in a way that the necessary permissions for questionnaires were initially received in respect to samples under study. Next, the research devices were regulated as questionnaires which by confidentiality and research objectives appropriateness realisations were distributed amongst cosmetic surgery applicants and non-applicants. At the beginning the necessary explanations about questionnaires were given and it was made certain that there were no queries on how to fill the questionnaires. The completed questionnaires were then collected and in subsequence analysed using 20 spss statistical software. For body image evaluations the relative questionnaires were used. The questionnaire consisted of 69 articles replied by applicants and thereby viewed, assessed and planned in terms of individual various dimensions of body image structure. Based on Cash & Pruzinsky definitions, person's attitude of his body image means assessment, cognitive and behavioral sections which also include his awareness of health or senses of illness. The first edition of this questionnaire was planned in 1983 that also consisted of 294 articles entitled 'BSRQ'. In the second edition the repeated sections were eliminated while other sections were displaced. In 1985, Cash, Winsted & Janda used the questionnaire in an international study on body image. Among 30000 participants, 2000 were selected at random and classified according to their age and sex. Here, SPSS software was used for data analysis.

RESULTS AND DISCUSSION

Results

In order to study and compare cosmetic surgery applicants and non-applicants self-esteem level after data collection were then described in the frames of descriptive statistical features form (mean and standard deviation) and inferential statistics (multivariate analysis of variance, Kolmogorov-Smirnov test and dependent t test) documented as tables and written reports for main variables. Table 1 indicates descriptive features of sex demographic variables in the two groups of cosmetic surgery applicants and non-applicants.

Table 1. Descriptive features of sex demographic variables

Group	Male	Female	Abundance	Percentage
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Applicant	30	30	60	50
Non-Applicant	30	30	60	100

As indicated in Table 1 the sample is constituted of two groups of equal male and female where of 120 individuals, 60 belong to cosmetic surgery applicants while the remaining 60 are considered the normal group. Table 2 shows the descriptive features of age demographic variables between the two groups of applicants and non-applicants.

Table 2. Descriptive Features of age demographic variables

Group	Variable	Min	Max	M	SD
Applicant	Age	16	50	28.44	7.34
Non-Applicant		18	46	26.67	6.31

Table 2 reveals that the age range of individuals chosen as sample in the applicant group is between the age ranges of 16 till 50; the mean being 28.44 with the standard deviation of approx. 7 years. In addition, the age range of the normal group is between the ages of 18 till 46; the standard deviation is 6. Table 3 however, presents the descriptive features of education demographic variables among the two applicant and non-applicant groups.

Table 3. Descriptive features of education demographic variables

Group	Variable	Min	Max	M	SD
Applicant	Education	5	18	11.23	4.87
Non-Applicant		7	21	12.59	5.17

As shown in Table 3 the range of education for sample selected individual is presented for cosmetic surgery applicants group i.e. between the ranges of 5 to 18 years with the mean of 11.23 and standard deviation of 5 years. The range of education for normal applicants is 7–21 years, the standard deviation in this group is 5 years.

Table 4. Descriptive features of marital status demographic variables

Group	Single	Married	Abundance	Percentage
Applicant	28	32	60	50
Non-Applicant	34	26	60	100

As indicated in Table 4 the marital status demographic variable of the sample cosmetic surgery applicants group is 28 single and 32 married while on the other hand the non-applicants is 34 single and 26 married. Yet, according to Table 6 there are some discrepancies in terms of the body image variables mean for the two groups of cosmetic surgery applicants and non-applicants yet whether these discrepancies are higher than ‘by chance’ and higher in discrepancy or not is not still specified. However, in order to test the discrepancy in view of the existence of few dependent variables with a minimum distance measurement between the two groups of applicants and non-applicants and also to test this hypothesis multivariate analysis of variance (MANOVA) was applied. Initially it was necessary to be ensured about multivariate analysis of variance assumptions based on the normality of the considered sample in terms of measured variable and homogeneity of variance among the two groups of cosmetic surgery applicants and non-applicants. For this purpose, Kolmogorov-Smirnov Z test normality assumption was used and for similarity of variance Levine test was applied, the output for each is presented below.

Table 5. Kolmogorov-Smirnov Z test for sample normality of body image

Variable	Normality		Homogeneity of variance			
	Slope	Kolmogorov-Smirnov Z	Sig	F	Sig	
Physical Appearance		0.08	0.94	0.33	1.16	0.14
Fitness		0.36	1.20	0.09	1.57	0.21
Physical Health	-0.13	0.89	0.10	0.21	0.7	
Body Satisfaction	-0.11	1.25	0.08	1.12	0.9	
Attitudes about Weight	0.16	1.07	0.07	0.08	0.77	

According to Table 5, the slope of the main variable in the sample under study will not go higher than ‘by chance’ or ‘random’ and is not statistically significant i.e. the studied features in the considered society have uniform and normal distribution. In other words, the considered characteristics do not have significant slope and individuals in

normal curve can be specified and interpreted and the obtained slope in the above Table arisen by random and error that do not have degree of reality. Hence, the normality of body image variable distribution in society is investigated.

Also, Table 6 shows that variance uniformity of the two groups in all research variables are insignificant which means that variance for the two groups of cosmetic surgery applicants and non-applicants there is no significance of discrepancy higher or at random. Therefore, the applied assumptions as Multivariate Analysis of Variance Test that reveal society normality and uniformity of variance in the two groups of cosmetic surgery applicants and non-applicants is established in a way that the use of Multivariate Analysis of Variance Test is permitted.

Table 6. The results of body image multivariate test

Variable	Value	F	df _{Hypo}	df _{Err}	Sig
Pillay Effect	0.63	38.79	5	110	0.001
Lambda Wilkes	0.36	38.79	5	110	0.001
Hotelling Effect	1.76	38.79	5	110	0.001
The Largest Root	1.76	38.79	5	110	0.001

Based on Table 7, significance of discrepancy does exist for at least one of the dependent variables between cosmetic surgery applicants and non-applicants such that in order to determine the discrepancy between the two groups univariate analysis of variance was used; the results are presented in continuation.

Table 7. The results of body image univariate analysis variance

Variable	SS	df	MS	F	Sig
Physical Appearance	1484.52	1	1484.52	44.97	0.001
Fitness	7064.42	1	7064.42	10.16	0.001
Physical Health	1640.67	1	1640.67	50.82	0.01
Body Satisfaction	3514.71	1	3514.71	51.40	0.001
Attitudes about Weight	2009.90	1	2009.90	88.82	0.001

As shown in above Table, in the five subscale of physical appearance (F=44.97, P<0.001), fitness (F=10.16, P<0.001), physical health (F=50.82, P<0.01), body satisfaction (F=51.40, P<0.001) and attitudes about weight (F=88.82, P<0.001) among the two groups of cosmetic surgery applicants and non-applicants there is significance of discrepancy. In other words, the discrepancy between the two groups rises above 'by chance' or 'random'. This discovery is in conformity with conclusions of Svest et al.(2009), Mohammad Panahardakan (2012), Budibba et al. (2008), Strickland (2004), Astroman and Kolberg (2006), Bresolin (2002), Kaplan and Rissing (2005), Marsh (2000), Behzadian nejad (2007), Pasha et al. (2008) and Assadi et al. (2012). To clarify this finding, it can be stated that although the degree of dissatisfaction and lack of individual bodies acceptance and personal effects can be used as influential motivational factor for tendency towards surgery but this factor alone cannot justify cosmetic applicants inclination towards surgery and their non-acceptance of body image and among this the essential role of socio-culture effects can be given a specific consideration. In fact, the role of advertising and media that institutionalize a specific model in individual and society mind as a symbol of beauty effectiveness lowers individual self-esteem and that causes rejection and poor body image and sees the only solution on transformation and cosmetic surgery. In reality individual vision of self-body does not only shape from his self-perception from own body but also highly effected by mediation of body from socio-cultural factors. In view of this issue, it can be asserted that a factor that leads to individual self-satisfaction and naturally useful constructive social behavior with others is self-body image and its compliance which augment individual self-confidence, self-esteem and assertiveness that instead of self-blame and isolation and exclusion from society will lead to constructive deliberation and intimate with others. Certainly the fact that people are dissatisfied with their body size and do not accept their body as it is and constantly think that in comparison with others their body is defective which in turn causes disparities and distinctive behaviour with others indicates the dramatic effects and media found ads and social values. Here media groups, peers and family have an effective role on how an individual is in acceptability of his own self and his body and how he respects both. Brian Turner believes that in the modern social systems has become the main activity in cultural political context. Still, the cosmetic industry in addition to offering special knowledge and skills to employers and persons growing importance foment those physical identity forms that are socially accepted. Behaviour is established in the wake of series of factors. Our pre-loop is intentional prior any behavioural outbreak. These intentions rely on trends and norms in relation with behavior. Attitude is a personal variable where one can evaluate self good or bad behaviour or the phenomenal. Norms reflect the influence and social pressure that a person feels or percepts in his performance. In the state that tendencies and norms are behaviourally positive intention to perform a certain behavior will increase. Yet, in case it is in contrast with tendencies and norms their relative potency can determine the subsequent intentional behaviour.

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