

Evaluation of Social and Familial Factors, with Focus on the Media in Increasing the Number of Cosmetic Surgery

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ABSTRACT

Psychological, social, familial, cultural factors and media are the strongest predictors influencing on the increase of different cosmetic surgical procedures. This study aims to evaluate the social, familial and cultural factors associated with women interested perform cosmetic surgery and analyze different psychological characteristics in women's willingness in various cosmetic surgical methods with focus on media. The study was based on 718 women aged between 18- 35 years in Tehran randomly who filled out the pre-prepared questionnaire. 53% of women would consider having various cosmetic surgeries. 27% of them performed liposuction, 17% breast augmentation, 10% rhinoplasty and 5.6% abdominoplasty. In this study, TV, Satellite, family and having been recommended different cosmetic surgery was significant predictors of rhinoplasty respectively. Whereas TV, divorce/ separation and eating disorders had the main associated with an interest in liposuction. It should be noted that having children was a noteworthy factor in abdominoplasty. Since watching satellite, western TV and social relationships within the family is an indicator of cosmetic surgery growth, should more closely survey the contents of the western media and also, further studies on the more attractive to local media content in order to avoid unnecessary cosmetic surgery done.

KEYWORDS: Social and familial factors, cosmetic surgery, media,

1. INTRODUCTION

Plastic surgery is a specialized branch of surgery which including cosmetic surgery and reconstructive surgery. According to the American Society of Plastic Surgeons [1], reconstructive surgery is often improve the functions and does not cause a significant change in its appearance, while cosmetic surgery changing the shape of normal structures or improving its appearance.

Despite the high price of cosmetic surgery, it should not be considered only for the upper socioeconomic level. Depend on the statistics from the American Society for Aesthetic Plastic Surgery [2]; 13 million cosmetic surgeries were done in 2010 in United States, although most of them (89%) were minimally invasive procedures such as Botox injections, fillers, chemical peels and laser hair removal. Also in 2011, nearly 12.1% million cosmetic surgeries were performed in the United States and not only 91% of clients were female but also half of them were between 40-45 years old [2]. However, in Iran cosmetic surgeries consumers are too younger.

As reported in [3], 41% of cosmetic surgery clients were less than 25 years of age and 65% were under 35 years. Although it is only 6 decades since the first aesthetic surgery was done in Iran [4], Iranian men spend more than 40million dollars on rhinoplasty and more than 80 million dollars on Botox injection annually [5] whereas according to American society of plastic surgeons, women are the main clients in cosmetic surgeries [1]. Studies showed that Iran has the greatest frequency of plastic surgery which has become a social matter instead of medical issue [6].

Breast augmentation, liposuction, blepharoplasty, abdominoplasty, breast reduction and rhinoplasty were the six priority of cosmetic surgeries which performed by women in the United States in 2011 [1].

The most important factors that influence on the great deal of interest of women in cosmetic surgeries are:

1.1 Psychological and behavioral factors:

Extraversion, Openness, Agreeability, Emotional stability and unconscious are the most important features that will change the amount of tendency in cosmetic surgery [7]. Mental factors such as depression, anxiety, self-harm, suicide and abuse of drugs and psychotropic substances [8], as well as psychiatric disorders including Body Dysmorphic Disorder (BDD), Eating disorders (anorexia and nervous gastronomy)[9], obsessive compulsive disorders and social phobia [10] can effects on the growing interest in women to do cosmetic surgery.

1.2 Social and Familial factors:

Family, relatives, knowing someone who had cosmetic surgery or have been recommended to do cosmetic surgery by others [11, 12], finding a better job or increasing chance to find a job, participate in parties, ceremonies and anniversaries have been found the most effective motivational factors in cosmetic surgery among women. According to [13], Family, close friends, classmates and colleagues (40%), are the main motivating factors for aesthetic surgeries specially participants under than 20 years of age (66.7%).

The most significant stimuli for doing blepharoplasty were parties, ceremonies (33.3%) whereas family, close friends, classmates and colleagues are the most motivational factors for clients who had undergone melanoplasty[13]. Cantrell (2012) showed that plastic surgeries may also increase the chances of becoming successful with the career.

1.3 Cultural factors and Media

Aesthetic perception of women is different from the time and between cultures [15]. Several studies have been done on the viewership between the media and favorable cosmetic surgery attitude [16, 17, and 18]. However, experimental studies indicate that great deals of interest on cosmetic surgery among the participants who watch advertises on these procedures are more than the participants who have never seen these programs [19, 18].

Sociological studies with an emphasis on fashion determined beauty as well as presented in cinema, magazines, internet and other media, encourage peoples to do cosmetic surgery [20]. Tait (2007) showed TV programs, magazines, internet and cosmetic surgery advertisement have certainly led to increasing the public awareness.

Studies showed that the main reason for young people and students to do cosmetic surgery is TV advertising influence [22]. It should be noted that TV programs especially western TV program in different regions led women tend to perform cosmetic surgery. A comprehensive study by [23], in more than 7000 individuals across 10 world regions indicated that age, BMI and western media exposure predicted body weight ideals, and body dissatisfaction drive to thinness with cosmetic surgery, while the outward internationalization of western beauty standards does not only concern weight issues. In eastern Asia, for instant South Korea and China, the frequency of Asian upper blepharoplasty is greater than other cosmetic procedures among Asian women [1].

The media effect is also studied by [24] where the media has created a lot of feeling pressure in stimulating in cosmetic surgery to strive for cultural ideals of beauty. 47% of women who have done cosmetic surgery have attracted an increasing interest in reading love stories and psychological books [25]. As mentioned in [13], the motivating factors in age range of 45- 50 years, not only were TV, satellite and cinema (42.9%) but also they are the most influencing factors for performing aesthetic surgeries in married women (30.8%).

More quantitative and qualitative researches that have been done in Iran concluded on 100- 150 subjects in cosmetic clinics or medical center [26, 27] and most of them demonstrated special cosmetic surgery such as rhinoplasty[28] or liposuction [29]. Present study was conducted randomly on 718 women aged between 18- 35 years throughout Tehran and evaluated the social and familial factors on the media in increasing the number of cosmetic surgery.

The aim of this study could be divided into two categories:

- 1- Identify social and familial factors associated with an interest in cosmetic surgery in Iran.
- 2- Identify psychological characteristics of women interested in different procedures (Liposuction, Breast augmentation, Rhinoplasty and Abdominoplasty).

2. MATERIALS AND METHODS

The name of 790 women aged between 18 and 35 years out of female individuals throughout Tehran were randomly drawn by the Statistical Center and general register office of Tehran in 2013-2014.

In order to respect participant's rights privacy and prevent the release of their personal information, after sending the invitation letter, a questionnaire containing 115 questions was sent by mail, and at the end, all questionnaires which inserted the identifying code by the participants returned. Based on quantitative and qualitative study, variables were assessed in the questionnaire were developed in two ways. Some of them were coded Yes/ No and some of them specified by using five points Likert single items.

The variables evaluated in this study were:

Familial variable including marital status (married, single and divorced/ separated), having children and quality of relationships with family and friends were recorded as Yes/ No questions, having exercise regulation and media (watching TV, Internet, Magazines) were specified by Yes/ No, (if Yes, how many hours per week), height, weight, indicators of social acceptance of cosmetic surgery was analyzed by both Yes/ No questions, and determining whether or not knowing someone who had undergone cosmetic surgeries and being recommended to do cosmetic surgeries. For diagnosis BDD like symptoms, the authors used MINI DSM IV Criteria [31].

Statistical analysis:

SPSS (19.0) and PAWS (18.0) statistics for windows used for the statistical analysis and the significant levels for the analysis were set at $P < 0.001$, $P < 0.01$ and $P < 0.05$.

3. RESULTS AND DISCUSSIONS

Investigating of social, familial and cultural factors that would anticipate a general interest in cosmetic surgery was one of the aims of this research. Quantitative analysis in this study shows that 53% of the participants reported that they would consider having cosmetic surgery while only 3.9% noted to have undergone cosmetic surgery. The main motivational factors for respondents were TV and satellite. 79% reported having one or several dissatisfaction in their appearance. Nevertheless 23% of those who did not report any beauty defects would still like to have cosmetic surgery.

Interest in cosmetic surgery, (i. e.) consideration of having cosmetic surgery, was in the multiple regression analysis independently predicted by having been social media (OR 2.91, 95%, CI 1.78- 4.93), having recommended to cosmetic surgery (OR 2.59, 95%, CI 1.53- 2.45), family and knowing someone who had undergone cosmetic surgery (OR 1.87, 95%, CI 1.53- 2.45), finding suitable job (OR 1.98, 95%, CI 1.27- 3.63), having BDD- like symptoms (OR 2.24, 95%, CI 1.36- 3.89), having children (OR 1.65, 95%, CI 1.35- 2.18), agreeability (OR 0.93, 95%, CI 0.78- 0.92), appearance evaluation (OR 1.70, 95%, CI 0.94- 0.97) and quality of relationship with parents (OR 0.90, 95%, CI 1.04- 1.09).

The interesting result of this study was that the satellite, cinema and internet (respectively) were involved in pushing women towards cosmetic surgery more than TV and magazines.

Another objective of this study was to identify characteristics of women interested in liposuction, breast augmentation, rhinoplasty and abdominoplasty (i. e.) with focus on media. The results of qualitative analysis of amount of interest in women in liposuction, breast augmentation, rhinoplasty and abdominoplasty show that 27% of the participants reported that they would meditate liposuction, 17% would consider breast augmentation, 10% rhinoplasty and 5.6% abdominoplasty. Long-term use of the media for several hours a day, family and having been recommended cosmetic surgery were significant predictors in the multiple regression analysis of liposuction, breast augmentation, rhinoplasty and abdominoplasty.

In this study, the important factors in rhinoplasty were satellite, family and being recommended cosmetic surgery. Statistical analysis also showed the OR of appearance evaluation in the interest of women to perform abdominoplasty more than twice as breast augmentation. Further, OR of BDD like symptoms in rhinoplasty was twice high compared to liposuction. The important point in the present study was that pregnancy and having children were interest factors in all cosmetic surgery except rhinoplasty. alternatively, of having children was 5 times greater in abdominoplasty compared to liposuction, whereas TV and being divorced/ separated were significant factors of interest in liposuction only.

Qualitative analysis in this study shows that long- term use of the media for several hours a day, being divorced/ separated and eating disorders was positively related with interest in liposuction. While knowing someone who had undergone cosmetic surgery was not significant factors of interest in rhinoplasty or liposuction in women with eating disorders. It seems that after social media role, knowing someone who had undergone cosmetic surgery or having recommended performing cosmetic surgery in the second influencing factor on performing cosmetic surgery.

Previous studies indicated that women who undergone breast augmentation are more consider to be divorced than controls [32, 33]. Basically in this research, education is related to watching TV programs and having the satisfaction from appearance evaluation and confirmed the results of [34] research. On the other hand, higher education is expected to result in higher income, and thus, can make aesthetic surgery affordable. Fountanaos et al (2007) demonstrated that more than half of the women who had undergone different cosmetic surgery had a university degree.

Influencing of media in this study is in agreement with the results of studies by [36- 38].Age was one of the most important points in present study; however it was not a significant factor of interest in cosmetic surgery and is in agreement with the results of [39, 40].

In this study, finding a job or job promotion was one of the main reasons for the desire to perform cosmetic surgery that agrees with the results of the study by [41]. In this research, one of the main reasons of interest in married women to perform various cosmetic surgeries was their partner's satisfaction and attention that confirms [13]. In Iran among the social media, satellite and internet has the key role more than magazines and internal TV program in pushing women to do cosmetic surgery [13] and due to the unavailability of internet and satellite in most families, that's one of the limitations of this study.

According to the Iranian association of surgeons, more than 28- 30% of clients who undergone the cosmetic surgery are not satisfied with these procedures. Therefore, it is suggested, before cosmetic surgery, they prepare a questionnaire for clients such as:

- 1- Why do you want to do cosmetic surgery?
- 2- Which factors encouraged you to do cosmetic surgery?
- 3- Who stops you to do the cosmetic surgery and their reasons?
- 4- What is your desire to have cosmetic surgery?
- 5- What do you lose if does not perform the cosmetic surgery?
- 6- Do you want to look like the special person after cosmetic surgery?

And etc., finally the answers review by psychologist. The age of tendency to do cosmetic surgery in Iran begins in adolescence and adulthood [3], it is suggested the questionnaire performed by students

and the answers review by the psychologist and prepare for them psychiatry programs, then if psychologist diagnostic some students need more special treatment like psychology, they give treatment before cosmetic surgery to prevent the factors un necessary cosmetic surgery.

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