



A REVIEW OF SOCIAL FACTORS AFFECTING WOMEN'S TENDENCY TO COSMETIC SURGERY

Georgiana Albina Căiță^{1,2}, Teodor Maghiar³, Florian Dorel Bodog³, Laura Maghiar^{1,2*}, Florica Voiță-Mekereș^{2,3}, Camelia Florentina Lascu¹

1. *Doctoral School of Biomedical Sciences, Faculty of Medicine and Pharmacy, University of Oradea, 410087 Oradea, Romania.*
2. *County Clinical Emergency Hospital of Oradea, 410087 Oradea, Romania.*
3. *Faculty of Medicine and Pharmacy, University of Oradea, 410087 Oradea, Romania.*

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ABSTRACT

Today, cosmetic surgery is known as one of the most popular surgeries in the world, but today the trend towards beauty as a social phenomenon has reached the stage of showing off and showing off. This issue is spreading day by day in society and the number of applicants is increasing day by day. The purpose of the present study was to investigate the social factors affecting women's tendency toward cosmetic surgery. Among the variables affecting cosmetic surgery, four variables had the largest effect. Based on the results of the analysis, social identity, social acceptability, emotional intelligence, and general self-efficacy had a significant effect on women's cosmetic surgery. The results show that women with a negative image of their body and low self-esteem, and on the other hand, paying attention to the role of social structures and social pressures, lead to such surgeries. Therefore, it seems that becoming sociable and gaining the value of respect in society can be effective in women's tendency to perform beauty procedures. Therefore, it is necessary to recommend women's in-depth attitude in various personal and social fields to correctly understand the sources of power in the family and society, for women to benefit from higher cultural and economic resources, and to express the complications and risks caused by cosmetic surgeries. It is suggested to organize pre-operative consultation centers in medical centers and beauty surgery clinics to explain the positive and negative aspects of such procedures.

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Introduction

In today's age, daily life has become a matter of personal choice; it means that people can do what they want and become what they want. Today, cosmetic surgery is considered one of the most common surgeries in the world, and its use is increasing. Cosmetic surgery is a reconstructive surgery that was initially used to remove congenital lesions, but in the later stages, it was used for cosmetic purposes [1, 2]. With the increasing demand for cosmetic surgery, numerous studies conducted in this field have identified factors such as dissatisfaction with body image, low attractiveness, body deformity disorder, social and interpersonal factors, cultural factors, the influence of media advertising and fashion as influencing variables on have introduced this trend [3-6]. Dissatisfaction with physical appearance causes people to change their appearance with invasive methods such as plastic surgery. Research findings show that fear of physical appearance and concern about body deformity are predictors of a desire for cosmetic surgery [7-9]. Cosmetic surgery has become a fashion and is considered a social status. Advertisements have influenced people's minds, and many of them turn to beauty treatments under the influence of advertisements. Many indicators of beauty have also changed among young people [1, 10]. Cosmetic surgery as one of the components of body management and physical manipulations is a historical practice that was widely used in ancient Egypt [11, 12]. Today, the reduction of plastic surgery costs compared to the past and recent advances in various surgical techniques have been very effective in increasing the demand for cosmetic surgery. These surgeries have become a seductive factor and a means of luxury for various people [13, 14]. Everyone, especially women, changes their body, face, and physique according to the beauty models promoted and accepted by society. Women have a strong psychological need to maintain and enhance

Corresponding Author: Laura Maghiar, Doctoral School of Biomedical Sciences, Faculty of Medicine and Pharmacy, University of Oradea, 410087 Oradea, Romania. E-mail: lauratodan@yahoo.ro.

their attractiveness. They are more sensitive to their body image than men are, although this situation is not the same in different cultures and races, and each culture has its ideals of beauty. In Iran, some statistics indicate about one million plastic surgeries per year, most of which seem to be done with the motive of beauty [15].

Body image satisfaction is particularly important because it has a positive relationship with self-confidence and even has a great impact on a person's personality. Previous studies have shown that women with a negative body image are more willing to change their bodies through cosmetic surgery [16, 17]. A study in Iran shows that beauty, as the main criterion for people's perception of their body appearance, is a category with strong social and cultural roots rather than an intrinsic nature [3]. In general, the human body is considered a part of its identity, and people always seek to achieve its ideal shape to find a suitable level of satisfaction [18]. The purpose of the present study was to investigate the social factors affecting women's tendency toward cosmetic surgery.

Results and Discussion

In this section, we will discuss four variables that had the greatest impact on women's tendency toward cosmetic surgery.

Social Identity is Related to the Tendency for Cosmetic Surgery in Women

Social identity is the definition that a person makes of himself about others and is formed based on membership in various social categories and groups. The identity of people is dependent on the perception of others, and the body as the most accessible place that can carry symbols representing identity in the representative cultures of modern societies is an identity principle. In general, the body is not a container that has fixed characteristics and changes continuously in the process of action and interaction with others, and in this process, human identity is also formed. Since the formation of identity is to some extent the process of differentiating oneself, one can distinguish oneself from others by adjusting the body. The results showed that social identity is related to body management, of which cosmetic surgery is a part. This is a point that Zokaei [19], Azad Aramaki and Chavoshian [20], and Mahmoodi *et al.* [21] also refer to. In the explanation obtained, it can be said that people who continuously monitor and manipulate the appearance and visible features of their bodies have a weak social identity. The basic premise of most body image research is that people tend to compare themselves with more beautiful people such as models or athletes (upward social comparison). The result of this comparison can be creating or intensifying dissatisfaction with one's appearance and then adopting risky behaviors such as eating disorders, cosmetic surgery, taking diet pills, etc. However, people with a strong personal and social identity, due to having specific beauty standards, make fewer comparisons and are not easily involved in dissatisfaction with their bodies. Due to cultural and social issues and the approval of body manipulation by peers and the prohibition of these people by families and the normative system of society, people may be affected by duality. This issue will be much more sensitive in adolescence. On the other hand, the emotional-emotional issues of adolescence may lead a person to a specific social identity, peers reinforce this identity, and to accept a specific social identity, a person is forced to manipulate or manage the body. In such a situation, due to the lack of readiness to enter an unfamiliar social identity and the suppression of one's feelings caused by the management or lack of management of the body, the person experiences symptoms of anxiety, depression, pain in parts of his body, anorexia and other symptoms of mental disorders. It shows itself. The conflict in the values of different groups with which a person is connected leads to the non-integration of social identity and the formation of multiple identities of the person, and this makes the person susceptible to procedures such as cosmetic surgery. This is consistent with the results of the research of Moinoddini *et al.* [22], and Rahimi *et al.* [23].

Acceptability and Social Acceptance Are Related to the Tendency for Cosmetic Surgery in Women

A person who wants to belong to the group, be loved by the group, accept group norms, and do some tasks and obligations and not do some others originates from the human need for approval. According to Goffman, women go towards body management to gain social acceptance and satisfaction with their bodies and present a desired image of their bodies, and they engage in extreme types of body management, including cosmetic surgeries, to attract the opposite sex. Appearance is an important part of a person's identity, and in social situations, it is immediately visible when dealing with others. Social acceptability is influenced by various factors, including matching with the norms of the peer group, personality and social skills, physical attractiveness, academic progress, intelligence, and acting appropriately in different situations. People, especially teenagers, who support their friends can communicate with their peers, and behave according to the norms of the peer group, enjoying high social acceptance. Social acceptability is one of the factors related to social anxiety [24]. A person who is not satisfied with his appearance turns to beauty treatments to reduce his social anxiety and increase his social acceptance. Since the body and physical appearance is one of the most important dimensions of human identity through which he can introduce himself to others and gain social acceptance, body management has become an important sociological and psychological phenomenon. These findings were in line with the findings of Abbaszadeh *et al.* [25], and Babaeifard *et al.* [26].

Emotional Intelligence is Related to the Tendency for Cosmetic Surgery in Women

Emotional intelligence has a positive and significant relationship with psychological well-being. The positive and significant relationship between emotional intelligence and psychological well-being means that psychological well-being increases with the increase in emotional intelligence. The research of Shojaie *et al.* [27], and Rajabi and Valadbeigi [28] are consistent with

this finding. People who develop their emotional skills are more satisfied in their personal and professional lives. These people are more flexible and proactive in responding to stressful stimuli and are less affected by stress. In emotional intelligence, some skills facilitate the processing of emotions and emotional information and cause coherence of thought. Therefore, those who pay attention to their feelings, identify and understand them, rebuild their moods, minimize the effects of stressful events, and deal with them easily, and as a result, they can improve their physical and mental health. Those who pay little attention to differentiation and reconstruction suffer mental rumination to understand their emotions. These ruminations, in the absence of differentiation and reconstruction attention, lead to long-term physiological arousal and will have negative consequences. People with high emotional intelligence have more flexibility to deal with problems and can withstand pressure and stress in a better way and deal better with issues and problems and are satisfied with their lives and generally look at the positive and bright aspects of life. In addition, people who can recognize control and use emotional abilities will have support that is more social, satisfaction, and mental health. Therefore, the level of emotional intelligence of a person has a significant contribution to his health and emotional development. Having emotional intelligence gives a person the ability to self-awareness, manage relationships, social awareness and communicate with others. In research, Adams concluded that the motivation of cosmetic surgery applicants who undergo this hardship is both physical and psychological. From the social aspect, these people turn to cosmetic surgery with the hope of positive physical changes and help with social or emotional changes. According to the explanations, people with high emotional intelligence will not resort to superficial and risky solutions such as cosmetic surgeries to reduce their negative feelings but will manage their negative feelings with the mentioned abilities.

General Self-Efficacy is Related to the Tendency for Cosmetic Surgery in Women

According to the results of the present study, the higher the self-efficacy, the more positive the body image and the lower the desire for body management behaviors, such as cosmetic surgery. This result is in line with the research findings of Zarei and Zarei [29], and Naderi *et al.* [30]. In explaining the findings, it can be said that self-efficacy is a stable and clear feeling of a person's ability and ability to cope with many stressful situations, and it refers to the feeling of self-esteem and self-worth in dealing with life. According to Bandura [31], self-efficacy means believing that we can cope with different situations. Those who are very self-sufficient expect to succeed and often succeed, and those who are not so self-sufficient have doubts about their abilities to do their homework and therefore are less successful, hence their low self-esteem. People with low self-efficacy feel helpless and unable to exercise control over life events, believing that any effort they make is futile. When they face obstacles, they feel powerless because they have concluded that nothing they do will change the situation. Low self-efficacy can destroy motivation reduces aspirations, interfere with cognitive abilities, and adversely affect physical health. People with high personal efficacy believe they can effectively deal with events and situations they encounter. Since they expect success in overcoming problems, they persevere in assignments and often perform at a high level. They see problems as challenges rather than threats and actively seek new opportunities. High self-efficacy reduces the fear of failure, raises the level of aspirations, and improves problem-solving and analytical thinking. Self-efficacy affects the level of stress mental pressure and depression caused by threatening situations. People with high efficiency in stressful situations reduce their level of psychological pressure; But people with low self-efficacy in controlling threats experience high anxiety expand their inefficiency and see many aspects of the environment as risky, which can cause stress and mental pressure. Such people are more inclined to temporary solutions to reduce mental pressure and anxiety caused by them.

Conclusion

Social factors influencing women's tendency to cosmetic surgery were the main goal of this research. Among the variables affecting cosmetic surgery, four variables had the largest effect. Based on the results of the analysis, social identity, social acceptability, emotional intelligence, and general self-efficacy had a significant effect on women's cosmetic surgery. The results show that women with a negative image of their body and low self-esteem, and on the other hand, paying attention to the role of social structures and social pressures, lead to such surgeries. Therefore, it seems that becoming sociable and gaining the value of respect in society can be effective in women's tendency to perform beauty procedures. Therefore, it is necessary to recommend women's in-depth attitude in various personal and social fields to correctly understand the sources of power in the family and society, for women to benefit from higher cultural and economic resources, and to express the complications and risks caused by cosmetic surgeries. It is suggested to organize pre-operative consultation centers in medical centers and beauty surgery clinics to explain the positive and negative aspects of such procedures.

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