

Cosmetic Surgery, What Are the Causes of Iranian Women's Desire

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ABSTRACT

BACKGROUND

Cosmetic surgery has become increasingly popular in recent years. In some cases, cosmetic surgery caused some complications and does not create a durable improvement of quality of life. The present study aimed to evaluate the affecting factors of tending to cosmetic surgery among women in Ilam, Iran.

METHODS

In a case-control study, the case group included 98 women admitted to the cosmetic surgery clinics. As well as, 102 women admitted to other clinics considered as a control group. Simple random sampling method was used. All women without obvious physical defects and known mental disorders were enrolled in the study. Study data were collected using demographic, Multidimensional Scale of Perceived Social Support and Cohen Perceived Stress Scale. The χ^2 test was used to test the categorical variables. However, if the expected values for each cell of the table were less than 5, then the Fisher's Exact test was used. Logistic regression model was applied to compute OR.

RESULTS

The relationship between educational level and occupation with cosmetic surgery were statistically significant. Social support from friends and others was significantly associated with cosmetic surgery. Social support and perceived stress was not different among women with and without cosmetic surgery. The logistic regression analysis showed that higher education level, being a housewife, and external supports had a significant relationship with cosmetic surgery.

CONCLUSION

Factors including higher education level, being a housewife and external supports are important affecting factors for cosmetic surgery among women in Ilam, Iran.

KEYWORDS

Cosmetic surgery; Cause; Women; Iran

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INTRODUCTION

Today, cosmetic surgery procedure is one of the most attractive in medicine that has become increasingly popular in recent years.

Although the cosmetic surgery is divided into two groups including medical and non-medical motives, evidence shows that a large number of the cosmetic surgery have not medical reasons. Unfortunately, most people do cosmetic surgery just to change their appearance.¹ According to the International Society of Aesthetic Plastic Surgery (ISAPS), more than 23 million cosmetic surgeries were carried out in the world in 2013. However, the US has the highest prevalence with almost 16 million cosmetic surgeries in 2014,² but also, Iran is among the countries with the highest global statistics worldwide. Overall, women do cosmetic surgery more than men, so that about 92% of cosmetic procedures were performed on women.

However, most individuals are pleased with the outcome and felt better about themselves after cosmetic surgery,³ should never be neglected that cosmetic surgery does not create a durable improvement of quality of life and mental health of individuals.^{4,5} Important point that even, in some cases increased the risk of suicide and death in individuals who have done some cosmetic surgery.^{6,7} An important question here arises, why individuals accept and take action when there is no need to perform cosmetic surgery? In response to this question, several studies were carried out in different places of the world.⁸⁻¹⁰ According to the assumptions about the causes of tending to cosmetic surgery and skyrocketing these injuries in Iranian, especially among women in Ilam, in the present study, we evaluated the affecting factors of tending to cosmetic surgery among women in Ilam, Iran.

MATERIALS AND METHODS

In a case-control study, 200 women admitted to Ilam, Iran specialized clinic were evaluated. The case group included 98 women admitted to as the cosmetic surgery clinics. As well as, 102 women admitted to other clinics were considered as control group. Simple random sampling method was used as we mentioned previously.^{11,12} In Iran, there are 6 working days per week, from Saturday to Thursday and researcher dedicated the sampling for three days in a cosmetic surgery clinic and three days to other clinics, each week. All women wanted to participate in the study, without obvious physical defects and known mental disorders were enrolled in the study. Although duplicate samples were excluded.

In the present study, the social support and perceived stress were considered as independent variables. The cosmetic surgery was considered as the dependent variable. All factors such as the age, marital status, educational level and occupation were considered as confounding factors. Study data were collected using demographic, Multidimensional Scale of Perceived Social Support (MSPSS) and Cohen Perceived Stress Scale (PSS).¹³ The MSPSS is provided by Gregory D. Zimet (1988).¹⁴ The MSPSS has a good internal and test-retest reliability as well as construct validity. In the current study, the 12-item of MSPSS version were included as three subscales, each addressing a different source of support. The MSPSS subscales included family, friends, and others. Five points Likert scoring that included 'totally agree' to 'totally disagree' were used to determine the participant's responses.

The PSS is a famous instrument that published in 1983 by Cohen. The PSS has been widely used in studies assessing the stress fullness of situations. The PSS has third versions of 4, 10 and 14 items that were used to assess perception of stress in the past months, while the 14-item version was used in the current study. Seven positive items assessment of the level of ability to cope with external stress during the past month was applied, while 7 negative item assessed the lack of control and negative emotional reactions. A previous study confirmed the reliability of the PSS among university sample (0.82).¹⁴ Five points Likert scoring included 'always' to 'never' were used to determine the participant's responses.

After data collection, analysis was carried out with IBM SPSS for Windows (version 20.0. IBM Co., Armonk, NY, USA) using descriptive statistic. The χ^2 test was used to test the categorical variables. However, if the expected values for each cell of the table were less than 5, then the Fisher Exact test was used. Logistic regression model was applied to compute Odds Ratio (OR) with confidence interval of 95% (95% CI). A P-value less than 0.05 was considered as significant level.

RESULTS

Why women tend to undertake cosmetic surgery in Ilam? In order to find answers to this question, 200 women admitted to Ilam, Iran, specialized clinic were studied. The most frequent age group

was reported in 21-30 years women (64%). About, 53% of studies women were married. Based the results of the present study, the relationship between educational level and occupation with cosmetic surgery were statistically significant, while there was not a significant relationship between age, and marital status with cosmetic surgery. Demographic characteristics and other factors related to cosmetic surgery were presented in Table 1.

In the present study, factors including the perceived social support and perceived stress were considered as risk factors of cosmetic surgery among the study participants. Is difference for the frequency of cosmetic surgery among different subgroups of perceived social support and perceived stress? The results of the present study indicated that social support from friends and others were significantly associated

with cosmetic surgery among Iranian women. While social support and perceived stress were not different among women with and without cosmetic surgery (Table 2). The logistic regression analysis showed that higher education level, being a housewife, and external supports had a significant relationship with cosmetic surgery among women in Ilam, Iran ($p < 0.05$) (Table 3).

DISCUSSION

Today, the dissatisfaction of the appearance and reform with cosmetic surgery is growing with incredible speed, especially among women than men.¹⁵ Considering the complications and consequences of cosmetic surgery, demanding a review of desire in hopes of changing the situation. Previous studies have pointed

Table 1: Demographic characteristics and other factors related to the cosmetic surgery between the studies participants.

Characteristics	Group*		Total, N	p value [†]
	Case	Control		
Age (years)				0.832
21-30	62 (48.8)	66 (51.6)	128 (100)	
31-40	36 (50)	36 (50)	72 (100)	
Education level				0.000
Non-academic	12 (37.5)	20 (62.5)	32 (100)	
Academic				
Associate	12 (85.7)	2 (14.3)	14 (100)	
Bachelor	68 (54)	58 (46)	126 (100)	
Master or higher degree	6 (21.4)	22 (78.6)	28 (100)	
Marriage status				0.264
Married	50 (53.2)	44 (46.8)	94 (100)	
Single	48 (45.3)	58 (54.7)	106 (100)	
Occupation				0.001
Housewife	12 (25)	36 (75)	48 (100)	
Student	24 (52.2)	22 (47.8)	46 (100)	
Employed	54 (60)	36 (40)	90 (100)	
Others	8 (50)	8 (50)	16 (100)	

Values are presented as number (%), [†]Calculated by chi-square test

Table 2: Association between cosmetic surgery with perceived social support and perceived stress between the studies participants.

Characteristic	Group*		t	p value*
	Case	Control		
Perceived Social Support				
Family support	16.92±2.77	16.66±2.52	0.686	0.494
Friends support	15.36±3.44	14±3.30	2.84	0.005
Others support	16.54±3.04	15.22±3.12	2.91	0.004
Perceived stress	24.62±6.23	23.74±5.52	1.03	0.304

*Mean±SD

Table 3: Association between cosmetic surgery and other variables using logistic regression analysis between the studies participants.

Characteristic	OR (95% CI)	<i>p</i> value*	Adjusted OR† (95% CI)	<i>p</i> value‡
Age (years)		0.832		0.971
31-40	1.0 (reference)		1.0 (reference)	
21-30	1.06 (0.6 -1.9)		1.01 (0.53- 1.93)	
Education level				
Academic		0.001		0.003
Master or higher degree	1.0 (reference)		1.0 (reference)	
Bachelor	0.45 (0.14-1.44)		0.5(0.15-1.64)	
Associate	0.5(0.01-0.26)		0.05 (0.01-0.31)	
Non-academic	0.23 (0.1-0.61)		0.26 (0.1-0.7)	
Marriage status		0.265		0.08
Married	1.0 (reference)		1.0 (reference)	
Single	1.37 (0.79 -2.4)		0.56 (0.29-1.07)	
Occupation		0.002		0.000
Employed	1.0 (reference)		1.0 (reference)	
Student	1.38(0.67-2.81)		1.24(0.54 -2.82)	
Housewife	4.5(2.07-9.79)		6.85 (2.76 -17)	
Others	1.5(0.52-4.36)		1.83 (0.57-5.92)	
Perceived Social Support				
Family support	0.96 (0.87-1.07)	0.506	0.95(0.85-1.06)	0.378
Friends support	0.9 (0.82-0.98)	0.013	0.89 (0.81-0.97)	0.009
Others support	0.88 (0.8-0.96)	0.005	0.86 (0.78-0.95)	0.004
Perceived stress	0.98(0.93-1.02)	0.344	0.98(0.93-1.02)	0.413

OR, odds ratio, CI, confidence interval. *Calculated by univariate logistic regression analysis. †Adjusting for age, marital status, educational level and occupation as confounding factors. ‡Calculated by multivariate logistic regression analysis.

out that in addition to demographic factors, psychological and social factors play a role in the desire to cosmetic surgery.^{16,17} So the current study aimed to determine the risk factors for cosmetic surgery among women in Iran.

Our results demonstrated that there were statistically significant relationships between educational level and occupation with cosmetic surgery. Previously, confirmed the relationship between educational level and cosmetic surgery. Clearly, individuals with a college education had more cosmetic surgery than those with lower education levels.¹⁸ We found that women, who received social support from friends and others, had more cosmetic surgery. Receiving of social support increases the self-concept and improve the body image. In fact, proper social protection causes people to adopt appropriate coping strategies when faced with stress.¹⁵

We found the higher perceived stress among women with cosmetic surgery than women without cosmetic surgery. Although this difference was not statistically significant. Certainly high stress levels increase life dissatisfaction. So it is reasonable to expect individuals to do things

to change the situation. Our logistic regression analysis showed that higher education level, being a housewife, and external supports had a significant relationship with cosmetic surgery among our study participants. Actually, we expected higher prevalence of cosmetic surgery among employed women than housewives.

As the researchers expected, it is due to have better financial situation among employed women.¹⁸ But, our results showed that the risk of cosmetic surgery is about 7 times more among housewives women than employed women. Perhaps the difference in our results with the previous study is related to other affecting factors such as differences of the self-esteem, psychological problems¹⁵ and free time among employed and unemployed women. We could say that the several factors, including higher education level, being a housewife and external supports are important affecting factors for cosmetic surgery among women in Ilam, Iran.

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CONFLICT OF INTEREST

The authors declare no conflict of interest.

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