

Examining the relationship between concern about body image and fear of negative evaluation by others with the tendency to cosmetic surgery; The moderating role of existential thinking

Abstract

Background: Cosmetic surgery has many negative psychological, economic, social, cultural, and family consequences, so it is necessary for doctors and treatment staff to be aware of psychological symptoms and mental health status of patients.

Aim: The present study aims to determine the relationship between concern about body image and fear of negative evaluation by others with the tendency to beautify. The moderating role of existential thinking in patients seeking cosmetic surgery has been completed in 2022.

Materials and methods: The purpose of this research is practical, and in terms of methodology, the correlation was of the path analysis type. Its statistical population was all those who requested cosmetic surgery to the selected clinics of Ardabil province in 2022, of which 220 people were selected by purposeful sampling; Then they responded to the short form questionnaires of Lori's fear of negative evaluation scale (1983), Scherer's existential thinking scale (2006), Littleton et al.'s body image concern scale (2005) and Etamadi Far and Amani's tendency scale for cosmetic surgery (2013). . In order to analyze the data, descriptive statistics, Pearson's correlation test and statistical method of path analysis were used.

Results: The results show that the structural model of the research has a good fit. It was also found that the tendency to beautify has a significant positive correlation with fear of negative evaluation by others, concern about body image, dissatisfaction with appearance and interference in performance. Also, the tendency to practice beauty has a significant negative correlation with existential thinking ($P < 0.01$). In addition, the variables of fear of negative evaluation by others and worry about body image are directly and indirectly related to the tendency to beautify through existential thinking.

Conclusion: It can be concluded that it is necessary to carry out the necessary planning to reduce the concern about body image, fear of negative evaluation and to improve the existential thinking of people who want to undergo cosmetic surgery.

Key words: fear of negative evaluation by others, concern about body image, existential thinking, tendency to beautify.