

Original Research Article

Study reasons and motives women tend to Rhinoplasty in Ardabil city

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ABSTRACT

Background: Cosmetic surgery known as prevalent surgeries in the world that annually thousands of people are undergoing cosmetic surgery to change their appearance. Each year more than 200000 cosmetic surgery have been done on patients 18 years and low and about 390000 of them included surgeries such as breast, cosmetic, abdomen and nose. Iran in terms of plastic surgeries performed proportion to total population is located in the first rank of the world. Studies showed that social and mental factors have main role in doing these surgeries. So, the aim of this study was to evaluate the reasons and motives women tend to Rhinoplasty in Ardabil city.

Methods: This descriptive-cross sectional study has been done on 120 women 15-50 years referred to cosmetic surgery clinics and centers. Samples selected randomly from centers which doing Rhinoplasty and data collected by a research base questionnaire including information about demographic data, causes and motive of women tend to Rhinoplasty.

Results: Most of women were in the age group 15-20 (39.1%). 56.7% of women were married and 45% were housekeeper. 15% of women have history of psychological diseases and 58.3% have history of doing surgery in their family.

Conclusions: Results showed that self confidence known as important factor in Rhinoplasty. Personality characteristics, social conditions and environmental factors play an important role in women tend to cosmetic surgery. So, we need doing studies in big samples for recognize the dimensions of effective factors in doing Rhinoplasty among women.

Keywords: Ardabil, Cosmetic surgery, Rhinoplasty, Self-confidence

INTRODUCTION

Cosmetic surgery has been done for change the body style in absent of diseases, damage and wound or congenital malformation and hereditary and also can be an effective factor in promotion QOL.¹ According to the American Society of Plastic Surgeons, 8.3 million cosmetic surgery had been done in 2003 which compare

to 1997, this rate can be increased and in year 2008, this number reach to 12.1 million.²⁻³ Iran has the world highest rate of cosmetic surgery and based on reports, Iran in terms of performed plastic surgeries is located in the first rank of the world proportion to total population.⁴

There are many reasons for doing surgery between women which can be dissatisfaction with appearance,

acquiring the ideal appearance, gender, income and social class.⁵⁻⁶

Also, of positive changes which occurred in person's moral after surgical we can point to self-satisfaction, increased self-confidence and self-esteem.⁷⁻⁸

Meanwhile, advances in beauty surgical techniques, fashion and beauty magazines and television advertising are influential reasons in pushing people towards cosmetic surgery. Magazines and newspapers are usually introduced modern methods of cosmetic surgery and caused dissatisfaction of the people of their appearance.^{3,9}

Due to increasing cosmetic surgery that most of the audience is young people, few studies have evaluated the risks of cosmetic surgery on adolescents. For example, there are no epidemiological study and or clinical trial in the long-term risks or safety of surgeries such as liposuction or breast augmentation on young girls. As the demand for cosmetic surgery is increasing, identification important and affecting factors for this increase by health service staff are essential.¹⁰

One of the most common cosmetic surgery in Iran was Rhinoplasty that high rates of Rhinoplasty surgery was in Iran cities, especially in Tehran that has been received international attention. So that Western media have dubbed Tehran as the world capital of Rhinoplasty and estimated more than 35000-70000 cosmetic surgery has been done in Iran annually.¹¹

All studies showed that the rate of cosmetic surgery in women was more than men and in some studies this rate reach to 75%. So, there are two viewpoints in widespread of cosmetic surgery among Iran women that none extend to all Rhinoplasties: First is women in Iran due to have women in Iran over the Islamic veil all parts of their body except the face and hands covered, so want with a small and relatively inexpensive surgery have a big change in their face. The second view is that Rhinoplasty is known as self-care mechanisms of individualism in western-style and modernity.^{8,11,12}

Many studies have been done on the benefits and risks of cosmetic surgery for example their mental benefits. Psychological and social consequences of cosmetic surgery is various on the people. The study on 711 women candidates for cosmetic breast surgery showed that this surgery decreases the rate of stress and increase the self-satisfaction in women. The high rate of satisfaction is in Rhinoplasty surgery but some of mental disorders after surgery is seen in 55% of patients and their characterized known as an effective factor in them tend to Rhinoplasty.⁷

METHODS

This is a cross-sectional study that has been done on women in age group 15-50 years which referred to

cosmetic surgery centers and clinics in Ardabil. Samples selected randomly from all Rhinoplasty centers in Ardabil. Totally 120 women entered in study for four weeks. Data collected by a research based questionnaire which its validity and reliability checked before according scientific methods. Before study we take consent form from all women and collected data analyzed by statistical methods in SPSS.¹⁶

RESULTS

In this study, of all women most of them were in age group 15-25 years (39%).

Married, housekeeper and women with academic education with 69%, 45% and 63% were in the firsts ranks, respectively. 85% of women not have mental history. 41.7% of patients stated that none of their relatives have cosmetic surgery history (Table 1).

Table 1: Demographic and characterized of study women referred to Rhinoplasty.

Variables	Category	n	%
Marital status	Married	83	69.2
	Single	37	30.8
Education	Non-academic	44	36.7
	Collegiate	76	63.3
Occupation	Employee	14	11.7
	Self-employment	25	20.8
	Housekeeper	54	45
	Unemployed	27	22.5
Income (million)	<1	24	20
	1-2	50	41.7
	>2	46	38.3
History of surgery in family and friends (person)	no	50	41.7
	1-5	48	40
	>5	22	18.3
Mental health history	Yes	18	15
	No	102	85
Age groups	15-25	47	39.1
	25-35	45	37.5
	>35	28	2.4

In this study, four effective items on women tend to cosmetic surgery such as family, friends and acquaintances, advertising, meditation and mass media, importance of community regard and culture, self-esteem and negative phantasm. Among our study women, lower self-esteem and negative phantasm with 59% are the importance factor. 65.8% of women stated that they have decided for doing surgery after study, research and collected necessary information and 64% of them have awareness about the surgery side-effects.

55.5% of women belief that Rhinoplasty can improve mental condition of them and increase their vitality and sense of their satisfaction of their appearance.

After self-esteem, friends and acquaintances with 57.5% known as effective factor. 60% of referral women to cosmetic surgery, judgment of friends and realities about their face know important and most of them believe that after doing surgery their friends and realities are popular them better than before.

This study showed that advertising and mass media are the effective factors in society and about 61% of them agree with this state that new patterns and models put priority on women's beauty and on the one hand more than half of women stated that cosmetic surgery advertising in magazines and internet sites caused women are more likely to be sensitive to their appearance. The importance of society idea and culture is one of the studied items that about 43% of women pointed it. Our study showed that having a beautiful appearance perfect is considered as one of the criteria for mate selection. Today, women have more obsessive attention to their appearance and beauty. Low effective factor in our study was family role with 26.7% and this study showed that doing a cosmetic surgery in one of the family members not more effect on other members decide and other factors such as low self-esteem and negative Phantasm have main role in women tend to rhinoplasty (Figure 1).

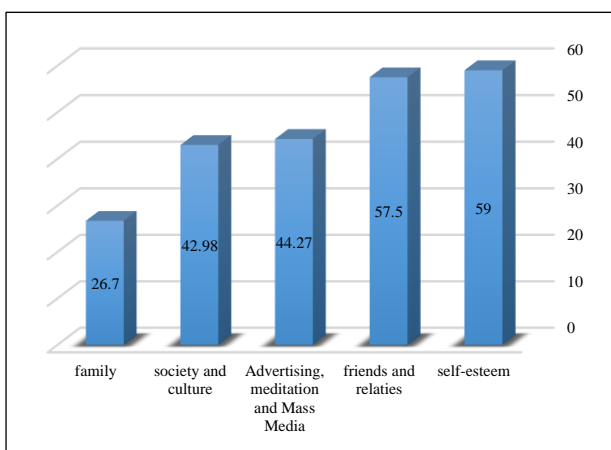


Figure 1. Reasons for women tendency to Rhinoplasty.

DISCUSSION

In this study, five effective factors on women tend to cosmetic surgery were orderly self-esteem and negative phantasm, recommendation of friends and acquaintances, advertising, meditation and mass media, community and culture and in the last family. As can be seen the lack of confidence and negative imagery in this study were identified as the most important factor which other research has confirmed this. For example, in the studies done about relation between cosmetic surgery and body image results showed that there is a relation between them.¹³⁻¹⁵ In first time, Wright in 1975 studied the relation between characterized of people and Rhinoplasty.¹⁶ Recent studies showed that motivation to

Rhinoplasty is a combination of mental and personality factors. Zojaji et al in a study about the prevalence of personality disorders in patients referred to cosmetic surgery and showed that people with special characterized in compare with normal person have more tendency to Rhinoplasty as well as more studies pointed to the low self-esteem and negative phantasm in these patients. Also, these studies showed the higher rate of satisfactions in people after referred to Rhinoplasty compare to other surgeries.^{7,17} Studies showed that Body Dymorphic disorder is the strong predicted factor for tend to cosmetic surgery among people.¹⁸⁻¹⁹

Sørlien T in a study showed that body dysmorphic disorder is defined as a mental confrontation with the imagined defect in appearance.²⁰ So that the individual has little physical abnormality but a significantly excessive worry.^{3,21} In our study low self-esteem and negative phantasm are the main factors in women tend to Rhinoplasty which similar to other study results. Also, most of women in our study despite awareness of surgical complications want to have Rhinoplasty and say that cosmetic surgery will have positive psychological in future.

Since women have more interactions than men on issues related to their appearance and beauty and most of them expressed their opinions about the appearance and beauty, so friends and family can be considered as influential to encourage them to have cosmetic surgery which the result of our study confirmed this hypothesis. In a study done by Ehyayee et al, in Tehran, results showed that the most effective factor to tend women to Rhinoplasty in the first rank was self-esteem and in the second degree was recommendation of friends and relatives of patients. Mianroodi et al, in a study showed that more than half of female students who were interested in cosmetic surgery, have Rhinoplasty among their friends and relatives.¹² In another study done on 5970 cases with motivation to cosmetic surgery, determined that most people with upper age for doing cosmetic surgery need for a foreign confirmed by their friends although these people have motivation for cosmetic surgery or Rhinoplasty from youthful.²²

A review of studies showed that the impact of patients, in particular young women from relatives and friends play an important role in pushing them toward cosmetic surgery that our study showed this influence. Another effective factor on Rhinoplasty was the impact of the media and advertising, TV commercials, magazines and journals, social networks such as Facebook and Twitter and satellites with the introduction of modern methods of cosmetic surgery affect their contacts.²³⁻²⁵ While some studies showed the role of family is more important, the least influential factor in this study was family in the last place of ranking factors. Since most of referral patients to cosmetic surgery are young, so the final decision for doing surgery related to their physician, parents and family.²⁶

In Khanjani et al study, the member of family especially mother, sister and father and brother have main role in actuate patients to cosmetic surgery.¹² Since in our study, influential of patients by family is in low. In our study, most of women were in age group 15-22 and the mean age of women in our study was lower than Veale and Babuccu studies.^{8,17,20,22,27} So one of the things that should be noted about cosmetic surgery, is that patients who are young in age and some of them were in growing age. Here the role of plastic surgeons is important that a correct judgment about whether a young woman is a good candidate for doing cosmetic surgery or not.¹⁰ In line with other studies in our study the academic education have main role in deciding women for doing cosmetic surgery.²⁸ In some studies lower education stated as an influential factor in tendency women to cosmetic surgery but in some studies higher education have main role.^{3,9,20,29} In our study most of women were married and housekeeper and in other studies most of women were single, employee and university students.^{17,28,30,31} In line with other studies in our study most of women were from families with moderate income.¹¹

In the present study, the mental history of women are studied but no significant relation was found, although the majority of young volunteers in terms of this type of surgery in this study should be noted. In different ages, people invest on different aspects of their body based on the importance ascribed to it, and emphasizes the others ideas about this aspect, when society focuses on physical attractiveness, especially for women, the concerns about the body gradually provided in future among them.³² In this study we discussed on the role of community and culture on women tend to cosmetic surgery and Rhinoplasty and it seems that society and culture are the influential factors but their effects as lower than self-esteem and friends recommendation.

CONCLUSION

As the increases demand for cosmetic surgery, particularly Rhinoplasty identify major factors contributing to this increase seems to be necessary and important. Due to cultural, social and environmental differences in each region with other regions and also due to upper discussion and the increasing trend of Rhinoplasty in Iran, doing future studies to determine the several and unclear reasons for this increase is necessary.

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