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Sociological Study of Women's Motivation for the Tendency toward Beauty Surgeries

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A B S T R A C T

The social factors affecting the tendency of women to aesthetic surgery were the goal of the study. In this research, the views of various scholars such as Gaffman, Turner, Veblen, Bourdieu, and Homens were used. The aim of this research is to examine the motivation of women from the tendency toward beauty surgeries and typologies of all of them, the mindset of activists about the body, and ways of making such a situation accessible to individuals in order to interfere with the body. According to the results of this study, the motivation of women to perform beautiful acts is classified into two general categories of personal motives (self-motivating motives) and transpersonal motives (self-motivating motives). How we understand our body may affect our ability to interact with others and affect the responses that others give us. This impression affects the way we experience our bodies in everyday life. Also, this perception can affect our sense of self, the extent to which we trust in social situations and the nature of our social relationships. The most motivating factor in women's tendency to these surgeries is the acquisition of beauty as a factor in promoting self-esteem. And this desire, on the other hand, is influenced by individual characteristics and, on the other hand, is influenced by external requirements. In single people, people with higher education, people with a negative image of their bodies and those with lower self-confidence tend to be more beautifully surreptitious, and family, friends, family, spouse, doctors, satellite and television, In turn, they are effective in provoking this tendency.

Keywords: Conception Of The Body, Women, Tendency To Cosmetic Surgery, Social Status, Tendency To The Opposite Sex.

INTRODUCTION

With the advent of the new age, certain types of apparel and physical deeds are of particular importance. In many prehistoric cultural arenas, the body's overall appearance was in general consistent with standards based on traditional criteria. The manner of dressing the face and the choice of clothing has always been somewhat a means of expressing individuality, but the use of this device was not usually easy or not at all desirable. The appearance of a person is more than a representation of the identity of our conception of the body (Brod, 2019; Featherstone, 2017; Giddens, 1991).

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How we understand our body may affect our ability to interact with others and affect the responses that others give us. This impression affects the way we experience our bodies in everyday life. Also, this idea can affect our sense of self, the extent to which we trust in social situations and the nature of our social relationships (Scott & Morgan, 2004). Human beings are always in the process of inventing ways to anesthetize their body, which is different in different circumstances and times.

By making a change in the body, you have been amazed at the satisfaction of your physical and spiritual needs. With the advancement of medical science, cosmetic surgeries in the present era are considered as one of the examples of body manipulation for aesthetic purposes. Shrinking the nose, enlarging the lips, making elaborate cheek, enlarging your breasts, squeezing your abdomen, narrowing your thighs, smoothing wrinkles and pulling your skin, are one of the many years that many women have to gain beauty. Exercise their own body. Today, cosmetic surgeries are one of the most common surgical procedures in the world, and the number of applicants is increasing day by day.

In 2000, in the United States, the number of people undergoing cosmetic surgery was about 1.3 million, an increase of 98% compared to 1992 (Valikhani & Goodarzi, 2017; von Soest, Kvaem, Skolleborg, & Roald, 2006). In 2006, in the United States, with a population of 300 million, 10 million cosmetic surgeries were performed. This is the statistics provided by the American Society of Surgeons of Plasma (Gilman, 1998).

In Iran, nasal Cosmetic has grown from the late 60's, with women most of its clients; however, in recent years, men have also been among those seeking aesthetic nose surgery. According to the statistics, Iran is one of the countries that has the most number of nose surgery in the world. The Iranian Nasal Surgeons Association has announced this rate, saying that cosmetic nose surgery in Iran is seven times that of the United States. According to the report, more than 80,000 autistic surgeries annually are conducted annually in Iran, according to the Iranian Society of Surgeons Survey. The issue that we are investigating in this study is women's mentality as actors who tend to perform cosmetic surgeries. The changing of cultural patterns and lifestyle and its impact on the body of individuals in society, given the status of Iran in terms of statistics in the world in the field of these surgeries and the widespread acceptance of women from these surgeries, requires analysis of causes and motives the tendency of women to pay attention to cosmetic surgeries. In this research, we seek answers to the following questions: What is the motivation of female activists for the tendency to beauty surgeries? What is the mindset of the activists about the body and the ways in which this situation can be meaningful through individuals in order to interfere with the body?

RESEARCH BACKGROUND

Considering the prevalence of cosmetic surgeries in Iran in recent years, many studies have been carried out, especially with the sociological look with different methods and tools in the country. The results of this study show that the most motivation for women's tendency to these surgeries is to introduce beauty as a factor in promoting self-esteem, and this desire, on the one hand, is influenced by individual characteristics and from the other side is influenced by external requirements. In single people, people with higher education, people with a negative image of their bodies and those with lower self-confidence tend to be more beautifully surreptitious, and family, friends, family, spouse, doctors, satellite and television, In turn, they are effective in provoking this tendency. Garnham (2013), in a research examined the tendency of young girls to undergo aesthetic surgery in the framework of Veblen's prosperity class theory and her social patterns, such as financial ownership.

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In this research, discourse analysis method has been used to analyze the conversations obtained from semi-structured interviews, and the results have been obtained that students, instead of material ownership, have a sign of ownership and as a cultural-social force. Instead of financially eye-catching eyes, they are turning into a semblance of beauty. Swami, Chamorro-Premuzic, Bridges, and Furnham (2009), conducted a research entitled "Acceptance of cosmetic surgery: Personality and individual difference predictors". The main objective of this research is to analyze and explain the social factors associated with cosmetic surgery and find that the variables of cultural capital and normative pressure and the economic and social base have a positive and significant relationship with the likelihood of cosmetic surgery, and the variables of the conception of Body and social relationships have a negative relationship with the possibility of cosmetic surgery.

The research that has been presented here as an example of research on cosmetic surgeries is the closest research to the topic with the study, but as we can see, there is a fundamentally different difference in the way in this study; One of the reasons for this study is to investigate the qualitative and profound motivation of women from the tendency toward beauty surgeries and to obtain a typology in these motivations based on the qualitative method and using the semi-structured interview tool and the methods Little is the analysis of the discourse or the causal comparison that these studies have been conducted on. Pirantabar and Mohammadi (2015), in a research to investigate and identify the motives and perceptions of cosmetic surgeons using qualitative methods and the use of the method An interview has been conducted and has come to the conclusion that in the aesthetic surgery of men and women there are similarities and differences that somehow reflect the needs of modern society. Also, the feeling of personal satisfaction and personality in the aesthetic surgery of the subjects studied has been effective.

The Theories of the body and cosmetic surgeries can be divided into three levels of micro, macro, and compilation according to their levels of analysis. In micro level statements, one can point out the ideas of symbolic reciprocity theorist, Goffman (2002). Goffman assumed that individuals, when acting in concert, were trying to express an aspect of their own that others would accept. He sees impulse management as one of the techniques that actors use to address the issues that they may face in this area.

GAFFMAN'S VIEW

Goffman (2002) assumed that when acting together, they try to portray something that others accept. He sees impulse management as one of the techniques that actors use to address the issues that they are likely to face in this area (Homans, 2017; Ritzer, 2002).

Everyday life and encounters, primary impact is important. Appearance, which is both spectacular and appealing to one's own person and to others, can serve as a marker for interpreting the action. As a result, the body is not only a simple entity, but also a practical means of coping with the external conditions, and the facial expressions and body movements are the essential content of the signs that our everyday communications are conditional on, and in order to enable continuous and successful monitoring Face and body, we present a part of ourselves that everyone accepts. Goffman (2002) mentions three different types of hot stigmas; the first is kindness, ugliness and disadvantages of the body; types of physical deformities. Second, deficiencies and deficiencies related to the personality of the people, and the third type, the tribal and tribal heat which is meant to be the hot shame of race, nationality, and religion. A hot smoker who suffers from ugliness may, in response to this situation, by direct effort, as an objective basis Goffman (2002), goal in this study is to demonstrate the fact that people in their social interactions are homo Rhea is trying to control the organs of the body and simply display the part in the social sphere that is accepted by others. Goffman (2002) claims that individuals

see actions that undermine their dignity in everyday life and that the control of a person's movements of his body, in all forms of social action, must be accurate, complete, and never-ending. He must avoid any kind of oblivion or neglect in his physical control; Therefore, the body is not only a simple entity, but also a practical means to cope with external conditions, and facial expressions and body movements, The essential element is the signs that our communications are conditional on them, and in order to be able to share with others in the production and reproduction of our social relationships and personal identities, we must be able to apply continuous and successful supervision of our faces and bodies(Dittmar, 2009). Hence, Gaffman poses an effective management and, in his opinion, people want to show an aspect of mutual interaction that is accepted by others and community-friendly. Therefore, it seems that community-empowerment and the acquisition of value for respect in society can be effective in the tendency of women to perform beautiful acts(Ritzer, 2002).

TURNER'S VIEW

Turner (2008) divides the body into two internal and external realms. In his view, the outward appearance of the body focuses on the appearance of bodies that carry humanity and identity in social spaces. This aspect of the body is concerned with avoiding self-control that is, controlling desires and desires and needs in favor of the social organization and the consolidation of the order of society. Turner and Turner (2002) places the body in the center of consumer culture studies. He is influenced by Foucault, who believes that the subject of the body should not be studied only at the individual level, but it is also necessary to pay attention to the body of the populations, in which case two issues related to each other, that is social reproduction and social regulation, are raised(Turner & Turner, 2002). Turner believes that with the help of medical technology, cosmetic and cosmetic surgery, dentistry, etc., has been created by the creation of bodies. In other words, changes such as industrialization, individualism, and modernity have attracted the attention of the body, and the body is associated with its identity and concept during this period, and of course, the emergence of modern self is quite related to the development of consumerism and consumption.

VEBLEN'S VIEW

According to Veblen, it's not just wealth or power to gain and maintain credibility. In their view, power or wealth must be shown, because credibility is obtained only by revealing it(Ganley, 2004; Villena & Villena, 2004). He relates the phenomenon of consumption to a phenomenon, such as the use of manifestation and leisure, as a phenomenon of consumption, and at a higher level, in the field of stratification. He believed that the usefulness of the objects was evaluated according to their beauty, which is closely related to the value of that object. He examined the desirable female beauty in part of the criteria for credit. According to Veblen, a beautiful woman is a decent personality, and not only does she do nothing but cannot do anything(Barnard, 2017). Long hair, brassiere, long heels, long clothes and accessories are just like this to show that he belongs to a high social base. In his view, because in the current civilized societies, the boundaries of separation of social classes are vague and variable, the members of each social layer imitate the lifestyle of the conventional lifestyle. Because of their lack of reputation and respect for the upper layers, they are trying, at least in appearance, to adhere to their accepted norms and norms, in the framework of his theory, suggests the notion of leisure and promiscuous consumption. What's meant is that the men and women are showing their strength and wealth through their women. Thus, Veblen explained the fashion phenomenon with the help of social motivations of competitive behavior. In his view, the fashion is unique to

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the upper class of society, who do not have to work to earn money. When fashion is developed at the community level, it is imitated by the lower classes, but among other things, the stratum tries to quickly mark its criteria and values to show its difference and superiority to others. It seems that the images in journals and journals and the surgery by domestic and foreign actors have an effect on the tendency of women to act beautifully (Gimlin, 2013; Noroozi, Heidari, Karamipour, & Emarati, 2014).

BOURDIEU'S VIEW

Bourdieu seeks to manage the body as a source of dignity and distinction. In his analysis of the body he refers to the commodification of the body in modern societies, which appears as physical capital. Bourdieu considers the production of this physical capital dependent on the growth and development of the body, so that the body carries value in social terms. For Bourdieu, the body is a distinct form of comprehensive physical wealth, including social status and symbolic forms. The conversion of physical capital actually means translating and interpreting physical presence in different forms of capital (economic, social, and cultural) in the field of work, leisure, and so on (Scully, 2008). Bourdieu believes that various classes use different symbolic capital according to their education, knowledge and skills (culture capital) to express their social status (Scully, 2008; Swartz, 1996). Bourdieu links people's identities with social values that fit the body's size and shape, and actually, the goal of managing the body is to acquire dignity, distinction, and base. So, it seems that the economic situation and the economic, social and familial basis affect the tendency of women to act beautifully (McLaren, 1999).

HOMZEN VIEW

In humans, people in their lives look to be desirable. In each situation, they display behavior that has the least damage and the highest reward. Therefore, the attraction of the opposite sex seems to be effective in the tendency of women to act beautifully (Ellis, 1992). Understanding people from oneself and understanding others from them is due to the impact of cultural values. For example, when value in society is on physical attractiveness, as others are concerned about attractiveness, one will also be impressed by having a valuable social physics underpinned by physical physics. If some behaviors or attributes are considered to be insignificant and insignificant, then individuals will not be affected by those qualities in judging themselves and others.

CONCLUSION

In this study, cosmetic surgery has been studied as a social phenomenon that today has a high rate of our population and its applicants are increasing day by day. The motivation of women from the tendency to beauty surgery, the women's mindset of body and beauty, and ways of meaningfulness of the position of action, for the purpose of manipulating and occupying the body, have been examined according to the three levels of the micro, middle, and macro analyzes. According to the results of this study, women's motivation for doing beauty can be classified into two general categories of personal motives and transpersonal motivations. Personal motives, which somehow go back to the individual, are categorized at the analytic level of reason. Among these motivations, the main reasons for women to perform cosmetic surgeries is to achieve beauty and psychological reasons of change and diversity, self-esteem and self-esteem. Transpersonal motivations are classified into two levels of intermediate and macro analyzes in terms of the situation and circumstances in which individuals are involved. On the

intermediate level, the family has been instrumental in motivating women to perform cosmetic surgery. The humiliating behavioral patterns in the family, which have continued in the family since childhood and even to a great age, is one of the reasons for motivating women. The fact that family members highlight a person's defect is one of the reasons for the individual's dissatisfaction with his body. Among married women, husbands have also played a significant role as the main motive for doing beauty and the motive of both motivating and intensifying role along with other personal motives for doing beauty. Competition, eye and mind, jealousy, comparisons in the family and family, are other interpersonal motivations at the intermediate level for doing beauty. On the macro level, that is, social conditions, factors such as increasing social prestige, efforts to achieve social opportunities, such as marriage, employment, success, loss of marital status in traditional suasion, the attraction of the opposite sex, failure to attract the opposite sex The effort to achieve the right job position, the university's atmosphere and atmosphere, the pressure and social environment of the workplace, culture and space, and the social atmosphere of society, are the source of motivation for doing beauty. Women's mindset of body and beauty is different from the cultural, social and psychological factors, depending on the individual's situations. Here too, based on the analytical model of micro, macro, and intermediate levels, one can analyze the factors affecting the mentality of individuals and the formation of an ideal mental image. At the individual level, the psychological aspects of the mind of the individual have been effective in influencing the formation of mental image in a person and creating dissatisfaction with the body. At a macro level, social conditions such as definitions and standards that have been influenced by the beauty of the community influenced by media such as the satellite, as well as the definition that men have for beauty for women, has been effective. Some considered the formation of an ideal mental image influenced by childhood and the effects of media and television programs in this era, so that in adulthood, they had come up with an ideal organic image. The meaningful way in which people are positioned to justify action is also influenced by several factors. At the individual level, effective factors are:

Factors that make beauty part of the nature and essence of human knowledge, at a macro level, social conditions such as the atmosphere and atmosphere of the university, and that the universe is an environment for the knowledge of the body and the achievement of beautiful stereotypes influenced by the social space created by the media.

In research on cosmetic surgeries, researchers have achieved different results. In his research, he has achieved the effect of the feeling of personal satisfaction and personality in the tendency to perform cosmetic surgery; that is, most of the motivations of the level of reason are considered as an effective factor in the tendency of individuals to perform cosmetic surgeries. Family, friends, family, wife, physicians, satellite and television, respectively, have been considered to be effective in women's desire to perform cosmetic surgeries, that is, more incentive levels Mean and macro are effective, while according to the findings of this research, we conclude that in the tendency of adultery Beauty care cannot be just one factor, but multiple factors together provide the conditions for doing such an action. For example, if an individual considers the incentive to act as a personal motive, this motive is influenced by the environmental, family, and Social strengthens and, consequently, makes one more determined in the practice of beauty, because the individual's mentality from their bodies (the degree of satisfaction or dissatisfaction with the body) also varies under the same environmental conditions, as well as the meaningful way people do it The practice is also affected by environmental and social conditions. Therefore, women's motivation for tendency to cosmetic surgeries can be considered as self-stimulated (individual motives) and self-motivating motives (transpersonal motivations) influenced by family conditions and social conditions, the mentality that women Have a body and beauty that creates a sense of satisfaction and dissatisfaction with the body and, as a result, tends to act beautifully, which is also influenced by family conditions,

individual aspects and social conditions, and a meaningful way of action that ultimately, the individual Influenced by individual and social factors to justify doing your beauty Puts it.

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