

# Attitudes of Women in Jeddah Towards Cosmetic Surgery and Its Relationship to Body Dissatisfaction

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**Abstract**--Cosmetic surgery has become a communal practice across the world. Dissatisfaction with one's appearance and shape is a typical inclination in the general public that can cultivate undesirable attitudes. Therefore, this study was done to assess the relationship of acceptance to cosmetic surgery with body dissatisfaction and sociocultural attitudes to self-appearance. To address this issue, 60 women from private sectors in Jeddah completed a self-report questionnaire assessing demographics, acceptance towards cosmetic surgery scale, body assessment scale and sociocultural attitudes towards appearance scale. In line with previous researches, this study found a positive correlation between acceptance to cosmetic surgery and body dissatisfaction. Positive relationship was also seen between acceptance towards cosmetic surgery and sociocultural influence. Furthermore, the results showed majority of the women have moderate acceptance towards cosmetic surgery. On the other hand, the results of this work have shown that 22 % of the Saudi women have indicated high acceptance towards cosmetic surgery.

**Keywords**--Cosmetic surgery; body dissatisfaction; sociocultural attitudes; media influence

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## I. INTRODUCTION

Body change through elective medical procedure or cosmetic surgery has turned into a social marvel with expanding social acknowledgment seen over the overall age range, from childhood to aged adults [1]. These components have supported research concentrated on the recognizable proof of developmental impacts adding to medicinally encouraged appearance change intrigue and achievement. The demand for corrective and plastic medical procedure such as liposuction, rhinoplasty, botox infusions, breast modifications and synthetic strips, is rapidly expanding in the Western region[2].

Expanded notoriety of cosmetic surgery has been ascribed to various factors, for example, the expanded significance of physical appearance in contemporary social orders, the lower cost of methodology, and the continuous exposure to corrective medical procedure through media [3].

With advances in medicinal innovations and higher dispensable salaries, there has been an expanding interest for cosmetic surgery over various socioeconomics. The manner by which restorative medical procedure is depicted in the broad communications and media outlets appears to have diminished negative social marks of disgrace related to corrective medical procedure[4]. Past research has uncovered that there are solid relationship between the thought of corrective medical procedure and lower self-evaluations of physical allure and negative self-

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perception [5,6]. Among the sociocultural variables affecting self-perception, media impacts on self-perception in general have been widely reported in the previous studies [7,8]. Media assume their jobs in advancing these corrective medicines through promotions in magazines and bulletins using beautiful models that influence ordinary citizens to be like them.

Media impact familiarity with the flimsy perfect disguise has all the assigns of being a specific ground-breaking factor in the advancement of body disappointment [9].

The fashion design business is viewed as a standout amongst the most essential enterprises related with the social wonder of restorative medical procedure, regardless of rising decent variety among models in the contemporary media. Models utilized for publicizing design items still prevalently underwrite the social norms of perfect excellence [10] that are oddity from the appearance standards of the lion's share. For most people, the perfect magnificence principles spread through media pictures are not realistic by common methods. Since accomplishing this perfect figure would be troublesome or unimaginable, a few ladies may endeavor to improve their physical appearance through corrective techniques [11]. As per past discoveries concentrated on elements impacting the probability of having corrective medical procedure, gender orientation is by all accounts an impacting factor since ladies were more prone to think about most restorative strategies than men [12]. While restorative systems are additionally developing in fame among men, ladies still record higher percentage of complete techniques in 2015 [13].

One specific part of media impact that needs consideration, because of its limited work done on relationship with restorative medical procedure, is celebrity worship. Celebrity worship is depicted as a para-social relationship since it is uneven relationship in which an individual knows the other, yet alternate does not know the individual [14]. As a result, this has led the people toward body dissatisfaction. Media could be one of the main reasons for women's body dissatisfaction. Usually, media depicts women as flawless objects that left both men and women to believe that the female body is perfect [15]. Body image dissatisfaction is a genuine psycho-social wellbeing risk [15]. Slim and perfect figure has all the earmarks of being a specific incredible factor in the improvement of body disappointment. Thus, this has led them to adopt cosmetic surgery as option to fulfill the desire of attaining a great figure and shape [15].

Though there had been a number of studies focusing on the factors that contribute to cosmetic surgery acceptance, most of them come from the western cultures. Saudi Arabia despite being on top 25 countries that practices cosmetic procedures [16] has not been taken into consideration for research. Thus, this study was done to explore the acceptance towards cosmetic surgery among women in Jeddah, Saudi Arabia and the factors that influenced their choices. This study was a humble attempt to focus on the acceptance to cosmetic surgery with body dissatisfaction and sociocultural attitudes to self-appearance.

## **II. METHODOLOGY**

### **Population and Sample**

For this work, the population consisted of working and non-working women in Jeddah, Saudi Arabia. A total of 60 working and non-working women were taken as samples.

### **Research Design and Tool**

This was a correlational research design and it used several types of surveys as follow. Demographic survey inquired all the participants on demographic factors. Attitudes towards Cosmetic Surgery Scale (ACSS)[17] was used in this work. It comprised of three aspects, which were: individual's will to undergo cosmetic surgery, influence of society towards cosmetic surgery acceptance and self-motivation on acceptance towards cosmetic surgery. The ACSS consisted of 15 items and responses were rated on a five-point Likert-type Scale ranging from 1 to 5. In addition, Body Assessment Scale (BAS) [18] was used as it measured overall satisfaction on body parts. It includes 25 items and participants were inquired if they felt positive or negative about a body part. Responses are ranged on five-point Likert scale from 1 to 5. Next, Sociocultural Attitudes towards Appearance Scale (SATAQ-3)[19] was used as it measured the social and cultural factors that influence appearance in a society through media. It consists of 30 items that analyzes how people are influenced by sociocultural factors. The responses to the 30 items are ranged on a five point Likert scale.

### **Hypothesis of the study**

The following hypotheses were set for this study.

- i) The women in Jeddah, in general, are more accepting towards cosmetic surgery.
- ii) There is a significant positive relationship between body dissatisfaction and acceptance towards cosmetic surgery among women in Jeddah.
- iii) There is a significant positive relationship between sociocultural attitudes about appearance developed through media and acceptance towards cosmetic surgery among women in Jeddah.
- iv) There is a significant positive relationship between body dissatisfaction and sociocultural attitudes developed through media among women in Jeddah.

### **Data analysis**

The obtained data were analyzed using SPSS version 22. For the data analysis, specific statistical techniques were chosen in order to analyze the data and examine the hypotheses.

## **III. RESULT AND DISCUSSION**

### **Demographic Characteristics**

The present study is based on a quantitative study using survey research design. The results in Table 1 display the demographic characteristics of the participants. An overview of the Table 1 reveals that study sample includes 60 participants who were in the age ranged from 17 to 32 year olds. The majority of the participants were

22 to 26 years old who constituted 34 women (56.7%). 22 (36.7%) were 17 to 21 years old while only 4(6.7%) were 27 to 31 years old. To calculate the body mass index (BMI) of participants, weight and height were inquired from the demographics survey. Out of all 60 participants 35 (58.3%) were healthy, 12 (20%) were underweight, 11 (18.4%) were overweight and 2 (3.3%) were obese. Although this study focused only on women in Jeddah, it was not restricted only to Saudi nationals but all nationalities. When participants were categorized into ethnicity groups, the highest number of responses came from Middle Eastern women 31(51.7%) followed by Asians 17 (28.3%), 6 (10%) Africans, 4 (6.7%) Caucasians, 2 were multiracial which comprise 3.3% of the sample.

**Table 1:**Demographics Characteristics of the Sample (N=60)

Demographic Variable	Range	Frequency	Percentage (%)
Age	17-21	22	36.7
	22-26	34	56.7
	27-31	4	6.7
BMI	Underweight	12	20.0
	Healthy	35	58.3
	Overweight	12	18.4
	Obese	2	3.3
Ethnicity	African	6	10.0
	Middle Eastern	31	51.7
	Asian	17	28.3
	Caucasians	4	6.7
	Multiple	2	3.3

### Psychometric properties

The psychometric properties of the scales have been shown in Table 2. The Acceptance towards Cosmetic Surgery Scale (ACSS) has 15 items measuring intrapersonal, social and personal factors that affect the acceptance towards cosmetic surgery. ACSS displays a reliability coefficient of  $\alpha = 0.91$ . The second scale used in this study was Sociocultural Attitudes towards Appearance Scale (SATAQ-3), which constitutes 30 items and holds a reliability coefficient of  $\alpha = 0.89$ . The Body Assessment Scale (BAS) contains 25 items and a reliability coefficient of  $\alpha = 0.94$ .

**Table 2:**Psychometric properties of the scales

Variables	Coefficient alpha ( $\alpha$ )	No. of Items (n)
Acceptance towards	0.91	15

Cosmetic Surgery Scale		
Sociocultural Attitudes towards Appearance Scale- 3	0.89	30
Body Assessment Scale	0.94	25

### Acceptance towards Cosmetic Surgery

Table 3 shows the attitudes of women and their acceptance towards cosmetic surgery. It would be seen in Table 3 that to find the degree of acceptance towards cosmetic surgery among women in Jeddah, they were divided into three groups of high acceptance, moderate acceptance and low acceptance on the basis of their acceptance scores. The range of scores defining moderate acceptance was determined by adding  $\pm 15$  points standard deviation (SD) to 41, the mean of total possible score range on the acceptance scale. Women whose scores fell above and below this range were considered having high acceptance and low acceptance respectively. An examination of Table 3 shows the attitudes of women and their acceptance towards cosmetic surgery. As seen in the table, majority of the women (61.67%) have moderate acceptance towards cosmetic surgery while 21.66% exhibited a high acceptance towards cosmetic surgery. Approximately 17% indicated low acceptance towards cosmetic surgery. From these results, it is evident that there is a lot of variation in the acceptance towards cosmetic surgery among women, with nearly 62% of the women showing a moderate acceptance towards cosmetic surgery. These results thus reject hypothesis 1 that states, "Women in Jeddah in general are more accepting towards cosmetic surgery."

**Table 3:** Psychometric General Distribution of Women living in Jeddah Acceptance towards Cosmetic Surgery

ACSS Score	Frequency (f)	Percentage (%)
High Acceptance (15-26)	13	21.66
Moderate (27-56)	37	61.67
Low Acceptance (57-75)	10	16.67

The correlations between Acceptance towards Cosmetic Surgery Scale (ACSS) and Body Assessment Scale (BAS) and Sociocultural Attitudes towards Appearance Scale (SATAQ18 3) are shown in Table 4. Thus, based on Table 4, there occurs a significant and positive correlation ( $r=0.31$ ) between BAS and ACSS. Though the correlation is low, yet the significant results prove that, "There is a positive relationship between body dissatisfaction and acceptance towards cosmetic surgery among women in Jeddah." Hence hypothesis 2 is accepted.

In addition, Table 4 also shows a significant positive correlation ( $r=0.30$ ) between ACSS and SATAQ-3. Thus, with media influence and high impact on women in Jeddah, the tendency of acceptance to undergo cosmetic surgery is increasing among them. These results provide sufficient means to accept the third hypothesis stating that; "There is a positive relationship between sociocultural attitudes about appearance developed through the media and acceptance towards cosmetic surgery among women in Jeddah."

The results also show a no significant relationship between body dissatisfaction and sociocultural attitudes( $r=-0.14$ ). Though this result is not significant, yet the direction of the correlation is found to be negative for these two variables. The negative direction of the correlation suggests that high body dissatisfaction among women is associated with low levels of sociocultural attitudes about appearance. This finding hence rejects the fourth hypothesis stating that, “There would be a significant positive relationship between body dissatisfaction and sociocultural attitudes towards appearance developed through the media among women in Jeddah.”

**Table 4:** Inter-correlations of the variables (N=60)\* $p<0.05$

Variables	Mean	SD	ACSS	BAS	SATCQ
ACSS	41.33	14.81	-		
BAS	77.25	20.05	0.31*	-	
SATCQ	85.03	18.03	0.30*	-0.14	-

T-tests are applied with an aim to analyze among which ethnicity group of women does the differences exist. As shown in Table 5, an investigation of the provided mean (M) scores and standard deviation (SD) score reveal that Middle Eastern women have significantly higher willingness towards undergoing cosmetic surgery (M=49.26, SD=11.58), than the other four groups. Similarly, Caucasian women have significantly higher acceptance towards cosmetic scores (M=41.75, SD =13.40) than Asian, African and Multiple. However, Asians (M=32.76, SD=12.48) and Africans (M=30.17, SD=15.93) have somewhat same acceptance towards cosmetic surgery. Further, women with multiple ethnicities in this sample reported significantly lowest mean acceptance towards cosmetic surgery scores as compared to other four ethnicity groups (M=24.0, SD=8.49).

**Table 4:** Comparison of mean acceptance towards cosmetic surgery scores based on Ethnicity Groups

Ethnicity	N	Mean	SD	t value				
				1	2	3	4	5
African	6	30.17	15.93	-				
Middle eastern	31	49.26	11.58	3.48**	-			
Asian	17	32.76	12.48	0.41	4.59**	-		
Caucasian	4	41.75	13.40	1.20	1.2	1.28	-	
Multiple	2	24.00	8.49	0.51	3.01*	0.95	1.66	-

\* $p<0.05$  and \*\* $p<0.01$

### Overall Discussion

The relation between body dissatisfaction and acceptance towards cosmetic surgery was significant and positive in this study. This suggests that acceptance of cosmetic surgery depends on body dissatisfaction. These results tend to be plausible as a cosmetic surgery procedure enhances a body so an individual with body dissatisfaction would look forward for such procedures. This finding also supports older researches by Markey et al.

[11] and Dunaev et al. [20]. All these researchers have found body dissatisfaction as one of the predictors of cosmetic surgery. Therefore body dissatisfaction could be seen as a predictor of acceptance towards cosmetic surgery among women in Jeddah as well.

The results show a significant and positive relationship between sociocultural attitudes and acceptance to cosmetic surgery. The relation between sociocultural attitudes and acceptance towards cosmetic surgery show that women who are more accepting towards cosmetic surgery are also influenced by sociocultural factors about appearance. This result could also state that cosmetic surgery has become a sociocultural norm among women in Jeddah as increase in cosmetic surgery procedures has also increased in acceptance towards cosmetic surgery and sociocultural influence plays a part in acceptance. This result also supports older findings by Sisco and Martin [21] about women being influenced by sociocultural attitudes to accept to societal norms. These findings corroborate researches by Mc Lean et al. [9] Brown et al. [10], Dunaev et al. [20], and who have earlier found that media plays a role in influencing in acceptance towards cosmetic surgery among women.

A relationship between women's body dissatisfaction and sociocultural influence about appearance was found to be negative in direction, but not statistically significant. This may be the result of a small sample size used in this study. Hence, these results show that if body dissatisfaction is higher in an individual then they are less influenced by sociocultural factors developed by the media.

In addition, majority of the women in Jeddah seemed to be having a healthy weight when their BMI was measured. About 60% of the women who participated had a healthy BMI. This could also be one reason that high acceptance towards cosmetic surgery was not seen among the majority of the population.

#### IV. CONCLUSION

The current study explored the relationship between acceptance to cosmetic surgery, body dissatisfaction and sociocultural influence developed through media. It also looked at demographic factors such as ethnicity that influence acceptance towards cosmetic surgery. The results showed majority of the women have moderate acceptance towards cosmetic surgery. However the percentage of 21.66% of the women indicating a high acceptance towards cosmetic surgery cannot be neglected. There has been a dearth of studies regarding acceptance towards cosmetic surgery across the world and especially in Saudi Arabia. Future researches should focus on the negative implications of cosmetic surgery and how it affects societies and not just individuals. More researches on body dissatisfaction and acceptance towards cosmetic surgery with different population among Saudi Arabia need to be conducted to learn more about the rise of the cosmetic surgery procedures.

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