

Body Image Satisfaction among Aesthetic Surgery Clients

Satisfacción con la imagen corporal entre los clientes de cirugía estética

Raghda Abdulzahra Khudair¹ , Iman Hussein Alwan² 

1. MSc Student 2. Assist. Prof. Dr.
University of Baghdad, College of Nursing, Babylon, Iraq

Corresponding author

Raghda Abdulzahra Khudair
E-mail: taka2528p@gmail.com

Received: 5 - X - 2022

Accepted: 28 - X - 2022

doi: 10.3306/AJHS.2023.38.01.128

Abstract

Methods: The descriptive cross-sectional study design approach is done by interrogating members of the study population, with the aim of describing the studied phenomenon in terms of its nature and degree of existence only. To conduct the study, a non-probability (purposive) sample of (150) clientele who attend beauty facilities in Babylon Province was chosen. The contentment with one's body image is addressed in the used questionnaire. The questionnaire's dependability was established through a pilot research, and it was subsequently presented to experts for validation. The questionnaire contained a total of 30 questions. The information was gathered through self-reporting and analyzed using descriptive and inferential statistical data analysis.

Results: Out of 150 participants aged 20-25 years at mean age is 26 (± 4.98), the female clients predominated (82.7%), urban residents (86.0%), the single clients were composed the highest percentage (60.7%), the students clients were constituted the majority (92.0%), clients hasn't had any previous plastic surgery (72.7%), clients wants to have a rhinoplasty (50.7%) to improve their appearance (89.3). The findings demonstrated that the (52%) of clients were unsatisfied with their body image. There were significant association in body image with regards clients age ($p=0.020$) and gender ($p=0.000$).

Conclusions: Body image of aesthetic clients have been influenced by clients age and gender (age 20-25 years more unsatisfied than others age groups, female more unsatisfied than male). Preparing radio and television programs that encourage young people to engage effectively and positively with their appearance.

Key words: Body Image, aesthetic surgery, clients.

Resumen

Métodos: El enfoque de diseño de estudio transversal descriptivo se realiza interrogando a los miembros de la población de estudio, con el objetivo de describir el fenómeno estudiado en términos de su naturaleza y grado de existencia únicamente. Para realizar el estudio, se seleccionó una muestra no probabilística (intencionada) de (150) clientes que asisten a centros de belleza en la provincia de Babilonia. La satisfacción con la propia imagen corporal se aborda en el cuestionario utilizado. La confiabilidad del cuestionario se estableció a través de una investigación piloto y posteriormente se presentó a expertos para su validación. El cuestionario contenía un total de 30 preguntas. La información fue recopilada a través de autoinforme y analizada mediante análisis de datos estadísticos descriptivos e inferenciales.

Resultados: de 150 participantes de 20 a 25 años con una edad media de 26 ($\pm 4,98$), predominaron los clientes del sexo femenino (82,7%), residentes urbanos (86,0 %), los clientes solteros fueron el porcentaje más alto (60,7%). los clientes estudiantes constituyeron la mayoría (92,0%), clientes que no han tenido ninguna cirugía plástica anterior (72,7%), clientes quieren hacerse una rinoplastia (50,7%) para mejorar su apariencia (89,3). Los resultados demostraron que el (52%) de los clientes estaban insatisfechos con su imagen corporal. Hubo asociación significativa en la imagen corporal con respecto a la edad de los clientes ($p=0,020$) y género ($p=0,000$).

Conclusiones: La imagen corporal de los clientes estéticos se ha visto influenciada por la edad y el género de los clientes (edad 20-25 años más insatisfecha que otros grupos de edad, mujeres más insatisfechas que hombres). Elaborar programas de radio y televisión que animen a los jóvenes a comprometerse de manera efectiva y positiva con su apariencia.

Palabras clave: Imagen corporal, cirugía estética, clientes.

Introduction

Aesthetic medicine can help with scars, sagging skin, wrinkles, moles, liver spots, excess fat, cellulite, undesired hair, skin discoloration, and spider veins¹. A 20 million plastic procedures were performed worldwide between 2014 and 2015². Plastic surgery is a major driver of medical tourism. In February 2018, the president of the British Society of Plastic Surgeons stated that operations were performed on people who were not candidates for surgery, that unscrupulous practitioners put their health at risk for profit, and that the British National Health Service covered the cost of correction for more than 1,000 patients per year³. Aesthetic medicine is concerned with enhancing a person's appearance. It can be used to treat a wide range of dermatological and surgical issues. Instructions for minimizing age signs like drooping skin, wrinkles, and liver spots are included. Cosmetic drugs can be used to treat excess fat, cellulite, and obesity. Laser-based therapy can be used to heal scars, unwanted hair, skin discoloration, and a change in quality of life⁴. Body image disorder is a mental illness characterized by unhappiness with one's physical appearance as the primary symptom. This somatic disease was only included in the DSM-III-list R's of diagnoses. A test to see if a person's fixation is severe enough to cause problems⁵. "The mental image or perception of one's body at rest or in motion at any time, drawn from internal sensations, changes in the body, contact with outside persons and objects, emotional experiences, and imaginations," according to the definition. That is, it is a person's perception of himself as he looks at his body and identifies his physical qualities, whether favorable or negative, as well as how others view him⁶. Therefore, thus aimed to investigate the body image satisfaction and associated socio-demographic variables among aesthetic surgery in Babylon Province/Iraq.

Methodology

The descriptive cross-sectional study design approach is done by interrogating members of the study population, with the aim of describing the studied phenomenon in terms of its nature and degree of existence only.

To conduct the study, a non-probability (purposive) sample of (150) clientele who attend beauty facilities in Babylon Province was chosen. The employed questionnaire, which measures physical appearance and body image satisfaction (Appearance Evaluation subscale MBSRQ-AE), was designed and adopted by Herbozo (2004)⁷.

Validity was determined by a panel of 11 arbitrators who were asked to comment on each component of the study questionnaire in terms of language appropriateness, correlation with the dimension of study variables to

which it was assigned, and suitability for the study population. Data was obtained from nurses to assess the questionnaire's reliability, and the test was delivered to 10 people from the study population who were not part of the initial sample. The Cronbach's alpha was found to be 0.82.

After obtaining the approval of the Babylon Health Directorate and verifying the validity and reliability of the questionnaire. The researcher interviewed himself (face to face) to the participants, explained the instructions, answered their questions regarding the form, urged them to participate and thanked them for the cooperation. The interview techniques was used on individual bases, and each interview took (15-20) minutes after taking the important steps that must be included in the study design.

The SPSS ver-20.0 software application was used to conduct statistical analysis. The information was evenly distributed. One-way analysis of variance and independent sample t test were used to examine variations in variables based on socio-demographic characteristics. For continuous variables, descriptive data is reported as mean standard deviation, and for categorical variables, it is shown as number (percent). Statistical significance was defined as a p 0.05.

Results

Tables I-IV shows the participants' ages; the average age is 26, with the age group 20-25 years old having the highest number of records (n=58; 38.7%). In terms of gender, female clients (n=124; 82.7 percent) outnumbered male clients (n=26; 17.3 percent). The bulk of study participants (n=129; 86.0 percent) were urban dwellers, compared to those who were rural residents (n=21; 14.0 percent). In terms of marital status, the findings show that single clients account for the biggest percentage (n=91; 60.7 percent) when compared to married and divorced individuals. In terms of occupation, the findings show that students clients made up the majority (n=138; 92.0 percent) as compared to working and unemployed clients. In terms of past plastic surgeries, the majority of clients (n=109; 72.7 percent) had never had any, compared to those who have had cosmetic rhinoplasty, dentistry, stomach tuck, and buttocks lift. The majority of the clients in this survey (n=76; 50.7 percent) seek a rhinoplasty to improve their appearance (n=134; 89.3%).

The analysis of body image satisfaction was demonstrate that aesthetic surgery clients experienced with average of 62.14 ± 19.791 ; the aesthetic surgery clients experienced unsatisfied towards body image (n=78; 52%) (**Table I**).

Table I: Socio-Demographic Characteristics.

Variables	Classification	Freq.	%
Age /years (M ± SD=26.57±4.982)	<20years old	9	6.0
	20-25years old	58	38.7
	26-30years old	56	37.3
	31-35years old	17	11.3
	36-40years old	9	6.0
	>40years old	1	.7
Gender	Male	26	17.3
	Female	124	82.7
Residents	Urban	129	86.0
	Rural	21	14.0
Marital status	Single	91	60.7
	Married	56	37.3
	Divorced	3	2.0
Occupation	Students	138	92.0
	Employment	6	4.0
	Unemployed	6	4.0
Types previous plastic surgeries	No	109	72.7
	Rhinoplasty	7	4.7
	Cosmetic dentistry	17	11.3
	Tummy tuck	6	4.0
	Botox and filler	11	7.3
Type of current plastic surgery	Rhinoplasty	76	50.7
	Cosmetic dentistry	14	9.3
	Tummy tuck	13	8.7
	Botox and filler	18	12.0
	Tighten the buttocks	22	14.7
	Chin surgery	7	4.7
Motivation for plastic surgery	Appearance improvement	134	89.3
	Therapeutic and cosmetic	16	10.7

Table II: Body Image Satisfaction Levels.

Weighted	Freq.	%	M ± SD
Unsatisfied (M=28-65)	78	52.0	62.14 ± 19.791
Satisfied to certain limit (M=66-103)	68	45.3	
Satisfied (M=104-140)	4	2.7	
Total	150	100.0	

"M: Mean of total Scores, SD: Standard Deviation for total scores".

Table III: Significant Differences in Body Image Satisfaction with regard Clients Age.

Age Variables	Source of variance	Sum of Squares	d.f	Mean Square	F	p≤ 0.05
Body Image	Between Groups	6.523	5	1.305	2.766	.020 Sig,
	Within Groups	67.922	144	.472		
	Total	74.445	149			

The findings revealed that body image satisfaction varies significantly depending on the age of the client (p=0.020)

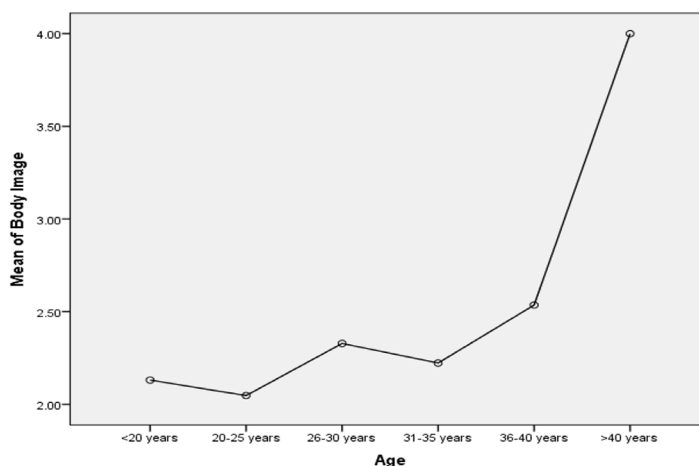


Figure 1: Distribution of Body Image Satisfaction According Age Groups.

Table IV: Significant Differences in Body Image Satisfaction with regard Clients Gender.

Body Image	Gender	Mean	S.D	t-value	d.f	p≤ 0.05	Sig
	Male	2.81	0.840	5.061	148	0.000	Sig.
	Female	2.09	0.610				

There were extremely significant variations in body image satisfaction between male and female clients ($p=0.000$), according to the findings.

Table V: Significant Differences in Body Image Satisfaction with regard Residents.

Residents Variables	Source of variance	Sum of Squares	d.f	Mean Square	F	p≤ 0.05
Body Image	Between Groups	.006	1	.006	.011	.916
	Within Groups	74.439	148	.503		
	Total	74.445	149			

There were no significant variations in body image satisfaction between clients and residents ($p=0.916$).

Table VI: Significant Differences in Body Image Satisfaction with regard Marital Status.

Marital Variables	Source of variance	Sum of Squares	d.f	Mean Square	F	p≤ 0.05
Body Image	Between Groups	1.787	2	.893	1.808	.168
	Within Groups	72.658	147	.494		
	Total	74.445	149			

There were no significant changes in body image satisfaction based on marital status ($p=0.168$).

Table VII: Significant Differences in Body Image Satisfaction with regard Occupation.

Occupation Variables	Source of variance	Sum of Squares	d.f	Mean Square	F	p≤ 0.05
Body Image	Between Groups	2.700	2	1.350	2.766	.066
	Within Groups	71.745	147	.488		
	Total	74.445	149			

There were no significant differences in body image satisfaction between customers' occupations ($p=0.066$).

Table VIII: Significant Differences in Body Image Satisfaction with regard Type Previous Plastic Surgeries.

Type of previous surgeries	Source of variance	Sum of Squares	d.f	Mean Square	F	p≤ 0.05
Body Image	Between Groups	.885	4	.221	.436	.782
	Within Groups	73.560	145	.507		
	Total	74.445	149			

There were no significant changes in body image satisfaction based on the type of previous plastic surgery ($p=0.782$).

Table IX: Significant Differences in Body Image Satisfaction with regard Type Current Plastic Surgery.

Current surgery	Source of variance	Sum of Squares	d.f	Mean Square	F	p≤ 0.05
Body Image	Between Groups	1.486	5	.297	.586	.710
	Within Groups	72.959	144	.507		
	Total	74.445	149			

There were no significant differences in body image satisfaction based on the type of current plastic surgery that consumers desired ($p=0.710$).

Table X: Significant Differences in Body Image Satisfaction with regard Motivation to Plastic Surgery.

Motivation	Source of variance	Sum of Squares	d.f	Mean Square	F	p≤ 0.05
Body Image	Between Groups	.049	1	.049	.097	.710
	Within Groups	74.396	148	.503		
	Total	74.445	149			

There were no significant variations in body image satisfaction when it came to motivation for plastic surgery ($p=0.756$).

Discussion

A range of mental diseases have been connected to body image issues. Previous studies on body image have exclusively concentrated on women, leaving men's body image largely unexplored. Furthermore, there have been few research that have looked at gender variations in body image over time. Body image is frequently rated only on the basis of unhappiness with the body, ignoring other elements such as appreciating the body and the relevance of attractiveness when it comes to measurement. One of the goals of this study is to show that plastic surgery patients have a mean body image satisfaction of 62.14 19,791; patients having plastic surgery have a dissatisfied body image, according to the study criteria. This study backs up the findings of Yazdandos et al. (2016), who reported that the majority of the 532 participants (92.5 percent) were dissatisfied with their body image⁸. Body image disorder is more prevalent in aesthetic patients⁹. Dissatisfaction with one's physical appearance and body image is a prevalent psychological problem in Western civilization¹⁰. Overweight persons are more prone to be unhappy with their appearance, although people of average weight are also affected¹¹. For both groups of persons, body image dissatisfaction has an impact on self-esteem and quality of life¹². It's also thought to be the driving force behind a number of appearance-enhancing practices, including weight loss and physical activity¹³. Body image's relevance as a psychological factor. Previous research have indicated that dissatisfaction with one's appearance influences one's decision to seek out the wide range of body shaping procedures available from aesthetic practitioners. Individuals who undergo these treatments usually report an increase in body image dissatisfaction, increased attention on the trait they desire to modify with treatment, and improved body image following treatment. Excessive physical discontent, on the other hand, is a symptom of a number of established mental problems. Furthermore, the majority of people are believed to be dissatisfied with their appearance. To some extent, physical attractiveness is an important component of self-esteem. Plastic surgery enhances a person's physical appearance while also promoting a positive self-image¹⁴.

Body image satisfaction varied considerably depending on the client's age ($p = 0.020$), according to the findings. The difference was in favor of those aged 40 and up, who were more content with their bodies, while those aged 20-25 were less satisfied with their bodies on average than the other age groups. Younger age groups exhibited much lower body image satisfaction than older age groups. Younger people are more dissatisfied with their bodies and have a higher level of awareness about their looks than older people¹⁵. Being beyond 30 years old, on the other hand, has been demonstrated to improve body image satisfaction because aging carries with it additional issues unrelated to beauty¹⁶.

According to the data, there were highly substantial variations in body image satisfaction between male and

female clients ($p = 0.000$). Differences favored male consumers (M SD = 2,810,840) who were more satisfied with their body image than female clients (M SD = 2,090,610). In the Walter & Shenaar-Golan study (2017)¹⁷, there was a statistically significant difference in satisfaction with body views between males and females, with males' average body image being higher than females¹⁸. Females had a considerably higher mean level of body image dissatisfaction than males¹⁹. Female customers were much less satisfied with their body image because they feared others would reject them because of their appearance, which could lead to plastic surgery acceptance and suggest a wish for a masculine body type. To back this up, females made up 82.7 percent of those who took part in the study, while males made up 17.3 percent. According to the data, there were no significant differences in satisfaction with body image between clients and residents ($p = 0.916$). There is no difference in body image assessment between urban and rural people, implying that the population component has no bearing on body image and is ignored. Residents have no effect on body image, i.e. there is no difference in satisfaction or unhappiness with rural versus urban housing²⁰. The study findings reveal that there is no association between self-perception of body image and where one lives, which is an extension of research on body image in adolescent females²¹.

According to the data, there were no significant differences in body image satisfaction based on marital status ($p=0.168$). According to these findings, there is no difference between married, divorced, and single women. They had similar views on body image, suggesting that marital status has minimal impact on body image satisfaction. Social status has no bearing on body image²². Despite the fact that body image is a main indication of marital pleasure, it is an irrelevant aspect²⁴.

According to the findings, there are no statistically significant differences in satisfaction with body image between clients' jobs ($p=0.066$). Body image is unaffected by whether the client is a student, employee, or non-employee, implying that occupation is a non-significant predictor of body image, as evidenced by the fact that respondents' dissatisfaction with body image is unaffected by their occupation, with dissatisfaction expressed at similar levels in various professions²⁴.

There were no significant changes in body image satisfaction based on the type of previous plastic surgery ($p=0.782$), according to the findings. Because they showed equal degrees of unhappiness with body image, there was no difference in satisfaction with body image and past cosmetic procedures, whether it was rhinoplasty, teeth, stomach tuck, or filler and Botox. The previous operation, regardless of its nature, had no effect on body image satisfaction. There were no significant differences in body image satisfaction based on the type of current plastic surgery that consumers desired

($p=0.710$), according to the findings. The majority of the auditors for rhinoplasty (50.7%) and the fewest for chin surgery (4.7%) expressed similar average scores for their dissatisfaction with their body images, implying that the type of plastic surgery is unimportant in evaluating body image because the satisfaction or dissatisfaction is the same regardless of the type of plastic surgery⁹. There were no significant variations in body image satisfaction when it came to motivation for plastic surgery ($p=0.756$), according to the findings. The main reason for the operation was to improve one's looks, which translates to dissatisfaction with one's body image. On the other hand, the majority of the clients (89.3%) had plastic surgery to improve their appearance and thus expressed similar levels of dissatisfaction with their body images, indicating that there is no difference between having plastic surgery to improve appearance and having plastic surgery for

therapeutic reasons. Whatever the reasons for plastic surgery, it has little influence on body image satisfaction.

Conclusion

Body image of aesthetic clients have been influenced by clients age and gender (age 20-25 years more unsatisfied than others age groups, female more unsatisfied than male). Preparing radio and television programs that encourage young people to engage effectively and positively with their appearance.

Interests conflict

The researchers declare that they have no conflict of interest.

References

1. Wright J, Harding JW. Small molecule activation of the neurotrophic hepatocyte growth factor to treat Alzheimer disease. *Neuroimmunology and Neuroinflammation*.2021;8(2): 70-80.
2. Broer PN, Levine SM, Juran S. Plastic surgery: quo vadis? Current trends and future projections of aesthetic plastic surgical procedures in the United States. *Plastic and reconstructive surgery*.2012;133(3): 293e-302e.
3. Danilla S, Dominguez C, Cuevas P, Calderón ME, Rios MA, Andrades P, et al. The Body-QoL: measuring patient reported outcomes in body contouring surgery patients. *Aesthetic plastic surgery*.2014; 38(3): 575-83.
4. Sim MJ. Globalization and Transnational Corporations: Innovative Transnational Business Model for Medical Device Industry in the 21st Century;204 (Doctoral dissertation, University of Massachusetts Lowell).
5. Rosen JC. Body-image disorder: Definition, development, and contribution to eating disorders. In *The etiology of bulimia nervosa* .2014;(pp. 173-194). Taylor & Francis.
6. Imani F, Tabaeian M. Recreating mental image with the aid of cognitive maps and its role in environmental perception. *Procedia-Social and Behavioral Sciences*.2012 ;32:53-62.
7. Herbozo S. The development and validation of the Verbal Commentary on Physical Appearance Scale.2004.
8. Yazdandoost RY, Hayatbini N, Farid AA, Gharaee B, Latifi NA. The body image dissatisfaction and psychological symptoms among invasive and minimally invasive aesthetic surgery patients. *World journal of plastic surgery*.2016; 5(2): 148.
9. Mattei VE, Bagliacca EP, Lavezzari L, Di PierroR, Carnelli L, Zucchi P, et al. Body image and personality in aesthetic plastic surgery: a case-control study. *Open Journal of Medical Psychology*.2015; 4(02):35.
10. Sarwer DB, Crerand CE. Body image and cosmetic medical treatments. *Body image*.2004;1(1): 99-111.
11. Ferrari EP, Petroski EL, Silva DA. Prevalence of body image dissatisfaction and associated factors among physical education students. *Trends in psychiatry and psychotherapy*.2013; 35(2): 119-27.
12. Yoqub F, Bajwa RS, Batool I. Impact of acne vulgaris on self-esteem, body image perception and quality of life among adolescents. *Journal of Pakistan Association of Dermatologists*. 2020; 30(1): 26-31.
13. Makarawung DJ, Montpellier VM, Van F, Woertman L, Zijlstra H, Mink AB, et al. Body image as a potential motivator for bariatric surgery: a case-control study. *Obesity Surgery*.2020; 30(10): 3768-75.
14. Ip KT, Ho WY. Healing childhood psychological trauma and improving body image through cosmetic surgery. *Frontiers in psychiatry*.2019; 540.
15. Ando S, Osada H. Age and gender differences in body image over the life span: relationships between physical appearance, health and functioning. *The Japanese Journal of Health Psychology*.2009; 22(2): 1-16.
16. Sánchez-Cabrero R, León-Mejía AC, Arigita-García A, Maganto-Mateo C. Improvement of body satisfaction in older people: an experimental study. *Frontiers in Psychology*.2019;2823:
17. Walter O, Shenaar-GolanV. Effect of the parent-adolescent relationship on adolescent boys' body image and subjective well-being. *American Journal of Men's Health*.2017; 11(4): 920-9.
18. Golan, Hagay N, Tamir S. Gender related differences in response to "in favor of myself" wellness program to enhance positive self & body image among adolescents. *PLoS one*.2014; 9(3): e91778.
19. Alwan IH, Al-Ameri MH. Relating Body Image with Self-esteem among Patients Seeking Aesthetic Surgery in Baghdad City. *SCOPUS IJPHRD CITATION SCORE*.2019;10(01):870.
20. Swami V, Kannan K, Furnham A. Positive body image: Inter-ethnic and rural-urban differences among an indigenous sample from Malaysian Borneo. *International Journal of Social Psychiatry*. 2012;58(6): 568-76.
21. Craike M, Young JA, Symons CM, Pain MD, Harvey JT, Eime R, et al. Trends in body image of adolescent females in metropolitan and non-metropolitan regions: a longitudinal study. *BMC Public Health*.2016;16(1):1-9.
22. Jackson RT, Rashed M, Saad-Eldin R. Rural urban differences in weight, body image, and dieting behavior among adolescent Egyptian schoolgirls. *International journal of food sciences and nutrition*.2013; 54(1): 1-11.
23. Shaheen A, Ali U, Kumar H, Makhija PM. Association between body image and marital satisfaction in married adults. *Journal of Basic and Applied Sciences*.2016;;2: 420-5.
24. Shehata WM, Abu-elenin MM. Effect of Media on Body Image Satisfaction among Females at Tanta Faculty of Medicine, Egypt Media and Body Image Satisfaction among Adult Females.2019.