

# **A Study of Social Factors Affecting Body Management**

## **(Case Study: Adolescents and Youths of Isfahan City)**

**Ashraf Abdolhosseini<sup>\*1</sup>**  
**Mansour Haghghatian<sup>2</sup>**

Received 27 September 2018 ; Accepted 22 February 2018

### ***Abstract***

One of the essential consequences in the emergence of consumer society is that individuals' bodies have become reflective based on changing their visible characteristics of their bodies. People try to construct a social body acceptable to their society. The present paper is a survey research that intends to explore the social factors affecting body management. Statistical population of this study consisted of 551653 youth aged 15-29 years living in the city of Isfahan. Then, 384 persons were selected as the sample of this study based on quota sampling formula. Research hypotheses were formulated by referring to the theories given by Anthony Giddens, Bourdieu, Gaffman, Gerbner and Federeston. Data collection instrument was questionnaire. After analyzing the data, it was found that women have gained the upper body management behaviors than men. Based on the inferential analysis, there was a statistically significant correlation between social identity ( $r= 0.282$ ), religious identity ( $r= 0.158$ ), gender identity ( $r= 0.188$ ), cultural capital ( $r= 0.234$ ), level of education and body management. Furthermore, results of regression analysis showed that there was a significant correlation between the variables such as gender, social identity, cultural capital and body management among the youth under the research.

***Keywords:*** Body management, Social identity, Adolescents, Youth.

---

1\*.Department of Sociology, Dehaghan Branch, Islamic Azad University, Dehaghan, Iran  
a\_abdolhosayni@yahoo.com (Corresponding author)

2.Department of Sociology, Dehaghan Branch, Islamic Azad University, Dehaghan, Iran  
Mansour\_haghghatian@yahoo.com

### **1. Statement of the Problem**

The body is not merely a biological and psychological being, but a phenomenon that is socially constructed (Krieger and Smith, 2004, p. 941). Therefore, in every society, there is a physical reality and a social reality. The shape, size and adornment of the human body are the means for communicating with other members of the community; they can provide information about age, sex, social status, employment and membership in a particular group. In general, we can say that the body is a culture, and it represents the core issues within that culture. In fact, in every society, there is a certain culture that is distinct and different from the culture of other societies and even subcultures within that society. The status of body in different dimensions depends on the cultural, social and religious norms of each society. So, it can be said that body management is not a personal issue, but a purely social and cultural issue. In sum, body and how it is managed is the transient factor of social meaning, the creation of social connections, the emergence of identity and the representation of the inner beliefs and in general the sign of the individual and social personality of each human being.

In recent years, in most societies, as well as in Iran, young people are more sensitive to the beauty of their appearance. Diets for slimming, cosmetic surgeries of the body, and use of cosmetic and hygiene are among the behaviors that individuals, especially young people, despite their harmfulness to their health, are applying. Sometimes it can cause side effects and, in many cases, endangers the health of the body and provides a platform for new illnesses.

Today, cosmetic surgery is one of the most common surgical procedures in the world, and Iran is ranked first in the world in terms of the proportion of applied beauty to the entire population (Mousavizadeh et al., 2009, p. 1). Increasing the use of cosmetic and hygiene products among Iranian women has changed them to the seventh consumer of cosmetic and hygiene products in the world (Kohi, 2010, p. 3). And, also among all the acts of beauty, nasal plastic surgery called rhinoplasty is one of the most popular acts for beauty among Iranians who transform Iran to the capital of rhinoplasty (Salehi, 2011, p. 4).

---

Considering the above-mentioned issues, the study of the social factors affecting body management has become an essential and important issue.

Research on body management is limited and scattered. In this case, there is little research on the difference between men and women. In this study, the city of Isfahan was selected. This choice was due to the fact that, first, Isfahan, as the city was accessible to the researcher. Second, in Isfahan, on the one hand, there are changes of behaviors and patterns of boys and girls, such as changing expectations, increasing expectations, paying attention to fashion and makeup, coping with many traditional patterns of youth role, attending new social arenas and so on. Previous studies (Farahmand, 2008) also showed that Isfahan is heavily influenced by the process of globalization in some aspects. Therefore, attention to this issue can be derived from this general context.

In our Islamic culture, attention has been given to the body under titles such as "sanitation", but it has not been the focus of attention as a medium that expresses individual identity. It is hoped that recognizing the state of management of the body and its sociological explanation will give serious attention to the experts in the field of culture to enable them to manage the body among the youth with the values and norms of Iranian and Islamic culture through coherent planning. Therefore, the purpose of this paper is to examine the sociological aspects of body management among adolescents and young people in the city of Isfahan between the ages of 15 and 29.

## **2. Theoretical Framework**

According to Giddens, body regular control is one of the basic tools by which a person preserves a certain narrative of personal identity, while at the same time "self" is also more or less steady beyond this narrative "exposed to watching" the others (Giddens, 1999, p. 89). The appearance of a person represents a social identity rather than a personality identity (Giddens, 1999, p. 145). From Giddens's point of view, dress and social identity are still not isolated from each other even today and the coverage of individuals remains a sign of class and position or professional base. Nowadays, the modes of clothing are influenced by pressure groups, commercial advertisements, socioeconomic facilities and other factors that are more conducive to

mandatory standards than individual differences (Giddens, 1999, p. 144). According to Giddens, self-assembly and decorating are related to the dynamics of personality; clothing is a kind of self-portrait, but it is also an important tool for hiding or revealing the various aspects of personal biographies because it links the common customs to the main aspects of personal identity (Giddens, 1999, p. 95). According to Giddens, facial expressions and other body movements provide the essential contents of the same indications in our everyday communications. In order to learn we are competent, in other words, in order to be able to share equally with others in the production and reproduction of social relationships, we must be able to apply continuous and successful supervision of our faces and bodies (Soltani et al., 2012, p. 7). He believes that body is a part of action system and not just a passive object. Supervision of physical processes is an intrinsic component of a continuous reflection (Giddens, 1999, p. 114).

Bourdieu has come closer to the subject of sociology of body and consumption by presenting concepts such as background, habit, symbolic capital, cultural capital and social capital. Using the concept of physical capital, Bourdieu describes the relation between appearance and physical characteristics as one form of capital with other forms of capital (Zakai, 2007, p. 124). Bourdieu invoked physical capital as one of the sub-types of cultural capital (Zakai, 2007, p. 176). Thus, body is as a social product under the social logic of physical capital forms itself in a particular form through exercise, leisure and consumerism (Jalali, 2010, p. 49). Bourdieu aims at managing the body to acquire a status distinctive base. In his analysis of the body, he refers to the commodification of body in modern societies. Bourdieu indicates the production of this physical capital is dependent on the growth and development of the body, so that the body carries social values (Jalali, 2010, p. 34). In Bourdieu's mind, the body is a form of physical capital which is influenced by the prevailing social values in the size, shape and appearance of the body (Kohi, 2011, p. 34). It manifests itself in different shapes such as body dimensions (volume, height and weight), and body shape (roundness, stiffness, right angularity and curvature). These natural features demonstrate how to deal with the body and how to care for it (Zakai, 2002, p. 24).

The main focus of Gauffman's interest in his well-known "self-expression in daily life" is how people are able to interfere in their own bodies and make it different in daily life (Shilling, 2005, p. 8). According to Gaffman, there is a gap between "self-socialism" and social identity with "real self." He describes the concept of "self" with a dramatic approach. With his dramatic approach, he views social roles and social situations as representations of everyday life. In his opinion, the "self" of individuals is formed by the roles that they perform in these situations. Meanwhile, Gauguin refers to the body of a person as a "self" concept. From his point of view, physical actors are also voters who are trying to attract the attention of others. These physical agents are "incarnated realities of dignity" that can be interpreted by other actors (Lopez and Scott, 2006, p. 155).

Regarding the influence of media on individuals social identity, the theory of planting can better analyze media influences. The "theory of planting" is the result of two decades of Gerbner's study about the influence of television on audiences which began in the early 1960s and ultimately led to the presentation of this theory. In his studies, Gerbner divides the audience into two categories: high and low consumption. Broad audience is for those TV audiences who watch TV for four hours or more and choosing the program they see is not important to them, but low-budget viewers, schedule for two hours or less and in other words they watch TV selectively. Television is the main source of high-income groups for making reality, while low-income viewers use other media parallel with television (Hosseini et al., 2009, p. 44). Planting theorists argued that television has long-term effects; gradual and indirect effects.

Public media constantly emphasizes the benefits of body dressing. In the media, they are used to present images of beautiful bodies, stars, celebrities, and figures that depict examples of good life (Kohi, 2011, p. 52)

According to the topics discussed in the theoretical framework and experimental research, the following hypotheses can be suggested:

1. There is a relationship between social identity and body management.
2. There is a relationship between religious identity and body management.
3. There is a relationship between gender identity and body management.
4. There is a relationship between cultural capital and body management.

5. There is a relationship between media consumption and body management.
6. There is a relationship between attention and body management.
7. There is a relationship between the socio-economic base and body management.
8. There is a relationship between variables of level of education, marital status, occupational status and body management.

### **3. Methodology**

From the methods defined by the experts of social sciences, the method of this research should be considered as a survey. The statistical population of the study was the total number of 551653 young people aged 15-29 years in district 14 of Isfahan. The sample size is 384 persons according to Cochran formula. This sample size has been estimated with a probability of 0.05 and 0.95 errors and confidence level respectively. We also consider the calculated q and p equally.

The adjusted questionnaire in this study consisted of 82 written questions about general characteristics of respondents and some verbal questions about each of the variables in the form of closed and re-design responses.

Questionnaire questions are designed based on previous research and research theories. The research data were analyzed using the advanced statistical software SPSS 15. In this research, descriptive statistics as well as inferential statistics were used to test the relationships between the variables, and in the further step it was used regression to express the relationship of the variables. Two of the essential conditions for the interpretation of the results are validity and reliability of the tools used in the research. Therefore, after designing the questionnaire and before the final implementation of the questionnaire, it was felt necessary that the questionnaire used in the research based on its reliability and validity. The reliability of the research is carried out in order to obtain the repeatability of the measurement instrument. In this study, Cronbach's alpha coefficient which is the most accurate index of internal coordination of questions in a questionnaire was conducted for 30 primary

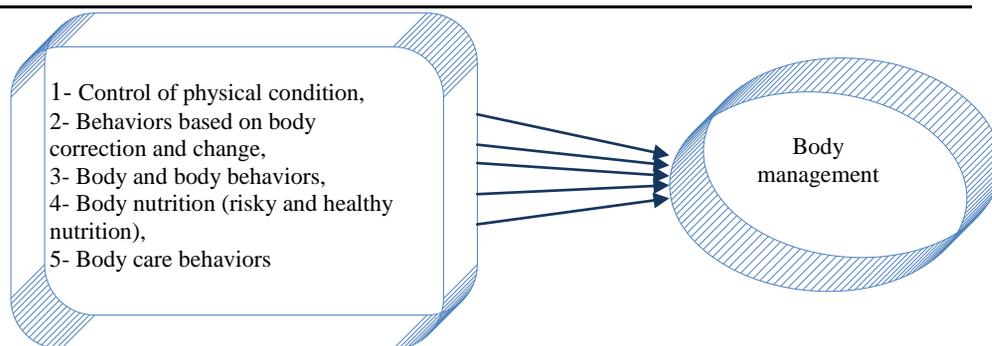
research questions. According to Table (1), it is considered that these indexes are necessary for reliability.

**Table 1. Cronbach's alpha coefficient (reliability of research structures)**

Cronbach's alpha coefficients	Number of balls	Indicators	Variable
0/880	30	1- Control of physical condition, 2- Behaviors based on body correction and change, 3- Body and body behaviors, 4- Body nutrition (risky and healthy nutrition), 5- Body care behaviors	(Body management)
0/876	19	1- Religious identity 2- Gender identity	(Social identity)
0/936	10	1- Belief, 2- Rite, 3- Feeling	(Religious identity)
0/755	9	1- Gender discrimination, 2- Pyramid of power in the family, 3- Gender division	(Gender identity)
0/722	10	Objective and subjective dimension using a combination for the standard salvage scale, Bennet (2001)	(Cultural capital)
0/765	6	This variable with the amount of use of TV, internal radios, external radios, Internet, satellite, newspapers and magazines during the week	(Media consumption)
0/712	6	1- Appearance, 2- Make-up, 3- Coverage	(Attention)

### 3.1. Theoretical and Operational Definition of Dependent Variable

Body management means continuous monitoring and manipulation of apparent and visible features of the body (Ermaki & Chavashian, 2002, p. 64). According to Robinson (2003), Kaiser (1977) and Rod Wellnon (1994), body management is a collection of behaviors and activities that include diet, exercise, weight control, cosmetic use, coverage selection to enhance appearance, and also an attempt to change the body (Rush, 2007, p. 48).



**Figure 1. Organizational variable of body management**

## 4. Findings

### 4.1. Descriptive Results

Of the 384 cases studied, 50% of the cases were male and 50% were female. In the case of the socio-economic base, 29.9%, 60.2 % and 5.7% of them were low, moderate and high respectively.

**Table 2. Descriptive statistics of some independent variables by gender**

Std. deviation	Variance	Average viewed	Maximum	Minimum	Theoretical average	Variable	
5/446	29/660	41/931	50	21	30	Woman	Religious identity
6/994	48/923	40/460	50	10		Man	
4/871	23/732	35/766	45	21	27	Woman	Gender identity
5/167	26/698	28/223	43	15		Man	
6/774	45/894	77/613	92	55	57	Woman	Social identity
7/538	56/828	68/657	86	40		Man	
5/614	31/524	11/285	30	1	18	Woman	Media consumption
4/935	24/361	14/151	30	1		Man	
5/371	28/858	10/492	25	1	30	Woman	Cultural capital
5/816	33/834	12/978	34	2		Man	
3/649	13/318	18/867	29	9	18	Woman	Attention
3/953	15/628	19/629	30	8		Man	

According to the above table, the respondents studied the religious meanings; they received the highest observed mean. There was not much difference between men and women. Women also have a high score on gender identity. But men scored an average score.

Also, the respondents had low observed mean in terms of media consumption, cultural capital and attention. Then there was no significant difference between men and women.

**Table 3. Descriptive statistics on the dimensions of body organs by gender**

Standard deviation	Variance	Average viewed	Maximum	Minimum	Theoretical average		Gender	Body Management Dimensions	
3/98	15/86	14/98	25	5	15	190 50/7	number Percentage	Man	1- Dimension of physical condition
4/12	17/01	15/75	25	5		185 49/3	number Percent	Woman	control
2/08	4/34	7/04	10	2		192 50/3	number Percent	Man	2-Dimension of behavior based on
3/69	13/68	14/33	24	6	15	190 49/7	number Percent	Woman	body correction and change
4/95	24/54	22/75	34	11		191 50/5	number Percent	Man	3-Dimension of body and body
5/57	31/08	29/85	40	11	24	187 49/5	number Percent	Woman	health behaviors
3/24	10/55	23/83	34	15		189 50/3	number Percent	Man	4-Dimension of body style nutrition
3/26	10/65	23/17	34	16	21	187 49/7	number Percent	Woman	
3/92	15/42	17/95	25	9		192 50/4	number Percent	Man	5-Dimension of Body Coverage
3/68	13/58	18/65	25	9	15	189 49/6	number Percent	Woman	Behaviors
9/21	84/93	86/47	112	67		187 52/1	number Percent	Man	
9/69	93/96	101/87	126	71	90	172 47/9	number Percent	Woman	body management
12/1	148/3	93/8	126	67	90	359 93/5	number Percent	Total	Total

In order to evaluate the body management variable that is dependent on the dependent variable, 5 dimensions and 30 items at the level of measurement

were used in a five-part spectrum. Descriptive statistics dimensions are presented in table (3).

The observed mean of behavior based on body correction and change among the young girls is 14.33 and boys 04.04. This implies the emergence of normative pressure on young girls through this expectation that the community has "become beautiful" to them. Also, due to the damaging nature of many body correction and alteration behaviors, it requires more precision and awareness.

In the case of body health or body treatments, the mean of this dimension among young girls is 29.85 which is higher than the average (24). It has a high level and shows the young girls' attention to body and body health behaviors. And the observed average among young boys is 75/22 which is due to the attention of young boys to some body cosmetic behaviors. However, this distance can be partially explained by the social-cultural effects on their understanding and experience of the body.

The observed mean of body management variable for young girls was 101.87 and 86.47 for young boys which indicates that young girls have had higher body management behaviors than young boys.

## 4.2. Inferential Results

**Table 4. Coefficients of correlation between independent variables and dependent variable**

Man		Woman		Variable
sig	p.c	Sig	p.c	
0/000	0/261	0/000	0/282	Social identity and body management
0/054	0/141	0/039	0/158	Religious identity and body management
0/017	0/175	0/015	0/188	Gender identity and body management
0/249	0/087	0/002	0/234	Cultural capital and body management
0/750	0/023	0/635	0/037	Mass media and body management
0/736	-0/025	0/325	0/076	Attention and management of the body

The results of the above table indicate that there is a meaningful and direct relationship between social identity, religious identity, gender identity, cultural

capital and female body management. But variables of media consumption, attention and management of women's bodies have not been confirmed. Also, in the case of male respondents, the results showed that there is a significant relationship between social identity, religious identity, gender identity and body management. However, there is no significant relationship between cultural capital variables, media consumption, attention and body management.

**Table 5. Correlation coefficients between independent variables and dimensions of dependent variable**

Gender identity				Religious identity				Social identity				Dimensions of dependent variable
Man		Woman		Man		Woman		Man		Woman		
sig	p.c	Sig	p.c	sig	p.c	Sig	p.c	sig	p.c	Sig	p.c	
0/233	0/088	0/174	0/102	0/620	0/036	0/006	0/203	0/193	0/096	0/001	0/238	Control of physical condition Behaviors based on body correction and change Health and beauty Behaviors of the body Body Styles Body Coverage Behaviors
0/480	0/052	0/722	0/027	0/293	0/076	0/003	-0/218	0/181	0/098	0/032	-0/160	
0/405	-0/061	0/032	0/160	0/898	-0/009	0/542	0/045	0/580	-0/041	0/046	0/150	
0/003	0/215	0/183	0/100	0/296	0/077	0/032	0/157	0/003	0/221	0/006	0/208	
0/003	0/218	0/416	-0/061	0/002	0/220	0/005	0/203	0/000	0/353	0/044	0/151	
Attention				Media consumption				Cultural capital				Dimensions of the dependent variable
Man		Woman		Man		Woman		Man		Woman		
Sig	p.c	Sig	p.c	sig	p.c	sig	p.c	sig	p.c	Sig	p.c	
0/771	0/021	0/979	-0/002	0/821	0/017	0/516	0/048	0/029	0/163	0/005	0/205	Control of physical condition Behaviors based on body correction and change Health and beauty behaviors of the body Body nutrition style Body coverage behaviors
0/006	0/198	0/000	0/260	0/003	0/212	0/371	-0/066	0/952	-0/005	0/470	0/053	
0/000	0/259	0/038	0/153	0/025	0/162	0/206	0/094	0/057	0/142	0/000	0/334	
0/144	-0/107	0/580	-0/041	0/082	-0/127	0/829	0/016	0/483	-0/053	0/472	0/053	
0/000	-0/413	0/000	-0/349	0/022	-0/165	0/213	-0/092	0/199	-0/096	0/002	-0/229	

The key points in Table 5 are as follow:

The results of the above table show that there is a significant relationship between social identity and dimensions of dependent variable (body

---

management. The relationship has been confirmed male respondents about social identity with body nutrition and body-building behaviors.

Religious identity is one of the dimensions of social identity in this research. It has a significant relationship with four dimensions of dependent variable (body management); control of physical condition, body-modified behaviors, body nutrition style, body-covering behaviors of female respondents. But this test has had more different results for men and religious identity has only a significant relationship with bodyguard behaviors in this regard.

Gender identity was another dimension of social identity in this study whose relationship was confirmed only by a dependent variable dimension (body management), body health and body care behaviors for female respondents. Also, in relation to male respondents, the relationship between gender identity and body nutrition has been confirmed.

Cultural capital is another independent variable. There are significant relationships between three dimensions of dependent variable, namely; physical status control, body health and body behaviors and body dressing behaviors. Also, in relation to human capital respondents, cultural capital has a significant relationship with the control of physical condition and body health.

The results of the relationship between media use and body management dimensions regarding female respondents have not been confirmed. But in the case of male respondents, the relationship between media use and body-modification-related behaviors, body health and body behaviors, body nutrition, and body-covering behaviors have been confirmed. The results of a more detailed study based on internal and external media are presented in the conclusion section.

The findings showed that there was a significant correlation between attention and behavior based on body correction and change, body health behaviors and body arousal and body dressing behaviors on male and female respondents.

**Table 6. Difference between independent variables and body management**

Man		Woman		Variable
Sig	k	Sig	k	
0/338	0/052	0/013	0/133	Socioeconomic and management body
0/645	-0/025	0/022	0/141	Education level and management of the body
0/618	0/028	0/172	0/081	Job status and management of the body

As you can see in the table above:

- The results of the test of the relationship between the variables of the socio-economic base and management of the body show that there is a significant relationship between socio-economic status and body management with sig = 0.013.

- The results of the relationship between the variables of education level and body management among women are meaningful. Considering the value of sig = 0/022, it can be concluded that there is a significant statistical difference between body management and education level among women. Also, the average body management in educated people is lower in undergraduate and higher levels. Since the level of education is a cultural asset, then body management has a direct and positive relationship with knowledge and awareness. The results of the test of relationship between the variables of occupational status and body management are not meaningful in women and men due to sig value greater than 0.05.

**Table 7. T-test results of two independent groups**

Df	value t	Significance level	Standard deviation	Average	Number	Marital status
			12/207	92/337	252	Single
213/096	-3/790	0/355	11/396	97/429	107	Married

The results of the test of relationship between marital status and body management are not statistically significant with respect to the significant level of t = 35.55, meaning that there is no statistically significant relationship between the marital status and body management.

**Table 8. The coefficients of independent variables in step-by-step regression form**

Sig	T	Standard coefficient	Raw coefficients		Variable
Std. Error	B	Beta	Std. Error	B	Fixed value
0/000	5/491	0/276	0/071	0/390	Social identity
0/001	3/467	0/143	0/087	0/303	Cultural capital
0/066	1/845	0/078	0/133	0/245	Attention
0/000	10/780	0/529	1/189	12/821	Material

The results are shown in Table 8 in which a total of four independent variables remained in the form of regression. Totally, considering the beta coefficients, it can be seen that gender has the most effect on the variable of body management with sig 0/552.

**Table 9. The results of body weight determination based on stepwise regression**

Estimated criterion error	Net determination coefficient	The coefficient of determination	Multiple correlation coefficient
8/839	0/469	0/476	0/690

According to Table 9, the correlation coefficient of independent variables with body management is  $R = 0/690$  and the coefficient of determination ( $R^2$ ) is  $= 0/476$ . This coefficient indicates that about 0.476% of variance or variability of body variable is determined by independent variables in the empirical model.

## 5. Discussion and Conclusion

The present study was an experimental-theoretical attempt based on the sociological study of body management among adolescents and youths aged 15-29 years in Isfahan.

Research hypotheses are based on the ideas of Anthony Giddens, Bourdieu, Gaffman, Grebner and Fredstone. According to research findings, young girls monitor their bodies at a high level which indicates that they are at a high level taking into account actions and activities that are directed toward their management.

The significance levels of the correlation coefficient test indicate that:

Findings showed that there is a positive and significant correlation between social identity and body management among women and men. This relationship was more differentiated among women than men. It was confirmed for all aspects of body management, but in male respondents only two aspects of body management, such as body style and body dressing, were approved.

From Giddens' point of view, the appearance of an individual represents a social identity rather than a personal identity (Giddens, 1999) which links the relationship between the body management and social identity.

Similarly, Freeman Ermaki and Chavashian (2002), Zakai (2007) and Worship and Associates (2008), and Hallidi and Carney (2007) and Leo (2008) also identified social identity as one of the most important variables in their research.

Nowadays, people represent their cyst and identity by manipulating their bodies. That is, the identity of individuals can be achieved through the interaction between the individual and community; the interaction between the individual and the society is through the use of symbols and signs that in various ways, including how to manage the body in the form of society.

The results of this study indicate that there is a positive and significant correlation between religious identity and body management among women and men. This relationship was more different among women than men, and confirmed by four dimensions of body management, but in men, only one dimension was confirmed.

According to Giddens, this finding can be explained by the fact that decreases in society dependence on religion and its increasing dependence on science have caused the manipulation of physiology in the body. He also emphasizes weakening of religious foundations (Giddens, 2007).

Amaraki and Chavashian (2002) and Kohi (2011) have also stated that religion has played an important role in the management of the body among the youth. Considering the role and place of religion in Iranian society, this hypothesis can be studied further.

The findings also showed a meaningful and positive relationship between gender identity and body management among women and men. This relationship has been confirmed among women in one aspect of body

management, but has been approved by men about two aspects of body management. Based on Jenkins's view, gender is a collective identity of ranking before the main form of group formation (Jenkins, 2002, p. 181).

The results of this study suggest that there is a meaningful and positive relationship between cultural capital and body management among women and men. This relationship has been confirmed among women in three dimensions of body management. This finding explicitly indicates that body and culture are really related. Individuals and the culture and society in which they live are embodied in their bodies. In general, body is a culture and statement of the basic issues within that culture and society. In other words, the human body at any time can provide a deeper understanding of the culture and also the society in which it is embodied. Bourdieu invoked physical capital as a subset of cultural capital or a kind of cultural resource that has been invested in the body. The results of the researches of Ermaki and Chavashian (2002), Zakai (2007) and Kuhi (2011) are in line with the results of this research.

It should also be noted that the results of this study indicate that there was no significant relationship between the media consumption and dimensions of body management among women. But in men, this relationship has been confirmed in four dimensions of dependent variable (body management). More detailed research results showed that internal and external media had different effects on the dimensions of body management. The relationship between body dressing and external media behaviors has a significant and positive effect on men and women. This finding implies that body management has direct connection with media production, especially satellite and internet advertising. The effect of media consumption on body management has been confirmed by Zakiyeh (2007), Kuhi (2011), and Gadarzadeh et al, (2012).

The findings also showed a significant relationship between attention-grabbing and body management among women and men, and there was no difference between male and female respondents.

Meanwhile, Gauguin refers to the body of a person as much as his "self" concept. From his point of view, physical actors are also voters who are trying to attract the attention of others. These physical agents are "incarnated realities of dignity" that can be interpreted by other actors (Lopez and Scott, 2006, p.

155). This variable has been studied in the previous research as a social variable which requires more attention by social researchers in examining the relationship between this variable and body management.

The socio-economic base is one of the other social factors affecting the body management among women. There is a relationship between the economic-social status of women and their management of the body which is significantly higher in the middle class. Given the relatively high degree of explanatory power of this variable, according to Bourdieu's views, we can say that a kind of balance is between eating, clothing, education and cars in our social life. Thus, various signs of life represent the specific mental images of the social group and relative position of this group in the society.

The social class influences people's culture so that high-class people use transcendental culture and art, referring to their distinction, excellence and legitimacy (Fazeli, 2002, p. 47). The results of the researches of Ermaki and Chavashian (2002), Fatehi and Akhlasi (2008) and Gadgarzadeh et al., (2012) are in line with the results of this research.

Education is another social factor affecting the body management among women which is significantly higher among women with a Master's degree which indicates that the tendency towards body management behaviors increases with higher education. There was a significant relationship between education level and management in the researches of Ermaki and Chavashian (2002) and Kohi (2011). The relationships between the variables in the research were analyzed using multivariate regression of statistical technique. The results showed that among the variables in the equation, only social identity, cultural capital, attraction of attention and gender have remained in the equation and close to 0.476% of the dependent variable changes among young men and women of Isfahan city.

Finally, the results of the research confirm that according to the results of the research, young girls are of special importance to their physical appearances. As a result, young girls care for and control over their lives that are under their control and power.

---

## References

1. Adibi, M., & Jalali, H. (2014). Body management & social identity (A case study: Young girls and boys in Sari City). *Sociological Studies of Youth*, 3(9), 9-22.
2. Armaki, T., & Chavoshian, H. (2003). Body as the identity media. *Iranian Journal of Sociology*, 4(3), 57-75.
3. Farahmand, M. (2009). *Cultural globalization focusing the social identity of the Youths living in the City of Isfahan*. Isfahan: Isfahan University.
4. Fazeli M. (2002). *Consumption and lifestyle*. Qom: Sincere Morning
5. Fatehi, A. & Akhlasi, A. (2008). Body management and its relation with social acceptance of the body (Case study of women in Shiraz). *Women Strategic Studies*, 11 (41): 42-49
6. Jalali, H. (2011). *Exploring the relationship between body management & social identity of the Youths (A case study: Sari City)*. Isfahan: Isfahan University.
7. Jenkins, R. (2003). *Social identity*. Tehran: Shirazeh Publication.
8. Goulmohammady, A. (2003). *Cultural globalization*. Tehran: Ney Publication
9. Giddens, A. (2000). *Modernity and self-identity in the late modern age*. Tehran: Ney Publication.
10. Giddens, A. (2008). *Sociology*. Tehran: Ney Publication.
11. Hosseini, D. (2009). The role of media in the development of the national identity of teens in Tehran, *Journal of Research*, 16 (2), 39-64.
12. Kouhi, K. (2012). *Sociological explanation of body management among the women in Tabriz City*. Isfahan: Isfahan University.
13. López, J., & Scott, J. (2007). *The constitution of social theory*. Tehran: Ney Publication.
14. Mousavizadeh, M. (2010). Evaluation of the tendencies and motivations of female patients in the beauty surgeries. *Journal of Medical Sciences*, 14 (72), 318-323.
15. Ogden, J. (2005). *The paradox of control and body management: Examples of dieting and surgery*. Tehran: Tehran University.
16. Parastesh, S. (2009). A study of sociology of individual appearance and identity management among the youths (A case study: Babolsar City). *Journal of Social Sciences*, 5(2), 19-49.
17. Salehi, H. (2012). Beauty surgeries: Necessity or excess, *Quarterly of Medical Rights*, 5(18), 97-116.
18. Shilling, C. (2005). *Body in culture*. London: SAGE Publication.
19. Soltani, S., Alizadeh. (2013). The relationship between cultural capital of body management among the students of Tabriz University. *Social Welfare Quarterly*, 12(47), 181-205.
20. Zokaei, M. (2008). Youth, body & fitness culture. *Quarterly of Cultural Research*, 1(1), 117-142.
21. Zokaei, M. S., & Farzane, H. (2008). Women & cultural body management, *Journal of Cultural Studies and Communications*, 4 (11), 45-61.