

A Study on the Socio-cultural Factors Affecting Women's Cosmetic Surgery (A Case Study of Women in Noor City)

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Abstract

The tendency toward beauty is natural and common among all human beings. However, today, the tendency toward beauty, as a social phenomenon, has reached the stage of vanity and showing off. Cosmetic surgery is one of the significant issues in the field of medicine and culture, and one of the topics studied in the field of sociology. This study aims to investigate the sociocultural factors affecting cosmetic surgery of women in Noor city. The theoretical approach of the study includes anthropology, sociology and feminism. The methodological strategy of the research is based on using the research method. The population of the study was 329 participants. The data were analyzed using the mean comparison test, T- test, one-way variance analysis, and multiple regressions. The results indicate that there is a positive relationship between cosmetic surgery and consumerism, cultural capital, social pressure, higher social status and body management. There is also a negative relationship between cosmetic surgery and negative perceptions of the body.

Keywords: Cosmetic surgery, Women, Negative perceptions, Social pressure, Cultural capital, Consumerism, Higher social status, Body management.

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1. Introduction

Noticing the body sparked wide debates on the issues such as identity and culture of consumption among the researchers, in the last two decades, so that expressions such as “physical society”(Turner, 1996) or “ body age” (Henkok, 2000) are commonly used (Zokaei, 2007, p. 169). Thus, body culture is a perspective through which the cultural developments and trends can be evaluated. The body is an arena for cultural and social regeneration and can explain the power relations and the way that power can influence the differences and social inequality. At least since 1950s, women have been increasingly accustomed to cosmetic surgery. However, the men also have been doing so since 2007. This indicates that cosmetic surgeries, in their modern form, are mainly women’s issues (John & Hizz, 2009) stated by Belali et al., 2010, p.106).

There are no official statistics about the amount and type of cosmetic surgery in Iran. However, journalist's statistics indicate that in recent years numerous methods of cosmetic surgery were common. Yet, the most beauty versions are concerned to the plastic surgery of the face and rhinoplasty. According to the experts, women’s wear in Iran caused them to pay less attention to surgery of their organs. On the other hand, due to inactivity and neglecting exercise, Iranian women, more than other women, suffer from some specific organ disorders and lose the freshness of their body earlier. Despite, such surgeries are observed more in men, unofficial statistics reveal more tendency of women toward surgery.

In today’s world in which women are still exposed to the gazing of others and are being observed based on their appearance much more than men. The women are seeking the balance of power in their family and social relations based on their physical identity (Giddens, 2006, p. 241).

Today, by increase in self-recognition for women, such as their education and self-awareness, women’s interaction with themselves has changed.

One of the means of forming women’s identity of women is their body. While in the past the body was an inevitable reality to live with, today the body, in different forms of body management, is a component to rethink women’s identity.

Thus, cosmetic surgery is one of the measures of interest to women belonging to different social status, in order to seize something missing in their daily life. It is a form of embodied rethinking to fill the vacuum of personality in daily life. They seek their identity in their appearance. This indicates the complex and fluid nature of cosmetic surgery as a social and cultural reality (Azadarmaki & Qaraab, 2008, p.7). In fact, through change in the perception of beauty along with medical and industrial achievements, beauty is no longer perceived as only a natural and biological

characteristic. The evidence can be observed in women's increasing tendency toward appearance and beauty, cosmetic surgery (clinical beauty) and fitness (Belali & Afsharkohan, 2010, p. 8).

Sociology of the body explores the influence of social forces on the body. It probes the social history of the body and the complex interactions between the body, society, and culture, as well. Human body has a social base as much as it has a biological nature. Features of the body can play a role in determining the social status of people. It has a role in social production, consumption, and regeneration. Human body includes strengths and weaknesses and is influenced by the socio-cultural requirements of the society. Based on the high interconnection of human body with socio-cultural factors, some of the sociologists recognize the body as a social structure.

Questions such as: 1) how can the body be consistent with cultural meanings and concepts? 2) How can social factors define boundaries for the body, and formulate its peculiarities and manipulate them? And 3) what is the relationship between human body and his social function? Could the controversial issues be in the field of sociology of the body (Javaheri, 2008: 38-40).

Today, the body is no longer recognized as something already given, but, it is subjected to manipulation. Today, the body will change a lot during its life span. And for that reason, body schilling is defined as an incomplete project being changed in interaction with society (stated by Melton and Watson, 1998: 4-7).

In today's society, the body is visualized as a piece of cloth based on which the social status, gender, and different tendencies of the people can be observed. Melton believes these factors are influenced by the effect of technological developments on human body, peoples' efforts to control their body, body ownership, and the condition of the body in the society (Saeedi, 2007).

Today, the techniques of cosmetic surgery goes back to the period after world war I, when the wounded soldiers were returned from the war front, and at that time the aim of cosmetic surgery as a treatment was being done to recover the soft tissues of the wounded soldiers' body.

In fact, the quick developments in modern cosmetic surgery are the result of the post-war wounds and burns. Later on, the two types of surgeries, cosmetic surgeries and surgeries, to repair the skin have been distinguished. Today, cosmetic surgery is one of the most common types of surgeries worldwide and is still growing.

Cosmetic surgery is one of the latest achievements of human beings to create beauty. Combining beauty with medical industrial achievements made beauty as a feature to be acquired, and no longer regarded as only a natural and biological feature.

With the coming of a new era, some types of appearances and physical practices find particular importance. In many of pre-modern cultural arenas, a standard appearance was generally based on traditional criteria. How to make up the face and choice of the clothes were to some extent means of expressing individual personality. However, access to these means was not easy or desirable at all. As can be seen in newspaper and media, Iran ranks first in the world in the number of rhinoplasty. That's why it is called the center of rhinoplasty (Rajabi, 2008, p7).

What is the prevalence of cosmetic surgery in Iran due to? Do the individuals really aim to seize and manage their own destiny or it shows their lack of self esteem, since Iran has become the center of rhinoplasty?

Such surgeries are so common that cinema directors in Iran have stress finding actors or actresses with faces different from those with untreated faces (i.e., who didn't have face surgery or rhinoplasty). What is the prevalence of cosmetic surgery in Iran? The city of Noor, as part of Iran, is not exceptional, and is more or less affected by new communication and information media, becoming commercial, the growth of consumer culture, the strong presence of women in public, higher levels of education, media literacy, etc. This led to the need to do more research particularly on cosmetic surgeries. For instance, in Noor city one can see many people with bonded noses and those who had surgery to their face; and beauty clinics have grown dramatically. According to what has been mentioned so far, the main research question is what is the prevalence of cosmetic surgery in Iran due to?

2. Background of the study

Mahdavi and Abbasi Asfajir (2005) conducted a research titled "An investigation into the extent of willingness to manage the body and control the organs, and factors affecting it". The research aimed to investigate the extent of willingness to manage the body and control the organs and the factors affecting it. To this aim, among the 350 college student girls studying at the Sabz University in Amol city, 200 girls were selected randomly. The results indicate that 1) in all of the 8 perspectives under investigation; the condition is significantly higher than the theoretical average. 2) The variables of drawing attention, seeking individuation, the influence of friends and peers, seeking diversity and modernity, sexual purposes, assimilation, representative of the social status, and having an identity, respectively, have the most effect on

explaining the dependent variable of the extent of the tendency to manage and control the body and organs. In their study, Zokaei and Farzane (2008) have concluded that women were more satisfied with them and had more self-confidence after the cosmetic surgery. On the other hand, the option of cosmetic surgery is in the cycle between individual choice and social structures (Zokaei & Farzane, 2008).

Ghalebandi and Ebrahimi, in their investigation, have found out that among rhinoplasty applicants, the personality patterns of obsessive and narcissistic are more common than other ordinary people in the society. The researchers relate these applicants demand for rhinoplasty to individual psychological factors and cultural influences (Ghalebandi & Afkham Ebrahimi, 2004). In their research study, Azadarmaki and Chavoshian have indicated that there is a relationship between management of the body and gender, age, education, cultural capital, religiosity, and traditional attitude toward family. However, there was no significant relationship between management of the body and structural variables such as social and economic status, wealth, and occupation (Azadarmaki & Chavoshian, 2002).

Gimlin's findings about 20 women who had cosmetic surgery, revealed that such women's dissatisfaction with their body has decreased after the surgery. Furthermore, in this study it is claimed that in high modernity, the body is considered as the focal point of identity (Gimlin, 2006). Using a qualitative-narrative research design, Holliday and Cairnie attempted to investigate of men taking beautification procedures. Unlike most of the feminist approaches, in this study it is claimed that cosmetic surgery is not only for the sake of beauty, but also for other reasons such as identity, occupation, different relations, and other factors in life (Holliday & Cairnie, 2007). Rysst, in his study attempted to explore Norwegian men and women's attitude toward an ideal body. The results indicated that people's opinion and what is introduced in journals as an ideal body is quite the same and in line with each other. They are perfectly coordinated. Moreover, sportspeople provide a much more precise description of an ideal body than the non-athletes. It seems dissatisfaction with the body is a publicly health issue, both in men and women. However, it is more seen in women (Rysst, 2010). The results of Swami's research indicate a significant difference between the ideals of beauty and body dissatisfaction, in different regions. Through age, body mass index (BMI), and western media, ideals of body weight could be anticipated. Generally, body dissatisfaction and the desire to be thin and slim are quite usual in regions with high socio-economic status. However, this has turned into a problem (Swamiet al., 2010).

Growth et al., (2009), in a study titled perspectives of socio-economic status connected to BMI and overweight among Danish men and women dealt with the interactions among different perspectives and gender differences. The results revealed that the educational perspective had the most constant relationship with BMI and overweight which is suggestive of the significance of cultural capital about weight status. The particular sexual patterns indicate to stronger social rise for women. It indicates the relationship between women's overweight and the unfavorable financial and social conditions, while this is not true for men.

The strategy of public health to avoid and decrease overweight needs to focus on groups with low education and be consistent with the cultural norms.

3. Theoretical foundations

Providing a short overview of prominent thinkers and pundits in sociology on the issues of appearance management and sociology of the body, we can find out interesting and valuable points in the works of thinkers such as Weblen, Burger, Guffman, Foucault, Elyas, Bourdieu, and Giddens. Burger, in a collaborative research with Lockman states that even those of human actions which seem to be innate and natural, are shaped in the society and affected by the culture. They state: "the society is one of human beings' product and an objective reality, and human being is a social product (Burger & Lockman, 1996, p. 91).

Guffman deals with the analysis of sociology of the body from a quite novel position. He uses the demo theory to express his opinions. From Guffman's point of view, physical symptoms function as canvassers to which people resort in order to draw other people's attention. These physical symptoms "are embodied representations of character and dignity" being interpreted by other people in interaction (Lopez & Scott, 2006, p. 155). Guffman's works are close to the topics of symbolic activism. Yet, his role in representing the symbolic significance of the body in regular actions must be distinguished from other sociologists of his age (Featherstone, Hapwarth, & Turner, 1991).

Norbert Elyas, in his theory of the civilization process, represents the process of disciplining the body and controlling the aggressive behaviors by describing the evolution of the body culture from antiquity to modern times (Zokaei, 2007, p.175). He considered the body as a historical theme and in connection with modernity (Featherstone, Hapwarth, & Turner, 1991). Elyas attempted to explain beauty (or trying to be more beautiful) as a sample of esoteric representing of the body, based on some expressive movements, which aimed to express personal feelings through social

interactions, and thus, to gain social power and have access to cultural values (Atkinson, 2008).

Another thinker advocating a central position to body is Micheal Foucault. In his view, the bodies are carriers of interactional and institutional structures (Lopez & Scott, 2006, p.157). In Foucault's post-structure approach, medical, sports, and moral discourses structure the body and are in fact people's perception of them (Azadarmaki, 1381, p. 61; Zokaei, 2007, P. 177).

In Foucault's view, the body becomes the focus of creation, recreation, and metamorphosis of the social structure (Lopez & Scott, 2006, p.145). For Foucault, the body is like an object under control and scrutiny and is managed through interactions, power, and knowledge (Bouden, 2003, p.52). He visualizes human body as the center of power; the power derived from exerting internal discipline, and controlling body movements; which as a result, creates docile bodies (Giddens, 2004, p. 88). Foucault, in his detailed discussion, called "genealogy", considers body genealogy, as well. In Foucault's view, genealogy is responsible to disclose and reveal the completely historical formation of the body and also, the process of body annihilation by the history (Lash, 2001, 90).

Moreover, Giddens, in his quite detailed theories on the connection between agency and structure, emphasizes the significance of the body to mediate the connection between the two factors. From his view, human's body is the center of creation, re-creation, and metamorphosis of the social structure (Lopez & Scott, 2006, p. 145).

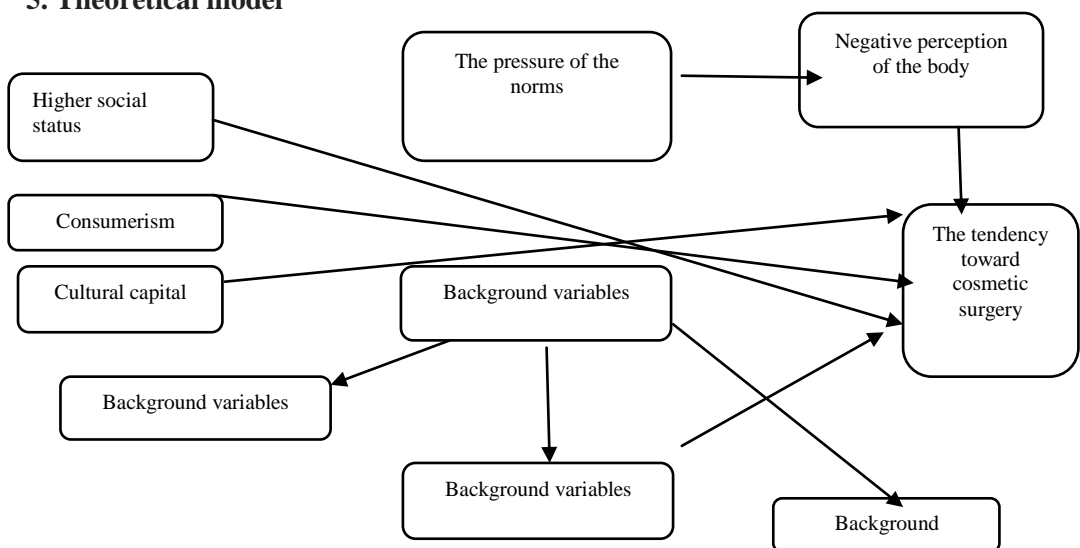
Giddens (2003) believes that the body is directly involved in the basic principle that how each individual's identity should be formed (Giddens, 1999). He states: "here the body is in the same place as implementation of mental plans arisen from the society and the active socio-cultural factors. The body is a place to exhibit the final outcome of these visualizations (Giddens, 2007, p. 211).

On the other hand, due to the common tendency of the different persons toward control and management of their appearance, an extensive industry called beauty industry has formed. This industry includes a wide range of businesses such as cosmetics trade, design and supply of new fashions, a wide range of cosmetic surgeries, and the commercial affairs of those activities. It is interesting that all of these activities are means of getting to one end, i.e. representation of the ideal visualizations of the body.

4. Hypothesis

- 1) There is a significant relationship between women's level of education and their tendency toward cosmetic surgery.
- 2) There is a significant relationship between family income and women's tendency toward cosmetic surgery.
- 3) There is a significant relationship between women's age and their tendency toward cosmetic surgery.
- 4) There is a significant relationship between women's cultural capital and their tendency toward cosmetic surgery.
- 5) There is a significant relationship between women's higher social status and their tendency toward cosmetic surgery.
- 6) There is a significant relationship between women's negative perceptions of their body and their tendency toward cosmetic surgery.
- 7) There is a significant relationship between women's consumerism and their tendency toward cosmetic surgery.
- 8) There is a significant relationship between the pressure of the norms and women's tendency toward cosmetic surgery.
- 9) There is a significant relationship between women's management of their body and their tendency toward cosmetic surgery.

5. Theoretical model



6. Methodology

The population of the study includes the main society from which the participants are selected. In the present study, the population includes women in Noor city.

To determine the sample, a complete list of the people in society needs to be available. The list is the framework of sampling. One of the perspectives to be considered is the selection of the sampling method. The framework of the sampling is available. Generally, the most common sampling methods include random, systematic, stratified, cluster, and multistage sampling. Therefore, in this study the random sampling method has been used.

The data were analyzed using SPSS 20 software, and charting was done using the Microsoft excel 2010 software. At the descriptive level, frequency tables, columnar percentage, and the standard deviation were used. At the inferential statistics Pearson correlation coefficient test, T test, one- way variance analysis, and multiple regression were used in order to test the hypotheses.

Given that the amount of alpha was more than 0.70 for all the structures, it will indicate the degree of internal consistency of items and reliability of the instruments.

In order to estimate the number of participants, an initial study was done on 30 women in Noor city, so that the variance of the feature under study (the degree of tendency toward cosmetic surgery) was identified.

Using Cochran, the sample size was determined as 329 young women in Noor city. The only instrument of the study was the questionnaire. After verification of the validity and reliability of the questionnaire at the initial stages of the research, the questionnaire was used to gather data at the final stage.

Reliability coefficients of different variables include reliability coefficient (Cronbach's alpha) for visualization of one's body was 0.785, consumerism 0.171, cultural capital 0.866, higher social status 0.745, pressure of the norms 0.884, and body management 0.877.

7. Definitions of the variables

7.1. Cultural capital

Cultural capital is a form of unobservable capital. Thus, it can be considered as a type of social capital. According to Bordeaux, the concept refers to a set of capabilities, habits and cultural nature, including language, taste, and life style. The transfer of economic capital is from one generation to the next. However, the transfer of cultural capital is much more complicated. The key concept of this phenomenon is called by Bordeaux as habits and practices. Habits include distinguishing between

good and bad tastes, an intellectual culture and a popular culture, and so on. In this process, children at different cultural levels, learn to respect their culture, and recognize the culture of the working class as ghoulish (Rohani, 2017, p.12).

7.2. Body management

Today, body management is studied in the field of sociology of the body. Different factors, including exercise, diet, interpersonal relations, stress, the effect of media, moral growth, and awareness of the concept of health and its significance in life can influence the body management. These factors can determine the importance of one's body. This way, the body will be more individualized and every one will have a role in his/her body management. In fact, the body management means monitoring and continuous change of the physical and visible features of the body. The concept was measured with the help of weight control, cosmetic surgery, and the level of cosmetic caring. In another definition, body management is any manipulation and monitoring of the physical and visible features of the body being done through the makeup or surgery (Azadarmaki & Chavoshian, 2008, p. 64).

7.3. Higher social status

Social status is a place and position where a person occupies in a society and at a particular time. Social status is one of the topics of interest and the focus of attention to evaluate the social base. Social status means ranking somebody in a qualitative hierarchy of the whole society. Each individual is ranked based on a set of evaluations of each base they have established and the reward they receive for it (Beiro, Alen, dictionary of sociology, 1987, p.371) (Marx: 1818-1883). Marx is one of the first and most famous theoreticians in the field of sociology who considers social status as following the topic of social class. In fact, social class is the major topic of Marx's sociological studies.

7.4. Consumerism

Consumerism is to give originality to consumption, and to target welfare and assets. Some people define consumption as happiness and fortune or purchasing some properties (Seyyedinia, 2009, p. 153). Miles states that no constant definition of consumption is available. He does recognize consumption as a cultural perspective. In fact, consumption is an action and is limited to the level of action, while, consumerism is a life style (Miles, 1998, p. 4). Consumerism is the use of blessings, facilities, and opportunities (Sarookhani, 1996, p. 146).

7.5. Norms pressure

Theoretical definition: For humans, it's important what other people think of them and how they are being judged by others. Other people could be divided into two groups. Some of them are important to us; that is, their views and evaluations of us are important to us. Some others think of us and evaluate us, but it is not that important to us.

Therefore, under some circumstances, humans feel the obligation or desire to comply with some norms. This is called norms pressure or force (Rafipour, 2003, p.191). In this research, norms pressure includes the influence of friends, family, relatives, doctors, TV, Satellite, and spouse on the desire and tendency toward cosmetic surgery.

Operational definition: In this study, the variable of norms pressure includes three perspectives; namely, the standards and criteria of beauty in the society, external pressure, and internal pressure. The variable is measured by some questions whose answers ranged from "totally agree" to "totally disagree" (in 5 options).

7.6. Negative perceptions of body

Theoretical definition: one of the psychological aspects examined in relation to cosmetic surgeries is negative perceptions of body. It is characterized mainly by a preoccupation with a defect in one's appearance. The defect may be just imaginary or related to the type of some minor physical abnormalities. Anyway, the patient's anxiety about it is extremist and agonizing (Zamani & Fazilatpour, 2013, p. 493).

Perception of the body is, in fact, a mental image of one's body (Zokaei, 1385:67).

Body image is defined as visualizations of aspects of the body. The concept of body image is not constant, but is dynamic by nature.

An ideal body image can be influenced by variables such as media representation, cultural traditions, and friends' attitudes. A change in the viewpoint is associated with thoughts and feelings change, and occasionally may lead to behavior change (Asadi et al., 2013, p. 29).

8. Data analysis

8.1. Sociological study of the samples

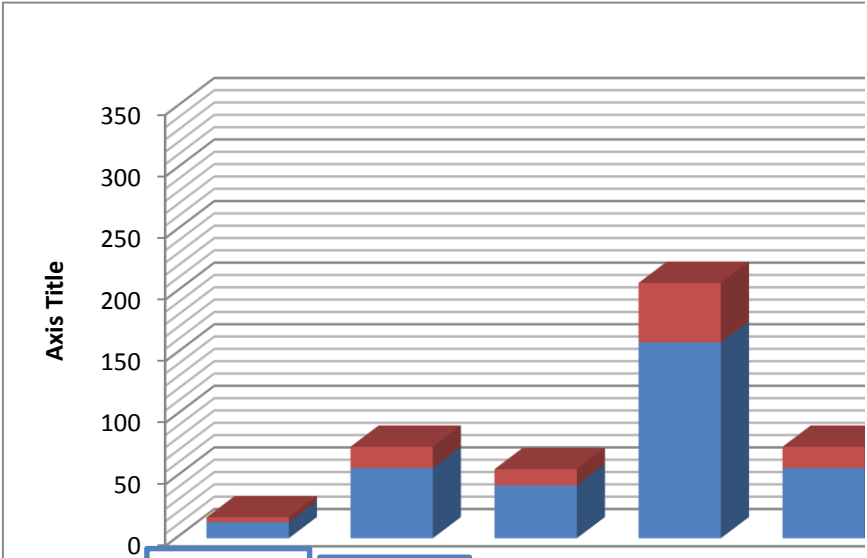


Figure 1. Percentage distribution of the samples in terms of education

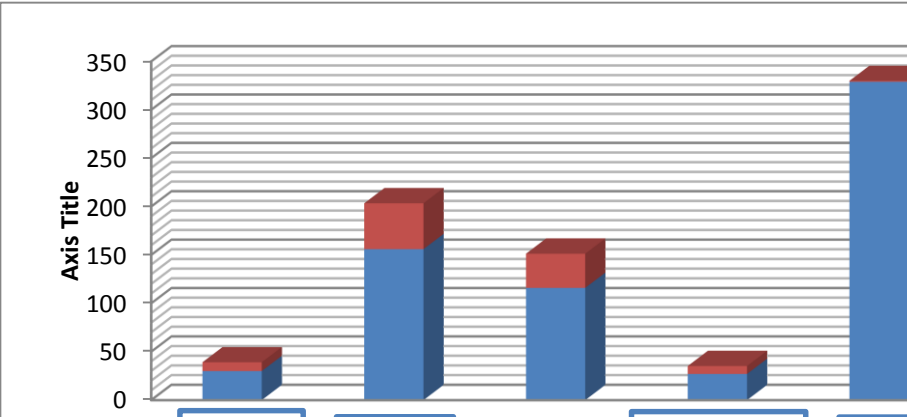


Figure 2. Frequency distribution of samples in terms of age

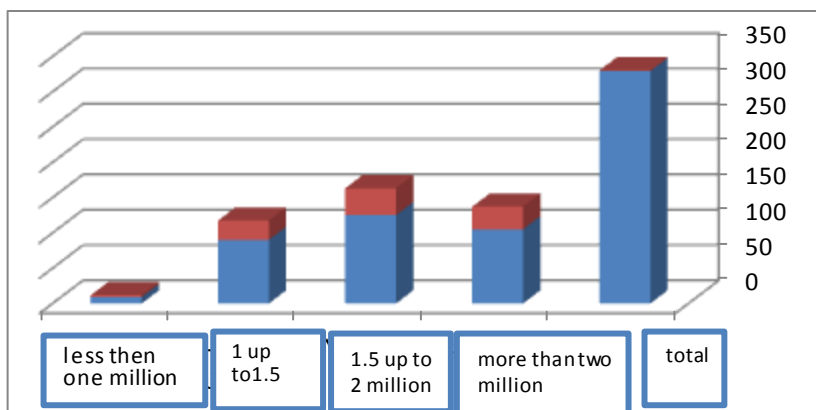


Figure 3. Frequency distribution in terms of income

8.2. Test of the reliability and validity of the instrument (the questionnaire)

To determine reliability of the questionnaire, the Cronbach's alpha coefficient test was applied. The test determines the validity and reliability of the designed multiple choice questionnaires. In the study, the reliability was determined through a study of the samples. The result indicates the Cronbach's alpha coefficient of the tendency toward cosmetic surgery questionnaire, 0.82, and thus the validity and reliability of the questionnaire.

8.3. Kolmogorov-Smirnov test

To determine the normality of the data, the Kolmogorov test was applied the results of which are shown in the following table.

H0: Sig \geq %5 is the distribution of a normal population.

H1: Sig < %5 is not the distribution of a normal population

Table 1. Kolmogorov-Smirnov test of the normality of population

Macro dimensions	frequency	The test value	Level of significance	Test result
The tendency toward cosmetic surgery	329	1.33	0.056	H0 is confirmed

Conclusion: since Sig is higher than or equal to %5, H0 on the normality of the variables distribution is confirmed, as a result, the data are parametric.

8.4. Regarding the demographic findings of the study

4% of the samples were under Diploma, 17.3 % had Diploma, 13.1% had an Associate Degree, and 48.3% had the BA. Degree and 17.3% had the MA.

9.1% of the samples ranged between 15-20 years old, 47.4% ranged between 20-25, 35.3% ranged between 25-30, and 8.2% of the samples were older than 30. 100% of the population included women. 2.7% of the samples were selected from families with less than one million Tomans of monthly income, 27.4% between 1 and 1.5 million Tomans, 38% between 1.5 and 2 million Tomans, and 31.9% of the samples were selected from families with more than 2 million Tomans of monthly income. There is a significant relationship between cultural capital and the extent of tendency toward women's cosmetic surgery. As the correlation coefficient indicates, $r = 0.37$, and since the measured sig is less than %5 ($\text{sig} \leq 0.05$), then the fourth hypothesis is confirmed. In other words, there is a significant relationship between cultural capital and the women's degree of tendency toward cosmetic surgery. There is a significant relationship between higher social status and women's degree of tendency toward cosmetic surgery. As the correlation coefficient indicates, $r = 0.41$, and since the measured sig is less than %5 ($\text{sig} \leq 0.05$), so, the fifth hypothesis is confirmed. There is a significant relationship between negative perceptions of the body and women's degree of tendency toward cosmetic surgery. As the correlation coefficient indicates, $r = 0.35$, and since the measured sig is less than %5 ($\text{sig} \leq 0.05$), then, the sixth hypothesis is confirmed. There is a significant relationship between consumerism and women's degree of tendency toward cosmetic surgery. As the correlation coefficient indicates, $r = 0.67$, and since the measured sig is less than %5 ($\text{sig} \leq 0.05$), the seventh hypothesis is confirmed. There is a significant relationship between norms pressure and women's degree of tendency toward cosmetic surgery. As the correlation coefficient indicates, $r = 0.56$, and since the measured sig is less than %5 ($\text{sig} \leq 0.05$), the eighth hypothesis is confirmed. There is a significant relationship between body management and women's degree of tendency toward cosmetic surgery. As the correlation coefficient indicates, $r = 0.47$, and since the measured sig is less than %5 ($\text{sig} \leq 0.05$), the ninth hypothesis is confirmed.

9. Discussion and conclusion

The present study aimed to explain the sociology of the tendency toward cosmetic surgery among women of Noor city. Since in recent years women and girls' tendency toward cosmetic surgery has increased dramatically, this phenomenon has turned into a controversial socio-cultural issue.

Therefore, the aim of the present study was to examine the socio-cultural factors of cosmetic surgery among women of Noor city. After the preliminary stages and review of the domestic and foreign research, and review of different theories on social

deviations, particularly the body, the theoretical framework has been proposed using Gidens, Guffman, , Bureau, and Weblan's, and also, feministic theories.

In order to examine the research hypotheses, the data were collected using a questionnaire, from among 329 women of Noor city. The collected data was then analyzed by statistic techniques. In order to investigate the tendency toward cosmetic surgery, five independent variables including negative perceptions of the body, norms pressure, consumerism, higher social status, and cultural capital extracted from the theories, as well as three independent variables including age, education, and income were examined. Certainly, women notice their bodies more than men do. It may be rooted in the society's expectations of women. Antony Giddens (2007), the sociologist, believes that the women are particularly judged based on their physical characteristics. Research hypotheses were tested and the results indicate that the first hypothesis is confirmed. In other words, there is a difference between women's level of education and their tendency toward cosmetic surgery. Based on the results, the second hypothesis is confirmed, as well. In other words, there is a difference between family income and women's tendency toward cosmetic surgery. Also, based on the result, the third hypothesis is confirmed. In other words, there is a difference between women's age and their tendency toward cosmetic surgery. The results indicate that the fourth hypothesis is confirmed. In other words, there is a significant relationship between cultural capital and the degree of tendency toward women's cosmetic surgery. Here, Guffman can be cited, who states an individual need to control his/ her body motions in all of the social interactions, since and individual's daily interaction depends on facial expressions and body movements. To be able to share the production and reproduction of social relations, they need to have a continuous oversight of their face and body. The results indicate that the fifth hypothesis is confirmed. In other words, there is a significant relationship between higher social status and the degree of tendency toward women's cosmetic surgery. In defining social class, Marx recognizes it as the only large group of people occupying the same economic status. In Marx's view social classes are formed based on different positions and responsibilities of people in the production structure of the society. Based on the results, the sixth hypothesis is confirmed. In other words, there is a significant relationship between negative perceptions of the body and the degree of tendency toward women's cosmetic surgery. In turn, the hypothesis confirms the feminists' view who believes that the pressures and conformity with the standards of beauty will make an individual have a different perception of his/ her body and be alienated with it which leads to dissatisfaction with the body. Based on the results, the seventh

hypothesis is confirmed. In other words, there is a significant relationship between consumerism and the degree of tendency toward women's cosmetic surgery. Related to this variable, Weblan and Zimel's theories on fashion and consumerism are referred to. Consumerism is a phenomenon in a capitalist society in which the people, particularly the youths and women, are more consumers than producers. Purchasing different clothes make people adjust themselves with them. Consumerism is particularly connected to fashion. To go along with the fashion, people need to fit their bodies for the fashion. By presenting fashionable clothes and different types of fitness equipments and drugs, social media advertisements may stimulate and make young people think about their fitness. Based on the eighth hypothesis, there is a significant relationship with pressure of the norms and the degree of women's tendency toward cosmetic surgery, which is confirmed. As Elyas and Terner believe, the structure in applying the ideologies puts pressure on people. They claim that technology has a great role in society and is helpful. Douglas and Fauku believe that social structures put pressure on people. The results confirm the ninth hypothesis, that there is a significant relationship between body management and the degree of the tendency toward cosmetic surgery. Gidenz (1938) describes the structures as mandatory and optional and states that the structure and agency are correlated. Social active is a representative who is aware of his actions. However, the power of structures puts pressure on the active. He continues, the structure is subjected to change and absolutely dependent on human factor. Fauku believes the control may be the result of stimulation and self-discipline. The participants of the study, unconsciously, controlled their body through diet. The variable of the effect of media as external pressures conforms people to the specific manners of a desired body and has a direct relationship with increasing advertisements and women's magazines that targeted women for consumption. In many of the magazines related to women, consumption of mass products is being advertised, and women are encouraged to be slim and artificially pretty by using cosmetics.

10. Limitations of the study

In this study which was conducted among women, five hypotheses were proposed based on feminist, Guffman, Bourdeax, Gidens, and Weblan's theories. Overall, it can be claimed that all the proposed hypotheses in the study are confirmed. As different sociologists have announced repeatedly, the theories provided in this field of study are culture specific and may not be generalized to every culture and any time. The results of the study are not exceptional. They may not be generalized to other cultures. The

second limitation of the study is the average age of the participants which was between 20-25 years old. As the results indicated, older participants manipulated their bodies more than younger participants. Therefore, it can be implied that one of the reasons for low level of this type of body consumption is the participants' low age. The third limitation of the study is that it was conducted on women and through survey. Using a self-report as an instrument has a problem: the participants may not answer the questions with full sincerity and may not express their problems as they are asked to. To gain more in-depth understandings of the reasons of the tendency toward cosmetic surgery, the qualitative research is required. Also, different groups of people in society and people who visit doctors at cosmetic surgery clinics could be better samples to take part in the studies on the tendency toward cosmetic surgery.

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