

Comparing rate of happiness, life satisfaction, self-concept between volunteers of cosmetic surgeries and ordinary people

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Abstract

Mental image of body is one of the most important dimensions of self-appearance and self-evaluation during adolescence age. The dimensions can be mostly defined in form of a degree of satisfaction of physical appearance, which is important in adolescence, since can affect all concepts of “self” significantly in this age. In this regard, based on Galon’s studies, people with high level of satisfaction of their mental image of their body include high mental health (lack of depression and anxiety). The main objective of the present study is Comparing rate of happiness, life satisfaction, self-concept between volunteers of cosmetic surgeries and ordinary people. The present study is a comparative-causal research. Statistical population of the study includes all volunteers of cosmetics surgery and all ordinary people. Sample includes 100 persons with 2 50-person groups of volunteers of surgery and ordinary people. Volunteers of cosmetic surgery would be selected through referring medical centers of cosmetic surgeries and hospitals. Ordinary group would be also selected in access and cloning. In order to collect required data, questionnaire of life satisfaction would be applied, which is based on study of Mozafari (2003). Cronbach alpha

for the test would be equal to 85%; validity of retest with 6 weeks interval would be equal to 84%; Oxford Questionnaire of happiness would be valid with correlation of 1% and 40%. Self-concept questionnaire of Rogers with correlation coefficient of 25% and significance level of 1% and validity of 40% would be also applied. Obtained data from questionnaire would be then analyzed through SPSS software.

Key words: happiness, life satisfaction, cosmetic surgery, self concept, appearance, self-confidence, inferiority complex

Introduction

The main aim by cosmetic surgery is physical improvement of individuals, who have abnormal appearance; although tendency for cosmetic surgery would be rooted also in some psychological factors. Psychologists believe that some factors are effective in this regard including inferiority complex, imitation, and mental disorders. Imitation and show off are also other effective factors for individuals, who refer cosmetic clinics. Many behaviors in the society are adventitious and individuals would follow others' behavior. When they are informed that a person has done cosmetic surgery and has changed his/her appearance, they would rapidly imitate his/her behavior. This would provide situation in a society that some phenomena can become a fashion and mod. (Kolahi, 2009)

Recently, cosmetic surgery has changed into a deceptive factor and an instrument for luxury-orientation of many people and this would cause creation of unreal expectations in individuals and disruption of realities about real nature of it. Hence, media ads and their effects on some audiences in addition to disruption of values can be also other causes of tendency for conducting cosmetic surgeries. Additionally, some individuals suffer from inferiority complex and are always in challenge with their mind. They try to change their appearance in order to overcome their inferiorities. Other effective factors in regard with tendency for cosmetic surgery include increase in happiness; increase in life satisfaction and self concept. (Ibrahimi, 2006)

The term “self concept” in psychology refers to image of individuals about themselves. Here, awareness of their own would be discussed. This kind of awareness is a part of image of others about individual. Volunteers of cosmetic surgery would consider others’ image about themselves as a basis for surgery. Hence, when people find that their physical properties are not adjusted with norms, they may face annoyance and their self concept would be weakened. Hence, they would consider cosmetic surgery as the best solution for this problem. (Poor-Ali-Baba, 2002)

According to statistics, many people, who go toward cosmetic surgeries such as nose surgery, suffer from mental disorders, anxiety, and stress. These individuals should do something in order to compensate their mental disorders and in their opinion, the most effective solution would be cosmetic surgery, which can satisfy them in terms of appearance. Tendency for cosmetic surgeries has also social origins. Social psychologists have found that people relate appearance with competent and desired personalities such as social competence and reception. (Alamdar, Ghalebani, 2004)

Hence, abundant application of cosmetic surgery by people can be resulted from several factors such as seeking diversity; happiness; possibility of changing appearance; minimum life satisfaction; stability of changes; and increasing focus of mass media on physical image in recent years. However, among all mentioned factors, the most effective factor in viewpoint of scholars has been dissatisfaction of physical appearance. (Mohammadi, Sajadi-nejad, 2007)

Research hypothesis

- Rate of happiness, life satisfaction, and self concept between volunteers for cosmetic surgery and ordinary people has been significantly different.
- Rate of happiness between volunteers for cosmetic surgery and ordinary people has been significantly different.

- Rate of life satisfaction between volunteers for cosmetic surgery and ordinary people has been significantly different.
- Rate of self concept between volunteers for cosmetic surgery and ordinary people has been significantly different.

Research literature

According to study of Dishman et al (2006), it was found that there is a significant and positive relationship between physical appearance and self-esteem. In addition, there is also an intermediate diverse relationship between self-esteem and symptoms of depression. According to obtained results from study of Rothschild, it was found that changing disruption of mental image of body is significantly correlated with changes of self concept and negative emotions of individuals about their imagine of their body. Based on study of Ivarson et al, it was also found that differences of evaluations of individuals about themselves is in significant relationship their ideal criteria about physical appearance and low grades of individuals about body and positive view about slimness, negative behavior, symptoms of stress, social fears, and physical stress.

Obtained results from study of Jennifer (2006) in U.S have indicated that individuals with significant signs of physical image disorder included high level of depression, stress, anxiety, and suicide. In addition, individuals with weight problems and abnormal physical form, revealed significant signs of PTSD, social incompatibility, and sexual problems. Based on the studies, it was found that disorder of physical image can lead to creation of some dimensions of cognitive, behavioral, and health problems.

Findings of Sarwer and Wadden (2006) about caparison of dissatisfaction of physical appearance and relevant disorders of bad form of body in those people, who had cosmetic

surgery, have revealed that there is significant relationship between physical image, index of physical capacity, and physical self concept with tendency for cosmetic surgery. Individuals with high level physical index had weak physical image about themselves. (Kolahi, 2009)

Zimansky and Kash (2006) have stated in their studies that women tend to gain more evaluation of face than their peers. In fact, women would have more tendencies for cosmetic surgery than men. (Kolahi, 2009)

Cafri and Thompson (2003) have conducted a study and have concluded that women have tendency for slim body and face is important for them; although men are not worried about low weight. These findings indicate that all male and female have some challenges about physical image such as being fat, thin, short, or tall. The mentioned property is known as physical capacity index, which can be obtained from measuring height (m) and weight (kg).

A study was conducted in order to compare ordinary people and volunteers of cosmetic surgery in Behbahan province Iran. Sample included 300 persons of volunteers for cosmetic surgery and ordinary people. The individuals were divided to two groups through cluster sampling method. Applied instruments in the mentioned study have been questionnaire of physical image and self concept questionnaire of Rogers. As a result of the study, there was significant different between volunteers of surgery and ordinary people in terms of physical image and general health and self concept. (Gholamreza Pasha, 2010)

Literature of life satisfaction

Farnham and Brewing (2003) have conducted a factor analysis and found that just three factors have been significant in happiness including life satisfaction, health, and self-esteem. In addition, Argyle et al (2005) found that there are 7 effective factors in this regard including life satisfaction, efficiency, being social, positive cognition, health, happiness, and self-esteem.

Alice Bronze (2009) has conducted an interesting study and compared 60 middle age women (40-45 and 60-65) and 60 old men (60-65 and above it) in terms of life satisfaction

and self-confidence. In general, it seems that gender and to some extent age can affect individual satisfaction. In fact, women have less life satisfaction than men and while age is going up, satisfaction rate of individual situations would be also increased.

In a study by Koosha and Mohseni (2007), life satisfaction has been compared between single and married individuals in Iran. Based on obtained results, in Iranian women, being married, being employed, and having desired experiences, and higher education is in relationship with high level life satisfaction. Old or young, men or women, and poor or rich would be happy through conducting a continuous emotional relationship. Thousands studies in this regard have concluded that couples are happier than single people and those people, who have lost their spouse or have got divorce. Conducted studies in U.S indicate that less than 25% of single people and more than 40% of married people introduce themselves happy. (Koosha and Mohseni, 2007)

Obtained results from studies of Larimi (2006) in regard with rate of marital life satisfaction and mental health indicate that there is a significant relationship between the two mentioned issues. Stresses of marital life can be also effective in mental disorders, specially depression, anxiety, and physical diseases. On the other hand, obtained results from assessment of relationship between social and economic base with satisfaction amount of marital life separated based on education, age, number of children, income rate, and gender have indicated that there is significant relationship between mentioned items and rate of marital life satisfaction in confidence level of 99%. It means that rate of satisfaction in individuals with higher level of education, less age gap, less children, and high income rate is more than those individuals that have low level education, more age gap, more children, and low income rate. There is also a significant relationship between social and economic base with rate of marital life satisfaction. The higher the social and economic base is, the more marital life satisfaction would be. Marital life satisfaction in men was more than women in confidence level of 95%. (Larimi, 2006)

Ghahraman Arash (2010) has conducted a study in order to investigate concept of life satisfaction and evaluating it among 450 people (162 male and 288 female) from students

of Ferdowsi University Mashhad. For this purpose, self-performed questionnaire has been applied. At the first, the study has considered theoretical discussion of an expanded variable “life satisfaction” that whether it is a variable or a multi-dimensional structure? Here, presumption of being expanded has been selected. Obtained results from the study indicate that rate of life satisfaction in different universities has not been significantly different. In addition, female and male students have had no significant life satisfaction.

Study of Babuccu, Latifoglu, Atabay, Oral, and Cosan (2010) has indicated that volunteer women for rhinoplasty surgeries include some properties such as self-orientation, hyperactivity, competitive properties, reaction-based properties, and perfectionism about themselves. Volunteer men for rhinoplasty surgery have tension, anxiety, and sense of inferiority. Conducted study by Zahiroddin, Shafiee-Kandijani, and Khalighi-sigaroodi (2010) in regard with comparing life satisfaction included score of full scale and subscales of depression, anxiety, social performance disorder, physical symptoms, and self concept signs between volunteers of nose surgery and ordinary people indicated that there is a significant difference between the two groups in regard with mentioned variables.

Literature of happiness

Ochida et al (2001) have conducted a study and found that self-esteem and emotional support can predict happiness. Chang and Farnham (2003) have also conducted a study and have found that documentary styles and self-esteem can be significant predictors of happiness. Libomirsky et al (2006) have conducted a study under the title of “difference between self-esteem and happiness”. They found that there is a significant relationship between happiness and self-esteem.

Liu (1999) believes that components of happiness include positive emotions, lack of negative emotions, and life satisfaction. Peru (2002) believes that life satisfaction is another variable that can lead to happiness. In this regard, he indicated during a study that health and marriage status are in significant relationship with happiness and life satisfaction. (Kolahi, 2009)

Relationships of individuals with other people and their adaptability with them are the most important factor in happiness. The ability is based on this presumption that human have more tendency for love than hate others and want to be loved by others. (John Mayer, 2004)

Most studies of Argyle and Liu (2006), Costaomac Cra (2005), Farnham and Brewing (2000), Hootard et al (2009), and Miser and Diner (1995) have been focused on this approach that happiness is a personal characteristic. In addition, in studies of other scholars such as Argyle and Liu (2009), Francis et al (2003), it has been cleared that happiness is same stable extroversion in theory of Isenk. Different studies have indicated that extroversion is the most powerful predictor of happiness, especially its social part. (Quoted from Karimi, 2002)

Methodology

The present study has been applied research in terms of outputs and results and is also descriptive in terms of goals and objectives. The study is a comparative-causal research and the author has no direct control on independent variable, since the variables can't be manipulated naturally and have been occurred before beginning the project. The author hasn't manipulated variable directly, but also the study has achieved its goals through selecting those people that include the certain variable, don't include it, or include it weakly, etc.

Population, sample, and sampling method

Statistical population includes all individuals that have had cosmetic surgery and all ordinary people. Sample includes also 50 people that have had cosmetic surgery. Hence volunteers of surgery and ordinary people in each group were 50 people, which were selected in access. Thus, volunteers of surgery and those people that had had cosmetic surgery were identified and selected through referring clinical centers of cosmetic surgery and hospitals.

Ordinary people were also selected through method of in access sampling. These individuals were neither volunteer of surgery, nor have had surgery before. At the present

study, Morgan table has been applied in order to estimate sample size. If variance of population and possibility of variable's success is not determined, statistical formula can't be applied in order to measure sample size. In this case, Morgan and sampling table of Kerjcie would be applied. The mentioned tale can present maximum sample size.

Measuring instruments

In order to collect required data for the present study; some instruments have been applied as follows:

1- Life satisfaction scale

In order to measure life satisfaction variable, questionnaire of life satisfaction has been applied that has been designed by Diner et al (1985) in Illinois University and includes 5 questions. The mentioned questionnaire would be scored in form of 7-point Likert scale (every material from completely disagree 1 to completely agree 7). Probable range of scores on the questionnaire would be from (5) low satisfaction to (35) high satisfaction. About validity of the test, Alpha coefficient has been equal to 0/87 and coefficient of retest after 2months has been equal to 0.82. Diner et al (1985) have determined number of abstracted factors using review of score test and specific values. In Iran, based on study of Mozaffari (2003), coefficient of Cronbach alpha for this test has been equal to 0.85 and validity of retest with interval of 6weeks was also equal to 0.84. (Mozaffari, 1985)

2- Oxford happiness questionnaire (OHQ)

In order to measure happiness variable, oxford happiness questionnaire (OHQ) has been applied. He mentioned questionnaire includes 29 4-option materials. Most materials in it have been made through reversing sentences of depression test 1. Options in each material would be scored from 0 to 3 respectively. Hence, total score of 29 materials could be also varied from 0 to 87. The questionnaire has been translated in Persian language in Iran by Noor-bala Ali (1999) and has been also valid with correlation of 0.04 to 0.65%.

Rogers self concept questionnaire

In order to measure self concept variable, Rogers self concept questionnaire (1951) has been applied. The mentioned questionnaire is applicable for determining negative and positive self concept of individuals. The questionnaire is a 7-point scale, which has been translated in Persian language by Mousavi (1999). Correlation coefficient in this questionnaire has been equal to 0.25 with significance level of 1% and has validity of 40%. In addition, the questionnaire has been translated in Iran by Sheikhan (2003) and its correlation coefficient has been estimated equal to 0.51. Required time in order to conduct the test is about 20min and more than this time would be also allowed. Rogers self concept questionnaire is in domain of objective tests that has been formed of a 7-point level, which is between two adjectives, and individuals should select one number of the two adjectives.

The test has been developed by Rogers (1951) in order to determine positive and negative self concept of individuals and required time for this test is about 20min. Rogers self concept questionnaire is in domain of objective tests that has been formed of a 7-point level, which is between two adjectives, and individuals should select one number of the two adjectives and also no question should be left without answer. The test has been formed of two forms of A and B. while presenting the form "A" to respondents, they would be asked select desired answer according to scales above the questionnaire (it means that they should select a number from 1 to 7 that refers to closeness and farness to adjectives of questionnaire).

Then, form "B" would be presented to respondents and they would be asked to point desired answers based on options of questionnaire. Finally, estimation of the two forms would be conducted and if obtained value is a number from 1 to 7, self concept is normal; although if obtained value is above 7, self concept is weak and negative. In other words, high amount of self concept means lack of compatibility between real self and ideal self.

Data analysis method

Collected data from statistical population of the present study have been analyzed and examined using analysis software of SPSS version 18. In order to test main hypothesis of the study, variance analysis has been applied and for testing 3 initial hypotheses of the

study, t-test has been applied. In addition, in order to describe variables, descriptive statistics (mean, standard deviation, frequency-percent), and for each question of the study t-test has been applied.

Discussion and results

Conceptual model of the research

Variable is a concept that includes more than 2 values or numbers and is also measurable and observable. Those features that can be measured by researcher would be considered as variables (Delavar, 1992). At the present study, 2 variables have been presented including dependent and independent variables (Zaribaf Mahdi, 2008). At the present study, studied variables have been investigated and analyzed in form of a conceptual model as follows:

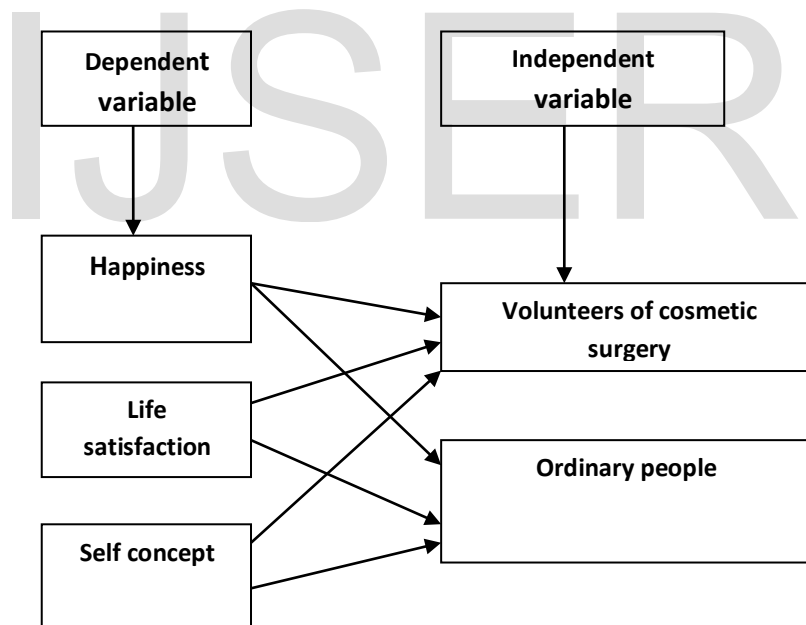


Figure1: Conceptual model of the study

Dependent variable: at the present study dependent variable includes happiness, self concept, and life satisfaction

Independent variable: at the present study, independent variable includes volunteers for cosmetic surgery and ordinary people. In order to investigate the subject, some hypotheses have been determined. Variance analysis has been used for main hypothesis of the study and for other 3 hypotheses; t-test has been applied.

Descriptive statistics

Here, descriptive statistics and relevant tables of sample specifications have been presented. Identification of sample's specifics is useful, since using them one can investigate total features of population and general features would be cleared for other researchers. In addition, this kind of identification can help generalization of obtained results to other populations. Additionally, in order to design future research questions for other population, the information would be applicable.

Table 1: Frequency distribution based on age (volunteers of cosmetic surgery)

Variable categories	Frequency	Frequency percent	Valid percent	Mode
Male	10	20%	20%	2
Female	40	80%	80%	
Total	50	100%	100%	

According to table1, 20% of volunteers for surgery have been male and 80% have been female. Mode is also equal to 2, which shows most frequency for women. This shows the maximum frequency of distribution that here is an equivalent for women.

Table 2: Frequency distribution based on gender (ordinary individuals)

Variable categories	Frequency	Frequency percent	Valid percent	Mode
Male	18	36%	36%	2
Female	32	64%	64%	
Total	100	100%	100%	

According to table2, 36% of ordinary people have been male and 64% have been female. Mode is also equal to2, which shows maximum frequency for women.

Inferential statistics

- Rate of happiness, life satisfaction, and self concept is significantly different between volunteers for cosmetic surgery and ordinary people.

In this hypothesis, in order to compare volunteers and ordinary people in terms of happiness, life satisfaction, and self concept, and also in order to determine significance relationship between them, one-way variance analysis (f-test) has been applied. In order to use the test, first condition of equality of variances should be provided.

Table 3: Levene test (equality of variances)

	Levene test value	First DOF	Second DOF	P-value
Happiness	6.048	1	98	0.826
Life satisfaction	5.764	1	98	0.384
Self concept	5.194	1	98	0.685

Clearly, condition of equality of variances is provided in confidence level of 0.95 and hence, using variance analysis test would be allowed.

Table 4: variance analysis

	Mean of squares	F statistic	P-value
Happiness	3684.490	15.203	0.000
Life satisfaction	942.490	23.324	0.000
Self concept	3317.760	52.603	0.000

According to table4, F value and p-value ($p < 0.05$), relationship has been significant in confidence level of 0.99. In other words, there is a significant difference between volunteers of surgery and ordinary people in terms of rate of happiness, life satisfaction, and self concept. Therefore, H_0 has been rejected and alternative hypothesis has been confirmed.

- Rate of happiness is significantly different between volunteers of cosmetic surgery and ordinary people.

In this hypothesis, in order to compare volunteers and ordinary people in terms of happiness, t-test of independent groups has been applied. Then, difference or lack of difference among scores has been considered. In order to use the mentioned tests, equality of variances should be provided. Accordingly, first Levene test has been applied in order to determine equality of variances.

Table 5: Levene test (equality of variances)

Variable	F-test	P-value
Happiness rate in 2 groups	0.048	0.826

Table6: t-statistics estimation (independent variables)

Variable	t-statistics	DOF	P-value
Happiness rate in 2 groups	-3.899	98	0.000

Clearly, according to F-test value and p-value, equality of variances is provided in confidence level of 99%.

In table6, happiness rate in 2 groups of volunteers for surgery and ordinary people has been compared. Accordingly, due to t statistic value and p-value ($p < 0.05$), difference has been significant in confidence level of 99%. In other words, H_0 has been rejected and alternative hypothesis has been confirmed. Hence, there is significant difference between volunteers and ordinary groups in terms of happiness. However, in order to determine that which group includes more happiness, descriptive statistics of 2 groups should be considered.

- Rate of life satisfaction is significantly different between volunteers of cosmetic surgery and ordinary people.

In this hypothesis, in order to compare volunteers and ordinary people in terms of life satisfaction, t-test of independent groups has been applied. Then, difference or lack of difference among scores has been considered. In order to use the mentioned tests, equality of variances should be provided. Accordingly, first Levene test has been applied in order to determine equality of variances.

Table7: Levene test (equality of variances)

Variable	F-test	P-value
Life satisfaction rate in 2 groups	0.764	0.384

According to F test value and P-value, equality of variances is provided in confidence level of 99%.

Table8: t-statistics estimation (independent variables)

Variable	t-statistics	DOF	P-value
Life satisfaction rate in 2 groups	-4.830	98	0.000

In table8, life satisfaction rate has been compared between two volunteer and ordinary groups. Accordingly, due to t value and p-value ($p < 0.05$), difference is significant in confidence level of 99%. In other words, H_0 has been rejected and alternative hypothesis has been confirmed. Hence, there is significant difference between volunteers and ordinary people in terms of life satisfaction rate. However, in order to determine that which group includes more life satisfaction, descriptive statistics of 2 groups should be considered.

- Rate of self concept is significantly different between volunteers of cosmetic surgery and ordinary people.

In this hypothesis, in order to compare volunteers and ordinary people in terms of self concept, t-test of independent groups has been applied. Then, difference or lack of difference among scores has been considered. In order to use the mentioned tests, equality of variances should be provided. Accordingly, first Levene test has been applied in order to determine equality of variances.

Table9: Levene test (equality of variances)

Variable	F-test	P-value
Self concept rate in 2 groups	0.195	0.685

According to F test value and P-value, equality of variances is provided in confidence level of 95%.

Table10: t-statistics estimation (independent variables)

Variable	t-statistics	DOF	P-value
Self concept rate in 2 groups	-7.253	98	0.000

In table10, self concept rate has been compared between two volunteer and ordinary groups. Accordingly, due to t value and p-value ($p < 0.05$), difference is significant in confidence level of 99%. In other words, H_0 has been rejected and alternative hypothesis has been confirmed. Hence, there is significant difference between volunteers and ordinary people in terms of self concept rate.

Conclusion

As it is obvious from objectives of the study, the main objective in this study has been comparing rate of happiness, life satisfaction, and self concept between volunteers for cosmetic surgery and ordinary people. It could be found that there is significant relationship between volunteers and ordinary people in terms of happiness rate. In addition, there is significant difference between the 2 groups in terms of life satisfaction and self concept. In this regard, Alice Bronze (2009) has compared those individuals that had cosmetic surgery before and ordinary people in terms of life satisfaction and self-confidence. She found that those people that have had surgery had lower rate of life satisfaction than ordinary people. Sarwer and Whitaker have conducted a study in order to assess cosmetic surgery and self concept and they found that interested individuals in surgery included weaker self concept than others. They focused in their findings that low level self concept has been the main reason for their reference to cosmetic clinics.

Fredrick and Lorpamlu (2005) have investigated relevant issues of cosmetic surgery and happiness and self confidence of men and women during lifetime. They found that volunteers for surgery had lower happiness and self-confidence rate than others. Whitaker (2009) has found in his study that ordinary people without cosmetic surgery have related their sense of happiness into low self concept. Obtained results from the study indicate that ordinary people without surgery had undesired self concept, comparing to other people with cosmetic surgery. Sarwer et al (2007) have also found that people before surgery have more negative self concept, comparing to post-surgery time. According to obtained results from the study, the most motivation of women for cosmetic surgery is gaining beauty as a factor for improving self-confidence. The tendency can be on the other hand resulted from

individual characteristics or external bindings. These bindings are mainly clear in single people, people with high education level, and people with negative image about their bodies, and people with low self-confidence rate.

Majdi Amir (2005) has found in his study that cosmetic surgery can lead to change in self concept. Possible explanation in regard with the mentioned findings is that people, who refer to clinics for cosmetic surgery, are not in fact dissatisfied by their appearance, but also they have low self concept rate. Additionally, obtained results from the present study indicate that there is a significant difference between volunteers of surgery and ordinary people in terms of life satisfaction. The results have been in consistence with obtained results from study of Larimi (2006), which has been related to marital life satisfaction and cosmetic surgery. This shows that there is a significant relationship between the two factors. Hence, obtained results from the present study would confirm hypothesis of the research, so that negative self concept has been predicted as a motivation for cosmetic surgery. The issue has not been observed in ordinary and normal people. Most of the volunteers for surgery in the sample were women. The situation has been in consistence with findings of Altamura et al (2001).

According to findings, negative self concept can be considered as a predictor for cosmetic surgery. This would confirm in fact first hypothesis of the study. It means that low self concept rate can predict cosmetic surgery. The mentioned output has been consistent with studies of Veil (1987) and Wilson (2000).

Obtained results from the present study indicate that out of basic needs, life dissatisfaction can predict cosmetic surgery. Hence, hypothesis 2 of the study would be also confirmed. The output is consistent with studies of Ryan and Deci (2000) in regard with life satisfaction and tendency for cosmetic surgery.

The present study indicates that, tendency of most youth for cosmetic surgeries and low age of such surgeries need conducting a kind of pathology. Over the years, although specialists have predicted many physical side effects for cosmetic surgeries, volunteers for such surgeries are increasing. On the other hand, expansion of complaints against cosmetic

specialists is significantly increasing and this would be a good reason for future considerations. The main aim by cosmetic surgery is physical improvement of individuals, who have abnormal appearance; although cosmetic surgery has recently become a deceptive factor for different individuals. This would lead to creation of unrealistic expectations and destruction of real identity of them. Hence, media ads and effects on some audiences and neglecting values can be considered as some factors for such surgeries.

Moreover, some people have inferiority complex and are always in challenge with their mind and try to change their appearance in order to compensate the inferiorities. In addition to mentioned issues, there are also other effective factors in tendency for cosmetic surgery including increasing happiness, life satisfaction, and self concept. There are limited studies in regard with comparing happiness, life satisfaction, and self concept rate in volunteers for surgery and ordinary people and most of the studies are based on outputs of cosmetic surgeries. According to presented issues in this study and due to obtained results, cosmetic surgery can be done because of several factors and among all of them increasing happiness, life satisfaction, and self concept in volunteers of surgery are the main factors in this regard.

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