



## Investigating and Comparing Individual's Personality Traits with Tendency and Non-Tendency Toward Undergoing Cosmetic Surgeries

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### ABSTRACT

**Objective:** To evaluate and compare the individual's personality traits with tendency and non-tendency for undergoing cosmetic surgery.

**Method:** This is a descriptive study with causal comparison; the population consisted of all men and women referred to Shahrekords Beauty clinics for 6 months in 2013, among whom 80 subjects were selected as sample. The data collection tool is a Myers-Briggs personality type questionnaire.

**Findings:**

The results showed that there are significant differences between all personality characteristics between two groups with tendency and non-tendency for undergoing cosmetic surgery ( $p < 0/05$ ). Also the average of scores given for each indicator showed that subjects with a tendency to cosmetic surgery were more extroverted, emotional, and sensational and nanostructured compared with the group without tendency.

**Conclusion:** The study of personality characteristics, people with tendency for cosmetic surgery showed that this group tends to be more extroverted, emotional, and sensational and nanostructured compared with the group without tendency, which before performing cosmetic surgery by specialists, they should be examined. If they had such personality types, being referred to psychologists for counseling so that they lead to moderation and prevent them from performing unnecessary surgeries.

**Keywords:** personality traits, cosmetic surgery, cosmetic surgery tendency, no tendency for cosmetic surgery

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### INTRODUCTION

Today, one of the problems in the various communities, especially in large cities is the increasing trend of cosmetic surgery, that should not simply be ignored and some sociological and pathological research needs to be done in such cases. In other countries, more statistics regarding plastic surgery is related to treatment and, where necessary, doctors resort to this measure, while in our society, even those that do not require surgery, spend much money and time, and for the desire to be more beautiful and attractive, go under the knife. Because of this, in our country the fondness for appearance is so pervasive that people measure individuals' trait from their appearance. So people wish to appear beautiful, attractive and modern regardless of whether it is necessary to work on the building of confidence on these people. We cannot blame them because this is a society that pushes them in that direction. When individual, family, educational values and commitment to moral values are ranked lower than the type of individual's automobile models and their financial capability, it is natural that people in the community feel that they should compete each other and spend whatever they own for gaining these criteria (Noorbakhsh & Hassanpour 2005). Accede to cosmetic surgery, is affected by several factors. The person feels

deficiencies in his/her physical conditions such as ear, nose and face, etc. and by undergoing cosmetic surgery, is intended to correct his/her physical and appearance defects. Rivalry culture is also the reason for people, particularly women tending to undergo cosmetic surgery. They try to draw attention to themselves. With aging, a group of people choose to undergo cosmetic surgery to look younger, which the root of these acts goes back to low self-esteem, personality weakness and the desire to attract more (Ebadian, 2010). Swami et al., (2009) believe that the personality is meant to be a stable set of preferences and features that can determine the similarities and differences in people's psychological traits. Personality refers to a pattern of physical, behavioral, emotional, mental, moral and personal features or attributes, which distinguishes people clearly from the other person (Smith, 2011). Surgeons always were interested in distinguishing people who psychologically are unsuited for surgery. Some studies have been conducted in the evaluation before surgery and afterwards. These reports were more reflective of psychoanalysis trends in America psychiatric and thought these people neurotic or narcissistic (Hill & Silver, 1988). On the other hand, many psychologists believe that an increase in cosmetic surgery of the nose, skin, stomach, etc. among women and men are caused by psychological problems. Young people do anything to look more beautiful, perhaps false culture in the society is considered as an additional factor of cosmetic surgery, so that the false culture which has been common in the community in the form of an

epidemic, does not soon subside. In Iran, women cannot hide their facial shortcomings with hair, so the smallest defect in the face, especially the nose appears as the most prominent member (Zokaee, 2008). In the study by Movahhed, Ghafarinasab and Hussain (2011), it was found that face makeup is intertwined with the lives of people and is coordinated by it. During the interview, they pointed to a range of social, personal and psychological reasons for face make-up trends. These statements indicate that despite the existing structural pressures, the girls have maintained their functionality in makeup to a certain extent. Mohammadpanah Ardakan, Jaghobie and Josephie (2012), in their study assessed personality traits and defensive styles in cosmetic surgery candidates. Their results showed that applicants for cosmetic surgery achieved lower scores on personality traits of agreeableness compared to non-applicants and there is a relationship between personality traits and defensive styles in applicants for cosmetic surgery. Research by Swami et al., (2009) showed that 5 factor personality traits, is a strong predictor of attitudes toward body image. This means that self-concept has a relationship with openness and agreeableness as well as the quality of physical appearance and extraversion. People who gain lower scores on a scale of flexibility and open-minded as well as higher scores on a scale of conscientiousness and neuroticism, are more prone to use such methods for better compatibility with the environment and have shown that the self-esteem is negatively correlated with the probability of acceptance of cosmetic surgery, implying that people with low self-esteem use cosmetic surgery as a means to improve their overall self-image. Also Hollander et al., (1989), in their research examined the personality and self-confidence between two people with and without physical deformities and disorders and showed that people who were concerned about their appearance, had lower self-esteem and greater diversity. In the last three decades, some scholars have found that people associate good looks with good personality traits (Medy 1996, quoted by Bohranie and Latifian, 2009). In the 1970s and 1980s, psychological evaluations were considered before and after cosmetic surgery in patients. Healthy mental state is a more important determinant axis of satisfaction after cosmetic surgery than surgical technique. Since the satisfaction of needs provides the necessary conditions for growth and psychological integrity of marriage and psychological well-being of the person and explains the wide range of our fundamental behaviors, it is

an interesting and attractive concept in psychology. The needs concept is interesting in that it can also design psychological interventions and since cosmetic surgery is performed to change the appearance and increase satisfaction and confidence, it can be seen as the result of a specific psychological pattern (Furnham, 2013). There is no doubt that the study of personality characteristics, people with and without the tendency to cosmetic surgery can open a window to the psychologists and officials as well as can aware people with the consequences of unnecessary procedures using the results of this research and awareness. So, this project was conducted to evaluate and compare the personality characteristics of individuals with and without tendency to cosmetic surgery. In addition to strengthening the existing knowledge in the field of cosmetic surgery, this study can provide a background for designing and implementing an intervention programs to promote culture in the field of use of these surgeries.

**Method:** This study is a causal comparison, the population was consisted of all men and women referred to the clinic Beauty Shahrekords in 6 months in 1394, out of which 80 were selected as sample based on availability. The data collection tool is a questionnaire Myers-Briggs personality type.

**Tool:** Myers-Briggs Questionnaire is a self-measurement one based on a model of the famous character known as the Five-Factor Model (Goldberg, 1993), which is included 5 subscales (Neuroticism, extraversion, openness, agreeableness, conscientiousness). Mac Lycra and Costa have calculated Cronbach's alpha coefficient of the questionnaire 74% to 89% with an average of 81%, while in the study by Banchard et al (1999), it was evaluated in Neuroticism (85%), openness (72%), agreeableness (69%), and conscientiousness (79%). They also evaluated long-term reliability of Myers-Briggs personality type test. A 6-year longitudinal study on the scale of O, E, N has shown reliability coefficient of 68% to 83% and scales of A, C within 3 years, has shown reliability coefficient of 79% and 63% to 81% .

**Findings:**

The results showed that women included 82.3% for a tendency toward cosmetic surgery and 73.3% for non-tendency toward cosmetic surgery. 77.8 percent of the participants were married. The highest frequency was in the age group 21 to 25 years (64.5%) and the lowest is in the age group under 20 years (7.7%) and between 31 to 35 years (27.8%). 13.3 percent of the sample had a high school education, 25.5% had an associate degree, 4.33% had bachelor and 27.8% had a bachelor's degree.

**Table 1: Results of t test to compare the personality characteristics of subjects with and without tendency to surgery**

Index	Mean		Hypothetical number	One-sample t test results in the group with a tendency for surgery		One-sample t test results in the group without a tendency for surgery	
	with tendency	without tendency		$\rho$	t	$\rho$	t
Extraversion	18.32	13.32	12	0.000	34.25	0.000	5.7
Introversion	4.67	9.67	12	0.000	33.21	0.000	15.3
Sensory	16.1	14.1	12	0.000	18.21	0.000	5.7
Sensational	6.88	8.88	12	0.000	35.25	0.000	38.8
Speculative	13.59	16.59	12	0.000	5.6	0.000	20.2
Emotional	9.41	6.41	12	0.000	14.8	0.000	35.2
Structured	10.3	16.94	12	0.000	3.3	0.000	22.3
Unstructured	12.9	6.03	12	0.000	5.4	0.000	34.2

As can be seen in Table 1, the subjects with a tendency to cosmetic surgery had personality characteristics including extroversion, intuitiveness, thinking and lack of structure. Comparison the score of these features with a cut-off point at 12 showed that the average score of these indicators is significantly higher than the cut-off point. Additionally, in terms of introversion, emotion and structure indicators, it was found that the average score for this indicator is significantly lower than the cutoff point at 12. Additionally, the subjects without a tendency to cosmetic surgery had personality characteristics

including extroversion, sensational, thinking and structured. Comparison the score of these features with a cut-off point at 12 showed that the average score of these indicators is significantly higher than the cut-off point. Also, in terms of introversion, sensational, intuitiveness and non-structured indicators, it was found that the average score for this indicator is significantly lower than the cutoff point at 12.

Table 2: Results of t test to compare the personality characteristics of subjects with and without tendency to surgery

Index	Mean		t test results	
	With tendency	Without tendency	p	t
Extraversion	18.32	13.32	0.000	4.25
Introversion	4.67	9.67	0.000	4.21
Sensory	16.1	14.1	0.000	3.21
Sensational	6.88	8.88	0.000	3.2
Speculative	13.59	16.59	0.000	4.2
Emotional	9.41	6.41	0.000	3.99
Structured	12.9	16.94	0.000	4.23
Unstructured	10.3	6.03	0.000	3.85

As can be seen in Table 2, there are significant differences between the two groups with tendency and without tendency for cosmetic surgery trend in terms of all personality traits ( $p < 0.05$ ). According to the average of the scores given for each indicator, it was shown that subjects with a tendency to cosmetic surgery are more extroverted  $T = 4.25$ ,  $p = 0.000$ , more intuitive  $T = 3.21$ ,  $p = 0.000$ , more emotional  $T = 3.99$ ,  $p = 0.000$ , structured  $T = 3.85$ ,  $p = 0.000$  compared with the group without tendency to cosmetic surgery.

#### Discussion and conclusion:

The results showed that there are significant differences between those with and without the tendency to cosmetic surgery trend in terms of personality characteristics. The results of testing this hypothesis are consistent with the results of Swami et al. (2009), Seyed Totonchie et al., (2007), Tirgari et al. (2009) and Mohammadpanah Ardakan et al (2011). The results of applicants for cosmetic surgery were usually more effective and sensitive and non-structured than applicants for non-applicants and are less satisfied in terms of personality and physical appearance and may have a lower sense of self-worth. They show their physical appearance with lower scores. Lack of satisfaction of the body means dislike from ourselves. Due to negative body image, volunteers for cosmetic surgery perform cosmetic surgery because they do not see themselves agreeableness and try to overcome this problem by it. In other words, these people think that they are to feel positive body image via cosmetic surgery (quoting by Mohammadpanah Ardakan et al., 2011).

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