

Investigating the factors related to the tendency to have rhinoplasty in candidates visiting educational and medical centers in the city of Rasht in 2019

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ABSTRACT

Introduction: Aesthetics is a value for the current Iranian society, leading to a competition to become more beautiful. According to global studies, Iran has the highest rate of cosmetic surgery in the world.

Aim: The present study aims to investigate and determine the factors related to the tendency to have rhinoplasty in candidates visiting educational and medical centers in Rasht.

Materials and Methods: The present study is a cross-sectional study in which 230 samples for rhinoplasty were selected based on the gradual visits to be accepted as candidates. Data collection tools include demographic and researcher-made questionnaires to assess the factors related to rhinoplasty. After determining the factors related to the rhinoplasty, Cronbach's alpha and gamma coefficients were used to determine the internal stability of the factors and questions. ICC (Intraclass Correlation Coefficient) and Spearman's correlation coefficient were used for the factors' reliability. SPSS-23 was used for data analysis, and the significance level of the tests was $P < 0.05$.

Results: The majority (69.6%) of the studied subjects were married and of the average age of 29.61 ± 8.707 , and half of the studied subjects (50%) were married. Also, 37% of the studied subjects were housewives, and 47.8% had a high school diploma. The majority (76.5%) of the studied subjects reported their family income to be sufficient. According to the factor loadings in the study, five factors of competitive attitude, social anxiety, openness, unique surgical conditions, and low self-esteem were identified. The internal stability of the factors and questions was also confirmed using Cronbach's alpha and gamma coefficient. Competitive attitude had the highest correlation with the tendency to have a rhinoplasty.

Conclusion: Because of the direct statistical correlation between various individual and psychological factors and the tendency to have rhinoplasty, it is essential to pay serious attention to this phenomenon and plan appropriately for education, counseling, and treatment for people to reduce this dilemma.

Keywords: Cosmetic surgery, rhinoplasty

INTRODUCTION

Autism Spectrum disorder (ASD) is an umbrella term for Humans are aesthetes, and this desire for aesthetics has always been with them throughout history(1). Also, bodies play an essential role in shaping human relationships, and people try to have a seemingly irrevocable personality and one that fits the current social values. In this regard, beauty has transformed from a natural element to an acquired and achievable one over time. One way to achieve this beauty is to invade and occupy one's body, called "body management" (2). Therefore, beauty is defined as a set of components such as fitness, make-up, clothes, and the attractiveness and perfection of the face(3). During this process, people try to improve their appearance and make it somewhat closer to society's normative and accepted body. One of the factors leading to this second thought and change in the body is the perception and attitude of each person towards his appearance and body, a concept known as "body image." Body image refers to the mental image people have of their bodies(2). The mental image includes ideas, conscious and unconscious feelings about the body. A mental image is a psychological image a person has of his physical appearance. In other words, it is

the negative and positive feelings a person has about the shape and size of his body. The negative mental image of oneself can cause dissatisfaction with the body and a feeling of unattractiveness, and eventually, this mental obsession with the appearance of a part of the body may be to the extent of a disorder leading to operation (4).

Cosmetic surgery is one of the latest human achievements. Shakespeare and Kelly defined cosmetic surgery as a type of surgery to change the body's appearance in the absence of disease, injury, or congenital and inherited deformity that may improve the quality of life (3). Swami et al. (2009) also defined cosmetic surgery professionally as a surgery that recovers, maintains, or improves physical appearance through surgical and medical techniques (5).

International Society of Aesthetic Plastic Surgery (ISAPS) provides an annual report on plastic surgeons and operations performed in different countries. According to the 2019 statistics of this society, The United States of America has the most significant number in the world with 6900 plastic surgeons, and Iran, with 361 plastic surgeons, is 27th in the world(6). Aesthetics is a value for the current Iranian society that has led to a competition to become more beautiful. According to global studies, Iran has the highest rate of cosmetic surgery in the world. In 2013, Iran

stood in first place globally, with more than 175000 surgical and non-surgical cosmetic procedures (2).

Among different types of cosmetic surgeries, rhinoplasty is the most common (7). Rhinoplasty is surgery to correct abnormalities in different bone structures of the nose and nostrils(8). Rhinoplasty is a procedure performed to improve the function or appearance of a person's nose. This surgery can reduce or increase the nose size, improve breathing function, change the nose shape and make it more proportional to the face (9). Today, rhinoplasty is the best-known method for improving the shape of the nose and aesthetics(10).

The history of cosmetic surgery dates back to thousands of years ago in ancient India. In that time, the surgery was performed to reconstruct noses that had been cut off for punishment. In the 16th century, an Italian surgeon called Gasparo Tagliacozzi, known as the father of cosmetic surgery to many surgeons, invented a method that attached the skin of the arm to the nose for a while until the area had a new blood supply. The arm was then separated from the nose, which was considered the first rhinoplasty(11).

The history of the first rhinoplasty in Iran dates back to more than 40 years ago (12). Iranians are so interested in surgery and changes in the nose shape because of their genetic form of face and nose and regional ethnic and racial indicators. Although the Iranian race is Caucasian, there are many big noses with cartilage and bone dorsal humps. Studying the faces and noses in different races of the world has revealed that in different parts of the world, from eastern Japan to western America, the cartilage and bone skeleton of the nose in the Middle East has the most significant volume. This skeleton, located in the center of the face, causes extensive changes in the whole face, eyes, and lips, makes the person look older, and gives the woman a masculine face. By having rhinoplasty, the whole face undergoes extensive changes incomparable to other plastic surgeries (11). The demand for cosmetic surgery in Iran has grown by 80% since the 1990s, and this statistic is currently increasing(13). Therefore, Iran is in the first rank globally in rhinoplasty(14), and about 25 to 30 thousand cosmetic surgeries are performed annually. 60% of these surgeries are rhinoplasty, and the rest are related to other cosmetic and plastic surgeries(15).

Various researchers have suggested different factors regarding rhinoplasty. Some refer to demographic characteristics, intrapersonal and psychological factors, social, sociability, and cultural factors.

Several studies suggest that some demographic variables such as education, gender, social class and income, age, marital status, and personality influence the performance and frequency of rhinoplasty(14, 16).

Since cosmetic surgeries are performed to change the appearance of people and increase their happiness and improve their self-esteem, they can be considered a consequence of a unique psychological pattern(17). Other psychological factors include body image and mental norms(15, 18), perfectionism(19, 20), social anxiety(21, 22), narcissism(23, 24), and the need for diversity and superiority(18, 25).

Transpersonal and social motivations for cosmetic surgeries can be determined by the situations a person is

in. It is said that it can be due to the pressure caused by family or social events with the currents of friendship groups or the pressure of work or university environment, and so on. In this regard, social scientists have found that people associate physical beauty with desirable personality traits such as social competence and acceptance(26). Some people consider cosmetic surgery as a symbol to show a higher social status(18, 25).

Finally, we should not exclude the role of social capital and religious beliefs from this issue. There are different types of social capital, including long-standing tendencies and habits that have been achieved in socialization, collecting cultural objects such as paintings, and academic and official achievements. Religious beliefs in the society where a person lives can be very much related to cosmetic surgery. Undoubtedly, religious beliefs significantly impact people's lives in all stages, and this impact will be much more substantial in a society deeply rooted in religion. Since Iran is a religious society, and religion is intertwined with Iranians' lives at different individual and social levels, it will be reasonable to say that cosmetic surgeries there are strongly impacted by religion and its elements(27).

Cosmetic surgery has become a familiar phenomenon in Iran nowadays, and this has gradually happened over time. This phenomenon has spread to all sections of society and has turned into a convention. A nurse is one of the key members in the health care teams who have the scientific and practical abilities in line with the latest information to perform all kinds of nurse responsibilities. Moreover, the roles related to providing health services such as educational, research, communication, counseling, support, and care roles, have doubled the importance of their position in the health team. Nursing is in an ideal position to meet the numerous challenges facing the health care system. One of the challenges in this field is the formation of effective behavior in individuals. Understanding the reasons behind the increasing tendency to have rhinoplasty will help us to prevent unnecessary surgery. According to the present study results, we can understand that community health nurses, as a health-oriented goal, can prevent several risks and harms caused by the intention of having rhinoplasty, both directly and indirectly, through preoperative counseling.

Since the tendency to have rhinoplasty is increasing every day and aging has become an anti-value, studying these cases requires a pathological view, and it is necessary to examine different aspects of causes and factors affecting the increase of this issue. In this regard, in the present study, the factors related to the tendency to have rhinoplasty in candidates visiting educational and medical centers in the city of Rasht are investigated. This research seeks to answer the following questions:

1. What factors are related to the tendency to have rhinoplasty in candidates visiting educational and medical centers in Rasht?
2. What factors are related to the tendency to have rhinoplasty in candidates visiting educational and medical centers in Rasht?
3. How is the internal stability of the factors related to the tendency to have rhinoplasty in candidates visiting educational and medical centers in Rasht?

4. What is the reliability of the factors related to the tendency to have rhinoplasty in candidates visiting educational and medical centers in Rasht?

MATERIALS AND METHODS

The present study is a cross-sectional study investigating and determining the factors related to the tendency to have rhinoplasty in candidates visiting educational and medical centers in Rasht in 2019. The research population includes all the candidates of rhinoplasty visiting the specialized clinic in two public hospitals of Amiralmomenin and Velayat in Rasht that are centers for rhinoplasty in Guilan province. Samples were selected based on the gradual visits to be accepted as candidates of rhinoplasty. According to the 23-item questionnaire, to determine the most critical factors related to the rhinoplasty, ten samples were considered for each question for an adequate sample size, based on Barbara's reference(1). Thus in this study, samples include 230 people of the candidates to do rhinoplasty.

The study subjects were people with no background or medical problems and were merely candidates of rhinoplasty in Amiralmomenin and Velayat clinics in Rasht with the ability to read and write and were interested in participating in the study. Also, subjects with authentically diagnosed psychological disorders were removed from the study.

A questionnaire with two sections was used to collect data: The first section includes demographic characteristics (age, gender, marital status, occupation, spouse's occupation, education, spouse's education, smoking, monthly income, and family history of rhinoplasty in the family). The second section is researcher-made and includes factors related to rhinoplasty (23 items). The main structure of the data collection tool for the second section of this study is a questionnaire based on Dehdari's researches and was designed and used based on the theory of reasoned action. Then, based on desk research, reference books, and professors' views, researcher-made questions were added, and a new questionnaire was presented.

Each item has 7 points based on the Likert scale (strongly agree, agree, more or less agree, no opinion, more or less disagree, disagree, strongly disagree) in which the worst case has 1 point and the best has 7.

In order to determine scientific trust, the content validity method was used by a panel of experts. In this regard, to evaluate the validity of this tool, they used a panel of 14 people, including four people from the medical-surgical team, four people from the society health team, one person from the midwifery team, four people from the health team, one from the children group, and one from the emergency group. They did this to determine the necessity of the questions for the CVR index, determine the CVI index for simplicity, relevance and clarity. The average CVR of the questions was 0.72. The average CVR of simplicity, relevance, and clarity were 0.88, 0.85, and 0.84, respectively.

Cronbach's alpha and reliability coefficient of equivalent questionnaires were used to determine the reliability of the research tool. Also, ICC was used to settle the points of two equivalent questionnaires. In order to do this, the main questionnaire was distributed among 20 of the candidates of rhinoplasty and was collected upon completion. After

one week, the equivalent questionnaire with similar questions and sometimes the same questions as the main questionnaire was distributed among the same 20 people and collected afterward. The reliability coefficient of the awareness questionnaire was 94%, and ICC was 926%, and it was statistically significant ($P > 0.0001$).

After the approval in the vice-chancellor of research and technology of Guilan University of Medical Sciences, and after receiving the code of ethics and recommendation letter from the vice-chancellor of the medical university, and doing the necessary coordination with research officials, with the observation of ethical principles, the questionnaire was completed to collect the data. Questionnaires were completed with the applicants' consent. The study aims were explained to the candidates, the voluntary participation in this study, and the possibility of leaving the study whenever they wished. First, the demographic questionnaire and the questionnaire of factors related to rhinoplasty were completed by the candidates.

SPSS-23 was used for data analysis. Statistical indices including mean, standard deviation, minimum, and maximum were used to describe the related factors. Exploratory data analysis was used to analyze and determine the factors related to the tendency to have rhinoplasty and determine the composition of these factors. Cronbach's alpha and gamma coefficients were used to determine the internal stability of the questions. ICC and Spearman's correlation coefficient were used to determine the reliability coefficient.

RESULTS

The results showed that the majority (69.6%) of the studied subjects were female and of the average age of 29.61 ± 8.707 . Half of the studied subjects (50%) were married, among whom 19.6% had spouses with freelance jobs and high school diplomas. Also, 37% of the studied subjects were housewives, and 47.8% had a high school diploma (22.2). The majority (76.5%) of the studied subjects reported their family income to be sufficient. The majority of the studied subjects (84.3%) did not smoke. Also, more than half (51.7%) of the studied samples stated that their first-degree relatives had not got rhinoplasty.

Exploratory data analysis was used to determine the factors related to rhinoplasty. The sampling adequacy of the study questionnaire was equal to 0.901, which is significant at the level of 0.001. Bartlett's test with a degree of freedom of 253 was obtained at a significance level of 0.001 equal to 2784.227. These two indicators make it possible to perform factor analysis for the questionnaire and confirm the adequacy of the model for classification of the questionnaire items and creating logical structures. According to the obtained factor loadings, five factors were created. In addition, items 2, 20, and 23 of the questionnaire, which were candidates for elimination in typical factor loadings, had a factor loading of less than 0.5, candidates for elimination. The following factor loading table was obtained by deleting the three items above:

According to the questions in the researcher-made questionnaire, and the outputs obtained from Table 3, the questions and factors are classified into five categories: competitive attitude, social anxiety, openness, unique surgical conditions, and low self-esteem.

Table 1: Frequency distribution of the studied samples based on individual and social variables

		number	Frequency percentage
age	15-24	76	33.0
	25-34	89	38.7
	35-44	55	23.9
	45-54	7	3.0
	55-63	3	1.3
Gender	Female	160	69.6
	male	70	30.4
Marital status	Single	111	48.3
	Married	115	50.0
	divorce	3	1.3
	widowed	1	0.4
occupation	housewife	85	37.0
	Unemployed	21	9.1
	Employee	21	9.1
	Laborer	22	9.6
	Farmer	2	0.9
	Retired	1	0.4
	Student	41	17.8
	Freelancer	30	13.0
	Other	7	3.0
Spouse's occupation	Housewife	18	7.8
	Unemployed	3	1.3
	employee	19	8.3
	Laborer	21	9.1
	Farmer	5	2.2
	Retired	1	0.4
	Freelancer	45	19.6
	other	3	1.3
Education	illiterate	6	2.6
	High school	42	18.3
	High school diploma	110	47.8
	Associate's degree	18	7.8
	Bachelor's degree	42	18.3
	Master's degree and higher education	12	5.2
Spouse's education	illiterate	2	0.9
	High school	35	15.2
	High school diploma	51	22.2
	Associate's degree	7	3.0
	Bachelor's degree	15	6.5
	Master's degree and higher education	5	2.2
Family monthly income	Lower than family needs	50	21.7
	Sufficient	176	76.5
	More than family needs	4	1.7

Table 2: Frequency distribution of the studied samples based on quality characteristics

		Number	Frequency percentage
smoking	yes	36	15.7
	no	194	84.3
Rhinoplasty of first-degree relatives	yes	111	48.3
	no	119	51.7

Table 3: Rotation matrix of rhinoplasty questionnaire factors with three items removed

	Factors				
items	1	2	3	4	5
15	0.724				
16	0.804				
17	0.808				
18	0.523				
21	0.616				
3		0.746			
11		0.596			
14		0.635			
22		0.669			
8			0.858		
9			0.822		
12			0.573		
5				0.618	
6				0.796	
7				0.843	
19				0.517	
1					0.594
4					0.813
10					0.595
13					0.553
Special value	2.476	1.763	1.740	1.993	0.674
Total variance explained	41.889	6.950	6.464	6.222	5.632

The factors scree plot also confirmed the five created factors.

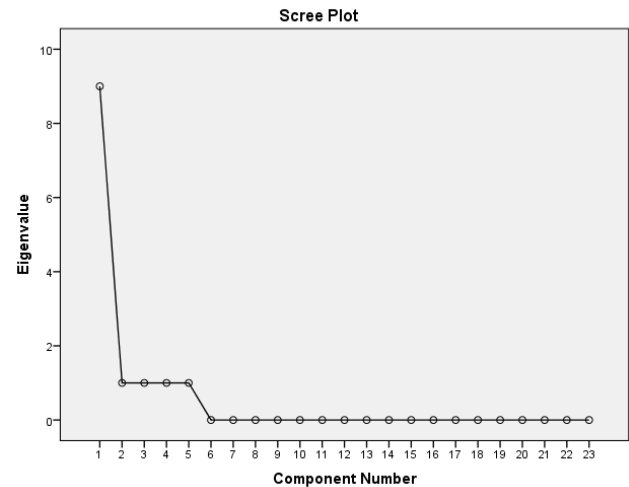


Figure 1: factors scree plot

Cronbach's alpha coefficients were used to determine the internal stability of factors and questions. In this regard, Cronbach's alpha coefficient in competitive attitude, social anxiety, openness, unique surgical conditions, and low self-esteem were 0.882, 0.788, 0.824, 0.820, and 0.649, respectively. The gamma correlation coefficient of each question with all the factors was examined for internal stability. As we can see in the table, each question showed the highest correlation coefficient with their respective factor, and all these coefficients are higher than 0.5. We can see the results in the table below:

Table 4: Gamma function of the questions

row	question	Factor 1: competitive attitude	Factor 2: social anxiety	Factor 3: openness	Factor 4: unique surgical conditions	Factor 5: low self-esteem
1	Dissatisfaction with one's appearance	0.351	0.335	0.261	0.339	0.766
3	Suffering from others view on one's appearance	0.422	0.732	0.300	0.421	0.431
4	Feeling better about one's appearance	0.333	0.183	0.201	0.451	0.736
5	Low cost of rhinoplasty	0.532	0.469	0.460	0.777	0.446
6	No side effect and problem after rhinoplasty	0.502	0.490	0.411	0.793	0.390
7	No pain after rhinoplasty	0.503	0.411	0.437	0.844	0.431
8	Spouse's tendency to have rhinoplasty	0.417	0.387	0.928	0.472	0.372
9	Future spouse's tendency to have rhinoplasty	0.465	0.420	0.912	0.462	0.326
10	More attractiveness	0.542	0.415	0.479	0.545	0.699
11	Positive effects on the job/future job	0.498	0.745	0.500	0.453	0.390
12	Being more attractive to the spouse/future spouse	0.416	0.395	0.719	0.450	0.468
13	Building self-self-esteem and dignity	0.541	0.537	0.479	0.489	0.751
14	The popularity of people who have got rhinoplasty in the society	0.581	0.767	0.513	0.558	0.436
15	Family tendency to have rhinoplasty	0.762	0.463	0.388	0.498	0.360
16	Friends' tendency to have rhinoplasty	0.829	0.439	0.452	0.588	0.424
17	Surrounding people's tendency to have rhinoplasty	0.830	0.510	0.425	0.513	0.388
18	Rhinoplasty being in style	0.752	0.594	0.492	0.588	0.530
19	Convenience of rhinoplasty	0.657	0.513	0.440	0.771	0.414
21	Close friends or relatives having rhinoplasty	0.745	0.498	0.375	0.544	0.444
22	Idolizing movie and television stars and celebrities	0.532	0.740	0.269	0.431	0.313

Table 5: ICC of each factor with a total score of the studied questionnaire

Factors	ICC value	Lower bound	Upper bound	P-value
Factor 1. Competitive attitude	0.862	0.832	0.888	0.001
Factor 2. Social anxiety	0.753	0.697	0.801	0.001
Factor 3. Openness	0.802	0.753	0.842	0.001
Factor 4. Unique surgical conditions	0.845	0.808	0.875	0.001
Factor 5. Low self-esteem	0.609	0.520	0.686	0.001

Interclass Correlation Coefficient and One-way random effect model were used for the reliability of the factors related to the study questionnaire. The results showed that factors 1, 2, 3, and 4 have a solid internal correlation.

The Spearman's correlation coefficient of the questionnaire factors with the total score of the studied questionnaire also showed that the factor of competitive attitude has the highest correlation with the tendency to have rhinoplasty, followed by social anxiety and unique surgical conditions have the highest correlation.

DISCUSSION

The present study aimed to investigate and determine the factors related to the tendency to have rhinoplasty in candidates visiting educational and medical centers in Rasht in 2019. In this study, 230 people of rhinoplasty candidates in Rasht were investigated. All the subjects answered the questionnaires thoroughly.

The results related to the frequency distribution and the mean of the studied units in terms of individual and social characteristics showed that the majority (69.6%) of the studied samples were female of the average age of 29.61 ± 8.707 . Age distribution of this study was in line with the study of Mohammad Panah Ardakan et al. (2013)(28), and Khanjani et al. (2012)(29).

The findings also showed that half of the studied subjects (50%) were married, among whom 19.6% had spouses with freelance jobs and high school diplomas

(22.2%). Mohammad Panah Ardakan et al. (2013) proved in their research "Predictors of seeking cosmetic surgery" that most of the candidates for cosmetic surgery in the city of Yazd were single(28). This difference can be due to the diversity in the study regions.

Also, 37% of the studied subjects were housewives, and 47.8% had a high school diploma. Mohammad Panah Ardakan et al. (2013) also proved in their research that most of the candidates for cosmetic surgery were in high school(28).

To explain the results of the mentioned studies, we can say that people have the highest rate of cosmetic surgeries before university, which may be because people are more exposed to university. Therefore, they tend to have a rhinoplasty.

The results showed that more than half (51.7%) of the studied subjects did not have first-degree relatives who had had rhinoplasty. Defining cosmetic surgery as a standard and acceptable form of self-improvement, Delinsky stated in his research that the role of family and friends who had had rhinoplasty is very much influential(30), probably because the close presence of these people increases their knowledge about the surgery and can also be a kind of motivation to have surgery and reduce the anxiety to have one because of seeing the results of others' surgery.

The rotation matrix of the study questionnaire factors showed five factors: competitive attitude, social anxiety, openness, unique surgical conditions, and low self-esteem.

Mousavizadeh et al., who assessed the tendencies and motivations of female patients in cosmetic surgeries, proved that the primary source of motivation in the study population of cosmetic surgery is their friends, relatives, and classmates, and the percentage was almost 40%(31). This result is in line with the present study. Also, the present study's findings are in line with the results of a study by Asghari et al. and a study by Mokhtari et al. that stated that social-cultural factors include expectations that people have of their bodies because of societal ideals(32). According to the results of a study by Farzaneh, the influential factors on cosmetic surgeries in women are different than in men(33). Cosmetic surgery is defined as a requirement of modern society to acquire identity and status, and social pressures are effective in this regard. Findings indicate a significant relationship between the various individual, social, friends, and family factors in beauty standards and the decision to do something about it. The results of a study by Tavassoli and a manager in Tehran who investigated women's tendency to have cosmetic surgery showed that attaining beauty was the most motivating factor in women's tendency to have cosmetic surgery(14).

To explain these results, we can say that female beauty is attractive to men because it is associated with youth and health. Therefore, women compare themselves with other women based on those physical characteristics attractive to men and increase their chance of attracting the desired husband. Women use two competitive strategies to attract a more desirable husband in competition with other women: 1: Devaluation of the other competitors, which includes behaviors that make other women less attractive and desirable to men; Such as discrediting the appearance of competitors or spreading rumors about their loyalty. Women mainly focus on other women's appearance or fidelity because they know these traits are essential to men. 2: Self-promotion, which includes behaviors to enhance our physical attractiveness to attract the attention of a potential partner. Such as wearing make-up or provocative clothes that are some of the traditional methods.

The second factor found in the present study is social anxiety. In this regard, to determine the prediction of the tendency to have cosmetic surgery based on perfectionism and social anxiety, Mohammadi and Sobhani stated that social anxiety is a significant factor in the tendency to have cosmetic surgery(19). The results of a study by Kiani Deh et al., Which was conducted to determine the degree of body deformity and social anxiety among women who had and women who did not have cosmetic surgery, showed that people with social anxiety are usually concerned about the negative evaluations of others and believe that they will not be accepted by others and will be rejected. Hence, they try to avoid social relationships(34).

Various studies in the analysis of this factor have shown that social anxiety indicates caring too much about the opinions of others and the assessment of appearance, and another oriental schema is active in these people. The oriental schema refers to an extreme focus on the desires, feelings, and responses of others, in a way that the individual's own needs are ignored; this is done in order to receive love and acceptance, to keep in touch with others,

or to avoid revenge or vengeance. In these schemas, the individual usually rejects his own natural emotions and desires(19). The American Psychological Association also calls social anxiety disorder a pervasive disorder that causes severe and pervasive fear when a person is in a crowd or has to do something in front of others. People with this disorder are afraid of any social situation in which they think they may be embarrassed or avoid any situation in which others may evaluate them negatively. These people expect to be rejected or judged negatively by others(35).

The third factor found in the present study is openness. In this regard, to determine the predictors of seeking cosmetic surgery, Mohammad Panah Ardakan et al. stated five factors of extraversion, agreeableness, openness, conscientiousness, and neuroticism. In their study. According to their study, people who seek acceptance in their lives often seek irrational solutions to the repressed tensions of life, and a negative body image can lead them to actions such as cosmetic surgery(28). Studies have shown that self-concept is associated with agreeableness and openness, and determining the physical appearance is associated with extraversion. The big five personality traits, especially openness, affect the body image and especially having cosmetic surgery(5, 28). In his research, Valerd mentions attaining physical attractiveness by cosmetic surgery to gain job and social opportunities and increase the chance of making friends and getting married(36), which is in line with the present study results.

We can say that openness determines traits related to the aesthetic sense, intellectual curiosity, need for diversity, non-biased attitude, and broad interests. To explain this result, we can say that not being accepted by people in society, workplaces, and even spouse and family can reduce people's self-esteem. Therefore, to be accepted by the family, the spouse, the spouse's family, and society turn to rhinoplasty.

The fourth factor found in the present study is unique surgical conditions. According to the study results, the unique conditions of rhinoplasty include the low cost of rhinoplasty, no postoperative pain, no side effect or postoperative problem, and easy procedure of the surgery.

In order to compare the quality of life before and after cosmetic surgery and estimating its cost, Mohammad Shahi et al. mentioned two costs, a direct and an indirect one. Since any insurance does not cover cosmetic surgeries, it is essential to evaluate the out-of-pocket payments using social capital to estimate the total cost of rhinoplasty. Because this issue can be significant in terms of planning, comparing efficacy, pricing, and prioritizing in the country's policies. In this regard, they estimated this cost in 2016 and showed that the average cost of the total rhinoplasty was approximately equal to 3,123,000 tomans. This amount indicates a relatively low cost of rhinoplasty in Iran(37).

Pain is a problem that has been bothering people forever and has many unwanted side effects. Fear of pain and side effects of surgery is the biggest obstacle that stops many people from having surgery. TV documentaries about the side effects of rhinoplasty and unsuccessful surgeries also strengthen these doubts. However, the truth is that most patients are surprised after surgery by their

high level of comfort during recovery and have a more pleasant experience than expected(38).

In the present study, an influential factor among the unique surgical conditions was the lack of side effects and postoperative problems. Every type of surgery has its side effects, and rhinoplasty is no exception. In this regard, to determine the problems and side effects of rhinoplasty, Morovati Sharifabad et al. investigated the side effects of this surgery. The results of their study indicated that the most significant reported side effects of rhinoplasty are the skin of a nose becoming brighter, facial bruises, nasal congestion, the need for another rhinoplasty, and nasal irritation in cold weather(39). Also, determining the risks and side effects of rhinoplasty, Rettinger proved in his article that the side effects of rhinoplasty include respiratory disorders, loss of sense of smell, skin and soft tissue complications such as atrophy, inflammation, fibrosis, numbness, cysts, and subcutaneous granulomas(40).

To explain this result, we can say that talking to a group of peers and friends and mentioning the cases such as no pain, no side effect, and convenience of the procedure encourages people to have a rhinoplasty.

The fifth factor found in the present study is low self-esteem. To compare overt and covert self-esteem in women seeking rhinoplasty and other people, Zare et al. (2019) stated that low self-esteem could be one reason for the tendency to have cosmetic surgery(41). Also, to compare self-concept, dysfunctional schemas, and emotional processing in the candidates for cosmetic surgery and the others, PourMohseni Klori and Shirmohammadi showed in their article that the candidates for cosmetic surgery have a higher level of negative self-concept(42). Moreover, Fattahi et al. and Asadi et al. stated in their research that a significant part of the self-esteem in the candidates for cosmetic surgery depends on their physical appearance(43, 44). Dissatisfaction with the body, which is an aspect of body image, is one of the most important motivations for cosmetic surgery, especially in women, which is in line with the present study results.

Self-esteem is an essential need of human beings, and most experts consider it the main factor of social, emotional adjustment. It is also a dynamic and active trait that changes with a person's behavior over time(41). In most books and articles, self-esteem has been defined as a sense of self-worth, although we can say that self-esteem is much bigger than the sense of self-worth. To be more precise, self-esteem is trust in one's ability to think and cope with challenges, self-esteem is one's right to succeed and have a happy life, sense of self-value and dignity, having the right to express one's needs and desires, and enjoying the results of one's efforts(45).

The researcher believes that since people with low self-esteem feel helpless and incompetent, they try to overcome their feelings of weakness and inadequacy. Hence, such people make a significant contribution to cosmetic surgery to compensate for their low self-esteem. Also, people's dissatisfaction with their body image under the influence of culture and their peer group may lead to an incorrect evaluation, negative thoughts and emotions, and lead to a decline in self-esteem and self-concept. In this situation, people reduce their social relationships and become isolated and anxious in their social interactions.

Therefore, one reason for social anxiety can be low self-esteem, which encourages people to have cosmetic surgery, including rhinoplasty.

To explain the results in the present study, we can say that the necessary motivations to have rhinoplasty are divided into internal and external ones, and according to the results, external and social factors have outraced the internal factors. The greatest and most significant external motivation for people is the courage of self-expression in public, especially face to face with another person to attract his interest, from satisfying the spouse to satisfying the employer.

CONCLUSION

Aesthetics is a natural matter, but nowadays, the definition of beauty is limited to physical appearance and framework presented by celebrities and models, and this has led to an increase in people's dissatisfaction with their appearance and demand for various cosmetic surgeries, including rhinoplasty. Understanding the factors in this area is essential. Therefore, in the present study, we predicted and investigated the factors related to the tendency to have a rhinoplasty. The results showed that competitive attitude, social anxiety, openness, unique surgical conditions, and low self-esteem are among the factors that affect people to have this surgery.

Community health nurses can be involved in planning the health care of individuals and family members. As community advocates, they can have a significant role in improving people's performance. Nurses have an essential role in helping people to cope with psychological problems. In this regard, community health nurses can work in medical centers and cosmetic surgery clinics and explain everything about these surgeries' negative and positive aspects through preoperative counseling centers.

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