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Understanding How Social Media Impacts Cosmetic Surgery Intention: Deeper Insights by Tripartite Influence Model of Body Image[1]

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Sosyal Medyanın Estetik Cerrahi Niyetine Etkisini Anlamak: Vücut İmajının Üçlü Etki Modeliyle Daha Derinlemesine Bakış Açıları

Özet

Geleneksel medya gibi, sosyal medya da gerçekçi olmayan vücut ideallerinin içselleştirilmesine, kötü vücut imajına ve estetik ameliyat olma niyetine katkıda bulunabilir. Bu çalışma, daha önce ağırlıklı olarak geleneksel medya için kullanılan Üçlü Etki Modeli'nin yeni bir testini ve uygulamasını sunarak, sosyal medyanın vücut imajı ve estetik ameliyat olma niyeti üzerindeki etkisini incelemektedir. Gerekli veriler, kolay örnekleme yöntemiyle seçilen 463 İranlı kadın arasında bir anket aracılığıyla toplanmıştır. Ölçüm araçlarını ve araştırma hipotezlerini doğrulamak için Doğrulayıcı Faktör Analizi ve Yapısal Denklem Modellemesi kullanılmıştır. Bulgular, sosyal medyanın, medya güzellik ideallerinin ve vücut imajının içselleştirilmesinin aracı rolü aracılığıyla kadınların estetik ameliyat olma niyetini etkilediğini ortaya koymuştur. İçselleştirme, sosyal medya etkisi ile vücut imajı arasındaki ilişkiyi tamamen aracılık etmiştir. Vücut imajı da içselleştirme ile estetik ameliyat

Understanding How Social Media Impacts Cosmetic Surgery Intention: Deeper Insights by Tripartite Influence Model of Body Image

Abstract

Alike conventional media, social media may contribute to the internalization of unrealistic body ideals, poor body image, and intention to undergo cosmetic surgeries. This study offers a new test and application of the Tripartite Influence Model which is mainly used for conventional media previously, to examine the impact of social media on body image and cosmetic surgery intention. The required data were collected through a questionnaire among 463 Iranian women recruited by convenience sampling method. Confirmatory Factor Analysis and Structural Equation Modelling were used to validate the measurement instruments and the research hypotheses. The findings revealed that social media influences women's intention to undergo cosmetic surgery through the mediating role of internalization of media beauty ideals and body image. Internalization fully mediated the relationship between social media influence and body image. Body image also fully mediated the relationship between

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olma niyeti arasındaki ilişkiyi tamamen aracılık etmiştir.	*internalization and cosmetic surgery intention.*
Anahtar Kelimeler: Sosyal Medya Etkisi, Estetik Cerrahi Niyeti, Üçlü Etki Modeli, Vücut İmajı, Güzellik İdeallerinin İçselleştirilmesi	**Keywords:** Social Media Influence, Cosmetic Surgery Intention, Tripartite Influence Model, Body Image, Internalization of Beauty Ideals
JEL Kodları: M30, M31	**JEL Codes:** M30, M31

Araştırma ve Yayın Etiği Beyanı	*Bu çalışma bilimsel araştırma ve yayın etiği kurallarına uygun olarak hazırlanmıştır.*
Yazarların Makaleye Olan Katkıları	*Yazar 1'in makaleye katkısı %50, Yazar 2'nin makaleye katkısı %50'dir.*
Çıkar Beyanı	*Yazarlar açısından ya da üçüncü taraflar açısından çalışmadan kaynaklı çıkar çatışması bulunmamaktadır.*

1. Introduction

We live in a time with increasing focus on the appearance, where attractiveness is supposed to enhance our social roles and self-estimation (Schofield et al., 2002; Weller ve Dziegielewski, 2005). To meet this demand, the market has provided a variety of body-care products and services among which cosmetic surgery is one of the most popular consumption fields (Askegaard et al., 2002). While it was undertaken rarely before, the demand for cosmetic surgery has increased globally in recent decades (Mulkens et al., 2012; Nerini et al., 2014). The number of cosmetic procedures surged by 882% in the US between 1992 and 2008; and more than tripled in the UK between 2003 and 2008 (Higgins ve Wysong, 2018; Calogero et al., 2010). However, the rise in elective cosmetic procedures is not just a Western trend. According to The International Society of Aesthetic Plastic Surgery (ISAPS), more than 24.5 million cosmetic procedures were performed globally in 2020 (ISAPS, 2021).

Due to the technological advances and globalization of appearance-focused advertising and beauty standards, today Asian consumers are increasingly adopting a Western-style through cosmetic procedures (Watchravesringkan, 2008) to the degree that having a cosmetic surgery is as easy as getting a dental brace in Asia (Aquino ve Steinkamp, 2016). Likewise, in Iran, appearance has become increasingly important, and many women are opting for cosmetic procedures (Naghsh ve Vafakhah, 2017; Zare et al., 2014; Alipoor et al., 2009) insofar as Iran is renowned as one of the world's leading centers of cosmetic surgery, particularly nose job (Sharifi et al., 2016; Nikoogoftar ve Minoosepehr, 2015; Kaivanara, 2017; Zahedi, 2008). Media and social media, body dissatisfaction, celebrity endorsements, commercial, socioeconomic and technological factors are thought to have increased demand for cosmetic procedures and normalized it into a simple lifestyle choice (Griffiths ve Mullock, 2018; Cohen ve Blaszczynski 2015; Kleemans et al., 2018; Fardouly ve Vartanian 2016; Latzer et al., 2015). Among all factors, research demonstrates that poor body image is the primary driver for cosmetic surgery (Sarwer, 2007; Slevec ve Tiggemann, 2010) as the saying goes “cosmetic surgery is body image surgery” (Sarwer et al, 1998a; p. 10). Today, a concerning number of people suffer from body image issues and strive to manipulate their looks to modify unpleasant feelings about their bodies (Hutchinson ve Rapee, 2007; Altabe ve Thompson, 1996; Thompson ve Stice, 2001). On the other hand, sociocultural influences are found as important determinants of both body image and desire to change appearance. Body image may be influenced by many biological, psychological, and sociocultural factors (Hogan ve Strasburger, 2008) among which sociocultural factors have received the most attention and empirical support (Van den Berg et al., 2002; Tiggemann ve Slater, 2013; Hutchinson ve Rapee, 2007; Vartanian, 2009; Cafri et al., 2005; McCabe ve Ricciardelli, 2003).

Tripartite Influence Model of Body Image proposed by Thompson et al. (1999), suggests that perceived pressures from family, peers and especially media lead to poor body image and body shaping behaviors (Huxley et al., 2015). Among all socialization agents, media is the most important source of information and reinforcement in formation of beauty ideals and how to attain them (Keer, 2010; Hogan ve Strasburger, 2008). Media dictates specific social beauty ideals and spreads them through cultural channels (Neagu, 2015; Henderson-King ve Henderson-King; 2005). People internalize body ideals that are shaped by conventional media and social media, and assess themselves against them; the result of this self-judgment which is mostly negative, forms their emotional state about their body image (Ip ve Ho, 2019). While previous research focused mainly on the impact of conventional media on body image, today, the popularity of more interactive media like social media has surpassed traditional media. However, social media and its easier accessibility to appearance-related messages from different cultural contexts may provide a similar or even stronger impact on body image. The popularity of appearance-related content, presence of surgically-enhanced celebrities, vast amount of information and ads about cosmetic surgeries, and the active presence of cosmetic surgeons on social media, derive positive attitude toward cosmetic procedures (Arab et al., 2019; Walker et al., 2019; Sood et al., 2017; Walden et al., 2010). Following influencers and even uploading selfies frequently are proved to increase body dissatisfaction and desire to undergo cosmetic surgeries (Berg, 2018; Shome et al., 2019). All of these appearance-related content on social media may contribute to acceptance and internalization of unrealistic body ideals, poor body image and intention to undergo cosmetic surgeries (Tootoonchi Tabrizi ve Öztürk, 2021). So, more research is needed on how social media affects body image and appearance changing behaviors (Walker et al., 2019; Fardouly et al.,

2015; Mingoia et al, 2017; Fardouly ve Vartanian, 2016). The time spent on social media, was found to be correlated with negative body image (Cohen et al., 2017; Brown ve Tiggemann, 2016) and appearance-change strategies (Vries et al., 2014). However, the time spent in social media or social media exposure by itself do not explain the mechanism of social media influence on body image and cosmetic surgery intention. Thompson et al. (1999) indicated that academics have abandoned the assessment of media exposure, because more subjective indicators of media influence, such as pressure or internalization seems to be more directly associated with body image (Cafri et al., 2005). Since most studies on the effect of social media on body image and cosmetic surgery intention, only focused on the time spent in social media or social media exposure rather than the social media influence (i.e., pressure, information and internalization), in this study, we made an effort to bridge this gap by adapting Tripartite Influence Model (Thompson et al., 1999) which is mainly used for conventional media, to social media. In other words, this study intends to examine the influence of social media pressure and social media information on intention to undergo cosmetic surgery through the mediating role of internalization and body image among women.

2. Literature Review and Hypothesis Development

2.1. Cosmetic Surgery

Cosmetic surgery is defined as a specific plastic surgery field (Griffiths ve Mullock, 2018), that involves elective medical procedures aimed at modifying healthy body parts to match social beauty ideals (Wen, 2017; Kain ve Amar, 2020). Although plastic surgery focuses on reconstructing dysfunctional body parts due to burns, diseases, trauma or birth disorders (Fraser et al., 2017), cosmetic surgery is entirely elective and focuses on improving the appearance of healthy body parts that individual finds unsatisfactory (Ip ve Ho, 2019).

2.2. Body Image

Body image is conceptualized as the multidimensional, subjective and dynamic psychological experience of embodiment (Cash, 2004; Cash ve Smolak, 2011). Psychologists define body image as an "inside view" (subjective) of one's body which is different from "out-side view" (objective), because we do not see ourselves as others see us (Cash ve Grant, 1996). That is why there is typically a poor correlation between people's objective physical appearance and their level of body image satisfaction (Cash, 1996; Sarwer et al., 1998b). As an attitudinal construct, body image includes two distinct dimensions (Thompson, 2004; Higgins ve Wysong, 2018). Appearance evaluation or body dissatisfaction refers to the individuals' judgmental thoughts and beliefs related to their body (Slevec ve Tiggemann, 2010). It is defined as the negative evaluations of one's body, based on the difference between internalized societal body ideals and self-perceived body characteristics (Cohen ve Blaszczynski, 2015; Cash, 2005; Cash, 1994). Appearance Orientation or Appearance Investment refers to the perceived importance of appearance in one's life (Chang et al., 2014). It means that people who have highly invested on their appearance, place a great importance on their physical appearance and evaluates themselves based on how they look (Argyrides ve Kkeli, 2013). Most of the researches in the context of cosmetic surgery focus on body dissatisfaction and ignore the other dimension of body image (Cash, Melnyk ve Hrabosky, 2004; Thompson, 2004; Ip and Jarry, 2008). However, body image is a multidimensional construct that cannot be fully defined or measured by a single dimension (Cash, 1994; Weller ve Dziegielewski, 2005). Sarwer et al. (1998a) stated that people seeking cosmetic procedures obtain much of their self-esteem from their appearance (high appearance investment) because their physical body is a critical part of their

sense of self. This study attempts to address this gap by considering body image as a variable comprised of both dimensions.

2.3. The Role of Body Image on Cosmetic Surgery Intention

Many factors have been linked to individuals' intention to undergo cosmetic procedures such as poor body image, self-esteem, anxiety, personality traits, celebrity worship, materialism, appearance-related teasing and internalization of media body ideals (Calogero et al.,2010). Among all, the most essential motivator for cosmetic surgery is found to be body image (Sarwer, 2007; Slevec ve Tiggemann, 2010). The subjective nature of body image is clearly associated with cosmetic surgery intention, because the important thing is people's subjective thought and feelings about their bodies (i.e., body image), not their actual body shape and weight (Henderson-King ve Henderson-King, 2005). Many researches and clinical reports suggested that body dissatisfaction is associated with undergoing cosmetic surgery (e.g. Schofield et al., 2002; Henderson-King ve Henderson-King, 2005; Veale et al., 2013). Considering the other dimension of body image, Sarwer et al. (2005), Nikoogoftar and Minoosepehr (2015), McCabe and Ricciardelli (2003) and Burén and Lunde (2016) indicated that appearance investment is related to attitudes toward cosmetic surgery. According to Sarwer et al. (1998a) theoretical model, individuals who have lower body satisfaction and higher appearances investment, reported an above-average cosmetic surgery intention (Slevec ve Tiggemann, 2010; Sarwer et al., 2004; Sharp et al., 2014). In the same way Soest et al. (2006) have shown that body image evaluation was rated lower while body image orientation rated higher among cosmetic surgery seekers. It is believed that the interaction between both dimensions of body image, influence a person's decision to undergo cosmetic procedures (Sarwer ve Crerand, 2004).

2.4. Tripartite Influence Model

Sociocultural theories, which make up a large portion of the body image literature, examine the impact of social factors on tendency to internalize beauty standards, develop body dissatisfaction, and desire for cosmetic surgery (Nikoogoftar ve Minoosepehr, 2015; Helfert ve Warschburger, 2013; Weller ve Dziegielewski, 2005). One of the well-known sociocultural models with strong empirical support is the Tripartite Influence Model of Thompson et al. (1999), which suggests that social agents (i.e., peers, family, and the media) pressure people to internalize culturally-determined appearance ideals (often unattainable ideals) that lead to body dissatisfaction, and body change practices (Schaefer et al., 2015) such as cosmetic surgeries (Menzel et al., 2011; Robert-McComb ve Massey-Stokes, 2014). According to this model, social sources, transmit (provide information) and reinforce (pressure) beauty ideals (Thompson et al., 1999); they can both directly and indirectly affect body image attitudes and related behaviors like eating disorders, tanning, exercise or cosmetic procedures (Sharp et al., 2014). The indirect effects happen through the mediating role of internalization of society's appearance ideals (Shahyad et al., 2018; Nerini et al., 2014). Since media is the most powerful, influential, and prevalent communicator of sociocultural norms and standards (Thompson ve Heinberg, 1999; Brown ve Tiggemann, 2016; Robert-McComb ve Massey-Stokes, 2014; Keer, 2010), we intend to focus on the role of media in this study. Alike conventional media, social media is also an endless source of appearance-related content (Bair et al., 2012; Gould et al., 2016) that boosts the promotion of beauty ideals, internalization of those ideals, body surveillance, social comparisons and finally appearance-change behaviors (Tiggemann ve Slater, 2013). Some features of social media like peer interactions, photo sharing, and predominant accessibility of mobile technology, all can reinforce internalization of body

ideals, self-objectification, appearance comparisons (Cohen et al., 2017; Perloff, 2014; Tiggemann ve Slater, 2013) and body dissatisfaction (Fardouly et al., 2015; Cohen ve Blaszczynski, 2015). Since these effects are so comparable to those discovered for conventional media (Fardouly ve Vartanian, 2016), it seems that Tripartite Influence Model can be applied to the contemporary forms of media like social media as well (Cohen et al., 2017).

Sociocultural influences are multidimensional variables. Thompson et al. (2004) suggested three distinct dimensions as the most frequently assessed sociocultural influences regarding the effect of media influence on body image dissatisfaction (Cafri et al., 2005).

Appearance-related media pressure: People are frequently exposed to various appearance pressures from media and social media. Beauty ideals transmitted by TV shows, appearance-related advertisements (Vries et al., 2014), often-retouched images of ideal bodies (Tiggemann ve Slater, 2013) as well as before-and-after photos (Walden et al., 2010) create an immense pressure on people to conform to those standards (Higgins ve Wysong, 2018). Research highlights the role of social pressure (Kain ve Amar, 2020) and the endorsement of media's appearance ideals in development of negative body image (Dakanalis et al., 2014) and normalization of cosmetic surgery (Furnham ve Levitas, 2012; Vries et al., 2014).

Appearance-related information on media: Mass media is the most important source of various direct (e.g. appearance-related ads or TV reality shows) and indirect (transmission of unrealistic perfect bodies, celebrity images or movies) information about appearance, beauty ideals and how to attain them (López-Guimera et al., 2010; Hutchinson ve Rapee, 2007; Slevec ve Tiggemann, 2010; Sharp et al., 2014; Hunt et al., 2011). Being aware of media messages is associated with higher body dissatisfaction levels insofar as just taking a look at

a fashion magazine to learn current ideals can influence individual's body image (Kerr, 2010; Crockett et al., 2007; Fraser et al., 2017). Today, social media also has become a prominent tool for promoting cosmetic procedures that are advertised either directly by cosmetic surgeons, or indirectly by fashion influencers and perfect body images (Arab et al., 2019). Given the large number of Internet users, the Internet is now widely regarded as one of the most important sources of information on cosmetic procedures that influences cosmetic surgery intention (Walden et al., 2010).

Internalization of media beauty ideals: According to Tripartite Influence Model, social agents impact body image and cosmetic surgery intention through a sociocultural mediator; internalization of the socially-defined beauty ideals (Sharp et al., 2014; Sicilia et al., 2019; Schaefer et al., 2015). It refers to the acceptance of socially defined body ideals, to the extent that affects individual's attitudes (body image) or behaviors (e.g., dieting) (Thompson ve Stice, 2001). Internalization is a mechanism that explains how perceived appearance-related sociocultural pressures are translated into negative body image (Thompson ve Stice, 2001) and body modification behaviors like cosmetic surgery (Moradi, 2016; Henderson-King ve Brooks, 2009; Thompson ve Heinberg, 1999). Internalization is a variable that addresses the question that why some individuals are influenced by media messages, while others are not (Thompson ve Heinberg, 1999; Cash, 1996; Sepúlveda ve Calado, 2012; Shahyad et al., 2016). Accordingly, in the present study we hypothesized:

H1: Internalization mediates the relationship between social media influence and body image.

H2: Body image mediates the relationship between internalization and cosmetic surgery intention.

H3: Internalization and body image mediate the relationship between social media influence and cosmetic surgery intention.

3. Method

3.1. Participants and Procedure

According to statistics, women drive the demand for cosmetic procedures (Alipoor et al., 2009; Schofield et al., 2002; Ip ve Ho, 2019; Henderson-King ve Brooks, 2009), accounting for more than 86% of all cosmetic surgery seekers (ISAPS, 2017; ISAPS, 2019a). Due to the gender differences in beauty standards and appearance-related pressure levels, sociocultural influences on body image and body-change strategies may differ between genders (Sepúlveda ve Calado, 2012; Sood et al., 2017). Given these differences and statistics, data for this study was collected from Iranian women. Through the convenience sampling, 475 Iranian women completed the online survey in a 40-day interval from 01.08.2020 to 09.09.2020; among which 469 questionnaires were qualified to be included in the final research sample. The questionnaire was pilot tested on a smaller group (93 women not included in the research sample) prior to the main data collection.

3.2. Measures

The final questionnaire consisted of 26 items divided into three main sections. All of the items were assessed on a five-point Likert scale ranging from strongly disagree to strongly agree. Additionally, the questionnaire included items for demographic information.

Body Image: One of the most well-known scales for Body Image, is Multidimensional Body-Self Relations Questionnaire–Appearance Scales (MBSRQ–AS) developed by Cash (2000). In this study body dissatisfaction is measured by 4 slightly modified items of "appearance evaluation" sub-scale, and appearance Investment is measured by 8 slightly modified items of "appearance

orientation" sub-scale of MBSRQ–AS. MBSRQ had good psychometric properties with reported internal consistency coefficients ranging from .70 to .89 and test-retest reliabilities ranging from .74 to .91 in previous studies (Argyrides ve Kkeli, 2013).

Social Media Influence: The most widely used measure for media influence is the third revise of Sociocultural Attitudes Towards Appearance Questionnaire (SATAQ-3) developed by Thompson et al. (2004) including 3 subscales: internalization of media body ideals, perceived pressure to look a certain way and perceiving the media as an information source about how we should look (Argyrides ve Kkeli, 2013; Van den Berg et al., 2002). The psychometric properties and convergent validity of this questionnaire have been well established and replicated in many studies on women of different cultures (Schaefer et al., 2015) such as Iran (e.g., Nikoogoftar ve Minoosepehr, 2015; Shahyad et al, 2015). In this study, the original scale that focus on conventional media, was adapted for social media influence. Each dimension was measured by 3 modified items of SATAQ-3.

Cosmetic Surgery Intention: This variable was measured by "Consider" sub-scale of "Acceptance of Cosmetic Surgery Scale" (ACSS) proposed by Henderson-King ve Henderson-King (2005), including 5 items measuring the likelihood of considering cosmetic surgery or intention to undergo cosmetic surgery, in normal conditions or in conditions like no-pain or no-side-effects that could influence such a decision (Wen, 2017; Menzel et al., 2011). According to the previous studies, this sub-scale of the ACSS has shown a stable 3-week test-retest reliability, convergent and discriminant validity, and high internal consistency, with alphas ranging from .84 to .92 (Calogero et al., 2010).

4. Results

4.1. Sample Characteristics

Table 1 provides demographic characteristics of the research sample. 96.7% of participants reported that they have used at least one of the social media platforms.

Table 1: Sample Descriptions

Demographics		Frequency	Percentage	Cumulative Percent
Age	18-24	80	17.1%	17.1
	25-34	170	36.2%	53.3
	35-44	157	33.5%	86.8
	45-54	47	10.0%	96.8
	55 and above	15	3.2%	100.0
	Total	**469**	**100%**	
Marital status	Single	137	29.2%	29.2
	Partnership	42	9.0%	38.2
	Married	266	56.7%	94.9
	Widowed	8	1.7%	96.6
	Divorced	16	3.4%	100.0
	Total	**469**	**100%**	
Education	Primary/middle school	4	0.9%	.9
	High school diploma	67	14.3%	15.1
	Associate/Bachelor's	241	51.4%	66.5
	Master's/Doctorate	157	33.5%	100.0
	Total	**469**	**100%**	
Household Income	<20 million IRR	38	8.1%	8.1
	20-40 million IRR	105	22.4%	30.5
	40-60 million IRR	112	23.9%	54.4
	60-80 million IRR	72	15.4%	69.7
	80-100 million IRR	53	11.3%	81.0
	>100 million IRR	89	19.0%	100.0

	Total	**469**	**100%**	
Employment Status	Unemployed	137	29.2%	29.2
	Retired	7	1.5%	30.7
	Student	102	21.7%	52.5
	Public sector	66	14.1%	66.5
	Private sector	79	16.8%	83.4
	Self-employment	50	10.7%	94.0
	Other	28	6.0%	100.0
	Total	**469**	**100%**	

4.2. Measurement Model Evaluation

Face validity and content validity of the scale were established by a panel of marketing experts who explored how well the questionnaire can represent the theoretical construct (Bolarinwa, 2015). Cronbach's alpha for all scales was more than 0.8 (see Table 2) indicating a high level of internal consistency within this specific sample (Hair et al. 2010). A confirmatory factor analysis was performed to assess construct validity of the scale (Brown, 2015). 26 items were reflected in the measurement model with 6 latent factors. All model fit indices were satisfactory suggesting that the measurement model fits the observed or estimated model ($\chi 2/df=2.228$, GFI=.901, CFI=.956, NFI=.922, RMSEA=.052, PCLOSE=.310). As seen in Table 2, all factor loadings are greater than 0.5 ($p < 0.001$), composite reliability are greater than 0.8, and average variance extracted values are greater than 0.5, that confirm the convergent validity of the measurement scale (Hair et al. 2010).

Table 2: Cronbach's Alpha, Composite Reliability, AVE and Factor Loadings to Test Convergent Validity

Constructs and related items	Cronbach's Alpha	Factor Loading	CR	AVE
Appearance Investment	0.840		0.895	0.520
1. Check appearance on mirror		0.625		
2. Spend time getting ready		0.768		
3. It's important to look good		0.670		
4. Using grooming products		0.755		
5. Be self-conscious for grooming		0.660		
6. Care about what people think		0.724		
7. Think about appearance		0.885		
8. Try to improve appearance		0.744		
Body Dissatisfaction	0.802		0.809	0.515
9. Like my looks (R)		0.539		
10. Dislike my physique		0.779		
11. Feel physically unattractive		0.794		
12. Unsatisfied by some body parts		0.741		
Social Media Pressure	0.960		0.961	0.890
13. SM pressure to look pretty		0.967		
14. SM pressure to look perfect		0.946		
15. SM pressure to improve appearance		0.917		
Social Media Information	0.912		0.912	0.776
16. SM as an information source		0.863		
17. SM slebs/influencers as an information source		0.880		
18. SM Ads as an information source		0.899		
Internalization	0.915		0.918	0.789
19. Want to look like slebs/influencers in SM		0.919		
20. Try to look like slebs/influencers in SM		0.921		
21. Compare appearance to people on SM		0.821		
Cosmetic Surgery Intention	0.915		0.911	0.674
22. Intention to have CS this year		0.877		
23. Intention to have CS if free		0.918		
24. Intention to have CS if no side effect		0.864		
25. Think about CS		0.755		
26. Would never have CS (R)		0.666		

According to Table 3, the square root of AVE value for each variable is greater than the correlation coefficients between those variable and other variables in the measurement model, indicating that discriminant validity of the scale is established well. The correlations among all variables of the study model

are significant ($p \leq 0.01$) in the expected direction suggesting that all study variables are significantly linearly associated.

Table 3: Square Root of AVE And Inter-Construct Correlations to Verify Discriminant Validity

Construct	Mean	SD	AVE	1	2	3	4	5	6
Appearance Investment	3.59	.673	**0.520**	**0.721**[a]					
Body Dissatisfaction	2.57	.855	**0.515**	.241**	**0.717**[a]				
Social Media Pressure	3.70	1.09	**0.890**	.180**	.201**	**0.943**[a]			
Social Media Information	3.59	.999	**0.776**	.261**	.130**	.309**	**0.880**[a]		
Internalization	2.72	1.07	**0.789**	.457**	.482**	.390**	.442**	**0.888**[a]	
Cosmetic Surgery Intention	2.82	1.14	**0.674**	.397**	.398**	.248**	.265**	.527**	**0.820**[a]

***. Correlation is significant at the 0.01 level (2-tailed).*. Correlation is significant at the 0.05 level (2-tailed).*

a. square root of AVE values

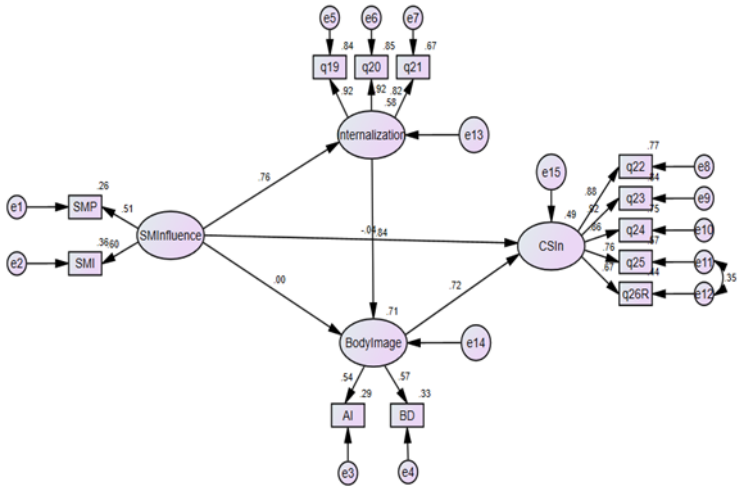
4.3. Structural Equation Modeling (SEM)

SEM was applied in AMOS in order to develop and validate the proposed model and test the research hypotheses. According to the results (Table 4), all fit indices are good suggesting that the proposed model fit the observed model. Factor loadings for all items/components were significantly more than 0.5, and CR values were more than the acceptable minimum of +1.96, indicating that items/components can measure research variables well.

Table 4 :Model Fit Indices

Fit Indices	$\chi 2$	df	χ^2/df	GFI	AGFI	NFI	IFI	TLI	CFI	RMSEA
CSI	119.872	48	2.497	.957	.931	.965	.979	.970	.978	.057

Figure1: The Standardized Output Of SEM



Considering the paths and standard coefficients of direct paths (Table 5), three paths (1 to 3) were confirmed ($p<0.05$) while two paths (4 and 5) were rejected ($p>0.05$).

Table 5: Standard Coefficients of Direct Paths Between Study Variables

Path	Standardized B	Unstandardized B	S.E.	C.R.	P	Result
1. Social Media influence → Internalization	.764	1.249	.188	6.637	***	Supported
2. Internalization→ Body image	.845	.316	.056	5.650	***	Supported
3. Body image→ CSI	.719	2.195	.434	5.054	***	Supported
4. Social Media influence→ Body image	-.002	-.001	.100	-.015	.988	Not Supported
5. Social Media influence→ CSI	-.035	-.066	.255	-.258	.797	Not Supported

**** Significant at the 0.001 level*

4.4. Mediation Analysis

The indirect paths were tested by bootstrapping analysis with 1,000 bootstrap samples and the bias corrected confidence interval of 95% was conducted to examine the indirect effect estimates. Considering only the significant direct paths confirmed in SEM, 3 indirect paths are remained in the research model which are provided in Table 6.

Table 6: Bootstrap Analysis of Magnitude and Statistical Significance of Indirect Effec

Indirect Effect	Mean Indirect Effect	lower	upper	Two Tailed Significance
1. Social Media influence→Internalization→ body image	.645	.436	.999	.006
2. Internalization→body image → Cosmetic surgery intention	.607	.416	.873	.012
3. Social Media influence→Internalization→body image → Cosmetic surgery intention	.462	.278	3.804	.001

*Note. *95% Confidence Interval does not include zero and therefore is significant at p < .05*

5. General Discussion

This study aimed to examine the effect of social media on cosmetic surgery intention with the mediating role of internalization and body image among Iranian women. The results of the structural equation model indicated a good fit to the data, and three research hypotheses were confirmed within this specific sample.

- **Internalization as a mediator**

The results of SEM, confirmed the significant and positive direct effect of social media on internalization, indicating that participants who perceived greater social media influence, reported higher levels of internalization of beauty ideals. These results are aligned with previous studies (Mingoia et al, 2017;

Shahyad et al., 2018; Menzel et al., 2011; Huxley et al., 2015). It is believed that beauty ideals are learned from media; and media apply pressure to women to internalize and conform to beauty standards (Higgins ve Wysong, 2018).

Likewise, the results confirmed the significant and positive direct effect of internalization on body image, which means participants who have more internalized media beauty ideals, reported higher levels of body dissatisfaction and appearance investment. Previous studies have supported our results (Shahyad et al., 2018; Shahyad et al., 2015; Sharp et al., 2014; Vartanian, 2009; Jones et al., 2004). Negative body image which is now considered normative, can be intensified by internalized media beauty ideals (Sharifi et al., 2016). More than two decades of experimental and observational study have confirmed that one of the main causes of negative body image is internalization of beauty ideals transmitted by TV, Internet and advertisements, that if is not impossible, it is difficult for most people to achieve (Abraham ve Zuckerman, 2011; Shahyad et al., 2016).

However, according to the results of the SEM, the significant and positive direct effect of social media influence on body image was rejected in our research sample. Although many correlational and experimental studies have confirmed the association between media influence and body dissatisfaction or appearance investment (Sepúlveda ve Calado, 2012; Huxley et al., 2015; Poorna ve Vijaybanu, 2016), or the association between media and social media exposure and negative body image (Cohen ve Blaszczynski 2015; Kleemans et al., 2018; Cohen et al., 2017; Fardouly ve Vartanian 2016; Tiggemann ve Slater 2013; Latzer et al., 2015), our findings did not support any direct effect of social media influence on body image. Jones et al. (2004) study also did not support any direct effect of magazines on body image; however, the indirect effect through the internalization was supported. Fardouly et al. (2015) study also

revealed that Facebook exposure did not have a direct effect on body image; however, the indirect path was supported. A possible explanation can be Vartanian's (2009) statement; only individuals who have internalized beauty standards are affected by media exposure and get into body image problems. Internalization is the mechanism that transforms media influence into psychological risk factors that can promote negative body image.

Finally, considering the fact that the direct effects of social media influence on body image were rejected in the SEM, we can conclude that internalization fully mediate the association between social media influence and body image (H1 was supported). These results are widely supported by previous studies that showed internalization significantly mediates the relationship between media influence and body image (Menzel et al., 2011; Keery et al., 2004). Bair et al. (2012) as well as Tiggemann and Miller (2010) also revealed that the association between mass media (e.g., TV and magazines) and Internet usage, and body dissatisfaction was mediated by internalization. However similar studies which specifically examine the same hypothesis for social media, could not be found.

- **Body image as a mediator**

The results of SEM, confirmed the significant and positive direct effect of body image on cosmetic surgery intention. Our observations were consistent with previous studies (Soest et al., 2006; Slevec ve Tiggemann, 2010; Figueroa et al., 2008; Hogan ve Strasburger, 2008; Farshidfar et al., 2013; McCabe ve Ricciardelli, 2003; Asfajir ve Ghasemi, 2017; Walker et al., 2019; Veale et al., 2013; Sarwer et al., 1998b). Tahmasbi et al. (2014) study on Iranian students demonstrated that negative body image was the most important influencing factor for cosmetic surgery intention.

The results also confirmed that body image significantly mediate the association between internalization and cosmetic surgery intention (H2). Since the direct effect of internalization on intention was not supported in SEM, we can conclude that body image fully mediate the association between internalization and cosmetic surgery intention. This mediating effect has been confirmed and validated in previous studies (Fardouly et al., 2015). Vartanian (2009) indicated that body image fully mediated the association between internalization and dieting behaviors as a body change behavior among women.

- **The mediating role of internalization and body image**

The results of the SEM, did not confirm the significant and positive direct effect of social media influence on cosmetic surgery intention. To the best of our knowledge, this study is one of the first studies that examines social media influence (pressure and information) instead of social media usage, so no previous study was found to support the same relationship. Most of the previous studies supported the direct relationship between media influence and cosmetic surgery intention (McCabe ve Ricciardelli, 2003; Sarwer at al., 2005; Menzel et al., 2011; Sood etal 2017; Walden et al., 2010) or the effect of media and social media exposure on cosmetic surgery intention (Slevec ve Tiggemann 2010; Arab et al., 2019; Walker et al., 2019). Salehahmadi and Rafie's (2012) study on an Iranian sample revealed that media, is one of the most influential factors on likelihood of undergoing cosmetic surgery. However, Nerini et al. (2014) study indicated no significant direct relationship between media influence and cosmetic surgery intention; but the indirect relationship with full mediation of internalization of thin ideals was confirmed. According to Fardouly et al. (2015) Facebook exposure did not have a direct effect on appearance change desire; however, the indirect path was supported.

The mediating effect of both internalization and body image in the relationship between social media influence and cosmetic surgery intention was statistically significant (H3). Since the direct effects of social media influence on intention was rejected in SEM, so we can conclude that internalization and body image fully mediate the association between social media influence and intention. This full mediation may show that in case of appearance change behaviors, not all women are equally affected by media (Fardouly et al., 2015); only women who had internalized media beauty ideals and are not satisfied with their body image and desire to change their appearance. Individual differences like appearance investment and body dissatisfaction as well as internalization of media ideals are influential on the consequences of media influence; women high in body dissatisfaction and appearance investment report more negative reactions to media influence (Ip ve Jarry, 2008). This mediating effect has been validated in previous studies like Menzel et al. (2011) which indicated that both internalization and body dissatisfaction mediate the effect of perceived pressures of media on cosmetic surgery attitudes. Nikoogoftar and Minoosepehr's (2015) study on a sample of Iranian students also indicated that media influence (pressure, information and internalization) predict tendency for cosmetic surgery through the mediation of appearance investment. Similarly, Vries et al. (2014) revealed that social media predicted desire to undergo cosmetic surgery indirectly through the mediation of appearance investment.

6. Implications

- Theoretical Implications

The findings of the present study may extend previous research on cosmetic surgery intention in several ways. The basic Tripartite Influence Model has been expanded in this study, to include social media as an additional source of influence on body image and cosmetic surgery intention. Indeed, in this study

we assessed social media influence on body image and cosmetic surgery intention, not through measuring social media exposure, but through more subjective indicators of media influence (pressure, information and internalization) which seem to be more directly related to body image (Cafri et al., 2005). These findings also provide a significant support for the Tripartite Influence Model of body image in cosmetic surgery context and suggest that the Tripartite Influence Model is a useful framework for examining social media influence on cosmetic surgery intention. Also, the results of this study highlighted the importance of both dimensions of body image. Body dissatisfaction is not the only reason to undergo cosmetic procedures; body investment is also found as an important constituent of body image.

Not aligned with some previous studies, our results did not support the direct effect of social media influence on cosmetic surgery intention. These findings can contribute to the existing literature by highlighting the role of body image and suggest the fact that media cannot directly affect cosmetic surgery intention. There should be some individual characteristics like internalization of beauty ideals and body image which can translate media influence into the cosmetic surgery intention. Media rarely can exert a simple direct effect in isolation; it affects people by interaction with context and personal characteristics (Perloff, 2014).

- **Practical Implications**

The findings of the present study offer some practical implications. The results can provide a clearer insight for cosmetic surgeons and media decision makers about the potential influence of the appearance-related content and especially ads which are the most important sources of information about cosmetic surgery.

Today, social media can be considered as the primary communication means especially among adolescents and preadolescence; this may function as a contemporary channel of exerting social pressure and affecting their attitudes and behaviors towards their body and appearance (Latzer et al., 2015; Vries et al., 2014). Considering the increase in the number of cosmetic procedures among teens (ISAPS, 2019b) the influential content of messages should be monitored and media education can be suggested in order to reduce sociocultural pressures (Hogan ve Strasburger, 2008; Sicilia et al., 2019; Keery et al., 2004).

The findings also provide knowledge about the key determinants of negative body image. Since women's body image is apparently worsening during last decades, it seems necessary to execute programs, social campaigns and interventions for treatment and prevention of body image dissatisfaction and to promote body acceptance, self-esteem and self-confidence (Cash ve Fleming, 2002; Robert-McComb ve Massey-Stokes, 2014) especially among adolescents (Abraham ve Zuckerman, 2011). These programs not only may reduce the number of unnecessary cosmetic procedures, but also can be used beside cosmetic surgery to get better results and more satisfactory body image (Sharifi et al., 2016; Shridharani et al., 2010; Nejadsarvari et al., 2016; Sarwer et al., 1998b). Cash (1996) also stated that the only purpose of cosmetic surgery is to enhance individual's body image which means that improving physical appearance is not the priority; the first concern is to enhance subjective body image that sometimes can be achieved through a therapeutic program instead of a surgery. The results of Naraghi et al. (2016) study demonstrated that the case group and the control group did not differ in objective facial aesthetic proportions, which indicates the importance and central role of "subjective" body image rather than objective/realistic body characteristics in cosmetic surgery intention.

7. Limitations and Suggestions for Future Research

Some limitations were recognized during the research process that should be considered in the interpretation of the findings or should be improved through future research. The Tripartite Influence Model was not fully recruited in this study. Mass media, family and peers, as sociocultural influences and social comparison as a mediator were not included in our research model in order to focus on the role of social media. Therefore, future work should examine these variables in order to fulfill the understanding of all risk factors of poor body image and cosmetic surgery intention. Convenience sampling method was used instead of random sampling in this study, because of easy accessibility to participants. So, our research sample cannot be regarded as a random sample of Iranian women and the generalization of the results will be limited. The inclusion criteria to be included in our research sample was age more than 18, which includes different generations with different preferences and lifestyles. Since it is probable to find differences in risk factors of body image and cosmetic surgery intention among different generations, future research is suggested to examine whether these findings can be replicated among different age groups.

This study focused only on women as the research sample. Although it is believed that women are more likely to be exposed to social pressure to have perfect bodies, there are pieces of evidence demonstrating that men also feel sociocultural pressure to achieve socially defined standards of beauty like masculinity (Sicilia et al., 2019). Evidence shows that recently, Iranian men have been also exposed to sociocultural pressures such as being compared with Hollywood actors or being evaluated by appearance while finding a good job or dating (Zare et al., 2014). So future research is suggested to evaluate the same model for men or compare a sample of men and women in order to understand potential differences between genders. Also, it is good to mention that this study

was not focused on any particular cosmetic procedure. We believe that it is possible to find different risk factors for different kinds of cosmetic procedures, according to the risks level, recovery time or importance of body parts related to a specific cosmetic procedure. Therefore, future studies are suggested to control for a particular cosmetic procedure to clearly understand the factors that influence intention (Sood et al., 2017).

One of the most important limitations in this study was assessing social media influence through a modified scale of mass media influence. However, we believe that some of the different features of social media like interactivity, allowing users to create a personal profile and upload their own content and get feedback from other, more selective content, presence, and availability of peers images (not only celebrities), could impact people's body image in a different way from mass media (Mingoia et al., 2017). Therefore, future researches are suggested to assess social media influence on cosmetic surgery intention through newly developed scales, in order to fulfill understanding of all aspects of social media influence.

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