SOUTH KOREA WOMEN'S FACTORS AFFECTING COSMETIC SURGERY ADDICTION TENDENCY

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Abstract:
Purpose: The purpose of this study was to explore influencing factors on cosmetic surgery addiction tendency in South Korea. **Methods:** The participants, 223 women's college students, completed the Acceptance of Cosmetic Surgery Scale (ACSS), Sociocultural Attitude Toward Appearance Questionnaire (SATAQ), and Multidimensional Body-Self Relation Questionnaire (MBSRQ). Data were analyzed using descriptive statistics, t-test, ANOVA and logistic regression analysis with SPSS 21.0 program. Each of variables related to cosmetic surgery addiction tendency was examined through comparison of cosmetic surgery addiction groups. **Results:**As a result of the study, the prevalence of stable, positive expectation, addiction risk, and addiction group were 21.1%, 35.0%, 32.7%, and 11.2%, respectively. 45.7% had at least one personal plastic surgery. Personal experience of cosmetic surgery, high levels of ACSS (Consider), high levels of SATAQ (Internalization), and high levels of MBSRQ (Appearance Evaluation) were all associated with increased risks of cosmetic surgery addiction. Also, 102 (45.7%) subjects had at least one cosmetic surgery experience.Non-surgical cosmetic procedure experience rate was higher than surgical cosmetic procedure experience rate. The factors influencing the cosmetic surgery addiction tendency of college students were past personal cosmetic procedure experience, acceptance of cosmetic surgery, socio-cultural attitude toward appearance, and appearance evaluation. The explanatory power of these variables was 52% (Nagelkerke R2 = .52).**Conclusion:** Through this study, the present state of cosmetic procedure experience of female college students and the personal and social factors influencing cosmetic surgery addiction were identified. Now, cosmetic surgery addiction tendency is one of the serious social and cultural problems in female college students. The results of this study can be used as a basis for identifying and preventing these socio-cultural problems.

Keywords- Addiction, Cosmetic Surgery, Regression Analysis, Republic of Korea, Plastic Surgery