



A PHENOMENOLOGICAL STUDY: IMPACT OF COSMETIC AND AESTHETIC TREATMENT ON SELF AMPLIFICATION

Psychology

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ABSTRACT

The present study was conducted to assess the impact of cosmetic and aesthetic profiling on self amplification. This phenomenological research study explores the subjective experiences of individuals who had undergone cosmetic and aesthetic treatments and assesses the impact of these treatments on their self amplification. Using a purposive sampling method, 07 participants who had undergone such treatments were selected to share their unique lived experiences. Through semi-structured interviews and content analysis, the study revealed valuable insights into the participants journey of self-amplification. The findings indicated an increase in self-amplification among the participants, showing how cosmetic and aesthetic treatments can bring significant changes on their self-esteem, self-confidence, self-acceptance, vanity and overall self-perception.

KEYWORDS

INTRODUCTION

Cosmetic surgery involves elective procedures aimed at altering physical appearance for aesthetic reasons rather than medical necessity. It has become increasingly popular due to advancements in medical technology, evolving societal standards, and a heightened focus on self-image. As individuals seek to enhance their looks, the global demand for both medical and non-medical cosmetic treatments continues to rise.

Aesthetic treatments encompass a wide range of practices focused on enhancing physical appearance and promoting overall well-being. These include skincare routines, makeup applications, hair care, and wellness practices that aim to boost self-confidence and nurture inner beauty. Unlike cosmetic treatments, which often require medical professionals, aesthetic treatments may involve a variety of experts such as dermatologists, cosmetologists, makeup artists, and wellness practitioners.

Self-amplification is a transformative approach to personal growth, emphasizing the idea that individuals have the innate ability to enhance their skills, knowledge, and abilities. Unlike traditional beliefs that personality and traits are fixed, self-amplification suggests that people can consciously improve and expand upon their potential. Rooted in positive psychology, it highlights personal strengths and resilience, contributing to greater well-being and happiness. Neuroplasticity, the brain's ability to form new neural connections, plays a key role, showing that individuals can continually reshape their cognitive and emotional capacities to amplify their personal and psychological well-being.

Delimitations of the Study

- The study focuses only on specific geographical areas, limiting the generalization of its findings to other areas.
- The study focuses on psychological factors (self-acceptance, self-confidence, self-perception, self-esteem, and vanity) and does not address other relevant psychological factors.
- The study limits its sample size due to practical constraints and resources, which might affect the representativeness of the findings.
- The study focuses only on individuals who have undergone cosmetic and aesthetic procedures.
- The study uses only a semi-structured interview method as a way of collecting data.

Scope of the Study

- The study focuses on the impact of cosmetic and aesthetic profiling on self-amplification in the areas of Davanagere, Mangalore, and Bangalore.
- The participants considered are those individuals who have undergone the procedures.
- The study explores various psychological variables (self-perception, self-confidence, self-esteem, self acceptance, and vanity) to understand their role in self-amplification.
- The study employs a semi-structured interview method for collecting the data and content analysis for data analysis.

METHOD

Aim

- To study the impact of cosmetic and aesthetic profiling on self-amplification.

Research Rationale

Nowadays more people are giving importance to their physical appearance, they opt for cosmetic and aesthetic treatments to give themselves their desired look. Cosmetic procedures focus on a positive aesthetic alteration and augmentation of a person's appearance, to improve the way they look. It helps to amplify one's psychological wellness by improving self-esteem, self-confidence, and self-acceptance.

Theoretical Perspective

The Impression Management Theory of Schlenker aligns closely with the study of cosmetic and aesthetic treatments, as individuals who seek such treatments often do so with the aim of enhancing their physical appearance and subsequently managing the impressions other have of them. Individuals may undergo these procedures to boost self-esteem, increase self-confidence, or reduce Impact of Cosmetic and Aesthetic Profiling on Self-Amplification Page 14 feelings of social anxiety, all of which are important factors of impression management. By addressing physical impression or signs of aging, individuals strive to present a more positive and attractive image to others.

Operational Definitions

• Cosmetic and Aesthetic Procedures

Cosmetic and aesthetic procedures refers to non-medical procedures performed on the body or face with the purpose of enhancing or altering one's physical appearance for aesthetic reasons.

• Self-Amplification

Self-amplification is the process of enhancing one's self-esteem, self-confidence, or self-perception through specific experiences or personal development, leading to increased self-belief and self-empowerment.

Research Design

- Phenomenological Research Design.

Inclusion Criteria

- Those who have undergone cosmetic and aesthetic procedures.

Exclusion Criteria

- Gender
- Age

Themes of the Study

- Impact of Cosmetic and Aesthetic Profiling on Self-Amplification
- Self-acceptance
- Self-confidence
- Self-perception
- Vanity
- Self-esteem

Setting

- The data was collected in the clinical setting.

Method of Data Collection

- Semi-structured Interview

Method of Data Analysis

- Content analysis

Procedure

- The purpose of the study was explained to the participants and The consent was taken from the participants before collecting the data.
- A semi-structured interview was conducted to carry out the research.
- A recorder was used to record the interviews with the participant's consent.
- An interview schedule was prepared in advance to help the researcher with the structure and flow of the interview.
- Each participant was presented with the same set of questions.
- The questions were mainly open-ended. Ethical Considerations.
- Confidentiality and privacy were maintained throughout the study.

Findings and Analysis

The data was collected through the semi-structured open-ended interview was transcribed line by line and analyzed at different levels. The main themes involved are,

1. Self-Acceptance

Out of 7 participants, 4 reported an improved level of self-acceptance following cosmetic and aesthetic procedures. They expressed positive emotions about their appearance and how they treat themselves. However, 3 participants indicated no change in their level of acceptance after the procedures, suggesting that external changes did not result in an internal shift. This may imply that self-acceptance is more influenced by one's mindset than physical appearance.

2. Self-Confidence

Out of 7 participants, 5 reported an increase in confidence following cosmetic and aesthetic procedures. They expressed satisfaction with the changes, which boosted their confidence in social situations. However, 2 participants noted no difference in their confidence levels after the procedures, suggesting that appearance changes alone may not be the key to increased self-assurance. These results highlight that cosmetic and aesthetic treatments do not always lead to improved self-confidence for everyone.

3. Self-Perception

Out of 7 participants, 6 reported an enhanced self-perception following cosmetic and aesthetic procedures, indicating a positive shift in how they view themselves. This suggests that, for most participants, such procedures can improve self-image. However, 1 participant noted no change in her self-perception, as altering her appearance did not significantly impact how she viewed herself. This highlights that cosmetic and aesthetic procedures do not always lead to noticeable improvements in self-perception.

4. Vanity

Out of 7 participants, 6 reported an increase in vanity after undergoing cosmetic and aesthetic procedures. They felt more pride in their appearance and became more focused on how they looked. 1 participant, however, did not experience any change in vanity, suggesting that altering her appearance did not make her overly concerned with her looks. This highlights that vanity may be more of a personal trait than solely influenced by external changes.

5. Self-Esteem

Out of 7 participants, 4 reported an improvement in how they value themselves after undergoing cosmetic and aesthetic treatments. They experienced a boost in self-image and confidence, feeling more content with their appearance. However, 3 participants noted no change in their self-esteem, suggesting that, for them, altering their appearance did not significantly impact how they value or view themselves.

CONCLUSIONS

The majority of participants in the study reported positive changes in self-perception following cosmetic and aesthetic procedures, including improved self-acceptance, increased confidence, enhanced self-perception, and a rise in vanity. Additionally, some participants noted an improvement in how they value themselves. However, a subset of participants did not experience significant changes in areas such as self-esteem, self-acceptance, confidence, or vanity. These results suggest that while cosmetic and aesthetic procedures can enhance self-image and confidence for many, they do not consistently

lead to internal changes. This indicates that factors such as mindset and individual traits may play a critical role in shaping self-perception and self-worth, highlighting the complex relationship between external appearance and internal psychological shifts. Further exploration is needed in future studies.

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