

# The Impact of Jordanian Women's Motives, on their Attitudes towards Cosmetic Treatment

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## Abstract

The goal of this study is to obtain a deep understanding of the impact of consumers' motives on their attitudes towards a certain object or product. This study was applied to the Jordanian women's motives on their attitudes towards cosmetic treatment. The study investigates the impact of independent variable; women's motives: Self esteem, Social acceptance and Fear of aging, on the dependent variable: Jordanian women's attitudes towards cosmetic treatment. To achieve the objective of the study, a survey was conducted to collect data from the sample. In total 300 Questionnaires were distributed randomly to women who could be reached by the researcher, and were contacted through friends, relatives, students and doctors. The participants had different social, educational, and occupational backgrounds. Response rate was 91.333 Percent, which means 274 questionnaires were studied. The findings clearly show: there is significant evidence of the effect of self esteem motive, fear of aging motive and social acceptance motive on Jordanian women's attitude towards cosmetic treatment. The major effect was the self-esteem motive followed by motive of fear of aging. The model explains 25.3% of the variation of the overall attitude.

**Keywords:** Motives, Attitudes, Cosmetic Treatment.

## 1. Introduction:

We live in a society with increasing focus on the body and physical beauty. Therefore, the body becomes a symbol of beauty. The market is saturated with products and services that enhance the beauty of bodies. The body is now understood as having a potential for unlimited change by medical intervention, so it becomes a commodity. (Finkelstein,1991). However, cosmetic treatment or surgery faced social critics, as it emphasized the physical beauty. Women will undertake cosmetic treatment in order to obtain bodies that meet the ideal feminist look regardless of the cosmetic surgery, which is often painful and risky, and each operation involves its own potential complication. These women appear to be very obsessed with their physical appearance.

The increase of cosmetic surgery is a result of fighting signs of aging. It is an attempt to reproduce the body's youth and to make general corrections of what is perceived as bodily problems, even among very young consumers. This has made cosmetic surgery one of the fastest growing industries in the United States (Haiken, 1997), European countries and the Middle Eastern countries.

The beauty industry expands globally, with 8.5% growth by 2014; revenue growth in 2010 is estimated at 3.3%. Several trends support this expansion and promise continued profitability into the future. In 2013, the global cosmetics market grew by an estimated 3.8 % compared to the previous sales year.

In recent years, consumers have been spending higher levels of disposable income on cosmetics than they had in the past. In the coming years, global cosmetic companies will continue to focus their efforts on product innovation in order to attract new consumers and keep existing consumers loyal to specific brands.

Consumers of beauty industry products tend to be brand loyal, and share what works for them with their friends. 58% of those surveyed claimed that personal recommendations weigh more heavily than celebrity marketing, and only 44% bought a particular product for its claim of specific product attributes. Beauty products gain a level of familiarity and comfort for the consumer, and switching to a new product often takes some extra incentive. Popular and successful marketing campaigns in the beauty industry often include a free sample and discounts to attract new customers, and loyalty programs to keep them. (Beauty Industry Analysis 2014 - Cost & Trends)

The American Society of Plastic Surgeons (ASPS) reports that 15.1 million cosmetic surgery procedures, including both minimally-invasive and surgical, were performed in the United States in 2013, up 3 percent since 2012. In addition, 5.7 million reconstructive surgery procedures were performed last year, up 2 percent. This growth may be caused by the new products and advanced technology.

In 2013 alone, the Food and Drug Administration (FDA) approved several new plastic surgery devices and products, including facelifts, forehead lifts, eyelid surgery, fillers and peels. Cosmetic minimally-invasive procedures increased 3 percent, to more than 13.4 million procedures in 2013. The top five minimally-invasive procedures were: Botulinum toxin types A, soft tissue fillers, chemical peel, and laser hair removal. With the variety of devices and products entering the market each year, there are more options and choices available to consumers who want to refresh their look (American Society of Plastic Surgeons Reports).

## 2. Literature Review

Cosmetic surgery is understood to be part of the individual's reflexive construction of self-identity, and leads to a focus on issues such as self-determination, self-esteem, and the relationship between body and identity. Even the widespread acceptance of cosmetic surgery is still considered problematic and taboo. The attitude is now mostly seen as legitimate to try to correct a problematic body and self-image through cosmetic surgery. (Askegaard, Gertsen & Langer, 2002).

(Cash, 1990), indicates the self-image in the sense of physical attractiveness has been demonstrated to enhance the performance of social roles as well as self-estimation, and in the sense that the character and quality of self-images are essentially culturally determined (Fallon, 1990). Due to this point of view, cosmetic surgery may have a positive impact on self-image (Pruzinsky & Edgerton, 1990).

The role of media in the formation of feminine self-images has also been pursued within consumer research, especially by Hirschman (Hirschman & Stern, 2000). The cultural construction of body images has led to an interest in the connection between mass-media-promoted images of beauty and, especially, feminine self-imagery and motivations for cosmetic surgery (Goodman, 1996).

(Sayre's 1999) confirms the importance of role transitions as well as the crucial factor of social environment dominated by "Hollywood standards" and the peer group of social influencers, while cosmetic surgery is a non-exchangeable purchase. She also concludes a critical note that: "social norms and popular culture have performed their own psychological surgery on American women to the beauty myth" (Sayre, 1999).

(Schouten, 1991) investigated nine consumers' experiences relating to the decision of undergoing cosmetic surgery and the consequences of the operations. He found that cosmetic surgery is motivated by the search for a positive (or avoiding a negative self), and that cosmetic surgery is deeply linked to a wish to improve performance in social roles. He concluded that cosmetic surgery is a personal way to restore harmony to an ambiguous, incongruous, or unsatisfying self-concept. The results about self-presentation in social relationships show the owner of the body sees himself or herself as the manager of this body, assuming responsibility for its health, fitness, thriving, and appearance. This responsibility leads to the body as an object for a number of management technologies, including cosmetic surgery.

Sociological theory increasingly focused on bodily issues in later years (Schilling, 1993; Turner, 1991). The sociological point of view of the body has focused on the social structure of the body and its value as an asset in social relations, going as far as seeing it as a physical capital that can be traded for economic or social capital (Schilling, 1993).

The new culture of beauty and youth has led to a view of aging as being problematic and undesirable. But, marketing offers including health products of all kinds of medical developments including cosmetic surgery have inspired a view of aging as curable disease (Sayre's, 1999). She found that many aging individuals report feeling like a young, or at least youthful, soul trapped in an old body. This leads to the conclusion that the aging is the abnormality whereas the real self has stayed young. Cosmetic surgery can help to restore equivalence between perceived inner self and appearance.

According to (Warner, 2006) women are eager to buy personal care products and cosmetics that enhance beauty, confidence, and sexuality. But (Chen, 2009) came up to the health consciousness assessing the degree of readiness to undertake healthy actions. It reflects the readiness of a person to do something for his or her health. While some writers have dealt with cosmetic surgery as if it were an attempt to accomplish idealized female beauty in order to gain the approval of men (Wolf, 1991), women insisted that they altered their bodies for their own satisfaction and not for anyone else.

(Davis, 1995) found that women who had cosmetic surgery had chosen to have these procedures not to make themselves beautiful or outstanding in any particular way, but instead to simply regain normal physical characteristics that they once had but had lost through the aging process.

The study of (Doniger & Wendy, 2000) focuses on myths about the face-lift. Many myths about face-lifts were affected by cultures far from the worlds of cosmetic surgery in Europe or the U.S. Face-lifts are also discussed in contemporary English and Japanese literature. In Hollywood films, face-lifts are often designed to be deceptive, but the issues of youth, beauty and immortality remain powerful.

(Gimlin, 2000) study draws from qualitative interviews with 20 female clients of a plastic surgery clinic. Interview data suggests that plastic surgery allows women who undergo these procedures to successfully reposition their bodies as "normal" bodies.

The study also addresses that cosmetic surgery stands, for many theorists and social critics, as the ultimate symbol of invasion of the human body for the cause of physical beauty. Which is different from other efforts at altering the body, plastic surgery is considered to be so extreme, and highly dangerous. While such criticisms are compelling, they tend to operate at either the grand level of cultural discourse or the highly grounded level of physiological effect. As a result, they leave out almost altogether the experience of the women who themselves have plastic surgery. Although the critics of plastic surgery argue that appearance should not be the measure of a woman's value, the women who have plastic surgery are part of a culture in which appearance

is often taken as an expression of an inner state. In this case the desired benefits of plastic surgery are purchased rather than natural.

According to (Focalyst insight report July 2007), Focalyst drew on survey responses of over 30,000 Boomer and Mature women and men focused on behaviors and attitudes towards beauty and appearance. Boomers (born between 1946- 1964) have led a youthful approach and there is no sign of them changing their ways, while today's Matures (born before 1946), still say it is important to look good. Their attitudes and behaviors towards anti-aging may provide a look at the opportunities and direction marketers should take. This will be particularly important when appealing to the vanities and needs of Boomers, who refuse to accept getting older. For Boomer women today, now starting to move into their sixties, it is not so much about turning back the clock as it is about maximizing assets in an effort to "look as young as you feel." The study investigates different motives regarding anti-aging products: the importance to be attractive to the opposite sex, the importance to look well dressed, and the importance of outward appearance. Age has little to do with beauty. Attitude has everything to do with it. Boomers and Matures care about how they look and are willing to spend money if it helps them keep control of their appearance as they age. It is not all about a youthful look, but about pride in their personal image. And while a majority appears to be accepting of the inevitability of aging, they are also planning to put up a good fight to battle it as long as they can. According to the American Society of Plastic Surgeons, 65% of facelifts and 50% of Botox treatments in 2006 were for people between the ages of 41-60 years old. Despite the rise in cosmetic procedures such as plastic surgery and Botox injections, only 2% admit to plans for such procedures.

The 2000 Avon Global Women's Survey targeted 30,000 women in 33 countries around the world in spring of 2000. The survey revealed that 85% of respondents agree that their outer appearance is an important part of defining their character, and over one half of the respondents admitted that they always put a great deal of effort into looking their best. Accordingly, it is no surprise that most women (82%) also agree that beauty products are a necessity, not a luxury. Around 20-30% of women have considered plastic surgery. Around 73% of women responding to data monitor survey cited body shape as a major concern. Changing attitudes towards beauty are becoming obvious. As attitudes towards beauty have changed, the willingness to increase funds spent on beauty products and anti-aging products in particular has increased. The number of consumers willing to have, considering, and undergoing cosmetic surgery demonstrates the extremes that people will go to in order to change their appearance and improve their perceived beauty. (Women and Beauty: Avon Global Women's Survey 2000).

### **3. Problem discussion**

The study of consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy their needs and desires (Solomon et al., 2010). However, consumer behavior is the study of how a consumer thinks, feels, and selects between competing products. The combination of beliefs, attitudes, and behaviors influence how a consumer reacts to a product or service. "Because attitudes exert a strong influence on behavior, attitude research offers a potentially useful device for explaining and predicting consumer behavior." (Udell, 1965). There remains a questionable link between a positive attitude towards a product/company and the purchasing behavior (Solomon, 2004). This is why it is necessary for companies to take into account all the key factors before entering a market. One of these key factors is the consumer behavior towards buying a product depends on attitudes towards this product (Chait, 2010). However, the study of attitudes can be really useful for companies in order to understand them and be able to adapt their offer in order to create a positive attitude towards the product they are selling. (Salaun & Pontet, 2013). A range of factors outside the product's attributes can influence attitudes. Social and cultural environment as well as demographic, psychographic, and geographic conditions can sometimes shape consumer behavior.

There are several reasons and motives behind the idea to undergo cosmetic treatment. Therefore, it is difficult to evaluate these reasons and motives because they are related to culture, values, beliefs, age and women's attitudes as well. For this reason, this study is an attempt to investigate the motives that affect the Jordanian women's attitudes towards cosmetic treatment.

Attitudes are formed by four different influences (functions): utilitarian function, value-expressive function, ego-defensive and knowledge function (Hawkins, Best & Coney, 2004). For the purpose of this study, attitude will be treated as an Ego-Defensive function; in such a way that it will be formed by the way individuals organize their beliefs towards a product and then form their purchasing behavior.

### **4. The Study Variables**

#### *4.1: Dependant Variable:*

**Attitude** is defined as a lasting and general evaluation of people, objects or issues. Attitudes are related to the learning process that each person achieved through his or her life. (Solomon et al 2010). Attitudes are a learned

willingness to proceed with or against a given object. In marketing, an attitude is the way in which every product and service is evaluated. It is “an enduring organization of motivational, emotional, perceptual and cognitive processes with respect to some aspect of our environment” (Hawkins, Best & Coney, 2004). Furthermore, “attitude refers to knowledge and positive or negative feelings about an object or activity” (Pride & Ferrell, 1991) and it is as an “overall evaluation that expresses how much we like or dislike an object, issue, person or action” (Solomon, 2004).

(Lars, 2010) defines consumer attitude simply as a composite of a consumer’s beliefs, feelings, and behavioral intentions towards some object within the context of marketing. A consumer can hold negative or positive beliefs or feelings about a product or service. The attitude formed as a result of a positive or negative personal experience, outside influences of other individuals who considered as a reference group. Attitudes are relatively imperishable (Oskamp & Schultz, 2005).

Attitudes have been perceived as powerful determinants of behaviors and marketers consider that an individual who has a positive attitude towards a product is more likely to buy this product (Vantomme et al., 2005)

The ABC Model of Attitudes consists of three components: affect, behavior, and cognition, which explain the relationship between knowing, feeling, and doing (Solomon, 2010). The ABC model of attitudes is a “multidimensional” perspective stating that attitudes are jointly defined by affect, behavior and cognition” (Solomon et al., 2010). This model says that there is an interrelationship between A, B and C. In fact Consumers need a kind of harmony in their life so they will change their way of thinking, feeling and acting in order to maintain this harmony. Principle of consistency comes from the cognitive dissonance theory which says “individuals have an internal need to keep attitudes and beliefs in harmony”. This theory explains that conflicting thoughts create an internal discomfort for the individuals which motivate their behavior to restore balance (Baca-Motes et al., 2013).

The hierarchy of effect model describes these “stages that consumers go through while forming or changing brand attitudes and purchase intentions” (Smith et al., 2008,). There are three levels in the hierarchy of effects: “High – involvement hierarchy (C-A-B) that means the consumer gathers information, evaluate it and then behaves. Low – involvement hierarchy (C-B-A) means the consumer evaluates after buying the product. Experimental/ Hedonic hierarchy (A-B-C) means the consumer will focus on what he or she wants, buys it and then thinks.” (Solomon et al., 2010,). “Consumers vary in their commitment to an attitude and that the degree of commitment is related to their level of involvement with the attitude object”. (Solomon et al., 2010).

There are three levels of commitment to an attitude: - Compliance: It is the lowest level of involvement; the attitude is formed because it helps to avoid punishment or gaining rewards. - Identification: Attitudes are formed in order for the consumer to be similar to another person/group. - Internalization: It is the highest level of involvement; the attitude is part of the consumer’s value system. (Solomon et al. 2010).

The functional theory of attitudes, developed by Daniel Katz, offers an explanation for the functional motives of attitudes to consumers. (Solomon, 2004). The utilitarian function is based on an individual’s will to make decisions based entirely on the producing the greatest amount of happiness as a whole. The value-expressive function is active when a consumer is basing their attitude regarding a product or service on self-concept or central values. The association or reflection that a product or service has on the consumer is the main concern of an individual embracing the value expressive function and affecting their social identity. (Solomon, 2004). The ego-defensive function is common when a consumer feels that the use of a product or service might express their self-image. The ego-defensive attitude in general (psychology) is a way for individuals deny their own disconcerting aspects (Narayan, 2010). The knowledge function exists when the individuals are careful about organizing and providing structure regarding their attitude or opinion of a product or service (Solomon, 2004).

(Carvalho, 2005) presents a new and more reliable method of measuring attitudes and compares it straight to purchasing behavior, to verify if there is a correlation between these two variables, by applying the expectancy value model. The results of the study have shown that there is no positive correlation between a positive attitude and a higher purchase behavior. (Hoyer, MacInnis, 2001)

#### 4.2: Independent Variables:

**Motives:** are used to explain why people do what they do. A motive is what drives a person to act in a certain way or at least develop a desire for specific behavior. Maslow (1943) stated that people are motivated to achieve certain needs. When one need is fulfilled a person seeks to fulfill the next one, and so on. The earliest and most widespread version of Maslow's (1943, 1954) *hierarchy of needs* includes five motivational needs, often described as hierarchical levels within a pyramid.

**Self-esteem:** According to (Giddens, 1991), self-identity has become a reflexive project that each individual must undertake by himself or herself, but in interaction with other human beings and with the institutions of society. In order to develop a self-identity, it is necessary to hold one's past, present, and future together in



coherence but ever-changing. Self-esteem is a crucial quality in relation to, possibly even a prerequisite of, self-identity understood as the ability to sustain a meaningful autobiographical narrative.

In this case, the consumer will buy in order to be in harmony with the image of how he/she would like to be. The consumer wants to maintain his or her self-concept that is the attitude a personhoods within themselves (Solomon et al., 2010). Research based on social identity theory has shown that consumers purchase brands in order to construct their self-concepts. People are usually more interested in developing stronger connections with some particular products or brands that will help them to define and create their self-concepts (Wei and Yu, 2012). Finally, individuals can have an independent self-concept where “the mental representations of one’s own traits, attitudes, and preferences are associated with the motivation to withstand with social pressure and to be independent” (Torelli, 2006). Individuals can have an interdependent self-concept where mental representations of social norms, group memberships, and the opinions of others are linked to the motivation to adjust to the demands of others and to maintain harmony. This is one of the reasons why the buying behavior of consumers can be influenced by the way people see them. In fact, the psychographic variables like: lifestyle, personality, self-image of a person, influence attitudes profoundly” (Anilkumar & Jelsy, 2012).

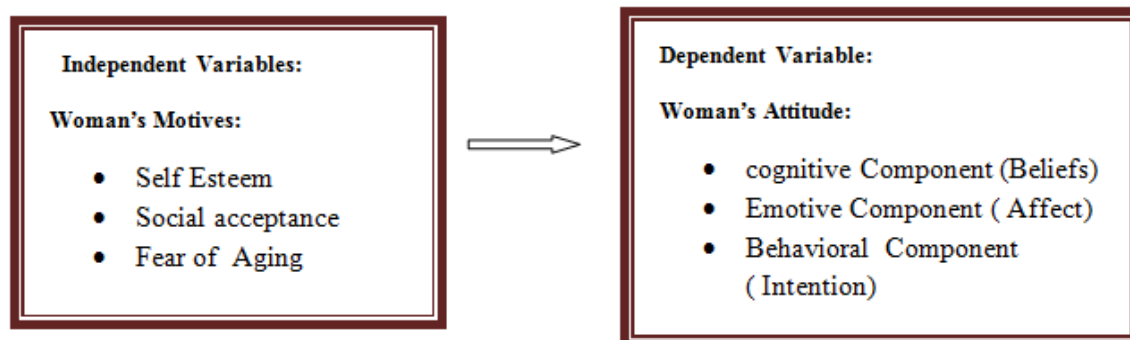
**The Social Acceptance:** According to (Wei and Yu 2012), the social identity theory states that the identity of an individual consists of two components: the personal (individual sense of self) and the social (group to which the person belong). Individuals also manage their image via social signaling. They behave in ways that communicate to others the kind of person they are or what kind of a person they wish others to think they are (Baca-Motes et al., 2013). This explains why individuals are influenced by reference group; the social identity is an important part of their identity. The buying behavior of consumer depends on reference groups and also on the social power of the reference group or the opinion leader. The social power refers to the “capacity of one person to alter the actions of another person” (Solomon et al., 2010).

The Problem of Aging: Aging is perceived as something problematic. An attitude towards growing older differs from one woman to another. Some feel as though they ought to see aging as something natural that they must accept, but it is hard, and something has to be done. Another woman says that one should not have surgery to appear younger.

## 5. Proposed research model

The goal of this study is to obtain a deep understanding of the impact of consumers’ motives on their attitudes towards a certain object or product. This study was applied on the impact of women’s motives on their attitudes regarding cosmetic treatment. The following figure illustrates the suggested research model.

**Figure (1) Conceptual Model**



The study model relying on ABC model attempts to find explanations for the attitudes of individuals. These explanations are given by the relationship between Affect, Behavior and Cognition. Consequently, these explanations allow a better understanding of the consumer behavior (Solomon, 2010).

## 6. Methodology

The purpose of this study is to obtain a deep understanding of the motives that affect the women’s attitude towards cosmetic treatments. This study relies on Maslow’s model of motivation. The (ABC) model of the attitude, and the Ego-defensive function of the attitude.

The data collection is based on the questionnaire instrument. The participants were selected randomly and were contacted through friends, relatives, students and doctors. The participants have different social, educational, and occupational backgrounds. Their ages range from early 20s to in their 60s. They have undergone different types of operations, including Botox injection, Filler injection, Laser, Mesotherapy, Plasma injection, and Radio frequency. It is expected to face a number of problems while conducting the survey of consumer perspectives on cosmetic treatment, because this topic is still considered sensitive and personal.

### 6.1: Research Questions:

This study is an attempt to answer these questions:

- Is there an impact of woman's motives, on their attitude towards cosmetic treatment?
- Is there an impact of self-esteem motives, on woman's attitude towards cosmetic treatment?
- Is there an impact of social acceptance motives, on woman's attitude towards cosmetic treatment?
- Is there an impact of Fear of aging motives, on woman's attitude towards cosmetic treatment?

### 6.2: Hypothesis:

According to the research model and questions, the following hypotheses will be tested:

**H1:** There is a significant impact of woman's motives, on their attitude towards cosmetic treatment.

**H2:** There is a significant impact of self-esteem motives, on woman's attitude towards cosmetic treatment.

**H3:** There is a significant impact of social acceptance motives, on woman's attitude towards cosmetic treatment.

**H4:** There is a significant impact of Fear of aging motives, on woman's attitude towards cosmetic treatment.

### 6.3: Research approach:

This study is quantitative because it depends on data collected from the surveys, statistics will be established and generalizations will be made according to the results founded. A survey was established in order to study the women's attitudes towards cosmetic treatment.

### 6.4: Data sources:

For this study, the focus will be made on finding primary data by building a questionnaire (Instrument) in the two languages (English and Arabic).

To achieve the goal of this study, a questionnaire was developed to collect data from the targeted sample. The questionnaire consisted of two sections: the first section is about demographical factors, and if the participant has done a cosmetic treatment and which type of treatment. The second section is about the motives of the participant regarding their attitude towards cosmetic treatment. Gimlin (2000), Focalyst (2007), Askegaard (2002), Doniger (2000). The instrument relies on a five –points Likert Scale, representing a range from 1- strongly disagree to 5- strongly agree.

#### Independent Variables:

**Self Esteem:** this motive was measured in this study by nine items, (Q1-Q9).

**Social Acceptance:** This motive was measured in this study by six items, (Q10-Q15).

**Fear of Aging:** This motive was measured in this study by six items, (Q16-Q21).

#### Dependant Variable:

It was about women's attitude towards cosmetic treatment. For the purpose of this study, the researcher depends on the three components of the attitude: Beliefs (cognitive component) was measured in this study by eight items, (Q22-Q29). Emotions (Affect component) were measured in this study by nine items (Q30-Q38) and intention (behavioral component) was measured in this study by seven items, (Q39-Q45).

### 6.5: Population and Sampling:

(Bailey, 1987), the correct sample size is dependent upon the nature of the population and the purpose of the study. There are several methods to determine the sample size, for instance: rules of thumb, average size samples from previous similar investigations, statistical method, or even the method where authors try to find all they can afford (Bryman & Bell, 2011). Therefore, the last method was selected for this study. Convenience sampling method has been used to select the samples. To collect data to test hypotheses, a survey was conducted to collect data from sample. In total 300 Questionnaires were distributed randomly to women who could be reached by the researcher. Response rate was 91.333 Percent.

Table (1) Sample Characteristics

Variable	Frequency	Percent
<b>Age</b>		
20 – 30 years	100	36.5
31 – 40 years	92	33.6
41 – 50 years	44	16.1
51 – 60 years	28	10.2
61 years and more	10	3.6
Total	274	100.0
<b>Marital Status</b>		
Single	97	35.4
Married	142	51.8
Widowed	16	5.8
Divorced	13	4.7
Separated	6	2.2
Total	274	100.0
<b>Education</b>		
Less than secondary school	13	4.7
Secondary school	42	15.3
Bachelor's degree	169	61.7
Master's degree	37	13.5
PhD	13	4.7
Total	274	100.0
<b>Income</b>		
Less than 1000 JD	157	57.3
1000 – 3000 JD	86	31.4
3001 – 5000 JD	23	8.4
More than 5000 JD	8	2.9
Total	274	100.0

## 7. Statistical Analysis:

### 7.1: Reliability:

Cronbach coefficient alpha (internal consistency) for the overall model was estimated at 0.784. For the self-esteem 0.698, social acceptance 0.742, for Fear of aging 0.69, and the women's attitude 0.84. (Sekran, 2003).

### 7.2: Descriptive Statistics Analysis:

The descriptive Statistics Analysis shows that self-esteem has the highest mean scores  $M= 3.952$  with  $S.D = 0.924$ , followed by Fear of aging  $M= 3.91$  with  $S.D=0.9448$  and the lowest was social acceptance with  $M= 3.763$  with  $S.D = 0.9162$ . Table (2).

Table (2) Descriptive Statistics Analysis

	Statement	Mean	Std. Deviation
	<b>Self- Esteem:</b>	<b>3.952</b>	<b>.9244</b>
1	Beauty has become more defined by physical appearance.	4.2095	.84454
2	Physical beauty is part of self identity.	3.8634	.96596
3	Physical appearance is an important part of defining the person character.	4.1265	.93138
4	How you look is important of defining who you are.	3.4661	1.06659
5	It is difficult to meet standards for female beauty.	3.1733	1.20524
6	It is important for anyone to look good.	4.5207	.69320
7	Others Perception of my appearance is important.	3.6787	1.03285
8	Self esteem is depending on inner quality.	4.4997	.60669
9	There is a relationship between self esteem and the body.	3.8793	.97314
	<b>Social Acceptance:</b>	<b>3.763</b>	<b>.91627</b>
10	The modern society dominated by ideal standards of physical beauty.	4.0330	.88235
11	There is a modern trend in the society to describe beauty from outside.	3.1342	.82455
12	Society rewards physical beauty.	4.0803	.88171
13	Physical attractiveness shapes the way women are judged.	3.8102	1.04851
14	Physical beauty benefits woman to be more socially acceptable.	4.0255	.89119
15	Self identity is socially determined.	3.5000	.96931
	<b>Fear of Aging:</b>	<b>3.91</b>	<b>.9448</b>
16	Aging is problematic and undesirable.	3.4635	1.16753
17	Nowadays aging is curable..	4.0547	.86904
18	Everyone should age naturally.	3.9891	.94727
19	It is important to remain and feel as young looking as possible.	4.2847	.71559
20	There is no reason to hide age.	3.8613	1.03551
21	Aging has changed the acceptable appearance identity.	3.8102	.93396
	<b>Beliefs:</b>	<b>3.218</b>	<b>1.125</b>
22	I believe that beauty comes from inside.	4.1460	.93401
23	I believe physical beauty is not what really matters .	2.6679	1.20860
24	I consider cosmetic treatment as a means to improve my look.	3.2810	1.16002
25	I consider underwent to cosmetic treatment is my deep secret.	2.9964	1.17825
26	I believe cosmetic treatment helps to create balance between perceived inner self and appearance.	3.3832	1.12703
27	I think cosmetic treatment will allow me to live peacefully with myself.	3.2190	1.14971
28	I believe cosmetic treatment shapes the women's perception of their selves.	3.1533	1.10537
29	I consider cosmetic treatment is a sign for social status.	2.8978	1.14377
	<b>Emotions:</b>	<b>3.766</b>	<b>1.025</b>
30	I feel good when I have a nice looking.	4.2117	1.01945
31	I prefer to be natural not artificial like a wax doll.	4.3139	.87498
32	I like being the age I am.	3.8431	1.04872
33	Having cosmetic treatment is not something to undertake lightly.	4.1423	.94044
34	I couldn't imagine myself as a weak woman who would go to cosmetic treatment.	3.3905	1.19095
35	I have never accepted the fact of growing old.	2.8796	1.21502
36	I hope reducing the natural signs of aging.	3.6314	1.04438
37	The decision of undergo anti-aging cosmetic treatment should be based on an inner need.	3.9051	.86768
38	Cosmetic treatment helps get comfortable with aging.	3.5766	1.03225
	<b>Intentions- Behavior</b>	<b>3.111</b>	<b>1.228</b>
39	I put a lot of effort into looking better.	3.3102	1.14615
40	When time is just right I would do it..	3.2920	1.14936
41	Having cosmetic treatment is my priority.	2.6898	1.22045
42	I intend to undertake cosmetic treatment.	2.9307	1.30325
43	I think I need a cosmetic treatment.	2.7445	1.29258
44	I need it for myself not to impress anyone else.	3.2591	1.31015
45	I want to look like I had when I were at my physical peak.	3.5547	1.17620
	<b>Dependant Variable ( Attitude)</b>	<b>3.365</b>	<b>1.126</b>



7.3: Correlation Analysis:

Table (3) shows there is a significant positive relationship between age and attitude towards a cosmetic treatment ( $r= 0.235^*$ ,  $n=274$ ,  $p\leq 0.05$ ). There is a significant positive relationship between income and attitude towards cosmetic treatment ( $r= 0.239^*$ ,  $n=274$ ,  $p\leq 0.05$ ). There is no significant relationship between education and the attitude.

There is a significant positive relationship between self-esteem and beliefs about cosmetic treatment ( $r= 0.412^*$ ,  $n=274$ ,  $p\leq 0.05$ ), emotions about cosmetic treatment ( $r= 0.220^*$ ,  $n=274$ ,  $p\leq 0.05$ ), and intention to undertake cosmetic treatment ( $r= 0.305^{**}$ ,  $n=274$ ,  $p\leq 0.01$ ). There is a significant positive relationship between social acceptance and beliefs about cosmetic treatment ( $r= 0.199^*$ ,  $n=274$ ,  $p\leq 0.05$ ), emotions about cosmetic treatment ( $r= 0.175^*$ ,  $n=274$ ,  $p\leq 0.05$ ), and intention to undertake cosmetic treatment ( $r= 0.252^*$ ,  $n=274$ ,  $p\leq 0.05$ ). There is a significant positive relationship between fear of aging and beliefs about cosmetic treatment ( $r= 0.275^*$ ,  $n=274$ ,  $p\leq 0.05$ ), emotions about cosmetic treatment ( $r= 0.261^*$ ,  $n=274$ ,  $p\leq 0.05$ ), and intention to undergo cosmetic treatment ( $r= 0.240^*$ ,  $n=274$ ,  $p\leq 0.05$ ).

There is a significant positive relationship between self-esteem and attitude towards cosmetic treatment ( $r= 0.411^*$ ,  $n=274$ ,  $p\leq 0.05$ ). There is a significant positive relationship between social acceptance and attitude towards cosmetic treatment ( $r= 0.300^{**}$ ,  $n=274$ ,  $p\leq 0.01$ ). There is a significant positive relationship between fear of aging and attitude towards cosmetic treatment ( $r= 0.301^*$ ,  $n=274$ ,  $p\leq 0.05$ ).

Table (3) Person Correlation

Independent Variables	Beliefs	Emotion	Intention	Attitude
Self Esteem	.412*	.220*	.305**	.411*
Social Acceptance	.199*	.175*	.252*	.300**
Fear of aging	.275*	.261*	.240*	.301*
N	274	274	274	274

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

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

7.4: Multiple Regression Analysis:

Multiple regression analysis was used to examine the effect of Jordanian women’s motives on their attitude towards cosmetic treatment.

Table (4) shows that the coefficient of determination  $R^2 = 0.253$  representing that 25.3 percent of Jordanian women’s attitude towards cosmetic treatment explained by their motives (self esteem, social acceptance and Fear of aging). Which means there are other variables affecting their attitudes not included in the current model.

Table (4) Regression results of the effect of the Jordanian women’s motives on their attitudes towards cosmetic treatment:

Model	B	t	Sig.
Self Esteem	0.850	6.354	0.000
Social Acceptance	0.433	2.231	0.027
Fear of aging	0.735	4.229	0.000

$R^2 = 0.253$ ,  $f$ -value= 30.416,  $f$ -Sig= 0.000,  $p\leq 0.05$ .

The regression results show that the self-esteem motive, fear of aging motive and social acceptance motive are affecting women’s attitudes towards cosmetic treatment. The proposed model is adequate at the f-Statistics  $p$ -value= 0.000 is significant at level  $p\leq 0.05$ . This indicates that the overall model is significant and there is an effect of women’s motives on their attitudes towards cosmetic treatment. The major effect was for the motive of self-esteem and then the Fear of aging on the women’s attitude towards cosmetic treatment, while the motive of social acceptance has the lowest effect. These results are shown in table (5), which represents the results of stepwise regression analysis.

Table (5) Stepwise Regression results of the effect of the Jordanian women’s motives on their attitudes towards cosmetic treatment

Model	R <sup>2</sup>	f	Sig.	t	Sig.
Self Esteem	0.169	55.411	0.00	7.444	0.000
Self Esteem + Fear of aging	0.239	42.512	0.00	2.936	0.004
Self Esteem + Fear of aging + Social Acceptance	0.253	30.416	0.00	2.231	0.027

For more explanation a regression test was conducted to study the effect of the motives which are the subject of the study, on the attitude component: (cognitive (beliefs), affect (emotions) and behavior (intention).

Table (6) Regression results of the effect of Jordanian women's motives on their beliefs about cosmetic treatment (Cognitive Component)

Model	B	T	Sig
Self Esteem	0.376	6.475	0.000
Social Acceptance	0.146	1.727	0.085
Fear of aging	0.135	2.390	0.018

$R^2 = 0.205$ , f- value= 23.167, f- Sig= 0.000,  $p \leq 0.05$ .

This means the self-esteem motive and the fear of aging motive are affecting women's beliefs (cognitive) about cosmetic treatment, and the social acceptance motive was excluded from the model. The proposed model is adequate at the f-Statistics p-value = 0.000 is significant at level  $p \leq 0.05$ . This indicates that the overall model is significant and there is an effect of the women's motives on their beliefs about cosmetic treatment. Table (6)

Table (7) shows that the self-esteem motive and the Fear of aging motive are affecting women's emotions (affect) about cosmetic treatment, and the social acceptance motive was excluded from the model.

Table (7) Regression results of the impact of Jordanian women's motives on their emotions about cosmetic treatment (Emotive Component - Affect)

Model	B	T	Sig
Self Esteem	0.155	3.01	0.000
Social Acceptance	0.065	.874	.383
Fear of aging	0.323	3.81	0.010

$R^2 = 0.109$ , f- value = 11.03, f- Sig = 0.000,  $p \leq 0.05$ .

The proposed model is adequate at the f-Statistics p-value = 0.000 is significant at level  $p \leq 0.05$ . This indicates that the overall model is significant and there is an effect of the women's motives on their emotions towards cosmetic treatment.

Table (8) Regression results of the effect of Jordanian women's motives on their intention towards cosmetic treatment (Behavioral Component)

Model	B	T	Sig
Self Esteem	0.319	4.25	0.000
Social Acceptance	0.223	2.0	.042
Fear of aging	0.383	3.08	0.002

$R^2 = 0.15$ , f- value= 16.03, f- Sig= 0.000,  $p \leq 0.05$ .

This means that the self-esteem motive and the fear of aging motive are affecting women's intention towards cosmetic treatment, and the social acceptance motive was excluded from the model. The proposed model is adequate at the f-Statistics p-value = 0.000 is significant at level  $p \leq 0.05$ . This indicates that the overall model is significant and there is an effect of the women's motives on their intention towards cosmetic treatment. Table (8).

## 8. Conclusions:

As the results show, there is significant evidence of the effect of self-esteem motive, fear of aging motive and social acceptance motive on Jordanian women's attitudes towards cosmetic treatment. The major effect was clearly the motive of self-esteem followed by the fear of aging motive on the Jordanian women's attitude towards cosmetic treatment, while the motive of social acceptance has the lowest effect. The model explains 25.3% of the variation of the overall attitude. Regarding the three components of the attitude, the results show: the self-esteem motive and the fear of aging motive are affecting women's beliefs (cognitive component), women's emotions (affect component) and women's intention (behavioral component) towards cosmetic treatment, but the social acceptance motive was excluded from the model.

## 9. Managerial Implementation:

The results of the study highlight the importance of women's motives on their attitude toward cosmetic treatment. This means the marketers of cosmetic treatment need to focus on how to satisfy the women's motives in order to convince them to undertake this kind of treatment. Consumer's motives could be considered as crucial factors affecting the consumer's behavior and consumer's purchasing decision. Regarding this study, there are other factors affecting the Jordanian women's attitude towards cosmetic treatment, which are not studied in this study.

This needs further studies of the other factors that are affecting the attitudes of Jordanian women.

#### 10. Limitation and Future Research:

From the statistical side, the relationship between women's motives and their attitudes towards cosmetic treatment are reliable and valid for current study. The study was applied on the Jordanian women who live in Amman; this means that there are other cities in Jordan, which were excluded from such investigation. However; the results of this study could be generalized on all Jordanian women. Jordan is a Middle East country that has specific characteristics differing from other countries located in other regions in the world. The model explains 25.3% of the variation of the overall attitude, which means there are other variables which affecting their attitudes not including in the current study. The topic of cosmetic treatment or surgery continues to be considered problematic by many and is far from being free of taboo. Too many women hesitate to admit that they have undergone such procedures. This might affect the reliability of the participant response to the questionnaire.

These limitations could be considered as a valuable field of study for future research studies.

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