



**IMPACT OF BODY DYSMORPHIC DISORDER SYMPTOMS AND
BELIEFS ABOUT APPEARANCE ON ACCEPTANCE OF COSMETIC
SURGERY AMONG FEMALES**

**A Research Project
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BS Psychology**

By

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DEDICATION

We would like to dedicate our research to our parents, who have supported us throughout this process and believed in our ability to accomplish our goals. We would also like to make a special dedication to our beloved cats, who have provided unlimited emotional support. Though we miss the loving presence of Mano, Bella, and Ben Jr., their memory continues to uplift us. If they were here with us, their joy would have made this achievement even more meaningful.

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Table of Contents

Abstract	i
Chapter 1: Introduction	1
Key Definitions	2
Literature Review	6
Theoretical Framework	13
Rationale	16
Conceptual Framework	19
Research Objectives	21
Hypotheses	21
Chapter 2: Methodology	22
Research Design	22
Sample and Sampling Strategy	22
Inclusion Criteria	22
Exclusion Criteria	23
Operational Definitions.....	23
Measures	24
Procedure	28

Data Analysis	29
Ethical Considerations	29
Chapter 3: Results	31
Chapter 4: Discussion	42
Conclusion	45
Limitations	45
Implications	47
Future Suggestions	48
References	50
Appendices	55

List of Tables

Table 1. Descriptive Statistics for Demographic Variables	32
Table 2. Psychometric Properties of Body dysmorphic disorder, beliefs about appearance, and acceptance of cosmetic surgery	35
Table 3. correlation between BDD, BAA, and ACS among females.....	36
Table 4. Multiple Linear regression analysis predicting the outcomes for ACS by BDD symptoms and BAA.....	38
Table 5. t-test analysis for comparison of ACS between people who have undergone cosmetic surgery before and people who have not.....	39
Table 6. ANOVA for ACS among females across different socioeconomic statuses.....	40
Table 7. Pairwise comparison for ANOVA.....	41

List of Appendices

Appendix A	Informed Consent Form
Appendix B	Demographic Information Sheet
Appendix C	Questionnaires
Appendix D	Permissions

List of Abbreviations

ACSS	Acceptance of Cosmetic Surgery Scale
BDDQ	Body Dysmorphic Disorder Questionnaire
BAAS	Beliefs About Appearance Scale
ANOVA	Analysis of Variance
N	Sample size

List of Figures

Figure 1

Conceptual Framework for
Variables

Page 20

Abstract

The rising popularity of cosmetic surgical procedures among females underscores the importance of understanding the psychological factors influencing such decisions. This study examined the relationship between body dysmorphic disorder (BDD) symptoms, beliefs about appearance, and acceptance of cosmetic surgery (ACS) among females in Pakistan. Based on prior research (Kaleeny & Janis, 2024), it was hypothesized that BDD symptoms and appearance-related beliefs would be positively associated with ACS and would significantly predict the willingness to undergo aesthetic procedures. A purposive sample of 110 females aged 18–60 years was recruited from aesthetic clinics in Islamabad and Rawalpindi. Participants completed the Body Dysmorphic Disorder Questionnaire (BDDQ), the Beliefs About Appearance Scale (BAAS), and the Acceptance of Cosmetic Surgery Scale (ACSS). Correlational analysis revealed significant positive associations between BDD symptoms, appearance-related beliefs, and ACS. Multiple regression analysis indicated that both BDD symptoms and appearance beliefs significantly predicted ACS, with appearance beliefs emerging as the stronger predictor. Additionally, a one-way ANOVA showed that women from middle and higher socioeconomic backgrounds reported higher acceptance of cosmetic surgery than those from lower socioeconomic groups. These findings emphasize the significant role of cognitive and emotional factors in shaping attitudes toward cosmetic surgery. The results highlight the need for incorporating psychological screening within aesthetic practices to identify individuals at risk and to promote healthier, more informed decisions regarding cosmetic enhancements within the South Asian context.