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Factors Motivating Lebanese Consumers' Intention to Undergo Plastic Surgery

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Abstract

The rising popularity of voluntary cosmetic surgery is increasingly influenced by social media marketing and online reviews, which have become contemporary equivalents of word-of-mouth recommendations. This study investigates the impact of source credibility and argument quality of social media content on attitudes toward cosmetic surgery, and how these attitudes, along with social influence and perceived behavioral control, affect the intention to pursue cosmetic surgery.

A quantitative survey was conducted, with responses collected from 317 participants. The data were analyzed using multiple regression to assess the relationships between the variables. The results reveal that source credibility negatively affects the intention to pursue plastic surgery, contrary to the initial hypothesis. In contrast, argument quality, although positively related, does not significantly predict intention. Attitude toward plastic surgery emerged as the strongest predictor, significantly enhancing the intention to undergo the procedure. Additionally, perceived behavioral control positively influences intention, while social influence does not show a significant effect.

These findings contribute to the understanding of how social media factors and individual psychological constructs shape decisions regarding cosmetic surgery. The research highlights the complexity of the influence of social media credibility and personal control on patient decisions, offering valuable insights for healthcare providers and marketers in the cosmetic surgery industry.

Keywords: Factors, social media, Cosmetic surgery, Plastic surgery, Practice, Attractive.

المستخلص:

يشهد تزايد شعبية الجراحات التجميلية الطوعية تأثيرًا متزايدًا من التسويق عبر وسائل التواصل الاجتماعي والمراجعات عبر الإنترنت، التي أصبحت معاصرة تعادل التوصيات الشفوية. تدرس هذه الدراسة تأثير مصداقية المصدر وجودة الحجة في محتوى وسائل التواصل الاجتماعي على المواقف تجاه الجراحة التجميلية، وكيف تؤثر هذه المواقف، جنبًا إلى جنب مع التأثير الاجتماعي والإدراك الذاتي للتحكم السلوكي، على النية في متابعة الجراحة التجميلية.

تم إجراء استبيان كمي، وجمعت الردود من ٣١٧ مشاركًا. تم تحليل البيانات باستخدام الانحدار المتعدد لتقييم العلاقات بين المتغيرات. تكشف النتائج أن مصداقية المصدر تؤثر سلبًا على النية في متابعة الجراحة التجميلية، على عكس الفرضية الأولية. على النقيض من ذلك، فإن جودة الحجة، على الرغم من ارتباطها الإيجابي، لا تتنبأ بشكل كبير بالنية. برزت المواقف تجاه الجراحة التجميلية كأقوى مؤشر، مما عزز بشكل كبير النية في الخضوع للإجراء. بالإضافة إلى ذلك، يؤثر الإدراك الذاتي للتحكم السلوكي بشكل إيجابي على النية، بينما لا يظهر التأثير الاجتماعي تأثيرًا كبيرًا.

تساهم هذه النتائج في فهم كيفية تأثير عوامل وسائل التواصل الاجتماعي والتصورات النفسية الفردية على القرارات المتعلقة بالجراحة التجميلية. تسلط الدراسة الضوء على تعقيد تأثير مصداقية وسائل التواصل الاجتماعي والتحكم الذاتي على قرارات المرضى، مقدمة رؤى قيمة لمقدمي الرعاية الصحية والمسوقين في صناعة الجراحة التجميلية.

الكلمات المفتاحية: العوامل، وسائل التواصل الاجتماعي، الجراحة التجميلية، الجراحة البلاستيكية، الممارسة، الجاذبية.

1.1. Research Background

Social media have become a popular means of advertisements for cosmetic professional providers (Arab et al., 2019). The "new media" revolution has led to an unstoppable change in the rapidly altering societal thinking and consciousness. This relationship between, both plastic surgery and social media, is fundamentally altering the practice of plastic surgery and changing the concept of the surgeon as a "healer" toward someone who provides cosmetic services on demand (Eldaly & Mashaly, 2021).

The intention to undergo plastic surgery is affected by several variables such as source credibility of social media, argument quality of social media, attitude, social influence, and perceived behavioral control (Swanson, 2013). The rise of social media mass communication has revolutionized the way people engage with each other and society. However, the majority of studies on the use of the Internet and social media in plastic surgery concentrate on how useful these platforms are for expanding practice and educating patients. As the information technology system has expanded globally, consumer preferences have shifted away from domestic beauty standards and toward international ones (Suissa, 2008). As social norms exert a cumulative influence, the ideal standard of social appearance becomes easier to adapt, fueling rapid growth in the cosmetic surgery industry (Hwang, 2016).

Recently, according to Bioethical Aspects of Aesthetic and Reconstructive Surgery, there have been a lot of requests for young people to be beautiful, and too much focus has been placed on physical changes that are mostly the result of erroneous information being spread by the media. The question of whether plastic surgery doctors should view themselves as businesses or medical services is frequently discussed in aesthetic surgery journals (D'Amico et al., 2008). Teens' high expectations are ultimately a result of media knowledge, which could hurt plastic surgery (Devitt & Kenkel, 2019). The general public is increasingly turning to the Internet to gather data regarding health, which has altered how people might access medical information. Aesthetic plastic surgery is naturally getting more attention because of societal prejudices.

Unfortunately, the general public believes that cosmetic surgery has generated such interest in external beauty, happiness, pride, and success, even though the true value of people is not solely determined by their physical appearance (Langlois et al., 2000). This misconception attracts people interested in health status in societies with the culture. When a plastic surgeon encounters a healthy person

looking for beauty and a youthful appearance rather than a patient, it is crucial to carefully consider the patient's expectations (Atiyeh et al., 2021).

Although many service-based businesses employ certain procedures, plastic surgeons' services are different because they face the risk of unintended effects such as problems during treatment, longer recovery times, or negative results (Swanson, 2013). Therefore, those consumers are following social media platforms with or without being mindful of the idea of checking whether the news sources are credible or not. In addition to these issues, the field of plastic surgery also has widespread issues like the inability to build a friendly rapport with the patient, the inability to obtain informed consent, the inability to obtain a medical history, the failure to properly diagnose, the treatment of complications, and the ability to deal with false statements (Pavan et al. 2008). Not only it is deceiving, but also it is so harmful when it comes to surgeons who depend on marketing on social media and panels everywhere (Atiyeh et al., 2021).

Because cosmetic procedures are elective and non-emergent, there would be a significant moral quandary if performed in public hospitals with insufficient medical resources (Neligan, 2013). This is because many people regret having cosmetic surgery, either because the results fall short of their expectations or because of side effects such as ending up with non-expected results, facing criticism, having a high risk of infections and scars, and being painful (Park et al., 2021).

In Lebanon, it is obvious that the number of young people undergoing plastic surgery is increasing drastically. The plastic surgery industry in Lebanon has emerged as a pivotal sector, propelled by a youthful demographic and a burgeoning demand for beauty enhancements, positioning itself as one of the most promising services in the country (Doherty, 2008). Accordingly, it is essential to know that there are factors that contribute to motivating people to do plastic surgery, such as social influence and the source of credibility of news. In addition to the perceived behavioral control (PBC) which may limit or control people from undergoing or not plastic surgery.

2.1. Theoretical Background

This section will provide an overview of the theory of planned behavior (TPB) and background literature on plastic surgery used to develop the conceptual framework in this study.

2.2.1 The Theory of Planned Behavior predicts that planned behaviors are determined by behavioral intentions which are largely influenced by an individual's attitude toward a behavior, the subjective norms encasing the execution of the behavior, and the individual's perception of their control over the behavior (Ajzen, 1991). It had also been proved that Ajzen's model is a predictor of this field (Sivell et al., 2013).

Consumers' attitudes, social media credibility, intentions, social influence, and PBC are the factors developed in the study on undergoing plastic surgery in Lebanon. Hence, the examination of the literature helped in the development of a conceptual framework for validating the connection between the variables. The TPB states that behavioral achievement depends on both motivation (intention) and ability (behavioral control). It distinguishes between three types of beliefs - behavioral, normative, and control. This is a simplified model of TPB:

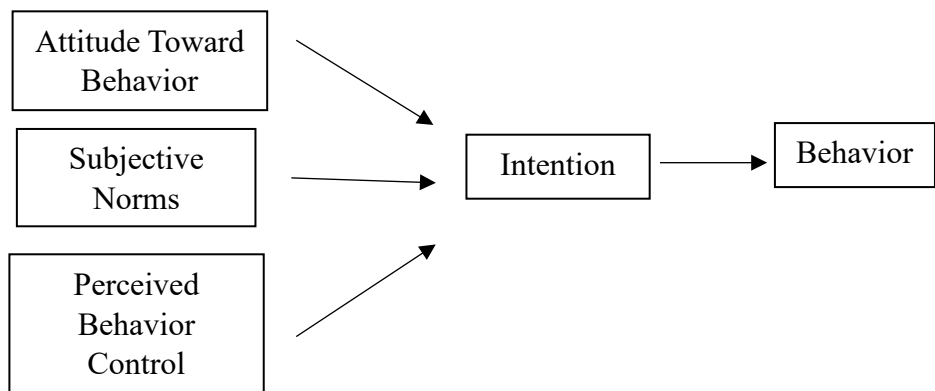


Figure 1: Theory of Planned Behavior Adapted by (Ajzen, 1991)

In other words, even if an individual does not express a certain attitude, it may still have an impact on their choices. These hidden beliefs and values that affect decision-making are what this field of study seeks to expose. The assumption of this theory claims that individuals act rationally according to their attitudes, subjective norms, and perceived behavioral control. The reason is not widely recognized since people often behave irrationally (Archie et al., 2022).

2.2. Variables Conceptualizations

In this section, there is a categorization of the dependent variable, plastic surgery behavior, as impacted by the independent variables: consumers' attitudes, social media credibility, intentions, argument quality of social media, social influence, and PBC.

2.2.1. Independent Variables:

There are several independent variables studied in this research.

2.2.1.1. Social Media Credibility

One of the frameworks for communication in marketing research is the source credibility model (Hovland & Weiss, 1952). The degree to which a reader feels that the information offered in social media is trustworthy, accurate, impartial, and comprehensive is referred to as social media credibility (Flanagin & Metzger, 2007).

Evidence suggests that plastic surgery patients are increasingly querying the Internet and social media for health-related information before their consultation (Montemurro et al., 2015). The most effective marketing tools available today, social media, are having a significant positive or negative impact on the way that plastic surgery is now practiced. Influencer marketing on social media was considered a new and efficient method of reaching a wide audience and boosting brand recognition (Halzack, 2016). Using critical thinking skills, and verifying information from trusted sources is crucial for assessing credibility on social media. It has unquestionably altered how plastic surgeons interact with their patients (Cho et al., 2019).

Social media was used heavily for advertising and mass marketing purposes (Eldaly & Mashaly, 2021). In other words, it is the extent to which a person trusts other network users is referred to as their level of trust in others online. The idea claims that receivers' beliefs, attitudes, and behaviors toward the endorsed items may be influenced by the endorsers' credibility.

2.2.1.2. Argument Quality of social media

Reviews that are more understandable, relevant, and objective are perceived as higher quality, thus will have a greater positive impact on consumers' purchasing intention (Negash et al., 2003). In an online-mediated world where communications are spread with the ability to reach a large number of Internet users, argument quality is crucial (Cheung et al., 2008). For example, the previous counseling and expectations, the actual technical outcome, and how the surgeon

manages the postoperative period are probably all factors that influence the quality of how satisfied the patient is with their results (Rhee, 2017).

Practitioners have argued that when clients visit plastic surgeons' clinics due to physical, social, and psychological issues (Swanson, 2013). For example, people who undergo cosmetic surgery are more likely to experience psychological issues (Hannan, 2017). The quality of arguments on social media ultimately depends on the individual users, their willingness to engage in civil discourse, and their ability to critically evaluate information. Platforms can also play a role by implementing measures to promote meaningful conversations, combat misinformation, and encourage respectful engagement. The persuasiveness of an argument is referred to as its argument quality (Winter, 2020). The extent of the argument that reflects the points of the argument is known as the argument perspective.

As a result, the perceptions generated by the evaluation of any content created by anyone (a customer or an organization) on social media based on criteria such as accuracy, consistency, and sufficiency can be considered to be the standards for information quality on social media. For example, especially in the context of cosmetic services, Chinese patients experience considerable social pressure to change their appearance to conform to social norms (Walker et al., 2021).

2.2.1.3. Consumers' Attitude

Consumer attitude is the feeling of favorability or unfavourability that a person has toward a product (Ajzen, 1991). The first concept in this list is behavioral beliefs. Behavioral beliefs link the behavior of interest to expected outcomes (Eagly & Chaiken, 2007). Clients might, for example, believe that continued problem augmentation is based on social elements in the exchange, where the client believes that the provider is bringing up additional issues for the client's benefit rather than for the provider's financial advantage (White, 2010). All are aware that people with a positive mentality are more inclined to purchase a product, which opens the door to the possibility of loving or disliking a product. Cosmetic surgery shows that social exchange led to a change in the intentions and attitudes of consumers (Voelker & Pentina, 2011).

For example, adolescent girls who regularly shared self-images on social media reported significantly higher over-evaluations of shape and weight, body dissatisfaction, dietary restraint, and internalization of the thin ideal (McLean et al., 2015). The characteristics of consumer

behavior are influenced by four variables: personal, psychological, social, and cultural. A consumer's behavior is greatly influenced by a variety of factors, and as a person's life advances, so do the qualities that make them who they are. Customer behavior is functionally influenced by consumer attitudes, leading them in the direction of achieving their intended goals. Until today, research focused on positive and negative attitudes toward cosmetic surgery and its actual influence on behavior (Walker et al., 2021).

2.2.1.4. Social Influence (SI)

For instance, patients who are dissatisfied with their looking are more likely to get influenced using social interaction and media due to the need for adjustment, curiosity, psychological problems, and depression (Voelker & Pentina, 2011).

Social media platforms have revolutionized the way human beings communicate, yet there is little evidence describing how the plastic surgery community has adopted social media (Andrew et al, 2013). Since young consumers focus on the quality and the authenticity of influencers, they develop trust when the given information from social media is true. Without quality, influencers cannot convince audiences or exert control over them (Abreu, 2019). The process by which people change their opinions, modify their beliefs or alter their actions as a result of social connections with other people is known as social influence.

Social influence affects every aspect of human culture. Obedience, compliance, persuasion, social loafing, social facilitation, separation, observer effect, and peer pressure are just a few of the many forms it may adopt. The influence and attraction to undergo plastic surgery are also driven by online reviews of social media (Sanati et al., 2020).

2.2.1.5. Perceived Behavioral Control (PBC)

The presence of adequate resources and the ability to manage behavioral constraints have an impact on how well a behavior performs (Ajzen, 1991). Therefore, before generating an intention, the perceived behavior must be developed; this relation has been proved by a large number of researchers (Mathieson, 1991). The PBC is linked with people's perceptions of the ability to perform a given behavior (Ajzen, 2002).

In addition, cosmetic surgery typically carried out by plastic surgeons is permitted, other doctors now frequently conduct similar treatments, including non-physicians. As a result, cosmetic surgery may be carried out by unqualified individuals. The ethical concept of "Nonmaleficence" might be regarded broken by the absence of academic and practical abilities and beauty service providers (Atiyeh et al., 2008). This contributes to a change in the level of behavioral control between individuals before undergoing plastic surgery in terms of accepting or rejecting it.

To understand the consumers' decision-making in the context of procedures, research was more central and adapted to the theory of planned behavior (Sood et al., 2017). Therefore, people's perceptions of resources and barriers influence how much control they feel they have over their behavior and how strongly they intend to engage in certain actions. It is considered that every aspect of accessible control beliefs determines how much behavioral control is perceived to possess (Walker et al., 2021). Perceived behavioral control involves the availability of opportunities and resources necessary for the behavior, such as time, money, and abilities.

2.2.2. Dependent Variable:

The dependent variable of the study is mentioned below.

2.2.2.1. The intention toward plastic surgery

It is determination and acting in a certain way in which consumers tend to do plastic or cosmetic surgery. This means the behavioral intention is considered an immediate earlier to behavior (Ajzen, 1991). Surgeons should make patients clear about the advantages of cosmetic surgery, which helps attract the patients' intention (Rivis & Sheeran, 2003).

It depends on their intentions before acting on undergoing it. Addiction to plastic surgery hurts a person's physical and mental health as well as their finances (Murphy et al., 2007). Lower self-ratings of individuals' physical attractiveness led those people to consider plastic surgery (Brown et al., 2007).

For example, in the USA, participants endorse cosmetic surgery for personal reasons contrary to those in Colombia who consider cosmetic surgery for social ones (Carrion et al., 2011). Under the effects of social media, consumers' behavior is accomplished. Moreover, improving one's physical appearance is just one of the many benefits of cosmetic

surgery because this kind of procedure may help patients in bettering their psychological conditions and helping them accept who they are (Hasan, 2009). Businesses need to understand the different intentions customers may have regarding their needs, provide a positive experience, and build long-lasting relationships. The decision to undergo medical cosmetic surgery involves many complex emotions and experiences (Agha et al., 2013).

Cosmetic medical and surgical procedures are surgical operations and other procedures that revise or change the appearance, color, texture, structure, or position of natural bodily features with the sole intention of achieving what the patient perceives to be a more desirable appearance or boosting patient's self-esteem (Dean et al., 2018). It was known that previous consumer behavior tends to spend more on necessary products and essentials opposite to what it is today (Khoros, 2020).

However, there are decisions accessible to assist anyone in recovering. Psychosocial factors in general promote the demand for cosmetic surgery. Therefore, understanding the effects of those factors and social media will help in knowing what drives the users' intention to do plastic surgeries.

2.3. Literature Review and Hypothesis Development

There is a relationship between each variable of the model of this study.

2.3.1. The effect of source credibility of social media on attitude:

Attitude change is influenced by high and low source credibility (Powell, 1965). Studies are currently looking into how peer reviews affect the current practice of plastic surgery. Credibility appears to be a key consideration when evaluating information because people prefer to pay less attention to media that they perceive as being unreliable (Johnson & Kaye, 1998). Although several research revealed that knowledge, likability, and trustworthiness positively impacted social media messaging, there have been varying findings about the impact of each characteristic of source credibility on other factors (Eisend, 2006).

The majority of research on what constitutes a reliable source has tended to concentrate on examining the impact that source credibility has had on how information is conveyed to and received by others.

However, the results have received little consideration for source reliability for certain customers. A highly credible source is frequently more convincing than a source with low credibility, according to prior studies, although this isn't always the case (Kumkale et al., 2010).

The knowledge, dependability, and beauty of the communicator all affect the source's credibility. A source's high level of credibility will boost individuals' intentions to undergo plastic surgery. Therefore, source credibility is linked with the credibility of the news provided (Ayeh et al., 2015).

Expertise and trustworthiness were the two key components of source credibility, whereas familiarity, likability, resemblance, and attraction to the consumer were the main components of source attractiveness (Elvira et al., 2020). With the effect of social media, patients are more aware of their flaws and looking to correct their facial asymmetry (Bashir, 2022).

H1. Source credibility of social media has a positive impact on attitudes toward plastic surgery behavior.

2.3.2. The effect of argument quality of social media on attitude:

Cosmetic quality is important since it can be a sign of a product's efficacy and safety (Zweir, 2014). Safe, high-quality substances that are less likely to result in rashes, allergic reactions, or other negative side effects are often included in the formulation of high-quality cosmetics.

Information is considered important if it gives consumers the knowledge, they need to get familiar with a product and accurately assess its performance and quality (Filieri, 2018). When the quality of plastic surgery is worth it, people will tend to get attracted toward taking the choice of undergoing the needed surgery or even more. In addition, there is a need to assess the influence of social media ads, how it drives the public to undergo plastic surgery treatments, and how it impacts the practice of plastic surgery as the demand for elective cosmetic surgery, in particular for aesthetic procedures, keeps on increasing (Arab et al., 2019).

Therefore, their impact is positively affected on consumers' attitudes. According to prior research, reviews with better argument quality rank higher on perceived source competence and trustworthiness than reviews with poorer argument quality (Nguyen et al., 2020).

H2. The argument quality of social media has a positive impact on attitude toward plastic surgery.

2.3.3. The effect of attitude to undergo plastic surgery:

Behavioral beliefs are the first concept on this list. Behavioral beliefs "link the behavior of interest to expected outcomes," (Ajzen, 1991). It is a subjective likelihood that a particular action will result in a particular result. This element may influence whether people have a positive or negative opinion of the conduct. For example, some people's attitudes are relating to psychological distress such as depression or anxiety due to challenges, obstacles, or other reasons that motivate them to undergo plastic surgery.

According to reliable studies (Brown et al., 2009), there is a connection between interest in cosmetic surgery and negative self-ratings of physical attractiveness and negative body image. Although some surgeons feel social media have impacted them positively, others on the contrary describe their impact as negative (Cho et al., 2019). Additionally, the effect of prior engagement on attitudes can vary depending on how satisfied one is with how these activities are performed. Therefore, people with higher levels of satisfaction from past engagement will have more positive attitudes than people with lower levels of pleasure (Ertz et al., 2019). Culture and social media along with race and sex are factors affecting a positive attitude toward cosmetic surgery (Alotaibe, 2021). Therefore, cosmetic surgery is a valuable tool for boosting attitudes and self-esteem for individuals.

H3. Attitude toward plastic surgery is positively related to plastic surgery behavior.

2.3.4. The effect of social influence on intention:

Social influence is the perceptions of the expected behaviors of significant referent individuals or groups, such as a person's spouse, family, and friends, as well as, depending on the population and behavior under study, teachers, doctors, supervisors, and coworkers (Ajzen, 1991). Due to social influence, there is a relationship between self-esteem, body appreciation, and the acceptability of cosmetic surgery. As a result, the lower self-rating and unfavorable body image shows a positive attitude toward cosmetic surgery (Swami et al., 2009).

Studies have previously suggested a relationship between time spent on social media and body dissatisfaction (Furnham et al., 2012). It has

been discovered that personality qualities including extraversion, conformity, and self-esteem affect how people feel about cosmetic surgery. A social interaction concept is brought out, which claims that exposure to people who have had cosmetic augmentation improves attitudes toward the operations (Voelker & Pentina, 2011). Additionally, surgeons demonstrate how the social influence promotion of cosmetic surgery has a detrimental effect on women's body image (Ashikali et al., 2017). The desire to maintain an attractive appearance has so increased. Therefore, social media influence and their effects promote cosmetic surgery since media information in many cases leads to unrealistic expectations (Shahriari et al., 2022).

H4. Social influence is positively related to plastic surgery behavior.

2.3.5. The effect of PBC on the intention for plastic surgery:

Normative beliefs are claimed as the perceived behavioral expectations of individuals or groups of family or friends (Ajzen, 1991). People's beliefs of their capacity to carry out particular conduct are related to the PBC. The relationship between PBC and behavioral intention has been proved by a large number of researchers (Mathieson, 1991). If individuals perceive that they have control over the decision-making process and the necessary resources to carry out the procedure, their intention to undergo plastic surgery is likely to increase.

Also, prior research has claimed that attitude influences consumers' undergoing intention with the consideration of perceived behavior and norms (Teng, 2009). A study concerning interpersonal cosmetic surgery experiences, exposure to media coverage of the procedure, and self-esteem were all associated with sociocultural attitudes regarding appearance and the perceived medical and psychological risks of cosmetic surgery (Park & Cho, 2011).

Accordingly, the PBC is determined by the total set of accessible control beliefs which facilitates the performance of the behavior of clients (Sivell, 2013). Many researchers have established the connection between PBC and behavioral intention since PBC moderated the intention-behavior relation (Hagger et al., 2022).

H5. PBC is positively related to plastic surgery behavior.

While the existing literature extensively explores how social media and online platforms contribute to the growth and education of the cosmetic surgery field, there is a critical gap in understanding the

nuanced effects of these platforms on individuals' decisions to undergo cosmetic procedures. Specifically, it is unclear how the credibility of social media sources and the quality of arguments presented influence attitudes toward plastic surgery. Moreover, the interplay between these attitudes and other psychological factors such as social influence and perceived behavioral control on the intention to pursue cosmetic surgery requires further investigation. Addressing these gaps will provide a comprehensive understanding of the drivers behind the increasing demand for cosmetic surgery and offer insights into how social media impacts patient decisions in this context.

2.4. Conceptual Framework

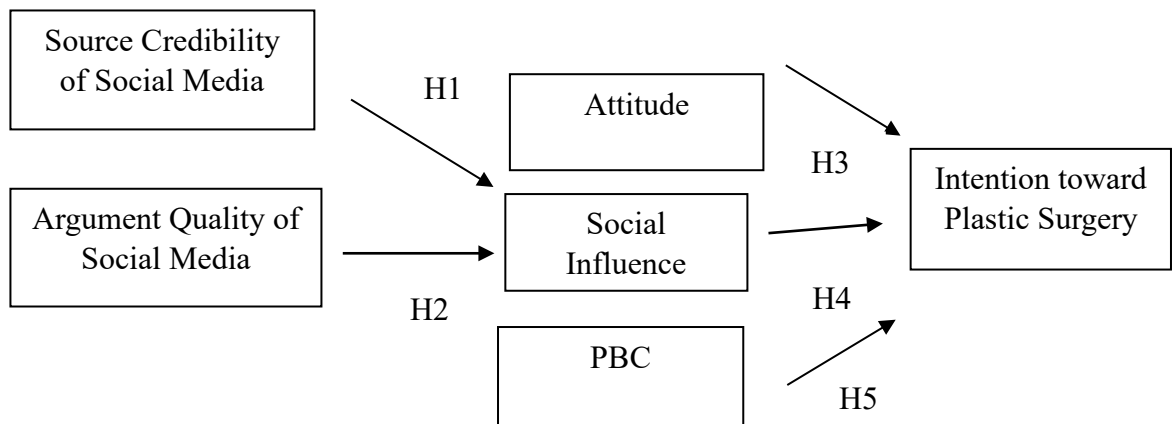


Figure 2: Research Conceptual Framework

Source: (Zhang et al., 2014). Adjusted by the researcher.

The data above presents the study's conceptual framework showing the relationship between the different independent variables affecting consumers' intention and behavior under the effect of pursuing plastic surgery.

3.1. Research Design

There are several steps conducted in this research. The first one included a main survey. The survey had several questions written in English and easily understood (Saunders & Lewis, 2012). Likert scale is the most used format where a respondent should answer through a

scale of ordered judgment, starting with the “less” till the “most”. It has been argued that the Likert scale is the most widely used in the literature. This scale required the respondent to determine a degree of agreement or disagreement with each statement. The five-point Likert scale range from 1 identified as “strongly disagree”, 2 “disagree”, 3 “neutral”, 4 “agree” and 5 “strongly agree”. The quantitative study purpose is to test the measurement and the model of the study comprising the hypotheses and variables.

3.2. Population and Sampling

The population of interest is the individuals, groups, organizations, or entities to which the study refers as the principal group of the research concern. The population studied in this study are both genders, young adults, social media influencers, and surgeons. The current research focuses on convenience sampling.

3.3. Construction of a questionnaire

The questionnaire will be divided into two sections. The first one will provide personal information related to age, gender, marital status, education, income level, and other facts. The second section will be dedicated to the questions related to the variables of our study which will serve to either validate or reject our main hypotheses. These variables represent the factors that are concerned with the intention to undergo plastic surgery.

3.4. Administration of the questionnaire

The questionnaire was developed using Google Docs and will be made available online via a link to make it simpler and easy to use. The target market included individuals using social media in Lebanon along with having participants beginning at age 13 both males and females.

3.5. Variables Measurement

Table 1: Identification of Variables and Measurements

Variables	Definition	Measurements
Source Credibility of Social Media	The degree to which people believe and trust what other people and organizations tell them about a particular	4 items were evaluated on the 5 points of the Likert Scale of agreement (Chua et al., 2021).

	product or service (Flanagin & Metzger, 2007).	
Argument Quality of Social Media	The extent to which an argument elicits primarily positive evaluative responses toward the attitude object rather than primarily negative ones (Winter, 2020).	4 items were evaluated on the 5 points of the Likert Scale of agreement (Chua et al., 2021).
Attitude	The feeling of favorableness or unfavorableness that an individual has towards an object (Eagly & Chaiken, 2007).	7 items were evaluated on the 5 points of the Likert Scale of agreement (Chua et al., 2021).
Social Influence	Any change in an individual's thoughts, feelings, or behaviors caused by other people, who may be present or whose presence is imagined or implied (Andrew et al., 2013).	4 items were evaluated on the 5 points of the Likert Scale of agreement (Chua et al., 2021).
Perceived Behavior Control	The performance of a behavior is influenced by the presence of adequate resources and the ability to control barriers to behaviors (Ajzen, 2002).	3 items were evaluated on the 5 points of the Likert Scale of agreement (Chua et al., 2021).
Intention to Pursue Plastic Surgery	It is the motive to undergo surgical expertise that aims at correcting or improving body imperfections (Agha et al., 2013).	3 items were evaluated on the 5 points of the Likert Scale of agreement (Chua et al., 2021).

4.Descriptive Statistics

4.1. Demographic Information

The sample used in this study comprised 317 individuals, of which 268 (84.5%) were females and 49 (15.5%) were males.

Table 2: Distribution of Demographic Information

Frequency	Percent	Valid Percent	Cumulative Percent
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Female	268	84.5	84.5	84.5
Male	49	15.5	15.5	100
13-17 Years	21	6.6	6.6	6.6
18 - 23 Years	133	42.0	42.0	48.6
24 - 30 Years	133	42.0	42.0	90.5
31 - 39 Years	21	6.6	6.6	97.2
40 - 49 Years	7	2.2	2.2	99.4
Above 50 Years	2	0.6	0.6	100.0
Total	317	100.0	100.0	
Elementary Department	15	4.7	4.7	4.7
High School Diploma	58	18.3	18.3	23.0
Bachelor Degree	158	49.8	49.8	72.9
Master's or MBA Degree	83	26.2	26.2	99.1
Ph.D. or DBA Degree	3	0.9	0.9	100.0
Total	317	100.0	100.0	
Single	204	64.4	64.4	64.4
Married	97	30.6	30.6	95.0
Divorced	13	4.1	4.1	99.1
Widowed	3	0.9	0.9	100.0

Total	317	100.0	100.0	
Between \$50 and \$200	119	37.54	37.54	37.54
Between \$200 and \$500	76	23.98	23.98	61.52
Between \$500 and \$1000	59	18.61	18.61	80.13
Between \$1000 and \$2000	33	10.4	10.4	90.5
Between \$2000 and \$5000	20	6.3	6.3	96.8
Above \$5000	10	3.2	3.2	100.0
Total	317	100.0	100.0	

The distribution of participants across age groups was as follows: 21 (6.6%) between 13 and 17 years, 133 (42%) between 18 and 23 years, 133 (42%) between 24 and 30 years, 21 (6.6%) between 31 and 39 years, 9 (2.2%) between 40 and 49 years, and 2 (0.6%) above 50 years.

Regarding education, 15 (4.7%) had obtained an Elementary degree, 58 (18.3%) had a high school diploma, 158 (49.8%) held a bachelor's degree, 83 (26.2%) had a Master's degree, and 3 (0.9%) had a Ph.D.

In terms of marital status, 204 (64.4%) of the participants were single, 97 (30.6%) were married, 13 (4.1%) were divorced, and 3 (0.9%) were widowed.

Concerning monthly income, the distribution was as follows: 119 (37.54%) between \$50 and \$200, 76 (23.98%) between \$200 and \$500, 59 (18.61%) between \$500 and \$1000, 33 (10.4%) between \$1000 and \$2000, 20 (6.3%) between \$2000 and \$5000, and 10 (3.2%) above \$5000.

It is worth noting that 293 (92.4%) of the participants had work experience, while the remaining participants did not have any work experience. Results are shown in table below (Table 3).

Table 3: Distribution of Years of Experience Category

	Frequency	Percent	Valid Percent	Cumulative Percent
No	24	7.6	7.6	7.6
Yes	293	92.4	92.4	100.0
Total	317	100.0	100.0	

4.2. Assessing the Measurement Model

The measurement model's validity and reliability were examined. Specifically, the measurement model's multi-collinearity and KMO, scale composite reliability, Cronbach alpha, and discriminant validity (AVE) are studied.

4.2.1. Kaiser-Meyer-Olkin Measure and Bartlett's Test of Sphericity

Factor analysis was conducted using the principal component extraction method and the Varimax rotation method. The adequacy of the sample was assessed using the Kaiser-Meyer-Olkin Measure, resulting in values of 0.791, 0.793, 0.903, 0.683, 0.558, and 0.723 for Source Credibility, Argument Quality, Attitude toward Plastic Surgery, Social Influence, Perceived Behavior Control, and Intention to Pursuer Plastic Surgery, respectively. All values are above 0.5, indicating that factor analysis is appropriate for this sample data (Natalya & Purwanto, 2018).

Bartlett's Test of Sphericity was also conducted, yielding Chi-Square values of 504.405, 504.901, 1169.667, 257.829, 91.261, and 493.151 for the constructs: Source Credibility, Argument Quality, Attitude toward Plastic Surgery, Social Influence, Perceived Behavior Control, and Intention to Pursuer Plastic Surgery, respectively. The obtained p-values were all less than 0.001, indicating that factor analysis is appropriate for the data (Table 4).

Subsequently, factor analysis was performed once again using the Maximum Likelihood method of extraction to determine a unidimensional score for the variables. The results are presented in the table below.

Table 4: KMO and Bartlett's Test

KMO and Bartlett's Test	

Source Credibility	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.791
	Bartlett's Test of Sphericity	Approx. Chi-Square	504.405
		df	6
		Sig.	0.000
Argument Quality	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.793
	Bartlett's Test of Sphericity	Approx. Chi-Square	504.901
		df	6
		Sig.	0.000
Attitude toward Plastic Surgery	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.903
	Bartlett's Test of Sphericity	Approx. Chi-Square	1169.667
		df	21
		Sig.	0.000
Social Influence	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.683
	Bartlett's Test of Sphericity	Approx. Chi-Square	257.829
		df	6
		Sig.	0.000
Perceived Behavior Control	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.558
	Bartlett's Test of Sphericity	Approx. Chi-Square	91.261
		df	3
		Sig.	0.000
Intention to Pursue Plastic Surgery	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.723
	Bartlett's Test of Sphericity	Approx. Chi-Square	493.151
		df	3
		Sig.	0.000

4.2.2. Reliability and Validity

Reliability tests examine the consistency of measures to make sure it is unbiased in a variety of situations, such as varied respondent states, response times, language, or sequence. A popular test for determining reliability is Cronbach's alpha coefficient (Hair et al., 2019). A higher coefficient denotes a more accurate measuring device. Reliability of the model was demonstrated as all Cronbach's alpha values were all greater than 0.5, (Taber, 2018). Cronbach alpha values were: 0.839, 0.841, 0.894, 0.694, 0.548, and 0.872 for Source Credibility, Argument Quality, Attitude toward Plastic Surgery, Social Influence, Perceived Behavior Control, and Intention to Pursuer Plastic Surgery variables respectively.

The validity of the model was demonstrated by computing the AVE of each construct. Almost all average variance extracted values (AVE) were above the threshold value of 0.5 (Fornelland & Larcker 1981). 0.677, 0.678, 0.614, 0.535, 0.530, and 0.796 for Source Credibility, Argument Quality, Attitude toward Plastic Surgery, Social Influence, Perceived Behavior Control, and Intention to Pursuer Plastic Surgery respectively, indicating that the constructs accounted for more than 50% of the variance of its indicators.

Table 5: Reliability Test

	Cronbach's Alpha	N of items
Source Credibility	0.839	4
Argument Quality	0.841	4
Attitude toward Plastic Surgery	0.894	7
Social Influence	0.694	4
Perceived Behavior Control	0.548	3

Intention to Pursue Plastic Surgery	0.872	3
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Table 6: Validity

Factors	Factor Loading						Average Variance Extracted (AVE)
	1	2	3	4	5	6	
SC1	0.816						0.677
SC2	0.838						
SC3	0.860						
SC4	0.775						
AQ1		0.787					0.678
AQ2		0.849					
AQ3		0.854					
AQ4		0.800					
APS1			0.644				0.614
APS2			0.821				
APS3			0.830				
APS4			0.830				
APS5			0.686				
APS6			0.869				
APS7			0.780				
SI1				0.542			0.535
SI2				0.799			

SI3				0.760			
SI4				0.794			
PBC1					0.774		0.530
PBC2					0.826		
PBC3					0.555		
IPS1						0.903	0.796
IPS2						0.915	
IPS3						0.858	

The AVE value of the first variable which is source credibility is 0.677. While the AVE value of the second variable which is the argument quality is 0.678. Accordingly, the AVE value of the third variable which is the attitude toward plastic surgery is 0.614. In addition, the AVE value of the fourth variable which is the social influence is 0.535. The AVE value of the fifth variable which is the perceived behavior control is 0.530. The AVE value of the sixth variable which is the intention to pursue plastic surgery is 0.796. Results showed that almost all AVE values exceeded the threshold of 0.5 which indicates the constructs accounted for more than 50% of the variance in their indicators.

4.2.3. Multi-Collinearity

Multi-collinearity is another assumption for reliable data for analysis. High inter-correlations among the predictor (independent) variables are referred to as multi-collinearity. The potential collinearity of independent variables can be assessed using Pearson's correlation coefficients. The Variance Inflation Factor (VIF) calculates how much multi-collinearity has inflated the variance of a regression coefficient. VIF values over 5 or 10 are typically seen as being indicative of multi-collinearity (Table 7).

Table 7: Multi Collinearity of Independent Variables

	Collinearity Statistics	
	Tolerance	VIF
Source Credibility	0.461	2.171
Argument Quality	0.411	2.430
Attitude toward Plastic Surgery	0.532	1.879
Social Influence	0.771	1.297
Perceived Behavior Control	0.691	1.448

4.2.4. Correlation Analysis

The statistical metric known as Pearson's correlation expresses the magnitude and direction of the linear relationship between two continuous variables. It determines a correlation coefficient, commonly abbreviated as "r," that ranges from -1 to +1. An ideal positive linear connection, when both variables rise simultaneously, has a value of 1. A number that is almost 0 denotes a weak to nonexistent linear connection. The correlation analysis proved the presence of a significant correlation between Attitude toward Plastic Surgery and each of Intention to Pursue Plastic Surgery ($r=0.688$, $p\text{-value}=0.000$), Source Credibility ($r=0.402$, $p\text{-value}=0.000$), and Argument Quality ($r=0.502$, $p\text{-value}=0.000$). Furthermore, the analysis revealed the existence of a correlation between the Intention to Pursue Plastic Surgery and each of Social Influence ($r=0.244$, $p\text{-value}=0.000$), and Perceived Behaviour Control ($r=0.552$, $p\text{-value}=0.000$). Check the table below.

Table 8: Pearson Correlations

Pearson Correlations						
	Intention to Pursue Plastic Surgery	Source Credibility	Argument Quality	Attitude toward Plastic Surgery	Social Influence	Perceived Behavioral Control
Intention to Pursue Plastic Surgery	1	.213** p=0.000	.355** p=0.000	.688** p=0.000	.244** p=0.000	.552** p=0.000
Source Credibility	-	1	.731** p=0.000	.402** p=0.000	.317** p=0.000	.277** p=0.000
Argument Quality	-	-	1	.502** p=0.000	.342** p=0.000	.348** p=0.000
Attitude toward Plastic Surgery	-	-	-	1	.453** p=0.000	.550** p=0.000
Social Influence	-	-	-	-	1	.267** p=0.000
Perceived Behavioral Control	-	-	-	-	-	1

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

4.2.5. Multiple Regression Analysis

To test the hypotheses and understand the predictive relationships between the variables, a multiple regression analysis was conducted. This analysis evaluates how well the factors of Source Credibility, Argument Quality, Attitude toward Plastic Surgery, Social Influence, and Perceived Behavioral Control predict the Intention to Pursue Plastic Surgery.

The regression model was significant, $F(5,311)=70.935, p<0.001$ $F(5, 311) = 70.935, p < 0.001$ $F(5,311)=70.935, p<0.001$, indicating a strong

fit. The model's R-value of 0.730 suggests a substantial correlation between the predictors and the dependent variable. The R-square value of 0.533 implies that 53.3% of the variance in the Intention to Pursue Plastic Surgery is explained by the combined influence of the five independent variables (see Table 9).

Table 9: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730a	0.533	0.525	0.689

a. Predictors: (Constant), Perceived Behavior Control, Social Influence, Source Credibility, Attitude toward Plastic Surgery, Argument Quality

Regression Coefficients: The standardized regression coefficients provide insights into the individual contribution of each predictor:

- **Source Credibility** had a significant negative effect on the Intention to Pursue Plastic Surgery ($\beta = -0.146$, $p = 0.011$), suggesting that higher source credibility may slightly decrease the intention, contrary to initial expectations.
- **Argument Quality** showed a positive but marginally non-significant effect ($\beta = 0.104$, $p = 0.086$), indicating that while better argument quality tends to increase intention, it was not a strong predictor in this context.
- **Attitude toward Plastic Surgery** was the most substantial predictor ($\beta = 0.592$, $p < 0.001$), demonstrating that a more favorable attitude towards plastic surgery strongly enhances the intention to undergo the procedure.
- **Social Influence** did not show a significant effect ($\beta = -0.082$, $p = 0.066$), suggesting that social influence might not be a decisive factor in shaping intentions in this sample.
- **Perceived Behavioral Control** had a significant positive effect ($\beta = 0.253$, $p < 0.001$), indicating that the perception of having control over the decision to undergo plastic surgery increases the intention to pursue such procedures.

Table 10: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	168.367	5	33.673	70.935	.000 ^b
	Residual	147.633	311	0.475		
	Total	316.000	316			

a. Dependent Variable: Intention to Pursue Plastic Surgery

b. Predictors: (Constant), Perceived Behavior Control, Social Influence, Source Credibility, Attitude toward Plastic Surgery, Argument Quality

Table 11: Summary of Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.000	0.039		0.000	1.000
	Source Credibility	-0.146	0.057	-0.146	-2.553	0.011
	Argument Quality	0.104	0.060	0.104	1.722	0.086
	Attitude toward	0.592	0.053	0.592	11.144	0.000

Plastic Surgery					
Social Influence	-0.082	0.044	-0.082	-1.847	0.066
Perceived Behavior Control	0.253	0.047	0.253	5.419	0.000

a. Dependent Variable: Intention to Pursue Plastic Surgery

4.4. Hypothesis Summary

- Hypothesis 1: Source Credibility on Intention to Pursue Plastic Surgery:** The analysis shows a negative relationship ($\beta = -0.146$, $p = 0.011$), indicating that higher credibility might slightly reduce the intention to pursue plastic surgery.
- Hypothesis 2: Argument Quality on Intention to Pursue Plastic Surgery:** Although Argument Quality has a positive effect, it is not statistically significant ($\beta = 0.104$, $p = 0.086$), suggesting that the strength of arguments on social media does not significantly drive the intention to undergo surgery in this study.
- Hypothesis 3: Attitude toward Plastic Surgery on Intention to Pursue Plastic Surgery:** This hypothesis is strongly supported ($\beta = 0.592$, $p < 0.001$), with attitudes towards plastic surgery being a major factor influencing individuals' intentions.
- Hypothesis 4: Social Influence on Intention to Pursue Plastic Surgery:** The impact of social influence was not significant ($\beta = -0.082$, $p = 0.066$), indicating that social pressure or norms may not play a crucial role in the decision to undergo plastic surgery in this context.
- Hypothesis 5: Perceived Behavioral Control on Intention to Pursue Plastic Surgery:** This predictor shows a significant positive effect ($\beta = 0.253$, $p < 0.001$), highlighting that individuals' perceptions of their ability to control their decision positively influence their intention to pursue plastic surgery.

Table 12: Results

Hypothesis	Result
Source credibility of social media has a positive impact on attitudes toward plastic surgery behavior	Not Supported
Argument quality has a positive impact on attitude toward plastic surgery.	Not Supported
Attitude toward Plastic surgery has a positive impact on the Intention of plastic surgery behavior.	Supported
Social influence has a positive impact on the Intention of plastic surgery behavior.	Not Supported
PBC has a positive impact on the Intention of plastic surgery behavior.	Supported

5.1. Discussion of Findings

The objective of this study was to know the impact of the source credibility of social media, argument quality of social media, attitude, social influence, and perceived behavioral control on the intention of undergoing plastic surgery. The research helps in answering the research questions which is “What are the main factors that could affect the intention of undergoing plastic surgery?”.

Firstly, **Hypothesis 1**, which posited that higher source credibility on social media would increase the intention to undergo plastic surgery, was not supported; instead, a negative relationship was found. This suggests that more credible sources might slightly diminish the desire for cosmetic procedures. The results of the study contradict the previous studies (Powell, 1965; Johnson & Kaye, 1998; Eisend, 2006; Kumkale et al., 2010; Ayeh et al., 2015; Bashir, 2022).

For **Hypothesis 2**, the effect of argument quality was examined, revealing a positive but not statistically significant relationship with the intention to pursue surgery, indicating that strong arguments on social media do not significantly influence individuals' decisions in this study. This means that, within the context of this study, the strength or persuasiveness of arguments presented on social media does not have a meaningful impact on individuals' decisions to undergo cosmetic procedures. In other words, even if social media posts provide strong, well-constructed arguments in favor of plastic surgery, these do not significantly sway people's intentions to pursue such surgeries. The findings suggest that other factors, rather than the quality of the arguments alone, play a more critical role in influencing

these decisions. The result contradicts the results of the previous results (Zweir, 2014; Filieri, 2018; Arab et al., 2019; Nguyen et al., 2020).

Concerning **Hypothesis 3**, showed a strong positive relationship between attitudes toward plastic surgery and the intention to undergo such procedures, affirming that favorable attitudes are a key determinant of this intention. This result is confirmed with the literature review (Ajzen, 1991; Brown et al., 2009; Cho et al., 2019; Ertz et al., 2019; Alotaibe, 2021), which consistently shows that positive attitudes are a critical factor in shaping behavioral intentions. In essence, when people view plastic surgery positively, perhaps seeing it as a means to enhance their appearance or improve their self-esteem, they are more inclined to consider undergoing such surgeries. This connection underscores the importance of targeting attitudes in any strategies aimed at influencing decisions about plastic surgery, as favorable perceptions are a significant driving force behind the intention to seek these procedures.

Conversely, **Hypothesis 4** examined the role of social influence and found it to be non-significant, suggesting that societal pressures or norms do not significantly drive the decision to pursue plastic surgery within the context of this research. The results of the study contradict the literature review (Ajzen, 1991; Swami et al., 2009; Voelker & Pentina, 2011; Furnham et al., 2012; Ashikali et al., 2017; Shahriari et al., 2022). That means individuals who perceive themselves as having more control over their appearance are more likely to consider plastic surgery as a viable option. They may feel confident in their ability to make decisions about their body and believe that undergoing the procedure will lead to positive outcomes.

Lastly, **Hypothesis 5** demonstrated that perceived behavioral control significantly positively affects the intention to undergo plastic surgery, emphasizing that individuals who feel more in control of their decision-making process are more likely to consider these procedures. This finding aligns with existing literature (Ajzen, 1991; Mathieson, 1991; Teng, 2009; Park & Cho, 2011; Sivell, 2013; Hagger et al., 2022), which consistently shows that when people believe they can successfully execute a behavior, they are more likely to intend to engage in it. In the context of plastic surgery, those who feel empowered to make informed choices, manage the financial and physical aspects of the procedure, and navigate the potential outcomes are more inclined to pursue such surgeries.

This suggests that enhancing individuals' perceptions of control could be a crucial strategy for influencing their intentions regarding plastic surgery. For instance, providing comprehensive information, resources, and support to potential patients might strengthen their sense of control, thereby increasing their likelihood of opting for cosmetic procedures. The study's results highlight the significant role of perceived behavioral control in the decision-making process for plastic surgery, reinforcing the idea that feeling capable and prepared is a key factor in driving the intention to undergo these elective procedures.

Bernhardt and Scoones (1993) examined the strategic promotion and wage decisions of employers when employees may be more valuable to competing firms.

5.2. Theoretical Implication

Theoretical implications of this study encompass diverse insights and contributions, particularly in relation to existing literature on plastic surgery. Emphasizing plastic surgery features and determined positive outcomes is essential to achieving success. The findings shed light on key factors influencing individuals' decisions to undergo cosmetic procedures, reinforcing their significance in meeting customer expectations. Furthermore, this study extends understanding of the variables contributing to plastic surgery decisions, offering valuable input for researchers exploring the Theory of Planned Behavior. The study reinforces the importance of integrating psychological constructs like attitudes, perceived behavioral control, and social influence into models predicting health-related behaviors. The findings support Ajzen's Theory of Planned Behavior (1991), highlighting that attitudes and perceived control are pivotal in understanding intentions to undergo elective health procedures like plastic surgery. Moreover, it positively impacts understanding of consumer motivations for undergoing plastic surgery, notably clarifying the tendencies of Lebanese consumers in this regard.

Moreover, the negative relationship between source credibility and the intention to follow plastic surgery challenges the conventional view that higher credibility always positively influences intentions. This nuance suggests that in contexts where decisions involve significant risks and personal outcomes, overly credible sources might encourage caution rather than encouragement. This finding invites further theoretical exploration into how credibility influences decision-making differently across various types of behaviors and contexts.

Furthermore, the non-significant effect of argument quality on intention adds to the theoretical discourse on the persuasive power of social media content. It suggests that the influence of content quality may be context-dependent and that emotional and relational factors might overshadow logical arguments in decisions involving personal and aesthetic choices. This highlights the need for theories of persuasion to account for the complexity and diversity of factors that influence decision-making in different contexts.

Additionally, the lack of significant impact from social influence in this study suggests a reevaluation of its role in the context of elective health behaviors. Theoretical models might need to consider that for highly personal decisions, like undergoing cosmetic surgery, internal factors such as personal attitudes and perceived control might outweigh external social pressures. This invites further investigation into the conditions under which social influence is more or less effective in shaping intentions and behaviors.

Furthermore, the findings from this study encourage the development of more comprehensive models of health behavior that integrate both individual psychological factors and broader social influences. The nuanced impacts observed in this research indicate that simplistic models may not adequately capture the complexities of decision-making in elective health behaviors. Future theoretical work should aim to create more holistic frameworks that consider the interplay between individual attitudes, perceptions of control, credibility assessments, and social factors in shaping health-related intentions and actions.

5.3. Practical Implication

Practical implications are crucial for making informed decisions in the context of plastic surgery. By investigating these factors, healthcare professionals can refine their approaches to enhance efficiency and effectiveness in providing plastic surgery services. Individuals considering plastic surgery should prioritize understanding these features to minimize the risk of negative post-surgery experiences. The study provides comprehensive information relevant to the Lebanese context, offering valuable insights that can inform effective managerial strategies.

It is suggested that marketing and communication tactics should concentrate on forming and reinforcing positive attitudes regarding

plastic surgery, given the strong positive association that exists between these attitudes and the intention to undergo such treatments. Providers of cosmetic surgery as well as marketers can affect the attitudes of prospective patients by using testimonies, success stories, and visual materials that showcase successful outcomes and patient happiness. Providers can increase their appeal and get more people to think about getting cosmetic operations by producing content that reflects the idealized self-image and goals of prospective patients.

The strong positive relationship between favorable attitudes toward plastic surgery and the intention to undergo such procedures suggests that marketing and communication strategies should focus on shaping and reinforcing positive attitudes. Cosmetic surgery providers and marketers can leverage testimonials, success stories, and visual content that highlight positive outcomes and patient satisfaction to influence potential clients' attitudes. By creating content that aligns with the desired self-image and aspirations of potential patients, providers can effectively enhance their appeal and encourage more individuals to consider undergoing cosmetic procedures.

As the intention to pursue plastic surgery is strongly influenced by perceived behavioral control, physicians should work to empower prospective patients by increasing their sense of control over the decision-making process. This can be accomplished by providing clear information about the processes, thorough justifications of the risks and advantages, and advice on budgeting and after-surgery care. Patients are more likely to choose surgery if they feel more competent and confident about handling the procedure, which can be achieved by providing them with educational materials, consultations, and individualized assistance.

The negative relationship between source credibility and the intention to undergo plastic surgery highlights a need for caution in how information is perceived. Practitioners and marketers should be aware that overly authoritative or highly credible sources might sometimes make individuals more cautious about undergoing surgery. It suggests that presenting information in a balanced, relatable manner, rather than overly authoritative, could be more effective in persuading potential patients. This also underscores the importance for consumers to critically evaluate the sources of information they rely on and for providers to foster a trust-based relationship with their audience.

The study found that the quality of arguments on social media does not significantly drive the intention to pursue cosmetic surgery. This implies that merely presenting strong, logical arguments in favor of plastic surgery might not be enough to influence decisions. Practitioners should focus on more holistic communication strategies that include emotional appeals, personal stories, and visual content that resonate on a deeper, more personal level with potential clients. This approach could be more effective in creating a connection and influencing decisions than relying solely on the quality of arguments.

The lack of a substantial effect of social influence on the intention to get plastic surgery implies that peer pressure or social norms might not be very important when making this decision. Practitioners need to understand that although social influence may play a role, decisions are largely influenced by an individual's beliefs and attitudes. Consequently, marketing tactics should place less emphasis on following trends or adhering to social norms and more on the advantages that come to individuals and their empowerment.

5.4. Limitations of the Research

This research offers a comprehensive examination of factors influencing the intention to undergo plastic surgery, yet it is important to acknowledge several significant limitations. Firstly, the study's scope is confined to a specific number of participants in Lebanon, potentially limiting the generalizability of findings. Secondly, due to time constraints, certain variables that could impact the intention to undergo plastic surgery were omitted, highlighting the need for further exploration into a broader range of factors. Additionally, the study could benefit from expansion to include individuals interested in specific aspects of plastic surgery, allowing for testing on a more diverse sample. Moving forward, suggestions for future research are outlined to address these limitations. Firstly, future studies could investigate into other features influencing the intention to undergo plastic surgery beyond those examined in this research. Secondly, exploring additional reasons for undergoing plastic surgery based on specific characteristics warrants attention in future investigations. Moreover, employing qualitative methodologies could provide deeper insights into the diverse impacts of plastic surgery on consumers. Lastly, extending the follow-up period with consumers in future research activities would offer valuable insights into their actual behavior regarding plastic surgery decisions. By addressing these

limitations and pursuing these suggestions, future research can enrich our understanding of the complexities surrounding plastic surgery intentions.

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