

## **Sociological Study of Factors Affecting the Management of 20-40 Year Old Women's Body in Kerman in 2014**

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**Abstract:** The present study has investigated sociologically the factors that affect the management of women's bodies and behavior patterns including weight control, beauty services, use of drugs, cosmetics and medical and cosmetic services. The theoretical framework is developed based on the theory of "Bourdieu", "Giddens", "Turner" and "feminists" and the research data is collected using the method of "survey" and means of "questionnaire" and the sample volume using the table "Morgan" is also estimated 383 women 20-40 years old in Kerman that has been selected in the multi-stage cluster sampling method for population. The analysis of data has been studied in two methods of descriptive and inferential statistics using the Version 21 of SPSS Software and the correlation coefficient "Pearson" and "stepwise regression" is used to test the hypotheses. The amount of "Cronbach's alpha" has been estimated to 824% for the internal consistency between the items and the results of the study indicate that there is a significant relationship between the body management and variables, including the media consumption, personal identity, consumerism, social class, education, cultural capital and place of birth.

**Key words:** Body management, consumerism, media consumption (communication), personal identity (individuality), cultural capital, social class

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### **INTRODUCTION**

The theme of the body and its management is always one of the arguments put forward in the history of human thought, so that in the ancient literature, especially in the religious topics and Christian theologies has had a special place. In some of the literature, the body had been seen as a negative element with the ability of crime and delinquency and an obstacle to the sublimation of soul of excellence, thus, the distinction (contrast and dichotomy) led to the rejection of the body and its needs and demands to provide the growth and perfection of the soul. In this context, one of the issues that were challenged in a century ago is the relationship between the body and spirit or the mind and body. Here, the baseness of body is thoughtfully seen and the body issue includes a new discourse of social thoughts that considers a high and respectful status for it. Honoring the new discourse on the body is somehow that some social thinkers such as "Turner" maintain a social turn toward the physical community, meanwhile, in the late 1980s, the sociologists regretted due to the absence of the body issue in the sociological studies and knew the reason for this neglect is the damage to the sociology theoretically. Such attentions and studies grew gradually until after the 80s, the feminist activists and writers' works became important

because they revealed the political position of body and showed how the women are drawn to exploitation by the men because of their bodies. On the other hand, the demographic factors such as the population aging, made more prominent the changing nature of bodies but in explaining the growth of consumer culture it must be said that the wonderfully growing consumption of goods and business services refer to those who going to have a shapely body and want to maintain their youth or take care of their bodies. "Featherstone" believes that in the current social contexts, the beautiful appearance has been the most important element in the social acceptance of people who are trying to maintain it in the old ages. On the other hand, the boundaries among the modernized physical bodies collapse more quickly, the integration of physical, biological technologies of body appear as a subject of ideological showdown among the rival semantic systems. In the postmodern world, the body is not given in advance but it can be changed, programmed and revised and it has seen many changes over the course of a person's life, therefore, "shilling" introduces body as an unfinished project that will be changed during the participation in the society.

**Literature review:** Azad Armaki and Chavoshian's research findings called "the body as an identity medium"

suggest that the various levels of body management have a significant relationship with the gender, age, education, cultural capital, religion and the traditional attitude to the family and there is no a significant relationship between the body management and the economic capital socio-economic status and occupation.

Zokaei in his study entitled "Youth Body and Fitness Culture" by relying on the qualitative and quantitative findings obtained from the youths who are active in sports has shown that the day fashion in the satellite and media advertising, attracting the attention of the opposite sex, gaining the confidence, attracting the attention for marriage and rivalry and competition have been the main reasons for the young people to diet.

Ekhlasli and Fatehi in a study entitled "Management Body and its Relationship with the Social Acceptance of Body" showed that the women's attention to all different aspects has been intensified. Based on this study, there is a significant relationship between the factors of media consumption and social acceptance of body and socio-economic status with the body management and the relationship between the religious variables and the body management is reversed.

Gross achieved the following results in a research done in Kerman to identify the factors affecting the body dissatisfaction and the selective behavior to change the body: the gender, age, body mass index, use of media, being under the pressure of others were important but and socio-economic factors were the most important factors involved. Men 53% less than women tended to the cosmetic surgeries while using the drugs to change their body shape and weight was 125% more than the women.

In another study by Gross between the male and female students with the aim to influence the body dissatisfaction on the practical steps to change the body, they concluded that almost two-thirds of the students have experienced the body dissatisfaction from mild to severe and 40% of them have used the traditional methods to change the body. Respectively, the rhinoplasty and the heavy sports have been the most important methods to change the body between the male and female students.

**(Research) background:** In the Qajar era, managing the body was only containing the type of clothing and makeup but by emerging the modernity in Iran, the diversity and representation of bodies were increased and many changes were occurred in the body management. In this period, by traveling the courtiers and sending the students to the West and the familiarity with the Western culture, the initial sparks about the body were emerged as a proper reason for representing the differences. Then,

during the constitutionalism, the body management had been shown in the form of a combination of traditional and religious dress and veil with a variety of Western clothing, especially for the women. It should be noted that none of the Iranian kings as Reza Shah did not demand the sovereignty over the body to flaunt their policies (Sadeh and Mahdavi, 2012), then in the Pahlavi era, at the time of Muhammad Reza Shah, the modernization and consequently managing the body, promoting the creation of film and creating the actors/actress, trying to normalize the body nudity and creating the patterns that looked like less to the traditional men and women dealt with the management of traditional body and many believed that this process had a major role in the collapse of the Pahlavi regime because the entry of the state into the body with the policies that had been adopted, led to create a negative approach to the Shah of Iran by eliminating the Iranian religious belief, especially Islam (Ibid, 150) after the Islamic Revolution, the body management, the revolutionary atmosphere and the discourse of war focused on more control over the body and the simplicity and performance of its non-demonstrations so that it made a huge gap in the discourse, consumer (consumption) values and body-centered lifestyle in the last decade. In the second decade of the revolution, the body management created the middle class due to the influence of neo-liberal economic thinking and the body became an appropriate reason to express the newly established values of community such as rhinoplasty (nose plastic surgery) and establishment of the women's sports federation. In the third decade of the revolution, the boundaries of community became more open to the information and communication networks such as the satellite and internet and the body management was removed from the area of politics and power and was placed in the hands of individual choices and additionally, the popularity of cosmetic surgeries and athletic successes and the arrival of new sports such as "parque", "aerobics", "billiards" and so on are another witnesses to look differently at the body. But in the fourth period that was associated with the election debates, ensuring the candidates to the people in the terms of reducing the government interference in the field of the body showed that the body area is one filled with the conflict between the people and government. During this period, the cosmetic surgeries were developed from the limited organs such as the nose to the other parts of the body and the different drugs and cosmetics for weight loss, obesity, youth, keeping the skin fresh and so on entered the country across the borders that simultaneously, the consumer culture was developed through the satellite networks with the wide propaganda to use them (Botta, 2003).

**Problem statement:** In modern times, the outward characteristics are more important for the women because it is supposed that the beautiful face and more fit body can help them better to achieve the economic and social goals and ideals. In fact, the women look at their bodies with a tool vision. It seems that the more favorable body and face actually provide more and better opportunities in the conditions of male-dominated society for women to achieve more success in advancing their goals such as success in the marriage, progress in the job or the continuity of spouse's attention and so on (Tajik, 2006). So, imagine the woman of her body can bring the consequences that tremendously affect the health of the family, the community and also its development. Although, the cosmetic surgery can not in itself be a problem, too much tendency to this action and much importance to the appearance and body in the life of a woman cause her to be away from strengthening other intellectual aspects and social success. The present study is trying to understand the women's concerns and the satisfaction or non-satisfaction of their body and its causes (Watkins, 2006). And that what social factors are associated with the management of women's bodies and those factors are identified and highlighted. Thus, according to the sociologists' theory and the examination of this issue in Kerman it seems that the attitude of girls and young women to the body management has not only the personality and behavioral (individual) reasons but also it can be concluded that: Kerman as a historical and religious city with the traditional background has left many years at this point, however, in the recent decade, due to the deep impacts of satellite networks as well as entering the students from the metropolis and on the other hand, reducing the government interference in the body area, it has been faced a deep leap and great development in all aspects of life, particularly the management of the body including the clothing, makeup and even dialect and sport and cosmetic surgery. So, the excess and indulgence in managing the body often breaks down the religious frameworks due to the short clothing which makes the body to be seen, injuries caused by the malnutrition effects for controlling the weight, deaths resulting from the unnecessary plastic surgeries and medical manipulation and excessive use of poor cosmetics and so on. In this study, it has been tried to answer the question that which factors have the greatest impact on the management of women's bodies in Kerman?

**The importance and necessity of research:** With regard to the development of body dissatisfaction approach in Eastern countries, especially Iran, it seems essential to do further research for a deeper understanding of the nature,

causes and consequences of problems related to body image. The data from such researches can help the country's cultural and social politicians to prevent as much as possible the mental consequences, nutritional disorders, unnecessary cosmetic surgeries, increasing use of cosmetics, exorbitant fees payment, spending the time and energy of people in order to replicate their body with Western models, ignorance of the spiritual-inner dimensions and engaging in the external-physical aspects and etc. by designing the social and cultural programs tailored to the local conditions. On the other hand, since the institution of the family in the upbringing and socialization of the people is still considered as the main institution, considering the socialization of young people about the body image can help empower the families to provide a behavioral proper pattern to the girls by which the girls perceive themselves in such a manner that they do not consider that their success and efforts are depended on the full concentration of the mind on it.

**Research purposes:** This study aims to achieve the following objectives:

**General purpose:** This study aimed to investigate sociologically the factors affecting the management of the body and determine the effect of each variable on the body management of women 20-40 years old in Kerman in order to identify the factors that have most influence on the management of the body and the satisfaction of their bodies.

**Special purposes:**

- Examining the relationship between the background variables (age, marital status, employment status and socioeconomic status) with the body management
- Examining the relationship between the consumerism and the body management
- Checking out the link between the socio-economic bases with the body management
- Determining the relationship between the social and cultural capital and the body management

**The definition of concepts and key terms**

**Cultural capital:** "Bourdieu" realized the cultural capital as a tool for understanding the social differences considered in the embodied, objectified and institutionalized forms. He believed that the cultural capital is a series of the symbolic wealth that is based on the knowledge gained on the one hand and the material success and the cultural heritage such as the titles, qualifications, etc. on the other hand (Rezai, 2011).

**Consumerism:** The products are used in order to meet the needs and desires that this makes a lot of money, energy, time and creativity to be taken (Watkins, 2006).

**Communication:** It means to use the mass media, including TV, press, outdoor and indoor radios, satellite and the internet.

**Body management:** It means to continually monitor and manipulate the visible and physical characteristics of the body through the weight control, diet, surgery, etc. (Rezai, 2011).

**Body image:** It is a body image that includes the information, emotions and conscious and unconscious perceptions of the person on the body. The body image is often defined as a degree of physical satisfaction; the image has been formed since the birth and completed along with the individual's growth. It is changed during one's life.

**Individuality:** The concept is determined according to the reagents such as the abilities, social and personal characteristics like the self-esteem and influence of person (Watkins, 2006).

**Foreign researches:** Daw's research team in a study titled "Critical Beauty", during the survey of 3, 200 women from 10 countries in the age group 18-64 years old that were selected in the survey form, found that 44% of women believe that the beauty categories beyond the physical features. The findings show that the women know the beauty concept as the physical, inherent features is obsolete and instead, they have considered the situations and experiences as an enabling factor in the sense of beauty.

Aronson (1984) holds the body plays a mediating role between the consumption and individual's identity and it has become a main place to represent the differences. According to Turner, the consumer culture provides the cultural and symbolic resources for personal modeling that the body is important to them.

**The theoretical framework of research:** Based on the study's theoretical topics, the outlines of theoretical framework of this study has been developed based on the theory of "Bourdieu," "Giddens", "Turner "and" "feminists", so that "Anthony Giddens" believes that regular control of body is one of the basic tools by which the person preserves a certain narrative of personal identity and at the same time, the "self" (person) is also seen by others through this narrative in a more or less

constant way. However, perhaps one of the most important factors in the modern lifestyle is the mass media, especially television. Because the impact of the mass media is not only on the pluralism and diversity but the mass media leads us into situations that may never personally had contact or direct acquaintance with them (Ibid. 124). Although, some sociologists believe that the capitalism based on the consumption plays a key role in advancing narcissism by the efforts to smooth and shape the tastes of individuals through the commercial advertisements in this regard, "Pier Bourdieu" knows the physical capital as one of the sub-cultural capitals and a cultural source that has been invested on the body (Bourdieu, 2003). He knows the physical capital in the social shaping of the body by the activities is consistent with their class position and he has enumerated that one of the fundamental aspects of class character system is the relationship of every one with his/her body. He believes that the interest of different social classes to represent themselves and the attention paid to it is to be aware of the benefits that it has for them. So, the time, effort, dedication and care that are actually spent on it are proportional to the chances on the material and symbolic benefits that can be expected from it reasonably. "Bourdieu" recognized that the aim of body management is the dignity acquisition and status distinction. The physical capital that "Bourdieu" considered it as the outcome of the interaction between the habitual social status and the taste of individuals, not only grants them the cultural and symbolic capital but also gives them a chance to follow a "differentiated" approach to identify and pursue their desired lifestyle. Finally, using this capital as a tool by converting it into the opportunities and advantages in the personal and social life provides more popularity, a better position in marriage and other advantages. "Aronson" believes that the idea of creating a body is created with the help of medical technology, through the plastic and cosmetic surgeries, dentistry and etc. In other words, the changes such as the industrialization, individualism and modernity have caused to pay attention to the body and at this time, the body has been related to the identity and concept of "self" and of course, the appearance of "self-modern" is fully associated with the consumerism and consumption (Aronson, 1984).

The feminists believe that concentrating on the appearance and body and increasing these concerns have been initiated since the spread of the movement and the men's policy and strategy is considered to dominate and suppress the women. According to this group of feminists, the women who have achieved many successes in recent times are loser in relation to their body and

have responded to the male-dominated orders through the media and fashion and beauty owners. However, on the other hand, some feminists such as “Susan Bordo” believe that the women’s strategy is considered to achieve the control and monitoring in a male-dominated society. In other words, the body is considered as a litter in the male-dominated society in which the individual who decideto do the surgery for his/her satisfaction is responsible for monitoring and controlling it.

**The theoretical model of research:**

- Education
- Social status
- Social capital
- Employment
- Education
- Acquaintances and friends
- Communication
- Media consumption
- Social status personal identity (individuality)
- Body image
- Religiosity
- Physical capital
- Cultural capital
- Life style
- Body management
- Income
- Capital
- Economic capital

**Hypotheses**

**It seems there is a significant relationship between the economic factors and the body management:**

- It seems that there is a significant relationship between the earning and the body management
- It seems that there is a significant relationship between the economic capital and the body management
- It seems that there is a significant relationship between the economic status and body management

**It seems that there is a significant relationship between the social factors and the body management:**

- It seems that there is a significant relationship between the education and the body management
- It seems that there is a significant relationship between the social status and the body management
- It seems that there is a significant relationship between the employment status and the body management
- It seems that there is a significant relationship between the media consumption and the body management

**It seems that there is a significant relationship between the cultural factors and the body management:**

- It seems that there is a significant relationship between the religiosity and the body management
- It seems that there is a significant relationship between the body image and body management
- It seems that there is a significant relationship between the individual identity and the body management

**MATERIALS AND METHODS**

This research is methodologically quantitative and the method used is “survey”. Its technique is the questionnaire and it has been used the books, dissertations and articles and internet to gather the theoretical topics. Furthermore, the analysis is examined in two descriptive and inferential methods using SPSS Software, Version 21 that the descriptive statistics including charts and tables is to set the data and information and the correlation coefficient “Pearson” is used to examine the relationship between two variables and also in the inferential statistics, the “stepwise regression” has been used. The “Chronbach alpha” is 82 for research indices and this represents the internal correlation between the variables to measure the desired concepts. Since, the population is 183, 855 people, the multi-stage cluster sampling has been used and the sample size using Morgan table is 383 women aged 20-40 years old in Kerman.

**RESULTS**

The 35.8% of respondents are in the age group 20-25 years old, 23.8% in the age group 26-30 years old, 22.7% in the age group 31-35 years old and 17.7% in the age group of 36-40 years old.

The 52% are married, 1.8% are those who their spouses had died, 41.3% are single and 4.5% of them has been divorced from their spouses.

The 8.2% of respondents have a high school diploma, 30.3% have a diploma, 46.1% have a bachelor’s degree and 15.4% have a master’s degree and also higher.

The 4.1% of respondents recognize that the impact of satellite on the behavior is too low, 18.5% low, 29% moderate, 6.5% high and 42% very high.

The 27.4% of respondents recognize the effect of fashion, beauty and health magazines on the behavioral pattern is very low, 18.4% low, 24.5% moderate, 20.9% high and 8.8% too high.

The 13.3% of respondents know the influence of friends, peers and other important people on the behavioral pattern is very low, 11.5% low, 28.2% moderate, 30.5% high and 16.5% too high.

The 38.3% of respondents disagree completely with the rhinoplasty, 17.5% disagree with it, 9.9% are neutral, 19.8% agree with it and 14.5% completely agree with it.

The 44.6% of respondents are completely opposed to the surgery for weight management, 24.8% opposed, 13.8% neutral, 10.4% agreed and 6.4% totally agreed.

The 44.4% of respondents disagree completely with the use of drugs for weight loss, 29.2% disagree with it, 11% had no idea, 8.1% agree with it and 2.1% completely agree with it. The 5.2% of them did not answer the question.

The 7.6% of respondents disagree completely with dieting, 7.8% disagree, 3.9% neutral, 52.8% agree and 27.9% totally agree.

The respondents' frequency distribution based on the answer to the question: "in your opinion, to what extent can the desired appearance be effective in having a successful marriage?" Shows that 3.4% of the respondents' answers to the following question is at all, 9.1% very low, 12% low, 44.4% high and 31.1% very high.

The respondents' frequency distribution based on the answer to the question: "do you think the body that God has given to the human can be manipulated by the surgery?" Shows that 43.1% of the respondents' answers to the following question is at all, 12.8% very low, 29% low, 10.2% high and 5.2% very high.

The respondents' frequency distribution based on the answer to the question: "in your opinion, to what extent does a beautiful face and body affect on the people's confidence?" Shows that 3.9% of the respondents' answers to the following question is at all, 1% very low, 8.9% low, 31.6% high and 55.4% very high.

The respondents' frequency distribution based on the answer to the question: "do the traditions make the character and identity of people?" Shows that 12.2% of the respondents' answers to the following question is at all, 12% too low, 28.2% low, 31.6% high and 16% too high.

The frequency distribution of respondents according to the amount of interest in the flag of the country shows that 9.2% of the respondents' answer to the following question is at all, 7.3% too low, 11.2% low, 38.4% high and 33.9% too high.

The frequency distribution of respondents in terms of honor to their Aryan race shows that 7.3% of the respondents answer the following question at all, 2.6% answer very low, 8.4% low, 32.4% high and 49.3% very high.

**Analytical results**

**It seems that there is a significant relationship between the consumerism and body management:** The correlation coefficient between these two variables is 0.269. According to the coefficient of determination 0.671, it can be said about 67% of body management changes can be explained by the consumerism (Table 1).

These regression results suggest that there is a significant relationship between the consumerism and the body management. Also according to the standardized regression coefficient, it can be said that if the consumerism is changed 1 unit, there will be 0.298 unit change in the management body. This hypothesis was approved by implying a positive relationship between the consumerism and the body management.

**It seems that there is a significant relationship between the social-economic status and the body management:** Table 2 shows the regression coefficient of the relationship between the socio-economic status and the body management. The correlation coefficient between these two variables is 0.261. According to the coefficient of determination 0.641, it can be said that about 64% of body management changes can be explained by the social-economic status.

These regression results suggest that there is a significant relationship between the social-economic status and the management body. Also, according to the standardized regression coefficient, it can be said that 0.261 unit change in the body management occurs for one

Table 1: The regression coefficient of correlation between the consumerism and the body management

Models	Statistical index				
	Regression coefficients	SE	Standardized $\beta$	t-values	The significance level (Sig.)
Constant number	5.429	0.251	-	23.059	0.002
Consumerism	0.452	0.037	0.298	4.852	0.002

Table 2: The determinants of the regression analysis of the relationship between the socio-economic status and the management body

Regression model	Statistical index				
	The correlation coefficient (R)	Explained variance (R <sup>2</sup> )	Adjusted variance (adjusted R <sup>2</sup> )	F-value	The significance level (Sig.)
1	0.261	0.068	0.641	79.350	0.001

unit change in the socio-economic status. This hypothesis was confirmed by implying a positive relationship between the social-economic status and the body management (Table 3).

**It seems that there is a significant relationship between the media consumption and the body management:**

Table 4 indicates the regression coefficient of the relationship between the media consumption and the body management. The correlation coefficient between these two variables is 0.297. According to the coefficient of determination 0.851, we can say that about 85% of changes in the body management can be explained by the media consumption (Table 5).

These regression results suggest that there is a significant relationship between the media consumption and the body management. Furthermore, according to the standardized regression coefficient, it can be said that 0.297 unit change in the body management occurs for a unit change in the media consumption. This hypothesis was confirmed by implying a positive relationship between the media consumption and the body management.

**It seems that there is a significant relationship between the body image and the body management:**

The correlation coefficient between these two variables is 0.251. Due to the coefficient of determination 0.591, we can say that about 59% of body management changes can be explained by the body image (Table 6).

These regression results suggest that there is a significant inverse relationship between the body image and the body management. Furthermore, according to the standardized regression coefficient, it can be said that for a unit change in the body image, -0.251 unit change occurs in the body management. This hypothesis was confirmed by implying a negative relationship between the body image and the body management.

**It seems that there is a significant relationship between the personal identity (individuality) and the body management:**

The correlation coefficient between these two variables is 0.291. Due to the coefficient of determination 0.812, we can say that about 81% of body management changes can be explained by the personal identity (Table 7).

Table 3: The regression coefficient of correlation between the socio-economic status and the body management

Models	Statistical index				
	Regression coefficients	SE	Standardized $\beta$	t-values	The significance level (Sig.)
Constant number	3.064	0.282	-	10.861	0.001
Socio-economic status	0.559	0.138	0.261	4.062	0.001

Table 4: The determinants of regression analysis of the relationship between the media consumption and the body management

Regression model	Statistical index				
	The correlation coefficient (R)	Explained variance ( $R^2$ )	Adjusted variance (adjusted $R^2$ )	F-value	The significance level (Sig.)
1	0.297	0.088	0.851	73.971	0.001

Table 5: The regression coefficient of relationship between the media consumption and the body management

Models	Statistical index				
	Regression coefficients	SE	Standardized $\beta$	t-values	The significance level (Sig.)
Constant number	3.488	0.151	-	23.038	0.001
Media consumption	0.239	0.049	0.297	4.910	0.001

Table 6: The regression coefficient of correlation between the body image and the body management

Models	Statistical index				
	Regression coefficients	SE	Standardized $\beta$	t-values	The significance level (Sig.)
Constant number	3.124	0.277	-	11.291	0.001
Body image	-.307	0.076	-0.251	-4.040	0.001

Table 7: The regression coefficient of correlation between the personal identity and the body management

Models	Statistical index				
	Regression coefficients	SE	Standardized $\beta$	t-values	The significance level (Sig.)
Constant number	2.762	0.315	-	8.765	0.001
Personal identity	0.406	0.086	0.291	4.702	0.001

These regression results suggest that there is a significant relationship between the personal identity and the body management. Also, according to the standardized regression coefficient, it can be said that 0.291 unit change occurs in the body management per a unit change in the personal identity. This hypothesis was confirmed by implying a positive relationship between the personal identity and the body management.

**It seems that there is a significant relationship between the religiosity and the body management:** The correlation coefficient between these two variables is 0.160. According to the coefficient of determination 0.225, we can say that about 22% of body management changes can be explained by the religiosity (Table 8).

These regression results suggest that there is a significant inverse relationship between the religiosity and the body management. Also, according to the standardized regression coefficient, it can be said that 0.160 unit change occurs in the body management per a unit change in the religiosity. This hypothesis was confirmed by implying a negative relationship between the religiosity and body management.

**It seems that there is a significant relationship between the cultural capital and the body management:** The correlation coefficient between these two variables is 0.004. According to the coefficient of determination 0.040, we can say that about 4% of body management changes can be explained by the cultural capital (Table 9).

These regression results suggest that there is a significant relationship between the cultural capital and the body management. Also, according to the standardized regression coefficient, it can be said that

0.004 unit change occurs in the body management per a unit change in the cultural capital. This hypothesis was confirmed by implying a positive relationship between the cultural capital and the body management.

**It seems that there is a significant relationship between the age and the body management:** The correlation coefficient between these two variables is 0.119. According to the coefficient of determination 0.010, we can say that about 1% of body management changes can be explained by the age (Table 10).

These regression results suggest that there is a significant inverse relationship between the age and the body management. In addition, according to the standardized regression coefficient, it can be said that 0.119 unit change occurs in the body management per a unit change in the age. This hypothesis was confirmed by implying a negative relationship between the age and body management.

**It seems that there is a significant relationship between the marital status and the body management:** The correlation coefficient between these two variables is 0.218. According to the coefficient of determination 0.044, it can be said that about 4% of body management changes can be explained by marital status (Table 11).

These regression results indicate that there is a significant relationship between the marital status and the body management with a correlation coefficient 0.019. Also, according to the standardized regression coefficient, it can be said that for a unit change in the marital status, 0.218 unit change occurs in the body management. This hypothesis was confirmed by implying a positive relationship between the marital status and body management (Table 12).

Table 8: The regression coefficient of correlation between religiosity and the body management

Statistical index					
Models	Regression coefficients	SE	Standardized $\beta$	t-values	The significance level (Sig.)
Constant number	4.845	0.259	-	18.693	0.000
Religiosity	-0.166	0.064	-0.160	-2.600	0.010

Table 9: The regression coefficient of correlation between the cultural capital and the body management

Statistical index					
Models	Regression coefficients	SE	Standardized $\beta$	t-values	The significance level (Sig.)
Constant number	4.152	0.330	-	12.600	0.000
Cultural capital	0.005	0.079	0.004	0.063	0.001

Table 10: The regression coefficient of correlation between the age and the body management

Statistical index					
Models	Regression coefficients	SE	Standardized $\beta$	t-values	The significance level (Sig.)
Constant number	4.3440	0.106	-	41.095	0.000
Age	-0.080	0.041	-0.119	-1.943	0.053



Table 11: The regression coefficient of correlation between the marital status and the body management

Models	Statistical index				
	Regression coefficients	SE	Standardized $\beta$	t-values	The significance level (Sig.)
Constant number	3.846	0.098	-	39.269	0.000
Marital status	0.163	0.045	0.218	3.612	0.000

Table 12: The regression coefficient of correlation between the height and the body management

Models	Statistical index				
	Regression coefficients	SE	Standardized $\beta$	t-values	The significance level (Sig.)
Constant number	4.102	0.197	-	20.809	0.000
Height	0.022	0.070	0.019	0.313	0.755

The regression results of Table 12 show that there is no significant relationship between the height and the body management. This hypothesis was not confirmed by implying a positive relationship between the height and the body management.

### DISCUSSION

The present study examines the sociological factors contributing to the management of the body and determine the effect of each variable on the management of 20-40 years old women's body in Kerman in order to identify the factors that have most influence on the body management and their body satisfaction, the results showed that there is a significant relationship between the body management and variables such as the consumerism, social-economic status, personal identity, media consumption, education, cultural capital and place of birth and there is an inverse (negative) relationship between the religiosity, body image and age that the following results separately will be presented.

It seems that there is a significant relationship between the consumerism and the body management which was confirmed by the correlation coefficient of 269%. In capitalist society, the phenomenon of consumerism can be seen more among the young people and women, since they are mostly consumer and buy the various types of clothes. The consumerism is associated with the fashion and the people are trying to keep their bodies fit to match the fashion.

It seems that the socio-economic status have a significant relationship with the body management which was approved by the correlation coefficient of 261%. The measures are being increased to manage the body by the higher socio-economic status. In fact, the groups with a total of more economic power have more power to manipulate and manage the body because the consumption opportunities are not equally available to people and are dependent on the economic and social capitals (Bourdieu, 2003).

There is a significant relationship between the media consumption and the body management. It was confirmed by the correlation coefficient of 297%. The media such as the satellite, magazines, television makes a relationship between the clothes and body and plays an important role in the management of the body. By the globalization of the mass media, the existence and operation of a variety of organizations in each area is evident for anyone who is willing to hear and look at it and this information opens up new ways for people to choose that suggests the unprecedented lifestyle and new options (Bayely, 1991).

It seems that there is a significant relationship between the employment status and the body management with a correlation coefficient 103. The employment and subsequently the financial independence of women provide more opportunities to them to manage the body.

It seems that there is a significant relationship between the education and the body management. There is a significant relationship between these two variables. The management body is increasing with a weak intensity by the high level of education.

It seems that there is an inverse relationship between the religiosity and the management body. This hypothesis was rejected by a correlation coefficient -160%. This means that whatever the peoples' religious beliefs are higher; the level of their body management will be lower because according to their beliefs, the body that God has given them should not be tampered by the surgeries.

It seems that there is an inverse relationship between the body image and the management body. This hypothesis was rejected by a correlation coefficient -251%. The body image includes the information, emotions and conscious and unconscious perceptions of person about the body. The body image is often defined as a degree of physical satisfaction; the image has been formed since the birth and completed along with the individual's growth. And it is changed during one's life. Meanwhile, Ahmadnia believes the "negative body image can lead to the body dissatisfaction, the feeling of being unattractive and ultimately the intellectual engagement on the appearance

of body to the extent that the dysfunction occurs. These create some physical and mental problems for the person that these problems need to be resolved. So, one decides to change his/her body (Ahmadnia, 2002).

It seems that there is a significant relationship between the cultural capital and the body management which was approved with a correlation coefficient of 4%. The cultural capital is a set of symbolic wealth that on the one hand is based on the knowledge gained and on the other hand, the material achievements and cultural heritages that are as the titles, qualifications and the success which have objectified the individual's talent.

### **CONCLUSION**

The conclusion resultant that is achieved using the statistical tests of one-way variance analysis or ANOVA is summarized as follows.

The results showed that there is an inverse relationship between the age, weight, marital status and body image with the body management. Moreover, there is a significant correlation between the body management and the place of birth, education, social-economic status, media consumption, consumerism, personal identity and cultural capital. There is also a significant relationship between the height and the body management.

### **LIMITATIONS**

Lack of comprehensive and specialized resources or the researches done within the country that have only examined the parts of the issue such as the cosmetic surgery on the case.

Since, this is a comprehensive research, it was not possible to reduce the number of questions in the questionnaire. Some of the audiences were unwilling to cooperate due to the questionnaire volume as a result, much time was spent in order to attract their participation.

Since, talking about the body is still taboo among some people, filling out the questionnaires was very difficult in the deprived areas.

Lack of cooperation by some public universities in providing the services to the students of non-state universities.

### **SUGGESTIONS**

Now the body is addressed more than ever, so we should try to provide the information required and the activities that can be useful in this area.

Since, the social researches do not lead to the definitive conclusions and there is always a percentage of

error in them, it is suggested that this issue is also repeated at other times and in other statistical gathering so that it can be provided more suitable approaches by comparing its results.

### **The administrative strategies and mechanisms:**

Increasing the obesity according to the level of welfare and the reasons for the prevalence of abdominal obesity in women compared with Western peers should be considered by the World Health Organization (WHO).

The difference in peoples' lifestyle in terms of diet and physical activity among those who live in the urban and rural areas should be examined by the youth sports organizations.

In a study, the factors affecting the nutritional behaviors or actions, the role of mothers and their nutritional function in the formation and establishment of appropriate nutritional behaviors in the children should be examined by the WHO.

In a study, the role of emotional atmosphere of the family in the children obesity should be examined by the social welfare.

Since, the media advertising has a significant impact on the community attitudes to the consumerism and consequently the body management, we can take the effective and long steps to ease the burden on the extremism in addressing the body management by the short-term and long-term planning and proper policy.

Since, the education institution has a strong influence in shaping the people's frame of mind after the institution of family, we can take a positive and useful step in this regard by providing the effective training to students, especially the girls in the schools and informing them of the dangers of malnutrition or the improper use of poor cosmetics as well as the deadly risks caused by the unnecessary cosmetic surgery.

Creating the green spaces and recreational facilities, especially for women and establishing the health stations in each district by the municipality.

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