

The expectations, processes and impacts of plastic surgeries. A comparative narrative analysis of consumers in Taiwan, Japan and South Korea.

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Abstract

Huge interests of consumption in plastic surgery all lead Taiwan, Japan and South Korea to consider the diversifications of the industry and the influence of the societies. The markets in Taiwan, Japan and South Korea for plastic surgery, facial aesthetics and medical laser devices experienced growth follow the majorities of female consumers in these three countries. When the author was collecting data, through the interviews, the author investigated and discovered the reasons why the market is constrained but also enriched by social stigma, associated with the procedures. And there are large differences in the frequency and types of plastic surgeries performed in different countries around the world. Although we view availability, access, cost, diverse standards of beauty and affordability, each all play a role in the observed differences.

Author decided to interview fifteen consumers who has had the experiences of doing plastic surgery throughout their life in order to do the comparative narrative analysis for the research, and figured out that the purpose of collecting information from the interviewees is to identify and find out people's experiences and stories behind doing plastic surgeries, through the qualitative case studies and interviews, to understand how the consumers feel, how they make up the decision, how they get through the process and how they cope with the aftermath as a new means of self-expression and construction of self-identity, also the trends and the consumptions are making contributions. The final research is dedicated to provide useful information and exchange worldwide consumers' experiences.

Today's large market of plastic surgery is influenced both by consumer culture in the society and the marketing activities of increasingly newer methods of esthetic enhancements. Some of the reasons behind can be a complicated issue and varies across different demands increasing for plastic surgeries. Identifying inaccurate or unfulfilled expectations is a critical step towards the advancement of preoperative education and subsequently improving patient satisfaction and the future impacts with surgical outcomes. Given all, it is not surprising when Taiwan, Japan and South Korea had such a miraculous turnaround that would embrace plastic surgery.

Keywords: Plastic surgery, comparative narrative analysis, expectation, process, impact.