

# Early Maladaptive Schemas, Body Dysmorphic Disorder (BDD) and the Mediation Role of Rumination and Emotional Cognitive Regulation: A Focus on Cosmetics Surgery Applicants

Mona Rashidifar and Mohammad Karami\*

*Department of Psychology, Near East University, Nicosia, Cyprus*

## ABSTRACT

Given the market statistics, cosmetic surgery has been highlighted as a flourishing and relatively highly demanding medical phenomenon in recent years. Individual psychological characteristics are assumed to have a significant effect on applicants' intention to consider, demand, or apply for cosmetic surgery. To address this issue, this study proposes a comprehensive model to investigate the relationship between early maladaptive schemas and body dysmorphic disorder (BDD) and simultaneously examine the mediation role of rumination and emotional cognitive regulation of cosmetic surgery applicants. The correlations among the variables in the model were tested using structural equation modeling (SEM). Using the convenience sampling technique, the data were collected from 304 applicants with an age range of 20-40 in the city of Isfahan, Iran. The items of each construct in the designed self-administrative questionnaire were adopted from previous related studies as follows: early maladaptive schemas from Young and Brown (1994), body dysmorphic disorder (BDD), rumination, and cognitive emotion regulation from Littleton et al. (2005), Nolen-Hoeksema and Morrow (1991), and Garnefski and Kraaij (2007) respectively. Valid statistical tools such as SPSS and AMOS (v.24) were used to analyze the data. The results of the analyses indicated a significant indirect association between early maladaptive schemas and body dysmorphic disorder (BDD) with the mediating role of rumination and emotional cognitive regulation of cosmetic surgery applicants. Despite several limitations, the outcomes of this study contribute to the body of psychology, marketing, and medicine literature by identifying the factors affecting the applicants' decision-making process regarding whether to apply for cosmetic surgery.

**Keywords:** maladaptive schemas, body dysmorphic disorder (BDD), rumination, emotional cognitive regulation, cosmetic surgery