

## UNIZIK Female Undergraduates' Exposure, Perception and Response to Buttocks Augmentation Information and Images on Instagram

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### Abstract

Buttock augmentation stands out as a prevailing and impactful cosmetic surgery trend on a global scale. In tandem with this phenomenon, Instagram has experienced rapid growth in recent years, emerging as a crucial tool for individuals to cultivate and sustain their media presence. This study investigated the exposure, perception, and response of female undergraduates to buttocks augmentation information and images on Instagram, drawing upon the Social Comparison Theory. The study population comprised all female undergraduate students of Nnamdi Azikiwe University Awka Anambra State. (22,117). A sample of 393 respondents was selected from this population. Questionnaires were personally administered to 393 undergraduate students of Unizik. The multistage sampling procedure was used to select study units across the faculties, departments and academic levels. findings highlight the substantial impact of societal beauty standards portrayed in media, particularly on platforms like Instagram, regarding buttocks augmentation. It also found that most of the respondents are exposed to visual content that focuses on before and after photos of cosmetic procedures. The study concluded that there is intricate interplay between media representation, societal beauty norms, and individual decision-making processes regarding body modification practices among young women in academic environments.

**Keywords:** female, undergraduates, augmentation, images, Instagram

### Introduction

Recently there has been an increased interest in buttocks augmentation and contouring information which has led to a high demand for these procedures (Perez et al., 2024). With a vast range of technology to enhance, reconstruct, and beautify the body, cosmetic surgery has become one of the most sought-after medical procedures globally. Studies by Kumar (2022), Tabin, (2022), Bizot (2021), Valina and Sessa (2020), and Madar (2017) have shown that cosmetic surgery, particularly liposuction and gluteal augmentation (popularly known as Brazilian Butt Lift or BBL), has become fashionable in recent times, and a significant portion of global travels for health reasons and medical tourism involves cosmetic procedures.

The origins of buttock augmentation can be traced back to the 1960s, and it's often attributed to Brazilian plastic surgeon Ivo Pitanguy (1926-2016). Although Pitanguy is widely recognized as the pioneer of the Brazilian butt lift technique, it's important to acknowledge that this method evolved from decades of innovations within the field of plastic surgery. Pitanguy initially gained renown not only for his philanthropic efforts but also for his surgical artistry and discretion when treating high-profile clients, including celebrities and royalty. Additionally, his contributions extended beyond buttock augmentation, encompassing advancements in procedures like facelifts, breast augmentations, and tummy tucks. However, the cosmetic surgery industry in recent times, according to Nwakanma (2022), has also witnessed a significant increase in activity, recognition and revenue generation in Nigeria, with more persons, particularly women, opting for body shape reconstruction, breast lift and augmentation, labiaplasty, and gluteal augmentation. People's interest in cosmetic surgery, therefore, can be influenced by various factors, including epidemiological, social media, and psychological elements that shape their motivation for such procedures (Milothridis et al,2016).

Bovet et al (2016) noted that African women regarded the buttocks as a key aspect of female attractiveness and were ready to journey over 100 miles to consult with surgeons who shared their racial and ethnic backgrounds. They held the belief that a surgeon sharing their race and gender would lead to more favourable cosmetic surgery results, and they thought that diet and exercise alone wouldn't suffice to meet societal standards of attractiveness. Buttock augmentation according to Wikipedia is a surgical procedure that enhances the shape, size and contour of the buttocks, and it is traditionally performed using silicone implants or fat transfer to change the appearance of the backside of a patient. BBL has grown in popularity and this buttock augmentation technique uses liposuction to remove fat from one area of the body (such as the thighs, stomach or flanks). The removed fat is then processed and purified to be injected into the buttocks to provide a greater contour to the booty.

According to Dai et al. (2022), buttocks contour surgery has a short history compared with the field of plastic surgery or art history. Recently, demographic changes in the United States coupled with changing societal fashion preferences, codification of aesthetic norms,

as well as procedural improvements have increased interest in buttock contouring surgery by patients and surgeons alike (Perez et al., 2024). In the last decade, the utilization of social media platforms worldwide has witnessed a significant uptick, resulting in the emergence of numerous academic studies that investigate their impact on mental health, body image perceptions, consumer behaviour, and the dynamics of influencer-based marketing. (Yamout & Ghaddar, 2023). Due to consumers' ability to share and engage with content on social media, a distinct online beauty culture has arisen, giving rise to a specialized beauty ecosystem. Within this ecosystem, there is a category of Instagram accounts known as beauty/body goal accounts, which serve as a type of 'feature' account. Instagram is an online social media platform and a service for sharing photographs and videos. It was originally introduced in 2010 by its co-founders Kevin Systrom and Mike Krieger and is presently under the ownership of Meta Platforms, Inc., which is the parent company of Facebook. Instagram stands as one the most prominent social media platforms globally, with over two billion monthly active users as of 2022.

However, the functionality of Instagram is rather uncomplicated. It primarily revolves around the sharing of posts, which can consist of images and short videos. These posts are stored within a user's profile and can either be publicly viewable on Instagram or restricted to the user's followers. Users have two primary avenues for posting content: they can add it to their permanent feed or include it in their "Stories," a designated section where content remains visible for 24 hours before disappearing, unless manually saved. Additionally, users have the option to conduct live video broadcasts, allowing them to stream video directly from their camera to the platform. Instagram also allows users to "follow" each other, consolidating all the accounts they follow into a single feed for easy access. The platform offers the capability to explore content by topic or through hashtags, and users can view a random assortment of popular posts.

In recent times, there has been a noticeable shift in focus towards celebrating curvier body types, as evidenced by the rising usage of hashtags such as #thick, #thicc, and #slimthick (McComb & Mills, 2022). The term "curvy" lacks a precise definition and is often portrayed in the media as a blend of a narrow waist and broader hips, but it can also encompass individuals with plus-sized or fuller figures (Rounds & Stutts, 2021). It can alternatively be

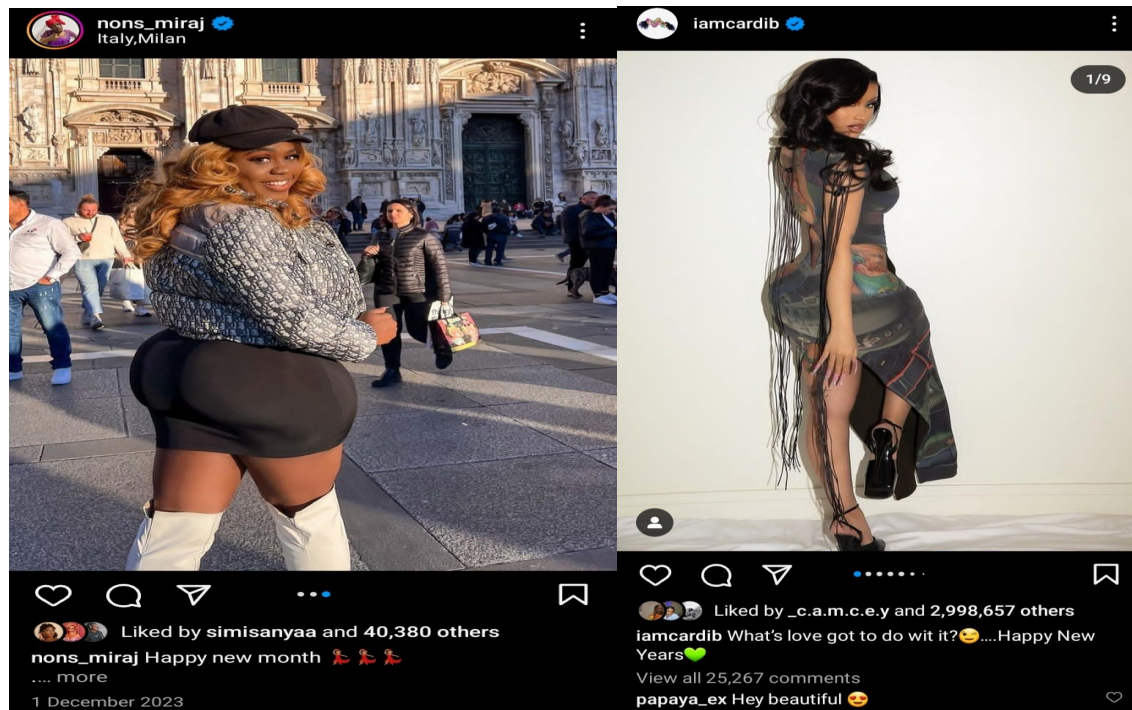
described as an accentuated hourglass shape characterized by a narrow waist, ample bust, and broad hips. In a study conducted by Hunter et al., they established a quantitative criterion for an hourglass figure, referring to it in terms of a waist-to-hip ratio (WHR) below 0.7 (McCombs & Mills, 2022). While there hasn't been extensive research on women's body image concerning slim-thick or hourglass body types, this body ideal might be just as unrealistic and potentially detrimental to women's self-image as the traditional thin ideal. Rather than categorizing this body type as plus-sized, average, or curvy-slim, which each carry distinct connotations, McCombs proposed the term "slim-thick-ideal." This term combines an exaggerated, unrealistic image of a slender and narrow waist with a larger hip and breast circumference (McComb & Mills, 2022).

Contrary to the past, the concept of the "slim-thick-ideal" did not originate in White-centric media; instead, it initially emerged within various ethnic communities, including Latino and Black communities. In Latin culture, there is a preference for curvier women over slimmer ones (Romo, Mireles-Rios, & Hurtado, 2016). A comparable discovery was made in the case of African American women, where they express less preference for the thin-ideal type and exhibit lower levels of internalization compared to White women. Moreover, young African American women not only perceive a curvy female body as more attractive than a slender one but also characterize the latter as "belonging to white women" (Jones & Kimble, 2022). This suggests that various ethnic groups share a preference for a curvaceous body, which is presented as a Westernized version of the slim-thick ideal type.

Despite its unusually high mortality rate, as documented by (Frame 2018), the Brazilian Butt Lift has become one of the most frequently requested surgical procedures globally. In the realm of the online beauty ecosystem, key players include both traditional celebrities and social media content creators and influencers. They amass a dedicated following by sharing content, typically centered around beauty and lifestyle topics. These content creators are acknowledged as a new breed of internet-forged celebrities, often maintaining a relatable yet aspirational rapport with their followers, as asserted (Jones & Kimble, 2022).

Recent studies have indicated that viewing idealized images of women on social media leads to increased negative mood and greater body dissatisfaction among young women.

This effect holds regardless of whether the women featured are known to the participants (Hogue & Mills 2019), unfamiliar same-aged peers, female celebrities (Brown & Tiggemann, 2016), or popular Instagram influencers (Fardouly & Holland, 2018). In essence, it's not limited to exposure to idealized images of strangers, models, and celebrities in the media; even seeing idealized images of peers can trigger comparisons related to appearance.



**Fig 1. Showing the Instagram page of Nons Miraj and Cadib.**

The unattainable body shape garners significant attention on Instagram. Celebrities like Cardi B and Kim Kardashian achieve these forms primarily through aesthetic procedures, such as breast augmentation, waist liposuction, and notably, buttock augmentation. The waist and buttocks play a crucial role in determining the Waist-to-Hip Ratio (WHR), with particular emphasis on the buttocks. This current trend in specific aesthetic enhancements can be directly associated with endorsements made by influencers. As an illustration, there was a noticeable increase in Google searches for BRCA mutations and breast reconstruction after Angelina Jolie's disclosure and Kim Kardashian's buttock augmentation became widely known (Tijerina & Morrison 2019). Besides the impact of celebrities, it's crucial not to underestimate the risks associated with these procedures. Butt augmentation through

fat transfer, for instance, has one of the highest mortality rates in aesthetic surgery, ranging from 1 in 3,000 to 1 in 6,000 cases. (Jones & Kimble, 2022).

Instagram, therefore, have become a significant driver of trends related to beauty, fashion, and body image, especially among young adults (Yamout & Ghaddar, 2023). With its visual-centric nature, Instagram has provided a space for body-related content to thrive, particularly in the realm of cosmetic procedures such as buttocks augmentation. Buttocks augmentation—either through surgical procedures like Brazilian Butt Lifts (BBL) or non-surgical methods—has garnered widespread attention, particularly among women (Nwakanma, 2022).

Wallner et al conducted a study in 2022 that explored the influence of social media, particularly fitness influencers, on people's perceptions of the "Waist-to-Hip Ratio" (WHR) as a measure of buttocks-related beauty ideals among women from Nigeria, Germany, the USA, and Japan. Their findings indicated that having no role models had a positive impact on individuals' body image while comparing oneself to celebrities had a notably negative effect. They also observed a clear trend: as the use of Instagram and TikTok increased, women's dissatisfaction with their buttocks grew. It's important to note that the detrimental effects of TikTok and Instagram on body image had been observed previously, although those studies assessed overall body image rather than focusing on a specific anatomical feature.

Similarly, Arab et al. (2019) conducted a cross-sectional study to investigate the impact of social media on the decision to undergo cosmetic procedures among female university students. Their research aimed to uncover the connections between social media usage, exposure to cosmetic-related content, attitudes toward cosmetic treatment advertising, and how these factors might influence students' future decisions regarding cosmetic procedures. In this study, an online survey was administered and distributed across multiple social media platforms and via email. Out of the 816 completed questionnaires, 48.5% of respondents reported that social media had influenced them to consider undergoing cosmetic procedures. Notably, 51.4% of participants followed plastic surgeons on social media (significant at  $P < 0.001$ ), indicating a strong presence of cosmetic-related

content in their online networks. Furthermore, the survey revealed that a significant portion of respondents (53.2%) spent more than 5 hours per day on social media (significant at  $P < 0.026$ ). The study found statistical significance concerning those who reported being influenced by social media to consider future cosmetic procedures. Overall, the findings indicated that exposure to cosmetic surgery content on social media, spending extended hours on these platforms, and experiencing negative self-views when using social media were linked to a higher likelihood of considering cosmetic procedures in the future.

In 2019, Ivy Nyambura conducted a research study examining the impact of social media, specifically Instagram, on the body image of female university students. The research revealed that a significant number of these students experienced an increased desire to alter their physical appearance after spending time viewing photos of Instagram influencers. Furthermore, they sometimes felt compelled to purchase beauty products promoted by these influencers. The study also discovered that exposure to edited and airbrushed images of Instagram influencers could negatively affect one's self-esteem, leading some students to question why their bodies didn't resemble those of certain influencers. On the other hand, following Instagram influencers did not necessarily make university students feel like they didn't conform to societal norms, nor did it obligate them to adopt a lifestyle they were uncomfortable with just to emulate these influencers. Additionally, the study found that viewing Instagram influencers' photos did not consistently worsen the students' feelings about their appearance.

In Nigeria, beauty ideals are shaped by a combination of traditional cultural standards and global trends (Nwakanma, 2023). Therefore, the desire for a curvier figure, particularly a fuller backside, according to Chukwuma (2019), aligns with both Western beauty ideals and indigenous African standards that celebrate curvaceous body types. The rise of social media platforms, particularly Instagram, has intensified the pressure on young Nigerian women to conform to these beauty ideals, making body modification procedures, including buttocks augmentation, increasingly common among university students (Okoro & Oji, 2020).

Furthermore, Instagram's visually driven nature and the prevalence of influencer culture have contributed significantly to the normalization and promotion of cosmetic procedures, such as buttocks augmentation. This trend is evident not only in Western societies but also in other parts of the world, including Nigeria. Among Nigerian university students, particularly female undergraduates at Nnamdi Azikiwe University (UNIZIK), the impact of Instagram content related to buttocks augmentation has become a topic of growing interest. Despite the increasing exposure to images and advertisements of buttocks augmentation procedures on Instagram, there is limited research focusing on how this content influences the perceptions, attitudes, and behaviors of Nigerian female undergraduates. The perceptions of these students towards body image and cosmetic surgery may be shaped by a combination of traditional cultural ideals and the globalized beauty standards promoted on social media. Furthermore, little is known about how frequently these students are exposed to such content and how this exposure affects their views on body modification, self-esteem, and their willingness to consider undergoing similar procedures.

This study aims to address these gaps by exploring the extent to which UNIZIK female undergraduates are exposed to buttocks augmentation information and images on Instagram, their perceptions of such procedures, and how they respond to these trends. Understanding these dynamics is crucial, as it provides insight into the influence of social media on body image, mental health, and the evolving beauty standards among young Nigerian women. By investigating this phenomenon, the research seeks to contribute to the discourse on the effects of social media on body modification trends in Nigerian universities and to provide recommendations for promoting healthy body image practices among students.

The Social Comparison Theory, first introduced by Festinger in 1954, posits that individuals form their self-assessment by comparing themselves to others in a social context, particularly concerning characteristics they consider relevant. These comparisons occur with individuals perceived as either more or less accomplished in specific traits, leading to what are known as upward and downward comparisons, respectively. Upward comparisons tend to yield negative outcomes, potentially affecting self-esteem, while



downward comparisons have the potential to enhance an individual's self-esteem as highlighted by (Thompson et al., 1999 as cited in Wallner et al., 2022).

According to Festinger (1954), individuals tend to seek comparisons with others they perceive as relevant, often influenced by societal values that emphasize physical attractiveness and a slim physique. Lee and Lee (2021) support the idea of using diverse sources for body comparisons due to their popularity and accessibility. Wallner et al. (2022) asserts that social media serves as an effective platform for facilitating these social comparisons. Users of social media strategically curate their self-presentations, choosing content that portrays them in a positive light, a phenomenon noted by Rounds and Stutts (2021).

To initiate body comparisons on social media, individuals need to encounter images of others' bodies online as points of reference. Social networking platforms, such as Instagram, with their prevalent use of idealized images from users, including celebrities and peers, may have a more pronounced impact on body comparisons. Conversely, social media platforms that primarily rely on text-based content, like Twitter, offer fewer opportunities for encountering idealized body images and engaging in such comparisons (Nwakanma, 2022). This theory serves as a solid foundation for this study as it can help explain how social media especially the Instagram plays a crucial role in shaping the way young women develop their ideas and views about the ideal body image. This occurs through the process of comparing themselves to other young women online, including social media influencers and their peers.

### **Research Questions**

1. What number of UNIZIK Female Undergraduate Students is on Instagram and how frequently do they use it?
2. What are the perceptions of UNIZIK Female Undergraduates towards buttocks augmentation information and images on Instagram?
3. What are the responses of UNIZIK Female Undergraduates to buttocks augmentation information and images on Instagram?

### **Method**

The research design adopted for this study was survey. The female undergraduate students of Nnamdi Azikiwe University Awka were purposively selected for the population of this study. The student population of the school is about 22,117 (Source: Academic Planning Unit 2024/2025). A sample of 393 was drawn from the study population of 22,117 using Yamane's formula for calculating sample size:  $n = \frac{N}{1 + N(e)^2}$ . The multistage sampling procedure was used to select study units across the faculties, departments and academic levels. The first stage involved the selection of faculties from Nnamdi Azikiwe University. The Faculty of Arts and Humanities, Social Sciences, Faculty of Education and Management Sciences were randomly selected. The third stage saw the selection of departments. The department of Modern European Languages and the department of Religion and Human Relations were randomly selected from the Faculty of Arts and Humanities. For the Faculty of Social Sciences, the Department of Economics and Mass Communication were randomly selected. The Department of Education Management and Policy and the Department of Technology and Vocational Education were randomly selected from the Faculty of Education. Also, for the faculty of management, the department of Business Administration and Marketing were randomly selected. The fourth stage saw the selection of levels of study which was randomly done. For the department of Modern European Languages, levels 300 and 200 were randomly selected. For the department of Religion and Human Relation, levels 400 and 100 were randomly selected. For the department of Economics, levels 300 and 400 were randomly selected. For the department of Mass Communication, levels 300 and 200 were randomly selected. For the department of Education Management and Policy, levels 100 and 300 were randomly selected. For the department of Technology and Vocational Education, levels 400 and 100 were randomly selected. For the Department of Business Administration, levels 100 and 200 were randomly selected. For the Department of Marketing, levels 200 and 300 were randomly selected. The questionnaire was the research instrument used for the collection of the data. The questionnaire consisted of questions which were constructed in a way that the first stage sought the demography (personal data) of the respondents while the others are related to the subject matter of study. Both open and closed ended questions were used. Data for this study was collected within two months. The questionnaire was personally distributed, and copies collected from the respondents; as a result, the return rate was 99%.

**Data Analysis.****Table 1: Research question 1:** What number of Unizik female undergraduate students are on Instagram and how frequently do they use it?

<b>Variables</b>	<b>Respondents who have smartphones</b>	<b>Respondents who have access to the internet</b>	<b>Respondents who participate on Instagram</b>
<b>Yes</b>	<b>(350) N= 89%</b>	<b>(324) N= 82.4%</b>	<b>(324) N=82.4%</b>
<b>No</b>	<b>(43) N=10.9%</b>	<b>(69) N= 17.5%</b>	<b>(69) N= 17.5%</b>
<b>Total</b>	<b>(393) 100%</b>	<b>(393) 100%</b>	<b>(393) 100%</b>

The overwhelming majority of the students (89%) own smartphones, a prerequisite for accessing and engaging with Instagram. Only a small percentage (10.9%) do not own smartphones, which might limit their access to platforms like Instagram. While a significant majority of respondents (82.4%) have access to the internet, a noteworthy 17.5% do not. The lack of internet access can hinder participation on Instagram and other online platforms, as internet access is essential for using these services. The data shows that a substantial number of respondents (82.4%) are active on Instagram, aligning with those with internet access. A small percentage (17.5%) do not participate on Instagram, possibly due to a lack of interest, privacy concerns, or other reasons.

**Table 2:** Extent to which respondents are exposed to buttocks augmentation content on Instagram.

<b>Exposure to contents</b>	<b>Frequency</b>	<b>Percentage</b>
<b>On Instagram</b>		
Yes	224	57%
No	169	43%
<b>Total</b>	<b>393</b>	<b>100%</b>
<b>Frequency of exposure</b>	<b>Frequency</b>	<b>Percentage</b>

Daily	320	81.4%
Weekly	60	15.3%
Monthly	13	3.3%
Never	0	0%
<b>Total</b>	<b>393</b>	<b>100%</b>
<b>Type of content exposed to</b>	<b>Frequency</b>	<b>Percentage</b>
Before-and-after photos of cosmetic procedures	264	67.1%
Celebrity or influencer posts with enhanced buttocks	115	29.4%
Advertisements for cosmetic surgery clinics	10	2.5%
Videos showing the surgery process or recovery	4	1.0%
<b>Total</b>	<b>393</b>	<b>100%</b>

Table 2 shows that (57%) of UNIZIK female undergraduates have encountered buttocks augmentation information on Instagram, while 43% have not been exposed to it. This suggests a relatively high level of exposure among Instagram users. The above findings corroborate the assertion made by Yamout and Ghaddar (2023) that Instagram has become a significant driver of trends related to beauty, fashion, and body image, especially among the young. However, a great number of female undergraduates (81.4%) of those exposed to buttocks augmentation information on Instagram see it daily, (15.3%) see it weekly while (3.3%) see it monthly. This indicates that exposure is highly frequent among those who are exposed. On the type of information encountered by UNIZIK female undergraduates, Before-and-after photos of cosmetic procedures are by far the most encountered content, with 67.1% of respondents exposed to them. Celebrity or influencer posts are the second most common content type (29.4%). Exposure to advertisements for cosmetic surgery clinics and videos showing surgery or recovery is minimal, at 2.5% and 1.0%, respectively.

The implication therefore is that most respondents are exposed to visual content that focuses on the before and after photo outcomes of cosmetic procedures.

**Research Question 2:** What are the perceptions of Unizik Female Undergraduates towards buttocks augmentation information and images on Instagram?

**Table 3:**

<b>Respondents' opinion of a fuller, enhanced backside</b>	<b>Frequency</b>	<b>Percentage</b>
Attractive	190	48.4%
Unattractive	134	34.0%
Indifferent	69	17.6%
<b>Total</b>	<b>393</b>	<b>100%</b>
<b>How respondents perceive women who undergo BBL</b>	<b>Frequency</b>	<b>Percentage</b>
More attractive	45	11.4%
Confident and empowered	32	8.1%
Following the trend for social validation	187	47.5%
Insecurity or pressured by societal pressures	129	32.8%
<b>Total</b>	<b>393</b>	<b>100%</b>
<b>Respondents who feel pressured to enhance their body after seeing Instagram posts</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	195	49.6%
No	100	25.4%
Sometimes	67	17.0%
Not sure	31	8%
<b>Total</b>	<b>393</b>	<b>100%</b>

A greater number of Unizik female undergraduates (48.4%) perceive a fuller, enhanced backside as attractive. A significant portion (34%) finds it unattractive, while a minute portion of the female undergraduates (17.6%) remains neutral. This indicates a split opinion, with a slightly larger proportion viewing it positively. On how the respondents view women who undergo BBL (47.5%) view them as following the trend for social validation, (32.8%) believe that these women might be motivated by insecurity or societal pressures, (11.4%) associate BBL with being more attractive, while (8.1%) see women undergoing the procedure as wanting to be confident and empowered. Also, as seen on the table, a significant portion (49.6%) of respondents feel pressured to enhance their body after seeing posts on Instagram, about 25.4% do not feel pressured, and 17% sometimes feel pressured, indicating a varied response. Only a small percentage (8%) are unsure about their feelings, which shows that most respondents have a clear stance on this issue. This data suggests that while a substantial portion of female undergraduates find a fuller backside attractive, there is significant concern about the influence of social media trends and societal pressures, which may lead to feelings of insecurity and a desire to undergo body enhancement procedures like BBL. Social validation appears to play a large role in shaping perceptions of beauty and body image.

**Research Question 3:** What are the responses of Unizik Female Undergraduates to buttocks augmentation information and images on Instagram?

**Table 4:**

Would you go for buttocks augmentation if you can afford it		Frequency	Percentage
Yes		200	51%
No		150	38.1%
Maybe		43	10.9%
<b>Total</b>		<b>393</b>	<b>100%</b>
Factor that would influence the respondents to undergo BBL		Frequency	Percentage

Social media trend	90	22.9%
Desire to enhance personal appearance or confidence	163	41.4%
Peer pressure or societal expectations	23	6%
Lack of confidence in one's natural body	117	29.7%
<b>Total</b>	<b>393</b>	<b>100%</b>
<b>How respondents feel about health risk associated with BBL procedure</b>	<b>Frequency</b>	<b>Percentage</b>
very concerned about the risks	60	15.2%
somewhat concerned but still interested	114	29.0%
Not concerned about the risks	162	41.2%
unaware of the risks	57	14.6%
<b>Total</b>	<b>393</b>	<b>100%</b>

Table 4 showed that 51% of the respondents are open to or would choose to undergo buttocks augmentation if they could afford it. This indicates a relatively high level of interest in this cosmetic procedure among the Unizik undergraduates, a significant portion of respondents (38.1%) are not interested in the procedure. This group may prioritize natural body aesthetics or have concerns regarding the risks or ethics of cosmetic surgery while a smaller portion (10.9%) is unsure about the procedure, suggesting that while they might be open to the idea, they have reservations or would need more information or assurance before making a decision. However, the study also found that the primary motivator for (41.4%) of the respondents considering BBL is a desire to enhance personal appearance or confidence. A notable portion (29.7%) is motivated by lack of confidence in

their natural body, (22.9%) social media trends while peer pressure or societal expectations (6%) have a relatively smaller influence on the Unizik female undergraduates' decisions. About the health risks associated with BBL, a significant portion of respondents (41.2%) is not concerned, 29% are somewhat concerned but still interested, smaller group (15.2%) is very concerned, while 14.6% are unaware of the risks. This indicates that while many respondents are either unconcerned or only mildly concerned, there is still a lack of awareness about the potential health risks of BBL for some. This data suggests that although there is significant interest in BBL, especially driven by personal motivations related to appearance and confidence, many respondents are either unconcerned or unaware of the potential health risks involved.

## Discussion

As seen in Table 1, almost all students who own a smartphone have access to the internet and use Instagram, so smartphones and internet access are key in the students' digital lives. These findings show that while most of the students in UNIZIK have the technology and access to participate in social media, few don't engage with Instagram, which could be due to financial constraints, personal preference or limited internet access. So, buttocks augmentation content on Instagram is very frequent for those exposed, and the content is mostly visual transformation from cosmetic procedures.

Table 2 findings show that (57%) of Unizik female undergraduates have encountered buttocks augmentation information on Instagram, while 43% have not. This means a high level of exposure among Instagram Unizik Undergraduates. The type of information encountered by these students is Before-and-after photos of cosmetic procedures. So, there is high exposure and most of the respondents are exposed to visual content that focuses on before and after photos of cosmetic procedures.

Table 3 findings show that while a large percentage of female undergraduates find a fuller backside attractive, there is great concern about social media trends and societal pressure which may lead to the feeling of insecurity and desire to undergo body enhancement procedures like BBL. In other words, social validation seems to play a big role in shaping beauty and body image. The above findings agree with Chukwuma (2019) who said the



desire for a curvier figure, especially a fuller backside aligns with both Western beauty ideals and indigenous African standards that celebrate curvaceous body types.

Table 4 findings show that 51% of the respondents are open to or would choose to undergo buttocks augmentation if they could afford it and that the primary motivator of the respondents considering BBL is to enhance personal appearance or confidence, pathetically 41.2% are not concerned about the health implication, while 29% are somewhat concerned but still interested in the procedure. This means while many are not concerned or only mildly concerned, there is still a lack of awareness about the health risks of BBL for some.

## Conclusion

Ultimately, the study calls for a multi-faceted response to the interconnectedness of social media trends, body image, and cosmetic procedures. Universities and other stakeholders can help by raising awareness around the dangers of statistics reflecting procedures such as meticulous criteria on BBL, advocating critical thinking about the media, encouraging the body positive movement, and offering mental health support services to students to empower students to make healthy, good decisions about their appearance and themselves. The results also suggest the need to investigate further the long-term effects of social media content/ information on body image.

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