

ACCEPTANCE OF AESTHETIC PROCEDURES IN RURAL POPULATION

**ROLE OF ANTIOXIDANTS AND OXIDATIVE STRESS
IN CARDIOVASCULAR DISEASES**

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ABSTRACT

The overall research aim of this study is to identify the feasibility of expanding aesthetic practise and also to scientifically evaluate consumer's behaviour and acceptance as this study is designed at rural area. Many individuals irrespective of financial or geographical background would like to enhance their appearance. The contributing factors that constrain this achievement were vigilantly evaluated. Social background, economical strength gender, phobias and also religious view can be the contributing factors yet this has to be scientifically assessed. To achieve this existing models and frameworks was critically evaluated to establish whether their conclusions are applicable to modern society. Comment will also be made on the changes that have occurred over the last century and the implications these have had on the consumers. To investigate the research aim, both females and males was surveyed, further details of the research strategy and the data collection methods that was used to obtain the empirical research findings can be found in Chapter 3 – Research Methods. From these findings, recommendations were formulated about the acceptance of aesthetic treatment in rural area.