

Decision to Use the Service of Cosmetic Surgery Clinic

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Abstract— The research on decision to use the service of cosmetic surgery clinic was a quantitative research that aimed to study factors influencing consumer behavior in selecting the cosmetic surgery clinic and to study influences of marketing mix on the consumer decision to use the service of cosmetic surgery clinic. Samples were 170 customers who were 20 years or more and had experience of facial cosmetic surgery. Questionnaires were used as instrument to collect data, and statistics applied to analyze data were Frequency, Percentage, Mean, T-Test, One-Way ANOVA, LSD and Regression Analysis.

The study indicated that most of the questionnaire respondents were female, age 20-30, graduated with bachelor's degree, owned business or merchant, income 40,001 or more. Respondents rated significance of factors influencing consumer behavior in selecting the cosmetic surgery clinic at a high level in general with the following order: psychological, cultural, and social factors respectively. Regarding marketing mix factors that affected consumer decision to use the service of cosmetic surgery clinic, respondents rated a high level of significance in general with the following order: promotion, physical environment, procedures, personnel, product, and place respectively. Hypothesis test result showed that gender and age of consumer affects decision to use the service of cosmetic surgery clinic at a significance level of 0.05 Consumer behavior factors including cultural, social, and psychological factors had relations with consumer decision to use the service of cosmetic surgery clinic. Marketing mix factors including product, price, place, promotion, personnel, and physical environment had relation with consumer decision to use the service of cosmetic surgery clinic at a significance level of 0.05 From the results of the study, it was recommended that cosmetic surgery clinics should enhance consumer confidence by : guaranteeing satisfactions of consumer after the surgery; setting the price of upper blepharoplasty and rhinoplasty between 10,001-20,000 Baht would help to attract more customers; using movie stars or singers as presenters; providing doctor to advise before and after the surgery and give a clear explanation of full procedures of the surgery.

Keywords— Cosmetic surgery.

I. INTRODUCTION

In the past, surgery was conducted to help injured persons or persons born with abnormality. Later on, it gained popularity among night ladies and nowadays it became famous in terms of enhancing good appearance thus increasing chances to get good jobs. Surgery is not limited to women, today more men and the third gender persons tend to go for the surgery. Technological advancement with modern equipment helps to upgrade quality of surgery therefore surgery becomes very famous. As cosmetic surgery business is expanding, doctors and investors are entering into this business. Existing players and new comers are competing to build their marketing strategy and build strength of their organization causing difficulties to new comers or unstable existing players who are facing problem with their product and service, lacking medical specialist, or lack of reputation to stay in the industry.

From the facts above, researcher is interested to study how to solve this problem by conducting a research on factors influencing consumer behavior in selecting the cosmetic surgery clinic so that the study results could be applied to improve the business competitiveness.

Research objectives

1. To study factors influencing consumer behavior in selecting the cosmetic surgery clinic.
2. To study influences of marketing mix on decision to use the service of cosmetic surgery clinic

Research hypothesis

1. Demographic factors have influences on consumer behavior in selecting the cosmetic surgery clinic.
2. Factors affecting consumer behavior have relation with decision to use service of cosmetic surgery clinic.
3. Marketing mix factors have relation with decision to use service of cosmetic surgery clinic.

Concepts, theories, and related studies

This research has related concepts, theories, and studies as follows:

1. Consumer behavior theory (A. Chaturongkagul. 2002)
Factors affecting consumer behavior are cultural, social, personal, and psychological factors.
2. Marketing mix concept (N. Thamma and the others. 2009)
Marketing mix factors are product, price, distribution channel, promotion, personnel, procedure, and physical environment and presentation.

II. RELATED RESEARCH

K. Wibulchan (2006). The study of decision making factors when selecting cosmetic surgery clinic in Bangkok area found that deciding factors were generally at the highest level beginning with service personnel, improvement of physical characteristics and physiognomy, place and person appearance all had effects on the decision respectively.

P. Khumsak (2013). The study of marketing decision making in facial cosmetic surgery of people in Bangkok area found that product, price, place, and promotion were at high

level of significance. Most of the samples : knew the service from the media in front of the clinic as well as television and radio media; afraid of the surgery; if possible, would choose to have rhinoplasty; would choose private hospital; and thought that actor/actress had cosmetic surgery more than any other occupation.

K. Thongruen (2012). The study of factors affecting consumer decision to use cosmetic surgery service in Sara Buri province found that influencing factors were as follows : for product, people emphasized on image and reputation of the clinic; for price, reasonable price appropriate with the service was important; for distribution channel, attention was given to convenience to travel; for promotion, people paid attention to constant advertisement via medias; for personnel, people gave importance to credibility and professionalism.

S. Watcharinporn and Dr. K. Limsirithong (2013). The study of marketing factors and the effects on decision to get facial cosmetic surgery of consumer in Bangkok area found that samples gave the highest importance to product, then service personnel, procedures, physical characteristics, distribution channel, promotion, and price respectively. Hypothesis test indicated that age and income had effect on marketing factors and the effects on decision to get facial cosmetic surgery.

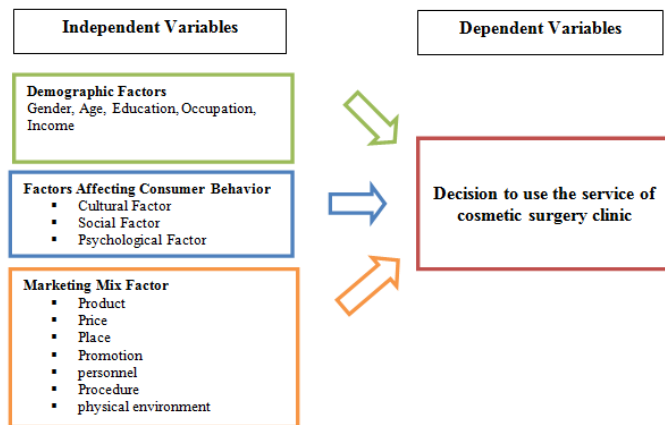


Fig. 1. Conceptual framework.

K. Charoenthaithip (2011). The research on a trend to have Korean style facial cosmetic surgery of women in Bangkok found that beauty, reputation, Korean fashion favor, improvement of personality, and social acceptance had relation with a trend to have Korean style facial cosmetic surgery in general. Attitude toward Korean style facial cosmetic surgery for shape of the face had relation with a trend to have Korean style facial cosmetic surgery for shape of the face; attitude toward Korean style facial cosmetic surgery around eyes zone had relation with a trend to have Korean style facial cosmetic surgery around eyes zone; attitude toward Korean style facial cosmetic surgery around nasal zone had relation with a trend to have Korean style facial cosmetic surgery around nasal zone; attitude toward Korean style facial cosmetic surgery around mouth zone had relation with a trend to have Korean style facial cosmetic surgery around mouth

zone; attitude toward Korean style facial cosmetic surgery in general had relation with a trend to have Korean style facial cosmetic surgery in general.

III. RESEARCH METHODOLOGY

The research on decision to use the service of cosmetic surgery clinic aimed to study factors influencing consumer behavior in selecting the cosmetic surgery clinic and to study influences of marketing mix on the consumer decision to use the service of cosmetic surgery clinic. 170 samples were drawn from population.

Instrument used for data collection was questionnaire divided into 3 parts as follows:

Part 1 Personal data consisted of nominal scale questions on general data of the respondents including: gender, age, education, occupation, and income.

Part 2 Factors influencing consumer behavior consisted of 5-level rating scale questions on cultural, social, and psychological factors.

Part 3 Marketing mix factors were categorized into 2 types of questions as follows.

Type 1: Questions on price factor was interval scale question.

Type 2: Questions on product factor, place factor, promotion factor, personnel factor, procedure factor, and physical environment factor were 5-level rating scale questions.

Statistics used to analyze data included Percentage, Mean, T-Test, One-Way ANOVA, LSD, and Regression Analysis.

For data collection method, researcher distributed questionnaires to customers who were 20 years or more and had experience of facial cosmetic surgery.

IV. RESEARCH FINDINGS

The research found that factors affecting consumer behavior in deciding to use the service of the clinic had overall mean at a high level with the following details: psychological factor, cultural factor, and social factor respectively. For marketing mix factor that affect the consumer decision to use the service of cosmetic surgery clinic was at high level of significance in general with the following details: promotion, physical environment, procedures, personnel, product, and place respectively. Hypothesis test result indicated that gender and age of consumer affected decision to use the service of cosmetic surgery clinic. For factors affecting consumer behavior including culture factor, social factor, and psychological factor had relation with the decision to use the service of cosmetic surgery clinic. For marketing mix factor: product, price, place, promotion, service personnel, and physical environment had relation with the decision to use the service of cosmetic surgery clinic.

Hypothesis test result that showed relation between age and the decision to use the service of cosmetic surgery clinic was compatible with the researches of: K. Wibulchan (2006) that found age to affect the decision to do cosmetic surgery with statistical significance; S. Watcharinporn and Dr. K. Limsirithong (2013) that found the samples with difference in age had different decision making for cosmetic surgery with statistical significance; K. Charoenthaithip (2011) that found

women in Bangkok who had different age had different trend to have Korean style facial surgery with statistical significance; and P. Khumsak(2013) that found people with different age had different level of decision in facial cosmetic surgery at statistical significance.

Factors affecting consumer behavior in deciding to use the surgery service suggested that Reputation of the clinic had the highest level of significance in deciding to use the service which was equivalent to the research of K. Thongruen (2012) that found image and reputation of the clinic affected the decision.

Materials used in the surgery which was natural material having higher quality than synthetic materials and silicones had relation with the decision to use service of cosmetic surgery. This was in accordance with the research of K. Charoenthaithip (2011) that found natural materials had relation with the trend to get Korean style facial cosmetic surgery in general with statistical significance.

For personnel aspect it was found that surgeon with experience and expertise showed the highest mean affecting the decision to use the service. This resembled the study of K. Thongruen (2012) which suggested that attention was paid to credibility and expertise of servicing personnel at the highest level for decision making to use the service. For personnel aspect regarding satisfaction with knowledge and skills of servicing personnel in providing suggestion had relationship with decision to use the service of cosmetic surgery. This was similar to the study of K. Charoenthaithip (2011) that found communication and information sharing had relation with trend to have Korean style facial cosmetic surgery with a statistical significance.

V. CONCLUSION AND RECOMMENDATION FROM THE RESEARCH

For product, the business should pay attention to building reputation and credibility by guaranteeing satisfactions after the surgery, and solve the problem immediately. For price, the business should consider setting reasonable price comparing to quality of service which should not be higher than other clinics in the same level of quality and acceptable to the consumers such as the charge for upper blepharoplasty and rhinoplasty should be between 10,001-20,000 Baht and the price should be clearly shown to consumers. For place, the business should focus on easy location to travel as well as convenient and adequate parking to make consumers feel comfortable. For promotion, the business should consider special discount for some cosmetic surgery items and may set a service package. For personnel, the business should pay attention to recruiting reputable and professional surgeons /doctors in cosmetic surgery circle. For procedure, the business should provide advice and complete details of the surgery by doctor to consumers before the surgery in order to build confidence in using the service.

TABLE I. Conclusion of Hypothesis Test with T-Test, one-way ANOVA, LSD and analysis of variables relationship by regression analysis.

Hypothesis1 Demographic factors have influences on the behavior and decision to use cosmetic surgery service			
When considering each aspect :	Sig	Accept H ₀	Accept H ₁
1. Gender of consumer affects behavior and decision to use cosmetic surgery service.	0.01		✓
2. Age of consumer affects behavior and decision to use cosmetic surgery service.	0.03		✓
Hypothesis2 Factors influencing consumer behavior are related to decision to use cosmetic surgery service.			
1. Korean fashion favor created the desire for the surgery had relationship with decision to use cosmetic surgery service.	0.03		✓
2. Surgery will help improving appearance and modern look had relationship with decision to use cosmetic surgery service.	0.00		✓
3. Lover or spouse having influences on decision to use cosmetic surgery service had relationship with decision to use cosmetic surgery service.	0.00		✓
4. Close friends having influences on decision to use cosmetic surgery service had relationship with decision to use cosmetic surgery service.	0.00		✓
5. The desire to be accepted after the surgery in office and society had relationship with decision to use cosmetic surgery service.	0.00		✓
Hypothesis3 Marketing mix factors had relationship with decision to use cosmetic surgery service.			
1. Materials used in the surgery are natural material having higher quality than synthetic materials and silicones had relation with the decision to use service of cosmetic surgery.	0.00		✓
2. Reputation of the clinic plays important part in the decision had relationship with the decision to use cosmetic surgery service.	0.00		✓
3. Price of rhinoplasty had relationship with the decision to use cosmetic surgery service.	0.05		✓
4. Convenient location had relationship with the decision to use cosmetic surgery service.	0.00		✓
5. Convenient and adequate parking had relationship with the decision to use cosmetic surgery service.	0.02		✓
6. Discounts can attract customers had relationship with the decision to use cosmetic surgery service.	0.00		✓
7. Package promotion can attract customers had relationship with the decision to use cosmetic surgery service.	0.00		✓
8. Satisfaction in knowledge and skill of personnel in suggesting customers had relationship with the decision to use cosmetic surgery service.	0.01		✓
9. Periodical after-surgery appointment had relationship with the decision to use cosmetic surgery service.	0.02		✓
10. Clear display of doctor's license inside the clinic had relationship with the decision to use cosmetic surgery service.	0.04		✓

For physical environment, the business should focus on credibility of the clinic and expertise of the surgeon in cosmetic surgery by showing the doctor's license and may provide the details on doctor's qualification publicly via online media.

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