

# Decision-Making Model To Undergo Cosmetic Surgery Of Thai Women: Case Study Thai Women In Bangkok Metropolis

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## ABSTRACT:

Cosmetic surgery is the surgery of adding various materials to customize an organ or body to become more beautiful according to consumer's demand, unlike surgery that is to treat the disease. Cosmetic surgery is becoming more popular, leading to intense competition in this business. Business growth depends on the number of consumers who decide to undergo cosmetic surgery. The objectives of this research were to: 1) study decision-making level to undergo cosmetic surgery of Thai women; 2) study influences of social media, attitude, social status, and experiences related to cosmetic surgery on decision-making to undergo cosmetic surgery of Thai women; and 3) develop a model for decision-making to undergo cosmetic surgery of Thai women. This research employed a mixed research methodology. For the quantitative research part, the research sample consisted of 320 Thai women who had not experienced cosmetic surgery, and they appointed a date for cosmetic surgery at clinics or registered for cosmetic surgery in South Korea, obtained by stratified sampling in relation to types of cosmetic surgery. The sample size was determined based on the criterion of 20 times the observed variables. Data were collected with the use of a questionnaire and analyzed with a structural equation model. As for the qualitative research component, in-depth interviews were conducted with 19 key informants from three groups of people including: 1) seven beauty executives or entrepreneurs; 2) five cosmetic surgeons; and 3) seven Thai women who had cosmetic surgery experiences. The findings showed that: 1) decision-making level to undergo cosmetic surgery of Thai women was rated at a high level; 2) social media, attitude, social status, and experiences related to cosmetic surgery had a direct influence on decision-making to undergo cosmetic surgery of Thai women, of which attitude had the greatest direct influence; and 3) the model of decision-making to undergo cosmetic surgery of Thai women was the S-R-C-F-P-E model consisting of 1) Social media influence that presented the beauty or goodness of the people who has undergone cosmetic surgery; 2) Received information about the goodness or beauty accepted by society; 3) Self-Comparison with people with socially acceptable appearance 4) Feeling of dissatisfaction and negative attitude to self-appearance; 5) Positive attitude and desire for cosmetic surgery to look better; 6) Expectation for cosmetic surgery and 7) Decision making to cosmetic surgery. Thailand should establish a policy to support cosmetic surgery business. To present the image of stars, actors, or celebrities' beauty who underwent cosmetic surgery by Thai surgeons with a standard of quality and safety through social media could attract Thai people for making a decision to undergo cosmetic surgery in the country.

## Keywords:

Decision Making Model / Cosmetics Surgery/ Social Media/ Attitude /Experience

## INTRODUCTION

### THE BACKGROUND AND IMPORTANCE OF THE PROBLEM

Surgery is a treatment, fixed problems with the body's organs so that they could function normally or allow a person to live (Cooper, Ratay & Marazita, 2006). But nowadays, the goal is to perform part of the surgery for aesthetic purposes or to change the body size. Aesthetic surgery is an alternative to a life that has been recognized and popular all over the world. In 2013, 50,122 cosmetic surgeries were performed annually, up 17 percent from 2012, with a market value of £750 million and an increase of £3.6 billion in 2015 (Griffiths & Mullock, 2017). In the United States, cosmetic surgery continues to grow. There

were 17.7 million cosmetic surgery statistics reported in 2018 annually, up from 17.7 million in 2018. The value of surgery in 2017 was US\$ 16.5 billion and 2 percent of people will have multiple cosmetic surgeries per year, and the most popular cosmetic surgery is breast augmentation (The American Society of Plastic Surgeons, 2018).

Cosmetic surgery is popular in Asian countries. Thailand has the 20th most cosmetic surgery in the world. Total market value of cosmetic and cosmetic surgery business. In 2012, it reached 20 billion Baht. Average annual growth rate of 20% (Thai Society of Cosmetic Surgery, 2019). Economic Intelligence Center of Siam Commercial Bank surveyed that 60-80 percent of working age groups are interested in beauty-related products and services. 77% of customers between the ages of 20 and 40 have higher

incomes in relation to the demand for advanced services such as anti-aging treatments and cosmetic surgery. The agency has taken Thai people in South Korea for surgery, as well as more surgical clinics from Korea to open in Thailand.

The beauty and cosmetic surgery business are growing and has a high market value. This resulted in higher competition (Thanyaporn Laosopapirom, 2016). Entrepreneurs are adopting strategies to attract customers to make decisions about using the service. Studies have shown that the competitive strategies of beauty salon businesses in the overall community are the most important in order: products, physical characteristics, personnel, service processes, and prices (Panita Prateepsen, 2018). Cosmetic surgery decisions have many factors involved. Study of Thai women's cosmetic surgery decision patterns Bangkok will provide empirical information about factors affecting Thai women's cosmetic surgery decisions. This is a new knowledge that executives or cosmetic surgery business operators can use to formulate strategies to promote Supporting the decision to perform cosmetic surgery on Thai women in the future.

## RESEARCH OBJECTIVES

1. To study the level of decision making for Cosmetic Surgery of Thai women.
2. To study the influence of social media, attitudes, social conditions, and experiences related to cosmetic surgery on Thai women's cosmetic surgery decisions.
3. To create a model of aesthetic surgery decisions for Thai women.

## RESEARCH HYPOTHESIS

1. Social media, attitudes, social conditions and experiences related to surgery, beauty affects Thai women's cosmetic surgery decisions.
2. Social Media, Social conditions and attitudes affect the experiences associated with cosmetic surgery.
3. Social media and social conditions affect attitudes.
4. Social media affect social conditions.

## RESEARCH CONCEPTUAL FRAMEWORK

According to the review, Factors that affect Thai women's cosmetic surgery decisions Bangkok (INTE) consists of social media (MEDI), attitude (ATTI), social condition (SOCI), and experiences related to cosmetic surgery (EXPE) research concept framework presented as shown in Figure 1.

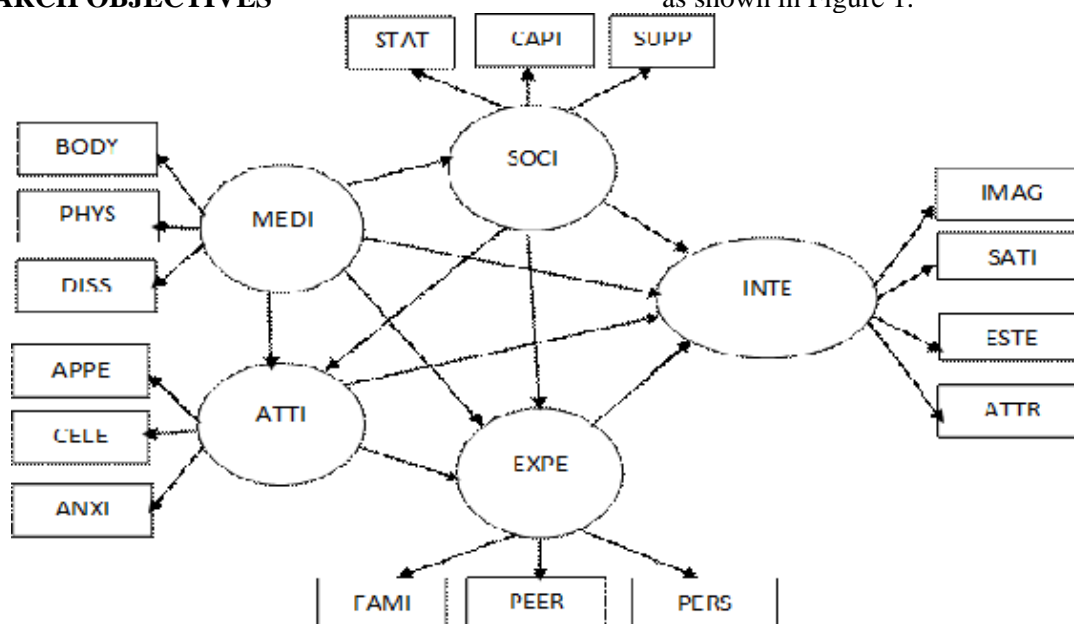


Figure 1 Research Conceptual Framework

## RESEARCH METHODS

This research is a combination of quantitative and qualitative research.

### QUANTITATIVE RESEARCH

The sample was 320 Thai women with no experience in cosmetic surgery aged 20 years and over who made appointments for cosmetic surgery. Use systematic random sampling, population, and samples as shown in Table 1.

Table 1 Cosmetic Surgery, Population and Samples

Cosmetic Surgery Type	Population (persons)	Number of sample (persons)
Rhinoplasty	242	104
Chin augmentation	28	12
Breast augmentation	47	20
Liposuction	96	41

Eye surgery	310	133
Jaw surgery	23	10
<b>Total</b>	<b>746</b>	<b>320</b>

The tool is a query divided into 2 parts: 1) 6 personalities factors, 2-6 options. 2) Questionnaires of factors affecting cosmetic surgery decisions 80 estimates of 5 levels, check tool quality by determining IOC value, found that the IOC value is between 0.60-1.00, and find the alpha coefficient of Cronbach, the confidence of the entire questionnaire is .836, analyze the data by using descriptive statistics, and analyze the structural equation model.

### QUALITATIVE RESEARCH

The key informants are 1) 7 executives or beauty business entrepreneurs, 2) surgeons with experience in cosmetic surgery 5 persons 3) At least 7 Thai women with at least one cosmetic surgery experience, including 19 instruments, are structured interviews, 7 open-ended

questions, quality checks, IOC values, IOC values between 0.80-1.00, analysis of data by analyzing the content, conducting data, and summarizing the form of decision-making of cosmetic surgery of Thai women.

### SUMMARY

1. The decision to perform cosmetic surgery on Thai women (INTE) has a high overall average score ( $\bar{X} = 4.$ , S.D. = 0.56), with shape satisfaction (SATI) having the highest average score ( $\bar{X} = 4.09$ , S.D. = 0.66), second only to self-esteem (ESTE) and attractiveness (ATTR), has the smallest average score ( $\bar{X} = 3.95$ , S.D. = 0.70) represented by table 2.

**Table 2 Average, Standard Deviations and Levels of Cosmetic Surgery Decision Elements**

Cosmetic surgery decisions	$\bar{X}$	S.D.	rating
Body image (IMAG)	3.97	0.69	high
Shape satisfaction (SATI)	4.09	0.66	high
Self-esteem (ESTE)	4.01	0.61	high
Attractiveness (ATTR)	3.95	0.70	high
<b>Total</b>	<b>4.00</b>	<b>0.56</b>	<b>high</b>

2. The influence of social media, attitudes, social conditions and experiences related to cosmetic surgery affects the decision to perform cosmetic surgery on Thai

women. Present hypothetical test results according to Table 3.

**Table 3 Hypothesis Test Results**

Research hypothesis	Path coefficient	t statistics
<b>Hypothesis 1:</b> Social media (MEDI), social conditions (SOCI), attitudes (ATTI), and experience (EXPE) affect cosmetic surgery decisions (INTE).		
1.1 Social media directly affects cosmetic surgery decisions (MEDI --> INTE).	0.18*	2.04
1.2 Social conditions Directly affects the decision to perform cosmetic surgery (SOCI --> INTE).	0.36**	3.46
1.3 Attitude directly affects the decision to perform cosmetic surgery (ATTI --> INTE).	0.41**	3.93
1.4 Experience directly affects cosmetic surgery decisions (EXPE --> INTE).	0.16*	2.07
<b>Hypothesis 2:</b> Social Media (MEDI), Social Conditions (SOCI) and Attitudes (ATTI) affect experience (EXPE).		
2.1 Social media directly affects the experience (MEDI --> EXPE).	0.39**	4.53
2.2 Social conditions directly affect the experience (SOCI --> EXPE).	0.21*	2.33
2.3 Attitude directly affects experience (ATTI --> EXPE).	0.29**	3.18
<b>Hypothesis 3:</b> Social Media (MEDI) and Social Conditions (SOCI) affect attitudes (ATTI).		
3.1 Social media directly affects attitudes (MEDI --> ATTI).	0.43**	5.07
3.2 Social conditions directly affect attitudes (SOCI --> ATTI).	0.52**	5.87
<b>Hypothesis 4:</b> Social Media (MEDI) affects social conditions (SOCI).		
4.1 Social media directly affects social conditions (MEDI --> SOCI)	0.88**	13.53

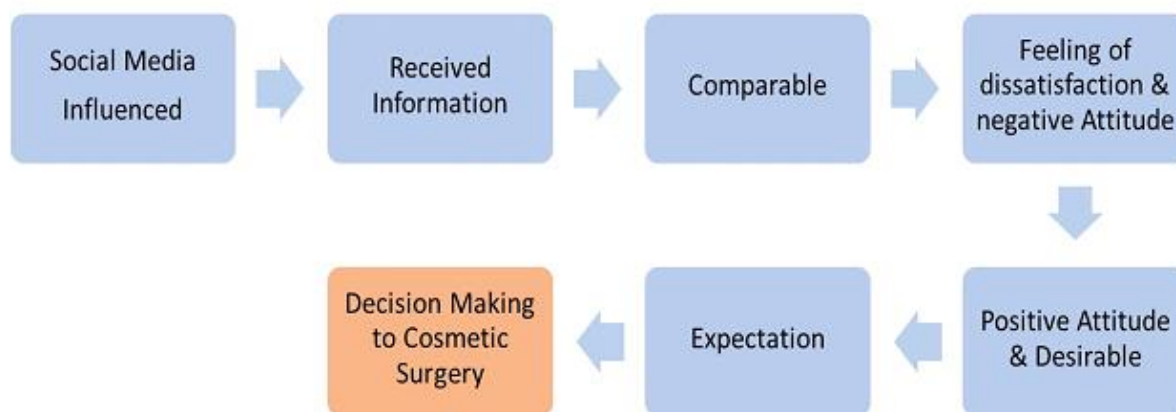
\*\* p value  $\leq 0.01$ , \* p value  $\leq 0.05$

3. Thai Women's Cosmetic Surgery Decision Form: A Case Study of Thai Women in Bangkok 1) Social Media Influence that presents the beauty or good looks of celebrities 2) Women receive received information about their appearance that society recognizes as good or beautiful

3) Comparable feelings of appearance with individuals with socially acceptable appearance 4) Feeling of dissatisfaction & negative attitude to your appearance 5) Positive attitude and desirable to correct or adjust to make

yourself look better 6) Expectations cosmetic surgery can correct or change the appearance of one's appearance or beauty 5) Positive attitude and desirable to correct or adjust to make yourself look better 6) Expectations cosmetic surgery can correct or change the appearance of one's appearance or beauty 7) Decision Making to Cosmetic Surgery.

Thai women's cosmetic surgery decision-making patterns can be presented in Bangkok (S-R-C-F-P-E Model) as pictured 5.1



## DISCUSSION

**1. The level of decision-making for cosmetic surgery of Thai women is high.** Because of the news about celebrities, singer Actors or celebrities who have had surgery have a socially acceptable appearance. So, women decided to have cosmetic surgery to give them the same appearance and assessed that surgery was a way to achieve their expected or necessary goals (Kemel & Traves, 2016). The decision is therefore subject to contemplation and a rational decision (Scott, 1999) after the decision must be controlled and evaluated. To have information about whether the decision is met (Hertwig, Hogarth & Lejarraga, 2018).

2. The influence of social media, attitudes, social conditions and experiences related to cosmetic surgery on the decision to perform cosmetic surgery of Thai women. Details are as follows:

2.1 Social media affect the decision to perform cosmetic surgery on Thai women. Looks good, impressive of celebrities. Singers, actors or celebrities through drama, movies, news, social media are important driving forces, resulting in women having problems with appearance decide on Cosmetic Surgery (Elliott, Chu & Coleman, 2017). Internet Access, Publications and media give consumers the incentive to do cosmetic surgery to be as beautiful as the person presented (Brown et al., 2007). Being influenced by social media can create exposure to attention that has a positive effect on improving the appearance or appearance of consumers. At the same time, it affects individuals who use social media, resulting in

more decisions to perform cosmetic surgery (Sharp, Tiggemann & Mattiske, 2014).

2.2 Attitude affects the decision to perform cosmetic surgery on Thai women due to the information relevant to the positive results of surgery. Women have a positive attitude towards surgery because attitudes are the result of experiencing new experiences that will respond to stimuli in either direction (James, Kenneth & Troy, 2018). Attitudes are positive or negative feelings towards cosmetic surgery, causing reactions to a person's perception as an impulse and motivation to support or resist cosmetic surgery (Sharp, Tiggemann & Mattiske, 2014). Attitudes towards surgery can be formed by social comparisons or outsider views. Clearly determines personal expression behavior and decision-making (James, Kenneth & Troy, 2018).

2.3 Social conditions affect Thai women's cosmetic surgery decisions due to the results of cosmetic surgery of famous persons. Promote image Make it stand out, contributing to more socialization and acceptance from those around you (Carmen, 2017). Surgery increases social costs for themselves to create opportunities and increases social support (Yamamiya, Shimai, Schaefer, Thompsonc, Shroff & Sharma, 2016). Results of image improvements Create career opportunities Higher pay Find jobs more easily and meet the career needs (Cordes et al., 2017).

2.4 Experiences related to cosmetic surgery affect the decision to perform cosmetic surgery on Thai women. Because experience is something that women have experienced from friends, family members or



themselves who have had cosmetic surgery before and are impressed with the results. Confidence will result in most cosmetic surgery decisions (Lu, Zheng, Hu, Lou & Kong, 2017). Influenced by close people, such as friends or acquaintances Recommended boyfriends or lovers/ family members will be incentivized to perform cosmetic surgery. Affects consumer's cosmetic surgery decision-making process (Mozaffari et al., 2019; Zhuming et al., 2016; Carmen, 2017).

3. Thai Women's Cosmetic Surgery Decision Form: A Case Study of Thai Women in Bangkok. This is due to the influence of social media influences that present the beauty or good looks of celebrities. Performers or celebrities undergoing cosmetic surgery. This can be explained as follows: Cosmetic Surgery Operators Bring social media Advertising, especially the use of social media as a tool to communicate information in both image forms. Movies, dramas, celebrities. Singers, Actors or celebrities who undergo cosmetic surgery with a good appearance, continuous beauty and a variety of channels. As a result, consumers who are unhappy or want to flavor, modify their appearance to look better or more beautiful (Aldosari, et al, 2019). When a woman receives received information about the appearance of society, it is accepted that it looks good or beautiful. As a result, women have accumulated knowledge about surgery, including the appearance, aesthetics or good looks of different individuals, leading to a comparable feeling of their appearance with a person with a socially acceptable appearance. When a woman who has the feeling of comparing her appearance to a person with a person with a socially acceptable appearance creates a feeling of dissatisfaction. And there is a feeling of dissatisfaction and negative attitude towards the appearance of oneself who has not under test cosmetic surgery or has gone through cosmetic surgery, but the results may not meet expectations. Therefore, there is a positive feeling or attitude towards cosmetic surgery. I want positive attitude & desirable surgery to correct or make myself look better, so there is an expectation that cosmetic surgery can correct or change the appearance of one's appearance to look good or beautiful. Because information about the results of cosmetic surgery has been recognized before and the decision making to cosmetic surgery eventually followed.

### RECOMMENDATIONS

Research on Thai Women's Cosmetic Surgery Decision Patterns: A Case Study of Thai Women in Bangkok Suggestions are as follows:

### POLICY RECOMMENDATIONS

1. The government should have the right support for cosmetic surgery business operators within the country. To communicate accurate information about surgery by licensed surgeons. To build confidence in the results and safety of the target audience in order to make decisions about surgery in the country.

2. The government should support health tourism with foreign tourists, focusing on health care, cosmetic surgery and tourism of beautiful places within the country, so that more foreign tourists come to Thailand to visit health.
3. Entrepreneurs should create patterns. Good looks, beautiful appearance and Thai people's handsome people are ready to present on social media. To attract the target group to decide on cosmetic surgery, according to the style of Thai people rather than foreigners.

### MANAGEMENT RECOMMENDATIONS

1. The government should encourage beauty entrepreneurs to implement new innovations. Businesses to be able to compete with different countries.
2. Personnel Management, location and tools used in cosmetic surgery are of high quality to create confidence and safety for those who undergo cosmetic surgery.
3. Marketing management, especially at realistic prices, to be able to compete with other countries.
4. Adoption of new innovations in cosmetic surgery to reduce the duration and effects of cosmetic surgery.

### RECOMMENDATIONS FOR THE NEXT RESEARCH

1. Study of factors affecting the effectiveness of beauty business management in Bangkok.
2. Study the competitiveness of beauty businesses in the digital age.

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