THE STUDY OF FACTORS THAT INFLUENCE PATIENT'S CHOICE DECISION
RECEIVING COSMETIC SURGERY: A CASE STUDY OF BUMRUNGRAD
INTERNATIONAL HOSPITAL AND SIAM LASER CLINIC IN BANGKOK,
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RECEIVING COSMETIC SURGERY: A CASE STUDY OF BUMRUNGRAD

INTERNATIONAL HOSPITAL AND SIAM LASER CLINIC IN BANGKOK,

THAILAND

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Petcharat Jeeramakorn

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Author : Petcharat Jeeramakorn

Thesis Committee:

Thesis Advisor _____

(Dr. Sumas Wongsunopparat)

Thesis Co-advisor _____

(Asst. Prof. Dr. Lokweetpun Suprawan)

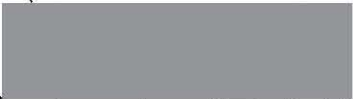Graduate School Representative _____

(Dr. Nittana Tarnittanakorn)

Chairman (External Representative) _____

(Dr. Jiraphan Skuna)

_____

(Suchada Chareanpunsirikul, D.B.A.)

Dean of the Graduate School

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<u>The Study of Factors that Influence Patient's Choice Decision Receiving Cosmetic</u>

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<u>in Bangkok, Thailand</u> (195 pp.).

Advisor: Sumas Wongsunopparat, Ph.D.

ABSTRACT

The purpose of this thesis is to study of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. The author used questionnaire to collect data from 400 patients who were either interested in having cosmetic surgery, having consulted with doctors and being undergone surgical operations from Bumrungrad International Hospital and Siam Laser Clinic both located in Bangkok, Thailand. Binary logit is used in analyzing whether 7P's marketing mix, brand equity, patient behavior and satisfaction effect patient's choice decision. The results show that only certain aspects of 7P's marketing mix, brand equity, patient behavior and satisfaction do effect brand choice. More importantly, our study finds that some main factors seem insignificant when in fact certain dimension of these independent variables are strongly significant and vice versa. Moreover, we also use lifestyle and demographic variables in performing brand segmentation to enable service providers to better understand their patient's characteristics.

Keywords: Cosmetic surgery, Bumrungrad International Hospital, Siam Laser Clinic, Patient's choice decision, Influential factors

Approved: _____

Signature of Advisor

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CHAPTER 1

INTRODUCTION

Introduction

       In this chapter the author in brief describes background related to the matter of research which are cosmetic surgery industry analysis that related to the statement of problem is recommend followed by the purposes of this thesis.

       In this chapter also provided the importance of study, scope of study, focus of study and limitation of study. This thesis for studied in the factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

       In a present day, the cosmetic surgery industry in Thailand is a fast growing business because Thailand is the destination of medical tourism and there are various cosmetic surgery service providers, some cosmetic surgeon has their own business after their full-time job to get more income however we can see this point in statement of problem of this research.

       Cosmetic Surgery mention to interference determined to change, correct, or to adjust configuration, skin color, structure, quintessence, or place of the certain look of the body (Markey, 2004). Cosmetic surgery is a sort of plastic surgery that targets to adjust the cosmetic appearance of personality. Cosmetic surgery can be operated on the neck, face, and any section of the body.

       The demanded cosmetic surgery had been climbing up high in the cosmetic surgery market, and there is so many cosmetic surgery service providers that are mushrooming in Thailand, such as Bumrungrad International Hospital and Siam Laser Clinic.

       According to information by Prof. Dr. Surakiart Sathirathai, Chairman of the Board of Advisors, Wuttisak Group Co., Ltd., revealed that the growth of the business for health and beauty is exciting. If measured from the global market, worth over 900,000 million baht, the ASEAN market has a value of 500,000 million baht and in Thailand the value is 250,000 million baht with a continuous growth rate of 15-20% every year. Meanwhile, in the numbers of over 250,000 million baht, pick up only the

beauty clinic market. Worth more than 30,000 million baht and the cosmetic surgery market, another 30,000 million baht, which both markets grow at an average of at least 10% per year. That is the main reason the government of Gen. Prayut Chanocha tried to push the draft of the development strategy of Thailand as a health center for 10 years, aiming to be Thailand as the health center of the world in 4 areas: Wellness Hub, Medical Center Academic Hub and Academic Hub and Product Hub. Because if successful, according to the plan, it will be able to generate hundreds of millions more baht. The statistics from the health tourism group found that the top 5 medical services in the medical region of the Tourist Group are health check-up services. Cosmetic surgery services Dental service orthopedic services and specialized medical services in cardiac surgery (Manager.com, 2018).

More importantly, Thai society began to accept more cosmetic surgery. Making the market a gap in making money from consumer groups that require safe and quality medical services Based on the annual report of E For L Aim Public Company Limited, the operator of medical device and equipment dealers. Beauty and health As well as being the parent company of "Wuttisak Group", found that only a few leaders in the industry, beauty clinics or beauty clinics in Thailand and can divide the market in 3 levels, i.e. high-end market, level market Mid-end, low-end market, with the total number of clinics not less than 3,000-4,000 nationwide.

For the upper-level market, there were two groups, the hospital group. There were 20 main competitors such as Yanhee Hospital. Bumrungrad International Hospital, Asoke Skin Hospital, Vejthani Hospital Nakhon Thon Hospital and St. Louis Hospital with a beauty clinic group Which had about 30 competitors, such as Pew Dee Clinic, Apex Clinic, Makhintin Clinic, Thaniya Medical Clinic, Meko Clinic, Siam Laser Clinic, and Romrawin. The mid-end market is a highly competitive group and the number of players is more than 100, but not less than 10 market leaders. Somchai and Derm Care.

The last one is the lower level market. There were more than 500 competitors, such as Dr. Muan Chon Laksana Kanchanok, Siripen Clinic and,etc.

It must be assumed that the beauty market in Thailand is in a high growth period. New players happening all the time. Both the hospital group and the beauty

clinic group Which most want to be expanded new customer base such as working men and metrosexual groups (Metrosexual) Group of students/housewives, retirement people with high purchasing power And tourists from CLMV countries, including Cambodia, Laos, Myanmar, Vietnam, and China. However, even though the health and beauty business have a clear segmentation, but rival, hospitals and beauty clinics are trying to adjust strategies. In order to fight, compete and expand the holistic service supporting customers with more diverse needs the war of health and beauty business is hot throughout the year 2017. Check the information. Both the big players and the new competitors are fully invested in the 2018 flag battle. And not just the battle line in the Thai market but long shot to the international market as well (Manager.com, 2018).
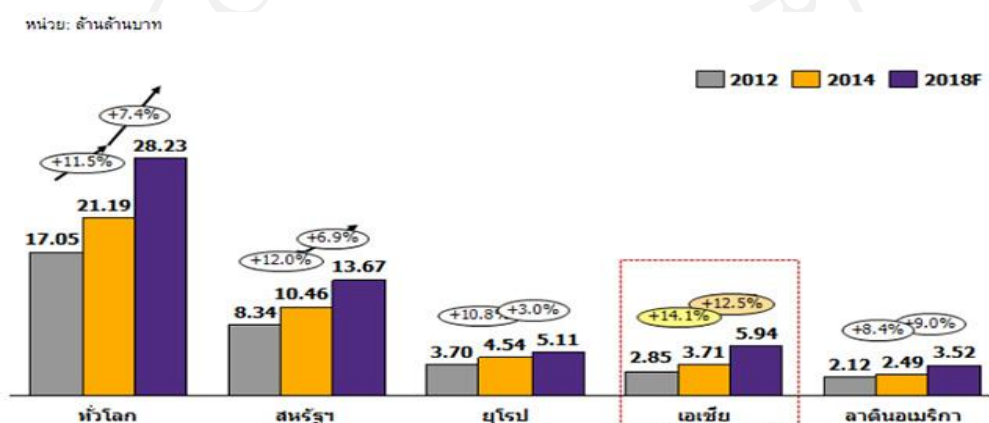
Figure 1.1 Value of beauty market divided by region, year 2012-2018.

Source: Scbeic.com. (2018). *EIC analysis based on data from International Master Courses on Aging Skin.*
Retrieved from https://www.scbeic.com/th/detail/product/2923

The global beauty market grows high. With Asia growing at 14% per year during 2012-2014With supported from health and beauty care trends and entering the elderly society the overall beauty market around the world is worth about 21 trillion baht, growing by 7% per year, while the Asian market is worth about 1 in 5 of the global beauty market (Scbeic.com, 2018).
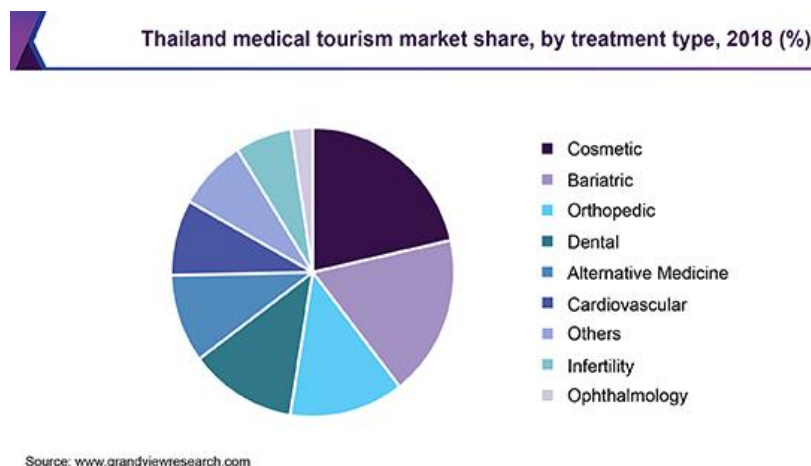
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Source: Grandviewresearch, Inc. (2019). *Medical Tourism Market Size, Share & Trends Analysis Report By Country (Turkey, Costa Rica, Thailand, India, Mexico, Singapore, Brazil, Malaysia, Taiwan, Colombia, South Korea), And Segment Forecasts, 2019 – 2026.*

Retrieved from https://www.grandviewresearch.com/industry-analysis/medical-tourism-market

Most patients stop by Thailand for medical dealings choose for plastic and lose weight by surgery. A few of the ordinary plastic dealings done in the state are breast augmentation, eyelid surgery, tummy tuck, liposuction, Botulinum, chin reduction or augmentation, thermage and ulthera. In Bangkok, Thailand, most patients preferred a type of treatment more than operation (Grandviewresearch.Inc ,2019).
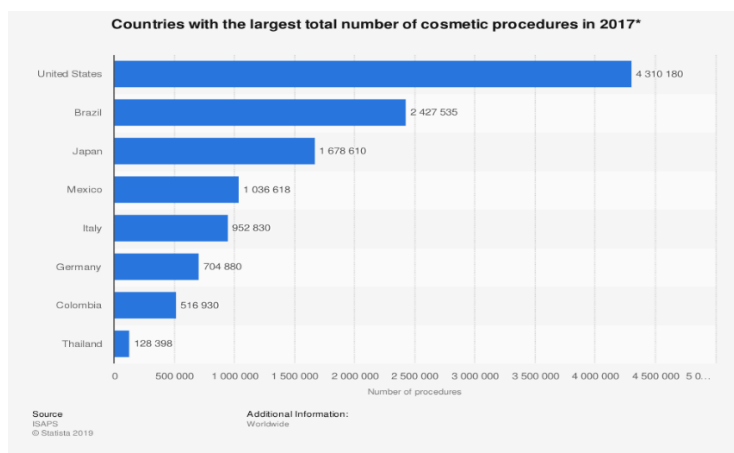
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Source: Statista.com. (2019). *Countries with the largest total number of cosmetic*
       procedures in 2017.
       Retrieved from https://www.statista.com/statistics/293356/leading-countries-
       by-total-number-of-cosmetic-procedures/.

     We can see the number of cosmetic surgery user, in 2017 United States of
America has the highest number and we can see Thailand is the top ten on the graph
also that means Thailand' s cosmetic surgery market is quite big and has potential
growth in the near future (Statista.com, 2019).
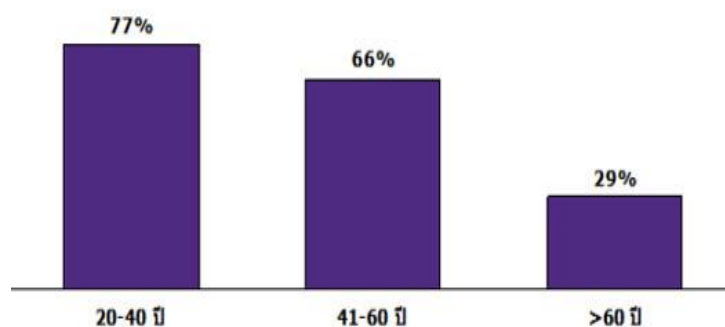
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Source: Scbeic.com. (2018*). EIC analysis based on the survey of the use of beauty*
       products by age.
       Retrieved from https://www.scbeic.com/th/detail/product/2923

A group beauty services that provided a full range of services including skincare and surgery. There was a tendency to grow more than groups that focused on skin treatment only. The Thai beauty market is possible to grow well. Especially among working-age people who pay more attention to health and beauty care. It was found that 60-80% of people with this age demand beauty products and found that people were starting to give heed to health and beauty at the preliminary age. The highest beauty is 77% as per Figure 1.4.

Moreover, higher income also results in the need for complex services rather than just skin treatments. This was in line with the growing trend of increasing age and surgical services and the aesthetic value that changed, as a result, surgery had become commonplace. Currently, surgery is not as complicated as before. Because there are more specialized doctors and modern technology.

In addition, the Thai surgical market and aging have a high potential for growth due to the popularity of medical tourism because Thailand is one of the countries that are famous for surgery. By the International Association of Plastic Aesthetic Surgeons (ISAPS) ranked Thailand as the 8th most famous surgical country in the world, and the number of surgeons per population is ranked 25th, because of the efficiency of service and value Services that are cheaper than many competing countries such as double eyelid surgery in Thailand are 3-4 times cheaper than Korea, thus attracting people in Municipal and international popular cosmetic surgery in Thailand, more data from the use of medical tourist services in health facilities in Phuket. Which is a province that has the potential to provide specialized medical services Found that using the most surgical services, up to 48%, followed by anti-aging treatments 34% (Scbeic.com, 2018).

Howsoever, the growing fairness market makes beauty clinics face fierce competition from oversupply. The growth of the beauty market has created more interest for new investors to invest. Especially in skin care and surgery In addition, the expansion of branches and the development of existing operators has increased.

Type of cosmetic surgery, Facial cosmetic surgery

In the present day, there are many types of cosmetic surgery, the author provides the type of facial cosmetic surgery in this section for the fundamental knowledge of facial cosmetic surgery.

- Eyelid surgery

Figure 1.5 Eyelid surgery.

Source: Bcm.edu. (2019). *Eyelid surgery.* Retrieved from
https://www.bcm.edu/healthcare/care-centers/aesthetics/face-neck/eyelid-
surgery

This cosmetic surgery process can also create double eyelids for Asian eyes. It can give the patients a child look and make them look fresher. In some patients who had a problem with the bags under their eyes, and wrinkles. This surgery can help them improving all the problems at the same time as the procedure. (Kamolhospital.com, 2018).
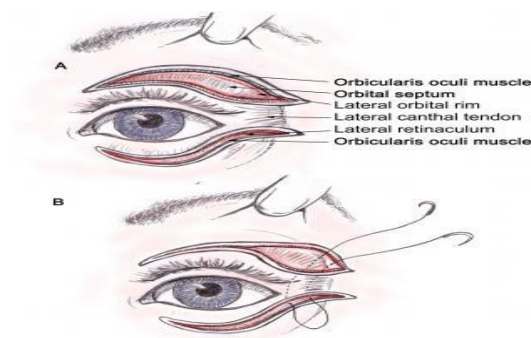
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Source: emedicine.medscape.com. (2019). *Fagien's simplified lateral canthopexy.*

   Retrieved from https://emedicine.medscape.com/article/1281677-treatment
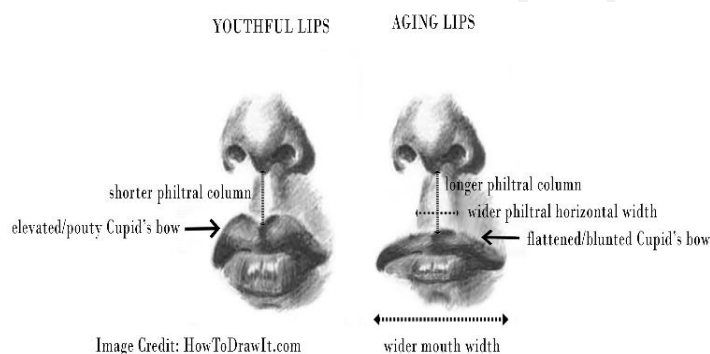
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Source: Amanda.littlescrath. (2018). *Youthful lips and Aging Lips.*

   Retrieved from https://deskgram.net/p/1823934494555928338_3661700311

Lip reduction is a cosmetic surgery process to eliminate additional lips tdeterminant. The requirement of this surgery is to decrease the exaggeratedly appearance of large lips. (Kamolhospital.com, 2018).
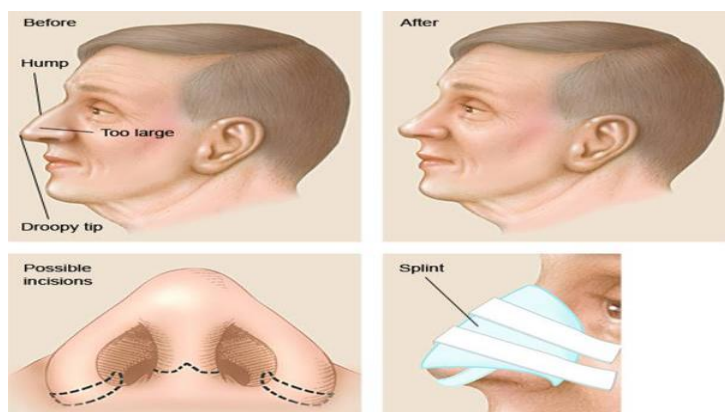
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Source: Barriotremont.com. (2019*). Nose Job: Become more confident.*

Retrieved from http://www.barriotremont.com/become-more-confident/

The important for the surgeon to know the existing problems on patient's nose such as, the patient's nose is too flat, too large, too tiny or too deformed. The nose can be split into 3 parts the bridge, the nose wing, and the nose tip. Many actors and actresses in Thailand have their nose tip solve into the shape of a water drop. The nose is the first thing on our face that they think can attract to the people. Mostly in Thailand, the nose surgery implants could be classified into 3 types: Cartilage, Silicone, and Filler (slcclinic.com, 2018).

Face reduction surgery or Jaw Augmentation

Jaw Augmentation: Typically, men have wide larger jaw bones than women. Normally, women usually have slimmer and smaller jaw bones than men. To corrected or cut the size of jaw bones, the specialized surgeons proposition the following highly skilled process for their consideration (Kamolhospital.com, 2018).

Figure 1.9 Positioning of Jaw Reduction.

Source: Kamolhospital.com. (2018). *Positioning of Jaw Reduction.*
        Retrieved from http://www.kamolhospital.com/stock/userfiles/images/facial-
        surgery/1408778657313.jpg

- Jaw Reduction:
  The jaw reduction or jaw contouring process would make the face look
  narrower and smaller. (Kamolhospital.com, 2018).

Jaw Augmentation, Jaw Implantation, Mandibular Augmentation:
      Jaw Augmentation was the most generally operated to correct lower jaw
structure due to an inborn defect or facial trauma. Jaw Augmentation was the used of
synthetics or biological to augmented or made the mandibular structure of the face to
be more clear or essential. (Kamolhospital.com,2018).

Figure 1.10 Positioning of Jaw Augmentation.

Source: kamolhospital.com. (2018). *Positioning of Jaw Augmentation.*

Retrieved from https://www.kamolhospital.com/en/service/jaw-surgery/

Jaw Augmentation Procedure

Normally, for jaw augmentation, inside cuts were made directly internal the mouth on either side of the lower lip. This adapted accessed allows doctors to produce a pocket that would hold the implant, which helps evade visible scars. (Kamolhospital.com, 2018).

1.1 Background

Cosmetic surgery is so normal today that it looks as simple as buy a thing from a convenience store. Eye, breast augmentation, nose augmentation, liposuction, and tummy tuck were all happen every day. (Žanet, 2015)

Thailand had long been well known as a country with a generous point of view towards the "Third" gender. We can see a lot of famous transgender from Miss Tiffany 2004, Poy Treechada, They treated her like a real woman with no gap for sexual. Now we have a lot of surgeon(specialist) for cosmetic surgery, they're well trained both from domestic and oversea. Patients have many choices depending on what skills they want.

This mixture of modern medical corporation functioning to international standards, well-skilled, universally certified Doctors and professional, friendly of staffs with the novel regaining options make Thailand a distinguish choice for cosmetic surgery (Cimble, 2013).

Bumrungrad International Hospital

Bumrungrad International Hospital provide services 1.1million patients yearly, including over 520,000 international patients. The hospital is in the bottom of Bangkok on Sukhumvit road. There is a 200-bed fine healthcare center for specialty remedy and a head provider in medical itinerary (Yang,2017).   In 2018, Bumrungrad provided services for treatment of foreign patients from more than 190 countries, including more than 629,000 times. Republic of the Union of Myanmar, Oman and the United Arab Emirates (Investor-th.bumrungrad.com,2019).

Siam Laser Clinic

Siam Laser Clinic, Beauty Clinic Which has gained confidence and trust from those who want to experience from "beauty" for over 13 years with expertise from a team of specialists in both skin, plastic surgery All over the body Combined with medical technology that is selected with efficiency, modern, sterile, medical equipment with international standards (Fully Automatic Autoclave), certified tools Doctors from the Food and Drug Administration of Thailand and USA. The standardized service facilities Ministry of Public Health. SLC is committed to providing services that meet the needs of customers to be satisfied and safe. Those who have come to receive services are therefore confident. As well as telling Resulting in continuous new service "Because they sincerely choose the best technology for patients'(Slcclinic.com,2013).

1.2 Statement of Problem

For this part, the author did the question about making the patient's choice decision receiving in cosmetic surgery. What is the factor that they decide to do cosmetic surgery? Where is the cosmetic surgery service providers that they choose?

Nowadays, many cosmetic surgery service providers are still increasing to launch a new brand almost every day. When having a lot of choices, the patient will

make a choice deciding, which one they interested depend on factors that they interested in.

Did cosmetic surgery make patients feel better? researches had shown that patients report improved satisfaction with the body part that they had surgery on, but results were varied on whether cosmetic surgery increases their self-confidence, a better life, and social associations in the long term.

For cosmetic surgery, Thailand is the top ten of the tourist destination for traveling and medical tourism also because in Thailand had many and various cosmetic surgery service providers because the plastic surgeons can do a cosmetic surgery business at the clinic after their full-time job from a hospital for gain more their incomes. In the point of view of patients, they were looking for hospitals or clinics depend on credibility and reliability in the first place before they plan to do cosmetic surgery. So, was the provenance of the statement of problem of this thesis (Wongsamuth, 2017).

In a current study, Sawer-also an associate professor of psychology at the Center for Human Appearance at the University Of Pennsylvania School Of Medicine-found that most of patient that undergone from operations ,they had not satisfy in their cases that caused some patients had a depression syndrome a year after their operation and they are concerned about socializing, they afraid they will not accepted some of them suicide committed.

For Thailand, the Results of Dek-d Poll found that cosmetic surgery not only gained widespread attention and packed with information security. Cosmetic surgery was not scary at first. They also found attentive in cosmetic surgery, in Thailand up to 57.77 percent refers to the cluster of people attentive in cosmetic surgery, and average age dropped. Or refers to people who are less interested in cosmetic surgery started up there. The survey found that discrimination based on age. Thailand youth ages 18-22 years old were the most interesting in surgeries to 68.88 percent. Dekdee.com. (2009).

1.3 Purpose of Study

1. To study the Marketing mix (7P's) such as product, price, place, promotion, process, people and physical evidence of factors that influence patient's choice

decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

2. To study the Brand equity such as brand awareness, brand credibility, brand preference, brand loyalty and brand experience of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

3. To know the Patient behavior such as attitude, perception, beliefs and acceptance of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

4. To study the Patient satisfaction such as patient satisfaction of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

5. To describe different segments of Demographics and lifestyle of patients who come to Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

1.4 Importance of Study

To study of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

1.5 Scope of Study

This thesis, study about the relationship between the Cosmetic Surgery Service Providers, Cosmetic Surgeons (specialist), and the patients who interested in cosmetic surgery, including underwent from cosmetic surgery in Bangkok, Thailand.

1.5.1 Scope of content

In this thesis, the author examined, the factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

This thesis is quantitative research based on the patient who wants to do and done cosmetic surgery.

1.5.2 Scope of Demographics, location, and Sample

The author assigns population and sample as the patients from Bumrungrad International Hospital, Siam Laser Clinic which were in Bangkok, Thailand.

1.5.3 Scope of Related Variables

In this thesis, variables were presented accordingly to the proposed hypothesis as follow;

Main Independent Variables include service quality as follow;

1) Product
2) Price
3) Place
4) Promotion
5) People
6) Process
7) Physical Evidence
8) Brand Awareness
9) Brand Credibility
10) Brand Preference
11) Brand Loyalty
12) Brand Experience
13) Attitude
14) Perception
15) Beliefs
16) Acceptance
17) Patient Satisfaction

1.6 Target Addressee

The target addressee was Thai peoples who located in Bangkok, Thailand that interested in doing cosmetic surgery including patients who never done cosmetic

surgery but thinking about to do it in a future and patients who dissatisfied with previous time operations and still want to keep fixing it.

1.7 Focus and Limitation

With the purpose of this thesis of the topic, The study of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. The author had to make a very clear focused and limitation to studied and researched within the research document. A research was focusing on only, two cosmetic surgery service providers which were Bumrungrad International Hospital and Siam Laser Clinic located in Bangkok, Thailand. The reason why the author chose both results because they are the most popular service providers in Bangkok, Thailand for now in the cosmetic surgery business.

1.8 Definition of Terms

Cosmetic Surgery mention to interference determined to change, correct, or to adjust configuration, skin color, structure, quintessence, or place of the certain look of the body (Markey, 2004).

Service Providers is a business that offers establishments with consulting, legislative, real property, instruction, transmission, various other services, third party, and outsourced. For this thesis means Bumrungrad International Hospital & Siam Laser Clinic (Definitions.net, 2001-2019).

Choice Decision in this thesis means about the Cosmetic Surgery service Provider that patients choose to go for receiving the service such as, Bumrungrad International Hospital is the representative for hospitals and Siam Laser Clinic is the representative for clinics.

Product means the things and services merger the business proposals to the objective market (Kotler & Armstrong, 2010). For this thesis means :the 'Safety of Medical Appliance', 'Standard of Medical Appliance', 'Ready to use in Medical Appliance' 'Unified Treatment', 'Enough per use for Medical Appliance', 'Modern Medical Appliance', 'Ease of access to treatment and 'A variety of Medical of Appliance'.

Price is the quantity of the consumer necessity change to receive the offering (Solomon, 2009). For this thesis means: 'The appropriateness of treatment price', 'Price per treatment in time', 'Cheaper price than others', 'Special rate at different parts', 'Special rate of fixed', 'Installment payment', 'Allow credit card payment' and 'Able to bank transfer payment'.

Place included business actions that conduct a goods accessible to target customers (Kotler & Armstrong, 2010). For this thesis means: Bumrungrad International hospital & Siam Laser Clinic including 'Safety', 'Cleanliness', 'Attractive decoration', 'Convenience to go', 'Available parking area', 'Size of clinic or hospital', 'Near to living' and 'Near to schools'.

Promotion included all the actions marketers assure to tell customers about their goods and to endorsed likely clients to buy these goods. (Solomon, 2009). For this thesis means: 'Satisfaction guarantee', 'Special rate for groups', 'Special event', 'Discount for next purchase', 'After sale service', 'Special discount for loyalty customer' and 'Advertising Celebrity Endorsement'.

Process is the real process, devices, and poured of actions by which the service is transferred (Zeithaml, Bitner, Gremler & Pandit, 2008). For this thesis means: 'Provide clearly details treatment', 'Fast service', 'Service after surgery', 'Convenient room before treatment', 'Appliance safety', 'Availability of times' and 'Process standardize'.

People is all mankind who played a unit in service delivery and accordingly be powerful to the patient's understanding. (Zeithaml, Bitner, Gremler & Pandit, 2008). For this thesis means: patients who interested in cosmetic surgery including, 'Under surgeon supervision', 'Surgeon advices', 'Staff persuasions', 'Friendliness of staffs', 'Greeting of staffs', 'Dressing of staffs' and 'Appearance of staffs'.

Physical Evidence is the surrounding in where the company and patients interrelated, and any tangible constitutive that accommodated act (Zeithaml, Bitner, Gremler & Pandit, 2008). For this thesis means: 'Legal licensing', 'Location is easy to find', 'Convenience to go', 'Cleanliness & Appropriated Layout', 'Reputation', 'Inside & Outside environment', 'Decoration' and 'Located in communities'.

Brand Awareness, Awareness was a significant factor specified in almost all brand equity models (Aaker 1991, Kapferer 1992, 1992, Agarwal and Rao 1996, Krishnan 1996, Na, Marshall and Keller 1999, Mackay 2001). Keller (2003, p.76) defines awareness as "the patients' capability to known and recalled the brand as mirrored by their capability to specify the brand under diverse terms and linkage the emblem, label, mark, and so into view sure associations in remembrance". Aaker (1996) specified other advanced levels of awareness as well remembered and recognition (Aaker, 1991). For this thesis means: The element of Brand Awareness in this thesis such as, 'Good Reputation', 'Good Recognition' and 'Good Recalling'.

Brand Credibility According to Erdem and Swait (2004) credibility is the most important trait of a brand that can sign product positioning. Good guarantee, advertising expenses, and brand names can be served as a sign of quality (Rao et al., 1999). For this thesis means: The element of brand credibility in this thesis such as, 'Service as promised', 'Serve as patients required' and 'Served on time'.

Brand Preference Brand Preference was a selective demand for a firm's brand prettier than a product; the tier to which patients prefer one brand more than another. In an endeavor to build brand preference advertising, the advertising must encourage an objective audience to speculate the benefits of a brand, often by building its prominence as a long-established and relied on name in the industry. If the advertising was successful, the target patient would select the specific brand more than other brands in any genre (Badgujar, 2016).

Patients brand preference was significant step in realization patient brand choice; had hence always acquired excessive attendance from marketers. (Horsky et al. 2006). For this thesis means: The element of brand preference in this thesis such as, 'Decide after viewing advertising', 'Decide after surgeon recommendation' and 'Decide by the promotions'.

Brand Loyalty: Patient's brand loyalty was frequently thought to be the partnership of a brand's equity, if patients buy a goods with few or no concern to the label but only see to the price, goods character and ease, then there was small equity. The loyalty scaled otherwise from the other gages since previous purchase experience is a necessity (Aaker, 1991). If a patient was not happy with a label, they would most try to find another brand. (Hong-bumm et al., 2003) A gratified patient standard

shows information to others that the label was accepted and effective (Aaker, 1991). For this thesis means: The element of brand loyalty in this thesis such as, 'Good feeling with brand/service that chosen', 'Thinking about this brand first' and 'Intend to encourage friends and acquaintances in brand/service'.

Brand Experience had charmed a lot of attendance in the Marketing training. With patients searching not only functional profits of a brand but also emotional experiences, brand experience theory needs to furnish answers on how brand experience can be scaled and how it influences consumer behavior. (ResearchGate, 2016).

For this thesis means: 'Service satisfaction', 'Service impression' and 'Service make happiness' it also may mean about the cosmetic surgeon (specialist) that have a lot of experience in cosmetic surgery cases.

Attitude Kotler (2004) noted that persons tend to have attitudes towards everything like governments, procurement, religious conviction, nourishment, and melody. Boone and Kurtz (2004) defined attitudes as a humanoid 's estimations, that likable or unlikable to some physical, information or individual. Baron and Bryne (1987) defined the attitude as a tough, normal estimation of people, substantial and commercial. For this thesis means: The element of attitude in this thesis such as, 'To present Social, Financial Status Personal Tastes, 'Anyone can do cosmetic surgery as normal', 'Body shame' and 'Get more opportunity to get a job'.

Perception Patients used differs variables to define the quality of goods. This quality lied in the eyes of the patients in question. What may be deemed to be of high quality to one patient may be lower than another. Even though many patients used price as a pointer of goods quality (Kotler 2001). For this thesis means: The element of perception in this thesis such as, 'Advertising persuasion to purchases', 'Information gathering from underwent patients' and 'Decide purchase treatment base on believe'.

Beliefs represent the data, people had about a behavior: its likely consequences, the normative expectations of others and the likely disorders to its performance. Behavioral interferences give the data that change some of these beliefs, or that lead to the data of new beliefs. It was significant that the data was provided as

precise as possible. The ethical logic for this desire was clear, but there were other reasons as well. (David & Louis, 2006). For this thesis means: The element of beliefs in this thesis such as, 'Believe in Reputation', 'Believe in Quality' and 'Believe in an Image'.

Acceptance Cosmetic surgery mentions, a sub-extraordinary that was concerned principally with the repairs, renovation, or heightening of a person's physical presence through operating and therapeutic practices (Edmonds, 2007).For this thesis means: The element of acceptance in this thesis such as, 'Only facial acceptance', 'Face attractiveness for social acceptance' and 'Social accepted in Facial Cosmetic Surgery'.

Patient Satisfaction used to an important idea in marketing works and was an important purpose of all business actions. At the present time, firms challenge their tougher competition, because they moved from products and sales habits to a marketing way of life, which provides a firm a greater chance of outpacing competition (Kotler, 2000). For this thesis means: The element of patient satisfaction in this thesis such as, 'Technological aspects of products & service', 'Cost aspects', 'Quality Aspects', 'Performance aspects' and 'Efficiency aspects'.

1.9 Thesis Outline
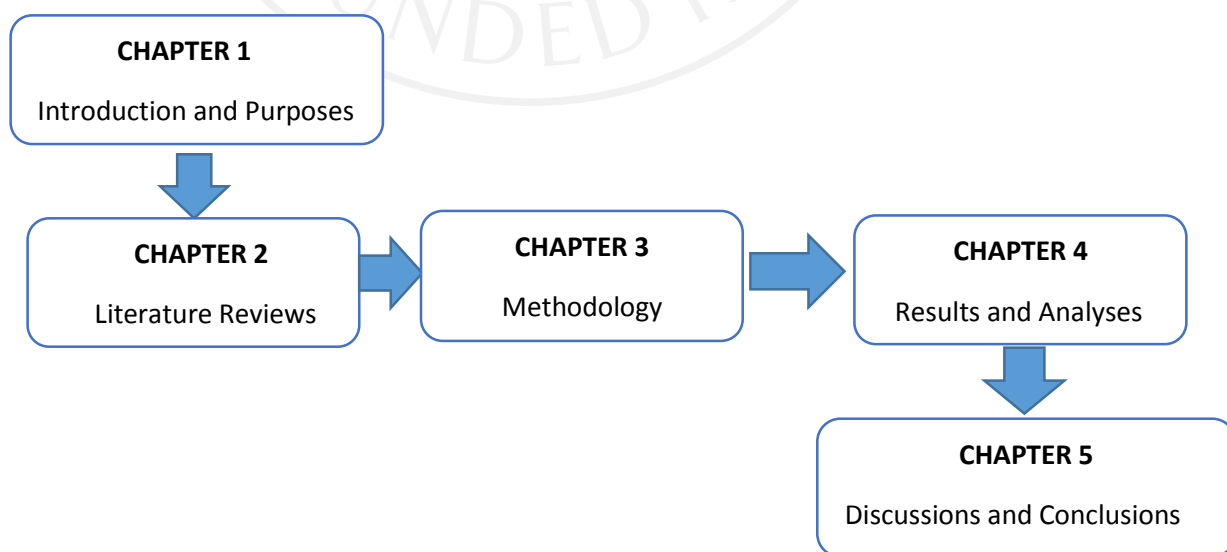
Figure 1.11 Thesis outline.

Chapter 1 - In this section, the author concisely defines background related to the topic of research which was cosmetic surgery industry analysis that related to the Marketing mix (7P's) such as product, price, place, promotion, process, people and physical evidence. Brand equity such as brand awareness, brand credibility, brand preference, brand loyalty and brand experience Patient behavior such as attitude, perception, beliefs, and acceptance. Patient satisfaction such as patient satisfaction, Demographic and Lifestyle of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. The statement of the problem was presented followed by the purpose of this thesis. This chapter also provided the importance of the study, the scope of the study, focus of study and limitation of the study. This for study in factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand seriously.

Chapter 2 – In this section the author provided a Theoretical Foundation which used in this thesis. Tenet come from the literature reviews and analysis of empirical studies related to the subjects of research which was cosmetic surgery industry analysis that related to the Marketing mix (7P's) such as product, price, place, promotion, process, people and physical evidence. Brand equity such as brand awareness, brand credibility, brand preference, brand loyalty and brand experience Patient behavior such as attitude, perception, beliefs, and acceptance. Patient satisfaction such as patient satisfaction, Demographic and Lifestyle of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. The joining and correlation between each theory and framework were also presented in this section.

Chapter 3 – In this section, the author clarified the research strategy and methods used in this thesis. The methodology was presented and reasonable, the author also provided details about data collection for this thesis.

Chapter 4 – In this section, the author presented an analysis of the empirical study would be proceeded by using the framework from the second chapter and methods provided in the third chapter.

Chapter 5 – In this section, the conclusion of the thesis was proposed. The author also gave an idea of this thesis.

CHAPTER 2

LITERATURE REVIEW

In this chapter, the author provided the Theoretical Foundation which used within this thesis. Theories originated from literature reviews and analysis of realistic studies related to the subject of research which was cosmetic surgery industry analysis that related to the, Marketing Mix (7P's), Brand Equity, Patient Behavior, Patient Satisfaction, Demographic and Lifestyle of the study of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. The connection and correlation between each theory and framework are also presented within this chapter.

In this thesis, I mentioned about the Self-Esteem in the previous chapter which I would explain in this chapter about the Maslow's Hierarchy of Needs Theory.

2.1 Maslow's Hierarchy of Needs Theory

In this chapter, the author provided the Theoretical Foundation which used in this thesis. Theories originated from literature reviews and analysis of realistic studies related to the subject of research which was cosmetic surgery industry analysis that related to the, Marketing Mix (7P's), Brand Equity, Patient Behavior, Patient Satisfaction, Demographic and Lifestyle of the study of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. The connection and correlation between each theory and framework are also presented within this chapter.

In this thesis, the author mentioned about the Self-Esteem in the previous chapter which I would explain in this chapter about the Maslow's Hierarchy of Needs Theory.

Maslow required to understand people inspired by what. He had admiration in people have a collection of stimulus systems unconnected to compensation or insensible requirements.

Figure 2.1 Maslow's hierarchy of needs five stages pyramided

Source: Huitt, W. (2007). *Model of five levels of Maslow's Hierarchy needs.*
Retrieved from http://www.edpsycinteractive.org/topics/regsys/maslow.html.

The five stages model could be public into basic needs that physiological, safety, social, and esteem and self-actualization.

Every being was able and had the ambition to motivated up until the hierarchy on a level of self-actualization. Unfortunately, change was frequently sporadic by miscarriage to meet minor level needs. Life skills, including divorced and loss of a job, may inspire an individual to up and down between levels of the hierarchy.

Maslow (1943) demonstrates that people were stimulated to achieve sure needs. When people got one, they will be seeking for the next one to fulfill, and so on. (Maslow, 1943).

2.2 Marketing Mix (7P's)

The marketing mix definition was common. It is about putting the right things or a merger them in the range, at the precise time, and at the precise price. The rough part was responsibility this well, as we want to know every viewpoint our commercial plan.

As we mentioned before, the marketing mix was marvelously related with the 7P's of marketing, the 7P's of Product, Price, Place, Promotion, Process, People and Physical Evidence.

2.2.1 Product means the things and services merger the business proposals to the objective market (Kotler & Armstrong, 2010) For many things is easily the touchable, physical thing that we buy or sell. We could meditate of the goods as untouchable as a service. If goods determinant is to be applied to clarify marketing rules and approaches, each unique determinant ought to rationally steady during the period the description is to be effective. Similarly, each determinant must be widespread in the sense that it is to some degree a character of all goods The Product Marketing Strategy comprises the evolution and the variety of goods. It is a procedure of frequently and methodically evaluating needs of the market and its dissimilar segments to support goods development and newness that provides for those requirements in the most plausible and gainful style. Selling goods is made much uncomplicated when methods in a methodical manner (Miracle, 1965).

In the element of product in this thesis such as, 'Safety of Medical Appliance', 'Standard of Medical Appliance' , 'Ready to use in Medical Appliance' , 'Unified Treatment' , 'Enough per use for Medical Appliance' , 'Modern Medical Appliance' , 'Ease of access to treatment' and 'A variety of Medical of Appliance'. The goods in the service marketing mix are intangible in nature.

2.2.2 Price is the quantity of the consumer ought to change to receive the offering (Solomon, 2009). Pricing tactics is the strategy a company applies to set what it will cost for its goods and services. Price is significant marketing mix objects and various researchers discuss the price as one of the significant components of the bazaar, which growths not only benefit including market share. Howsoever, the price is not significant determinants in a competitive condition, which straight to influence the firm's sales and productivity descriptor. Thus, it is a price is comprehended for example determinant of the marketing mix, creating profits and the most significant purchaser satisfaction and loyalty determinant (Išoraitė, 2016). The firm's goal in the word of price was cost-effectiveness through developing manufacturing and effectiveness, most importantly the marketer needs to escalate the grasp worthiness of the avail of its products and services to the patient. The element of the price in this thesis such as, 'The appropriateness of treatment price', 'Price per treatment in time', 'Cheaper price than others', 'Special rate at different parts', 'Special rate of fixed',

'Installment payment', 'Allow credit card payment', and 'Be able to bank transfer payment'.

      2.2.3 Place included business actions that conduct a goods accessible to target customers (Kotler & Armstrong, 2010). It was the gimmick through which products and services were propelled from the cosmetic surgery providers to the patients. The place is mentioned as a regularity over which the goods similar letters, merchandise is communicated to the purchaser and the value of service is presented in terms of the simple handiness of the goods. This determinant of the marketing mix is attempted and 148 trained in the zone similar to new behavior, suitability to attain the approachability of the goods at the exact time (Nitrosoftware. Inc,2018). The place where clients purchase a goods, and the intends of dispose their goods to that market, must suitable and fitting for the purchaser (CIM, 2015). The element of place in this thesis such as, 'Safety' , 'Cleanliness' , 'Attractive decoration' , 'Convenience to go' ,

'Available parking area' , 'Size of clinic or hospital' , 'Near to living' , and 'Near to schools' .That's means about the cosmetic surgery service providers, such as Bumrungrad Hospital International and Siam Laser Clinic.

      2.2.4 Promotion included all the actions marketers assure to tell customers about their goods and to endorsed likely clients to buy these goods. (Solomon, 2009). The promotion was one of the significant components of the marketing mix strategy by which hospitals could contact to patients about the incitement of their products and services (Ahmad, Al-Orani, Alsharqi, Oalai & Kadi, 2013). The promotion, which aids to expand purchaser knowledge side of their goods, bring about more advanced sales and aids to make brand loyalty. Therefore, the promotion of the marketing mix is an instrument that aids publicize info, inspires the buying and influences the buying determination procedure. The supporter is the most significant purchaser sales promotion instrument including rebates and promotions, along with vouchers, testers, refunding, gifts, competitions, and goods exhibition, and see what stimulates purchaser to purchase (Išoraitė, 2016). There are various promotions elements that were frequently included for elements in this thesis such as, 'Satisfaction guarantee', 'Special rate for groups', 'Special event', 'Discount for next purchase', 'After sale

service', 'Special discount for loyalty customer', 'Advertising', and 'Celebrity Endorsement'.

2.2.5 Process is the real process, devices, and poured of actions by which the service is transferred (Zeithaml, Bitner, Gremler & Pandit, 2008). A lot of clients easily buying goods or service, clients outlay in the whole experience that initiates from the first time they found our firm and final over to buying, that means the process of distributing the goods or service, and the actions of those who distribute, it is precious to client satisfaction (CIM, 2015). The processing element in this thesis such as, 'Provide clearly details treatment', 'Quick service', 'Service after surgery', 'Convenient room before treatment', 'Appliance safety', 'Availability of times', and 'Process standardize'. Staff always concerned and arranged the queuing up for payment properly, Timing of opening and closing of cosmetic service providers.

.   2.2.6 People is all mankind who played a unit in service delivery and accordingly be powerful to the patient's understanding. (Zeithaml, Bitner, Gremler & Pandit, 2008). The tactic that cosmetic surgery service providers used to charm worldwide patients for their nurture in Thailand was to aim at well-cultivated medical experts, they're all educated from the famous institutes from both domestic and overseas, nurses, and staff testified competitive advantages for the hospitals and clinics (Rerkrujipimol, J. & Assenov, I. 2008). Every person who encounters customers will build an impression. A lot of clients unseparated the goods or service from the crew member who offers it, thus their people will have a deep outcome positive or negative on client satisfaction (CIM, 2015).

For this section may also mean about the plastic surgeon give the supervision that made the patients satisfied, the elements in this thesis such as, 'Under surgeon supervision' , 'Surgeon Advises' , 'Staff persuasions', 'Friendliness of staffs', ' Greeting of staffs', and, 'Dressing of staffs' , 'Appearance of staffs' of the cosmetic surgery service providers(Marketing91, 2016)

2.2.7 Physical Evidence is the surrounding in where the company and patients interrelated, and any tangible constitutive that accommodated act (Zeithaml, Bitner, Gremler & Pandit, 2008). Physical Evidence Strategy it could produce a consumer-informally troposphere and concern experienced by accommodations of hospitals and

clinics (Ahmad, Al-Qarni, Alsharqi, Qalai & Kadi, 2013). Physical evidence selecting an unacquainted goods or service is hazardous for the customer because they will know it is good or not after purchase. They can decrease this inconsistency by saving likely clients 'realize' what they are purchasing. The physical evidence proved by an establishment ought to approve the ascription of the client. Few firms obligated clients and request their response; therefore, they can grow quote quality. Fresh clients can realize these certificates and more likely to buy with trust (CIM, 2015).

The element of physical evidence in this thesis such as, 'Legal licensing', 'Location is easy to find', 'Convenience to go', 'Cleanliness & Appropriated Layout', 'Reputation', 'Inside & Outside environment', 'Decoration' and 'Located in communities'.

2.3 Brand Equity

Brand equity was defined as the worth that patients related with a trademark (Aaker, 1991). It was patient's awareness of the total power of a goods bearing that trademark when compared to other products (Lassar, Mittal, & Sharma, 1995).

One predicament when brand equity was significant when a firm needs to enlarge the product line,when brand's equity was good sign, the firm could added the possibility that patients would buy a new goods from them (Erdem, Swait & Valenzuela, 2006). Brand equity is a phrase that we are acquainted with perhaps usage occasionally. It is the worth of the brand in the bazaar. Easily place, a tall equity trademark has elevated worth in the bazaar. Howsoever, it is means precisely is obviously realized (Pullig, 2008). The brand equity element in thesis such as, 'Brand Awareness', 'Brand Credibility', 'Brand Preference', 'Brand Loyalty' and 'Brand Experience'.

2.3.1 Brand Awareness

Awareness was a key factor identified in nearly all brand equity models (Aaker 1991, Kapferer 1992, Keller 1992, Agarwal & Rao 1996, Krishnan 1996, Na, Marshall, Keller 1999 & Mackay 2001). Keller (2003, p.76) definite awareness as "the patients' capability to remembered and understand the goods as mirrored by their capability to classify the trademark under unlike words and to connection the trademark, sign, emblem (Aaker ,1996). Brand awareness, as per one of the primary

magnitudes of brand equity, is frequently regarded to be a requirement of customers' purchasing decisions as it supersedes the main aspect with a trademark in the judgement set. Brand awareness influence customers' realize danger valuation and their trust in the buying choice, since acquaintance with the trademark and its determinants (Moisescu, 2009).

The element of Brand Awareness in this thesis such as, 'Good Reputation', 'Good Recognition' and 'Good Recalling' (Washburn and Plank ,2002).

The Graveyard Model

HIGH

Graveyard   ← BRAND →

RECOGNITION

X
Niche
Brand

LOW

LOW   RECALL   HIGH
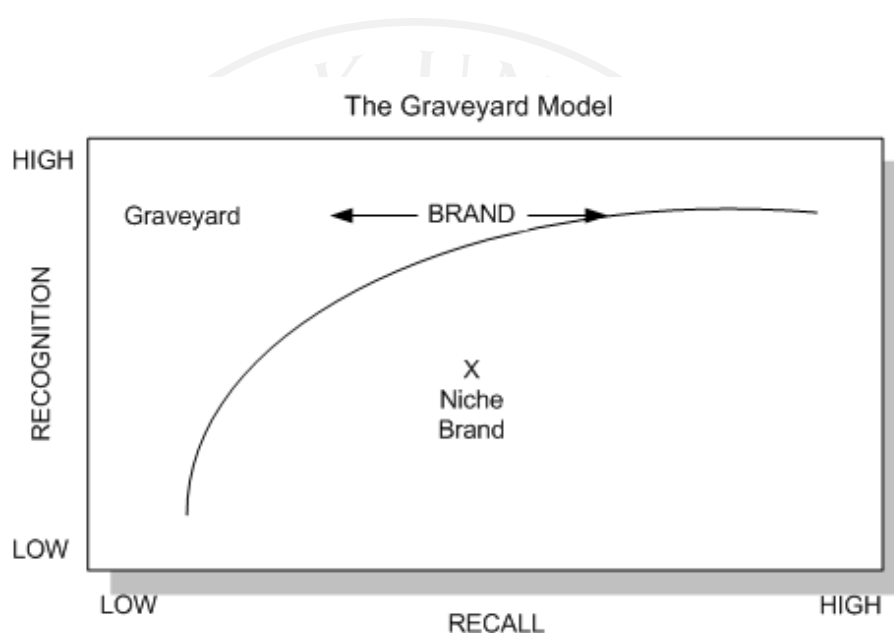
Figure2.2 Brand Awareness.
Source: Aaker, D. A. (1996). Measuring brand equity across products and markets.
        California Management Rev,38(3), 102-120.

The patients will choose the cosmetic surgery service providers by the brand was very well known, such as they know Bumrungrad International Hospital because it is the most famous private hospital in Thailand, and it is the top ten of the best hospital in the world that always have a lot of the patients from overseas come to Bumrungrad International Hospital to treatment. Patients put a high price on the trademark that they were reliable. Reforming, The Marketing Science Institute (Leuthesser,1988) announced that the fundamental factors of patient-grounded brand

equity are that trademark offer benefits to the patients by adjustments goods, as they facilitated the procedure and development of data (Hoyer and Brown 1990).

For this thesis, the association of Bumrungrad International Hospital a brand was created a reliable feeling for the patients because they were known about the reputation of it, they will not let them down in one way or another (Aliabadi, 2012).

2.3.2 Brand Credibility

According to Erdem and Swait credibility was the most important trait of a brand that could sign product positioning. Good guarantee, advertising expenses, and brand names could be served as a sign of quality (Rao et al., 1999).

Brand credibility can be learned from the fountainhead credibility investigation flow. Mine credibility is set as indicating a sender's positive determinant that affects the letter acceptance of a recipient or the faithfulness of an ensemble determine (Wang & Yang, 2010). To our greatest intellect, is the learning that diagnose brand credibility in the service segment. In contrast with this background, the query occur how brand credibility runs in circumstances in which goods are immaterial in wildlife (Leischnig, Geigenmüller & Schmalenbach Bus Rev ,2012). The element of brand credibility in this thesis such as, 'Service as promised', 'Serve as patients required', and 'Served on time'

2.3.3 Brand Preference

Brand preference is discerning desire a firm's trademark more than a goods; the tier which patients preferred a trademark more than other. In an endeavor to build brand preference advertising, the advertising must encourage an objective audience to speculate the benefits of a brand, often by building its prominence as a long-established and relied on name in the industry. If the advertising was successful, the target patient will select the specific brand more than other brands in any genre (Badgujar, S. L.,2016). Patient of brand preference is significant stage in notion patient trademark alternative; had hereby habitually got a marvelous attending from marketers (Horsky et al., 2006). It is discussed as a significant stage in customer decision making, concerning the segment of alternative. In creating brand preference, "the scope to which the client sympathized the planned service offered by their current firm, in contrast to the planned service offered by firms else in their diagnosis

set," with a diagnosis set mentioning to trademark that a customer would regard purchasing in the soon future (Isik & Yasar, 2015).

The element of brand preference in this thesis such as, 'Decide after viewing advertising', 'Decide after surgeon recommendation' and 'Decide by the promotions'.

2.3.4 Brand Loyalty

Figure2.3 Brand Loyalty.

Source: Aaker, D. A. (1991). *Managing brand equity; capitalizing on the value of a brand name*. New York: The Free.

Aaker (1991, 1996) reasoned that brand equity was a multi magnitude built that comprises of brand loyalty (Yoo et al, 2000), advises that brand equity could be formed by supporting those magnitudes.

If a patient unhappy with a trademark that they choose, they will change it so on and so on until they will find the right one (Hong-bumm et al., 2003).

The element of brand loyalty in this thesis such as, 'Good feeling with

brand/service that chosen', 'Thinking about this brand first' and 'Intend to encourage friends and acquaintances in brand/service' (Diery & Malla, 2012).

2.3.5 Brand Experience (Experiential Marketing)

Experiences take point when clients seek goods, stores, are offered service or use goods. Each time clients take a slice in those goings-on, they are declarative to the characteristics of the goods itself, but they are also declarative to other precise

trademark-related incentives such as show the identity of goods, colors, design segment, mottos, charms, and brand feature. As experiences are a result of motivation and offer value, it is likely that clients want to reiteration delightful experiences; the more a trademark brings several experiences dimensions the more satisfied a purchaser will be with a trademark (Moreira, Moutinho & Silva, 2017). The element of brand loyalty in this thesis such as, 'Service Satisfaction', 'Service Impression' and 'Service make Happiness'.

For this thesis, it also may mean about the cosmetic surgeon (specialist) that had a lot of experience in cosmetic surgery cases. For example, when the patients underwent from the operation and they got satisfaction from the case. They would have a positive feeling from the plastic surgeon then they would come back to do it again whenever they want to do the surgery. And they would become a big fan of the surgeon. That's mean the surgeon was the brand experience for this study (Brakus, Schmitt & Zarantonello, 2009).

2.4 Patient behavior

2.4.1 Attitude
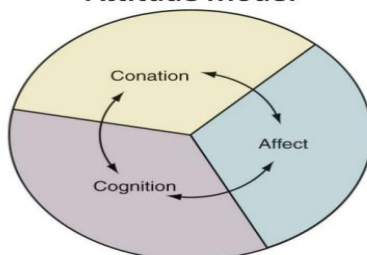
Figure 2.4 A Simple Representation of the Tricomponent.

Source: Kotler, P. (2004). *A Simple Representation of the Tricomponent.* Retrieved from https://slideplayer.com/slide/6864233/.

Kotler famed that people be inclined to be own attitudes to everything as policies, purchasing, faith, nourishment, and harmony. Henceforward, in his research, he is probing that it affects attitudes that helped persona to place these pieces of stuff in a structure as to similar or dissimilar to them (Kotler, 2004). Boone and Kurtz defined attitudes as a humanoid's estimations, that likable or unlikable to some substantial, information or individual Baron and Bryne defined the attitude as a tough, plain estimation of individuals, commercial and substantial. In this study, the inference was made that an attitude is durable because it tends to bear over time and can be considered as common because it uses to more than a temporary event such as viewing an advertisement, although one might over time develop a negative attitude toward all advertisements. Perception of received incentives is significantly have to an effected by attitudes. In actual, the determination to buying a goods are powerfully founded on presently arrogated attitudes about the goods trademark, shop or salesclerk. Attitudes are an individual's lasting favorable or unfavorable assessments, emotions or demeanor nature towards some item (Pondiuni.edu.in. ,2019).

The element of attitude in this thesis such as, 'To present Social Status, Financial Status and Personal Tastes', 'Anyone can do cosmetic surgery as normal', 'Body Shame' and 'Get more opportunity to get a job' (Baron & Bryne,1987).

As Reich (1969) decent put, "acceptance of the body form depended on the mirrors of them that he notations in the attitudes of those surround him." Later, if there were commonly distributed negation attitudes, not only were these patients incapable to experience the anticipated defecation in social relativity, their intimate well-life may wound profoundly. For attitude to cosmetic surgery, [Sewer et al, 2005] informed that their instance of institution women normally seized favorable attitudes to cosmetic surgery like a means of attendance enhancement (Katz, 1937).

2.4.2 Perception

Perception mentions to the means sensational data was systematized, cracked, and consciously experienced. Perception link to both up and down processing. The incentive could affect perception. Our perceptions could be affected by our beliefs, worth, biases, hopes, and life experiences. (Fawcett, Wang, & Birch, 2005). Patients used differs variables to define the quality of goods. This quality lies in the eyes of the patients in question. What might be deemed to be of high quality to one

patient might be lower than another. Even though many patients used price as a pointer of goods quality, there were doubts in patient's minds whether there was a relationship between price, worth and goods quality and more price itself was a rough indicator of goods quality in the lack of any information (Kotler,2001). The quality of our perception relies on the route we process and crack the stimuli or the data reaching our feels. Perception is the procedure, by that, an individual select, collects and interprets the information inputs to make a meaningful image of the earth. When we interpret a predicament or events, we are then in status to rebound (Kotler, 1997). Perception is the implication that an individual characteristic of income incentives collected over the five rhymes – eyesight, earshot, handle, savor and scent. Certainly, a buyer's behavior is influenced by his or her perceptions of a good or service (Pondiuni.edu.in. ,2019). The element of perception in this thesis such as, 'Advertising persuasion to purchases', 'Information gathering from underwent patients' and 'Decide purchase treatment base on believe'.

-Self-Perception

Personally, come to 'know' their own attitudes towards, feelings and other inside states partially by extrapolate them from observing their own lucid behavior or the circumstances in which this behavior happens (Bem, 1985).

-Self-Esteem

This mentions to the evaluation of the worth of the societal group of which one member, such as ethnic, racial, or religious groups (Crocker & Major, 1989). In Thailand, where cultural worth and disciple with socialism (Rojanapanich, 2010). Cosmetic surgery in Thailand was very ordinary nowadays to address the aging of the facial or enhance a body area which could be the beginning of a new better life and happier self-esteem.

2.4.3 Beliefs
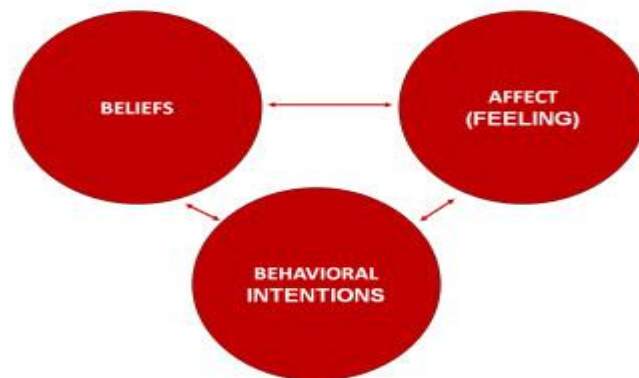
Figure 2.5 Beliefs.

Source: Kotler, P. (2004). *Beliefs*. Retrieved from

https://www.consumerpsychologist.com/cb_Attitudes.html

Regardless of the increasing favoring of cosmetic surgery, insignificant is recognized about the issues that affects attitudes to these methods. The hypothetical model we saw in the study literature (Sarwer, Whitaker, Wadden & Pertschuk, 1997). Regards to cosmetic surgery usage and mention to body image as a main factor. Two of the easy constitutive of body image are presence estimation and presence investment (Cash, 2006).

The primary factor, body discontent, was evidently stated as motivation for surgical innovation. Aggravated body dissatisfaction was known amongst young (Bolton, Pruzinsky, Cash & Persing, 2003) and middle-aged (Sarwer, Wadden, Pertschuk & Whitaker, 1998). Female pre-vivisection patients. Notwithstanding, the second factor was many. Some study has found outstanding levels of aspect investment amongst fresher and middle-aged (Sarwer et al., 1998). Female pre-vivisection patients, while others have found unimportant varies (Didie & Sarwer, 2003).

-Cosmetic beliefs: social devastations overlooked.

The word 'Values' that fact it was not roughly that occurs certainly. But the awareness was produced, and supported descendant remains. Cosmetic values that modification with aged for Thailand in the past, such women were preserved as a prostitute when their teeth were black, or women in modern Western one. There must then be preserved as a sweet fat shape. For the beauty of Thailand presently is must have white skin, shrill waist, hip gestures, which from cosmetic look was allocated over advertising beauty things.

- Boost your self-confidence

This was the wonderful age of social networks where people can connect face to face, almost anywhere, anytime, ladies cannot decline to boost. The investigation found that 99% of females in this digital period lack of confidence in themselves. Especially the value of gorgeousness. From the exterior, the females would provide significance to the most. Good Job! The teenagers would post photographs on Facebook or Instagram each need to check the photograph before. Even cosmetic surgery is now communal for all ages. And a lot of people would not hesitation that it looks decent. Why do I have to threat doing this again until some people addictive surgery? This was because females also lack self-confidence and think to themselves that it was not good-looking people. By disremembering their own value on the other side. In a circumstance, each one had its own benefits, but not to custom it to toughen their self-assurance. For this reason, Dove products had held discussions. "Because you're beautiful than you think" This was for women to see their inner beauty and beauty as they are. There were speakers from various fields, whether academic or thought leaders with interesting views to talk.

Mr. Wannapaphakdee Son Vice President of Marketing for Beauty Products Unilever Thai Group and Mr. Supatta Panyamsaap Director of Hair Care Marketing The first thing to do is research Dove. "The key to breaking the confidence in women's appearance was * Because of Dove's survey on topics. "Attitude and Perspective on Beauty and Confidence" In Thailand, 66% of the respondents were concerned about their self-image. Even though Thai women spend 24 minutes a day in beauty care, which were more than the average for women in South East Asia for

about 19 minutes, only 1% of Thai women were confident. In their own beauty and dared to define themselves. This was the smallest ratio in South East Asia (3% average) and 4% lower than the average for women in the world. ** Most Thai women look at themselves as normal. It did not stand out and look good. In fact, Contrary to the answers of 79% of the sample, it was believed that all women have their own beauty. Dove perceives that the beauty of the look was important because 79 percent of Thai women say, their happiness in beauty makes women happier.

The obvious example was the Dove Real Beauty Sketches video, which was being talked about extensively and had more than 50 million hits on YouTube, which depicts Gilly Mora, a professional detective from EA.FBI the sketches of the narratives described the look of many women's self-image, compared to the sketches of those women, by depicting the look of others. The shocking result was that the sketches from the narratives of other people came out better than the sketches the women described almost every self. Reinforces the results of Dove's survey that women often see their own aesthetic value less than they really are.

"For confidence in women. In psychology, could be developed both by internal factors and external factors. For the factor inside, though, people with a beautiful and perfect appearance tend to be more confident. If we had a positive thinking structure, it was worth seeing and appreciating. And higher education. It could create charmed from confidence. The most popular way was Positive Self Talk or self-esteem training. By talking about our own strengths, three times a day, listening to the opinions of the people we trust and creating our own goals in the right way, it would help us to build confidence from within. The external factors that result from family, friends, society and the media. What can be done to encourage and appreciate the family and the surrounding people? To make people close, positive, and self-worth. "

In addition, Kalamare Pacharasri Benjamas, the news anchor, we all admired that she is one of the strongest of the industry. It helps reinforce the confidence of the girls. "The trick was to take good care of yourself both internally and externally. She believes that the charm of each person comes from being themselves. Respect yourself and be confident to say we are beautiful in our way. The difference was the power to create a unique character for each person, so Mormons would respect

themselves very much, love themselves and let us tell ourselves that we are good in our "way. "

Dr. Oaks - Smith a young doctor after leaving the announcement that felt in love with the girlfriend, Opal. He did not think that's a good idea. But the doctor was the most beautiful of people was not from the outside. But what makes both stables in love was the habit of thinking, rather than secretly dropping the girl that Opal is always beautiful for him. Show that we did not look at the people from the outside only.

Finally, the singer, the voice of the miracle, Amita Tata Young also faced with thyroid disease, swelling up to lack of confidence and stressed to stay up. Finally, learn that the most important thing was to have good health from within, so we have confidence in doing things. If we have confidence in our own beauty and ability, it was appreciated by others as well.

The real beauty is not just outside but inside. The key was to believe. To see the value and good within yourself. Take a deep look at all the women in their own way. When we take the best care of ourselves to pull out the beautiful part of ourselves, we will know that we are beautiful in our way.

For Thai peoples, they believed in physical appearance or face reading. If they have a good face for face reading, they would get healthiness and wealthiest (Sanook.com,2013).

2.4.4 Acceptance

Intended for most firms to be successful, they need to sell their goods or services. To sell goods or services patients necessity admit them, which means they are willing to buy or at least endure them.

Cosmetic surgery mentions a sub-extraordinary that was concerned principally with the repairs, renovation of an individual's physical presence through surgical and medical training. In the United States of America, for case, 11.7 million cosmetic process were operated in 2007, with the expansive mainstream being slightly disturbing procedures (American Society for Aesthetic Plastic Surgery, 2008). Additionally, Swami, Chamorro-Premuzic, and Furnham recommended that these facts under prediction the actual number of process being operated, as they did not dissimulation looks accumulated treatments performed by non-cosmetic surgeons.

(Swami, Chamorro-Premuzic, Bridges & Furnham, 2009). The element of acceptance in this thesis such as Only facial acceptance, Face attractiveness for social acceptance and Social accepted in facial cosmetic surgery.

-Thai youth over half Do Cosmetic Surgery

The results of this survey showed that cosmetic surgery was not only gaining widespread attention and full of reliable information. Make cosmetic surgery was not terrible at first. But the information was more interesting. Thai youth were attentive in cosmetic surgery to 57.77% means that, they attentive in cosmetic surgery and started to abate the average age. Or a young person began to do more plastic surgery. By age-based survey, it was found that Thai youth aged 18-22 were the most interested in surgery, reaching 68.88%. However, there were nearly half of the teenagers who were interested in cosmetic surgery, but they were concerned about the effects and side effects that could follow. There were 41.42% of teenagers who were not interested in cosmetic surgery because of anxiety over health-related issues, while only a small part of the population who are not doing cosmetic surgery was fear of being unacceptable in society.

As we see the news of side effects and the impact of cosmetic surgery that had been presented over time such as news, addiction in cosmetic surgery, injection of certain substances into the body without the right medical principles, and an illegal surgery. It was not standard and safe. The practices of plastic surgery could lead to a variety of lawsuits. The current criticisms of those kinds of things reflect the current state of cosmetic surgery come with a positive and negative influence.

- "Nose" is the most favorite cosmetic surgery stalk.
Presently, nose surgery is so popular. It was found that among the youth who had cosmetic surgery. There were 59.25% of young people who had nose surgery, the next was scars. Skin treatment or facial surgery 46.82%, breast enhancement only 1.73%.

Presently, nose surgery is so popular. It was found that among the youth who had cosmetic surgery. There were 59.25% of young people who had nose surgery, the next was scars. Skin treatment or facial surgery 46.82%, breast enhancement only 1.73%. Showed that, even teen attitudes towards cosmetic surgery were likely to be improved and more attention given. But they would decide to do it or not. It also depends on the social acceptance that must be beautiful to get attention. As noted by

the survey of the reasons for the decision to make cosmetic surgery found that Thai youth 81.82% determined to do plastic surgery because they want to look prettier.

Based on the results of the survey. Most Thai people prefer cosmetic surgery. Assisted and may influence the job. They often have a prototype from a favorite artist. Mostly trusted in a specialist or reputable surgeon. By self-study and through the advice of others, some have also received parental consent. Dr. Grechiporn Sinsiniruk Director of Plastic Surgery of Yanhee Hospital discussed the results of the survey. The age trends of young people who started cosmetic surgery decreased but not too young to do it. Most of them had permission from their parents. This was a teenager who interested in personality, the male was beginning to make more facial surgery, such as the nose.

The standard. First, consider safety and cleanliness. Where do we do that? Some clinics might not like the hospital in terms of equipment. The surgeon concerned about cosmetic surgery in children 13-14 years old because he thinks, they are too young to do it. If something happened to them, it would be a permanent problem for them. However, the opinion of the Thai youth who came to this poll. Both agree and disagree with cosmetic surgery. They agree with that. Cosmetic surgery was normal today. They focused on the face. The first, facial surgery, the skin was equally important. The group agreed that the safety of cosmetic surgery. Some examples were from the respondent who went from cosmetic surgery by had celebrities be an idol.

The people who disagree, worried about the danger, perhaps because there were examples of victims who have been influenced by cosmetic surgery. As mentioned above. It was also unnecessary because there was no need to use the appearance of a career as a star artist. The star artists were already outstanding. So difficult to imitate. For the cosmetic, the surgeon also must consider the structure of the body or face of them as well. However, the results of the survey, along with the comments from the relevant parties, confirmed that. Even the attitude of Thai youth to surgery was changing and it was likely that they would start to do more, but doctors did not abandon the issue of standards and safety. For those who were interested in doing more research. The next thing to worry about was the impact of cosmetic surgery. But it was the value of the present society that good-looking people would

only be accepted. Relevant people should pay close attention and care. (Dekdee.com, 2009).

2.5 Patient Satisfaction

 2.5.1 Satisfaction
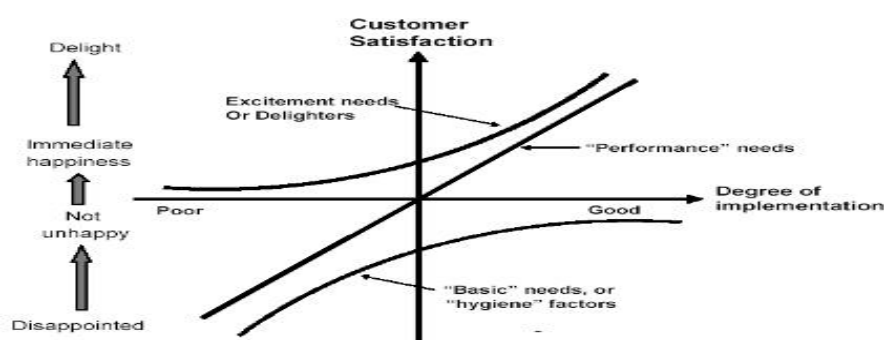
Figure2.6 Customer Satisfaction.

Source: Noriaki, K. (1980). *Customer Satisfaction.*

 Retrieved from https://slideplayer.com/slide/4664302.

   Patient satisfaction is an interaction to the worth receive, so it is inclined to be oriented in the former. Particular avail of patient satisfaction may be associated to loyalty, had the likely to become a future benefit, cut the fee of patient dealings, defeat volatility prediction cash flow, increasing the fee endurance, and increase the bargaining power of public hospitals (Surydana & Pariwisata, 2017). Patient Satisfaction had been an important idea in marketing literature and was a significant aim of all corporate activities. Nowadays, firms confront their harder competition that they moved a goods and sales way of life to a marketing philosophy, which gives a firm a larger chance of outdoing competition (Kotler, 2000).

   Notwithstanding the satisfaction investigation after surgery. Indicative of that many of the patients who underwent cosmetic surgery that needs both the Lancet. Counting knife, but no resident's injection. Such as Botox and several fillers are mainly identified. The appearance of satisfaction in patients more and feel happier but cosmetic surgery might not be the response to make the happiness of life. Specifically, in terms of confidence in themselves more. There are 2 types of patient

who underwent surgery, such as first, for any patient who underwent from cosmetic surgery and had fine mental health mentioned that the surgery makes them happier, really this feeling was very clear in the early days after the surgery.   The last one was most often a decreased sense of self-satisfaction. The appearance was more common defects of the body, self-unfavorable and want to solve them. In their mind want to do a cosmetic surgery over and over because they think that changes the occur after surgery to make them happy. However, Dr.Tilmann Von Soest from the Institute of Psychology in Oslo, Norway. Found that, there were two pieces of recent research findings of the change of mentality after surgery to cover up and had found that patients who underwent surgery already. The psychological changes were very visual and did not encourage anything to the long-standing viability had done (Soest, 2006).

Choice & Decision: We ought to see the choices from which we can pick. Have apparent but frequently they are not and the route we go can have an important haphazard element. Being watchful and capable to see the alternatives. Selecting is the procedure of choices. Typically, we consider each choice, as positive and negative, then pick the most beneficial choice. The decision is a more common phrase that does not indicate the reality of choices. It is ambitious more by needs, aims and complications than by commonly meeting a set of alternatives. It can be genital when it builds choices from which to select, such as when we want to buy something, we are investigating the details of goods that we interested in then we decide to buy it or not (Changingminds.org, 2002-2019).

2.6 Theoretical Foundation

This research focused on factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand

Therefore, the Theoretical Foundation of a conceptual framework has been created base on 17 main independent variables which are Marketing Mix (7P's), Brand Awareness, Brand Credibility, Brand Preference, Brand Loyalty, Brand Experience, Attitude, Perception, Beliefs, Acceptances, Patient Satisfaction, Demographic and Lifestyle of cosmetic surgery has been presented within the literature reviews which covers its concept and measurement.

Related theories and empirical work have been analyzed and selected to fit in with this thesis. First, the author explained a concept and definitions related to the topic which are Marketing Mix (7P's), Brand Equity such as Brand Awareness, Brand Credibility, Brand Preference, Brand Loyalty, Brand Experience, Patient Behavior such as Attitude, Perception, Beliefs, Acceptances, and Patient Satisfaction, Demographic and Lifestyle of cosmetic surgery. Second, the author examined the interrelationship among seventeen variables. Lastly, the author presented the hypotheses for this thesis at the end of this chapter.

Before we have this thesis, the author studied about Marketing Mix (7P's) (Rerkrujipimol & Assenov ,2007) Brand Equity such as Brand Awareness, Brand Credibility, Brand Preference, Brand Loyalty, Brand Experience, Patient Behavior such as Attitude, Perception, Beliefs, Acceptances (Kim, Kim, Kim &Kang ,2008), and Patient Satisfaction (Bazner ,2002) by the literature reviewed all of them. They are all the main independent variables of this thesis.

Hypotheses of this research study for Marketing Mix 7P's

A hypothesis is a concept or notation that we then test through learning and experimentation and provide an educated prospect of survey outcome (Sarantakos, 2012).

A process, based on sample premise and probability theory, used to set that the hypothesis is a rational statement and should not be rejected, or is irrational and should be rejected (cfcc.edu, 2019) A theory is a tested, well-tested, merging notation for a set of testified, verified factors. In order that, do investigation with the research study, it needs to set 2 hypotheses that are the research hypothesis (H1) and the null hypothesis (Ho) (Shuttleworth, 2008).

Ho: mean to there is no relationship between independent variable and dependent variable

Ha: mean at least 1 independent variable relate to dependent variable

- H1 o: Product does not influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H1 a: Product influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H2 o: Price does not influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H2 a: Price influence on the patient's choice decision receiving in cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H3 o: Place does not influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H3 a: Place influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H4 o: Promotion does not influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H4 a: Promotion influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand

- H5 o: Process does not influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H5 a: Process influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H6 o: People does not influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H6 a: People influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H7 o: Physical Evidence does not influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H7 a: Physical Evidence influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

Hypotheses of this research study for brand equity
There are the followings hypotheses for Brand Equity:

- H8 o: Brand Awareness does not influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H8 a: Brand Awareness influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H9 o: Brand Credibility does not influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H9 a: Brand Credibility influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H10 o: Brand Preference does not influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H10 a: Brand Preference influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand

- H11 o: Brand Loyalty does not influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.
- H11 a: Brand Loyalty influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H12 o: Brand Experience does not influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.
- H12 a: Brand Experience influence on the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

Hypotheses of this research study for Patient Behavior

There are the followings hypotheses for Patient Behavior;

- H13 o: Attitude does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.
- H13 a: Attitude influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H14 o: Perception does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H14 a: Perception influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H15 o: Beliefs does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H15 a: Beliefs influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H16 o: Acceptance does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H16 a: Acceptance influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

Hypotheses of this research study for Patient Satisfaction
There are the followings hypotheses for Patient Satisfaction;

- H17 o: Patient satisfaction does not influence a patient's choice decision receiving surgery: a case study of between Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H17 a: Patient satisfaction influence a patient's choice decision receiving surgery: a case study of between Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

2.7 Conceptual Framework
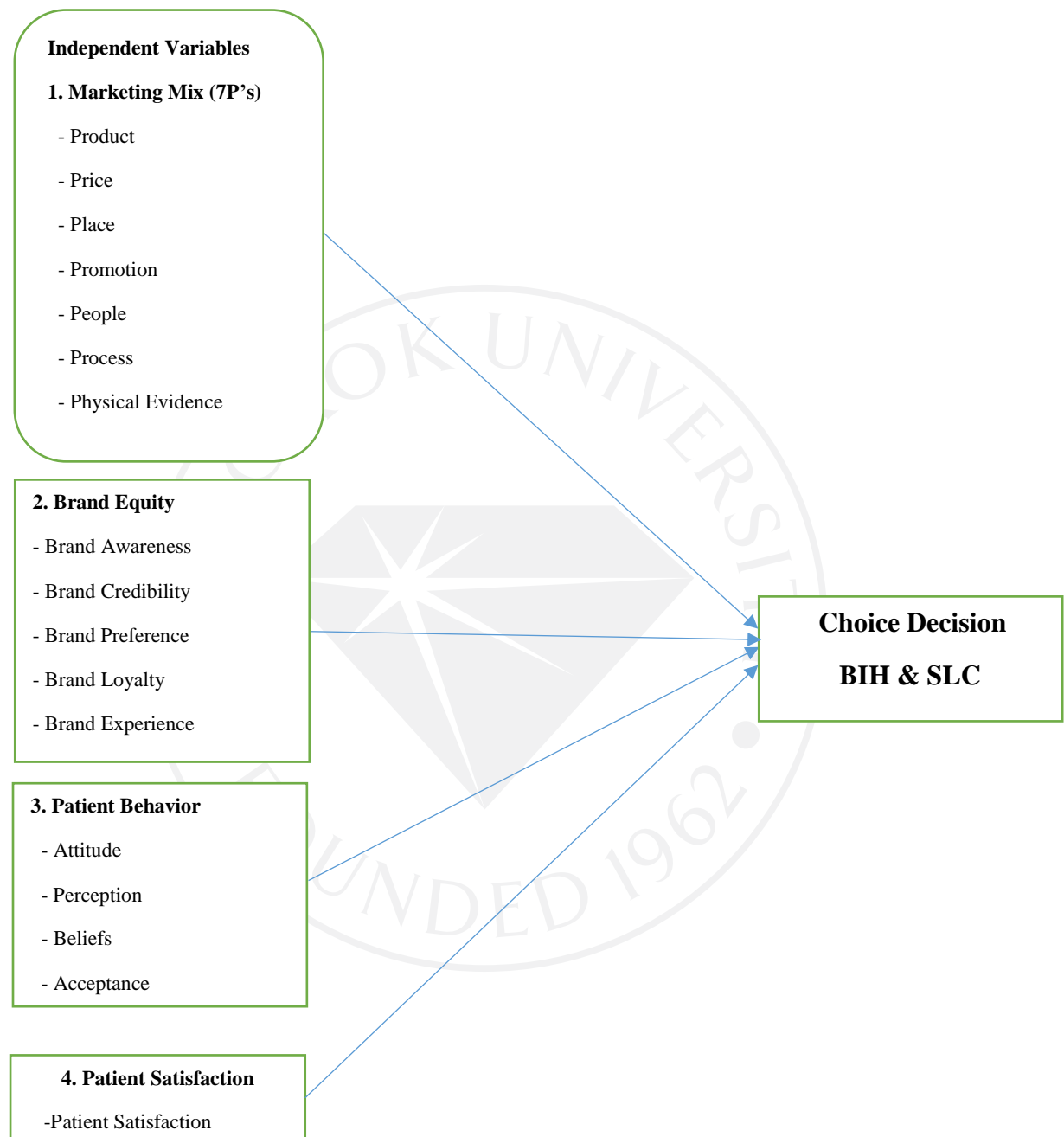
Figure2.7 Conceptual Framework.

CHAPTER 3

RESEARCH METHOLOGY

This thesis based on quantitative methodology and qualitative methodology to gather data in order to achieve the goals and purposes. The study strategies and approaches clarified as following. Questionnaire as the major survey instrument has been interspersed to patients. The research of this study investigates, research interspersed by using questionnaires and as a tool for wagging the study from questionnaires to examined and summarized research design, population, and sample selection, research tool, reliability, and validity valuation, data collection, and statistic for data analysis. The study protocol as described below.

3.1 Research Design

In this thesis, the author collected data and investigated data by using the questionnaire, the purpose of this study was to clarify the factor influencing patient 's choice decisions in cosmetic surgery.

The quantitative analysis wishes numeral data in the look of variables. A variable was a method of determining any determinant that diverges or had two or more possible worth. Many determinants were spontaneously numeral in wildlife (such as age, years of education, profits); for these numeral variables, the quantity used to determine the characteristic were significant in that they determined the amount of that determined that was contemporary. The quantitative method is characteristically speculated to be the more "technical" method to making community science. It is the research approaches that handle with a numeral and anything that is computable in a systematic technique of examination of phenomena and their relationships. It is used to response questions on relationships inside computable variables with a purpose to clarify, forecast and controller a phenomenon. (Tewksbury, 2009). Thus, the questionnaire setting, population and sampling designing, and data collection had been set reasonably. The study of the factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. The survey was using the property as an instrument for gathering data from the sample.

Data were analyzed to draw conclusions from the study. The quantitative approach will be used as preliminary data in which the author used the descriptive research design to gather all data from the respondents. To collected what factors that influences patient's choice decision Cosmetic Surgery. A qualitative approach will be used as minor data that the author gathered, analyzed, and managed the study by using investigative research design through literature reviews, related studies which were journals, theses, articles, books, researches, internet, and articles both domestic and international.

3.1.1 Research Methodology

This study was quantitative data that collected all data from patients who visited Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

Questionnaire Design

In this thesis, the questionnaires were designed to factors that influence patients choice's decisions cosmetic surgery among Bumrungrad International Hospital and Siam Laser Clinic, which were in Bangkok, Thailand, including Marketing mix (7P's) such as product, price, place, promotion, process, people and physical evidence. Brand equity such as brand awareness, brand credibility, brand preference, brand loyalty, and brand experience. Patient behavior such as attitude, perception, perception, beliefs, and acceptance. Patient satisfaction such as patient satisfaction, Demographic and Lifestyle which related to customers designed to patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

3.2 Population

The population in this thesis was patients who decided to do cosmetic surgery, going to do or underwent from cosmetic surgery from Bumrungrad International Hospital and Siam Laser Clinic's patient which located in Bangkok, Thailand.

3.4 Sample Size

Sample: the patients who adjudged to do cosmetic surgery in these two hospitals and clinic in Bangkok was an enormous population, thus, the author has

selected some of them as the sample. According to Cochran W. G. (1953) formula at confidences level of 95% and precision levels = 0.05

Formula $\qquad$ n $\quad = \quad \dfrac{p(1-p)z^2}{d^2}$

Which:

n   is a sample size

P   is a proportion of the population that researchers want to be random for sampling

Z   is the standard confidence level at 95% is equal to 1.96

D   is acceptable sampling error to set at 5% or below 0.05

Formula $\qquad$ n $\quad = \quad \dfrac{(\,0.5)(0.5)1.96^2}{(0.05)^2}$

$\qquad\qquad\qquad\qquad\qquad = \qquad$ 385 samples

Calculated from the sample total, 385 people.

To prevent the error from a survey of a sample of which would affect the credibility of the research, so the author can be added another 15 peoples as a percentage sample was 15% of the total utilized in 400 peoples.

Proportion sampling

The patient's numbers visited Bumrungrad International Hospital, in 2018

The patient's numbers visited Siam Laser Clinic, in 2018

3.3 Sampling Design

The author used Non-probability sampling was a sampling method in which the author chose samples based on the subjective decision rather than haphazard selection. In non-probability sampling, not all memberships of the population had an occasion of associate in the research dissimilar probability sampling, where each fellow of the population has a known chance of being chosen (Bhat, 2019). Sampling affects the selection of a portion of the scantly population being literate. Non-probability sampling does not try to choose a random sample from the population of interest. Howsoever, subjective approaches are used to choose which components are comprised in the sample. Indifference, in probability sampling, each component in the population has a recognized non-zero chance of being chosen using a random

selection process. The usage of a random selection process such as simple random sampling builds it possible to use design-based guesstimate of population means, stature, wholes, and proportions. Standard errors can be computed from a probability sample (Battaglia, 2008).

Quota Sampling: Quota sampling has some likenesses to stratified sampling. The fundamental idea of quota sampling is to set a goal number of finished interviews with precise subsections of the population of interest. Perfectly, the target size of the subsections is based on known data about the target population. The sampling process then moves using a nonrandom selection instrument until the anticipated number of finished respondents is earned for each subsection. An ordinary example is to set 50% of the respondents with males and 50% with females in a random numeral calling interview survey (Battaglia, 2008).

In theory consider, the author used quota sampling to be learning both statistics of male and female patients who visited Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, in 2018 because we used quota sampling for proportioned the patient's number of both in the same amount.

There were 400 peoples who visited both. These 400 patients were known as the sampling size. In order that understands better about a population, the author would need a sample only, not the whole population. Moreover, the author was attentive in strata within the population. Here was where quota sampling aids in dividing the population into strata or groups (Bhat, 2019).

Table3.1 Using quota sampling to distribute questionnaire for this research.

Hospital and Clinic Name	Percentage	Number of Questionnaire
Bumrungrad International Hospital	50%	200
Siam Laser Clinic	50%	200
Total	100%	400

A purposive sample: is a non-probability sample that was chose based on characteristics of a population and the variables of the research, judgmental, selective,

or subjective sampling (Crossman, 2018). A purposive sample mentions to chosen of components based on individual judgement somewhat than randomization. This judgmental sampling is in some method "demonstrative" of the population of interest without sampling at random. One of the commonest uses of purposive sampling is in studies based on very slight numbers of parts or locations (ILO, 2009). We used non-probability sample because we did not know the exact number of both their patients then we used quota sampling in the next stage.

As a result, 400 copies of questionnaires have been gathered by using purposing, Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand by 200 copies per each. The author tried to apply the documentary to both by asking for permission to approach patients, but they said, "It's unnecessary", then the author went to both and approaching every patient who visited the Plastic Surgery Department in both.

In the proportion number of patients who received the cosmetic surgery in cosmetic surgery service providers which were Bumrungrad International Hospital and Siam Laser Clinic in the same amount of number because the author needed to compare the number of patients and make sure that would be good enough information in the significant statistic analyzing.

3.4 Survey Instruments

As the author stated above, the questionnaires for this thesis were based on the topic which factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. Therefore, the questionnaires totally had seven portions as follows:

Part 1. It refers to the Hospital and Clinic at Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. Which Hospital or Clinic that the customer made decisions to do cosmetic surgery?

Table 3.2 Level of Data Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
What among the following choice decision one is your favorite cosmetic surgery in Bangkok?	Nominal	1.Bumrungrad International Hospital 2.Siam Laser Clinic

Part 2. It related to Demographics consisted of the screen using the patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. Including Age, Gender, Nationality, Monthly Income level, Religion, and Education Level.

Table 3.3 Level of Data Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
1.Age	Ordinal	1.Less than 16 years 2.16-25 years 3.26-30 years 4.31-35 years 5.36-45 years 6.More than 45 years
2.Gender	Nominal	1.Male 2.Female
3.Nationality	Nominal	1.Thai 2.American 3.British 4.Other

(Continued)

Table 3.3 (Continued) Level of Data Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
4.Monthly Income Level	Ordinal	1. below 15,000 baht 2. 15,001-30,000 baht 3. 30,001-50,000 baht 4. 50,001-80,000 baht 5. 80,001-100,000 baht 6. More than 100,000 baht
5. Religion	Nominal	1. Buddhism 2. Christ 3. Islam 4. Hindu 5. Other
6. Education Level	Nominal	1. Primary/Middle School 2. High School or equal 3. Diploma/ College 4. Bachelor 's degree 5. Master's degree 6. Doctoral degree

Part 3. It related to factors which influential patient choice's decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand

It consisted of 4 factors: Marketing Mix (7P's) factors, Brand Equity factors, Patient Behavior factors, and Patient Satisfaction factors.

1. Marketing Mix 7P's factors aspect included 7 questions that were

7. Product

8. Price

9. Place

10. Promotion

11. Process

12. People

13. Physical Evidence

2. Brand Equity factors aspects included 5 questions that were

14. Brand Awareness

15. Brand Credibility

16. Brand Preference

17. Brand loyalty

18. Brand Experience

3. Patient Behavior factors aspect included 4 questions that were

19. Attitude

20. Perception

21. Beliefs

22. Acceptance

4. Patient Satisfaction factors aspect includes 1 question that are

23. Patient Satisfaction

All factors were weighted by goal respondents on an eight-point Likert scale. In each question are scaled by Number 0 indicate as "Not any effect" to number 7 indicate as "Extremely important".

The weight (scores) are fixed in each level as below

Not any effect	= 0 point
Not at all important	= 1 point
Low important	= 2 points
Slightly important	= 3 points
Neutral	= 4 points
Moderately important	= 5 points
Very important	= 6 points
Extremely important	= 7 points

For the measurement analysis, the author use means and interval class formula to calculate the range of information in each level as followed;

Interval class   = Range (Max value – Min Value)

                    Number of Interval

             =   (7-0)

                        7

             =   1.00

Therefore, the analysis and interpretation of factors in each aspect will use the average score interpretation that is

Average score of 6.01 – 7.00 refers to extremely important level

Average score of 5.01 – 6.00 refers to Very important level

Average score of 4.01 – 5.00 refers to moderately important level

Average score of 3.01 – 4.00 refers to Neutral level

Average score of 2.01 – 3.00 refers to slightly important level

Average score of 1.01 – 2.00 refers to Low important level

Average score of 0.01 – 1.00 refers to Not at all important level

Average score of 0.00 - 0.00   refers to not any effect level

Part 4. It related to factors of marketing mix 7P's which factors that influence patient choice's decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

It consists of 7 factors: Product, Price, Place, Promotion, Process, People, and Physical Evidence.

1. Product factors aspect includes 8 questions that are

24. Safety of Medical Appliance

25. Standard of Medical Appliance

26. Ready to use in Medical Appliance

27. Unified Treatment

28. Enough per use for Medical Appliance

29. Modern Medical Appliance

30. Ease of access to treatment

31. A variety of Medical of Appliance

2. Price factors aspect includes 8 questions that are

    32. The appropriateness of treatment price

    33. Price per treatment in time

    34. Cheaper price than others

    35. Special rate at different parts

    36. Special rate of fixed

    37. Installment payment

    38. Allow credit card payment

    39. Able to bank transfer payment

3. Place factors aspect includes 8 questions that are

    40. Safety

    41. Cleanliness

    42. Attractive decoration

    43. Convenience to go

    44. Available parking area

    45. Size of clinic or hospital

    46. Near to living

    47. Near to schools

4. Promotion factors aspect includes 8 questions that are

    48. Satisfaction guarantee

    49. Special rate for groups

    50. Special event

    51. Discount for next purchase

    52. After sale service

    53. Special discount for loyalty customer

    54. Advertising

    55. Celebrity Endorsement

5. Process factors aspect includes 7 questions that are

    56. Provide clearly details treatment

    57. Quick service

    58. Service after surgery

    59. Convenient room before treatment

60. Appliance safety

61. Availability of times

62. Process standardize

6. People factors aspect includes 7 questions that are

63. Under surgeon supervision

64. Surgeon Advices

65. Staff persuasions

66. Friendliness of staffs

67. Greeting of staffs

68. Dressing of staffs

69. Appearance of staffs

7. Physical Evidence factors aspect includes 8 questions that are

70. Legal licensing

71. Location is easy to find

72. Convenience to go

73. Cleanliness & Appropriated Layout

74. Reputation

75. Inside & Outside environment

76. Decoration

77. Located in communities

All items were weighted by target respondents on a five-point Likert scale. In each question are scaled by Number 1 indicate as "Strongly Disagree" to number 5 indicate as "Strongly Agree".

The weight (scores) are fixed in each level as below

Strongly Disagree   = 1 point

Somewhat Disagree   = 2 points

Neutral   = 3 points

Agree   = 4 points

Strongly Agree   = 5 points

For the measurement analysis the author used mean and interval class formula to calculate the range of information in each level as followed;

Interval class   = Range (Max value – Min Value)

Number of Interval

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

Therefore, the analysis and interpretation of factors in each aspect will use the average score interpretation that is

Average score of 4.21 – 5.00 refers to Strongly agree level

Average score of 3.41 – 4.20 refers to Agree level

Average score of 2.61 – 3.40 refers to Neutral level

Average score of 1.81 – 2.60 refers to Disagree level

Average score of 1.00 – 1.80 refers to Strongly Disagree level

Part 5. It related to factors of Brand Equity, Patient Behavior and Patient Satisfaction which factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand

It consists of 5 factors: Brand Awareness, Brand Credibility, Brand Preference, Brand Loyalty and Brand Experience

1. Brand Awareness factors aspect includes 3 questions that are

78. Good Reputation

79. Good Recognition

80. Good Recalling

2. Brand Credibility factors aspect includes 3 questions that are

81. Service as promised

82. Serve as patients required

83. Served on time

3. Brand Preference factors aspect includes 3 questions that are

84. Decide after viewing advertising

85. Decide after surgeon recommendation

86. Decide by the promotions

4. Brand Loyalty factors aspect includes 3 questions that are

87. Good feeling with brand/service that chosen

88. Thinking about this brand first

89. Intend to encourage friends and acquaintances in brand/service

5. Brand Experience factors aspect includes 3 questions that are

90. Service Satisfaction

91. Service Impression

92. Service make Happiness

Part 6. It related to factors of Patient Behavior which factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand

It consists of 4 factors: Attitude, Perception, Beliefs and Acceptance

1. Attitude factors aspect includes 4 questions that are

93. Present Social Status, Financial Status & Personal Tastes

94. Anyone can do cosmetic surgery as normal

95. Body Shame

96. Get more opportunity to get a job

2. Perception factors aspect includes 3 questions that are

97. Advertising persuasion to purchases

98. Information gathering from underwent patients

99. Decide purchase treatment base on believe

3. Beliefs factors aspect includes 3 questions that are

100. Believe in Reputation

101. Believe in Quality

102. Believe in an Image

4. Acceptance factors aspect includes 3 questions that are

103. Only facial acceptance

104. Face attractiveness for social acceptance

105. Social accepted in Facial Cosmetic Surgery

Part 7. It related to factors of Patient satisfaction which factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand

It consists of 1 factor: Patient satisfaction

106. Technological aspects of products & service

107. Cost aspects

108. Quality Aspects

109. Performance aspects

110. Efficiency aspects

All items since Part 5-7 were weighted by target respondents on a five-point Likert scale.

In each question are scaled by Number 1 indicate as "Strongly Disagree" to number 5 indicate as "Strongly Agree".

The weight (scores) are fixed in each level as below

Strongly Disagree   = 1 point

Somewhat Disagree   = 2 points

Neutral   = 3 points

Somewhat Agree   = 4 points

Strongly Agree   = 5 points

For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed;

Interval class   = Range (Max value – Min Value)

Number of Interval

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

Therefore, the analysis and interpretation of factors in each aspect will use the average score interpretation that are

Average score of 4.21 – 5.00 refers to strongly agree level

Average score of 3.41 – 4.20 refers to Agree level

Average score of 2.61 – 3.40 refers to Neutral level

Average score of 1.81 – 2.60 refers to Disagree level

Average score of 1.00 – 1.80 refers to Strongly Disagree level

Part 8. It related to Lifestyle consist of the scrutinize using the factors that influence patient's choice decision receiving: a case study of Bumrungrad

International Hospital and Siam Laser Clinic in Bangkok, Thailand, such as Which area of the body would you consider having cosmetic surgery?, If you were to have cosmetic surgery would you keep it a secret? , What would be the biggest reason for having cosmetic surgery? , Would you consider going abroad for cosmetic surgery? Are there any celebrities whose image has influenced you to consider cosmetic surgery? , Have you been considering surgery but not made your mind up yet?, and Would you like to arrange a no obligation phone call with our experts who can advise you of the best course of action?

Table 3.4 Level of Data Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
111. In what area of the body would you consider having cosmetic surgery? (Please tick one or more)	Nominal	1. Face 2. Nose 3. Eyes 4. Neck 5. Breasts 6. Body 7. Other
112. If you were to have cosmetic surgery would you keep it a secret?	Nominal	1. YES 2. NO 3. DON'T KNOW
113. What would be the biggest reason for having cosmetic surgery?	Nominal	1. Self-improvement 2. Confidence boost 3. Corrective 4. Other (please specify)

(Continued)

Table 3.4 (Continued) Level of Data Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
114. Would you consider going abroad for cosmetic surgery?	Nominal	1. YES 2. NO
115. Are there any celebrities whose image has influenced you to consider cosmetic surgery?	Nominal	1. NO 2. YES (please specify)
116. Have you been considering surgery but not made your mind up yet? (please tick one or more)	Nominal	1. Not ready yet 2. Too expensive 3. Haven't found the right clinic 4. Haven't found the right surgeon 5. I have not been considering cosmetic surgery 6. Other (please specify) ………………
117. Would you like to arrange a no obligation phone call with our experts who can advise you of the best course of action?	Nominal	1. NO 2. YES – Please leave your details below (Name, e-mail, phone number and procedure you are interested in)

3.5 Content Validity and Reliability

The investigation inspected two significant aspects, which were content validity and reliability to make certain that the respondents had the same frequent

understanding of the questionnaires. Later, they can respond based on veracity, feeling, and knowledge as the numerical reliability of the questionnaire.

3.5.1 Content validity

Each query was on questionnaires that were from preceding works and pieces of literature. Although the author presented this questionnaire to a thesis advisor and five experienced experts who have experience in an associated field in order to make sure content validity.

1. Ms. Paweena Sengmanee - Marketing Coordinator (Kingfisher Company)

2. Mr. Dr. Sungwien Theppa-Faculty of Law (Public Law) of Suan Sunandra Rjabhat University and Lawyer

3. Mr. Supawat Sawatpiboon - General Manger (Hadson Resort, Prachuapkirikhan)

4. Air vice Marshal Sakpinit Promthep - Director of Administrative Services Royal Thai Air Force and Special Lecturer of Air Force Education

5. Dr. Prapat Jarumonporn - Orthopedic Surgeon (Ruamchaipracharak Hospital)

To create the constancy of questions, the author uses the Index of Item Objective Congruence (IOC) technique to compute the consistency between the objective and content or questions and objective.

$$IOC = \frac{\Sigma R}{N}$$

IOC = consistency between the objective and content or questions and objectives.

ΣR = total assessment points are given by all qualified experts.

N   = the number of qualified experts.

The consistency index value must have the value 0.5 or above to be accepted. After the measurement result, the questions have misused and have adapted to make sure that each question has the constancy index value more than 0.5. Therefore,

$$IOC = \frac{115}{117}$$
$$= 0.982$$

Agreeable to the IOC results of 117 questions on this questionnaire had a value index of item-objective congruence (IOC) equal to 0.982 without any question had IOC index not less than 0.5. Thus, all the questions were reasonable.

3.5.2 Reliability

The author chose the questionnaire to samples as a showed experimentation to inspect the reliability of the questionnaire. The reliability test for this study procedure on the SPSS statistic program by using Cronbach's alpha coefficient.

Table 3.5 Criteria of Reliability

Cronbach's alpha coefficient	Reliability level	Desirability level
0.80-1.00	Very high	Excellent
0.70-0.79	High	Good
0.50-0.69	Medium	Fair
0.30-0.49	Low	Poor
Less than 0.30	Very low	Unacceptable

However, Cronbach's alpha coefficient is more than 0.70. The questionnaire reliability is acceptable (Cronbach, 1951; Olorunniwo el al., 2006).

Table 3.6   The Result of Cronbach's Alpha Test with a pre-test for 30 respondents:
          Factors

All Variables	Cronbach's Alpha
Overall factors	0.869
Product	0.868
Price	0.875
Place	0.853
Promotion	0.863
Process	0.858
People	0.867
Physical Evidence	0.860
Brand Awareness	0.865
Brand Credibility	0.869
Brand Preference	0.863
Brand Loyalty	0.861
Brand Experience	0.865
Attitude	0.854
Perception	0.852
Beliefs	0.858
Acceptance	0.860
Patients satisfaction	0.864

The value of Cronbach's alpha coefficient of the 30-pretest questionnaire of factor is 0.869 So that the result is a very high level

3.6 Data Collection

The data has been gathered in the September 2018, in Bangkok. Some related correlation information and related statistical functions were proceeded and analyzed through SPSS.

In this study, data used within this research include of two types of data which are preliminary data and minor data.

1. Preliminary Data is data admit form questionnaire tools that have been self-administered by sample group which is patients from Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. The entire number of questionnaires was 400 copies consisted of patients from Bumrungrad International Hospital 200 copies and Siam Laser Clinic 200 copies. The data gathering process has been done from September to October 2018.

2. Minor Data is info that has been gathered, diagnosed and organized throughout this study from the reviews of literature in related topics such as international and domestic journals, articles, books, researches, and the Internet.

3.7 Statistics for Data Analysis

Descriptive statistics are concise descriptive coefficients that predicate a given data set, which can be also an illustration of the whole or a sample of a population (Kenton,2018). Descriptive statistics affect concluding and tabulating the data so easy to comprehend (Narkhede, 2018).

Data inspecting a technique for this thesis was procedure on a computer program and presented on a design of table of content with description on each table. As for the statistic for data analysis, the author used; binary logistic regression and cross tabulation. The methods of assessing data using diagnostic and rational to inspect to each constituent of the data provided that. This kind of analysis is just one of the various stages that must be finished when conducting study experimentation. Data design many sources was gathered, reviewed and then inspected to form finding or conclusion. For this method the author used Cross-tabulation on SPSS for testing.

The cross-tabulation table is the basic method for investigative the relationship between two categorical (ordinal and nominal) variables, perhaps ruling for additional layering variables. The Crosstabs technique proposals tests of independence and measures of relatedness and arrangement for ordinal and nominal data. In addition, we can attain estimations of the relative danger of an occurrence given the attendance or nonattendance of a characteristic (Brawijaya Professional Statistical Analysis,2018).

1. Demographics which included Age, Gender, Nationality, Monthly Income level, Religion, and Education Level and Lifestyle of the cosmetic surgery which include On what area of the body would you consider having cosmetic surgery? , If you were to have cosmetic surgery would you keep it a secret? What would be the biggest reason for having cosmetic surgery? Would you consider going abroad for cosmetic surgery? Are there any celebrities whose image has influenced you to consider cosmetic surgery? Have you been considering surgery but not made your mind up yet? Would you like to arrange a no obligation phone call with our experts who can advise you of the best course of action? By using crosstab to analysis.

2. Using Binary logistic regression is the way of choice if our dependent variable is binary and we demand to seek the relative influence of serialized and definite independent variables on our dependent variables, and to evaluate interaction incidents between the independent variables (Strömbergsson, 2009).

Supposed a physician was attentive in assessing the number of patients who visited Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, in 2018. A population, Inferential statistics used a random sample of information got from a population to discoursed and make inferences about the population. Inferential statistics are worth when the inspection of each member of a whole population is not suitable or feasible. (Minitab, LLC. 2019).

The analysis was to find the impact between variables, Marketing Mix (7P's), Brand Equity, Patient Behavior, Patient Satisfaction of the study of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

Hypotheses of this research study for market mix (7P's)

A hypothesis is a concept or notation that we then test through learning and experimentation and provide an educated prospect of survey outcome (Sarantakos, 2012).

A hypothesis is also present notation for an observable scene or a logical prediction of a possible causal correlation among various spectacles. (Diffen.com, n.d.). A theory is a tested, well-tested, merging notation for a set of testified, verified factors. In order that, do investigation with the research study, it needs to set 2

hypotheses that are the research hypothesis (H1) and the null hypothesis (Ho) (Shuttleworth, 2008).

Ho: mean to there is no relationship between independent variable and dependent variable

Ha: mean at least 1 independent variable relate to dependent variable

After we provided the meaning of Marketing Mix (7P's) then we used these as independent variables to set as hypotheses for testing, There are the followings hypotheses for Marketing Mix (7P's):

- H1 o: Product does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H1 a: Product at least 1 factor = A variety of medical appliance influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H2 o: Price does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H2 a: Price at least 1 factor = Allow credit card payment influence a patient's choice decision receiving in cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H3 o: Place does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H3 a: Place at least 2 factors = Safety & Cleanliness influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H4 o: Promotion does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H4 a: Promotion influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand

- H5 o: Process does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H5 a: Process influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H6 o: People does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H6 a: People at least 2 factors = Under surgeon supervision & Appearance of staffs influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H7 o: Physical Evidence does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H7 a: Physical Evidence at least 1 factor = Location is easy to find influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

Hypotheses of this research study for brand equity

There are the followings hypotheses for Brand Equity:

-     H8 o: Brand Awareness does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

-     H8 a: Brand Awareness at least 1 factor = Brand awareness influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

-     H9 o: Brand Credibility does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

-     H9 a: Brand Credibility at least 1 factor = Service as promised influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

-     H10 o: Brand Preference does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

-     H10 a: Brand Preference influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand

-     H11 o: Brand Loyalty does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H11 a: Brand Loyalty influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H12 o: Brand Experience does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H12 a: Brand Experience at least 2 factors = Service satisfaction & Service make happiness influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

Hypotheses of this research study for Patient Behavior

There are the followings hypotheses for Patient Behavior;

- H13 o: Attitude does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H13 a: Attitude at least 1 factor = Attitude influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H14 o: Perception does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H14 a: Perception influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H15 o: Beliefs does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H15 a: Beliefs influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

- H16 o: Acceptance does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.
- H16 a: Acceptance influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

Hypotheses of this research study for Patient Satisfaction
There are the followings hypotheses for Patient Satisfaction;

- H17 o: Patient satisfaction does not influence a patient's choice decision receiving surgery: a case study of between Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.
- H17 a: Patient satisfaction at least 1 factor = Technological aspects of products and services influence a patient's choice decision receiving surgery: a case study of between Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

CHAPTER 4

RESEACH FINDINGS AND DATA ANALYSIS

In This Chapter, the author submits the empirical study of the thesis with an analysis of the empirical study. The analysis fragment would be proceeded by using the technique and framework given in the earlier chapter.

The results of this research would be presented within 2 parts:

Part 1: The Analysis Results for Hypothesis Testing

Part 2: The analytical results for crosstabs testing: demographic and lifestyle of the cosmetic surgery

Part 1: The Analytical Results for Hypothesis Testing

4.1 The analytical results for hypothesis testing:

The analysis factors that influence patient choice's decision including marketing mix (7P's), brand equity, patient behavior and patient satisfaction (7 Likert Scale) toward cosmetic surgery by use Binary logistic regression.

Binary logistic regression

Logistic regression occasionally called the logit model, analyzes the relationship between several independent variables and a categorical dependent variable, and evaluations the possibility of occurrence of an incident by fitting data to a logistic curve. There are two models of logistic regression, multinomial logistic regression and binary logistic regression (Park, 2013).

Binary logistic regression is the way of alternative if our dependent variables is binary and we seek to search the relative effect of serialized independent variables on our dependent variables, and to evaluate interaction influence between the independent variables (Strömbergsson, 2009).

Table 4.1 The Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	49.959	17	0.000
	Block	49.959	17	0.000
	Model	49.959	17	0.000

Table 4.2 The Variables in the Equation: Overall factors

Factors	B	S.E.	Wald	df	Sig.	Exp(B)
Product	-0.291	0.197	2.182	1	0.140	0.748
Price	-0.090	0.236	0.147	1	0.701	0.914
Place	0.219	0.224	0.957	1	0.328	1.245
Promotion	-0.164	0.211	0.601	1	0.438	0.849
Process	-0.125	0.205	0.374	1	0.541	0.882
People	0.073	0.246	0.088	1	0.767	1.075
Physical Evidence	0.026	0.232	0.012	1	0.911	1.026
Brand Awareness	0.593	0.216	7.570	1	0.006*	1.810
Brand Credibility	0.053	0.204	0.067	1	0.796	1.054
Brand Preference	0.302	0.242	1.560	1	0.212	1.353
Brand Loyalty	0.098	0.246	0.158	1	0.691	1.102
Brand Experience	-0.110	0.198	0.311	1	0.577	0.896
Attitude	-0.438	0.220	3.976	1	0.046*	0.645
Perception	0.232	0.247	0.887	1	0.346	1.262
Beliefs	-0.496	0.262	3.587	1	0.058	0.609
Acceptance	0.313	0.240	1.700	1	0.192	1.367
Patient satisfaction	-0.140	0.163	0.745	1	0.388	0.869

Following to table 4.1 and 4.2, The result of binary logistic regression on main independent variables included in this study also reveals that only brand awareness and attitude significantly influence patient's choice decision in receiving cosmetic surgery in Bangkok Thailand, consequently:

We can reject H8 $_o$: Brand awareness does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

And accept   H8 $_a$: Brand awareness influence does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. (0.006 <   0.05)

We can reject H13 $_o$: Attitude does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and   Siam Laser Clinic in Bangkok, Thailand.

And accept   H13 $_a$: Attitude influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. (0.046 < 0.05)

The rest variables from table 4.2, all of them *does not influence* factors a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. (p-value > 0.05) that are product (0.140) ,price (0.701) ,place (0.328),promotion (0.438),process (0.541),people (0.767),physical evidence (0.911),brand credibility (0.796),brand preference (0.212),brand loyalty (0.961),brand experience (0.577),perception (0.346),beliefs (0.058),acceptance (0.192) and patient satisfaction(0.388)

Table 4.3 The Variables in the Equation: marketing mix 7P's, Brand Equity, Patient

Behavior, and Patient Satisfaction

Factors	B	S.E.	Wald	df	Sig.	Exp(B)
Product						
Safety of Medical Appliance	-0.789	0.436	3.280	1	0.070	0.454
Standard of Medical Appliance	0.445	0.410	1.175	1	0.278	1.560
Ready to use in Medical Appliance	-0.284	0.377	0.567	1	0.451	0.753
Unified Treatment	-0.218	0.370	0.346	1	0.556	0.804
Enough per use for Medical Appliance	0.184	0.360	0.262	1	0.609	1.202
Modern Medical Appliance	0.089	0.388	0.053	1	0.819	1.093
Ease of access to treatment	0.021	0.366	0.003	1	0.955	1.021
A variety of Medical of Appliance	-0.823	0.369	4.974	1	0.026*	0.439
Price						
The appropriateness of treatment price	-0.200	0.341	0.344	1	0.557	0.819
Price per treatment in time	0.606	0.342	3.138	1	0.076	1.833
Cheaper price than others	-0.270	0.334	0.657	1	0.418	0.763
Special rate at different parts	0.428	0.345	1.540	1	0.215	1.535
Special rate of fixed	-0.291	0.345	0.713	1	0.398	0.747
Installment payment	-0.379	0.326	1.347	1	0.246	0.685
Allow credit card payment	0.852	0.418	4.159	1	0.041*	2.343
Able to bank transfer payment	-0.397	0.358	1.234	1	0.267	0.672
Place						
Safety	-0.747	0.362	4.247	1	0.039*	0.474

(Continued)

Table 4.3(Continued) The Variables in the Equation: marketing mix 7P's, Brand
Equity, Patient Behavior, and Patient Satisfaction

Factors	B	S.E.	Wald	df	Sig.	Exp(B)
Cleanliness	1.098	0.348	9.968	1	0.002*	2.997
Attractive decoration	0.130	0.311	0.174	1	0.677	1.139
Convenience to go	0.398	0.319	1.556	1	0.212	1.488
Available parking area	-0.400	0.300	1.775	1	0.183	0.670
Size of clinic or hospital	-0.249	0.336	0.549	1	0.459	0.779
Near to living	-0.611	0.368	2.765	1	0.096	0.543
Near to schools	0.509	0.296	2.961	1	0.085	1.664
Promotion						
Satisfaction guarantee	-0.054	0.299	0.032	1	0.857	0.948
Special rate for groups	0.067	0.301	0.049	1	0.825	1.069
Special event	-0.142	0.338	0.176	1	0.675	0.868
Discount for next purchase	-0.224	0.367	0.373	1	0.542	0.799
After sale service	0.255	0.363	0.491	1	0.483	1.290
Special discount for loyalty customer	0.125	0.401	0.098	1	0.754	1.134
Advertising	0.220	0.280	0.619	1	0.431	1.246
Celebrity Endorsement	0.195	0.270	0.523	1	0.469	1.215
Process						
Provide clearly details treatment	-0.580	0.339	2.928	1	0.087	0.560
Quick service	0.519	0.381	1.857	1	0.173	1.680
Service after surgery	0.317	0.387	0.670	1	0.413	1.373
Convenient room before treatment	0.414	0.324	1.635	1	0.201	1.514
Appliance safety	0.030	0.378	0.006	1	0.937	1.030
Availability of times	0.701	0.386	3.293	1	0.070	2.016

(Continued)

Table 4.3(Continued) The Variables in the Equation: marketing mix 7P's, Brand
Equity and Patient Behavior, Patient Satisfaction

Factors	B	S.E.	Wald	df	Sig.	Exp(B)
Process standardize	-0.008	0.352	0.001	1	0.982	0.992
People						
Under surgeon supervision	-0.733	0.322	5.192	1	0.023*	0.480
Surgeon Advices	0.285	0.361	0.623	1	0.430	1.330
Staff persuasions	-0.430	0.310	1.917	1	0.166	0.651
Friendliness of staffs	0.045	0.338	0.018	1	0.895	1.046
Greeting of staffs	0.652	0.380	2.949	1	0.086	1.920
Dressing of staffs	0.338	0.375	0.810	1	0.368	1.402
Appearance of staffs	-0.688	0.326	4.463	1	0.035*	0.502
Physical Evidence						
Legal licensing	-0.290	0.344	0.711	1	0.399	0.749
Location is easy to find	0.650	0.315	4.255	1	0.039*	1.916
Convenience to go	0.166	0.316	0.276	1	0.599	1.181
Cleanliness & Appropriated Layout	0.167	0.306	0.299	1	0.584	1.182
Reputation	-0.222	0.348	0.408	1	0.523	0.801
Inside & Outside environment	-0.664	0.366	3.291	1	0.070	0.515
Decoration	-0.577	0.371	2.410	1	0.121	0.562
Located in communities	0.427	0.355	1.443	1	0.230	1.532
Brand Awareness					0.006*	
Good Reputation	-0.135	0.320	0.178	1	0.673	0.874
Good Recognition	0.544	0.320	2.886	1	0.089	1.723
Good Recalling	0.281	0.305	0.852	1	0.356	1.325
Brand Credibility						
Service as promised	-0.998	0.362	7.609	1	0.006*	0.369

Table 4.3(Continued) The Variables in the Equation: marketing mix 7P's, Brand

Equity, Patient Behavior, and Patient Satisfaction

Factors	B	S.E.	Wald	df	Sig.	Exp(B)
Serve as patients required	0.028	0.358	0.006	1	0.937	1.029
Served on time	0.282	0.342	0.678	1	0.410	1.326
Brand Preference						
Decide after viewing advertising	-0.529	0.291	3.314	1	0.069	0.589
Decide after surgeon recommendation	0.592	0.304	3.783	1	0.052	1.808
Decide by the promotions	-0.045	0.303	0.022	1	0.881	0.956
Brand Loyalty						
Good feeling with brand/service that chosen	0.155	0.313	0.247	1	0.619	1.168
Thinking about this brand first	0.143	0.327	0.190	1	0.663	1.153
Intend to encourage friends and acquaintances in brand/service	-0.482	0.319	2.285	1	0.131	0.618
Brand Experience						
Service Satisfaction	-0.625	0.317	3.874	1	0.049*	0.535
Service Impression	-0.269	0.339	0.628	1	0.428	0.764
Service make Happiness	0.689	0.349	3.886	1	0.049	1.991
Attitude					0.046*	
Present Social Status, Financial Status & Personal Tastes	-0.203	0.380	0.285	1	0.594	0.816
Anyone can do cosmetic surgery as normal	0.173	0.309	0.313	1	0.576	1.189

(Continued)

Table 4.3(Continued) The Variables in the Equation: marketing mix 7P's, Brand
Equity, Patient Behavior, and Patient Satisfaction

Factors	B	S.E.	Wald	df	Sig.	Exp(B)
Body shame	0.731	0.380	3.698	1	0.054	2.077
Get more opportunity to get a job	-0.080	0.334	0.057	1	0.811	0.923
Perception						
Advertising persuasion to purchases	-0.606	0.328	3.414	1	0.065	0.545
Information gathering from underwent patients	0.237	0.291	0.666	1	0.415	1.268
Decide purchase treatment base on believe	0.200	0.320	0.392	1	0.531	1.222
Beliefs						
Believe in Reputation	0.388	0.254	2.337	1	0.126	1.474
Believe in Quality	0.039	0.299	0.017	1	0.896	1.040
Believe in an Image	0.151	0.291	0.269	1	0.604	1.163
Acceptance						
Only facial acceptance	-0.466	0.302	2.373	1	0.123	0.628
Face attractiveness for social acceptance	-0.235	0.331	0.504	1	0.478	0.790
Social accepted in Facial Cosmetic Surgery	0.699	0.347	4.046	1	0.044	2.011
Patient Satisfaction						
Technological aspects of products & service	-1.006	0.370	7.408	1	0.006*	0.366
Cost aspects	0.936	0.355	6.954	1	0.008	2.549
Quality Aspects	-0.268	0.335	0.637	1	0.425	0.765
Performance aspects	-0.312	0.316	0.972	1	0.324	0.732
Efficiency aspects	0.024	0.315	0.006	1	0.939	1.025

Although our previous from table 4.2 that tested hypothesis by binary logistic regression found some main independent variables does not influence a patient's choice decision, however when we performed binary logistic regression on each sub independent variables from table 4.3, we discovered that some of the factors that influences patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok Thailand by the table 4.3, there were 10 sub independent variables such as a variety of medical appliance (0.026) , allow credit card payment (0.041), safety (0.039), cleanliness(0.035),under surgeon supervision (0.023),appearance of staffs (0.035),location is easy to find (0.039),service as promised (0.006), service satisfaction (0.049) and service make happiness (0.049) influence a patient's choice decision receiving in cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand (p-value <0.05).

Table 4.4 Summary of all Results of Hypotheses Testing Both Main and Sub
        Independent Variables

In part of	Main Independent Variables	Sub Independent Variables	Results	
			Significant (accept Ho) (p-value< 0.05)	No Significant (reject Ho) (p-value > 0.05)
Marketing Mix 7P's	H1. Product	-		0.140
		H1.1. Safety of medical appliance		0.070
		H1.2. Standard of Medical Appliance		0.278
		H1.3. Ready to use in medical appliance		0.451
		H1.4. Unified treatment		0.556
		H1.5. Enough per use for medical appliance		0.609
		H1.6 Modern medical appliance		0.819

(Continued)

Table 4.4 (Continued) Summary of all Results of Hypotheses Testing Both Main and
Sub Independent Variables

In part of	Main Independent Variables	Sub Independent Variables	Results	
			Significant (accept Ho) (p-value< 0.05)	No Significant (reject Ho) (p-value > 0.05)
		H1.7. Ease of access to treatment		0.955
		H1.8 A variety of medical appliance	*0.026	
Marketing Mix 7P's	H2. Price	-		0.701
		H2.1 The appropriateness of treatment price		0.557
		H2.2. price per treatment in time		0.076
		H2.3. Cheaper price than others		0.418
		H2.4. Special rate at different parts		0.215
Marketing Mix 7P's		H2.5. Special rate of fixed		0.398
		H2.6. Installment payment		0.246
		H2.7. Allow credit card payment	*0.041	
		H2.8. Be able to banks transfer payment		0.267
Marketing Mix 7P's	H3. Place	-		0.328
		H3.1. Safety	*0.039	
		H3.2. Cleanliness	*0.002	
		H3.3. Attractive decoration		0.677

(Continued)

Table 4.4 (Continued) Summary of all Results of Hypotheses testing both main and

sub independent variables

In part of	Main Independent Variables	Sub Independent Variables	Results	
			Significant (accept Ho) (p-value< 0.05)	No Significant (reject Ho) (p-value > 0.05)
		H3.4. Convenience to go		0.212
		H3.5. Available parking area		0.183
		H3.6. Size of Clinic or Hospital		0.459
		H3.7. Near to living		0.096
		H3.8. Near to schools		0.085
Marketing Mix 7P's	H4. Promotion	-		0.438
		H4.1. Satisfaction guarantee		0.857
		H4.2. Special rate for groups		0.825
		H4.3. Special event		0.675
		H4.4. Discount for next purchase		0.542
		H4.5. After sale service		0.483
		H4.6. Special discount for loyalty customers		0.754
		H4.7. Advertising		0.431
		H4.8. Celebrity endorsement		0.469
Marketing Mix 7P's	H5. Process	-		0.767
		H5.1. Provide clearly detail's treatment.		0.087
		H5.2. Quick Service		0.173

(Continued)

Table 4.4 (Continued) Summary of all Results of Hypotheses Testing Both Main and

Sub Independent Variables

In part of	Main Independent Variables	Sub Independent Variables	Results	
			Significant (accept Ho) (p-value < 0.05)	No Significant (reject Ho) (p-value > 0.05)
		H5.3. Service after Surgery		0.413
		H5.4. Convenient room before treatment		0.201
		H5.5. Appliance safety		0.937
		H5.6. Availability of times		0.070
		H5.7. Process Standardize		0.982
Marketing Mix 7P's	H6. People	-		0.541
		H6.1. Under surgeon supervision	* 0.023	
		H6.2. Surgeon advises		0.430
		H6.3. Staff persuasions		0.166
		H6.4. Friendliness of staffs		0.895
		H6.5. Greeting of staff		0.086
		H6.6. Dressing of staff		0.368
		H6.7. Appearance of staff	*0.035	
Marketing Mix 7P's	H7. Physical Evidence	-		0.911
		H7.1. Legal licensing		0.399
		H7.2. Location is easy to find	*0.039	
		H7.3. Convenience to go		0.599

(Continued)

Table 4.4 (Continued) Summary of all Results of Hypotheses Testing Both Main and
Sub Independent Variables

In part of	Main Independent Variables	Sub Independent Variables	Results	
			Significant (accept Ho) (p-value< 0.05)	No Significant (reject Ho) (p-value > 0.05)
		H7.4. Cleanliness & Appropriated layout		0.584
		H7.5. Reputation		0.523
		H7.6. Inside & outside environment		0.070
		H7.7. Decoration		0.121
		H7.8. Located in communities		0.230
Brand Equity	H8. Brand Awareness	-	*0.006	
		H8.1 Good reputation		0.673
		H8.2 Good recognition		0.089
		H8.3 Good recalling		0.356
Brand Equity	H9. Brand Credibility	-		0.796
		H9.1. Service as promised	*0.006	
		H9.2. Serve as patients required		0.937
		H9.3. Serve on time		0.410
Brand Equity	H10. Brand Preference	-		0.212
		H10.1. Decide after viewing advertising		0.069
		H10.2. Decide from surgeon recommendation		0.052
		H10.3. Decide by the promotions		0.881

(Continued)

Table 4.4 (Continued) Summary of all Results of Hypotheses Testing Both Main and

Sub Independent Variables

In part of	Main Independent Variables	Sub Independent Variables	Results	
			Significant (accept Ho) (p-value< 0.05)	No Significant (reject Ho) (p-value > 0.05)
Brand Equity	H11.Brand Loyalty	-		0.691
Brand Equity		H11.1. Good feeling with brand/service that chosen		0.619
Brand Equity		H11.2. Thinking about this brand first		0.663
		H11.3. Intend to encourage friends and acquaintances in brand or service		0.131
Brand Equity	H12. Brand Experience	-		0.577
		H12.1. Service Satisfaction	*0.049	
		H12.2. Service Impression		0.428
		H12.3. Service make Happiness	*0.049	
Patient Behavior	H13. Attitude	-	*0.046	
		H13.1. Present Social, Financial Status & Personal taste		0.594
		H13.2. Anyone can do cosmetic surgery as normal		0.576

(Continued)

Table 4.4 (Continued): Summary of all Results of Hypotheses Testing Both Main and

Sub Independent Variables

In part of	Main Independent Variables	Sub Independent Variables	Results	
			Significant (accept Ho) (p-value < 0.05)	No Significant (reject Ho) (p-value > 0.05)
		H13.3. Body shame		0.054
		H13.4 Get more opportunity to get a job		0.811
Patient Behavior	H14. Perception	-		0.346
		H14.1. Adverting persuasion to purchases		0.065
		H14.2. Information gathering from underwent patients		0.415
		H14.3. Decide purchase treatment base on believe		0.531
Patient Behavior	H15. Beliefs	-		0.058
		H15.1. Believe in Reputation		0.126
		H15.2. Believe in Quality		0.896
		H15.3. Believe in Image		0.604
Patient Behavior	H.16 Acceptance	-		0.192
		H16.1. Only facial acceptance		0.123
		H16.2. Face attractiveness for social acceptance		0.478

(Continued)

Table 4.4 (Continued) Summary of all Results of Hypotheses Testing Both Main and
Sub Independent Variables

In part of	Main Independent Variables	Sub Independent Variables	Results	
			Significant (accept Ho) (p-value < 0.05)	No Significant (reject Ho) (p-value > 0.05)
		H16.3. Social accepted in Facial cosmetic Surgery		0.044
Patient Behavior	H17. Patient Satisfaction	-		0.388
		H17.1. Technological aspects of products & service	*0.006	
		H17.2. Cost aspects		0.008
		H17.3. Quality aspects		0.425
		H17.4. Performance aspects		0.324
		H17.5. Efficiency aspects		0.939

Therefore, we can summarize the results from hypotheses testing as per figure 4.1
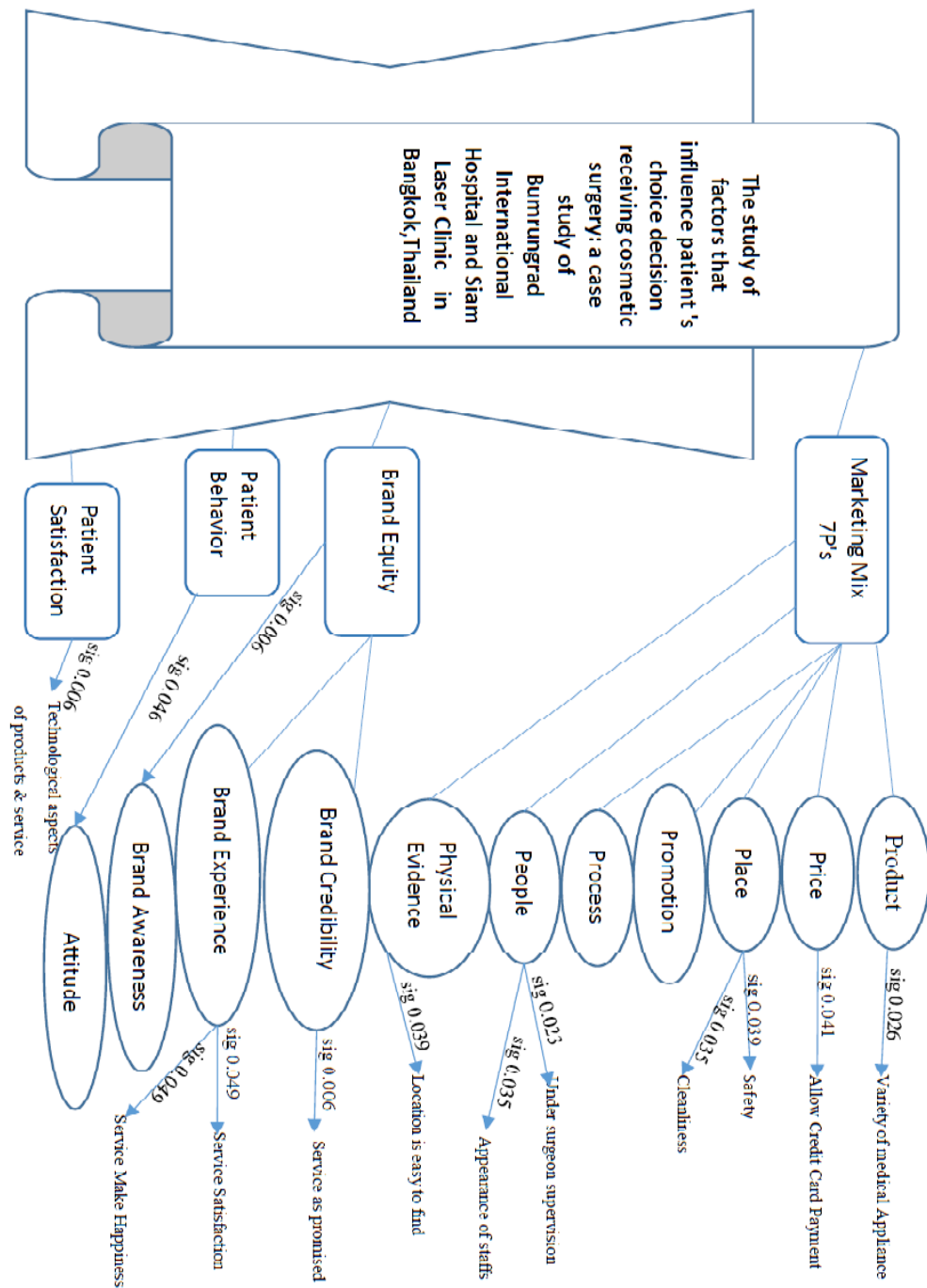
Figure 4.1 The Summarized Hypothesis Result that Influence Patients' Choice
Decision.

Part 2: The analytical results for crosstabs testing: demographic and lifestyle of the cosmetic surgery

For patient segment characteristics comparison study between BIH and SLC, our crosstab analysis reveals the followings:

Table 4.5 The Crosstab Analysis of Demographic of Age

Age		location of cosmetic surgery		Total
		Bumrungrad International Hospital	Siam Laser Clinics	
Less than 16 years	Count	0	2	2
	% within age	0.0%	100.0%	100.0%
	% within location of cosmetic surgery	0.0%	1.0%	0.5%
	% of Total	0.0%	0.5%	0.5%
16-25 years	Count	20	35	55
	% within age	36.4%	63.6%	100.0%
	% within location of cosmetic surgery	10.0%	17.5%	13.8%
	% of Total	5.0%	8.8%	13.8%

(Continued)

Table 4.5 (Continued) The Crosstab Analysis of Demographic of Age

Age		location of cosmetic surgery		Total
		Bumrungrad International Hospital	Siam Laser Clinics	
26-30 years	Count	72	70	142
	% within age	50.7%	49.3%	100.0%
	% within location of cosmetic surgery	36.0%	35.0%	35.5%
	% of Total	18.0%	17.5%	35.5%
31-35 years	Count	45	34	79
	% within age	57.0%	43.0%	100.0%
	% within location of cosmetic surgery	22.5%	17.0%	19.8%
	% of Total	11.3%	8.5%	19.8%
36-45 years	Count	52	46	98
	% within age	53.1%	46.9%	100.0%
	% within location of cosmetic surgery	26.0%	23.0%	24.5%
	% of Total	13.0%	11.5%	24.5%

(Continued)

Table 4.5 (Continued) The Crosstab Analysis of Demographic of Age

| Age | | location of cosmetic surgery | | Total |
		Bumrungrad International Hospital	Siam Laser Clinics	
More than 45 year	Count	11	13	24
	% within age	45.8%	54.2%	100.0%
	% within location of cosmetic surgery	5.5%	6.5%	6.0%
	% of Total	2.8%	3.3%	6.0%
Total	Count	200	200	400
	% within age	50.0%	50.0%	100.0%
	% within location of cosmetic surgery	100.0%	100.0%	100.0%
	% of Total	50.0%	50.0%	100.0%

According to table 4.5 that showed,

1) Less than 16 years old within age interested in cosmetic surgery
   at SLC (0.5%) > BIH (0%)

2) Within 16-25 years old interested in cosmetic surgery at
   SLC (8.8%) > BIH (5.0%)

3) Within 26-30 years old interested in cosmetic surgery at
   SLC (17.5%) < BIH (18%)

4) Within 31-35 years old interested in cosmetic surgery at
   SLC (8.5%) < BIH (11.3%)

5) Within 36-45 years old interested in cosmetic surgery at
   SLC (11.5) < BIH (13%)

6) More than 45 years old interested in cosmetic surgery at
   SLC (3.3%) > BIH (2.8%)

Therefore, Younger patients (>25 years) seem to prefer a clinic over the hospital, however, as they get older (<31 years), they seem to prefer the hospital.

Table 4.6 The Crosstab Analysis of Demographic of Gender

Gender		location of cosmetic surgery		Total
		Bumrungrad International Hospital	Siam Laser Clinics	
Male	Count	30	34	64
	% within age	46.9%	53.1%	100.0%
	% within location of cosmetic surgery	15.0%	17.0%	16.0%
	% of Total	7.5%	8.5%	16.0%
Female	Count	170	166	336
	% within age	50.6%	49.4%	100.0%
	% within location of cosmetic surgery	85.0%	83.0%	84.0%
	% of Total	42.5%	41.5%	84.0%
Total	Count	200	200	400
	% within age	50.0%	50.0%	100.0%
	% within location of cosmetic surgery	100.0%	100.0%	100.0%
	% of Total	50.0%	50.0%	100.0%

According to table 4.6 that showed,

1) Male respondent interested in cosmetic surgery at
SLC (8.5%) > BIH (7.5%)
2) Female respondent interested in cosmetic surgery at
BIH (42.5%) > SLC (41.5%)

Table 4.7 The Crosstab Analysis of Demographic of Religion

Religion		location of cosmetic surgery		Total
		Bumrungrad International Hospital	Siam Laser Clinics	
Buddhism	Count	171	187	358
	% within age	47.8%	52.2%	100.0%
	% within location of cosmetic surgery	85.5%	93.5%	89.5%
	% of Total	42.8%	46.8%	89.5%
Christ	Count	17	9	26
	% within age	65.4%	34.6%	100.0%
	% within location of cosmetic surgery	8.5%	4.5%	6.5%
	% of Total	4.3%	2.3%	6.5%
Islam	Count	10	3	13
	% within age	76.9%	23.1%	100.0%
	% within location of cosmetic surgery	5.0%	1.5%	3.3%
	% of Total	2.5%	0.8%	3.3%
Hindu	Count	2	1	3
	% within age	66.7%	33.3%	100.0%
	% within location of cosmetic surgery	1.0%	0.5%	0.8%
	% of Total	0.5%	0.3%	0.8%

Table 4.7 (Continued) The Crosstab Analysis of Demographic of Religion

| Religion | | location of cosmetic surgery | | Total |
		Bumrungrad International Hospital	Siam Laser Clinics	
Total	Count	200	200	400
	% within age	50.0%	50.0%	100.0%
	% within location of cosmetic surgery	100.0%	100.0%	100.0%
	% of Total	50.0%	50.0%	100.0%

According to table 4.7that showed,

1) Buddhism respondent interested in cosmetic surgery at
   SLC (46.8%) > BIH (42.8%)
2) Christ respondent interested in cosmetic surgery at
   SLC (2.3%) < BIH (4.3%)
3) Islam respondent interested in cosmetic surgery at
   SLC (0.8%) < BIH (2.5%)
4) Hindu respondent interested in cosmetic surgery at
   SLC (0.3%) < BIH (0.5%)

Therefore, Buddhism an indifferent number between hospital & clinic choice however for non-Buddhism such as Christ, Islam, and Hindu, the hospital is preferring choice.

Table 4.8 The Crosstab Analysis of Demographic of Nationality

| Nationality | | location of cosmetic surgery | | Total |
		Bumrungrad International Hospital	Siam Laser Clinics	
Thai	Count	193	198	391
	% within age	49.4%	50.6%	100.0%
	% within location of cosmetic surgery	96.5%	99.0%	97.8%
	% of Total	48.3%	49.5%	97.8%
American	Count	5	0	5
	% within age	100.0%	0.0%	100.0%
	% within location of cosmetic surgery	2.5%	0.0%	1.3%
	% of Total	1.3%	0.0%	1.3%
British	Count	1	2	3
	% within age	33.3%	66.7%	100.0%
	% within location of cosmetic surgery	0.5%	1.0%	0.8%
	% of Total	0.3%	0.5%	0.8%
Other	Count	1	0	1
	% within age	100.0%	0.0%	100.0%
	% within location of cosmetic surgery	0.5%	0.0%	0.3%
	% of Total	0.3%	0.0%	0.3%

(Continued)

Table 4.8 (Continued) The Crosstab Analysis of Demographic of Nationality

Nationality		location of cosmetic surgery		Total
		Bumrungrad International Hospital	Siam Laser Clinics	
Total	Count	200	200	400
	% within age	50.0%	50.0%	100.0%
	% within location of cosmetic surgery	100.0%	100.0%	100.0%
	% of Total	50.0%	50.0%	100.0%

According to table 4.8 that showed,

1) Thai respondent interested in cosmetic surgery at
   SLC (49.5%) > BIH (48.3%)
2) American respondent interested in cosmetic surgery at
   SLC (0.0%) < BIH (1.3%)
3) British respondent interested in cosmetic surgery at
   SLC (0.5%) < BIH (0.3%)
4) Other respondent interested in cosmetic surgery at
   SLC (0.0%) < BIH (0.3%)

Therefore, most of the respondents of this survey were Thai respondents much more over the other nationality.

Table 4.9 The Crosstab Analysis of Demographic of Monthly Income Level

Monthly Income level		location of cosmetic surgery		Total
		Bumrungrad Hospital International	Siam Laser Clinics	
below 15,000 baht	Count	3	22	25
	% within age	12.0%	88.0%	100.0%
	% within location of cosmetic surgery	1.5%	11.0%	6.3%
	% of Total	0.8%	5.5%	6.3%
15,001-30,000 baht	Count	59	69	128
	% within age	46.1%	53.9%	100.0%
	% within location of cosmetic surgery	29.5%	34.5%	32.0%
	% of Total	14.8%	17.3%	32.0%
30,001-50,000 baht	Count	78	60	138
	% within age	56.5%	43.5%	100.0%
	% within location of cosmetic surgery	39.0%	30.0%	34.5%
	% of Total	19.5%	15.0%	34.5%
50,001-80,000 baht	Count	38	22	60
	% within age	63.3%	36.7%	100.0%
	% within location of cosmetic surgery	19.0%	11.0%	15.0%
	% of Total	9.5%	5.5%	15.0%

(Continued)

Table 4.9 (Continued) The Crosstab Analysis of Demographic of Monthly Income
Level

| Monthly Income level | | location of cosmetic surgery | | Total |
		Bumrungrad Hospital International	Siam Laser Clinics	
80,001-100,000 baht	Count	19	15	34
	% within age	55.9%	44.1%	100.0%
	% within location of cosmetic surgery	9.5%	7.5%	8.5%
	% of Total	4.8%	3.8%	8.5%
More than 100,000 baht	Count	3	12	15
	% within age	20.0%	80.0%	100.0%
	% within location of cosmetic surgery	1.5%	6.0%	3.8%
	% of Total	0.8%	3.0%	3.8%
Total	Count	200	200	400
	% within age	50.0%	50.0%	100.0%
	% within location of cosmetic surgery	100.0%	100.0%	100.0%
	% of Total	50.0%	50.0%	100.0%

According to table 4.9 that showed,

1) At income level below 15,000 baht interested in cosmetic surgery at SLC
   (5.5%) > BIH (0.8%)

2) At income level 15,001-30,000 baht interested in cosmetic surgery at
   SLC (17.3%) > BIH (14.8%)

3) At income level 30,001-50,000 baht interested in cosmetic surgery at
   SLC (15.0%) < BIH (19.5%)

4) At income level 50,001-80,000 baht interested in cosmetic surgery at
   SLC (5.5%) < BIH (9.5%)

5) At income level 80,001-100,000 baht interested in cosmetic surgery at
   SLC (3.8%) < BIH (4.8%)

6) At income level More than 100,000baht interested in cosmetic surgery at
   SLC (3.0%) > BIH (0.8%)

Therefore, most of the respondents that have monthly income level at
(>30,001baht) seem to prefer to do cosmetic surgery more than the different level of
monthly income.

Table 4.10 The Crosstab Analysis of Demographic of Education Level

Education Level		location of cosmetic surgery		Total
		Bumrungrad International Hospital	Siam Laser Clinics	
Primary/Middle School	Count	1	3	4
	% within age	25.0%	75.0%	100.0%
	% within location of cosmetic surgery	0.5%	1.5%	1.0%
	% of Total	0.3%	0.8%	1.0%

(Continued)

Table 4.10 (Continued) The Crosstab Analysis of Demographic of Education Level

Education Level		location of cosmetic surgery		Total
		Bumrungrad International Hospital	Siam Laser Clinics	
High School or equal	Count	3	19	22
	% within age	13.6%	86.4%	100.0%
	% within location of cosmetic surgery	1.5%	9.5%	5.5%
	% of Total	0.8%	4.8%	5.5%
Diploma/ College	Count	17	30	47
	% within age	36.2%	63.8%	100.0%
	% within location of cosmetic surgery	8.5%	15.0%	11.8%
	% of Total	4.3%	7.5%	11.8%
Bachelor's degree	Count	141	118	259
	% within age	54.4%	45.6%	100.0%
	% within location of cosmetic surgery	70.5%	59.0%	64.8%
	% of Total	35.3%	29.5%	64.8%
Master's degree	Count	32	27	59
	% within age	54.2%	45.8%	100.0%
	% within location of cosmetic surgery	16.0%	13.5%	14.8%
	% of Total	8.0%	6.8%	14.8%

(Continued)

Table 4.10 (Continued) The Crosstab Analysis of Demographic of Education Level

Education Level		location of cosmetic surgery		Total
		Bumrungrad International Hospital	Siam Laser Clinics	
Doctoral degree	Count	6	3	9
	% within age	66.7%	33.3%	100.0%
	% within location of cosmetic surgery	3.0%	1.5%	2.3%
	% of Total	1.5%	0.8%	2.3%
Total	Count	200	200	400
	% within age	50.0%	50.0%	100.0%
	% within location of cosmetic surgery	100.0%	100.0%	100.0%
	% of Total	50.0%	50.0%	100.0%

According to table 4.10 that showed,

1) At Primary/Middle School level respondent interested in cosmetic surgery at SLC (0.8%) > BIH (0.3%)

2) At High School or equal level respondent interested in cosmetic surgery at SLC (4.8%) > BIH (0.8%)

3) At Diploma/ College level respondent interested in cosmetic surgery at SLC (7.5%) > BIH (4.3%)

4) At Bachelor's degree level respondent interested in cosmetic surgery at SLC (29.5%) < BIH (35.3%)

5) At Master's degree level respondent interested in cosmetic surgery at SLC (6.8%) < BIH (8.0%)

6) At Doctoral degree level respondent interested in cosmetic surgery at SLC (0.8%) < BIH (1.5%)

Therefore, the respondents who have (>Bachelor's degree) seem to prefer cosmetic surgery over in the different levels of education.

Table 4.11 The Analysis of Crosstab: Facial Cosmetic Surgery Based on Each Location of Bumrungrad International Hospital & Siam Laser Clinic.

| FACTOR | | location of cosmetic surgery | | Total |
		Bumrungrad International Hospital	Siam Laser Clinics	
Facial yes	Count	73	43	116
	% within age	62.9%	37.1%	100.0%
	% within location of cosmetic surgery	36.5%	21.5%	29.0%
	% of Total	18.3%	10.8%	29.0%
no	Count	127	157	284
	% within age	44.7%	55.3%	100.0%
	% within location of cosmetic surgery	63.5%	78.5%	71.0%
	% of Total	31.8%	39.3%	71.0%
Total	Count	200	200	400
	% within age	50.0%	50.0%	100.0%
	% within location of cosmetic surgery	100.0%	100.0%	100.0%
	% of Total	50.0%	50.0%	100.0%

(Continued)

According to table 4.11 that showed, the result based on each location of Bumrungrad International Hospital & Siam Laser Clinic.

1) Which area of the body would you consider having cosmetic surgery?

The most of answer is Face

- Yes, respondent at BIH (18.3%) > SLC (10.8%)
- No, meant the different answer because can choose over 1 choice

    BIH (31.8%) < SLC (39.3%)

Therefore, most of the respondents who interested in facial cosmetic surgery at Bumrungrad International Hospital (BIH) over Siam Laser Clinic (SLC).

Table 4.12 The Analysis of Crosstab: Rhinoplasty (Nose) Cosmetic Surgery Based on Each Location of Bumrungrad International Hospital & Siam Laser Clinic.

FACTOR			location of cosmetic surgery		Total
			Bumrungrad International Hospital	Siam Laser Clinic	
nose	yes	Count	122	80	202
		% within nose	60.4%	39.6%	100.0%
	no	Count	78	120	198
		% within nose	39.4%	60.6%	100.0%
Total		Count	200	200	400
		% within nose	50.0%	50.0%	100.0%

According to table 4.12 that showed, the result based on each location of Bumrungrad International Hospital & Siam Laser Clinic.

2) Which area of the body would you consider having cosmetic surgery?

Most of the answer is Nose

a. Yes, respondent at BIH (60.4%) > SLC (39.6%)

b. No, respondent at BIH (39.4%) < SLC (60.6%)

Therefore, most of respondent who interested in rhinoplasty(nose) cosmetic surgery at Bumrungrad International Hospital (BIH) over Siam Laser Clinic (SLC).

Table 4.13 The Analysis of Crosstab: Eyes Cosmetic Surgery Based on Each Location of Bumrungrad International Hospital & Siam Laser Clinic

FACTOR			location of cosmetic surgery		Total
			Bumrungrad International Hospital	Siam Laser Clinic	
eyes	yes	Count	100	82	182
		% within eyes	54.9%	45.1%	100.0%
	no	Count	100	118	218
		% within eyes	45.9%	54.1%	100.0%
Total		Count	200	200	400
		% within eyes	50.0%	50.0%	100.0%

According to table 4.13 that showed, the result based on each location of Bumrungrad International Hospital & Siam Laser Clinic.

3) Which area of the body would you consider having cosmetic surgery?

Most of the answer is Eyes

a. Yes, respondent at BIH (54.9%) > SLC (45.1%)

b. No, respondent at BIH (45.9%) < SLC (54.1%)

Therefore, most of the respondents who interested in eye cosmetic surgery at Bumrungrad International Hospital (BIH) over Siam Laser Clinic (SLC).

Table 4.14 The Analysis of Crosstab: Neck Cosmetic Surgery Based on Each
Location of Bumrungrad International Hospital & Siam Laser Clinic.

			location of cosmetic surgery		
			Bumrungrad International Hospital	Siam Laser Clinic	
	FACTOR				Total
neck	yes	Count	7	4	11
		% within neck	63.6%	36.4%	100.0%
	no	Count	193	196	389
		% within neck	49.6%	50.4%	100.0%
Total		Count	200	200	400
		% within neck	50.0%	50.0%	100.0%

According to the table 4.14 that showed, the result based on each location of Bumrungrad International Hospital & Siam Laser Clinic.

4) Which area of the body would you consider having cosmetic surgery?

Most of the answer is Neck

a. Yes, respondent at BIH (63.6%) > SLC (36.4%)

b. No, respondent at BIH (49.6%) < SLC (50.4%)

Therefore, most of respondent who interested in neck cosmetic surgery at Bumrungrad International Hospital (BIH) over Siam Laser Clinic (SLC).

Table 4.15 The Analysis of Crosstab: Neck Cosmetic Surgery Based on Each

Location of Bumrungrad International Hospital & Siam Laser Clinic.

| | | | location of cosmetic surgery | | Total |
			Bumrungrad International Hospital	Siam Laser Clinic	
breast	yes	Count	41	40	81
		% within breast	50.6%	49.4%	100.0%
	no	Count	159	160	319
		% within breast	49.8%	50.2%	100.0%
Total		Count	200	200	400
		% within breast	50.0%	50.0%	100.0%

According to table 4.15 that showed, the result based on each location of
Bumrungrad International Hospital & Siam Laser Clinic.

5) Which area of the body would you consider having cosmetic surgery?

Most of the answer is Breast

a. Yes, respondent at BIH (50.6%) > SLC (49.4%)

b. No, respondent at BIH (49.8%) < SLC (50.2%)

Therefore, most of the respondents who interested in breast cosmetic surgery
at Bumrungrad International Hospital (BIH) over Siam Laser Clinic (SLC).

Table 4.16 The Analysis of Crosstab: Neck Cosmetic Surgery Based on Each
Location of Bumrungrad International Hospital & Siam Laser Clinic.

| FACTOR | | | location of cosmetic surgery | | Total |
			Bumrungrad International Hospital	Siam Laser Clinic	
body	yes	Count	7	20	27
		% within body	25.9%	74.1%	100.0%
	no	Count	193	180	373
		% within body	51.7%	48.3%	100.0%
Total		Count	200	200	400
		% within body	50.0%	50.0%	100.0%

According to table 4.16 that showed, the result based on each location of
Bumrungrad International Hospital & Siam Laser Clinic.

6) Which area of the body would you consider having cosmetic surgery?

Most of the answer is Body

a. Yes, respondent at BIH (25.9%) < SLC (74.1%)

b. No, respondent at BIH (51.7%) > SLC (48.3%)

Therefore, most of the respondents who interested in body cosmetic surgery at
Siam Laser Clinic (SLC) over Bumrungrad International Hospital (BIH).

Table 4.17 The Analysis of Crosstab: Cosmetic Surgery Based on Each Location of
Bumrungrad International Hospital & Siam Laser Clinic.

| FACTOR | | | location of cosmetic surgery | | Total |
			Bumrungrad International Hospital	Siam Laser Clinic	
secret	yes	Count	101	59	160
		% within secret	63.1%	36.9%	100.0%
	no	Count	69	126	195
		% within secret	35.4%	64.6%	100.0%
	don't know	Count	30	15	45
		% within secret	66.7%	33.3%	100.0%
Total		Count	200	200	400
		% within secret	50.0%	50.0%	100.0%

According to the table 4.17 that showed, the result based on each location of
Bumrungrad International Hospital & Siam Laser Clinic.

1) If you were to have cosmetic surgery would you keep it a secret?

   a. Yes, respondent at BIH (63.1%) > SLC (36.9%)

   b. No, respondent at BIH (35.4%) < SLC (64.6%)

Therefore, most of the respondents who want to keep it secret about their
cosmetic surgery at Bumrungrad International Hospital (BIH) over Siam Laser Clinic
(SLC).

Table 4.18 The Analysis of Crosstab: Cosmetic Surgery Based on Each Location of
　　　　　　Bumrungrad International Hospital & Siam Laser Clinic.

FACTOR			location of cosmetic surgery		
			Bumrungrad International Hospital	Siam Laser Clinic	Total
What would be the biggest reason for having cosmetic surgery?	Self-improvement	Count	100	73	173
		% within What would be the biggest reason for having cosmetic surgery?	57.8%	42.2%	100.0%
	Confidence boost	Count	48	71	119
		% within What would be the biggest reason for having cosmetic surgery?	40.3%	59.7%	100.0%
	Corrective	Count	51	55	106
		% within What would be the biggest reason for having cosmetic surgery?	48.1%	51.9%	100.0%

(Continued)

Table 4.18 (Continued) The Analysis of Crosstab: Cosmetic Surgery Based on Each
Location of Bumrungrad International Hospital & Siam
Laser Clinic.

FACTOR		location of cosmetic surgery		
		Bumrungrad International Hospital	Siam Laser Clinic	Total
Other	Count	1	1	2
	% within What would be the biggest reason for having cosmetic surgery?	50.0%	50.0%	100.0%
Total	Count	200	200	400
	% within What would be the biggest reason for having cosmetic surgery?	50.0%	50.0%	100.0%

According the table 4.18 that showed, the result based on each location of
Bumrungrad International Hospital & Siam Laser Clinic.

1) What would be the biggest reason for having cosmetic surgery?

a. Self-improvement at BIH (57.8%) > SLC (42.2%)

b. Confidence boost at BIH (40.3%) < SLC (59.7%)

c. Corrective at BIH (48.1%) < SLC (51.9%)

d. Other at BIH (50.0%) < SLC (50.0%)

e. No, meant the different answer because can choose over 1 choice
BIH (35.4%) < SLC (64.6%)

Therefore, most of the respondents who choose the biggest reason were a confidence boost for their cosmetic surgery at Siam Laser Clinic (SLC)over Bumrungrad International Hospital (BIH).

Table 4.19 The Analysis of Crosstab: Cosmetic Surgery Based on Each Location of Bumrungrad International Hospital & Siam Laser Clinic.

| | | | location of cosmetic surgery | | |
		FACTOR	Bumrungrad International Hospital	Siam Laser Clinic	Total
Would you consider going abroad for cosmetic surgery?	yes	Count	50	75	125
		% within Would you consider going abroad for cosmetic surgery?	40.0%	60.0%	100.0%
	no	Count	150	125	275
		% within Would you consider going abroad for cosmetic surgery?	54.5%	45.5%	100.0%
Total		Count	200	200	400
		% within Would you consider going abroad for cosmetic surgery?	50.0%	50.0%	100.0%

According to table 4.19 that showed, the result based on each location of Bumrungrad International Hospital & Siam Laser Clinic.

1) Would you consider going abroad for cosmetic surgery?

    a.   Yes, respondent at BIH (40.0%) < SLC (60.0%)

    b.   No, respondent at BIH (54.5%) > SLC (45.5%)

Therefore, most of the respondents who consider going abroad for cosmetic surgery come to Siam Laser Clinic (SLC) over Bumrungrad International Hospital (BIH).

Table 4.20 The Analysis of Crosstab: Cosmetic Surgery Based on Each Location of Bumrungrad International Hospital & Siam Laser Clinic.

			location of cosmetic surgery		
FACTOR			Bumrungrad International Hospital	Siam Laser Clinic	Total
Are there any celebrities whose image has influenced you to consider cosmetic surgery?	yes	Count	178	183	361
		% within Are there any celebrities whose image has influenced you to consider cosmetic surgery?	49.3%	50.7%	100.0%
	no	Count	22	17	39
		% within Are there any celebrities whose image has influenced you to consider cosmetic surgery?	56.4%	43.6%	100.0%
Total		Count	200	200	400
		% within Are there any celebrities whose image has influenced you to consider cosmetic surgery?	50.0%	50.0%	100.0%

According to table 4.20 that showed, the result based on each location of Bumrungrad International Hospital & Siam Laser Clinic.

1) Are there any celebrities whose image has influenced you to consider cosmetic surgery?

   a. Yes, respondent at BIH (49.3%) < SLC (50.7%)

   b. No, respondent at BIH (56.4%) > SLC (43.6%)

Therefore, most of the respondents who have their celebrity to be an idol in cosmetic surgery come to Siam Laser Clinic (SLC) and Bumrungrad International Hospital (BIH) is not much different from the number to each other.

Table 4.21 The Analysis of Crosstab: Cosmetic Surgery Base on Each Location of Bumrungrad International Hospital & Siam Laser Clinic. Have you been considering surgery but not made your mind up yet?

| | | | location of cosmetic surgery | | |
			Bumrungrad International Hospital	Siam Laser Clinic	Total
not ready yet	yes	Count	67	95	162
		% within not ready	41.4%	58.6%	100.0%
	no	Count	133	105	238
		% within not ready	55.9%	44.1%	100.0%
Total		Count	200	200	400
		% within not ready	50.0%	50.0%	100.0%

According to table 4.21 that showed, the result based on each location of Bumrungrad International Hospital & Siam Laser Clinic.

1) Are there any celebrities whose image has influenced you to consider cosmetic surgery?

   a. Yes, respondent at BIH (41.4%) < SLC (58.6%)

   b. No, respondent at BIH (55.9%) > SLC (44.1%)

Therefore, the respondent who said "Not ready yet" for cosmetic surgery at Siam Laser Clinic (SLC) much more over Bumrungrad International Hospital (BIH).

Table 4.22 The Analysis of Crosstab: Cosmetic Surgery Based on Each Location of Bumrungrad International Hospital & Siam Laser Clinic. Have you been considering surgery but not made your mind up yet?

FACTOR			location of cosmetic surgery		Total
			Bumrungrad International Hospital	Siam Laser Clinic	
Too expensive	yes	Count	113	83	196
		% within Too expensive	57.7%	42.3%	100.0%
	no	Count	87	117	204
		% within Too expensive	42.6%	57.4%	100.0%
Total		Count	200	200	400
		% within Too expensive	50.0%	50.0%	100.0%

According to the table 4.22 that showed, the result based on each location of Bumrungrad International Hospital & Siam Laser Clinic.

2) Have you been considering surgery but not made your mind up yet?
   a. Too expensive = Yes, respondent at BIH (57.7%) > SLC (42.3%)
   b. Too expensive = No, respondent at BIH (42.6%) < SLC (57.4%)

Therefore, most of the respondents who said "too expensive" for cosmetic surgery at Siam Laser Clinic (SLC) and Bumrungrad International Hospital (BIH) were not much different of a number to each other.

Table 4.23 The Analysis of Crosstab: Cosmetic Surgery Based on Each Location of
Bumrungrad International Hospital & Siam Laser Clinic. Have you been
considering surgery but not made your mind up yet?

			location of cosmetic surgery		
FACTOR			Bumrungrad International Hospital	Siam Laser Clinic	Total
Haven't found the right clinic	yes	Count	80	58	138
		% within Haven't found the right clinic	58.0%	42.0%	100.0%
	no	Count	120	142	262
		% within Haven't found the right clinic	45.8%	54.2%	100.0%
Total		Count	200	200	400
		% within Haven't found the right clinic	50.0%	50.0%	100.0%

According to table 4.23 that showed, the result based on each location of
Bumrungrad International Hospital & Siam Laser Clinic.

3) Have you been considering cosmetic surgery but not made your
mind up yet?

a. Haven't found the right clinic = Yes, respondent at BIH
(58.0%) > SLC (42.0%)

b. Haven't found the right clinic = No, respondent at BIH (45.8%)
< SLC (54.2%)

Therefore, most of respondent who said "Haven't found the   right clinic" for cosmetic surgery at Siam Laser Clinic (SLC) much more over Bumrungrad International Hospital (BIH).

Table 4.24 The Analysis of Crosstab: Cosmetic Surgery Based on Each Location of Bumrungrad International Hospital & Siam Laser Clinic. Have you been considering surgery but not made your mind up yet?

| | | | location of cosmetic surgery | | |
			Bumrungrad International Hospital	Siam Laser Clinic	Total
Haven't found the right surgeon	yes	Count	65	35	100
		% within Haven't found the right surgeon	65.0%	35.0%	100.0%
	no	Count	135	165	300
		% within Haven't found the right surgeon	45.0%	55.0%	100.0%
Total		Count	200	200	400
		% within Haven't found the right surgeon	50.0%	50.0%	100.0%

According to table 4.24 that showed, the result based on each location of Bumrungrad International Hospital & Siam Laser Clinic.

      4) Have you been considering surgery but not made your mind up yet?

      a. Haven't found the right surgeon = Yes, respondent at

         BIH (65.0%) > SLC (35.0%)

      b. Haven't found the right surgeon = No, respondent at

         BIH (45.0%) < SLC (55.0%)

Therefore, most of the respondents who said "Haven't found the right surgeon" for cosmetic surgery at Bumrungrad International Hospital (BIH) much more over Siam Laser Clinic (SLC).

Table 4.25 The Analysis of Crosstab: Cosmetic Surgery Based on Each Location of Bumrungrad International Hospital & Siam Laser Clinic. Have you been considering surgery but not made your mind up yet?

| | | | location of cosmetic surgery | | |
		Factor	Bumrungrad International Hospital	Siam Laser Clinic	Total
I have not been considering cosmetic surgery	yes	Count	44	9	53
		% within I have not been considering cosmetic surgery	83.0%	17.0%	100.0%
	no	Count	156	191	347
		% within I have not been considering cosmetic surgery	45.0%	55.0%	100.0%
Total		Count	200	200	400
		% within I have not been considering cosmetic surgery	50.0%	50.0%	100.0%

According to the table 4.25 that showed, the result based on each location of Bumrungrad International Hospital & Siam Laser Clinic.

5) Have you been considering surgery but not made your mind up yet?

a. I have not been considering cosmetic surgery = Yes, respondent at BIH (83.0%) > SLC (17.0%)

b. I have not been considering cosmetic surgery = No, respondent at BIH (45.0%) < SLC (55.0%)

Therefore, most of the respondents who said "I do not been considering cosmetic surgery" at Bumrungrad International Hospital (BIH) much more over Siam Laser Clinic (SLC).

Table 4.26 The Analysis of Crosstab: Cosmetic Surgery Base on Each Location of Bumrungrad International Hospital & Siam Laser Clinic.

Factor			location of cosmetic surgery		
			Bumrungrad International Hospital	Siam Laser Clinic	Total
Other	yes	Count	0	4	4
		% within Other	0.0%	100.0%	100.0%
	no	Count	200	196	396
		% within Other	50.5%	49.5%	100.0%
Total		Count	200	200	400
		% within Other	50.0%	50.0%	100.0%

According to table 4.26 that showed, the result based on each location of Bumrungrad International Hospital & Siam Laser Clinic.

6) Have you been considering surgery but not made your mind up yet?
   a. Other = Yes, respondent at BIH (0.0%) < SLC (100%)
   b. Other = No, respondent at BIH (50.5%) > SLC (49.5%)

Therefore, the answer to this choice was not chosen because most of the respondents chose the previous choice much more than this choice.

Table 4.27 The Analysis of Crosstab: Cosmetic Surgery Based on Each Location of
Bumrungrad International Hospital & Siam Laser Clinic.

| | | | location of cosmetic surgery | | |
			Bumrungrad International Hospital	Siam Laser Clinic	Total
Would you like to arrange a no obligation phone call with our experts who can advise you of the best course of action?	no	Count	183	189	372
		% within Would you like to arrange a no obligation phone call with our experts who can advise you of the best course of action?	49.2%	50.8%	100.0%
	yes	Count	17	11	28
		% within Would you like to arrange a no obligation phone call with our experts who can advise you of the best course of action?	60.7%	39.3%	100.0%
Total		Count	200	200	400
		% within Would you like to arrange a no obligation phone call with our experts who can advise you of the best course of action?	50.0%	50.0%	100.0%

According to the table 4.27 that showed, the result based on each location of
Bumrungrad International Hospital & Siam Laser Clinic.

1) Would you like to arrange a no obligation phone call with our experts who can advise you of the best course of action?

   a. Yes, respondent at BIH (60.7%) > SLC (39.3%)

   b. No, respondent at BIH (49.2%) < SLC (50.8%)

Therefore, most of the respondents pleasured to give their information for Bumrungrad International Hospital (BIH) over Siam Laser Clinic (SLC).

CHAPTER 5

DISCUSSION AND CONCLUSION

In this chapter, the author briefed the overall significant aspects of this thesis with discussion related to the results from the research and opinions for future related research.

The study of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. Purposed to analyze the factors that influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

For this thesis has a purpose of study for to test our conceptual model to see which main independent variables significantly influence, to study in more details of each main independent variables to see which dimension of each main independent variables matters to gain more significance insights and to study in factors that influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

This thesis, the finding shows that patient factors choose to do cosmetic surgery in hospitals or clinics in Bangkok. Where are the patients choosing to go? However, attitude & awareness is matters when the author digs deeper into details of this study, there were other details in that, but that factor may not be significant overall because cosmetic surgery is such a delicate matter. Patients say that 'the place is not important', but if the place is not clean will affect them shall not go that, place or some patient say that 'doctor is not important' but some cases require a doctor to supervise the treatment that in term of general study may not be found.

5.1 Conclusion

Data collected from 400 samples can be summarized as follow:

Part 1 Analysis factors for hypothesis testing by binary logistic regression.

To find independent variables are factors that influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

The result that there are factors that influence a patient's choice decision that are Brand awareness (Assumption Sig = 0.006), Attitude (Assumption Sig = 0.046),   Product factor that is Variety of Medical of Appliance(Assumption Sig = 0.026), Price factor that is Allow credit card payment(Assumption Sig = 0.041), Place factors that are Safety(Assumption Sig = 0.039), and Cleanliness(Assumption Sig = 0.002), People factors that are Under surgeon supervision(Assumption Sig = 0.023),and Appearance of staffs (Assumption Sig = 0.035), Physical evidence factor that is Location is easy to find(Assumption Sig = 0.039), Brand credibility factor that is Service as promised (Assumption Sig = 0.006) and Brand experience factors that are Service satisfaction (Assumption Sig = 0.049),and Service make happiness(Assumption Sig = 0.049),

Part 2: The analysis of demographic information of samples by cross tabulation.

This thesis, profile study revealed segmentation characteristics show that What is different about a patient who goes to hospital and clinic for doing cosmetic surgery? What is the difference between a patient's profile? What kind of majority of patients? such as most women patients and rich patients preferred to go to the hospital.

In the previous chapter, we can see the details that men patients choose to go to the clinic much more than women patients, but women patients choose to do cosmetic surgery more than men, both in hospitals and clinics about 80/20. About patient 's income revealed if they have less money they preferred to go to clinics 88% of them but if they can afford the cosmetics surgery expense they preferred to go to the hospital, but the most of rich patients or we called them HI-SO might choose to do cosmetic surgery at the clinics for fear of acquaintances. About the education level of the patient revealed, undergraduate usually goes to the clinics but bachelor's degrees and above usually choose to go to the hospital. Almost 60% of patients who go to hospital because they have not found the right clinic, almost 65% of patients who goes to hospital because they have not found the right surgeons and the hospital has more choice for choosing the right

one, almost 83% of patients who goes to hospital for doing cosmetic surgery did not decide whether to do cosmetic surgery. Showed that the internal marketing of the hospital has good selling courses. In the first place, they intended to only check-up but when they were persuaded by staff, they change their minds and buy some goods.

In the part of a body of patients, if they need to do something with their faces they preferred to go to the hospital because it is important for them but in the invisible part such as belly (abs), they preferred to go to do it in the clinic because it is cheaper than hospital and it cannot see easily.

5.2 Discussion

From the research thesis in the previous chapters, it could be discussed in 4 parts as followed:

5.2.1 Marketing Mix 7P's

For this study, Marketing Mix 7P's is Product, Price, Place, Promotion, Process, People, and Physical Evidence, they are the main independent variables when we used the questionnaire for testing we found results, that there are some factors of marketing mix 7P's, sub-independent variables influence a patient choice's decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. According to this study, the influence factors were Variety of medical appliance in Product factor, Allow Credit Card payment in price factor, Safety and Cleanliness in Place factor, Under Surgeon Supervision and Appearance of Staffs in People factor, Location is easy to find factor in Physical Evidence, so they are contributed to the patient' s choice decision.

5.2.1.1 Consistent with other researches in term of Marketing 7P's

Our finding consistent with research of Ala'Eddin Mohammad Khalaf Ahmad,Abdullah Ali Al-Qarni,Omar Zayyan Alsharqi,Dalia Abdullah Qalai and Naila Kadi(2013) that their study of The Impact of Marketing Mix Strategy on Hospitals Performance Measured by Patient Satisfaction: An Empirical Investigation on Jeddah Private Sector Hospital Senior Manager Perspective by using quantitative method showed

the results of factors of Physical Evidence Strategy such as comfortable accessed to the health services .Personal Strategy such as commonly improving their individual capability to take their service character and to preserve a competitive rank, attempt on their staff's appearance because of the radical contact happening between hospital and staff.

Our finding consistent with research of Jon M.Hawes. and C.P.Rao(1985) that their study of Using Importance-Performance Analysis to Develop Health Care Marketing Strategy by using qualitative method showed the results of factors of Place such as Clean accommodations.

Our finding consistent with research of Jutamas Rerkrujipimol and Ilian Assenov (2007) that their factors of Medical Tourism in Thailand and Its Marketing Strategies by using qualitative method showed the results of factors of to highlight well-practiced medical specialists, staff from both domestic and overseas.

Our finding consistent with research of Jon M.Hawes. and C.P.Rao (1985) that their study of Importance-Performance Analysis to Develop Health Care Marketing Strategy is the result of factor analysis shows that the important factors of Price as Credit term , Place such as Clean accommodations and another important factor was convenient location significantly influence patient's choice decision.

Our finding consistent with research of Mengistu Matino Eltamo and Tesfahun Tegegn Sorsa(2016) that their factors of Marketing Mix Strategies and Hospital Performance-In Case of Wolaita Sodo University,Otana Teaching & Referral Hospital by using quantitative method showed the results of factors of Personal strategy such as a lot of patients unsplit able the goods or service from the staff memberships who offers it. The fame of their trademark whole thing is in the grasp of their staff. They must be properly practiced, well-inspired and have a positive attitude. The additional focus on their staff's appearance they are the one who serves patients in hospitals are critical restlessness that may harvest patient satisfaction and appreciation, so brilliance standard is significant through the surrounding atmosphere.

Our finding is consistent with the paper of Maychaya Jaisuekul and Chaichana Teerasukittima (2016): 'Study of Thailand's Cosmetic Surgery Market and Attitudes of Surgeons and Foreign Patients towards Cosmetic Surgery in Thailand' that used qualitative method. Their results revealed that Price, Safety, experience and capability of the surgeons influence a patient's choice decision on high-technology equipment surgery.

Also, our finding is consistent with research of Lamees M. Al-Durgham, Mahmoud A.Barghash (2015) for factors of study of Factor and Cluster Analysis as a Tool for Patient Segmentation Applied to Hospital Marketing in Jordan that their results gathered by factor analysis were grouped important factors by 3 of 4 factors of Ease of access and easy and quality procedures with main elements are Clean Environment, Location, and Parking.

5.2.1.2 <u>In contrast with other researches in term of marketing 7'Ps</u>

As this research study is a result that the factor of Physical Evidence is Decoration, Reputation does not influence on patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. But with the other research, some of them have decoration influence a patient's choice decision, we can see on the paper below.

Our finding contrasts with a research of Ala'Eddin Mohammad Khalaf Ahmad,Abdullah Ali Al-Qarni,Omar Zayyan Alsharqi,Dalia Abdullah Qalai and Naila Kadi(2013) that their study of The Impact of Marketing Mix Strategy on Hospitals Performance Measured by Patient Satisfaction: An Empirical Investigation on Jeddah Private Sector Hospital Senior Manager Perspective is the result of factor analysis showed that Promotion Strategy is word of mouth. Physical Evidence Strategy it can create a customer-friendly atmosphere and anxiety experienced by concentrating on the physical evidence atmosphere facilities.

Our finding contrasts with a research of Jon M.Hawes. and C.P.Rao (1985) that their study of Importance-Performance Analysis to Develop Health Care Marketing Strategy were the result of factor analysis shows that one important factors

was Reputation/image of the hospital while our study on reputation on Physical Evidence was no influence a patient choice decision.

Our finding contrasts with a research of Jutamas Rerkrujipimol and Ilian Assenov (2007) that their study of Medical Tourism in Thailand and Its Marketing Strategies were the result of factor analysis showed that the factors of Product such as, patients who have been treated were very satisfied with the facility of hospitals, quality of medical treatment and hearty to advise their acquaintance by word of mouth. People such as having a medic specialized and qualified doctor and staff made patients satisfied and appreciated. Process such as thoughtfulness with the quality of treatments and licenses available. Physical Evidence such as infrastructure and facilities. The most cosmetic service providers have a good atmosphere area with signature decoration, luxury rooms, and excellent services the same as that of a luxury hotel and having high technology about medic for patients.

Our finding contrasts with a research of Augustine AwuahPeprah (2014) that their factors of Determinants of Patients' Satisfaction at Sunya Regional Hospital, Ghana by using quantitative method showed the results of factors of Reputation, the patient's recognition that medical service providers with fame can guarantee quality and service.

Our finding contrasts with a research of Liga Surydana (2017) Service Quality, Customer Value and Patient Satisfaction on Public Hospital in Bandung District, Indonesia were the result of factor analysis shows that Customer Satisfaction, plausible stages of charges each month in comparing with between service offering and cleaning service insufficient, waiting room, limited room for admitted patients, parking lots are very limited.

Also our finding contrasts with a research of Lamees M. Al-Durgham, Mahmoud A.Barghash (2015) was the result of factor analysis shows that the factor 2: Psychological aspect with major component as Interior design is important factor that patient has high interest.

5.2.2 <u>Brand Equity</u>

For this study, Brand Equity is Brand awareness, Brand credibility, Brand preference, Brand loyalty, and Brand experience. They are the main independent variables when we used the questionnaire for testing, we found results, that there are some factors of Brand equity, sub-independent variables influence a patient choice's decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. According to this study, the influence factors were Brand Equity of our study shows that Brand awareness, Brand credibility in term of Service as promised, Brand Experience are Service Satisfaction and Service makes happiness, so they are contributed to the patient's choice decision.

5.2.2.1 <u>Consistent with other researches in term of Brand Equity</u>

Our finding consistent with research of Kyung Hoon Kim, Kang Sik Kim, Jong Ho Kim and Suk Hou Kang (2008) that their factors of Brand Equity in Hospital Marketing by using quantitative method showed the results of factors Brand awareness in the main significant reason for hospital marketing.

Our finding consistent with research of Lamees M. Al-Durgham, Mahmoud A.Barghash (2015) for factors of study of Factor and Cluster Analysis as a Tool for Patient Segmentation Applied to Hospital Marketing in Jordan that their results gathered by factor analysis was grouped important factors by one of 4 factors: Quality of service is importance factor of Ease of access and easy and quality procedures.

Our finding consistent with research of Kyung Hoon Kim, Kang Sik Kim, Jong Ho Kim and Suk Hou Kang (2008) is the result of factor analysis shows that the factors of Customer satisfaction such as customer expectations, the repurchase rate is highs. Customers who have confidence in the company will continue to buy its products or services that satisfy them.

Our finding consistent with research of Maychaya Jaisuekul and Chaichana Teerasukittima (2016) for factors of Study of Thailand's Cosmetic Surgery Market and Attitudes of Surgeons and Foreign Patients towards Cosmetic Surgery in Thailand that their results showed factors of service of cosmetic surgery in Thailand in

term of quality of service is also important factor that the patients considered as priority of decision making to undergo cosmetic surgery.

        5.2.2.2 <u>In contrast with other researches in term of Brand Equity</u>

        As this research study is a result that the factor of Brand equity is Mass media does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. But with the other research, some of them have mass media influence a patient's choice decision, we can see on the paper below.

        Our finding contrasts with a research of Arwa A. Al_Saiari SBFM, Marwan A.Bakarman FCCM (2015) Experiences and attitude among Saudi Female University Student towards Cosmetic Surgery result showed that Mass media influenced decision-making about cosmetic surgery. The significance level was determined at $p < 0.05$

        5.2.3 Patient behavior

For this study, Patient behavior is Attitude, Perception, Beliefs, and Acceptance. They are the main independent variables when we used the questionnaire for testing, we found results, that there are some factors of Brand equity, sub-independent variables influence a patient choice's decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. According to this study, attitude influence a patient's choice decision, so it is contributed to the patient' s choice decision.

        5.2.3.1 <u>In contrast with other researches in term of Patient behavior</u>

        As this research study is a result that the factor of Patient behavior is likeness positive relationship on Social (Body shame) and Acceptance does not influence a patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. But with the other research, some of them have relationship on Social (Body shame) and Acceptance influence a patient's choice decision, we can see on the paper below.

Our finding contrasts with a research of Jennifer Bazner (2002) Attitudes About Cosmetic Surgery: Gender and Body Experience result showed that Correlations findings discovered on likenesses and unlikeness between men and women. There was likeness positive relationship on Social (Body shame) for men at 199** = p < .01 and for women at .204* = p < .05

Our finding contrasts with a research of Nainan Wen (2017) Celebrity Influence and Young People' s Attitudes Toward Cosmetic Surgery in Singapore: The Role of Para social Relationships and Identification result showed that acceptance of cosmetic surgery (β = .08, p = .046)

5.2.4 Patients Satisfaction

For this study, Patient satisfaction is patient satisfaction it is the main independent variable when we used the questionnaire for testing we found results, that there are some factors of patient satisfaction, sub-independent variables influence a patient choice's decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. According to this study, the influence factors were Technological aspects of products & service aspect influence a patient's choice decision, so they are contributed to the patient' s choice decision.

5.2.4.1 Consistent with other researches in term of Patients Satisfaction

Our finding consistent with a research of Mengistu Matino Eltamo and Tesfahun Tegegn Sorsa (2016) Marketing Mix Strategies and Hospital Performance-In Case of Wolaita Sodo University, Otana Teaching & Referral Hospital is the result of factor analysis shows that the factors of the significant guiding and emerging new healthiness services have key roles, capacitate the medic service providers to sees desires for the largest probable market and bring up-to-date. medical technology is apparent by the value of positive Pearson correlation and significant at a one-tailed test with a p-value of 0.000.

5.2.4.2 In contrast with other researches in term of Patients Satisfaction

As this research study is a result that the factor of Patient satisfaction is Patient satisfaction does not influence a patient's choice decision receiving cosmetic

surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. But with the other research, some of them have relationship on Patience satisfaction influence a patient's choice decision, we can see on the paper below.

Our finding contrasts with a research of Chao-Chan Wu (2011) The impact of hospital brand image on service quality, patient satisfaction and loyalty result showed that patient satisfaction was supported (β=0.668, p < 0.001)

Our finding contrasts with a research of Augustine AwuahPeprah (2014) that their factors of Determinants of Patients' Satisfaction at Sunya Regional Hospital, Ghana Patient satisfaction was empathy, courtesy, friendliness, care, respectful attitudes, and promised service reliably and accurately, the main significant role defining of equipment that makes patients satisfied.

Our finding contrasts with a research of Jill L.Hessler,Md;Cheryl A.Moyer,MPH,Jennifer (Kim,MD, et al (2010) Predictors of Satisfaction with Facial Plastic Surgery Results of A Prospective Study shows that the factors of patients over 53 years were more gratified than those under the mean age (p=.01)

5.3 Limitation of study

The study is about factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand. Researcher cannot research other independent variables besides these seventeen independent variables which are Product, Price, Place, Promotion, Process, People, Physical Evidence, Brand Awareness, Brand Credibility, Brand Preference, Brand Loyalty, Brand Experience, Attitude, Perception, Beliefs, Acceptance, and Patient Satisfaction which is additional limitation for this study. The dependent variables, one is the hospital segment and two is clinic segment, those two limitations on this study cannot wrap the whole Thai cosmetic surgery service providers research.

5.4 Managerial Implication

From the analysis of the study of influential factors that affect patient's choice decision receiving cosmetic surgery in Bangkok: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand by using binary logistic regression and cross tabulation, the owners for both cosmetic surgery providers both hospitals and clinics should plan marketing strategies as following

1. Product strategy should focus on Variety of medical of appliance that is shown to significantly persuade the patients' choice decision receiving cosmetic surgery.

2. Price strategy should not focus to much on price promotion due to intense competition seen in the market due to significance of Allow credit card payment which implies that customers don't really care much about price level if they can finance through their credit card.

3. People strategy, since Under surgeon supervision is significant, therefore surgeon profile and their availability matters. Moreover, Appearance of staffs is also significant meaning that hospital/clinic staffs better look good and personally appealing to patients concerns such as the nice-looking nose, baby eyes, charming chin, etc.

4. Since Location is easy to find is significant, therefore the location of the clinic/hospital needs to be easily accessible.

5. For branding strategy, Brand Awareness seems to matter the most for patients' decision since Brand Awareness is significant. That means operators must look for the ways to enlarge brand awareness to the limit on both online and offline media to enlarge brand exposure to their target audiences.

6. Since Attitude is significant, which means operators that know how to build a good attitude towards their practice among their targeted customers will be more likely to succeed and become consumer choice.

5.5 Recommendation for future Research

There are some limitations to our study that leave some rooms for a future research study to improve on this issue.

This study only focuses on Bumrungrad International Hospital (BIH) & Siam Laser Clinic (SLC) in Bangkok, however in the future more variety of hospitals and clinics should be included in the sample if they are in the choice consideration of patients. Moreover, patients who live in different geographic locations (markets), different cultures (north, south…), different countries, etc. might have different sets of influential factors on their choice decision in this regard.

The sample size is another potential issue that could be improved by increasing sample size to cover all segments that seem interested in cosmetic surgery more than others; e.g. teenagers, celeb, movie stars, certain careers, etc.

The cosmetic surgery service providers should always prepare the new trend of the medical appliance because today trends always change and the patients always seeking the way to do cosmetic surgery without operations such as the Ulthera and Thermage is now a popularity for face lifting and eyes lifting instead Botox, eyelid surgery, and CoolSculpting instead Liposuction.

A future research study on customer perception of Thailand's cosmetic surgery image because as we known Thailand is the first pick tourism destination in Asia. If they can build a good image on cosmetic surgery service, the consumer will see the advantages and build trust in them then it will spread by word of mouth. They will go back home with our reputation and it will be beneficial for the Thai cosmetic surgery market.

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APPENDIX

IOC Questionnaire

The study of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

Direction: This questionnaire will be used for thesis study by a graduate student of Master Administration Business, International Program at Bangkok University. It is a part of Thesis Study for Academic" in order to examine and identify what factor influencing within decision at patient's choice decision receiving cosmetic surgery. I would like to get some information about general characteristics which how you perceived cosmetic service provider. Could you please fill (X) or (✓) in this entire questionnaire?

PART I: Demographic

1. What is your age?
   ☐ 1. Less than 16 years   ☐ 2. 16-20 years
   ☐ 3.26-30 years   ☐ 4. 31-35 years

   ☐ 5. 36-45 years   ☐ 6. More than 45 year

NO.	IOC		
	-1	0	+1
1			

2. Gender
   ☐ 1. Male   ☐ 2. Female

NO.	IOC		
	-1	0	+1
2			

3. Nationality
   ☐ 1. Thai   ☐2. American

   ☐ 3. British   ☐ 4. Other_____

NO.	IOC		
	-1	0	+1
3			

4. Monthly Income level
   ☐ 1. below 15,000 baht
   ☐ 2. 15,001-30,000 baht
   ☐ 3. 30,001-50,000 baht
   ☐ 4. 50,001-80,000 baht
   ☐ 5. 80,001-100,000 baht
   ☐ 6. More than 100,000 baht

NO.	IOC		
	-1	0	+1
4			

5. Religion
    ☐ 1. Buddhism   ☐ 2. Christ
    ☐ 3. Islam   ☐ 4. Hindu
    ☐ 5. Other_____

NO.	IOC		
	-1	0	+1
5			

6. Education Level
    ☐ 1. Primary/Middle School
    ☐ 2. High School or equal
    ☐ 3. Diploma/ College
    ☐ 4. Bachelor's degree
    ☐ 5. Master's degree
    ☐ 6. Doctoral degree

NO.	IOC		
	-1	0	+1
6			

PART 2: Overall factors

Explanation: Please ✓ in the space that corresponds to the service Marketing Mix (7P's) marketing factors that affect the decision to perform the cosmetic surgery of the people with influence.

0 = Not at all, 1 = = Low Important, 2 =, 3 = Slightly Important, 4 = Neutral, 5 = moderately, 6 = Very Important, 7 = Extremely Important

0 = Not any effect, to 7 = Extremely important

Factors	Level of the value								NO.	IOC		
	0	1	2	3	4	5	6	7		-1	0	+1
Marketing Mix (7P's)												
7. Product									7			
8. Price									8			
9. Place									9			
10. Promotion									10			
11. People									11			
12. Process									12			
13. Physical Evidence									13			

Factors	Level of the value								NO.	IOC		
	0	1	2	3	4	5	6	7		-1	0	+1
Brand Equity												
14. Brand Awareness									14			
15. Brand Credibility									15			
16. Brand Preference									16			
17. Brand Loyalty									17			
18. Brand Experience									18			
Patient Behavior												
19. Attitude									19			
20. Perception									20			
21. Beliefs									21			
22. Acceptance									22			
Patient Satisfaction												
23. Satisfaction in patients									23			

PART 3: Marketing Mix (7P's)

Explanation: Please ✓ in the space that corresponds to the service Marketing Mix (7P's) marketing factors that affect the decision to perform the cosmetic surgery of the people with influence.
1 = Low Important, 2 = Slightly Important, 3 = Neutral, 4 = Very Important, 5 = Extremely Important

Factors	Level of the value					NO.	IOC		
	1	2	3	4	5		-1	0	+1
Product									
24.Safety of Medical Appliance						24			
25. Standard of Medical Appliance						25			
26.Ready to use in Medical Appliance						26			
27. Unified Treatment						27			
28. Enough per use for Medical Appliance						28			
29. Modern Medical Appliance						29			
30. Ease of access to treatment						30			
31. A variety of Medical of Appliance						31			
Price									
32.The appropriateness of treatment price						32			
33. Price per treatment in time						33			
34. Cheaper price than others						34			
35. Special rate at different parts						35			
36. Special rate of fixed						36			
37. Installment payment						37			
38. Allow credit card payment						38			
39. Able to bank transfer payment						39			

Factors	Level of the value					NO.	IOC		
	1	2	3	4	5		-1	0	+1
Place									
40. Safety						40			
41.Cleanliness						41			
42. Attractive decoration						42			
43. Convenience to go						43			
Place									
44. Available parking area						44			
45. Size of clinic or hospital						45			
46. Near to living						46			
47. Near to schools						47			
Promotion									
48. Satisfaction guarantee						48			
49. Special rate for groups						49			
50. Special event						50			
51. Discount for next purchase						51			
52. After sale service						52			
53. Special discount for loyalty customer						53			
54. Advertising						54			
55. Celebrity Endorsement						55			
Process									
56. Provide clearly details treatment						56			
57. Quick service						57			

Factors	Level of the value					NO.	IOC		
	1	2	3	4	5		-1	0	+1
58. Service after surgery						58			
59. Convenient room before treatment						59			
60. Appliance safety						60			
61. Availability of times						61			
62. Process standardize						62			
People									
63. Under surgeon supervision						63			
64. Surgeon Advices						64			
65. Staff persuasions						65			
66. Friendliness of staffs						66			
67. Greeting of staffs						67			
68. Dressing of staffs						68			
69. Appearance of staffs						69			
Physical Evidence									
70. Legal licensing						70			
71. Location is easy to find						71			
72. Convenience to go						72			
73. Cleanliness & Appropriated Layout						73			
74. Reputation						74			
75. Inside & Outside environment						75			
76. Decoration						76			
77. Located in communities						77			

PART 4: Brand Equity

Explanation: Please ✓in the space that corresponds to the level of the value of your brand that has a cosmetic surgery services that are familiar with.
1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Factors	Level of the value					NO.	IOC		
	1	2	3	4	5		-1	0	+1
Brand Awareness									
78. Good Reputation						78			
79. Good Recognition						79			
80.Good Recalling						80			
Brand Credibility									
81. Service as promised						81			
82. Serve as patients required						82			
83. Served on time						83			
Brand Preference									
84. Decide after viewing advertising						84			
85. Decide after surgeon recommendation						85			
86. Decide by the promotions						86			
Brand Loyalty									
87. Good feeling with brand/service that chosen						87			
88. Thinking about this brand first						88			
89. Intend to encourage friends and acquaintances in brand/service						89			
Brand Experience									
90. Service Satisfaction						90			

Factors	Level of the value					NO.	IOC		
91. Service Impression						91			
92. Service make Happiness						92			

PART 5: Patient Behavior

Explanation: Please ✓in the space that corresponds to the level of the value of your brand that has a plastic surgery services that are familiar with.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Factors	Level of the value					NO.	IOC		
	1	2	3	4	5		-1	0	+1
Attitude									
93.To present Social Status Present Social, Financial status & Personal taste						93			
94. Anyone can do cosmetic surgery as normal						94			
95. Body shame						95			
96.Get more opportunity to get a job						96			
Perception									
97. Advertising persuasion to purchases						97			
98. Information gathering from underwent patients						98			
99. Decide purchase treatment base on believe						99			
Beliefs									
100. Believe in Reputation						100			
101.Believe in Quality						101			
102. Believe in an Image						102			

Factors	Level of the value					NO.	IOC		
	1	2	3	4	5		-1	0	+1
Acceptance									
103. Only facial acceptance						203			
104. Face attractiveness for social acceptance						104			
105. Social accepted in Facial Cosmetic Surgery						105			

PART 6: Patient satisfaction while they are in service.
Explanation: Please ✓in the space that corresponds to the level of the value of your brand that has a cosmetic surgery services that are familiar with.
1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Factors	Level of the value					NO.	IOC		
	1	2	3	4	5		-1	0	+1
Patient satisfaction									
106. Technological aspects of products & service						106			
107. Cost aspects						107			
108. Quality Aspects						108			
109. Performance aspects						109			
110.Efficiency aspects						110			

Part 7: Lifestyle of the cosmetic surgery

111. Which area of the body would you consider having cosmetic surgery?
(Please tick one or more)
    ☐ 1. Face   ☐ 2. Nose
    ☐3. Eyes   ☐ 4. Neck
    ☐ 5. Breasts
    ☐ 6. Body
    ☐ 7. Other (please specify)
……………………………………………………….

NO.	IOC		
	-1	0	+1
111			

112. If you were to have cosmetic surgery would you keep it a secret?
    ☐ 1. YES   ☐ 2. NO
    ☐ 3. DON'T KNOW

NO.	IOC		
	-1	0	+1
112			

113. What would be the biggest reason for having cosmetic surgery?
    ☐ 1. Self-improvement ☐ 2. Confidence boost
    ☐ 3. Corrective   ☐ 4. Other (please specify)

NO.	IOC		
	-1	0	+1
113			

114. Would you consider going abroad for cosmetic surgery?
    ☐ 1. YES   ☐ 2. NO

NO.	IOC		
	-1	0	+1
114			

115. Are there any celebrities whose image has influenced you to consider cosmetic surgery?
    ☐ 1. NO
    ☐ 2. YES (please specify)
…………………………………………………………

NO.	IOC		
	-1	0	+1
115			

116. Have you been considering cosmetic surgery but not made your mind up yet?
(Please tick one or more)

☐ 1. Not ready yet ☐ 2. Too expensive

☐ 3. Haven't found the right clinic ☐ 4. Haven't found the right surgeon

☐ 5. I have not been considering cosmetic surgery

☐ 6. Other (please specify)

……………………………………………………….

NO.	IOC		
	-1	0	+1
116			

117. Would you like to arrange a no obligation phone call with our experts who can advise you of the best course of action?

☐ 1. NO

☐ 2. YES – Please leave your details below
(Name, e-mail, phone number and procedure you are interested in)

………………………………………………………
……….

NO.	IOC		
	-1	0	+1
117			

Result of IOC

IOC: Item-Objective Congruency Index five experienced experts

Question	The Experts					∑R	∑R x	Interpretation
	1	2	3	4	5			
PART I: Demographic								
1. What is your age?	+1	+1	+1	+1	+1	5	1	good
2. Gender	+1	+1	+1	+1	+1	5	1	good
3. Nationality	+1	+1	+1	+1	+1	5	1	good
4. Monthly Income level	+1	+1	+1	+1	+1	5	1	good
5. Religion	+1	+1	+1	+1	+1	5	1	good
6. Education Level	+1	+1	+1	+1	+1	5	1	good
PART 2: Overall factors								
Marketing Mix (7P's)								
7. Product	+1	+1	+1	+1	+1	5	1	good
8. Price	+1	+1	+1	+1	+1	5	1	good
9. Place	0	+1	+1	+1	+1	4	0.8	good
10. Promotion	+1	+1	+1	+1	+1	5	1	good
11. People	+1	+1	+1	+1	+1	5	1	good
12. Process	+1	+1	+1	+1	+1	5	1	good
13. Physical Evidence	+1	+1	+1	+1	+1	5	1	good
Brand Equity								
14. Brand Awareness	+1	+1	+1	+1	+1	5	1	good
15. Brand Credibility	+1	+1	+1	+1	+1	5	1	good
16. Brand Preference	+1	+1	+1	+1	+1	5	1	good
17. Brand Loyalty	+1	+1	+1	+1	+1	5	1	good
18. Brand Experience	+1	+1	+1	+1	+1	5	1	good

Question	The Experts					∑R	∑R / x	Interpretation
	1	2	3	4	5			
Patient Behavior								
19. Attitude	+1	+1	+1	+1	+1	5	1	good
20. Perception	+1	+1	+1	+1	+1	5	1	good
21. Beliefs	+1	+1	+1	+1	+1	5	1	good
22. Acceptance	+1	+1	+1	+1	+1	5	1	good
Patient Satisfaction								
23. Satisfaction in patients	+1	+1	+1	+1	+1	5	1	good
PART 3: Marketing Mix (7P)								
Product								
24.Safety of Medical Appliance	+1	+1	+1	+1	+1	5	1	good
25. Standard of Medical Appliance	+1	+1	+1	+1	+1	5	1	good
26.Ready to use in Medical Appliance	+1	0	+1	+1	+1	4	0.8	good
27. Unified Treatment	+1	+1	+1	+1	+1	5	1	good
28. Enough per use for Medical Appliance	+1	+1	+1	+1	+1	5	1	good
29. Modern Medical Appliance	+1	+1	+1	+1	+1	5	1	good
30. Ease of access to treatment	+1	+1	+1	+1	+1	5	1	good
31. A variety of Medical of Appliance	+1	+1	+1	+1	+1	5	1	good
Price								
32.The appropriateness of treatment price	+1	+1	+1	+1	+1	5	1	good
33. Price per treatment in time	+1	+1	+1	+1	+1	5	1	good
34. Cheaper price than others	+1	+1	+1	+1	+1	5	1	good
35. Special rate at different parts	+1	+1	+1	+1	+1	5	1	good
36. Special rate of fixed	+1	+1	+1	+1	+1	5	1	good

Question	The Experts					$\sum R$	$\frac{\sum R}{x}$	Interpretation
	1	2	3	4	5			
37. Installment payment	+1	+1	+1	+1	+1	5	1	good
38. Allow credit card payment	+1	+1	+1	+1	+1	5	1	good
39. Able to bank transfer payment	+1	+1	+1	+1	+1	5	1	good
Place								
40. Safety	+1	+1	+1	+1	+1	5	1	good
41.Cleanliness	+1	+1	+1	+1	+1	5	1	good
42. Attractive decoration	+1	+1	+1	+1	+1	5	1	good
43. Convenience to go	+1	+1	+1	+1	+1	5	1	good
44. Available parking area	+1	+1	+1	+1	+1	5	1	good
45. Size of clinic or hospital	+1	+1	+1	+1	+1	5	1	good
46. Near to living	+1	+1	+1	+1	+1	5	1	good
47. Near to schools	+1	0	+1	+1	+1	4	0.8	good
Promotion								
48. Satisfaction guarantee	+1	+1	+1	+1	+1	5	1	good
49. Special rate for groups	+1	+1	+1	+1	+1	5	1	good
50. Special event	+1	+1	+1	+1	+1	5	1	good
51. Discount for next purchase	+1	+1	+1	+1	+1	5	1	good
52. After sale service	+1	+1	+1	+1	+1	5	1	good
53. Special discount for loyalty customer	+1	+1	+1	+1	+1	5	1	good
54. Advertising	+1	+1	+1	+1	+1	5	1	good
55. Celebrity Endorsement	+1	+1	+1	+1	+1	5	1	good
Process								
56. Provide clearly details treatment	+1	+1	+1	+1	+1	5	1	good

Question	The Experts					∑R	∑R / x	Interpretation
	1	2	3	4	5			
57. Fast service	+1	+1	+1	+1	+1	5	1	good
58. Service after surgery	+1	+1	+1	+1	+1	5	1	good
59. Convenient room before treatment	+1	+1	+1	+1	+1	5	1	good
60. Appliance safety	+1	+1	+1	+1	+1	5	1	good
61. Availability of times	+1	+1	+1	+1	+1	5	1	good
62. Process standardize	+1	+1	+1	+1	+1	5	1	good
People								
63. Under surgeon supervision	+1	+1	+1	+1	+1	5	1	good
64. Surgeon Advices	+1	+1	+1	+1	+1	5	1	good
65. Staff persuasions	+1	+1	+1	+1	+1	5	1	good
66. Friendliness of staffs	+1	+1	+1	+1	+1	5	1	good
67. Greeting of staffs	+1	+1	+1	+1	+1	5	1	good
68. Dressing of staffs	+1	+1	+1	+1	+1	5	1	good
69. Appearance of staffs	+1	+1	+1	+1	+1	5	1	good
Physical								
70. Legal licensing	+1	+1	+1	+1	+1	5	1	good
71. Location is easy to find	+1	+1	+1	+1	+1	5	1	good
72. Convenience to go	+1	+1	+1	+1	+1	5	1	good
73. Cleanliness & Appropriated Layout	+1	+1	+1	+1	+1	5	1	good
74. Reputation	+1	+1	+1	+1	+1	5	1	good
75. Inside & Outside environment	+1	+1	+1	+1	+1	5	1	good
76. Decoration	+1	+1	+1	+1	+1	5	1	good
77. Located in communities	+1	+1	+1	+1	+1	5	1	good

Question	The Experts					$\sum R$	$\dfrac{\sum R}{x}$	Interpretation
	1	2	3	4	5			
PART 4: Brand Equity								
Brand Awareness								
78. Good Reputation	+1	+1	+1	+1	+1	5	1	good
79. Good Recognition	+1	+1	+1	+1	+1	5	1	good
80.Good Recalling	+1	+1	+1	+1	+1	5	1	good
Brand Credibility								
81. Service as promised	+1	+1	+1	+1	+1	5	1	good
82. Serve as patients required	+1	+1	+1	+1	+1	5	1	good
83. Served on time	+1	+1	+1	+1	+1	5	1	good
Brand Preference								
84. Decide after viewing advertising	0	+1	+1	+1	+1	4	0.8	good
85. Decide after surgeon recommendation	0	+1	+1	+1	+1	4	0.8	good
86. Decide by the promotions	0	+1	+1	+1	+1	4	0.8	good
Brand Loyalty								
87. Good feeling with brand/service that chosen	+1	+1	+1	+1	+1	5	1	good
88. Thinking about this brand first	+1	+1	+1	+1	+1	5	1	good
89. Intend to encourage friends and acquaintances in brand/service	+1	+1	+1	+1	+1	5	1	good
Brand Experience								
90. Service Satisfaction	+1	+1	+1	+1	+1	5	1	good
91. Service Impression	+1	+1	+1	+1	+1	5	1	good
92. Service make Happiness	+1	+1	+1	+1	+1	5	1	good

Question	The Experts					$\sum R$	$\dfrac{\sum R}{x}$	Interpretation
	1	2	3	4	5			
PART 5: Patient Behavior								
Attitude								
93. Present Social Status, Financial Status & Personal taste	+1	+1	+1	+1	+1	5	1	good
94. Anyone can do cosmetic surgery as normal	+1	+1	+1	+1	0	4	0.8	good
95. Body shame	+1	+1	+1	+1	+1	5	1	good
96. Get more opportunity to get a job	+1	+1	+1	+1	+1	5	1	good
Perception								
97. Advertising persuasion to purchases	+1	+1	+1	+1	+1	5	1	good
98. Information gathering from underwent patients	+1	+1	+1	+1	+1	5	1	good
99. Decide purchase treatment base on believe	+1	+1	+1	+1	+1	5	1	good
Beliefs								
100. Believe in Reputation	+1	+1	+1	+1	+1	5	1	good
101. Believe in Quality	+1	+1	+1	+1	+1	5	1	good
102. Believe in an Image	+1	+1	+1	+1	+1	5	1	good
Acceptance								
103. Only facial acceptance	+1	+1	+1	+1	+1	5	1	good
104. Face attractiveness for social acceptance	+1	+1	+1	+1	+1	5	1	good
105. Social accepted in Facial Cosmetic Surgery	+1	0	+1	+1	0	3	0.6	good
PART 6: Patient satisfaction while they are in service.								
Patient satisfaction								
106. Technological aspects of products & service	+1	+1	+1	+1	+1	5	1	good
107. Cost aspects	+1	+1	+1	+1	+1	5	1	good
108. Quality Aspects	+1	+1	+1	+1	+1	5	1	good

Question	The Experts					∑R	∑R x	Interpretation
	1	2	3	4	5			
109. Performance aspects	+1	+1	+1	+1	+1	5	1	good
110.Efficiency aspects	0	+1	+1	+1	+1	4	0.8	good
Part 7: Lifestyle of the cosmetic surgery								
111. Which area of the body would you consider having cosmetic surgery?	+1	+1	+1	+1	+1	5	1	good
112. If you were to have cosmetic surgery, would you keep it a secret?	+1	+1	+1	+1	+1	5	1	good
113. What would be the biggest reason for having cosmetic surgery?	+1	+1	+1	+1	+1	5	1	good
114. Would you consider going abroad for cosmetic surgery?	+1	+1	+1	+1	+1	5	1	good
115. Are there any celebrities whose image has influenced you to consider cosmetic surgery?	+1	+1	+1	+1	+1	5	1	good
116. Have you been considering surgery but not made your mind up yet? (please tick one or more)	+1	+1	+1	+1	+1	5	1	good
117. Would you like to arrange a no obligation phone call with our experts who can advise you of the best course of action?	+1	+1	+1	+1	+1	5	1	good

Criteria

Results for 5 experts =5 points = 1.00 Have the validity value.
Use.
Results for 5 experts = 4 points   = 0.8   Have the validity value.
Use.
Results for 5 experts = 3 points = 0.6 Have the validity value.
Use.
Results for 5 experts = 2 points = 0.4 Lower validity value 0.50 It also does not apply.
Need to update
Results for 5 experts= 1 points = 0.2 Lower precision value 0.50 It also does not
apply. Need to update.

การศึกษาปัจจัยที่มีอิทธิพลต่อการตัดสินใจของคนไข้ในการเลือกรับบริการศัลยกรรมเสริมความ
งามโดยเปรียบเทียบระหว่างโรงพยาบาลบำรุงราษฎร์ และสยาม เลเซอร์ คลินิก ใน เขต
กรุงเทพมหานคร,ประเทศไทย

คำแนะนำ: แบบสอบถามฉบับนี้จะใช้ในการศึกษา วิชาการศึกษาค้นคว้าอิสระ โดยนักศึกษา
ระดับปริญญาโท ภาคนานาชาติ คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ซึ่งอยู่ในส่วนของวิชา
BA700 การศึกษาค้นคว้าอิสระ เพื่อที่จะศึกษาเกี่ยวกับปัจจัยที่มีอิทธิพลต่อการตัดสินใจของคนไข้
ในการเลือกรับบริการศัลยกรรมเสริมความงาม กรณีศึกษา โรงพยาบาลบำรุงราษฎร์ และ สยาม
เลเซอร์ คลินิก ในเขต กรุงเทพมหานคร ประเทศไทย

แบบสอบถามนี้ประกอบด้วย 6 ส่วน ดังนี้

      1. ด้านประชากร

      2. องค์ประกอบโดยรวมทั้งหมด

      3. ด้านการตลาดแบบประสม (7P's)

      4. คุณค่าของแบรนด

      5. พฤติกรรมของคนไข้

      6. ความพึงพอใจของคนไข้ในขณะที่เข้ารับบริการศัลยกรรมเสริมความงาม

      7. วิถีทางการดำเนินชีวิต ของการศัลยกรรมเสริมความงาม

คำถามที่ 1:การศัลยกรรมเสริมความงามในกรุงเทพมหานคร

1.สถานที่ใดคือสถานศัลยกรรมเสริมความงามที่คุณชื่นชอบ กรุณาเลือกข้อใดข้อหนึ่ง

☐ 1.โรงพยาบาลบำรุงราษฎร์ อินเตอร์เนชั่นแนล   ☐ 2. สยามเลเซอร์ คลินิก

ส่วนที่1:ด้านประชากร

1. อายุ

      ☐ 1. น้อยกว่า 16 ปี   ☐ 2. 16-25 ปี

      ☐ 3. 21-30 ปี   ☐ 4. 31-35 ปี

      ☐ 5.36-45 ปี)   ☐ 6. มากกว่า 45 ปี

2. เพศ

      ☐ 1.เพศชาย   ☐ 2. เพศหญิง

3. เชื้อชาติ

    ☐ 1. ไทย   ☐2. อเมริกัน

    ☐ 3. อังกฤษ   ☐ 4. อื่นๆ_____

4.ระดับรายได้เฉลี่ยต่อเดือน

    ☐ 1.ต่ำกว่า 15,000 บาท

    ☐ 2.รายได้ 15,001-30,000 บาท

    ☐ 3.รายได้ 30,001-50,000 บาท

    ☐ 4.รายได้ 50,001-80,000 บาท

    ☐ 5.รายได้ 80,001-100,000 บาท

    ☐ 6.รายได้ มากกว่า 100,000 บาท

5.ศาสนา

    ☐ 1.พุทธ   ☐ 2. คริสต์

    ☐ 3. Islam อิสลาม   ☐ 4. ฮินดู

    ☐ 5. อื่นๆ_____

6.ระดับการศึกษา

    ☐ 1.ประถมศึกษา/มัธยมต้น

    ☐ 2. มัธยมปลาย หรือ เทียบเท่า

    ☐ 3. ปวช. / ปวส.

    ☐ 4. ปริญญาตรี

    ☐ 5. ปริญญาโท

    ☐ 6. ปริญญาเอก

<u>ส่วนที่ 2 :คำถามโดยรวมทั้งหมด</u>

<u>คำชี้แจง</u> กรุณาทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับระดับความสำคัญ

0 = ไม่มีผลใดๆ, 1 = สำคัญน้อยที่สุด , 2 ,3,4,5,6, 7 = สำคัญที่สุด

จงเลือกปัจจัยต่อไปนี้ที่มีผลต่อการตัดสินใจของคุณที่มีต่อแบบสอบถาม

ปัจจัย	ระดับความสำคัญ							
	0	1	2	3	4	5	6	7
<u>ด้านการตลาดแบบประสม (7P's)</u>								
7. สินค้า								
8. ราคา								
9. สถานที่								
10. การส่งเสริมการขาย								
11. บุคลากร								
12. กระบวนการ								
13. ลักษณะทางกายภาพ								
<u>คุณค่าของแบรนด์</u>								
14. การรับรู้ถึงแบรนด								
15. ความน่าเชื่อถือของแบรนด								
16.การตั้งค่าแบรนด								
17. ความภักดีต่อแบรนด								
18. ประสบการณ์ของแบรนด								
<u>พฤติกรรมของคนไข้</u>								
19. ทัศนคติที่มีต่อการศัลยกรรมเสริมความงาม								
20.การรับรู้ของคนไข้เกี่ยวกับการศัลยกรรมเสริมความงาม								
21. ความเชื่อของคนไข้ที่มีต่อการศัลยกรรมเสริมความงาม								
22. การยอมรับของคนไข้ที่มีต่อการศัลยกรรมเสริมความงาม								

ปัจจัย	ระดับความสำคัญ							
	0	1	2	3	4	5	6	7
ความพึงพอใจของคนไข้ในขณะที่เข้ารับบริการศัลยกรรมเสริมความงาม								
23.ความพึงพอใจของคนไข้ในขณะเข้ารับบริการศัลยกรรมเสริมความงาม								

ส่วนที่ 3: ด้านการตลาดแบบประสม (7P's)

คำชี้แจง กรุณาทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับระดับความสำคัญเกี่ยวกับ Marketing Mix (7P's)

1= ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ปานกลาง, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง

จงเลือกปัจจัยต่อไปนี้ที่มีผลต่อการตัดสินใจของคุณที่มีต่อแบบสอบถาม

ด้านการตลาดแบบประสม (7P's)	ระดับความสำคัญ				
	ไม่เห็นด้วยอย่างยิ่ง [1]	ไม่เห็นด้วย [2]	ปานกลาง [3]	เห็นด้วย [4]	เห็นด้วยอย่างยิ่ง [5]
สินค้า					
24. อุปกรณ์มีความปลอดภัย					
25. อุปกรณ์ที่ใช้งานล้วนมีมาตรฐานเดียวกับคลินิกศัลยกรรมทั่วไป					
26. อุปกรณ์มีสมรรถภาพที่พร้อมใช้งานอยู่เสมอ					
27. มีการรักษาที่ครบวงจร					
28. อุปกรณ์มีความเพียงพอต่อการใช้งาน					

ตารางมีต่อ

ด้านการตลาดแบบประสม (7Ps)	ระดับความสำคัญ				
	ไม่เห็นด้วยอย่างยิ่ง [1]	ไม่เห็นด้วย [2]	ปานกลาง [3]	เห็นด้วย [4]	เห็นด้วยอย่างยิ่ง [5]
29. อุปกรณ์มีความทันสมัย					
30. ความสะดวกในการรักษา					
31. ความหลากหลายของอุปกรณ์					
<u>ราคา</u>					
32. ความเหมาะสมของค่ารักษา					
33. ราคาในการรักษาต่อครั้ง					
34. ราคาถูกว่าคลินิกอื่น					
35. ราคาพิเศษเมื่อมีการทำศัลยกรรมตำแหน่งอื่น					
36. ราคาพิเศษเมื่อต้องมีการแก้ไข					
37. สามารถผ่อนชำระได้					
38. สามารถชำระผ่านบัตรเครดิต					
39. สามารถโอนเงินผ่านทางธนาคารได้					
<u>สถานที่</u>					
40. คลินิกมีความปลอดภัยได้มาตรฐาน					
41. คลินิกมีความสะอาด					
42. มีการตกแต่งที่สวยงาม					
43.ที่ตั้งสะดวกต่อการเดินทาง					
44.สถานที่จอดรถในการไปรับการรักษามีเพียงต่อจำนวนลูกค้า					

ด้านการตลาดแบบประสม (7P's)	ระดับความสำคัญ				
	ไม่เห็นด้วยอย่างยิ่ง [1]	ไม่เห็นด้วย [2]	ปานกลาง [3]	เห็นด้วย [4]	เห็นด้วยอย่างยิ่ง [5]
45. ขนาดพื้นที่ของคลินิก					
46.ใกล้ที่พักอาศัยของท่าน					
47.ใกล้สถานศึกษาของบุตร, หลาน ท่าน					
<u>ด้านส่งเสริมการขาย</u>					
48. มีการรับประกันความพึงพอใจของผู้เข้ารับการรักษา					
49. ส่วนลดเมื่อมาใช้บริการเป็นกลุ่ม					
50. มีการจัดโปรโมชั่น					
51. ส่วนลดของการใช้บริการครั้งต่อไป					
52. มีการให้บริการหลังการเข้ารับการรักษาอย่างต่อเนื่อง					
53. ส่วนลดพิเศษสำหรับลูกค้าประจำ					
54. มีการโฆษณาประชาสัมพันธ์อย่างทั่วถึง					
55.มีดาราดัง, คนดังมาเป็นพรีเซนเตอร์					

ตารางมีต่อ

ด้านการตลาดแบบประสม (7P's)	ระดับความสำคัญ				
	ไม่เห็นด้วยอย่างยิ่ง [1]	ไม่เห็นด้วย [2]	ปานกลาง [3]	เห็นด้วย [4]	เห็นด้วยอย่างยิ่ง [5]
<u>ด้านกระบวนการ</u>					
56. แจ้งรายละเอียดอย่างครบครัน ก่อนเข้ารับการรักษา					
57. ความสะดวกรวดเร็วของการ ให้บริการ					
58. การบริการหลังเข้ารับการ รักษา					
59. ความสะดวกสบายของ ห้องพักก่อนการเข้ารับการรักษา					
60. ความปลอดภัยของเครื่องมือ อุปกรณ์					
61. ความพร้อมทางด้านเวลา					
62. มาตรฐานของกระบวนการ ให้บริการ					
<u>ด้านบุคลากร</u>					
63. การควบคุมดูแลของ ศัลยแพทย์					
64. การให้คำแนะนำของ ศัลยแพทย์					
65. การพูดเชิญชวนของพนักงาน					

ด้านการตลาดแบบประสม (7P's)	ระดับความสำคัญ				
	ไม่เห็นด้วยอย่างยิ่ง [1]	ไม่เห็นด้วย [2]	ปานกลาง [3]	เห็นด้วย [4]	เห็นด้วยอย่างยิ่ง [5]
66. พนักงานมีอัธยาศัยดี ยิ้มแย้มแจ่มใส					
67. การต้อนรับของพนักงาน					
68. การแต่งกายของพนักงาน					
69. รูปร่างหน้าตาของพนักงาน					
ลักษณะทางกายภาพ					
70. คลินิกมีใบรับรองถูกต้องตามกฎหมาย					
71. คลินิกตั้งอยู่ในสถานที่ที่พบเห็นได้ง่าย					
72. เดินทางสะดวก					
73. คลินิกมีความสะอาด จัดพื้นที่อย่างเหมาะสม					
74. ความมีชื่อเสียงของคลินิก					
75. สภาพแวดล้อมภายใน/ภายนอกคลินิก					
76. การตกแต่งคลินิก					
77. คลินิกตั้งอยู่ในแหล่งชุมชนขนาดใหญ่					

<u>ส่วนที่4: คุณค่าของแบรนด์</u>

<u>คำชี้แจง</u> กรุณาทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความคิดเห็นต่อ Brand Equity

1= ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ปานกลาง, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง

จงเลือกปัจจัยต่อไปนี้ที่มีผลต่อการตัดสินใจของคุณที่มีต่อแบบสอบถาม

คุณค่าของแบรนด์	ระดับความสำคัญ				
	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ปานกลาง	เห็นด้วย	เห็นด้วยอย่างยิ่ง
	[1]	[2]	[3]	[4]	[5]
<u>การรับรู้ถึงแบรนด์</u>					
78. คลินิกศัลยกรรมความงามบนใบหน้า ที่ท่านใช้บริการ ง่ายต่อการจดจำและระลึกถึง					
79. คลินิกศัลยกรรมความงามบนใบหน้า ที่ท่านใช้บริการ มีชื่อเสียงและได้รับการยอมรับเป็นอย่างดี					
80. เมื่อท่านต้องการทำศัลยกรรมความงามบนใบหน้า ท่านจะนึกถึงคลินิกบริการแห่งนี้เป็นแห่งแรก					

ตารางมีต่อ

คุณค่าของแบรนด์	ระดับความสำคัญ				
	ไม่เห็นด้วยอย่างยิ่ง [1]	ไม่เห็นด้วย [2]	ปานกลาง [3]	เห็นด้วย [4]	เห็นด้วยอย่างยิ่ง [5]
<u>ความน่าเชื่อถือแบรนด์</u>					
81. คลินิกสามารถบริการให้ได้ตามที่สัญญาไว้					
82. คลินิกสามารถบริการได้ตรงกับความต้องการ					
83. คลินิกสามารถบริการได้ตามเวลาที่ให้สัญญาไว้					
<u>การตั้งค่าแบรนด์</u>					
84. ท่านตัดสินใจทำศัลยกรรมเสริมความงามบนใบหน้า หลังจากได้รับชมโฆษณา					
85. ท่านตัดสินใจทำศัลยกรรมเสริมความงามบนใบหน้า จากคำแนะนำของผู้เชี่ยวชาญ					
86. ท่านตัดสินใจทำศัลยกรรมเสริมความงามบนใบหน้า เพราะมีการส่งเสริมการตลาด					
<u>ความภักดีต่อแบรนด์</u>					
87. ท่านรู้สึกดีต่อราคาคลินิกที่ให้บริการเสริมความงามบนใบหน้าที่ท่านเลือกใช้บริการ					

ตารางมีต่อ

คุณค่าของแบรนด์	ระดับความสำคัญ				
	ไม่เห็นด้วยอย่างยิ่ง [1]	ไม่เห็นด้วย [2]	ปานกลาง [3]	เห็นด้วย [4]	เห็นด้วยอย่างยิ่ง [5]
<u>ความภักดีต่อแบรนด์ (ต่อ)</u>					
88. เมื่อท่านต้องการทำศัลยกรรมเสริมความงามบนใบหน้า ท่านจะนึกถึงสถานบริการ/คลินิกแห่งนี้เป็นแห่งแรก					
89. ท่านจะแนะนำให้เพื่อนและคนรู้จักมาใช้บริการเสริมความงามแห่งนี้					
<u>ประสบการณ์ของแบรนด์</u>					
90. การทำศัลยกรรมเสริมความงามบนใบหน้า จากคลินิกแห่งนี้ ทำให้ท่านรู้สึกพึงพอใจ					
91. การทำศัลยกรรมเสริมความงามบนใบหน้า จากคลินิกแห่งนี้ ทำให้ท่านรู้สึกประทับใจต่อการให้บริการของศัลยแพทย์					
92. ทำศัลยกรรมเสริมความงามบนใบหน้า จากคลินิกแห่งนี้ ทำให้ท่านรู้สึกดี มีความสุข					

ส่วนที่ 5 : พฤติกรรมของคนไข้

คำชี้แจง กรุณาทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความคิดเห็นในระดับพฤติกรรมของ
คนไข้ในการศัลยกรรมเสริมความงาม

1= ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ปานกลาง, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง
จงเลือกปัจจัยต่อไปนี้ที่มีผลต่อการตัดสินใจของคุณที่มีต่อแบบสอบถาม

พฤติกรรมของคนไข้	ระดับความสำคัญ				
	ไม่เห็นด้วยอย่างยิ่ง [1]	ไม่เห็นด้วย [2]	ปานกลาง [3]	เห็นด้วย [4]	เห็นด้วยอย่างยิ่ง [5]
ทัศนคติ					
93. การทำศัลยกรรมความงาม บนใบหน้าทำแล้วดี และเป็นการ แสดงฐานะทางสังคม, การเงิน และรสนิยม					
94. การทำศัลยกรรมความงามบน ใบหน้าเป็นเรื่องธรรมดา ใครๆก็ ทำ					
95. การอายในรูปร่างของตนเอง					
96. การทำศัลยกรรมความงาม บนใบหน้า ทำให้ได้รับโอกาส ทางการงานมากขึ้น					
การรับรู้					
97. การพบเห็นสื่อโฆษณา เกี่ยวกับการทำศัลยกรรมความ งามบนใบหน้าทำให้ท่านเกิด ความสนใจที่จะทำศัลยกรรม เสริมความงาม					

ตารางมีต่อ

พฤติกรรมของคนไข้	ระดับความสำคัญ				
	ไม่เห็นด้วยอย่างยิ่ง [1]	ไม่เห็นด้วย [2]	ปานกลาง [3]	เห็นด้วย [4]	เห็นด้วยอย่างยิ่ง [5]
<u>การรับรู้</u> (ต่อ)					
98. ท่านได้ทำการรวบรวมข้อมูลของแหล่งทำศัลยกรรมความงามบนใบหน้าจากผู้ที่เคยเข้ารับการศัลยกรรมบนใบหน้า เพื่อการตัดสินใจในการทำศัลยกรรมของท่าน					
99. ท่านได้ตัดสินใจเลือกใช้บริการทำศัลยกรรมความงามบนใบหน้าจากโรงพยาบาล/ คลินิกที่สอดคล้องกับความเชื่อของท่านที่เกิดจากการรับรู้ข้อมูลจากสื่อโฆษณาและประสบการณ์ของผู้ที่เคยใช้บริการ					
<u>ความเชื่อ</u>					
100. คุณเชื่อว่าโรงพยาบาล หรือคลินิกทำศัลยกรรมที่มีชื่อเสียงและไม่เคยมีประวัติความผิดพลาดในการทำศัลยกรรมเหมาะแก่การเลือกทำศัลยกรรมความงาม					

พฤติกรรมของคนไข้	ระดับความสำคัญ				
	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ปานกลาง	เห็นด้วย	เห็นด้วยอย่างยิ่ง
	[1]	[2]	[3]	[4]	[5]
<u>ความเชื่อ (ต่อ)</u>					
101.คุณเชื่อว่าโรงพยาบาล หรือคลินิกทำศัลยกรรมที่ใช้บริการเป็นโรงพยาบาล หรือคลินิกทำศัลยกรรมที่มีคุณภาพสูง					
102. คุณเชื่อมั่นในคุณภาพและภาพลักษณ์ของโรงพยาบาลและคลินิกเสริมความงาม					
<u>การยอมรับ</u>					
103.ท่านยอมรับที่จะทำศัลยกรรมความงามบนใบหน้าเท่านั้น					
104.คุณต้องการที่จะมีใบหน้าที่สวยงามเพื่อให้เกิดความชื่นชอบจากคนรอบข้าง					
105.คุณต้องการทำศัลยกรรมความงามเพื่อให้เกิดการยอมรับจากสังคม					

<u>ส่วนที่ 6 : ความพึงพอใจของคนไข้ในขณะที่เข้ารับบริการศัลยกรรมเสริมความงาม</u>
<u>คำชี้แจง</u> กรุณาทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความคิดเห็นในระดับความพึงพอใจต่อ
การให้บริการ

1= ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ปานกลาง, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง
จงเลือกปัจจัยต่อไปนี้ที่มีผลต่อการตัดสินใจของคุณที่มีต่อแบบสอบถาม

ความพึงพอใจของผู้มาใช้บริการ	ระดับความสำคัญ				
	ไม่เห็นด้วยอย่างยิ่ง [1]	ไม่เห็นด้วย [2]	ปานกลาง [3]	เห็นด้วย [4]	เห็นด้วยอย่างยิ่ง [5]
<u>ความพึงพอใจของคนไข้</u>					
106. ความพึงพอใจต่อเทคโนโลยีของการทำศัลยกรรมเสริมความงามบนใบหน้า					
107. ความพึงพอใจต่อค่าใช้จ่ายของการทำศัลยกรรมเสริมความงามบนใบหน้า					
108. ความพึงพอใจต่อคุณภาพของการทำศัลยกรรมเสริมความงามบนใบหน้า					
109. ความพึงพอใจต่อผลงานในอดีตของการทำศัลยกรรมเสริมความงามบนใบหน้า					
110.ความพึงพอใจต่อประสิทธิภาพการให้บริการของการทำศัลยกรรมเสริมความงามบนใบหน้า					

<u>ส่วนที่ 7 :</u> วิถีการดำเนินชีวิตของคนไข้/บุคคลทั่วไปที่สนใจในการเข้ารับศัลยกรรมเสริมความงาม

<u>คำอธิบาย:</u>กรุณา ✓ เลือกข้อที่คุณต้องการที่สอดคล้องกับวิถีการดำเนินชีวิตของคนไข้กับการศัลยกรรมเสริมความงาม

111.ส่วนไหนบนร่างกาย ที่คุณอยากที่จะเข้ารับการศัลยกรรมเสริมความงาม (เลือกได้มากกว่า1ข้อ)

- ☐ 1.ใบหน้า
- ☐ 2. จมูก
- ☐ 3. ตา
- ☐ 4. คอ
- ☐ 5. หน้าอก
- ☐ 6. ร่างกาย
- ☐ 7. อื่นๆ (โปรดระบุ)...

112. ถ้าคุณเคยผ่านการศัลยกรรมเสริมความงามมา คุณจะเก็บปิดบังเป็นความลับหรือไม่

- ☐ 1. ปิด
- ☐ 2. ไม่ปิด
- ☐ 3. ไม่รู้

113. อะไรคือ เหตุผลหลักที่ทำให้คุณตัดสินใจเข้ารับการศัลยกรรมเสริมความงาม

- ☐ 1. ปรับปรุงรูปลักษณ์ของตนเอง
- ☐ 2. เพื่อเสริมความมั่นใจ
- ☐ 3. แก้ไขจุดบกพร่อง
- ☐ 4. อื่นๆ (โปรดระบุ)....................

114. คุณมีความคิดที่จะไปเข้ารับการศัลยกรรมเสริมความงามที่ต่างประเทศ หรือไม่

- ☐ 1. มี
- ☐ 2. ไม่มี

115. คุณมี ดารา, คนดัง คนใด ที่มีอิทธิพลต่อคุณในการตัดสินใจเข้ารับการศัลยกรรมเสริมความงาม หรือไม่ และเพราะอะไร

- ☐ 1. ไม่มี
- ☐ 2. มี (โปรดระบุ) ....

116. คุณเคยต้องการเข้ารับการศัลยกรรมเสริมความงาม แต่ยังไม่ได้ตัดสินใจว่าจะทำหรือไม่ เพราะอะไร? (เลือกได้มากกว่า 1 ข้อ)

- ☐ 1. ยังไม่พร้อม
- ☐ 2. ราคาแพงเกินไป
- ☐ 3. ยังไม่เจอคลินิก/โรงพยาบาลที่ถูกใจ
- ☐ 4. ยังไม่เจอศัลยแพทย์ที่ถูกใจ
- ☐ 5. ฉันไม่เคยตัดสินใจเข้ารับการศัลยกรรมเสริมความงาม
- ☐ 6. อื่นๆ (โปรดระบุ)...

117. คุณต้องการคำปรึกษาหรือแนะนำ จากศัลยแพทย์/ผู้เชี่ยวชาญ ของเรา เกี่ยวกับ หลักสูตรที่ดีที่สุดสำหรับท่านโดยไร้ข้อผูกมัด หรือไม่?

- ☐ 1. ไม่ต้องการ
- ☐ 2. ต้องการ – โปรดระบุ รายละเอียดเกี่ยวกับตัวท่าน ดังต่อไปนี้ (ชื่อ, e-mail, เบอร์โทรศัพท์ และหลักสูตรที่ท่านสนใจ ....

The study of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

Direction: This questionnaire will be used for Thesis by a graduate student of Master of Business Administration, International Program at Bangkok University. It's a part of BA700 "Thesis" in order to examine study of factors that influence patient's choice decision receiving cosmetic surgery: a case study of Bumrungrad International Hospital and Siam Laser Clinic in Bangkok, Thailand.

The questionnaire is composed of 7 parts:

PART 1: Demographic
PART 2: Overall Factor
PART 3: Marketing Mix (7P's)
PART 4: Brand Equity
PART 5: Patient Behavior
PART 6: Patient satisfaction while they are in service.
PART 7: Lifestyle of the cosmetic surgery

Q1: Cosmetic surgery in Bangkok

Which is your preferred choice of cosmetic surgery in Bangkok?

☐ 1. Bumrungrad Hospital International   ☐ 2. Siam Laser Clinics

PART I: Demographic

1. What is your age?
    ☐ 1. Less than 16 years   ☐ 2. 16-25 years
    ☐ 3. 26-30 years   ☐ 4. 31-35 years
    ☐ 5. 36-45 years   ☐ 6. More than 45 year
2. Gender
    ☐ 1. Male   ☐ 2. Female
3. Nationality
    ☐ 1. Thai   ☐ 2. American
    ☐ 3. British   ☐ 4. Other_____
4. Monthly Income level
    ☐ 1. below 15,000 baht
    ☐ 2. 15,001-30,000 baht
    ☐ 3. 30,001-50,000 baht
    ☐ 4. 50,001-80,000 baht
    ☐ 5. 80,001-100,000 baht
    ☐ 6. More than 100,000 baht

5. Religion
    ☐ 1. Buddhism   ☐ 2. Christ
    ☐ 3. Islam   ☐ 4. Hindu
    ☐ 5. Other_____

6. Education Level
    ☐ 1. Primary/Middle School
    ☐ 2. High School or equal
    ☐ 3. Diploma/ College
    ☐ 4. Bachelor's degree
    ☐ 5. Master's degree
    ☐ 6. Doctoral degree

PART 2: Overall factors

Explanation: Please ✓ in the space that corresponds to the service Marketing Mix (7P's) marketing factors that affect the decision to perform the cosmetic surgery of the people with influence.

0 = Not at all, 1 =Slightly Important, 2, 3,4,5,6, 7 = Extremely Important

How much the following factors affect your choice decision in Q1?

Factors	Level of the value							
	0	1	2	3	4	5	6	7
Marketing Mix (7P's)								
7. Product								
8. Price								
9. Place								
10. Promotion								
11. People								
12. Process								
13. Physical Evidence								
Brand Equity								
14. Brand Awareness								
15. Brand Credibility								
16. Brand Preference								

Factors	Level of the value							
	0	1	2	3	4	5	6	7
17. Brand Loyalty								
18. Brand Experience								
Patient Behavior								
19. Attitude								
20. Perception								
21. Beliefs								
22. Acceptance								
Patient Satisfaction								
23. Satisfaction in patients								

PART 3: Marketing Mix (7P's)

Explanation: Please ✓ in the space that corresponds to the service Marketing Mix (7P's) marketing factors that affect the decision to perform the cosmetic surgery of the people with influence.
1 = Strongly Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, 5 = Strongly Agree

The following factors affect your choice decision in Q1

Marketing Mix (7P's)	Level of the value				
	Strongly Disagree [1]	Somewhat Disagree [2]	Neutral [3]	Somewhat Agree [4]	Strongly Agree [5]
Product					
24.Safety of Medical Appliance					
25. Standard of Medical Appliance					
26. Ready to use in Medical Appliance					
27. Unified Treatment					

Marketing Mix (7P)	Level of the value				
	Strongly Disagree [1]	Somewhat Disagree [2]	Neutral [3]	Somewhat Agree [4]	Strongly Agree [5]
28. Enough per use for Medical Appliance					
29. Modern Medical Appliance					
30. Ease of access to treatment					
31. A variety of Medical of Appliance					
Price					
32. The appropriateness of treatment price					
33.Price per treatment in time					
34. Cheaper price than others					
35. Special rate at different parts					
36. Special rate of fixed					
37. Installment payment					
38. Allow credit card payment					
39. Be able to bank transfer payment					
Place					
40. Safety					
41. Cleanliness					
42. Attractive decoration					
43. Convenience to go					
44. Available parking area					
45. Size of clinic or hospital					
46. Near to living					
47. Near to schools					

Marketing Mix (7P)	Level of the value				
	Strongly Disagree [1]	Somewhat Disagree [2]	Neutral [3]	Somewhat Agree [4]	Strongly Agree [5]
Promotion					
48. Satisfaction guarantee					
49. Special rate for groups					
50. Special event					
51. Discount for next purchase					
52. After sale service					
53. Special discount for loyalty customer					
54. Advertising					
55. Celebrity Endorsement					
Process					
56. Provide clearly details treatment					
57. Quick service					
58. Service after surgery					
59. Convenient room before treatment					
60. Appliance safety					
61. Availability of times					
62. Process standardize					
People					
63. Under surgeon supervision					
64. Surgeon Advises					
65. Staff persuasions					
66. Friendliness of staffs					
67. Greeting of staffs					
68. Dressing of staffs					

Marketing Mix (7P)	Level of the value				
	Strongly Disagree [1]	Somewhat Disagree [2]	Neutral [3]	Somewhat Agree [4]	Strongly Agree [5]
69. Appearance of staffs					
Physical Evidence					
70. Legal licensing					
71. Location is easy to find					
72. Convenience to go					
73. Cleanliness & Appropriated Layout					
74. Reputation					
75. Inside & Outside environment					
76. Decoration					
77. Located in communities					

PART 4: Brand Equity

Explanation: Please ✓in the space that corresponds to the level of the value of your brand that has a plastic surgery services that are familiar with.

1 = Strongly Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, 5 = Strongly Agree

The following factors affect your choice decision in Q1

Brand Equity	Level of the value				
	Strongly Disagree [1]	Somewhat Disagree [2]	Neutral [3]	Somewhat Agree [4]	Strongly Agree [5]
Brand Awareness					
78. Good Reputation					
79. Good Recognition					
80.Good Recalling					
Brand Credibility					
81. Service as promised					
82. Serve as patients required					
83. Served on time					
Brand Preference					
84. Decide after viewing advertising					
85. Decide after surgeon recommendation					
86. Decide by the promotions					
Brand Loyalty					
87. Good feeling with brand/service that chosen					
88. Thinking about this brand first					
89. Intend to encourage friends and acquaintances in brand/service					

Brand Equity	Level of the value				
	Strongly Disagree [1]	Somewhat Disagree [2]	Neutral [3]	Somewhat Agree [4]	Strongly Agree [5]
Brand Experience					
90. Service Satisfaction					
91. Service Impression					
92. Service make Happiness					

PART 5: Patient Behavior

Explanation: Please ✓in the space that corresponds to the level of the value of your brand that has a plastic surgery services that are familiar with.

1 = Strongly Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, 5 = Strongly Agree

The following factors affect your choice decision in Q1

Patient Behavior	Level of the value				
	Strongly Disagree [1]	Somewhat Disagree [2]	Neutral [3]	Somewhat Agree [4]	Strongly Agree [5]
Attitude					
93.To present Social, Financial Status Personal Good Tastes					
94.Anyone can do cosmetic surgery as normal					
95. Body shame					
96.Get more opportunity to get a job					

Patient Behavior	Level of the value				
	Strongly Disagree [1]	Somewhat Disagree [2]	Neutral [3]	Somewhat Agree [4]	Strongly Agree [5]
Perception					
97. Advertising persuasion to purchases					
98. Information gathering from underwent patients					
99. Decide purchase treatment base on believe					
Beliefs					
100. Believe in Reputation					
101.Believe in Quality					
102. Believe in an Image					
Acceptance					
103. Only facial acceptance					
104. Face attractiveness for social acceptance					
105. Social accepted in Facial Cosmetic Surgery					

PART 6: Patient satisfaction while they are in service.

Explanation: Please ✓in the space that corresponds to the level of the value of your brand that has a cosmetic surgery services that are familiar with.

1 = Strongly Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, 5 = Strongly Agree

The following factors affect your choice decision in Q1

Patient satisfaction	Level of the value				
	Strongly Disagree [1]	Somewhat Disagree [2]	Neutral [3]	Somewhat Agree [4]	Strongly Agree [5]
Patient satisfaction					
106. Technological aspects of products & service					
107. Cost aspects					
108. Quality Aspects					
109. Performance aspects					
110.Efficiency aspects					

Part 7: Lifestyle of the patient / people who interested in cosmetic surgery

<u>Explanation:</u> Please ✓in the box that you choose about the Lifestyle of the cosmetic surgery

111. On what area of the body would you consider having cosmetic surgery?
(Please tick one or more)
      ☐ 1. Face   ☐ 2. Nose   ☐3. Eyes
      ☐ 4. Neck   ☐ 5. Breasts   ☐ 6. Body
      ☐ 7. Other (please specify) ……………………………………………….

112. If you were to have cosmetic surgery would you keep it a secret?
      ☐ 1. YES   ☐ 2. NO   ☐ 3. DON'T KNOW

113. What would be the biggest reason for having cosmetic surgery?
      ☐ 1. Self-improvement   ☐ 2. Confidence boost
      ☐ 3. Corrective   ☐ 4. Other (please specify)…………….

114. Would you consider going abroad for cosmetic surgery?
      ☐ 1. YES   ☐ 2. NO

115. Are there any celebrities whose image has influenced you to consider cosmetic surgery?
      ☐ 1. NO   ☐ 2. YES (please specify)……………

116. Have you been considering surgery but not made your mind up yet? (Please tick one or more)
      ☐ 1. Not ready yet
      ☐ 2. Too expensive
      ☐ 3. Haven't found the right clinic
      ☐ 4. Haven't found the right surgeon
      ☐ 5. I have not been considering cosmetic surgery
      ☐ 6. Other (please specify)…………………………………………………..

117. Would you like to arrange a no obligation phone call with our experts who can advise you of the best course of action?
      ☐ 1. NO
      ☐ 2. YES – Please leave your details below
      (Name, e-mail, phone number and procedure you are interested in)
      …………………………………………………………………

BIODATA

Name – Last name:	Petcharat Jeeramakorn
Address:	90/144 Casa Premium Onnuch-Wongwaen,Expiry road ,Dokmai,Prawet Bangkok 10250 Thailand.
Email:	petcharat.jeer@gmail.com
Contact number:	+66860812578
Educational Background:	Bachelor of Art Communication, Krirk University
Major:	Advertising and Public Relation
Working:	General Manager of Innovation Medical Device.Co.,Ltd Owner business of Thai Air Force Contractor Petcharat Supply and Decor Limited Partnership, and P & V Intertrade Corporation

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~~Mr.~~/ ~~Mrs.~~/ Ms __Petcharat Jeeramakorn__ now living at ___90/144___
~~Soi~~ __Casa Premium (Onnut-Wongwaen)__ Street __Karnchana Expiry Road (New)__
Sub-district __Dokmai__ District __Prawet__
Province __Bangkok__ Postal Code __10250__ being a Bangkok
University student, student ID __7570203179__

Degree level ☐ Bachelor ☑ Master ☐ Doctorate

Program __M.B.A.__ Department ___-___ School __Graduate School__

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