THE IMPACT OF PERCEIVED VALUE, WORD OF MOUTH, BRAND TRUST ON

CUSTOMER'S INTENTION TO USE THE SERVICE OF BEAUTY SURGERY

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<u>The Impact of Perceived Value, Word of Mouth, Brand Trust on Customer's Intention to Use the Service of Beauty Surger </u>(43 pp.)

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ABSTRACT

Based on the technique of quantitative research, the purpose of this study is to investigate the impact of perceived value, word of mouth, brand trust on customer's intention to use the service of beauty surgery. 184 respondents who have independent ability to use sampling survey and a certain rational thinking ability when they have participated in this survey. The answers were being selected using convenience sampling. Illustrated that each part of the questionnaire had accepted value of the Cornbrash's alpha coefficient. The results indicated that the questionnaire had an acceptable reliability value which was equal to or more than 0.65. Therefore, perceived value, word of mouth and brand trust affected customer's intention to use beauty surgery.

Keywords: Perceived Value, Word of Mouth, Brand Trust, Customer's Intention, Beauty Surgery

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CHAPTER 1

INTRODUCTION

1.1 Background of The Research Problems

At present, more and more people are beginning to pay attention to their personal beauty and skincare, they believe that they can improve the quality of life, become more popular and more confident by beauty surgery. In 2017, the growth rate of Chinese beauty surgery exceeded 40%, and the total amount exceeded 10 million, China is already the third largest market for medical and beauty industries in the world and is expected to surpass Brazil to become the second largest market. It is expected that Chinese beauty surgery market will exceed one trillion yuan in 2019. The plastics industry has also become the fourth largest service industry after real estate, automobiles and tourism. In 2018, the size of China's medical and beauty market may reach 224.5 billion yuan, the growth rate is 27.57%. In the next five years, the average annual growth rate of China's medical and beauty market is expected to reach 25.67%. It means that in the future, hundreds of millions of Chinese will buy medical and beauty services, and China's trillions of medical and beauty markets will come, and more and more people are paying attention to their personal beauty and are more willing to invest in this area.

At present, there are nearly 20 million medical and beauty consumers in China, among which 100 out of every Chinese medical beauty consumer, there are 64 post-90s and 19 post-90s. Among Chinese medical and beauty consumers under the age of 19, it was 15.44% in 2017 and 18.81% in 2018. Post- 90s has become the main force of plastic

surgery, but post-00s 's the trend of medical beauty is stronger. Beauty surgery has entered people's daily life, from graduation, job hunting, to in relationship, marriage, childbirth, people enhance their good attitudes and moods to meet the changes in life through beauty surgery. Therefore, beauty surgery became a common consumption in our lives, and beauty surgery industry will become an important part of the future economic development. In this study, we choose Guangxi Province as the research's location. Guangxi is located in South China, and by the end of 2017, the total registered population of Guangxi was 56 million. And I will choose Guangxi to be example location of this study.

1.2 Statement of The Research Problems

According to the data of the beauty surgery's economic growth in the past year, people will choose to go to clinic and hospital to do beauty surgery while the selected business need to establish by focusing on how to encourage the customers to use the service of Beauty Surgery, because they trust on brand's quality. During the study development, the first construct tested was perceived value as being an antecedent construct of reputation, trust, and customer retention (Turner Parish & Bugg Holloway, 2010). However, the study of Boari, Fioretti, and Odorici (2017) proved that among service providers, value is an antecedent of trust, and such a relation is mediated by service provider reputation, different from that proposed by Turner Parish and Bugg Holloway (2010). Trust is considered as one of the important components in the relationship between the seller and the purchaser, and the role of customer trust enhances

as competition increases. Trust means positive belief on trustworthiness and reliability of a person or thing, define brand trust as a sense of security perceived by consumer in his interaction with a brand (Becerra & Badrinarayanan, 2013). about beauty surgery business, it's very interesting to research and study about Perceived Value, Word of Mouth and Brand Trust, all of them are related with customer's intention to use the service of Beauty Surgery, they will research the impact of them Perceived Value, Word of Mouth and Brand Trust on Customer's Intention to buy. Therefore, it's very important to know how the Perceived Value, Word of Mouth and Brand Trust affect on customer's intention to use the service of Beauty Surgery.

1.3 Summary

The researcher wants to study about Perceived Value, Word of Mouth and Brand Trust affecting on customer's intention to use the service of Beauty Surgery, in order to understand the relationship among those variables. We would be applied for Beauty Surgery Business to establish strategies to promote and their clients to use the service of Beauty Surgery.

1.4 Purposes of Study

The purposes of this present study are demonstrated as follows:

1. To investigate the customer's attitude toward perceived value, word of mouth, brand trust and customer's intention to use the service of beauty surgery.

2. To investigate the impact of perceived value, word of mouth, brand trust on customer's intention to use the service of beauty surgery.

1.5 Contribution of Study

The findings of this present study can be contributed to the individuals, and the related organizations in terms of academic performance and business managerial implication as follows:

1. According to business practices, the finding of the research can help business in beauty surgery industry, in order to understand the relationship among those variables. We would be applied for Beauty Surgery Business to establish strategies to promote and their clients to use the service of Beauty Surgery.

2. According to the academic performance, the findings of this research can enhance the knowledge about the new factors perceived value, word of mouth, and brand trust that influence customer's intention to use the service of Beauty Surgery.

CHAPTER 2

LITERATURE REVIEW

The researchers have conducted the documentary reviews from the related issues including the theories and previous researches in order to describe the characteristic of the research variables and investigate the relationship among variables. Regarding these concerns, the contents of questionnaire, the research hypothesis and the conceptual framework are generated from this review.

2.1 Related Theories and Previous Studies

2.1.1 Perceived Value

In marketing, value means the difference between a customer's evaluation of benefits and costs, Value is both a psychological belief and an action choice. Perceived value is the essential result of marketing activities and is a first order element in relationship marketing (Oh, 2003). Perceived value as being an antecedent construct of reputation, trust, and customer retention (Turner Parish & Bugg Holloway, 2010). Perceived value is understood as a construct configured by two parts, one of benefits received by the customer (economic, social and relationship) and another of sacrifices made (price, time, effort, risk and convenience) (Oh, 2003). However, the study of Boari et al. (2017) proved that among service providers, value is an antecedent of trust, and such a relation is mediated by service provider reputation, different from that proposed by Turner Parish and Bugg Holloway (2010). And Kuo, Wu, and Deng (2009) have proved

that perceived value directly and positively influenced post-purchase intention, where the effect of perceived value was the largest. The present study identifies the mediating effect of perceived value as a mediator in the relationship between souvenir authenticity and customer's intention (Fu, Liu, Wang, & Chao, 2018).

2.1.2 Word of Mouth

Recommendation is likelihood among the most widely used customer feedback measure in the industry (Aksoy, Buoye, Aksoy, Larivière, & Keiningham, 2013). In academic research, recommendation likelihood is regularly employed as a measure of expected positive referrals, and as a component of scales used to measure customer loyalty (Kursunluoglu, 2014).There are various ways to recommend product or service, and word of mouth is the most common recommended way. Tronvoll (2012) state that customer is an individual who spends, buys frequently, has motivation to search for information, is more resistant to competitors' promotions and is more likely to spread positive word-of-mouth. Word of mouth is the passing of information from person to person by oral communication, which could be as simple as telling someone the time of day. Word of mouth is a marketing method that is mainly used by consumers or corporate marketers to disseminate information about enterprise products or services to target audiences. Word of mouth is based on people's direct experience of enterprise products and services. Word of mouth has a strong effect on purchase; Chuang and Tai (2016) notes that 50% of service provider replacements rest on recommendation, and the (Chuan‐Chuan Lin & Wang, 2011) finds that one in eight recommendations results in a sale. This is a strong effect make it worthwhile to study word of mouth associated with

the impact of Customer attention. Additionally, within those affirmative factors, chief among them is word-of-mouth as the most influential one (Roy & Naidoo, 2017).

2.1.3 Brand Trust

Brands are among a company's most powerful assets (O'Loughlin & Szmigin, 2005). Trust is considered as one of the important components in the relationship between the seller and the purchaser, and the role of customer trust enhances as competition increases. Trust means positive belief on trustworthiness and reliability of a person or thing, define brand trust as a sense of security perceived by consumer in his interaction with a brand (Becerra & Badrinarayanan, 2013). The benefits to the organization from building successful brands are numerous, and include creating a competitive advantage (Lassar, Mittal, & Sharma, 1995), commanding a price premium (Sayman & J. Hoch, 2014) and building long-term customer loyalty and trust (Wendlandt & Schrader, 2007). In this study, Chaudhuri and Holbrook (2001) define brand trust as the "willingness of the average consumer to rely on the ability of the brand to perform its stated function". And the role of brand trust escalates when customers decide to purchase symbolic brands which are considered expensive investments (Elliott & Yannopoulou, 2007). Alan and Kabadayı (2014) have pointed out consumer's behavioral intention has been affected by brand trust.

2.1.4 Customer's Intention

Many surveys highlight that customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customers' expectation (Muhammad Zarunnaim Haji Wahab, (2018). Thus, a customers' intention is

important to attract participants for beauty surgery industry. Lyong Ha (1998) describes that behavioral intention is important to the theory because the intention is determined by the attitudes towards behaviors and subjective norms. An attitude is a person's opinion of whether a behavior is positive or negative, while a subjective norm is a perceived social pressure arising from one's perception (Muhammad Zarunnaim Haji Wahab, (2018). "The intention to perform a specific behavior is believed to predict actual behavior" (Ajzen, 1991). Zhikun and Fungfai (2009) defines intention as a relationship between attitude and behavior within a human action. Based on the discussion above, this study used customer intention to determine the dependent variable. Alan and Kabadayı (2014) have pointed out consumer's behavioral intention has been affected by brand trust.

2.2 Hypothesis Statement

Hypothesis 1: Perceived value affecting customer's intention

Hypothesis 2: Word of mouth affecting customer's intention

Hypothesis 3: Brand trust affecting customer's intention

2.3 Conceptual Framework

As shown in the figure 2.1, it depicts, the important variables of this research include perceived value, word of mouth and brand trust as independent variables and customer's intention as dependent variable.

Independent Variables   Dependent Variable

| Perceived Value |
| Word of Mouth | → | Customer's Intention |
| Brand Trust |
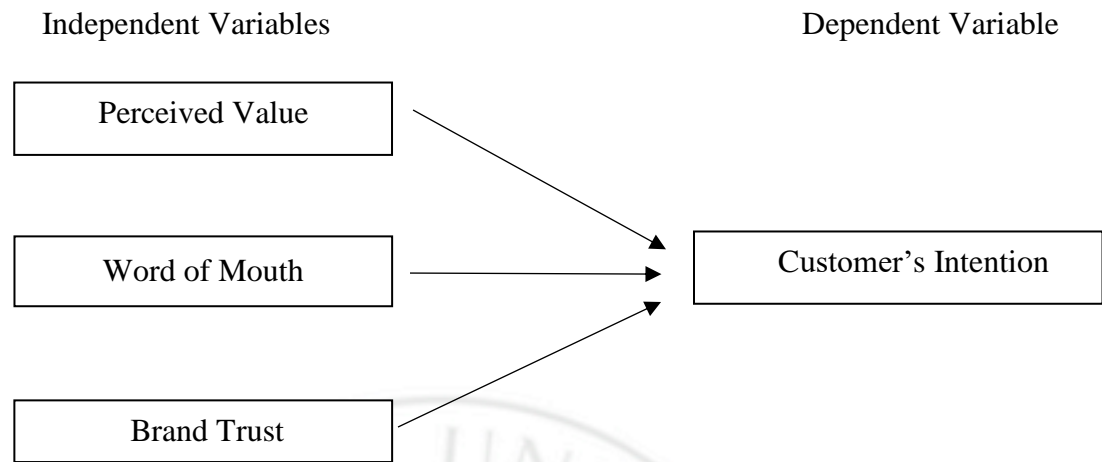
Figure 2.1: Theoretical Framework

       The conceptual framework in this study portrayed the relationship between the independent variables: Perceived Value, Word of Mouth and Brand Trust and dependent variable Customer's Intention. Kuo, Wu, and Deng (2009) have proved that perceived value directly and positively influenced post-purchase intention, where the effect of perceived value was the largest. The present study identifies the mediating effect of perceived value as a mediator in the relationship between souvenir authenticity and customer's intention (Fu, Liu, Wang, & Chao, 2018). Additionally, within those affirmative factors, chief among them is word-of-mouth as the most influential one (Wan-I. Lee , Shan-Yin Cheng , Yu-Ta Shih ,2017). Alan and Kabadayı (2014) have pointed out consumer's behavioral intention has been affected by brand trust. But they did not prove that the relationship between perceived value, word of mouth and brand trust are suitable for the beauty surgery industry,it's important to study this research for beauty surgery market.

CHAPTER 3

RESEARCH METHODOLOGY

The present research has applied the technique of quantitative research to attain the purposes of the study. The questionnaire, which was used as the research instrument, was constructed by applying the related theories and was approved by the expertise. The samples of the research were selected from the population which included the people who had the direct experiences of using or well understanding of the series specified by this study. Moreover, the samples were randomly selected regarding purposive sampling method. The statistical techniques used for data analysis and interpretation included descriptive and inferential statistics. The details as mentioned above were described as these followings.

3.1 Research Instrument

The researcher designed the questionnaire as the research instrument by applying the explanations and evidences of the related theories and the precious research findings. The questionnaire which consisted of two parts were as follows:

Part 1: The close-ended demographic questions consisted of gender, age, income, education, and personal experience.

Part 2: The close-ended questions about: The impact of Perceived Value, Word of Mouth and Brand Trust on Customer's Intention to use the service of beauty surgery. Consisted of 4 statements as follows:

Perceived Value (PV)

Word of Mouth (WM)

Brand Trust (BT)

Customer's Intention (CI)

Regarding to part 2, the researcher exercised on the liker's 5-point scale for measuring the statistical mean range for mean interpretation as follows:

$$\text{Range} = \frac{\text{Maximum-Minimum}}{\text{Scale level}}$$

$$= \frac{5-1}{5} = 0.80$$

Table 3.1: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Strongly disagree
1.81 - 2.61	Rather disagree
2.62 - 3.42	Moderate
3.43 - 4.23	Rather agree
4.24 - 5.00	Strongly agree

3.2 Measurement of Instrument

3.2.1. Content Validity

The researcher has measured the content validly by considering the comments of 5 experts specialized in the fields of this study. The statements of questions in the questionnaire were developed according to those comments.

3.2.2. Reliability

The value of Cronbach's alpha coefficient was conducted for measuring the reliability of the questionnaire. Consequently, the questionnaire would be approved when the alpha value must be 0.65-1.00 (Nunnally, 1978). The researcher conducted a pilot kept for this concern by using 40 qualified people who were not in the group of samples of this study.

Table 3.2 Illustrated that each part of the questionnaire had accepted value of the Cornbrash's alpha coefficient. The results indicated that the questionnaire had an acceptable reliability value which was equal to or more than 0.65 (Nunnally, 1978).

Table 3.2: The Reliability Value of Each Part of The Questionnaire

Statements of Each Part	Alpha Coefficient	Accepted/ Not
Perceived Value	.897	Accepted
Word of Mouth	.928	Accepted
Brand Trust	.899	Accepted
Customer's Intention	.935	Accepted
Total value	.914	Accepted

3.2.3. Population and Sample

1. Population

Population included the individuals who Chinese people in Guangxi province.

2. Sample and Sampling Method

The 148 of samples were assigned by using the G*Power method (Cohen, 1977).
All of samples who Chinese people in Nanning, Guangxi including Chaoyang Plaza
Nanning, Wanda Plaza Nanning and The Mixc Nanning, were randomly selected form
each location according to the purposive/convenience/quota/stratified/sampling
method(s). The specific locations where the researcher chose were illustrated in table 3.3.

Table 3.3: The Locations of Data Collection

Locations	Quota (n =148)
Chaoyang Plaza Nanning	96
Wanda Plaza Nanning	19
The Mixc Nanning	33
Total	148

3.3 Data Analysis

The statistical techniques applied for data analysis were as follows:

1. Descriptive Statistics. It was used for analyzing the following data:

1.1 Demographic data including gender, age, income, education background and
personal experience would be measured by using percentage ratio and frequency
counting;

1.2 Respondents' attitudes toward dependent and independent variables of this study which were measured by using the value of mean and standard deviation.

Table 3.4: Illustrated the summary of descriptive statistics for data analysis of each variable.

Variable	Type of Variable	Descriptive Statistics
Demographic	Independent	Percentage / Frequency
Perceived Value	Independent	Mean and Standard Deviation
Word of Mouth	Independent	Mean and Standard Deviation
Brand Trust	Independent	Mean and Standard Deviation
Customer's Intention	Dependent	Mean and Standard Deviation

2. Inferential Statistics. Multiple Regression technique was used for analyzing the relationship between independent variables and dependent variable. The purpose of conducting this relationship analysis was to find out the degree of influence of the independent variables on the dependent variable. However, such relationship was proposed in each hypothesis of this study. Moreover, the analysis was conducted at 0.05 level of statistical significance.

CHAPTER 4

DATA ANALYSIS

The research findings which derived from data analysis were presented in 6 parts as follows:

Part 1: Demographic data

Part 2: Attitude toward perceived value

Part 3: Attitude toward word of mouth

Part 4: Attitude toward brand trust

Part 5: Attitude toward customer's intention

Part 6: The relationship between perceived value, word of mouth, brand trust and customer's intention.

4.1 Demographic Data

The research findings of this part presented the respondents' personal data including gender, age, income, education background and personal experience. The statistical techniques used for data analysis were percentage ratio and frequency counting. The findings were presented in Table 4.1 as follows:

Table 4.1: Summary of Demographic Data (n = 148)

Demographic Data	Frequency	Percent
Gender:		
Male	49	33.1
Female	99	66.9
Age:		
less than 17	5	3.4
18 – 25	52	35.1
26 – 35	66	44.6
35 – 45	21	14.2
more than 45	4	2.7
Monthly income: (CNY)		
less than 2,000	13	8.8
2,001 – 4,000	37	25.0
4,001 – 6,000	36	24.3
6,001 – 8,000	28	18.9
more than 8,000	34	23.0

(Continued)

Table 4.1(Continued): Summary of Demographic Data (n = 148)

Demographic Data	Frequency	Percent
Education background:		
Below junior college	41	27.7
Bachelor's degree	82	55.4
Above master's degree	25	16.9
Have you ever bought beauty surgery service		
Yes	50	33.8
No	98	66.2
Have you heard or understood beauty surgery		
Yes	113	76.4
No	35	23.6

Table 4.1 illustrated that most respondents were female (66.9%), aging between 26 – 35 years (44.6%), having monthly income between 2001 – 4000 CNY (25.0%). Moreover, it was also found that most respondents' education background were bachelor's degree (55.4%), although (66.2%) has never bought beauty surgery service, but (76.4%) has heard or understood beauty surgery.

4.2 Attitude toward Perceived Value

The research findings of this part presented the respondents' attitudes toward

perceived value. The values of mean and standard deviation were used for data analysis

of the attitudes. The findings were shown in Table 4.2 as follows:

Table 4.2: Mean and Standard Deviation of Attitudes toward Perceived Value

Statements	Mean $\bar{x}$	S.D.	Interpretation
1. Beauty Surgery can change my personality	2.83	1.28	Moderate
2. Beauty Surgery can increase myself confidence	3.32	1.25	Moderate
3. Beauty Surgery is not expensive comparing to my benefit that I can get it back	2.96	1.18	Moderate
4. Beauty Surgery can make me be acceptable from others	3.03	1.14	Moderate
5. Beauty Surgery can change my position in my company or community.	2.92	1.17	Moderate
Total	3.01	1.20	Moderate

Table showed that most respondents moderately agreed that beauty surgery can

increase myself confidence ($\bar{x}$ = 3.32, S.D. = 1.25). Followed by these following

statements which were "Beauty Surgery can make me be acceptable from others" ($\bar{x}$ =

3.03, S.D. = 1.14). "Beauty Surgery is not expensive comparing to my benefit that I can

get it back" ($\bar{x}$ = 2.96, S.D. = 1.18). "Beauty Surgery can change my position in my

company or community" ($\bar{x}$ =2.92, S.D. = 1.17) and "Beauty Surgery can change my

personality" ($\bar{x}$ = 2.83, S.D. = 1.28) respectively.

4.3 Attitude toward Word of Mouth

The research findings of this part presented the respondents' attitudes toward

word of mouth. The values of mean and standard deviation were used for data analysis of

the attitudes. The findings were shown in Table 4.3 as follows:

Table 4.3: Mean and Standard Deviation of Attitudes toward Word of Mouth

Statements	Mean $\bar{x}$	S.D.	Interpretation
1. I believe in my closed friend's recommendation for making decision to do the Beauty Surgery.	3.09	1.23	Moderate
2. I always find information about Beauty Surgery from persons who have experience only.	3.05	1.28	Moderate
3. I always chat with others via online for their suggestion for doing Beauty Surgery.	3.00	1.22	Moderate
4. I believe that others' suggestion makes me more confident to use the service of Beauty Surgery.	3.06	1.34	Moderate
5. I believe in others' suggestion what I find the new product.	3.17	1.12	Moderate

(Continued)

Table 4.3: (Continued) Mean and Standard Deviation of Attitudes toward Word of Mouth

Statements	Mean $\bar{x}$	S.D.	Interpretation
6. I always ask my closed persons if the price of the product is high.	3.14	1.20	Moderate
Total	3.08	1.23	Moderate

Table 4.3 showed that most respondents moderately agreed that believe in others' suggestion what I find the new product. ($\bar{x}$ = 3.17, S.D. = 1.12). Followed by these following statements which were "I always ask my closed persons if the price of the product is high" ($\bar{x}$ = 3.14, S.D. =1.20). "I believe in my closed friend's recommendation for making decision to do the Beauty Surgery" ($\bar{x}$ = 3.09, S.D. =1.23). "I believe that others' suggestion makes me more confident to use the service of Beauty Surgery" ($\bar{x}$ = 3.06, S.D. = 1.34). "I always find information about Beauty Surgery from persons who have experience only" ($\bar{x}$ = 3.05, S.D. = 1.28) and "I always chat with others via online for their suggestion for doing Beauty Surgery" ($\bar{x}$ = 3.00, S.D. = 1.22) respectively.

4.4 Attitude toward Brand Trust

The research findings of this part presented the respondents' attitudes toward brand trust. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table 4.4 as follows:

Table 4.4: Mean and Standard Deviation of Attitudes toward Brand Trust

Statements	Mean $\bar{x}$	S.D.	Interpretation
1. I choose the service of Beauty Surgery from famous hospital/clinic which has the well-known doctor of Specialists.	3.74	1.14	Rather agree
2. I choose the service of Beauty Surgery which has modern equipment.	3.84	1.09	Rather agree
3. I choose the service of Beauty Surgery which is acceptable from many celebrities or outstanding people.	3.41	1.29	Moderate
4. I choose the service of Beauty Surgery which provide the great services to customers.	3.85	1.14	Rather agree
5. I choose the service of Beauty Surgery which is safety after doing the Beauty Surgery.	3.98	1.16	Rather agree
6. I choose the service of Beauty Surgery which is approved by selected institution of Beauty Surgery.	3.93	1.12	Rather agree
Total	3.79	1.16	Rather agree

Table 4.4 showed that most respondents rather agreed to choose the service of Beauty Surgery which is safety after doing the Beauty Surgery. ($\bar{x}$ = 3.98, S.D. = 1.16). Followed by these following statements which were "I choose the service of Beauty Surgery which is approved by selected institution of Beauty Surgery" ($\bar{x}$ = 3.93, S.D. = 1.12). "I choose the service of Beauty Surgery which provide the great services to customers" ($\bar{x}$ = 3.85, S.D. = 1.14). "I choose the service of Beauty Surgery which has modern equipment" ($\bar{x}$ = 3.84, S.D. = 1.09) and "I choose the service of Beauty Surgery from famous hospital/clinic which has the well-known doctors of specialists" ($\bar{x}$ = 3.74, S.D. = 1.14) respectively. Moreover, the respondents moderately agree that "I choose the service of Beauty Surgery which is acceptable from many celebrities or outstanding people" ($\bar{x}$ = 3.41, S.D. = 1.29).

4.5 Attitude toward Customer's Intention

The research findings of this part presented the respondents' attitudes toward customer's intention. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table 4.5 as follows:

Table 4.5: Mean and Standard Deviation of Attitudes toward Customer's Intention

Statements	Mean $\bar{x}$	S.D.	Interpretation
1. In order to change my physical body, I surly intend to use the Beauty Surgery Service.	2.97	1.25	Moderate
2. I surely intend to use the Beauty Surgery Service if hospital/clinic has promotions.	3.04	1.14	Moderate
3. I surely intend to use the Beauty Surgery Service if the cost is not much expensive for me.	3.15	1.26	Moderate
4. I surely intend to use the Beauty Surgery Service according to the reliable information.	3.14	1.31	Moderate
5. I surely intend to use the Beauty Surgery Service, because it is very convenient to change myself.	2.99	1.31	Moderate
6. I prefer to use non-surgical Beauty Surgery Service compared to surgical Beauty Surgery Service.	3.25	1.33	Moderate
Total	3.09	1.27	Moderate

Table 4.5 showed that most respondents moderately agreed to prefer to use non-surgical Beauty Surgery Service compared to surgical Beauty Surgery Service ($\bar{x}$ = 3.25, S.D. = 1.33). Followed by these following statements which were "I surly intend to use the Beauty Surgery Service if the cost is not much expensive for me" ($\bar{x}$ = 3.15, S.D. = 1.26). "I surly intend to use the Beauty Surgery Service according to the reliable information" ($\bar{x}$ = 3.14, S.D. = 1.31). "I surly intend to use the Beauty Surgery Service if hospital/clinic has promotions" ($\bar{x}$ = 3.04, S.D. = 1.14). "I surly intend to use the Beauty Surgery Service, because it is very convenient to change myself" ($\bar{x}$ =2.99, S.D. = 1.31) and "In order to change my physical body, I surly intend to use the Beauty Surgery Service." ($\bar{x}$= 2.97, S.D. = 1.25) respectively.

4.6 Relationship between Independent Variables and Dependent Variable

The research findings of this part presented the relationship in terms of the degree of the effect of perceived value, word of mouth, brand trust on customer's intention. The Multiple Regression Analysis was used for analyzing such relationship. The findings were presented in Table 4.6 as follows:

Table 4.6: The Relationship between Independent Variables and Dependent Variable

Independent Variables	b	Beta	T	Sig
Perceived Value	.755	.694	11.032	.000*
Word of Mouth	.184	.176	2.741	.007*
Brand Trust	.120	.102	2.402	.018*

R^2 = .796, AR^2 = .792, F =187.290, *$p \leq 0.05$

Table 4.6 showed that perceived value (Beta = .694, Sig =.000) affected customer's intention at 0.05 level of statistical significance. This finding supported the research hypothesis which were proposed that perceived value, word of mouth and brand trust affect customer's intention. That was interpreted that the finding supported the hypotheses which were proposed that perceived value, word of mouth and brand trust affect customer's intention. The summary of the results of hypothesis testing was illustrated in Table 4.7.

Table 4.7: Summary of Hypothesis Testing

Hypotheses	Results
Hypothesis 1: Perceived value affecting customer's intention	Supported
Hypothesis 2: Word of mouth affecting customer's intention	Supported
Hypothesis 3: Brand trust affecting customer's intention	Supported

Table 4.7 showed that hypothesis 1, hypothesis 2 and hypothesis 3 were supported.

CHAPTER 5

CONCLUSION AND DISCUSSION

The purpose of these study was to investigate the customer's attitude toward perceived value, word of mouth, brand trust and customer's intention to use the service of beauty surgery. To investigate the impact of perceived value, word of mouth, brand trust on customer's intention to use the service of beauty surgery. As this study was a quantitative research, the close-ended questionnaires were designed to collect the data. The 148 of samples were randomly selected from the customers in Nanning city, Liuzhou city and Hechi city Guangxi, China. Regarding to the purpose of the study, Multiple Regression Analysis technique was used to analyze the data. Moreover, percentage ration, frequency, mean, and standard deviation were also applied to analyze the demographic data, and the samples' altitudes toward the independent and dependent variables. The research finding of the study were concluded in this chapter. Moreover, the discussion of research finding, the recommendation for managerial implication and future research were also included.

5.1 Conclusion

1. Demographic Data

Most respondents were female, aging between 26-35 years, holding bachelor's degree and monthly income 2001-4000 CNY. Moreover, it was found that most of them

have not ever bought beauty surgery service but most respondents have heard or understood beauty surgery.

2. Attitudes towards variables

Attitudes toward perceived value: Most respondents moderately that agreed that beauty surgery can increase myself confidence, and the finding shown that the respondents moderately agree perceived value affect customer's intention to use beauty surgery.

Attitudes toward word of mouth: Most respondents moderately agreed to believe in others' suggestion what I find the new product, and the findings were shown that the respondents moderately agree word of mouth affect customer's intention to use beauty surgery.

Attitudes toward brand trust: Most respondents rather agreed to choose the service of beauty surgery which is safety after doing the beauty surgery, and the findings were shown that the respondents rather agree brand trust affect customer's intention to use beauty surgery.

3. Hypothesis results

Perceived value, word of mouth and brand trust affected customer's intention to use beauty surgery.

5.2 Discussion

From the hypothesis testing, the finding proved that there is a positive influence of perceived value, word of mouth and brand trust on customer's intention to use beauty surgery service. According to the finding, which were related to Kuo, Wu, and Deng

(2009) have proved that perceived value directly and positively influenced post-purchase intention, where the effect of perceived value was the largest. The present study identifies the mediating effect of perceived value as a mediator in the relationship between souvenir authenticity and customer's intention (Fu, Liu, Wang, & Chao, 2018). Additionally, within those affirmative factors, chief among them is word-of-mouth as the most influential one (Wan-I. Lee , Shan-Yin Cheng , Yu-Ta Shih ,2017). Alan and Kabadayı (2014) have pointed out consumer's behavioral intention has been affected by brand trust.

5.3 Recommendations for Managerial Implications

Regarding the research findings, the recommendations for managerial implication were contributed as follows:

1. In order to improve customer's intention to use beauty surgery service, beauty surgery agency should pay attention to customers' perceived value, word of mouth to promote beauty surgery product and service, and improve brand trust.

2. The finding was shown that the attitude "beauty surgery can increase myself confidence" in perceived value deserves our attention and application, beauty surgery agency should focus on this point to promote beauty surgery product and service.

3. The finding was shown that the attitude"I believe in others' suggestion what I find the new product." , when the agency wanted to push out new beauty surgery product and service, they could use recommendation and word of mouth to promote and attract customers.

4. For attitude toward brand trust, the attitude "I choose the service of Beauty Surgery which is safety after doing the Beauty Surgery." is what customers value most,

beauty surgery agency should improve the safety and quality of beauty surgery product and service.

5.4 Recommendations for Future Research

The researcher would like to recommend the additional interesting issues for future research in order to enhance the knowledge which were important to the academic concerns as follows:

For future researcher, they could focus on more factors, such as personal aesthetics, sale promotion, key opinion leader's influence and so on, these have important research value.
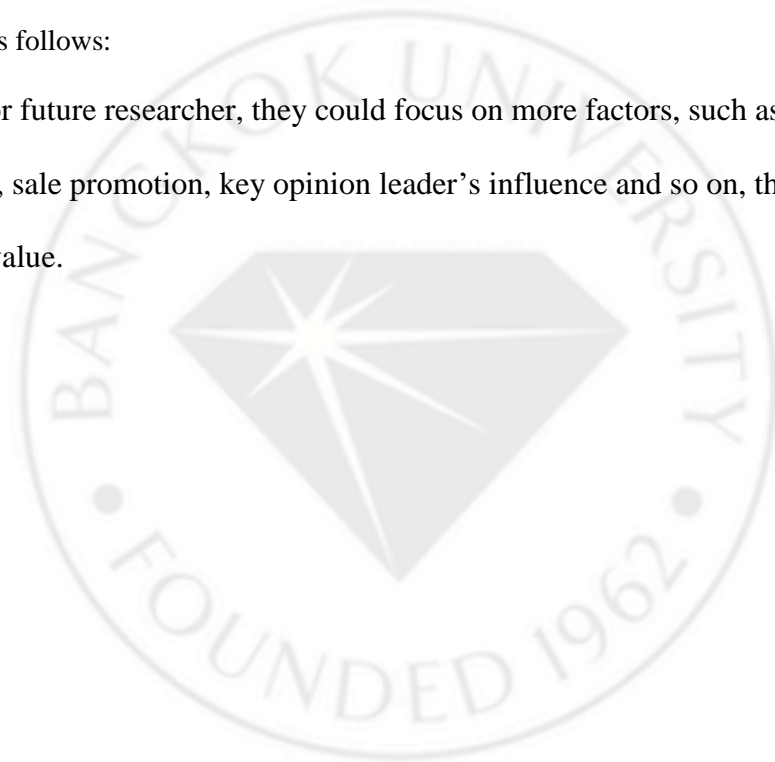
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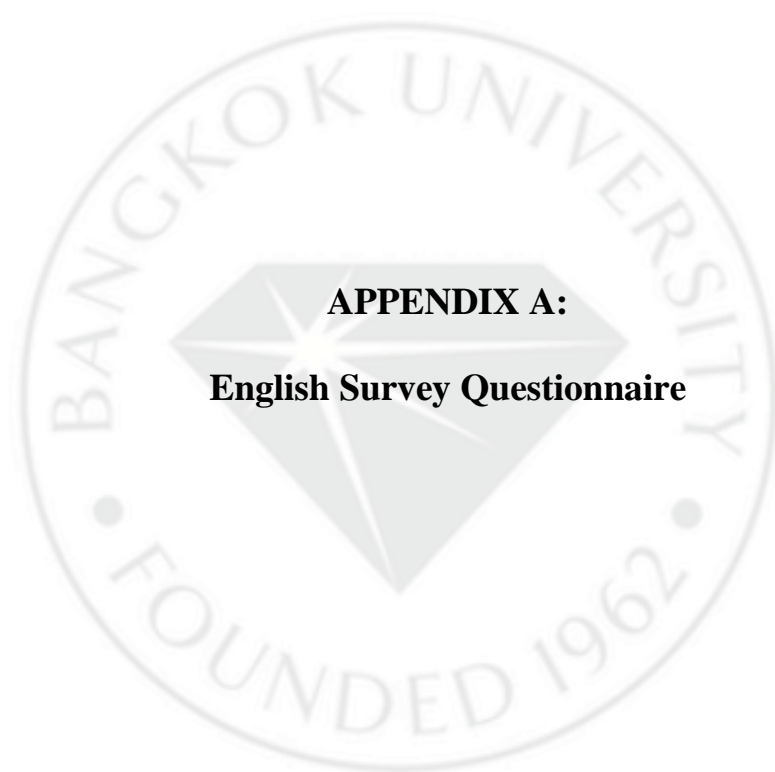
APPENDIX A:

English Survey Questionnaire

Questionnaire

The purpose of this questionnaire is to investigate the relationship between Perceived Value, Word of Mouth and Brand Trust Affecting Customer's Intention to use the service of Beauty Surgery, and as part of the independent survey of master students of the BA715 program at Bangkok University.

Please respond to each question as completely, honestly and carefully as possible. Your complete, honest and careful response will have a positive effect on this study.

Thank you for volunteering to participate in this study. Remember that your name will not be used in any report and that all of your responses will be treated with complete confidentiality.

Master student at Bangkok University

Part 1:

1. Your Gender?

☐ Male   ☐ Female

2. Your age?

☐ less than 17

☐ 18-25   ☐ 26-35   ☐ 35-45   ☐ More than 45

3. Monthly income:(CNY)

☐ less than 2,000   ☐ 2,001-4,000   ☐ 4,001-6,000   ☐ 6,001-8,000

☐ More than 8,000

4. Your Education Background:

☐ Below junior college   ☐ Bachelor's degree   ☐ Above master's degree

1. Have you ever bought beauty surgery service?

☐ Yes   ☐ No

2. Have you heard or understood Beauty Surgery?

☐ Yes   ☐ No

Part 2:

Instruction: Please tick (√) in the block that is mostly related to your opinions.

1=Strongly disagree   2=Rather disagree   3=Moderate

4=Rather agree   5=Strongly agree

No.	Question	5	4	3	2	1
Perceived Value						
2.01	Beauty Surgery can change my personality					
2.02	Beauty Surgery can increase myself confidence					
2.03	Beauty Surgery is not expensive comparing to my benefit that I can get it back					
2.04	Beauty Surgery can make me be acceptable from others					
2.05	Beauty Surgery can change my position in my company or community.					

Word of Mouth						
2.06	I believe in my closed friend's recommendation for making decision to do the Beauty Surgery.					
2.07	I always find information about Beauty Surgery from persons who have experience only.					
2.08	I always chat with others via online for their suggestion for doing Beauty Surgery.					
2.09	I believe that others' suggestion makes me more confident to use the service of Beauty Surgery.					
2.10	I believe in others' suggestion what I find the new product.					
2.11	I always ask my closed persons if the price of the product is high.					
Brand Trust						
2.12	I choose the service of Beauty Surgery from famous hospital/clinic which has the well-known doctors of specialists.					
2.13	I choose the service of Beauty Surgery which has modern equipment.					
2.14	I choose the service of Beauty Surgery which is acceptable from many celebrities or outstanding people.					
2.15	I choose the service of Beauty Surgery which provide the great services to customers.					
2.16	I choose the service of Beauty Surgery which is safety after doing the Beauty Surgery.					
2.17	I choose the service of Beauty Surgery which is approved by selected institution of Beauty Surgery.					

Part 3:

Customer Intention						
3.1	In order to change my physical body, I surly intend to use the Beauty Surgery Service.					
3.2	I surely intend to use the Beauty Surgery Service if hospital/clinic has promotions.					
3.3	I surely intend to use the Beauty Surgery Service if the cost is not much expensive for me.					
3.4	I surely intend to use the Beauty Surgery Service according to the reliable information.					
3.5	I surely intend to use the Beauty Surgery Service, because it is very convenient to change myself.					
3.6	I prefer to use non-surgical Beauty Surgery Service compared to surgical Beauty Surgery Service.					

Thank you again!

Have a nice day!

APPENDIX B:

Chinese Survey Questionnaire

调查问卷

您好！非常感谢您在百忙之中抽出时间填写此份调查问卷。

该份问卷的目的是分析感知价值，口头宣传，品牌信任和影响顾客购买医美整容产品服务意图的关系;并作为曼谷大学 BA715 课程硕士研究生独立调查的一部分。请尽可能完整地，诚实地，认真地回答每个问题，您的选择回将对本研究产生积极影响。

再次感谢您参与此项研究，我们会对您的个人资料与调查结果进行保密，且不会出现在任何报告中。

曼谷大学硕士研究生

第一部分:

1. 您的性别?

☐ 男　　☐ 女

2. 您的年龄?

☐ 小于 17 岁

☐ 18-25 岁　　☐ 26-35 岁　　☐ 35-45 岁　　☐ 大于 45 岁

3. 您的人均月收入?

☐ 低于 2,000 人民币　　☐ 2,001-4,000 人民币　　☐ 4,001-6,000 人民币

☐ 6,001-8,000 人民币　　☐ 高于 8,000 人民币

4. 您的教育程度?

☐ 中专,大专以下　　☐ 大学本科　　☐ 研究生以上

2. 您是否曾经购买过医美整形服务？

□ 是　　　□ 否

3. 您是否曾听说或者了解过医美整形的服务信息？

□ 是　　　□ 否

第二部分：
说明:请在最符合您意见的选项上打 (√)

1=非常不同意　　2=不同意　　3=一般

4=同意　　　5=非常同意

No.	问题	5	4	3	2	1
	感知价值					
2.01	医美整形可以改变我的个性					
2.02	医美整形可以提高我的自信度					
2.03	医美整形并不贵，相对于我得到的回报					
2.04	医美整形可以让我更能被其他人接受认同					
2.05	医美整形可以改变我在公司或群体的位置					
	口头宣传					
2.06	我相信我亲密的朋友为我提出的医美整形建议和决定					
2.07	我总是从曾做过医美整形的人中获取相关的资料和建议					
2.08	我总是通过网络和其他人讨论医美整形的建议与意见					

2.09	我相信其他人的意见和建议，让我更有信心地去购买医美整形服务					
2.10	我相信可以通过别人的意见和建议发现其他新的医美整形产品和服务					
2.11	如果医美产品价格过高，我总是会询问我亲密朋友的建议和意见					
品牌信任						
2.12	我会选择有知名医美整形专家的诊所或医院购买医美整形服务					
2.13	我会选择拥有先进科技设备的医美整形服务					
2.14	我会选择许多名人或杰出人士推荐认可的医美整形服务					
2.15	我会选择能够提供优质服务给顾客的医美整形服务					
2.16	我会选择安全性高的医美整容服务					
2.17	我会选择获得权威医美整形机构批准认证的医美整形服务					

第三部分：

顾客意向						
3.1	为了改变自己的容貌身体，我会打算使用医美整容服务					
3.2	如果有促销优惠活动，我会打算使用医美整容服务					
3.3	对我来说如果价格成本不高,我会打算使用医美整容服务					
3.4	我会根据可靠的信息资讯去使用医美整容服务					

3.5	我会打算使用医美整容服务,因为这很方便快捷地改变自己					
3.6	相对于手术类的医美整容服务，我更倾向于使用非手术类的医美整容服务					

再次感谢您的合作!

祝您生活愉快!

BIODATA

Name-Surname: Bin Liao

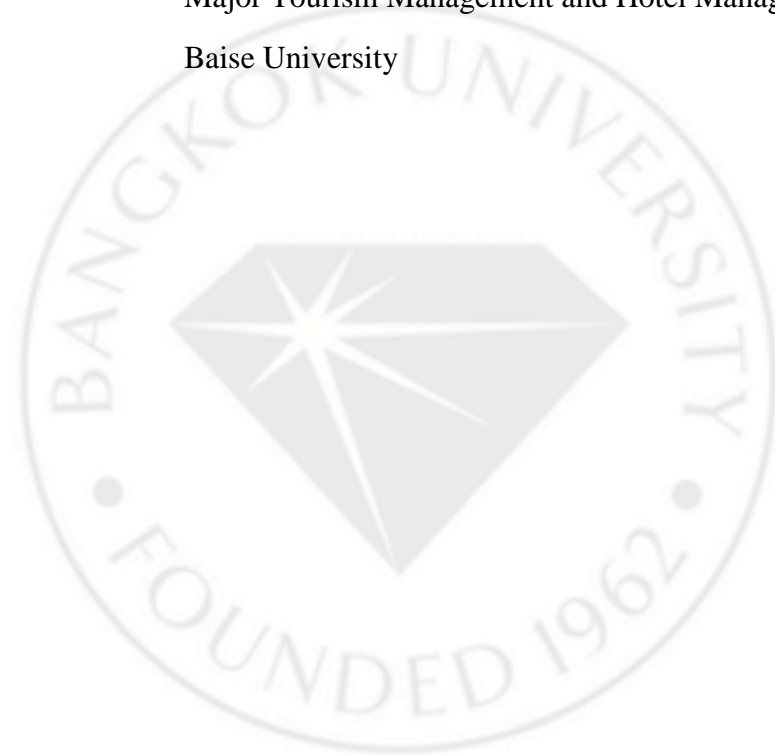Address:33/71 Tree Condo Sukhumvit 50 Phra Khanong Khlong Toei Bangkok 10110

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