EXPLORING THE ACCEPTANCE OF THAI CONSUMERS FOR USING A MOBILE MEDICAL CONSULTATION SERVICES APPLICATION FOR BEAUTY CLINICS

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A THEMATIC PAPER SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF MANAGEMENT COLLEGE OF MANAGEMENT MAHIDOL UNIVERSITY 2021

Thematic paper
entitled

EXPLORING THE ACCEPTANCE OF THAI CONSUMERS FOR USING A MOBILE MEDICAL CONSULTATION SERVICES APPLICATION FOR BEAUTY CLINICS

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
December 18, 2021

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ACKNOWLEDGEMENTS

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ABSTRACT

The objective of this thematic paper is to (1) explore consumer's perspectives on using online consultation services, (2) study the main factors that related to customer's acceptance to use mobile medical consultation services application and (3) provide recommendation to improve application to meet Thai consumer needs. This research used qualitative method in order to gain more insights to in-depth analyze from the interview. This thematic paper was conducted by using the semi-structured interview online with 20 informants which divided into two group users and non-users.

The findings represented the acceptance of Thai consumers for using a mobile medical consultation services application for beauty clinics. Results found that the online consultation application of the beauty clinic was acceptable to use. Customers placed importance on speed, ease of use, convenience, time saving, cost saving, and safety, which could contribute to their decision to accept and use.

KEY WORDS: Telemedicine / Mobile Application / Beauty clinic / Intention to use

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CHAPTER I
INTRODUCTION

1.1 Background

Beauty clinics have seen continuous growth year-over-year due to high demand in Thailand, where Thai consumers are more concerned with their image and appearance in order to feel confident. Because of growing consumer spending power and more improved technologies, they are willing to pay even more for beauty products and services, referred to, the revenue in the Beauty & Personal Care market amounts to US$4,964 million in 2021. The Thailand market is expected to grow annually by 6.28% (CAGR 2021-2025). Working-age customers, who are more concerned about health and beauty issues, are projected to drive growth in the Thai beauty market. Moreover, the Thai government's policy has supported and endorsed the growth of the healthcare and beauty clinic business from the past to the future. The policy helped to enforce in the development of Thailand's healthcare industry, allowing the country to become a medical hub in Asia Pacific (Retrieved from Department of Health Service Support). Therefore, the number of beauty clinics has risen dramatically in recent years. In order to satisfy their customers, most beauty clinics aimed to differentiate their offerings from those of their competitors because beauty clinics are in red oceans. Traditionally, healthcare or beauty services have been delivered face-to-face with clinical professional, dermatologists, doctors. With the technology and internet network, currently it can help the health and beauty industry to change the way to interact and provide services more effectively.

1.1.1 Telemedicine (TM)

Telemedicine is defined as an open and constantly evolving science that incorporates and responds to new technological advances. It adapts to the changing health needs and contexts of society, which literally means "healing from a distance" (WHO, 2010). It is used more nowadays and it is rapidly expanding area of healthcare

that still has a lot of room to expand because of its ease and safety. Patients who do not want or are unable to visit a local hospital or onsite clinic, or who do not want to wait the time to see a doctor, are increasingly turning to online for information and then visiting a local drugstore, hospital or clinic to purchase medicines, products or get treatment. According to the telemedicine, there are some examples of applications available right now in Thailand. Since 2016, Raksa has been Thailand's first telemedicine application, providing doctor-to-patient consultations and prescriptions right after the consultation. Second example, Doctor A to Z is a healthcare solution that allows patients to book a hospital appointment online. Another example is Doctor Anywhere Thailand, which allows patients to interact with doctors and receive medication via an app. Last example is See Doctor Now. It is an online medical consultation app that is available 24 hours a day for all diseases.
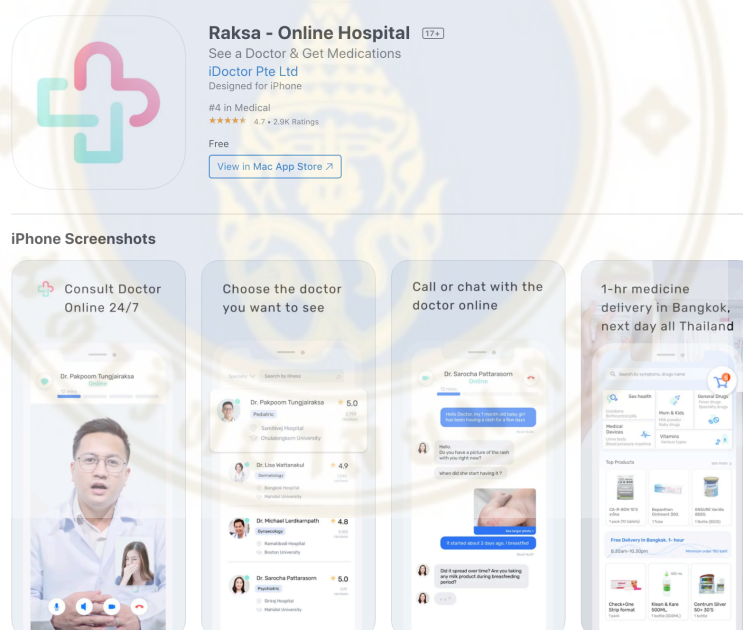
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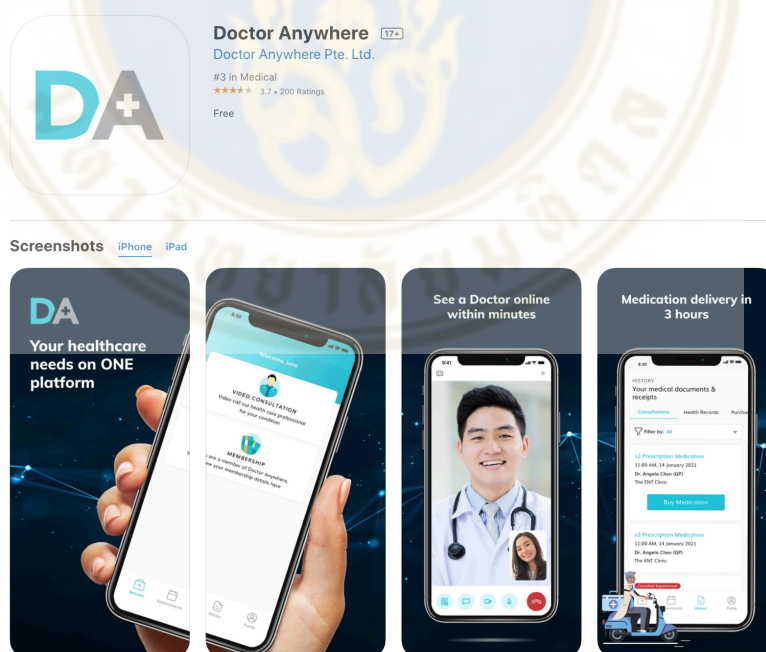
Figure 1.3 Sample Screenshots of Doctor Anywhere Thailand Application (Source: App Store, 2021)

Figure 1.4 Sample Screenshots of See Doctor Now Application (Source: Google Play, 2021)

1.1.2 Teledermatology (TD)

The definition of teledermatology is essentially "dermatology a distance," (Pan Afr Med J. 2010), using one of many communication technologies to extend the reach of a dermatologist's specialist knowledge to people who need it. The majority of exchanges so far have been doctor-to-doctor, although some systems are now enabling patient-to-doctor interactions. TD itself has adapted to provide high-quality health care during the COVID-19 both as a primary and secondary consultation. During the Covid-19 pandemic, it resulted that the demand increased in usage of telemedicine services with 5 times more signed up for telemedicine platform (CNA, 2020). This may be approaching a point in the use and acceptability of teledermatology as a standard of medical care. Thus, it's critical to think about the barriers of virtual healthcare technology, enhance how to deliver these services, and evaluate outcomes in a sustainable way after Covid-19.

1.1.3 Mobile Medical Online Consultation Applications

It is an interactive telemedicine type of service that is provided via mobile app to enable online video consultations on mobile phones. It has recently been offered in Thailand. Basically, many patients have to go to the hospital or clinic to visit a doctor in their daily lives, wasting time driving or waiting for queue at the hospital or clinic activities process, which has been an issue for a long time. The online medical consultation app provides diagnosis, treatment and prescription recommendations from doctors via video call for most primary problems like skin infections, skin problems, allergies and so on. Prescriptions, medications and products can be delivered to the patient and price can be paid via an application for various payment methods. In addition, the patient can book the appointment if they need to meet a doctor or further clinical activities. This is quite convenient for everyone nowadays.

In Thailand, there are a few service providers especially in dermatology (updated in 2021). The existing Mobile Medical Online Consultation Applications are such as SkinX and Blossom Clinic that is related to dermatology under the subcategory of telemedicine. It provides consultation services from experienced and certified dermatological doctors. With both providers, the apps are available on Google Play and the Apple Store. These are ready-to-use mobile app platforms for all patients concerned about beauty and skin. In addition, there is another consultation application, called Chiiwii. Chiiwii is a smartphone application that provides health advice. Patients can consult with a doctor or a specialist in physical and mental health using the app, which offers a variety of health consultation services such as skin, surgery, and general health. These applications aim to drive the growth of Thailand's health and beauty industry by providing fast, safe, affordable and on-demand mobile healthcare through a combination of proven telehealth technology and new business models.

Figure 1.5 Sample Screenshots of SkinX Application (Source: App Store, 2021)

Figure 1.6 Sample Screenshots of Blossom Clinic Application (Source: App Store, 2021)

Figure 1.7 Sample Screenshots of Chiiwii Application (Source: App Store, 2021).

1.2 Problem Statement

Due to Covid-19 pandemic, it makes changes on healthcare & beauty industry, the adoption of mobile consultation services is increasing and the medical consultation services application is developed and relatively new among Thai consumers that could make them feel unsure to use the services, so we need to know what consumer's perspective to use the online consultation application in order to find the key factor for improvement.

1.3 Research Question

Q1. What are the consumer's perspectives on using online consultation services?

Q2. What are the main factors that influence the consumer's acceptance to use the medical online consultation application?

Q3 What are the recommended strategies for improving the application to meet the expectation of customer needs to use the application?

1.4 Research Objective

To explore consumer's perspectives on using online consultation services.

To study the main factors that related to customer's acceptance to use the medical online consultation application.

To provide recommendation on how to improve application to meet the needs of Thai consumers.

1.5 Scope of the Study

The scope of this study focuses on the female and male users and non-users of the mobile medical consultation service application for beauty clinics in Thailand, which the author aims to investigate further. The study uses the in-depth interview method to perform qualitative research with 10 users who are Bloosom Clinic users and 10 non-users who are in generation Y (Millennial generation). Users who have used an online medical consultation application and non-users who have never used the medical consultation application but have experienced going for beauty clinic services will be divided into two groups.

1.6 Expected Benefits

The findings of this study were intended to show the possibility of influencing Thai consumers to use the medical online consultation service application. The result of this study can be used as a guide for expected benefits as follows:

Beauty clinic business owner, healthcare business owner, and entrepreneurs will consider to see the benefits to boost their chances of success in developing and understanding the main factor to improve and provide a better services to their patients.

CHAPTER II
LITERATURE REVIEW

According to market trends, more businesses are implementing mobile applications. The medical consultation services application on a smartphone is used more currently, as there is only a few research related to the online consultation application for beauty clinic from literature reviews., There is some research about using medical consultation services applications, As previously stated, a medical consultation services application on a smartphone is defined as an interactive telemedicine application, and the Technology Acceptance Model is the most commonly used model to study (TAM).

2.1 Technology Acceptance Model or TAM

One of the most widely used research models for predicting the use and acceptance of information systems and technologies by individual users is Davis' (1989) Technology Acceptance Model. TAM has been thoroughly researched and validated in numerous studies examining individual technology acceptance behavior across a variety of information system constructs. According to a literature review, the Technology Acceptance Model (TAM) was the most commonly used model introduced for technology acceptance. It shows how users accept the use of technology. There are many industries that apply to use new technology to improve for business performance and efficiency for their productivity. Including health and beauty industry, they also use the technology to serve the patients. In the study, the model TAM includes two main factors, namely perceived usefulness and perceived ease of use. They are important in driving the intention to use the new technology.

2.1.1 Perceived Ease of Use

According to Davis (1989), perceived ease of use is defined as "freedom from the difficulties of tremendous effort", where effort is a resource provided by the person to perform the activity. Consequently, perceived ease of use may be related to how much effort a user believes is required to use a technology, which helps to provide a sense of use. The TAM model considers perceived ease of use which contributes to a sense of usability in order to be one of the two primary characteristics that predict satisfaction with a mobile application (Amin, Rezaei, & Abolghasemi, 2014). The simplicity of use of technology can reduce the amount of time and effort required to use it. If the user believes the new technology is simple to use, it will be easier for them to modify their behavior to it.

2.1.2 Perceived Usefulness

The extent to which people believe that the use of technology can significantly improve the performance or value of their work is referred to as perceived usefulness (Davis, 1989). People are more likely to invest in or intend to use technology if they believe it will improve their performance and provide them with benefits such as higher career advancement, the opportunity for promotion, salary increases, or bonuses. According to the research, perceived benefits or usefulness can also be described by the cost-benefit paradigm. This is a strategy for decision-making in which people weigh a trade-off between the benefits and costs, i.e., the ability to afford what they want, and the perceived benefits.

2.1.3 Intention to Use

According to the results, the two most important factors influencing intention to use are perceived usefulness or PU and perceived ease of use or PEOU by (Davis, 1989). Although intention does not always perfectly predict actual behavior, it is a better predictor of behavior than many other influencing factors that have been identified (Fishbein et al., 1992). This could help to explain the behavior to use the application for health and beauty business as well. The behavior of intention to use has a positive and significant impact on usage behavior.

2.1.4 Usage Behavior

According to the TAM model, three constructs can determine a user's behavioral intentions, namely perceived ease of use, perceived usefulness, and attitude toward user behavior (Davis, 1986). It is beneficial to refer to users' overall assessment of performance behavior.
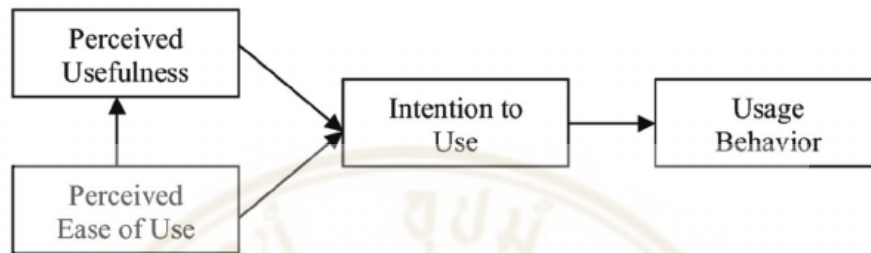
Figure 2.1 Technology acceptance model (Source: Davis, 1989)

2.1.5 Perceived Value

The customer's perception of the benefits of the product or service compared to the value in return is called perceived value (Zeithaml, 1988). As the literature review (Attapond Sukasame, 2019), consumers may require strong motivation to use new mobile services unless those services create new possibilities where mobility matters and manage to favorably improve people's lives, as evidenced by Jarvenpaa, Lang, Takeda, and Tuunainen (2003) focus group studies. This study supports findings that the mobile medical consultation service application offers users a convenient way to obtain health care services. The perceived value of using medical online consultation services application is convenience, and consumers are concerned about the trade-offs that can be made in terms of time, cost, and effort in using the application. This is according to research conducted in a survey of Thai consumers in 2019. They appear to be less expensive than visiting a physical clinic or hospital.

Anyway, there was a lack of awareness about the mobile medical consultation service application. Therefore, it should raise consumer awareness in order to encourage them to use the application more frequently and widely. For this study, the main two factors influencing consumer acceptance to use or intention to use are perceived usefulness or PU and perceived ease of use or PEOU (Davis, 1989) plus perceived value.

CHAPTER III
RESEARCH METHODOLOGY

This key research goals are to explore the acceptance of Thai Consumers for using a mobile medical consultation services application for Beauty Clinics. The research methodology of this study will be qualitative approach.

3.1 Research Methodology

The research applied qualitative method to acquire the data because it can gain more insights to in-depth analyze. It has been conducted by a semi-structure interview in order to between understand the consumer acceptance to a mobile medical consultation services application. The sample size of data collection is 20 informants. This research is divided into two parts, semi-structure interview with 10 users and non-users will be applied to analyze the consumer perspective of normal consulting process and collected data from those respondents of consumers interview for having consumer acceptance on using mobile consultation services application to understand the consumer.

3.1.1 Research design

Semi-Structure Interview (Users = 10)	Semi-Structure Interview (Non-users = 10)

Figure 3.1 Research design

3.2 Sampling Plan

The population of the research is the working age 23-39 years old both male and female who live in Bangkok and urban areas within Thailand. The semi-structure

interview was conducted with the participation of 20 Thai informants who were in generation Y (Millennial generation). Because according to the study, Millennials were the first generation to grow up with smartphones and social media, and they remain the generation with the widest use of technology (DOUGLAS KARR, 2021) and this age group was also the main target group for many beauty clinics in Thailand. Therefore, sampling plan will divide two groups, 10 users of experienced on using online medical consultation application for skin or beauty clinic from Blossom clinic users and 10 non-users of experienced to do services at beauty clinic but have no experience in using online medical consultation application.

3.3 Data Collection / Instrument

This semi-structure interview will be collected on the total 20 informants by taking a telephone and virtual interview via Zoom platform. Before beginning the interview, all of the informants were briefed on the study, and they were debriefed at the end. The duration of interview estimated between 20 minutes. The personal confidential information of the informant is kept private and will be included in the research report as part of the overall results. To cover all main points, the qualitative question will help to acquire more deeper a detailed information to be analyzed for this study.

Table 3.1 Interview questions for Users and Non-Users to access the informant's acceptance to use towards an online medical consultation application

Question	Reference	Users	Non-Users
Screening Question 1. Have you ever been for a consultation service at beauty clinic, surgery clinic, aesthetic & wellness center or hospital?	(Ekapat Chodgawa-nich, 2020)	•	•

Table 3.1 Interview questions for Users and Non-Users to access the informant's acceptance to use towards an online medical consultation application (cont.)

Question	Reference	Users	Non-Users
Screening Question 2. Have you ever used for a medical online consultation services via website, online platform or application?	(Ekapat Chodgawa-nich, 2020)	•	•
3. Why do you use (or accept) the medical consultation application?'		•	•
General information 4. Please briefly introduce yourself - name, age, education, occupation.	(Ekapat Chodgawa-nich, 2020)	•	•
5. What kind of service do you actually go for physical clinic?		•	•
6. How frequently do you usually go for the particular service at the beauty clinic, surgery clinic, aesthetic & wellness center and hospital?		•	•
7. What kind of service do you actually go for via online services?		•	-
8. What makes you want to use online consultation services?		•	•

Table 3.1 Interview questions for Users and Non-Users to access the informant's acceptance to use towards an online medical consultation application (cont.)

Question	Reference	Users	Non-Users
General information 9. What channels do you receive the advertisement for the mobile online consultation services? 10. How can you find the information related to the online consultation services?	(Ekapat Chodgawa-nich, 2020)	• •	• -
Research Objective: **What are the consumer's perspectives on using online consultation services?**			
Consumer perspectives 11. What are benefits you received from using online medical consultation application? 12. Why do you use online medical consultation services application? 13. What do you think it is the most convenient for you to use online medical consultation services application? 14. How online consultation services application can really solve your problems? 15. What do you think online consultation could save your money?	(Attapond Sukasame, 2019)	• • • • •	• - • • •

Table 3.1 Interview questions for Users and Non-Users to access the informant's acceptance to use towards an online medical consultation application (cont.)

Question	Reference	Users	Non-Users
Research Objective: **What are the main factors that influence the consumer's acceptance to use the mobile medical consultation services application?**			
Consumer Acceptance (TAM)	(Davis, 1989)		
Perceived ease of use			
16. How do you find it is easy for you to use a mobile online medical consultation services via application?		●	●
17. Do you think using a mobile online medical consultation services application is clear and understandable for you?		●	-
Perceived usefulness			
18. Why do you go for a service at clinic and for an online consultation services on application?		●	●
19. Do you find Blossom Clinic application is useful to you? How?		●	-
Perceived value			
20. What are the criteria to evaluate and define your preference?		●	●
21. How do you feel when you meet a dermatological doctor online?		●	-

Table 3.1 Interview questions for Users and Non-Users to access the informant's acceptance to use towards an online medical consultation application (cont.)

Question	Reference	Users	Non-Users
Research Objective: **What are the main factors that influence the consumer's acceptance to use the mobile medical consultation services application?**			
Perceived value 22. What are the expectation from you to use the mobile online services application versus physical clinic? 23. What is the value perceived by using the mobile online consultation services?	(Davis, 1989)	 ● ●	 ● ●
Research Objective: **What are the recommended strategies for improving the application to meet the expectation of customer needs?**			
Consumer recommendation (Design thinking) 24. Do you have any comments on a mobile medical consultation services application existing currently to improve to fit with customer needs more? 25. Do you think what could more beneficial to solve customer's pain point? 26. What else do you prefer to get from online services application?	(Jess P. Roberts,Thomas R. Fisher,Matthew J. Trowbridge,Christine Bent, 2016)	 ● ● ●	 ● ● ●

3.4 Data Analysis

All data from semi-structure interview was analyzed by a content analysis (Krippendorff, 2018): qualitative research methods. All the questions was from the mentioned structure of screening question, general information, consumer perspectives, perceived ease of use, perceived usefulness, perceived values and recommendation for applying design thinking for recommended strategy.

CHAPTER IV
FINDINGS AND RESULTS

This research aims to (1) explore consumer's perspectives on using online consultation services; (2) study the main factors that related to customer's acceptance to use mobile medical consultation services application and (3) provide recommendation to improve application to meet Thai consumer needs

The study was summarized all the answer that had found from the interview of qualitive research which conducted by a semi-structure interview. It related to their acceptance to use a mobile medical consultation services application for beauty clinics.

The analysis was divided into 4 parts as follows;

Part I   Informant Profile

Part II   Consumer's perspectives

Part III   Factors that influence the consumer's acceptance to use

Part IV   Recommended strategies for improving the application

4.1 Informant Profile

There were 20 Thai informants involved in this study. Half of them had experience on using a mobile medical consultation services application and half of them experienced at physical clinic before. As a patients have different background and experiences, it needs to get responses from various perspective in order to see their acceptance. 10 informants are non-user based on their experiences at beauty clinic, surgery clinic, wellness center and 10 informants are users who experienced in using a mobile medical consultation services application of "Blossom Clinic". The profile of each informant is given below in Table 4.1.

Table 4.1 Informant Profile

Code	Age	Gender	Education	Occupation	Province	type
N1	29	Male	Master	Managing director	Bangkok	Non-user
N2	28	Female	Bachelor	Customer service	Bangkok	Non-user
N3	27	Female	Bachelor	Account manager	Bangkok	Non-user
N4	29	Female	Master	Student	Bangkok	Non-user
N5	27	Male	Bachelor	Teacher	Samut Prakan	Non-user
N6	27	Male	Bachelor	Cabin Crew	Pathumthani	Non-user
N7	29	Female	Master	Medical sales	Bangkok	Non-user
N8	30	Female	Master	AccountExecutive	Bangkok	Non-user
N9	25	Female	Master	Student	Bangkok	Non-user
N10	29	Female	Master	Accounting	Bangkok	Non-user
U11	24	Female	Bachelor	Employee	Konkaen	User
U12	21	Female	Bachelor	Student	Pathumthanni	User
U13	29	Female	Bachelor	Employee	Bangkok	User
U14	20	Female	Bachelor	Student	Pathumthanni	User
U15	24	Female	Bachelor	Hospital employee	Bangkok	User
U16	24	Female	Bachelor	Employee	Samut Prakan	User
U17	32	Female	Bachelor	Employee	Ayutthaya	User
U18	13	Female	School	Student	NakhonPhanom	User
U19	28	Female	Master	Employee	Samui	User
U20	20	Female	Bachelor	Student	Pha-yao	User

Table 4.2 Amount and percentage of informants' demographics (n = 20)

Demographic	The Number of Informants (n)	Percentage (%)
1. Sex		
Male	3	15
Female	17	85
2. Age		
Below 18 years old	1	5
18 – 25 years old	7	35
26 – 35 years old	12	60

Table 4.2 Amount and percentage of informants' demographics (n = 20) (cont.)

Demographic	The Number of Informants (n)	Percentage (%)
3. Level of education		
Less than degree	1	5
Bachelor degree	12	60
Master degree	7	35
4. Average monthly income		
Below 15,000 baht	4	20
15,001 - 25,000 baht	4	20
25,001 - 35,000 baht	3	15
35,001 - 45,000 baht.	5	25
More than 45,000 THB	4	20
5. Occupation		
Full-time student	6	30
Employment	14	70
6. Area		
Bangkok	9	45
Urban	7	35
Upcountry	4	20

According to the informants' demographics from the semi-structure interview, 20 informants had experience in services at beauty clinic and wellness centre at least once in two years during the Covid-19 outbreaks. The majority of informants were 85% females whereas 15% were male at the age range of 26 – 35 years old (60%) followed by the range of 18 – 25 years old at (35%) and below 18 years old (5%). In term of the level of education, the majority of informants (60%) had a bachelor's degree, followed by a master's degree (35%) and junior high school (5%). In terms of occupation, (70%) of the informants were employed, while (30%) were full-time students. From the interview, the majority of the informants lived in the Bangkok area (45%), with urban areas accounting for (35%) and upcountry accounting for (20%).

4.2 Consumer's Perspectives on Using Online Consultation Services

Since the Covid-19 pandemic in Thailand, it has had an impact on various aspects of business, including consumer behaviour. Some businesses must shut down or lay off employees, while others must drastically adapt to sustain the business. One of the businesses that has been impacted is the beauty clinic, which has had to close for some period during the year. This affects not only service providers, but also consumers who have problems or require advice or care from a specialist for self-care at home. So, service providers have developed online consultation services to meet the needs and desires of consumers in short-term and long-term.

All of the informants had previously used beauty clinic services, and three of non-users had previously used online consultation services, but only through the Zoom application and the Line Official Account. During the interview, both users and non-users think that online consultation services can provide a lot of convenient to use services such as time saving and cost saving, which makes them satisfy with the services even they just experience only one or two times via online services.

The majority of users who used Blossom Clinic Application have similar positive aspects about using online consultation services after using it. They thought that it is a fast way to consult with doctor at anywhere and anytime they want. These services could save them from Covid-19 as well as mentioned below.

"Normally I always go to the clinic but since Blossom Clinic has mobile application to consult with doctor, it allows me to consult with my doctor anywhere and anytime I want. I find it more convenient because I occasionally just need some advice on minor issues. So all I have to do now is schedule an appointment with my doctor. "It was a good choice for me!"(U14).

"I don't want to go out due to COVID but I want to keep taking care of my skin properly with specialist. So online consultation services is a good idea" (U16).

" I think this online consultation services perfectly fit with me because I live in Samui and this online consultation service provides me with options for taking proper care of my skin at home with the doctor I chose" (U19).

From the perspective of non-users, the majority believe that online consultation services will save them money because they will not have to drive to the clinic. They are not required to pay for gas or expressway fees to receive advice. And,

in some cases, going to the clinic for a consultation will force them unconsciously to pay more quickly due to the salesperson on the premises.

"I think that online consultation services can help me reduce the cost of going to the clinic with time reduction because I can get information through online about what I can do for my self-care at home, thus saving money" (N1).

Furthermore, all ten non-users mentioned about time savings as a benefit of using online consultation services; they believe it will help to reduce the time spent traveling and waiting for appointments to meet doctors or get the services, as well as the time spent on complicated processes.

"Basically, save time, when you go to clinic, you have to travel and take time. That is too much for me. If I just can stay at home, click and take care of my skin at the same time. And I can get myself safe and away from the COVID. That would be the primary concern that I think of" (N5).

"I think it is the most convenient way for me to consult with a doctor online without having to go to a clinic and wait for queue" (N6).

For this non-user (N9), he had opinion about the online consultation services at beauty clinic, it could help to improve the customer experience by reducing the time spent on the customer's journey to the doctor.

"I prefer anything that can reduce the time I have to wait for services, so if the online consultation application can help me with that, that would be great. I believe it will improve the customer experience" (N9).

At the same time, it was discovered that five informants (25% of total respondents or 50 % of non-users) were unsure about the online consultation services at some points. Even though they feel positive about its convenient, they are skeptical about the accuracy of the online diagnosis because they are afraid that the online services won't allow a doctor to see their skin properly due to their internet connection or mobile phone. For non-users' perspective, they are more concerned with the treatment's efficacy.

"I think that online consultation services can provide good advice or recommendations to patients in term of customer services, but I'm not sure if it can help to improve how to make treatment more effective in terms of results" (N3).

"In deed, I am not sure if online consultation can really solve my problems. I think going to see doctor at clinic, it must be clearer for doctor to analyze" (N7.)

"I think using online consultation is good for saving transportation cost but I am not sure if the doctor can really see my problems on my skin" (N10).

Regarding the information from both users and non-users, the result could show how they currently feel or think about online consultation services. Users who have used it before appear to be fine with it, but non-users require proof or clarification to ensure that the services are properly diagnosed with effective outcome.

4.3 Main Factors That Related to Customer's Acceptance to Use Mobile Medical Consultation Services Application

4.3.1 Finding Perceived Ease of Use

Majority of the informants stated that it made it much easier for them to consult with their doctor without having to worry about dermatologists' availability, time, transportation, or finances. The application-based online consultation services can provide more professional services while also being easy to use. For example, in term of process, normally if a customer wants to consult with a doctor, he/she needs to add the clinic's Line@, wait for the admin to respond, give them the time that they prefer, and wait for admin to check the doctor's schedule then the customer can get the appointment. Which means the customer must go through many steps while online consultation application can just select the time on the application and make the appointment immediately.

Less step

In terms of users, the majority of them stated that making an appointment in the application on their own is much easier. There is no complicated process, but it is simple to follow.

"I just used it once with Blossom Clinic Application. I think it is quite easy for me to understand and figure out how to use the application to get consultation with doctor quickly. Before making an appointment, I can choose my own time and check the doctor's profile" (U16).

"My friend advised me to try an online consultation application because I have acne issues and am looking for a professional acne doctor to take care of my skin. Because of the online consultation application, I can make a more easier decision about whether or not to use it because I don't have to speak with a lot of people before receiving advice. As a new customer, I find it easy for me" (U19).

Delivery process

The majority of users of the Blossom Clinic App stated that they can purchase products on the app and that once the product is in the basket, it will track the customer's address and let you confirm where it will be delivered to. Then all you have to do is sit at home and wait for the product to arrive.

"I live in Konkean, and I need to see a doctor in order to get the proper treatment. I just wait for the prescription after consulting online and place an order, then wait for the products to arrive at my home. Everything can be done through the app so it is very easy" (U11).

One-stop services

When one-stop services was mentioned in this context, it meant that they can use the application without having to talk to or consult with an administrator. All they have to do is look up the doctor's schedule, make an appointment, review the diagnosis, and purchase the product. Everything can be done through the app.

"If I don't have to use many platforms to reach to doctor, it will be best for me because I concern about privacy, it is me. So, if the application can do everything in one app, I means I don't have to contact via Line to give information for appointment and tell my problems to the admin or send photos to them and then I can get to meet doctor. So, I think application is much easier" (N5).

The above mentioned by a non-user (N5) resulted in time savings and conveniences as well because if the application could cover the entire customer journey (pre-services, in-process services, and post-services), the work process would run smoothly without the need to switch to another platform or rely only on humans. Having the application should help to shorten unnecessary processes for customers. It must make everyone's life easier.

4.3.2 Finding in Perceived Value

Time saving

20 informants, or 100 percent, agreed that the online consultation services application could save them time in getting to the beauty clinic services. It's not just about getting advice online and following it at home, or pre-consulting with a doctor and getting treatment at a clinic. But it can help customer to not wait in line to see a doctor and well-planned for customer to use the services. Probably this technology can help them in saving time.

"Actually, I can go to the clinic because it is one hour away from my home. But, because there is an application from the clinic that allows me to consult with a doctor, I'll just use it to see if I really need to go to the clinic. This saved me a lot of time because the online consultation took me about 15 minutes to get an answer but if I go to the clinic it will take me at least an hour" (U12).

"I really concern about my time. So, if the online consultation application can save my time and get quick response. Definitely, I will give an A grade for that" (N5).

"Using an online consultation application can make scheduling an appointment easier because I don't have to check with admin and wait for their response; instead, I can plan appointments and choose the most convenient time for myself with the doctor of my choice. So, it is about time controlling, real-time checking and instant-assistant" (N10).

Convenience

From the semi-structured interview, majority of them mentioned about convenience if they use the application for online consultation, it will be the new solution to provide a professional service for customers to offer them choices.

"I feels that the online consultation application help to provide a better after-services because I can keep track of my progress or follow up with doctor without having to go to the clinic" (U15).

"It feels personal when I am able to use online consultation services via application because I am able to speak directly with the doctor about a personal concern" (N4).

"It is about accessibility between me and doctor. I can speak directly with a doctor without having to speak with a salesperson or admin first" (N10).

"If I use an online consultation application, I get the impression that I am the one who gets to choose everything not depends on others. It allows me to see and choose a preferred doctor as well as a time" (N3).

In contrast, there was one informant of non-user stated that when she goes to the clinic, it is already convenient for her because she lives in Bangkok, where are many clinics to choose from. An online consultation services application could be another choice for making an appointment. However, in terms of one-stop services for consultation and treatment. Going to the clinic is a lot easier and more convenient for her still.

"I find that both ways seem okay for me as I live in Bangkok and there are so many clinics out there. If I really have some limitation to visit clinic such as Covid-19, I am fine to use an online consultation application to help on that. However, I strongly believe that going to the clinic is still the best way for me because I can get everything done there, including consultations and treatment at the same time. Convenient in terms of getting everything done at one place" (N8).

Cost saving

The majority of users and non-users pointed out that using an online consultation service saves them money because they don't have to pay for extra costs such as express fees, gas fees, or other promotional packages pushed on them by salespeople at the clinic. Thus, they believe it will help them in saving money in some way.

"It saves me money because I don't have to drive from Ayutthaya to the clinic to see the doctor" (U17).

"When a salesperson tries to sell me a course at the clinic, I find it difficult to say No, and I end up paying more than I planned. So, the online consultation application will most likely allow or assist me in determining the cost in advance or know what I really need to do before making a decision" (N3).

4.3.3 Finding in Perceived Usefulness

Speed services

First, it was about speed services. The majority of informants believe that using the online consultation services application will help them get an answer from a specialist faster and eliminate the need to wait for the clinic to open to be able to use the services. The below statement was a good example which is clear to understand about their perceive of advantage point.

"I think it can help me fix the skin problems right on time if I get to use the online consultation services" (N5).

Apart from that, the majority of informants tentatively saw the benefits of the mobile online consultation service application based on the interview. It also helps in being safe and receiving direct recommendations from specialists.

Safety

"Instead of talking or buying with an admin or consultant who is not a certified specialist, in the application I got a direct consultation with a doctor and got the right answer, useful information, and exact treatment from the doctor who can provide recommendation on specific issues. It makes me feel safe as well to follow the suggestion" (U13).

"The online consultation application keeps me away from Covid-19 while allows me to continue taking care of my skin" (U16).

"Meeting with dermatologists who specialize in acne is very beneficial for me who live in up-country areas and enables visit the clinic" (U19).

"In my opinion, using an online consultation application can assist me in resolving my feelings. Sometimes it's just a few things that I am worried about and I need to check with doctor to make sure it is alright. So, an online consultation app could be beneficial to me at this point" (N6).

In contrast, non-user (N8) mentioned that *"I think the online consultation application probably help saving in time but it might not be a well-the diagnosis because the doctor don't see the real skin".*

4.3.4 Finding in Customer Acceptance

According to the results, the majority of informants are willing to use the online medical consultation application for beauty clinics because they see many benefits that make it easier for them to receive services. Professionalism, presence of a dermatologist, stability of the application and confidentiality of data were mentioned as important points that would promote adoption.

Professionality

The majority of informants were concerned about consulting a dermatologist who specializes in derma because most clinics, especially those in department stores, will have medical doctors rather than dermatological doctors. As a result, they are concerned about finding a dependable and credible doctor with experience in the field. Even if they have to consult online, it is possible that this will ensure they consult with the qualified doctor.

"My friend came for acne treatment on Blossom Clinic Application and The doctor was able to solve her problems entirely through online consultation. So it made me think that if I go to the doctor online, it probably can help me solve my acne problems as well. Good credibility of effective results is important to choose"(U12).

" It is more reliable to get taking with the doctor directly" (N1)

"It will impress me if the doctor is very sure in making a proper diagnosis suggestion" (N5).

As same as users feedback, all of the doctors from the Blossom Clinic Application are dermatologists, and they received a very clear recommendation about skin problems from the derma doctor.

Presence of a dermatologist

Customers should have a variety of options and time slots of dermatologists to choose from when using a mobile medical online consultation service application. As the 100% of informants they choose the application because it is convenient for them to consult with doctors. According to user interviews, there is no feedback on this concern but from the perspective of non-users, it appears that 30% of non-users expect to have enough time slot with doctor profile to choose from.

"I prefer to see a doctor's schedule along with his or her profile in order to make a more informed decision about which doctor to see for my skin problems at the

first time. If there are fewer slots or dermatologists to choose from, it does not appear to be as that interesting" (N2).

Stability

2 of 10 users (20 percent) stated about their concern for application's stability because it happened with them last time, U19 and U20 who live in upcountry area.

"When making an appointment, I received an error and had to start over again" (U19).

"For me, the issue is a lack of network stability on the customer's side. I believe it happens occasionally with some customers. Perhaps a message to pop up the checklist before the appointment time, such as connection, camera, voice, and so on, would help in term of getting customers aware" (U20).

Confidentiality

In this study, a minority of non-users were wondered about the personal confidential data they entered on the app because they thought the app is still in development and may not run smoothly at first. It must continue to improve at all times. As a result, it must ensure that the application's system can protect customer data.

"Make sure the information I provide on the application is private and confidential. Because I've noticed that when I register for something, I get a lot of advertisements from others. So, privacy is a high concern" (N5).

4.4 Recommendation to Improve Application to Meet Thai Consumer Needs

The results from the semi-structured interviews, it has gathered user's recommendation or expectation in order to receive their feedback from using the Blossom Clinic Application as a mobile medical online consultation services application at beauty clinic.

4.4.1 Features

According to the opinion of users who have used the application before, U12 and U20. Both agreed that customers should be notified of upcoming appointments

in order to remind them to be on time and not miss it. This is quite important point to develop the application to match with customer's lifestyle because there are so many things on mobile phone to do with such as working, checking social media, calling and messaging. So, this would be beneficial to improve to meet customer preference and get them retention to use it.

"I prefer to be notified when my appointment is upcoming soon so that I can remember about my booking and try to be on time" (U12).

"I want to get notification to remind my booking in advance" (U20).

Non-users also talked about the above-mentioned feature. Two non-users stated that they had never used the app before, but the app should have appointment or personal information notifications at least as the key feature.

"I prefer to be notified of my appointment as well as my results from doctor after consulted" (N9).

Apart from user recommendations, there are non-user recommendations that show many interesting ideas related to the feature from a group of non-users who have never used the online consultation application before. These are most likely advantageous suggestions that encourage thinking outside the box in order to provide better services and potentially elevate the application to a higher level.

"I'm not sure if it's possible to develop an online consultation app for a beauty clinic with a face makeover feature that allows customers to get a pre-consultation or use this service to see if I need 50 cc Botox or see my skin problems, how my face will look" (N4).

Non-user (N4) got this idea from SkinLog application. She saw the content from beauty community website called Jeban (Jeban website, 2020). It seems to be adaptable with the mobile medical online consultation application for beauty clinic because it relates to the skin to show to the customer. It could be adapted to implement a face makeover feature, skin analysing tool and so on. From the reference, Skinlog provides real-time skin analysis using doctor-trained AI and algorithms that explain each individual's skin problem, provide advice, and make skincare recommendations, all of which are linked to a social commerce function that allows users to buy skincare and have it delivered to their homes.
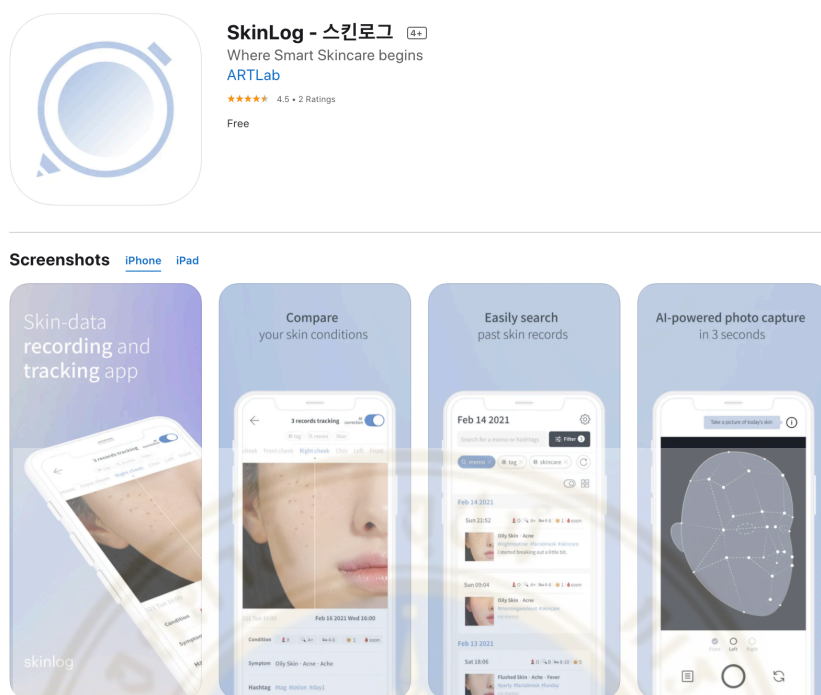
Figure 4.1 Sample Screenshots of Skinlog Application (Source: App Store, 2021)

Another suggestion from a non-user in terms of application features that he prefers. It's about the chatbot because he expected a quick response. He used to have some skin problems and tried to search on the internet to find the answer at night time. He believes if the app has auto chat, it will allow it to serve more customers and attach customers to try it.

"I am thinking about 24 hours services. I mean, it doesn't have to be a doctor in the middle of the night, but it could be such as an Auto-chatbot to answer the main question for basic information during the time" (N1).

4.4.2 Product and Services Information

One user expressed her preference about the information provided by Blossom Clinic application. She said the app was only providing product information, not services. She thinks it is better to provide all services the clinic has as well to support her decision such as Laser, Treatment, Meso, Filler, Botox and so on. Just in case if she wants to consult online and go to the clinic for services. So, it is already available for her to check the details before talking with the doctor.

"The application appears to only display information on products that I can purchase. I think it would be better if I could see everything they have available on the app, including promotions, services, and products. Then I'll have a better understanding of the information and will be able to make decisions based on my preferences" (U16).

In term of information, one of non-user suggested that the scope of consultation services should include the doctor's recommendation to cover all aspects of skin problem resolution, because many clinics will advise patients to stop using their current skincare products and replace them with clinic products. He believes that knowing exactly how to treat skin, behave, and avoid it with evidence will be beneficial.

"I'd like to know more not only how to use the product, but also how to eat, choose supplement, and avoid the things I should avoid. Perhaps there are some services that allow the doctor or myself to know more in-depth information together" (N5).

In addition to the information provided on the application, a non-user stated that the more reviews there are, the more interested she will be in using the services because it helps to support her decision to try an online service.

"I think that if I can see a review of a real case, including how the doctor treated that case at each stage, I will be able to make an informed decision. It will attach my interest to consult online" (N8).

Similarly, in a semi-structured interview with users, the majority of them stated that reviews were one of important factors in getting them to use the application. They received a lot of feedback from social media platforms like Facebook, Tiktok, and Instagram. This tiggles their interest, and makes them decide to give it a shot to see how it works.

4.4.3 Promotion

30 percent of informants mentioned a promotion available through the app. They believe that it helps them to get a good deal or compare the price when they need to buy services or products.

"I like to see lots of deals, so it keep me checking the app to see if there are any new promotions" (U17).

"When I see some promotion, it encourages me to use the services or buy the product earlier than usual" (N7).

4.4.4 Registration Process

The majority of non-users expect to be able to use the services quickly and easily. They do not want to give out a lot of personal information in order to receive services.

"I might give up if the registration process is too long and difficult to use. If the app requires a lot of information from me, I might not use it until later" (N6).

CHAPTER V
CONCLUSION

The objectives of this thematic paper were to explore consumer's perspectives on using online consultation services, to study the main factors that related to customer's acceptance to use mobile medical consultation services application and to provide recommendations to improve application to meet Thai consumer needs. In this chapter, the conclusion will be presented first, followed by a practical recommendation. Then the research limitations and future research will be discussed in the last part.

5.1 Conclusion

From this study's finding, it is implied that consumers who experienced in using the beauty clinic services at the clinic has positive perspectives on using online consultation services as evidenced by the majority of those interviewed in the summary table below.

Table 5.1 Summary of consumer's perspectives on using online consultation services

Research Question	Summary
What are the consumer's perspectives on using online consultation services?	After interviewing 20 informants, it was discovered that the majority of them mentioned four main points: convenience, time savings, cost savings, and safety needs (from Covid-19). It means that the majority of them see using online consultation services as a positive thing because it can help them gain more than they lose. Anyway, there is one point to be concerned. It is about getting an online diagnosis to effective result that allows customers to see a complete picture to be sure about this choice.

       Besides, other important findings in this thematic paper are main factors that has found it related to customer's acceptance to use mobile medical consultation services application.

Table 5.2 Summary of main factors that related to customer's acceptance to use

Research Question	Summary
What are the main factors that influence the consumer's acceptance to use the mobile medical consultation service application?	This study conclusively found that there are four main factors to influence customer to accept and use. Which are perceived ease of use, value, usefulness and consumer acceptance. In term of perceived ease of use, they find it easy to use because it is less step, delivery and one-stop services. In term of perceived value, it showed that saving time, money, and convenience are all important. In term of perceived usefulness, the speed of services, the safety of using the services, and the direct recommendation by a dermatologist are of great benefit to them. In term of consumer acceptance, professionality and presence of dermatologist, stability of application and confidentiality of personal data are key factors to make customer accept and trust in using application.

       Based on the semi-structured interview results, there were some recommendation of the group of users and non-users that related among each others. These suggestions can be adapted to strategies for improving and enhancing the application's customer experience in order to meet the customer expectation and needs for Thai consumers.

Table 5.3 Summary of recommendations to improve application to meet Thai consumer needs.

Research Question	Summary
What are the recommended strategies for improving the application to meet the expectation of customer needs?	From this study, first, features that provide online consultation services application should include a notification to remind for appointments, an analyzing tool to assist with diagnosis, and an auto-chatbot to provide customers with instant assistance. Second, it is about product and service information, which should include product and service displays for customers to view, reviews for customers to read, and diagnostic information for customers to track their progress in their personal profile. Thirdly, the application will be more attractive if there are many promotions to attract customers' interest. Finally, there is the registration process, which has a direct impact on the Customer Journey. If it is difficult to use the services or time consuming to fill in the data. It will lose customers during this process.

In conclusion, the acceptance of Thai consumers for using a mobile medical consultation services application for beauty clinics resulted that the application must be simple to use or user-friendly in order to reduce the amount of effort required, valuable in order to enhance the perception of the benefits of users or customers, useful in order to improve their lives or receive speed services, and acceptable in order to encourage them to use it. These factors were also linked to the diagnostic ability to analyze and ensure customers for effective results and safety through the use of an online consultation application.

Apart from the aforementioned result, there was a previous study. The research summarized the needs of medical standards and legal issues that could also influence consumers to use medical applications more than usual (Attapond Sukasame, 2019). This reference could be taken into consideration.

5.2 Recommendation

This research develops the understanding consumer needs and acceptability in order to influence Thai consumers to use the medical consultation service application for beauty clinic. The result of this study could serve as a guide for entrepreneurs of beauty clinic to adapt or see the benefits in order to create a competitive advantage and improve their ability to provide better services on application to their customers.

Apart from the findings of recommendation, one could suggest that the notification feature of the application could be developed. It can send a notification one day, one hour and five minutes ahead of time to remind customers. Another feature that comes to mind is the analysis feature, refer to the skin log application (Figure 4.1). It helps in pre-screening and recording the skin while providing the customers with skin conditions. This feature will make the application stand out from the competition. Also, to implement an auto chatbot, it could answer the most important questions that customers often ask with a standard answer. For example, how to treat sunburned skin or how to reduce inflamed acne in one night. Moreover, it is better to provide information about products and services, review photos and diagnostic information in the online consultation application for beauty clinics. The more information they have, the better they understand how to use the services. Including promotions, the application should have promotions that drive up the bill such as monthly package, bundle package. Lastly, the registration process should be as simple as possible at the beginning. It can start with a screening pop-up question to verify the source of customer information and the ability to connect with social media to speed up the registration process. The application must automatically connect to the customer's address once they enter their zip code and then just simply click, no need to fill them all. These recommendations were developed from the interview of sample group for this study.

5.3 Research Limitation

In my opinion, as this study used qualitative method, the number of informants in this study was too small. Then future research should include more numbers of informants with a wider range of ages to see how they react or accept the medical online consultation services application for beauty clinics. The second limitation is that there were no informants in this study who have used the application from market competitors as mentioned in chapter one. Then, future research should include users who have experience in using medical online consultation services application in order to gain more insight. Therefore, comparing and determining what should be improved to make it more successful and meet the needs of direct customers is not that quite complete and represent the entire acceptance of using from Thai consumers.

5.4 Future Research

According to the limitation of the research, I have one recommendation for the future research. I think the next research should conduct by quantitative research on Thai consumers in wider areas in Thailand to increase the number of sample sizes to survey in order to understand and see more about their acceptance to use and the consumer wants and needs. It could enhance data reliability and validity. Moreover, to continue the study, it will help to acquire more finding to recommend or help the entrepreneur of this business, marketer and developer to focus on the right way to improve their services more efficiently.

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APPENDICES

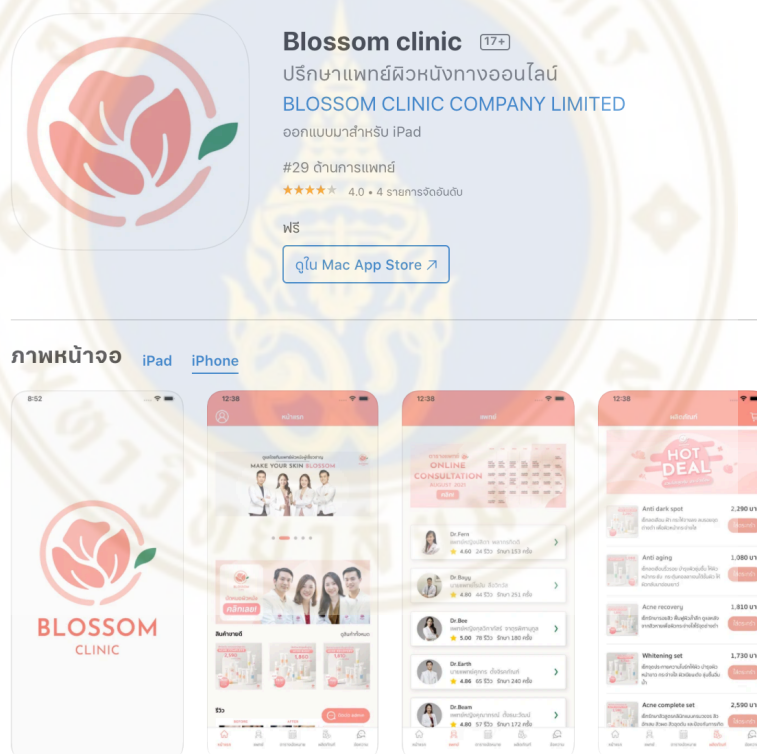## Appendix A: Questionnaire

Research topic: The Acceptance Of Thai Consumers For Using A Mobile Medical Consultation Services Application For Beauty Clinics.
Research Objective: • To explore consumer's perspectives on using online consultation services • To study the main factors that related to customer's acceptance to use mobile medical consultation services application • To provide recommendation to improve application to meet Thai consumer needs
Application: Blossom Clinic   Sample Screenshots of Blossom Clinic Application (Source: App Store, 2021)

Question	Users	Non-Users
Screening Question		
1. Have you ever been for a consultation services at beauty clinic, surgery clinic, aesthetic & wellness center or hospital?	●	●
2. Have you ever used for a medical online consultation services via website, online platform or application?	●	●
3. Why do you use (or accept) the medical consultation application?'	●	●
General information		
4. Please briefly introduce yourself - name, age, education, occupation.	●	●
5. What kind of service do you actually go for physical clinic?	●	●
6. How frequently do you usually go for the particular service at the beauty clinic, surgery clinic, aesthetic & wellness center and hospital?	●	●
7. What kind of service do you actually go for via online services?	●	-
8. What makes you want to use online consultation services?	●	●
9. What channels do you receive the advertisement for the mobile online consultation services?	●	●
10. How can you find the information related to the online consultation services?	●	-

Question	Users	Non-Users
Consumer perspectives		
11. What are benefits you received from using online medical consultation application?	●	●
12. Why do you use online medical consultation services application?	●	-
13. What do you think it is the most convenient for you to use online medical consultation services application?	●	●
14. How online consultation services application can really solve your problems?	●	●
15. What do you think online consultation could save your money?	●	●
Consumer Acceptance		
Perceived ease of use		
16. How do you find it is easy for you to use a mobile online medical consultation services via application?	●	●
17. Do you think using a mobile online medical consultation services application is clear and understandable for you?	●	-
Perceived usefulness		
18. Why do you go for a service at clinic and for an online consultation services on application?	●	●
19. Do you find Blossom Clinic application is useful to you? How?	●	-

Question	Users	Non-Users
Perceived value		
20. What are the criteria to evaluate and define your preference?	●	●
21. How do you feel when you meet a dermatological doctor online?	●	-
22. What are the expectation from you to use the mobile online services application versus physical clinic?	●	●
23. What is the value perceived by using the mobile online consultation services?	●	●
Consumer recommendation		
24. Do you have any comments on a mobile medical consultation services application existing currently to improve to fit with customer needs more?	●	●
25. . Do you think what could more beneficial to solve customer's pain point?	●	●
26. What else do you prefer to get from online services application?	●	●