

**THE FACTORS OF CUSTOMER'S DECISION TO CHOOSE THE
AESTHETIC CLINIC APPLIED WITH MASLOW'S HIERARCHY
OF NEEDS THEORY IN BANGKOK AREA IN OCTOBER 2022**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2022**

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Thematic paper
entitled
**THE FACTORS OF CUSTOMER'S DECISION TO CHOOSE THE
AESTHETIC CLINIC APPLIED WITH MASLOW'S HIERARCHY
OF NEED THEORY IN BANGKOK AREA ON OCTOBER 2022**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
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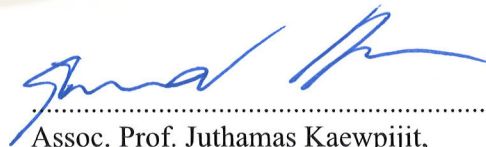
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Nakamol Sangworavongpana

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ABSTRACT

At present, the beauty business has fierce competition due to the increasing business and being a market with high growth potential. Notwithstanding, there are many businesses that cannot survive in this intense competitive environment. In addition, they are able to set prices higher than other competitors due to their brand value and good service which matched the customers' needs. This shows that there are other ways to attract the customers and create customer's loyalty without extreme focusing on price competitiveness. So, this is the beginning of my paper.

This paper is research about the factors of customer's decision to choose the aesthetic clinic and I try to figure out what the factors that really affect the customers' decision of choosing an aesthetic clinic by applied with Maslow's theory for grouping the factors and deeply understand what the customer want. I wish that this paper will be advantageous for the aesthetic clinic owner to adapt the information in this paper for development the service and value of the brand for survive in high competitive market without destroying the market and customer's perspective

The data was analyzed using priority scoring. Each factor is categorized according to Maslow's Theory of Needs, and finding a clear conclusion on which hierarchy has the most effect including what topics have the most impact on customers. According to the result, customers are most interested in safety and cleanliness, and followed by the results of the service. This information can help the aesthetic clinic owner understand the customer's perspective, and be able to focus development on the areas that importantly impact the client the most, under budget limitation.

KEY WORDS: Customer Decision / Maslow's Theory / Aesthetic Clinic / Factors of Decision / Customer Loyalty / Customer Revisit

36 pages

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CHAPTER I

RESEARCH INTRODUCTION

1.1 Research background and problem statement

Nowadays, the aesthetic clinic business is very popular because of the birth of social media channels that allow people to express themselves, and we cannot deny that there is beauty privilege in our society that affects the demand for this business. And as we know, the aesthetic clinic business can make great profitability if it can stand against competitors, so the profitability persuades a lot of investors to open an aesthetic store, especially around the center of Bangkok where the high potential demand is, and it leads to oversupply. Many businesses try to survive in an extremely competitive market called the "Red Ocean" by creating a lot of promotions and price wars against each other. It seems to be good for the customers who can choose a service that is worthy and low price, however, some hidden agendas might backstab the customers in terms of quality of the service, and some of them the customers will never know.

Every brand wants to get in the customers' minds, and it is common that to sustainably grow in this business, they need to create customer relationships by providing good service quality. However, there is no chance to approach the target group of customers if they cannot make them come to the clinic for the first time. So, the clinic tries to impress the customer to visit their clinic by creating a value that matches the customers' needs. Unfortunately, some factors such as satisfaction or quality of the service are hard to evaluate and depend on the customer's persona. Moreover, people do not believe the review or any marketing tools. On the other hand, pricing is very clear, tangible, and evaluated so most of the clinics focus on creating a lot of promotions and do price wars to impress the customers to choose their service. "At least we paid a lower price" is the mindset of the customers' mind when they don't know which clinic is the best for them. It makes the customers decide to choose lower price service because it possibly brings a similar outcome and if they are not satisfied, they just change the brand for the next time. Pricing competition affects the quality of the service because the

business always wants to keep profitability so they might cut down costs in some way such as using no certificate drugs and equipment as we have heard in the news which creates a bad image for the whole market and decreases the trust of the customers about the quality of service and drugs. The pricing competition also eliminates the market, especially small brands which have lower competitiveness and high sensitivity to the price.

From the above story, the writer thinks there might be other aspects excluded pricing strategy to attract the customers and affect the customers' decisions such as quality of the service, safety factor, and whatever could help an aesthetic clinic increase its competitiveness and sustainably grow in the long run without doing the pricing war. To figure out the answer, the writer creates an interview form to ask the customer's perspective about which factors importantly affect their decision to choose an aesthetic clinic.

By the way, to deeply understand the customers' perspective, the writer has reviewed the literature from other research which are introduced in the next Chapter. In chapter 3, the writer reviewed the methodology of this research and questionnaire which applied questions with Maslow's theory of basic needs because it can emphasize the image and understanding of the customers' needs and let deeply understand the customers' perspective when they decide to choose an aesthetic clinic. In chapter 4, the result and statistic of research will be shown followed by the analysis of the research. In the last chapter, the writer will apply and give recommendations which could be beneficial for applying into the business.

1.2 Research question

1) Please rank the groups of factors which affect the customers' decision of choosing an aesthetic clinic from the most to the least.

2) Please rank the affecting factor to your decision to choose an aesthetic clinic in Bangkok.

1.3 Research objective

To know the level of impact of each factor which related with Maslow's theory on the customers' decision of choosing an aesthetic clinic in Bangkok area, and to know the relative between the most effective hierarchy and the top 5 factors which affect the customers' decision of choosing an aesthetic clinic in Bangkok area.

1.4 Research hypothesis

The most important factors of a customer's decision to choose the aesthetic clinic applied to Maslow's hierarchy of need theory is in Self-actualization hierarchy and the most important factor is the outcome and result of service which they can survey by the others' review or themselves.

1.5 Variable and Scope of Research

Primary variable: various factors of the service

Dependent variable: customer's decision

Control variable: customer group between 20-60 years old

1.6 Expected Benefits

- 1) To deeply understand the customers' behavior of choosing an aesthetic clinic
- 2) To develop the service of an aesthetic clinic related to the needs of the customers.
- 3) To increase competitiveness without pricing war to build the customer's loyalty for sustainable growth in the business.

1.7 Scope of research

The research covers the customers who have visited or are interested in taking service from aesthetic clinics in the Bangkok area, and the interviewee's age needs to be between 20–60-year-old.

1.8 Limitation

The data is collected in a short time between October to November 2022. Decrease sample size because only choose age between 20–60-year-old



CHAPTER II

LITERATURE REVIEW

The writer separated the literature review to 2 parts

2.1 the literature about the factors of decision to choose the aesthetic clinic

2.2 The applying to use Maslow's Hierarchy of needs theory

2.1 The literature about the factors of decision to choose the aesthetic clinic

2.1.1 The study of factors affecting the customers decision in choosing service of beauty clinic in Bangkok area

From literature review of the study of factors affecting the customers decision in choosing service of beauty clinic in Bangkok area. This research use Descriptive research methodology. The data collected by the questionnaire The quantitative research was conducted using the online questionnaire with the total number of 150 respondents. One-way ANOVA was used to analyze the data in SPSS program. The result showed that safety of the service procedure, reasonable price, convenience of transportation, attractive promotion offerings, the expertise of dermatologists, the speed of service procedure, and the environmental cleanliness are considered as the most important factors in terms of seven service marketing factors

2.1.2 The influence of service quality and price perception on consumer trust and revisit intention at beauty care clinic in Indonesia

From literature review, the aim of this research is to investigate the consumer experience of aesthetic medicine services, from the need recognition to the post-purchase evaluation. The methodology using quantitative survey data collected from a sample of clients of an aesthetic clinic located in Florence the result show Internet is confirmed to be an informative source of great importance in the context of aesthetic medicine. Moreover, the professional attitude of the medical team and the high level of the medical instruments emerge as highly attractive elements during the decisional phase of the customers and, together with the communication/interaction between staff and patient, these are winning factors for reducing the perceived risk regarding aesthetic treatments. This, along with reducing the waiting time and by guaranteeing the same medical reference figure, increases the sense of organization, trust and linearity of the service.

2.1.3 Factors of affecting revisit intention of beauty clinics in Bangkok

Reason for using aesthetic medicine		The origin of the need	
Correction of a physical defect	66,67%	Better stay with oneself (inner)	93,62%
Mitigate the signs of aging	24,24%	Pleasure more to the other (external)	4,26%
Thrust of a sudden change of appearance	9,09%	Other	2,13%
Total	100,00%	Total	100,00%

Figure 2.1 Table - Reason of using an aesthetic medicine and the origin of the need

From literature review of factors affecting revisit intention of beauty clinics in Indonesia. This research used a quantitative approach. The questionnaires were launched online using google form and distributed through social platforms with target 385 samples. The results were presented in two models. The first model is that service quality and CRM have a positive influence on customer satisfaction. Another model is service quality, customer satisfaction, and CRM have a positive influence on customer loyalty.

2.2 The applying to use Maslow's Hierarchy of needs theory

2.2.1 Maslow's Hierarchy of Needs for Customer Service Delivery

From review of this literature, nowadays the most important of the sustaining and thriving of business is engaging with the customers. The core of customer service is to create the WOW factor – on top of the actual product or service they're paying. This literature researches several options before making their decision, for example customer behavior, age and use Maslow's Hierarchy of need theory to deeply understand some basic human behavior to get a much better chance of winning a potential customer over and keeping them on side.

In this literature, they mention 3 articles

- 1.Human Behaviors and Customer Needs
- 2.Understanding customer needs in a B2B environment
- 3.Excelling at Customer Service

The writer only mentions the first article that is relevant with Maslow's Hierarchy of need theory.

Famous psychologist proposes that people are motivated to satisfy several needs, and that some needs take precedence over others. Maslow also suggests that human needs are arranged in a hierarchical pyramid, with basic physiological needs at the lowest rung of the pyramid and self-actualization at the highest, interspersed with three other stages that humans experience until they reach their final goals, as explained in the picture below:

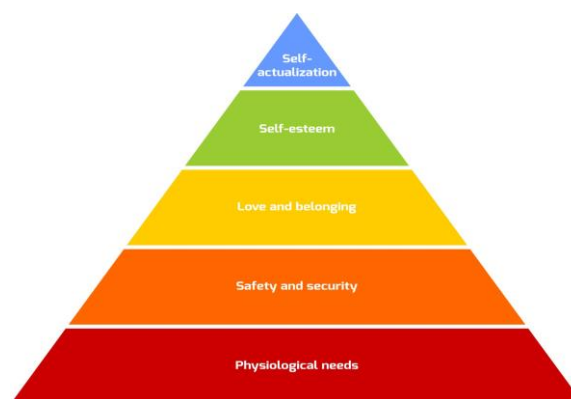


Figure 2.2 Maslow's Hierarchy of Needs

From this literature shows that one can apply the Maslow's Hierarchy of need theory to customer service to create better thriving and sustaining of business especially the business in the red ocean like aesthetic clinic.

2.2.2 Consumer behavior: a needs perspective

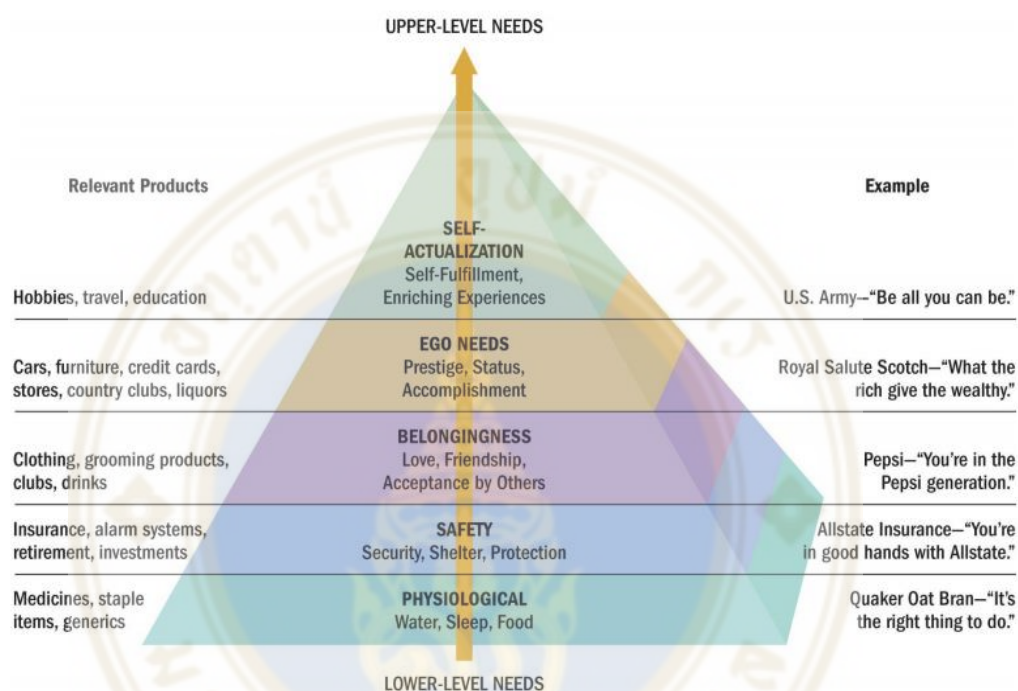


Figure 2.3 Consumer behavior: a needs perspective

This article shows the human need are categorized in five major groups in hierarchical order:

The first level contains physiological needs (water, sleep, food). After these needs are satisfied, the individual can focus on satisfying the safety needs (shelter, security, and protection) and belongingness needs on the third level such as: love, friendship, and acceptance. Satisfaction of these needs allows the individual to advance to the ego needs. Inwardly directed ego needs include self-esteem, achievement, uniqueness, and independence. Whereas status, prestige, reputation and social recognition come under the category of outwardly directed ego needs. At the top is the need for self-actualization: striving to realize your full potential through education, travel, hobbies, engagement with environmental/social causes, etc.

In order to progress to the higher growth needs the lower-level basic needs must first be satisfied. Maslow said that everyone can move up the hierarchy and everyone strives to do so.

From this article in above, that shows relevant products and examples with each hierarchy of Maslow's theory. The writer uses this article to apply to make the questionnaire for the method of research

And the next chapter, will show about the research methodology includes type of research, sample size, method and research tools like a questionnaire



CHAPTER III

RESEARCH METHODOLOGY

Descriptive research: Quantitative research

Sample size: 150 people

Research tools: Online questionnaire

3.1 Questionnaire

The writer separates the questionnaire to 2 sections

Section I - Interviewee information

Part I - Interviewee Information

Part II - Experience of visit aesthetic clinic

Section II - The calculation of score and result

Part III - Rank the most effect groups of factors of the decision to choose the aesthetic clinic related to Maslow's theory

Part IV - Specify level the effect of factors of the decision to choose aesthetic clinic

Section I - Interviewee information

Part I - Interviewee Information

Gender	Male	Female	Other
Age	20-30	31-45	46-60
Location	Phayathai district	Bangkok (Another district)	Other
Income	Low	Middle	High

The Factors affect customers' decision of choosing an aesthetic clinic in Bangkok

คำอธิบายแบบฟอร์ม

Part 1/1 - INTERVIEWEE INFORMATION (ข้อมูลผู้ทำแบบสอบถาม)

คำอธิบาย (ระบุหรือไม่ได้)

What is your gender? (โปรดระบุเพศของคุณ) *

Male (ผู้ชาย)

Female (ผู้หญิง)

LGBT+

What is your age? (ช่วงอายุของคุณ) *

20 - 30 year-old

31 - 45 year-old

46 - 60 year-old

Figure 3.1 the example of question of part I (Interviewee Information)

Part II - Experience of visit aesthetic clinic

Service experience	Yes	No	
How many times?	0	<5	>5
How many clinics have you been to?	0	<5	>5
How much is the average spending per time?	0	<10,000	>10,000

Part 1/1 - INTERVIEWEE INFORMATION (ข้อมูลผู้ทำแบบสอบถาม) ✕ ⋮

สำหรับผู้เคยใช้บริการคลินิกความงาม

How many time have you been the aesthetic clinic? (คุณใช้บริการคลินิกความงามมาแล้วกี่ครั้ง?) *

Only once

1 - 10 time(s)

More than 10 times

How often do you visit an aesthetic clinic? (คุณใช้บริการคลินิกความงามบ่อยแค่ไหน?) *

B I U ↶ ↷

Once a year or less than (ปีละครั้งหรือน้อยกว่า)

2 - 3 times a year (2 - 3 ครั้งต่อปี)

3 - 6 times a year (3 - 6 ครั้งต่อปี)

6 - 12 times a year (6 - 12 ครั้งต่อปี)

More than 12 times a year (มากกว่า 12 ครั้งต่อปี)

Figure 3.2 the example of question of part II (Experience of visit aesthetic clinic)

Section II - The calculation of score and result

Part III - Rank the most effect groups of factors of the decision to choose the aesthetic clinic related to Maslow's theory

Rank the most effect groups of factors of the decision to choose the aesthetic clinic related to Maslow's theory

How To Answer: Rank the group of factors which affect your decision of choosing an aesthetic clinic in Bangkok

1. Physical of clinic
2. Safety and hygiene
3. Welcoming and service
4. Privacy and After service
5. The result of service and brand image

Please rank the group of factors which affect your decision of choosing an aesthetic clinic in Bangkok? (โปรดจัดอันดับปัจจัยที่มีผลต่อการตัดสินใจเลือกคลินิกความงาม ในกรุงเทพฯ)
โดยอันดับ 1 คือมีผลต่อการตัดสินใจมากที่สุด และอันดับ 5 มีผลต่อการตัดสินใจน้อยที่สุด
*ตอบได้ข้อละ 1 คำตอบเท่านั้น ตามรูปตัวอย่าง

	1st priority	2nd priority	3rd priority	4th priority	5th priority
Question 2	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Question 1	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Question 5	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Question 4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Question 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

	1st priority	2nd priority	3rd priority	4th priority	5th priority
Physical of clin...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety and hyg...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcoming an...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Privacy and Aft...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The result of s...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 3.3 the example of question of part III (Rank the most effect groups of factors of the decision to choose the aesthetic clinic related to Maslow's theory)

Part IV - Specify level the effect of factors of the decision to choose aesthetic clinic

Specify level the effect of factors of the decision to choose aesthetic clinic

How To Answer: Specify scale from 4 (the most) to 0 (the least) for each factor which depends on how it affects to the customers' decision of choosing an aesthetic clinic in Bangkok

1 Physiological needs

- Location near the Public transportation and available Parking
- Provide many types of payment such as cash, transfer, credit card, and installment
- Clinic atmosphere and decoration such as comfortable seat, playing music, temperature control, staff uniform, and more
- Available flexible booking
- The staff communicate well

2 Safety needs

- Certificate and guarantee of the doctor, product, and equipment
- Cleanliness of clinic and Hygiene of procedure
- Get many trustworthy review
- Provide a lot of information
- Have emergency system such as fire exit, and signage

3 Love and belonging

- Warmth welcome
- Easy to consult the doctor
- Serving complimentary drink and snack
- Special offer for membership
- Officially welcome

4 Esteem

- Have private room/area for consult and service
- Privacy policy for the customers' information
- Good queue management to reduce waiting time for service
- Remembering the customer and following up cases
- Provide One-by-one service

5 Self-actualization

- No forced sale policy
- The result and satisfaction of service
- Good brand image and advertising
- The right to choose a doctor to service
- Service prices are lower than average prices

Please rank the affecting of factor to your decision to choose an aesthetic clinic in Bangkok.
(โปรดจัดระดับของปัจจัยที่ส่งผลต่อการตัดสินใจเลือกคลินิกความงาม ในกรุงเทพฯ)
โดย 0 คือไม่ส่งผลต่อการตัดสินใจเลย และ 4 ส่งผลต่อการตัดสินใจในมากที่สุด

Location near the Public transportation and available Parking (ทำเลใกล้ระบบขนส่งสาธารณะและมีที่จอดรถ) *

0 1 2 3 4

The least The most

...

Certificate and guarantee of the doctor, product, and equipment (แพทย์มีใบประกอบและใบรับรองการอบรม ยาและเครื่องมือผ่านการรับรอง) *

B I U ☺ ☹

0 1 2 3 4

The least The most

Warmth welcome (การต้อนรับที่อบอุ่นและเป็นกันเอง) *

0 1 2 3 4

The least The most

Figure 3.4 the example of question of part IV (Specify level the effect of factors of the decision to choose aesthetic clinic)

CHAPTER IV

RESEARCH RESULT

This research was an online questionnaire. To survey the factors that make customers decide to choose the aesthetic clinic and re-visit the aesthetic clinic in the Bangkok area during October 2022, it was found that a total of 150 participants met the 150 inclusion criteria. The survey was divided into 2 parts and interpret the results as follows:

4.1 Part I - Interviewee information and experience of visiting aesthetic clinic

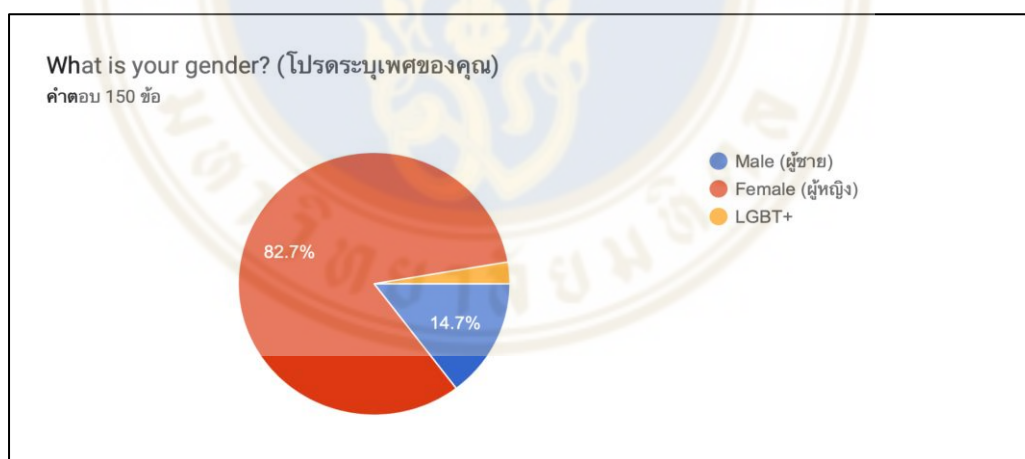


Figure 4.1 What is your gender?

Evaluation: Interviewees is mostly female as 82.7 percent, 14.7 percent is male, and 2.6 percent is LGBT+, indicating that the main customer of the aesthetic clinic is female which is around 4 of 5 of total customers

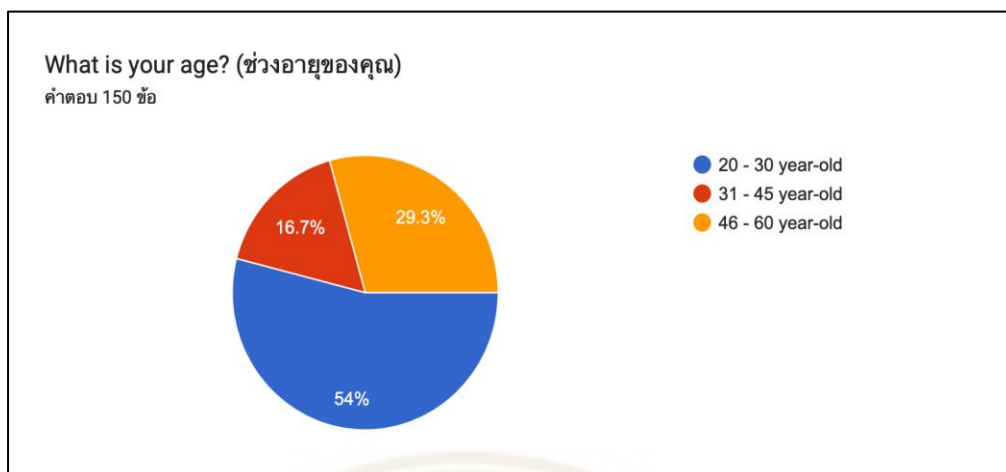


Figure 4.2 What is your age?

Evaluation: Most of interviewees aged between 20-30 years as 54 percent. The second largest group aged between 46-60 years, 29.3 percent, and the smallest group aged between 31-45 years as 16.7 percent. The survey shows that the school age group and the first jobber tend to take aesthetic clinic service, and another group that is important to tend to take the service is aged around 46–60-year-old

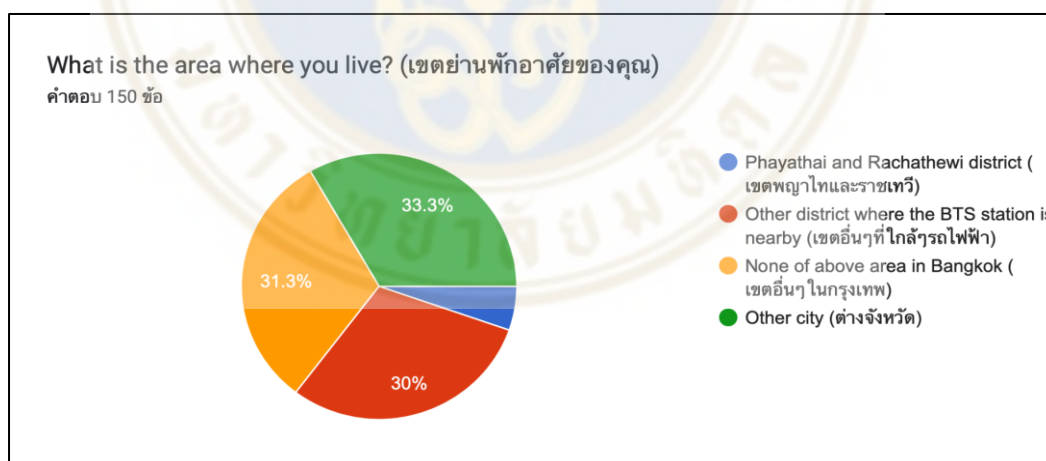


Figure 4.3 What is the area where you live?

Evaluation: 2 of 3 of the interviewees live in the Bangkok area which can be separated into 3 different conditions. Firstly, 5.4 percent of total interviewees live in Phayathai and Ratchathewi area which are close to the focused area. Secondly, 30 percent of the total interviewees live in the other areas which have BTS stations nearby.

Thirdly, 31.3 percent live in the other areas in Bangkok which are not related to the first and second groups. The remaining 33.3 percent live in another province such as Chonburi, Samutprakarn, Nonthaburi, Pathumthani, and so on.

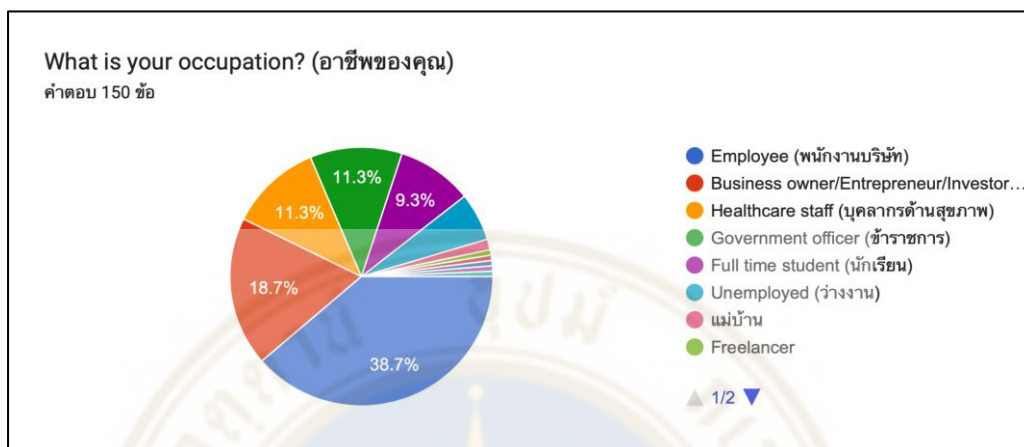


Figure 4.4 What is your occupation?

Evaluation: 38.7 percent of the interviewees are employees, 18.7 percent are business owners, government officers and health care staff are 11.3 percent. It shows that the majority group of the interviewees is working people.

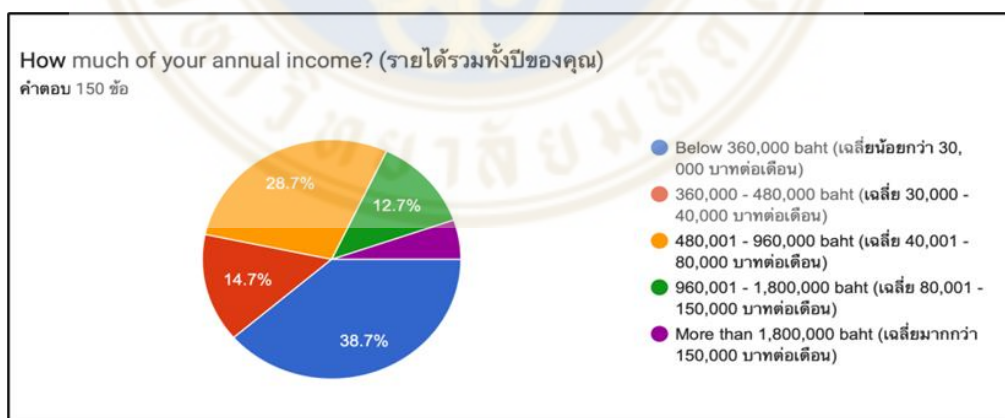


Figure 4.5 How much of your annual income?

Evaluation: The most Interviewee classified by annual income is the group of below 360,000 bath, the second is the group of 480,001-960,000 bath and the 3rd is the group of 360,001- 480,00 bath. It can assume the tendency of the interested to use

the clinic service in the focused area (Phayathai district, Bangkok) is the group of below to middle income.

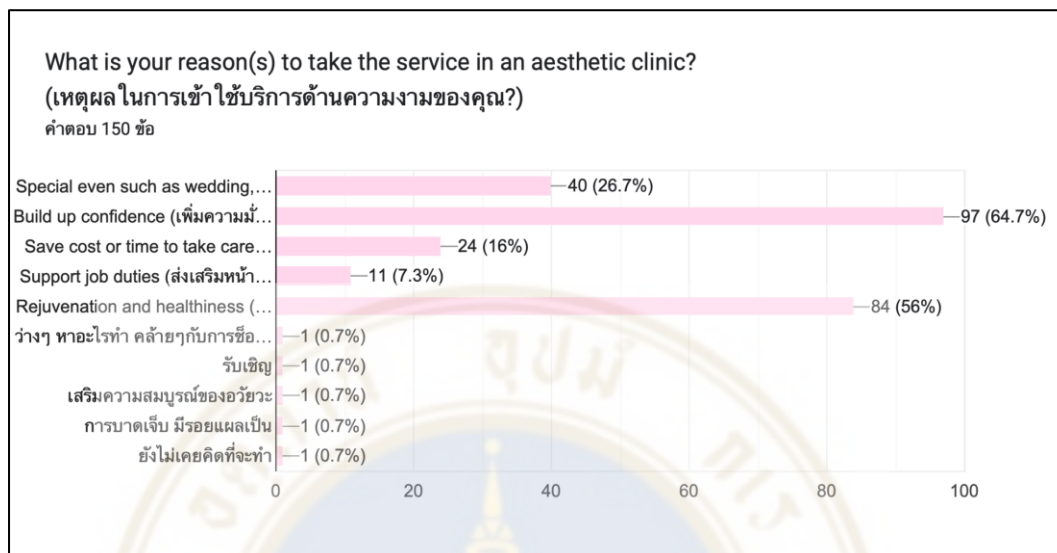


Figure 4.6 What is your reason(s) to take the service in an aesthetic clinic?

Evaluation: The most important reason for the interviewee to take the service in an aesthetic clinic is Build up confidence up to 64.7%, the second is rejuvenation and healthiness and the 3rd is for special events.

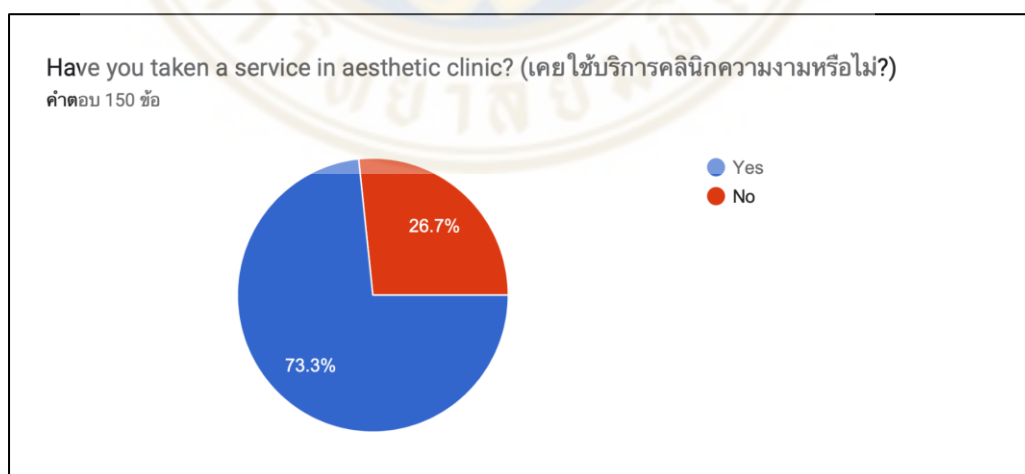


Figure 4.7 Have you taken a service in aesthetic clinic?

Evaluation: The most of interviewee is used to take a service in an aesthetic clinic

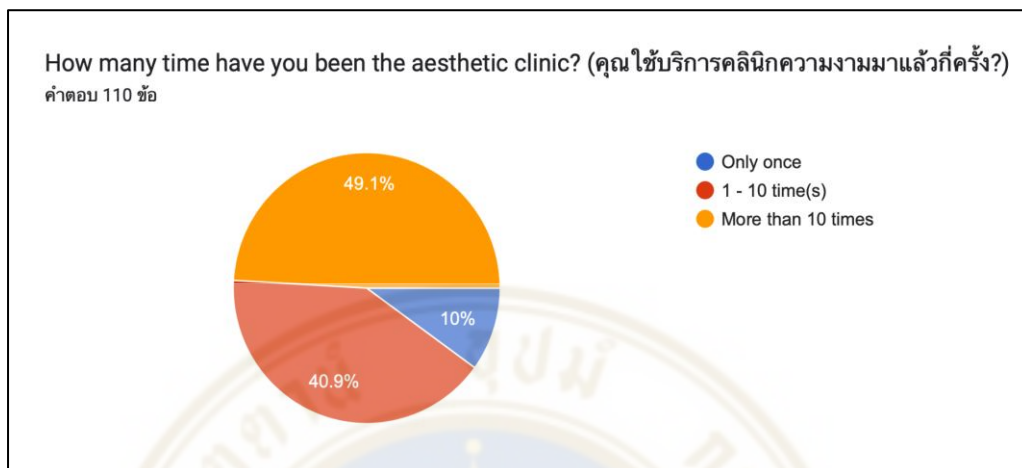


Figure 4.8 How many time have you been the aesthetic clinic?

Evaluation: The most of interviewee have experience to take a service in an aesthetic clinic is more than 10 times

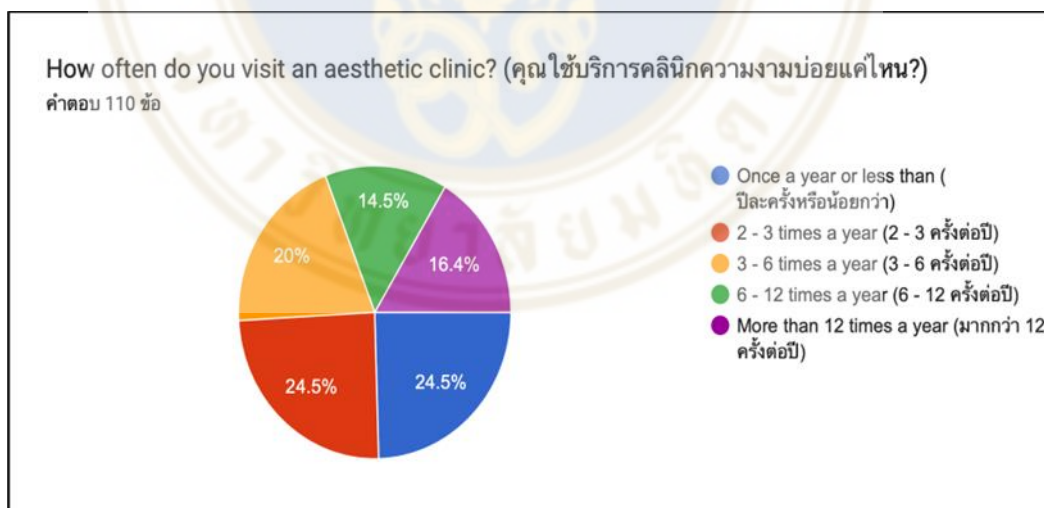


Figure 4.9 How often do you visit an aesthetic clinic?

Evaluation: The most of interviewee have experience to take a service in an aesthetic clinic is once a year or less than and 2-3 times a year's up to 49%



Figure 4.10 How many clinic brand have your visited?

Evaluation: The most of interviewee have experience to take a service in an aesthetic clinic is 1-5 brands up to 69.1%

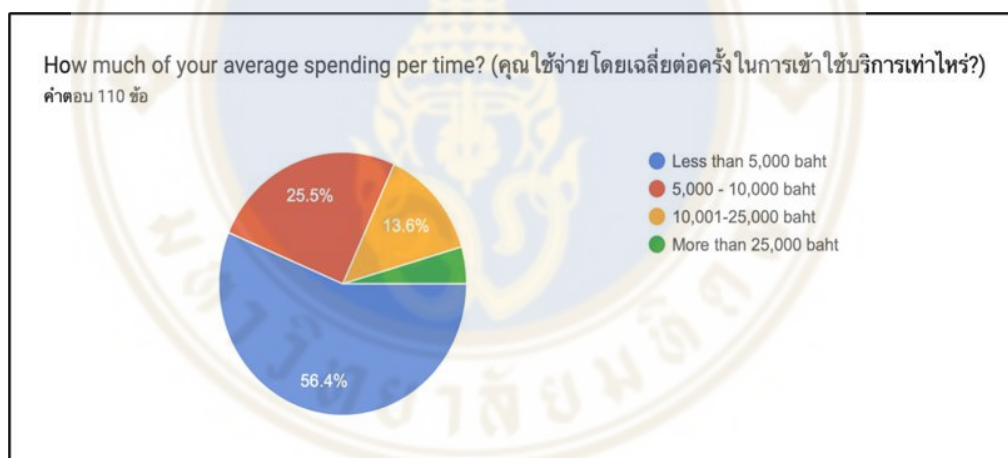


Figure 4.11 How much of your average spending per time?

Evaluation: The most of interviewee have experience to spending less than 5,000 bath per time and the least is more than 25,000 bath per time.

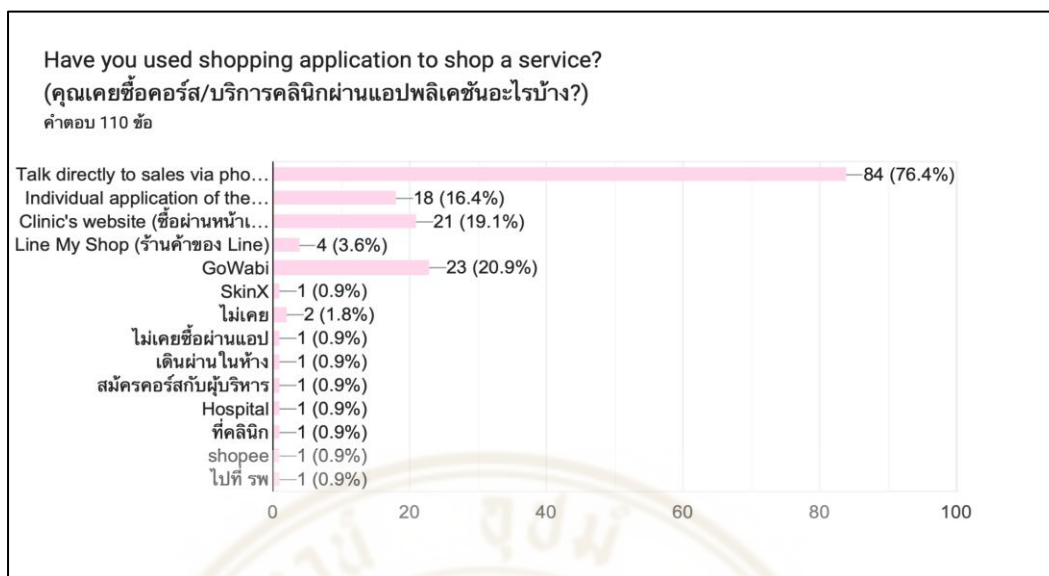


Figure 4.12 Have you used shopping application to shop a service?

Evaluation: The most of interviewee have experience to used application is directly to shop via phone, front store, messenger and Line official account

4.2 Part II - The calculation of score and result

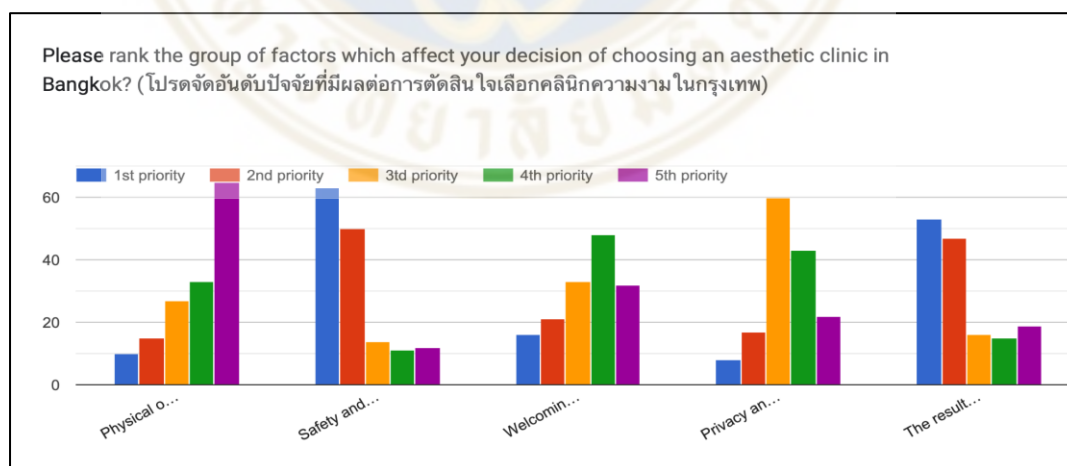


Figure 4.13 Please rank the group of factors which affect your decision of choosing an aesthetic clinic

The rank is the group of factors which affect the decision of choosing an aesthetic clinic in Bangkok. The first priority is Safety and hygiene, the second is the result of service and brand image, The 3rd and 4th is near result of welcoming service and privacy and after service. The group who is interested in privacy and after service is more than others but some people who are interested in welcoming and service are less than but give impotent points obviously.

The measure of factors which affect customers' decision to choose an aesthetic clinic.

For each question, the interviewees were required to choose the degree of impact of each factor that influences their decision on choosing a clinic for the first time visit or repeatedly taking the service. There are 5 levels of impact choices, with a level 0 means that the factor has no effect on the decision, and a level 4 showing that the factor supremely affects the decision. In summary, the weights of each level are different multiple, which 0 equals to 0 point, 1 equal to 0.25 point, 2 equals to 0.5 point, 3 equals to 0.75 point, and 4 equals to 1.00 point. The multiplier point is multiplied by the number of votes and totals the score for each factor to find the total score of effect on decision.

Table 4.1 The table of scoring for measure the factor of customer's decision

No.	Factor	Number of voted					Total score	Ranking
		Level 0	Level 1	Level 2	Level 3	Level 4		
6	Certificate and guarantee of the doctor, product, and equipment	0	1	2	12	135	145.25	1
7	Cleanliness of clinic and Hygiene of procedure	0	0	1	17	132	145.25	1
22	The result and satisfaction of service	0	0	4	16	130	144.00	3
21	No forced sale policy	0	2	4	11	133	143.75	4
5	The staff communicate well	0	0	6	26	118	140.50	5
17	Privacy policy for the customers' information	0	1	6	23	120	140.50	5
9	Provide a lot of information	0	1	5	30	114	139.25	7
8	Get many trustworthy review	0	0	11	31	108	136.75	8
12	Easy to consult the doctor	0	0	11	37	102	135.25	9
18	Good queue management to reduce waiting time for service	0	1	17	30	102	133.25	10
16	Have private room/area for consult and service	0	0	13	44	93	132.50	11
20	Provide One-by-one service	0	0	14	43	93	132.25	12
1	Location near the Public transportation and available Parking	2	0	13	41	94	131.25	13
14	Special offer for membership	1	3	17	31	98	130.50	14

Table 4.1 The table of scoring for measure the factor of customer's decision (cont.)

19	Remembering the customer and following up cases	1	0	15	45	89	130.25	15
24	The right to choose a doctor to service	2	2	14	46	86	128.00	16
11	Warmth welcome	0	2	16	52	80	127.50	17
4	Available flexible booking	0	3	19	47	81	126.50	18
2	Provide many types of payment such as cash, transfer, credit card, and installment	5	4	19	39	83	122.75	19
23	Good brand image and advertising	1	3	20	58	68	122.25	20
25	Service prices are lower than average prices	3	7	20	51	69	119.00	21
15	Officially welcome	0	3	34	54	59	117.25	22
3	Clinic atmosphere and decoration such as comfortable seat, playing music, temperature control, staff uniform, and more	1	2	27	71	49	116.25	23
10	Have emergency system such as fire exit, and signage	4	3	37	49	57	113.00	24
13	Serving complimentary drink and snack	13	19	42	40	36	91.75	25

4.3 Result

The top five factors which get highest score ranked from number 1st to 5th are Certificate and guarantee of the doctor, product, and equipment which has same rank with Cleanliness of clinic and Hygiene of procedure, The result and satisfaction of service, No forced sale policy, and The staff communicate well and Privacy policy for the customers' information which are on rank 5th.

In the next chapter, the writer will explain and perform the applying of Maslow's Hierarchy theory with the result and conclusion the result of the research

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This research is descriptive quantitative research

Research method is questionnaire for the real customers and random people who passed, including criteria on period 15 October 2022 to 31 October 2022 amounting to 150 interviewees.

The research study about the Factors that make customers decide to choose the aesthetic clinic and re-visit for the aesthetic clinic in Bangkok area during October 2022 and evaluated due to Maslow's theory of basic human needs. The writer separate the conclusion to 2 parts the first part is interviewee information and the other is the effect of factors to choose an aesthetic clinic in Bangkok

Part 1 - INTERVIEWEE INFORMATION

The most characteristic of interviewees is female, 20-30 aged group, the first jobber and below to middle income. The area of living, the district or province is not affected by the result but the nearby BTS station is affected by the decision to choose the clinic, obviously up to 30%. And the most of the reason to use the service of the clinic is build up confidence and rejuvenation and healthiness and then is special event such as wedding ceremony, that related with age group and the occupation

Most of the interviewees used to have experience using an aesthetic clinic 1-10 times and 1-5 brands. And the most often about once or 2-3 times for annual, spend less than 5,000 bath for each other and buying and used shopping application to shop a service by directly to shop such as via phone, front store, messenger and line official account up to 76.4% is very obviously.

Conclusion the characteristic of interviewees is female who is the first jobber 20-30 aged group, middle income and use the service 2-3 times per year and spend less than 5,000 bath/time. And the BTS nearby area is high efficiency to decide to choose the clinic

Part 2 - THE EFFECT OF FACTORS TO CHOOSE AN AESTHETIC CLINIC IN BANGKOK

The rank is the group of factors which affect the decision of choosing an aesthetic clinic in Bangkok. The first priority is Safety and hygiene, the second is the result of service and brand image, The 3rd and 4th is nearly result of welcoming service and privacy and after service. The group who is interested in privacy and after service is more than others but some people who are interested in welcoming and service are less than but give impotent points obviously. However, the most important factors to choose an aesthetic clinic is Safety and hygiene.

The measure of factors which affect customers' decision to choose an aesthetic clinic.

The top five factors which get highest score ranked from number 1st to 5th are Certificate and guarantee of the doctor, product, and equipment which has same rank with Cleanliness of clinic and Hygiene of procedure, The result and satisfaction of service, No forced sale policy, and The staff communicate well and Privacy policy for the customers' information which are on rank 5th.

If the writer groups those factors into each level of Maslow's hierarchy theory of needs. The hierarchy which most impacts the decision is Safety Needs and followed by Esteem Needs, Self-Actualization Needs, Physiology Needs, and Love and Belonging Needs by ranking.

The writer will show conclusions in the graph for obvious results and easy to understand.

This graph shows the result of evaluation from the research with scores that show the most interviewees pay attention in Maslow's hierarchy theory of needs is safety and security.

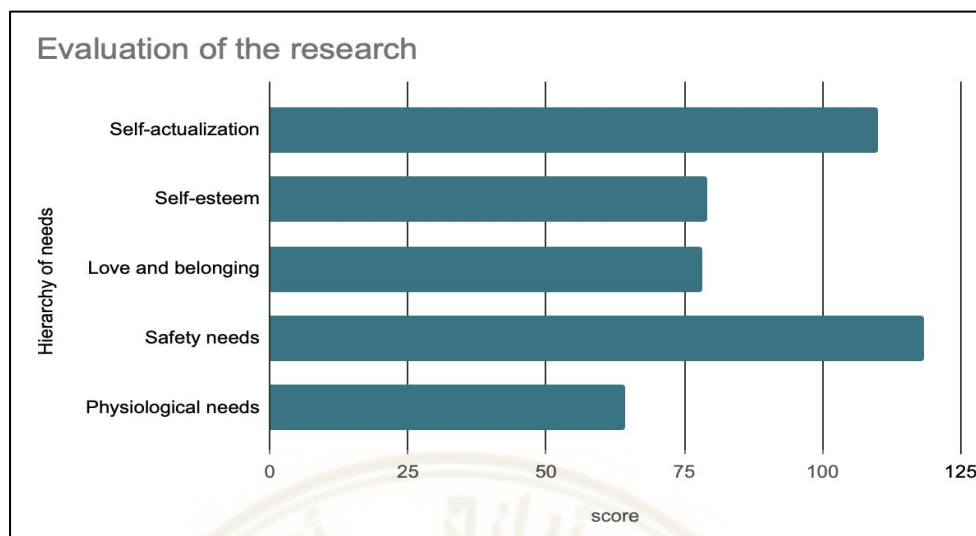


Figure 5.1 Evaluation of the research

This graph shows the top 5 factors which affect customer decision choosing aesthetic clinic

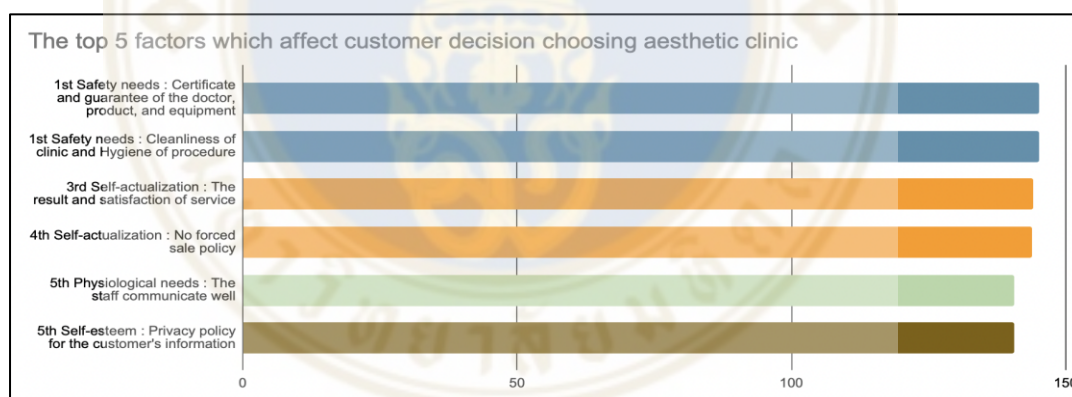


Figure 5.2 The top 5 factors which affect customer decision to choose an aesthetic clinic

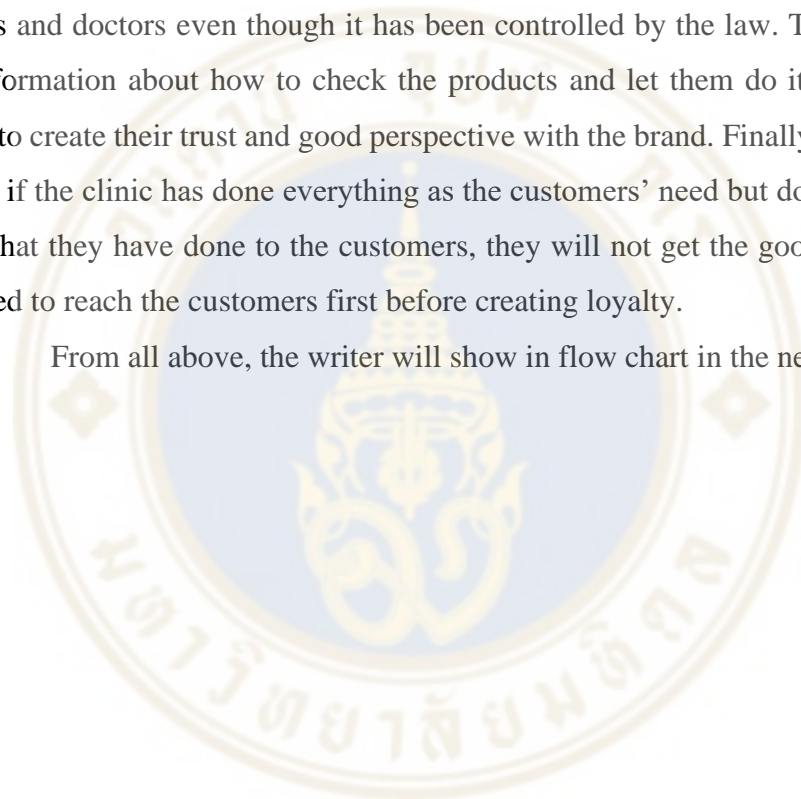
5.2 Recommendation

From our result, we found that there are many ways to attract the customer and create customer loyalty excluding lower pricing strategy. According to this research which was adapted with Maslow's theory, the customers extremely care about safety and hygiene in the clinic followed by the result of service and privacy. So, we should

apply the result by improving the service in the clinic which matches with the needs of customers and emphasize the value of the brand. If we look into deeper information, we can accurately provide better services and marketing that affect customers' decision making such as cleanliness, certificate of drug and doctor, no forced sell, privacy of their information, and the result of service as the example below.

During Covid-19 situation, the clinic needs to be cleaned and sterilized after use every time and inform the customers to know about it via online advertising and in store. The second thing that the customers are really concerned about is the certificate of drugs and doctors even though it has been controlled by the law. The clinic should give information about how to check the products and let them do it before taking a service to create their trust and good perspective with the brand. Finally, I would like to say that if the clinic has done everything as the customers' need but does not inform or show what they have done to the customers, they will not get the good result because they need to reach the customers first before creating loyalty.

From all above, the writer will show in flow chart in the next page.



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Appendix A: Recommendation for Safety Needs I

Safety Needs flow chart

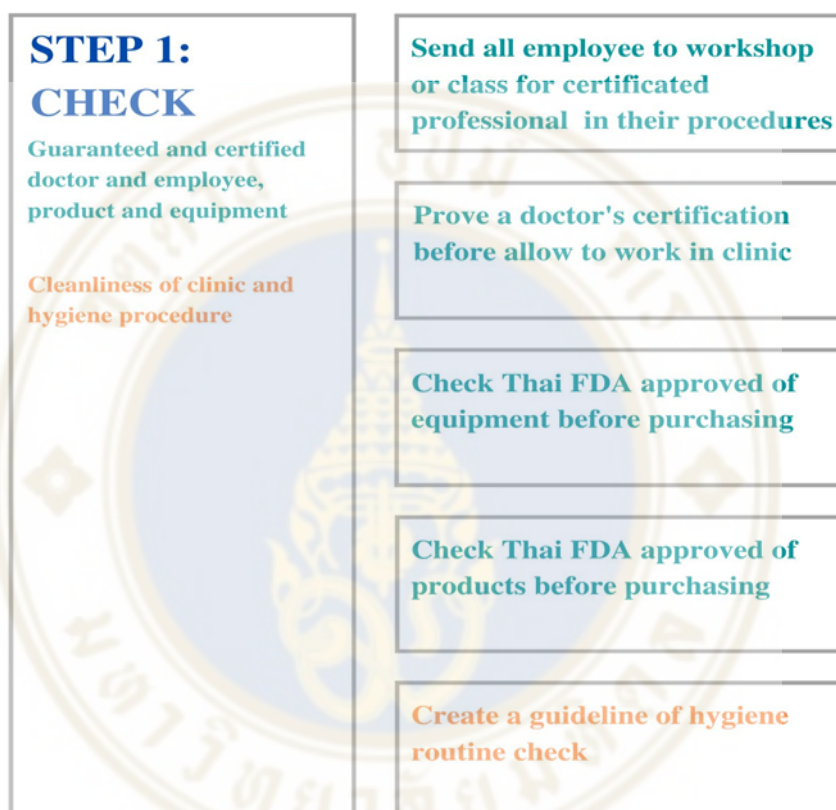


Figure VI: Recommendation for Safety Needs I

Appendix B: Recommendation for Safety Needs II

Safety Needs flow chart

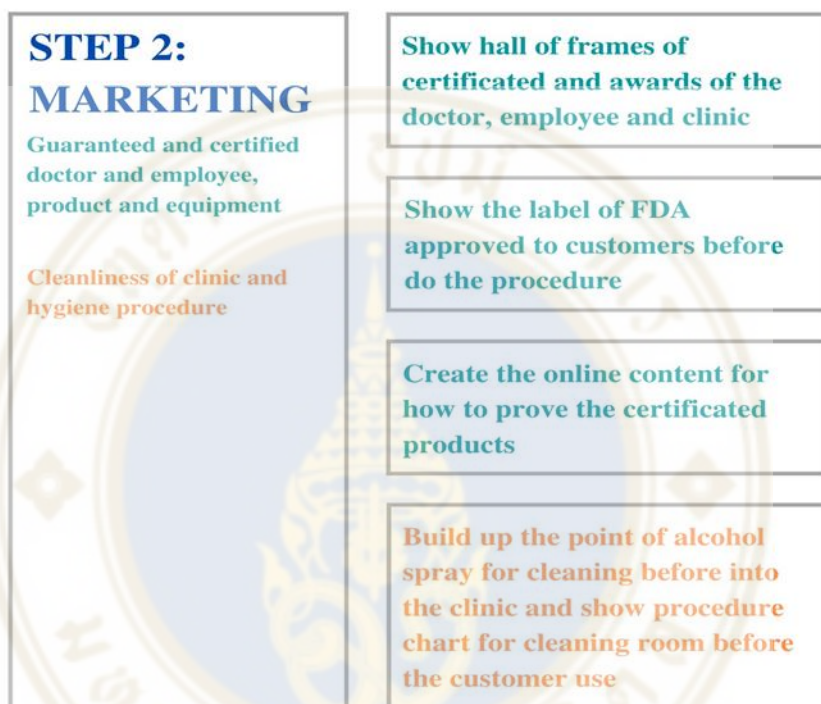


Figure VII: Recommendation for Safety Needs II

Appendix C: Recommendation for Self-actualization I

Self-actualization flow chart

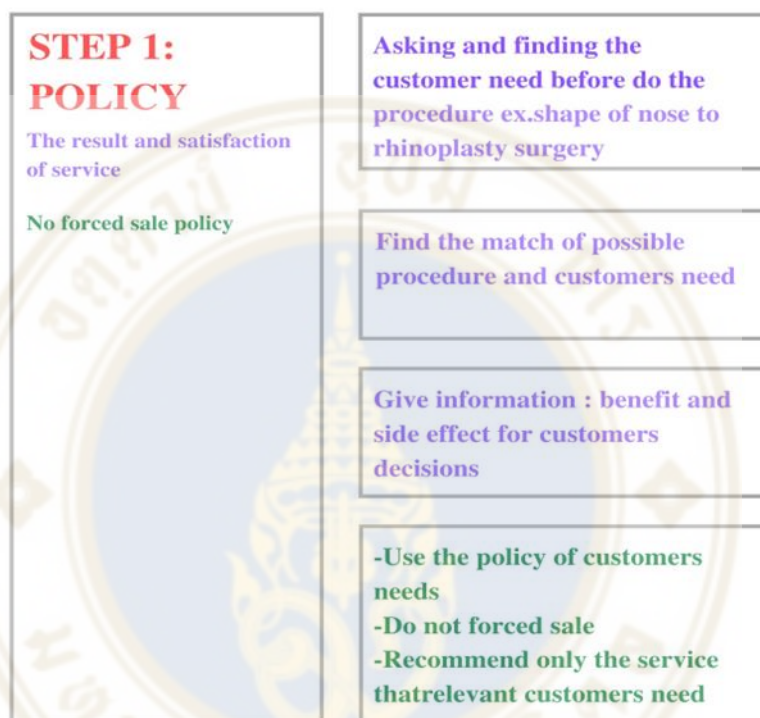


Figure VIII: Recommendation for Self-actualization I

Appendix D: Recommendation for Self-actualization II

Self-actualization flow chart

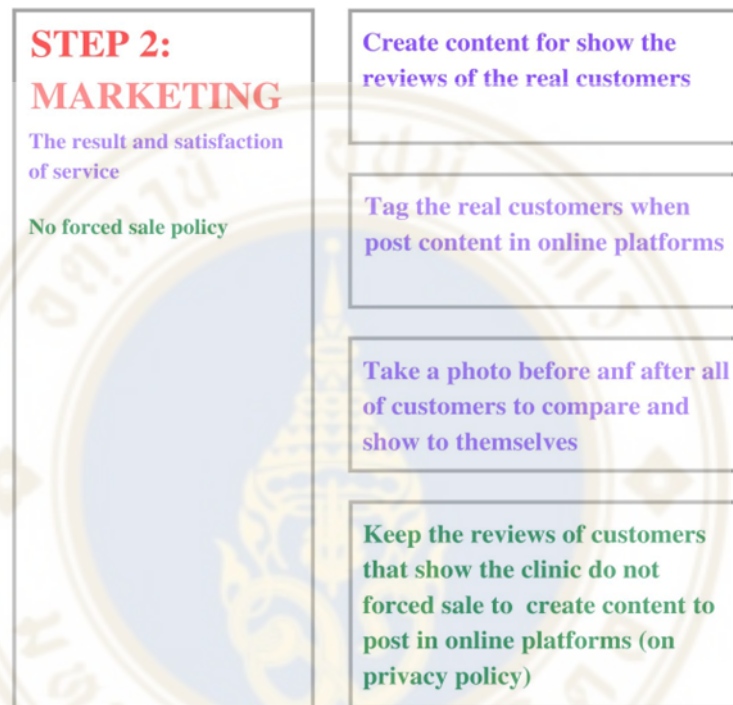


Figure IX: Recommendation for Self-actualization II

Appendix E: Recommendation for Self-esteem and physiological needs

Self-esteem Physiological needs flow chart

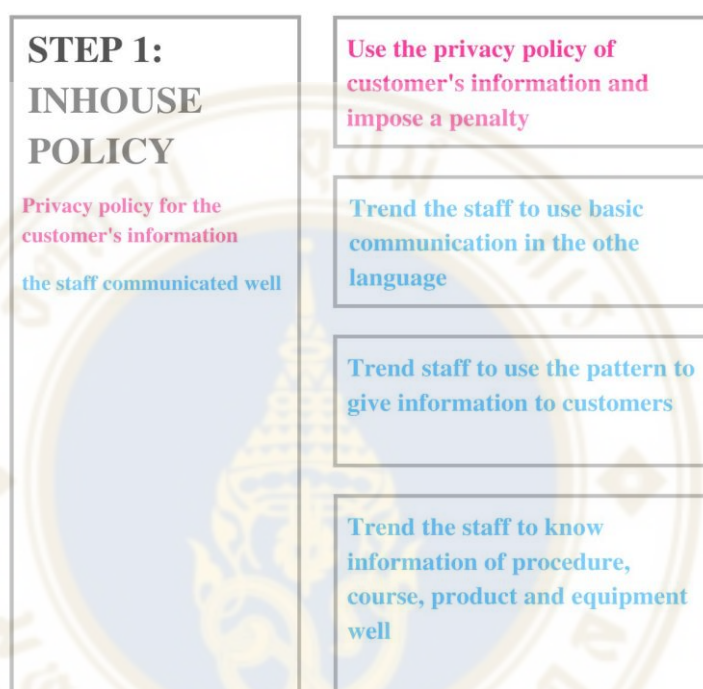


Figure X: Recommendation for Self-esteem and physiological needs