

**EXPLORING THE IMPACT OF SOCIAL MEDIA MARKETING  
CONTENTS CHARACTERISTICS AND PLATFORMS ON  
CUSTOMER PERCEPTIONS OF PLASTIC SURGERY SERVICE  
SELECTION IN THE THAI POPULATION**



**ATIKOM TANADPOJANAMART**

**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2023**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

Thematic paper  
entitled

**EXPLORING THE IMPACT OF SOCIAL MEDIA MARKETING  
CONTENT CHARACTERISTICS AND PLATFORMS ON  
CUSTOMER PERCEPTION OF PLASTIC SURGERY  
SERVICE SELECTION IN THE THAI POPULATION**

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

on  
August 27, 2023



A handwritten signature in blue ink, appearing to read 'Atikom'.

.....  
Mr. Atikom Tanadpojanamart  
Candidate

A handwritten signature in blue ink, appearing to read 'Nathasit Gersdri'.

.....  
Assoc. Prof. Nathasit Gersdri,  
Ph.D.  
Advisor

A handwritten signature in blue ink, appearing to read 'Winai Wongsurawat'.

.....  
Assoc. Prof. Winai Wongsurawat,  
Ph.D.  
Chairperson

A handwritten signature in blue ink, appearing to read 'Vichita Ractham'.

.....  
Assoc. Prof. Vichita Ractham,  
Ph.D.  
Dean  
College of Management  
Mahidol University

A handwritten signature in blue ink, appearing to read 'Wanwiphang Manachotphong'.

.....  
Asst. Prof. Wanwiphang Manachotphong,  
Ph.D.  
Committee member

## ACKNOWLEDGEMENTS

I extend sincere gratitude to my advisor, Assoc. Prof. Dr. Nathasit Gedsri, for the insightful guidance and consistent support throughout this research process. Special thanks to Dr.Hope Plastic Surgery, BeContour, and Besthetic for facilitating data collection through their Line official channels, a pivotal element enriching this study's comprehensiveness and authenticity. Appreciation is also directed towards the committee for their invaluable insights and feedback, instrumental in elevating the quality and rigor of this research. To all respondents who contributed their insights and perspectives, your participation has been foundational to the depth and breadth of this study.

Atikom Tanadpojanamart



**EXPLORING THE IMPACT OF SOCIAL MEDIA MARKETING CONTENT CHARACTERISTICS AND PLATFORMS ON CUSTOMER PERCEPTIONS OF PLASTIC SURGERY SERVICE SELECTION IN THE THAI POPULATION**

ATIKOM TANADPOJANAMART 6449170

M.M. (HEALTHCARE AND WELLNESS MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. DR. NATHASIT GERDSRI, Ph.D., ASSOC. PROF. DR. WINAI WONGSURAWAT, Ph.D., ASST. PROF. DR. WANWIPHANG MANACHOTPHONG, Ph.D.

ABSTRACT

This paper examines the impact of social media content and platform types on the Thai population's views and choices of plastic surgery services. Using a non-experimental approach, data from 117 respondents was collected via an online survey from three plastic surgery providers.

The majority of participants were educated females, most of whom had undergone or were inclined towards surgeries like rhinoplasty and blepharoplasty. Facebook emerged as the preferred platform across demographics. "Before and After Photos" and "Surgical Procedure" content greatly influenced perceptions, emphasizing the need for visual and procedural clarity. Participants favored genuine and comprehensive information, highlighting the value of ethical marketing.

This study underlines the importance of apt social media content and platform selection in shaping views on plastic surgery. Recommendations include enhancing content authenticity and optimizing platforms for different demographics, essential for service providers and policymakers in promoting informed decisions and ethical marketing in plastic surgery.

KEY WORDS: Social Media Marketing/ Customer Perception/ Plastic Surgery/  
Content Characteristics/ Thai Population

37 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>vi</b>
<b>LIST OF FIGURES</b>	<b>vii</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
<b>CHAPTER II LITERATURE REVIEW</b>	<b>4</b>
2.1 Social Media Marketing and Healthcare	4
2.2 Social Media Platforms and Their Popularity in Thailand	5
2.3 Characteristics of Effective Social Media Marketing Contents	6
2.4 Customer Perceptions of Plastic Surgery	8
2.5 Impact of Social Media Content on Healthcare Decisions	9
2.6 Ethical Considerations in Plastic Surgery Marketing	10
2.7 Gap in the Literature	12
2.8 Conclusion	13
<b>CHAPTER III RESEARCH METHODOLOGY</b>	<b>15</b>
3.1 Research Design	15
3.2 Population and sample	15
3.3 Data Collection	16
3.4 Questionnaire as a Research Tool	16
3.5 Data Analysis	17
<b>CHAPTER IV DATA ANALYSIS</b>	<b>18</b>
4.1 Descriptive Statistics	18
4.2 Social media platform usage	22
4.3 Influence of Social Media Content and Platforms on Decision-Making	24
4.4 Additional Comments	33
4.5 Limitations of the Study	34
4.6 Conclusion	35

**CONTENTS (cont.)**

	<b>Page</b>
<b>CHAPTER V RECOMMENDATION AND CONCLUSION</b>	<b>36</b>
5.1 Recommendations	36
5.2 Conclusion	37
<b>REFERENCE</b>	<b>38</b>
<b>BIOGRAPHY</b>	<b>41</b>
<b>APPENDIX</b>	<b>43</b>



## LIST OF TABLES

<b>Table</b>	<b>Page</b>
4.1 Gender	18
4.2 Age group	19
4.3 Education level	19
4.4 Income level	20
4.5 Relationship between age group and frequently used social media platforms	23
4.6 Relationship between income and frequently used social media platforms	24
4.7 Relationship between income and type of social media content that affected their decision to receive cosmetic surgery service	25
4.8 Relationship between age group and type of social media content that affected their decision to receive cosmetic surgery service	27
4.9 Relationship between age group and social media platform that affected the service selection	29
4.10 Relationship between income and social media platform that affected the service selection	31

## LIST OF FIGURES

<b>Figure</b>		<b>Page</b>
4.1	The Respondents that had undergone plastic surgery procedure before	21
4.2	The Respondents that interested in having plastic surgery procedure in the future	22





# CHAPTER I

## INTRODUCTION

In recent years, social media has emerged as a powerful platform for communication, information sharing, and marketing. It has revolutionized how businesses interact with their customers, allowing them to reach a vast audience with targeted messages and promotional content.

Plastic surgery services, in particular, have witnessed a significant rise in popularity, with an increasing number of individuals seeking aesthetic enhancements to improve their appearance. In Thailand, where the demand for plastic surgery services has been on the rise, social media has become a prominent tool for marketing and promoting such services. The impact of social media on consumer behavior and decision-making processes has been widely recognized in various industries. However, in the context of plastic surgery service selection among the Thai population, limited research has been conducted to understand the specific characteristics of social media marketing content and platforms that significantly influence customer perceptions. To address this gap in knowledge, this study aims to explore the impact of social media marketing content characteristics and platforms on customer perceptions of plastic surgery service selection in the Thai population.

Research Question 1: What are the most effective social media content types that significantly influence customer perceptions when selecting plastic surgery services in the Thai population? In the era of information overload, consumers are constantly exposed to a plethora of content types on social media platforms. Understanding which content types are most effective in influencing customer perceptions of plastic surgery services is crucial for marketers and service providers to design impactful marketing campaigns. By identifying the content types that resonate the most with the Thai population, businesses can optimize their social media marketing strategies and enhance customer engagement.

Research Question 2: Which social media marketing platforms are most influential in shaping customer perceptions and decision-making regarding plastic surgery service selection among the Thai population? With the multitude of social media platforms available, each with its unique characteristics and user base, it is essential to determine which platforms have the greatest impact on customer perceptions and decision-making processes regarding plastic surgery service selection. By understanding the platform preferences of the Thai population and the content they are exposed to, marketers and service providers can allocate their resources effectively and tailor their messages to specific platforms to maximize their reach and impact.

The Thai population's perception of plastic surgery services is influenced by various factors, including cultural norms, societal expectations, and personal preferences. The rise of social media has added another layer of complexity to these dynamics, as individuals now have access to a wide range of information, testimonials, and visual representations of plastic surgery procedures. Furthermore, social media platforms have become a space for individuals to share their experiences, discuss aesthetic trends, and seek recommendations from others. As such, understanding the interplay between social media content characteristics, platforms, and customer perceptions is crucial for businesses operating in the plastic surgery business in Thailand.

This study aims to provide insights into the most effective social media content types and platforms that significantly influence customer perceptions when selecting plastic surgery services in the Thai population. By exploring these aspects, businesses can optimize their social media marketing strategies to better engage with their target audience and improve customer satisfaction. Additionally, the findings of this study can contribute to the existing body of knowledge on the influence of social media on consumer behavior, specifically in the context of plastic surgery service selection.

To accomplish the research objectives, a comprehensive research methodology will be employed. Data will be collected through surveys or interviews from a representative sample of the Thai population who have undergone plastic surgery

or are considering it. The collected data will be analyzed using appropriate statistical techniques to identify the most effective content types and influential platforms. The results of this study can inform marketing strategies, help businesses target the right audience, and enhance their online presence to attract and retain customers in the competitive plastic surgery market.

In conclusion, this study aims to shed light on the impact of social media marketing content characteristics and platforms on customer perceptions of plastic surgery service selection in the Thai population. By answering the research questions and providing insights into the most effective content types and influential platforms, this research will contribute to the understanding of consumer behavior in the context of plastic surgery services. Ultimately, the findings can guide marketing strategies, improve customer satisfaction, and promote responsible and informed decision-making in the field of plastic surgery in Thailand.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Social Media Marketing and Healthcare**

Not long ago, the promotion of healthcare services, including plastic surgery, was limited to traditional media channels such as billboards, television advertisements, and magazines. The past two decades have seen an evolution, with healthcare facilities now leveraging online platforms to reach potential clients (Klietz et al., 2019).

Social media platforms have not only revolutionized personal interactions but have also reshaped marketing strategies across industries. The immediate, wide-reaching capabilities of platforms like Facebook, Instagram, and Twitter offer companies a means to interact with consumers in real-time, creating a more personalized and engaging experience (Umami & Darma, 2021).

For the healthcare industry, this meant a shift from traditional, often impersonal advertising to a more interactive model. Clinics, hospitals, and individual practitioners began establishing profiles on social media platforms, sharing insights, achievements, patient testimonials, and educational content (Sorice et al., 2017).

Beyond marketing, social media serves a dual purpose in healthcare. It's a platform for professionals to share knowledge, discuss new medical advances, and build networks. For patients, it offers avenues to learn about medical conditions, treatment options, and to connect with providers or other individuals with similar health experiences (Cook et al., 2019).

Like any other tool, social media in healthcare isn't without its challenges. Concerns related to patient privacy, the accuracy of medical information being shared, and the potential for miscommunication are ever-present. Ethical considerations,

especially when promoting elective procedures like plastic surgery, are crucial to maintain the trust and safety of potential patients (Atiyeh & Ibrahim, 2020).

Today, with an ever-increasing number of individuals turning to the internet and social media for health-related information, the intersection of social media marketing and healthcare has never been more pertinent. It is an indispensable tool for healthcare providers and marketers, but one that requires strategic planning, ethical considerations, and a patient-centric approach.

## **2.2 Social Media Platforms and Their Popularity in Thailand**

Thailand's rapid urbanization and technological advancement in the past decade have contributed significantly to the rise in digital consumption. With an estimated 56 million social media users in 2022 and considered one of the most digitally active countries in Southeast Asia.

Facebook remains the most popular social media platform in Thailand. Known for its versatile features, the platform offers businesses a vast user base to target. Thai users primarily use Facebook for social connections, news, and entertainment, but there's also a growing trend of using the platform for business and service inquiries.

Following Facebook's popularity, Instagram has gained a strong footing, especially among younger Thais. Its visually-centric nature aligns perfectly with industries such as fashion, tourism, and notably, healthcare services like plastic surgery. The platform's Stories and IGTV features further enable businesses to share engaging and informative content (Instagram Video: The Ultimate Guide to Posts, Stories, Live, and IGTV, n.d).

Unique to the Thai digital landscape, the messaging app LINE is not just a communication tool but also a significant platform for businesses. The 'LINE Official Account' allows businesses, including healthcare providers, to directly engage with users, distribute content, and even set appointments (Help Center - LINE Official Account - LINE for Business, n.d).

Both platforms hold a significant presence in Thailand. While Twitter is more about real-time updates and trending topics (Thapen et al., 2016), YouTube's video-centric approach makes it a go-to for Thais seeking long-form content, tutorials, and reviews (Zhang et al., 2022). Both platforms have been leveraged for healthcare-related promotions and discussions.

New platforms such as TikTok is gaining traction, especially among the younger demographic (Zhao & Abidin, 2023). Their unique content delivery and interactive capabilities present fresh opportunities and challenges for marketers in the healthcare sector.

Understanding the digital behavior of Thais is crucial. A significant number of users rely on social media reviews, testimonials, and influencer endorsements when considering services, including medical procedures. Authenticity, credibility, and relatability play a central role in influencing Thai netizens' decisions.

### **2.3 Characteristics of Effective Social Media Marketing Contents**

- **Authenticity:** In the age of skepticism towards traditional advertising, authenticity in content has emerged as a pivotal factor. Real stories, unfiltered images, and genuine endorsements resonate more with users, as they seek transparency and genuineness from brands (Hsu, 2019).

- **Relevance:** Content should be tailored to the target audience's preferences, pain points, and needs (Lopes & Casais, n.d). For example, a plastic surgery clinic might share posts about the recovery process or real patient testimonials, addressing common concerns and curiosities.

- **Engaging Visuals:** Given the visual nature of platforms like Instagram and Pinterest, high-quality photos, infographics, and videos are essential. Visuals should be attention-grabbing, clear, and relevant to the accompanying content. In the context of

plastic surgery, before-and-after photos, 3D visualizations, and procedural videos can be particularly effective (Eldaly & Mashaly, 2021).

- Value-driven: Offering value, whether in the form of information, entertainment, or solutions, increases engagement rates. Educational posts, such as those explaining procedures, risks, and benefits, can be highly valuable to potential clients (Shauly et al., 2023).

- Consistency: Regular posting schedules and consistency in content tone, style, and quality help in building a brand's credibility and keeping the audience engaged. It also establishes the brand as an authoritative voice in its field (Klietz et al., 2019).

- Interactive Elements: Leveraging polls, quizzes, Q&A sessions, or interactive videos can foster engagement and provide valuable feedback. For plastic surgery services, Q&A sessions with surgeons can demystify procedures and build trust (Sorice et al., 2017).

- Storytelling: Narratives, especially those revolving emotions, and often leave a more lasting impression than straightforward around patient journeys, can be powerful. They offer relatability, evoke factual posts (Eldaly & Mashaly, 2021).

- Clear Call-to-Actions (CTAs): Effective content often guides users towards a specific action, be it booking a consultation, signing up for a newsletter, or visiting a clinic's website. CTAs should be clear, compelling, and strategically placed within the content (Lopes & Casais, n.d).

- Compliance with Guidelines: Especially in the healthcare sector, content must adhere to regulatory guidelines. Any claims made must be substantiated, and patient privacy must be respected at all times (Eldaly & Mashaly, 2021).

## 2.4 Customer Perceptions of Plastic Surgery

Traditionally, plastic surgery was primarily associated with reconstructive procedures due to accidents, burns, or congenital issues. However, with advancements in surgical techniques and societal shifts, elective procedures for aesthetic reasons have become increasingly common (Al Alawi et al, 2020).

Media portrayal of idealized beauty standards, combined with celebrities openly discussing and endorsing cosmetic procedures, has significantly influenced the public's view on plastic surgery. The 'celebrity effect' has seen many individuals seeking similar treatments to those endorsed or undergone by famous figures (Eldaly & Mashaly, 2021).

While acceptance of cosmetic procedures has grown, some stigma remains. Factors include cultural views, religious beliefs, and personal values. Some communities view plastic surgery as empowering, while others may see it as superficial or unnecessary (Atiyeh & Ibrahim, 2020).

Many customers perceive plastic surgery as a means to boost self-confidence, enhance physical appearance, or reverse signs of aging. For some, it's seen as a pathway to better career opportunities or improved social interactions (Eldaly & Mashaly, 2021).

Potential patients often express concerns about the safety of surgical procedures, possible complications, and long-term effects. Trust in the medical professional and the facility plays a significant role in alleviating these fears (Eldaly & Mashaly, 2021).

Cost remains a significant consideration. With medical tourism on the rise, many individuals seek procedures in countries where they are more affordable. Perceptions of plastic surgery can vary depending on its economic accessibility (Kosaka et al., 2021).

As mentioned previously, social media platforms, particularly image-centric ones, can significantly influence perceptions of plastic surgery. Features like filters and



the portrayal of 'perfect' bodies can contribute to an increased desire for cosmetic procedures (Eldaly & Mashaly, 2021).

Some customers express concerns about the ethics of undergoing or endorsing elective procedures, especially when influenced by societal or peer pressure. This is particularly notable among younger demographics facing pressures from social media and peer groups (Frandsen et al., 2016).

Studies indicate that while many patients report satisfaction post-surgery, there remains a percentage who regret the decision or are unhappy with the results. The reasons can range from unmet expectations, complications, or psychological factors (Eldaly & Mashaly, 2021).

## **2.5 Impact of Social Media Content on Healthcare Decisions**

As social media continues to permeate daily life, its impact is undeniable, particularly in shaping perspectives and informing decisions, including in the healthcare sector.

Platforms like Facebook, Twitter, and Instagram have become primary sources of information for many. With easy access to patient testimonials, treatment options, and medical advancements, individuals can now conduct preliminary research before consulting professionals (Eldaly & Mashaly, 2021).

"Likes", comments, and shares create a sense of validation. Witnessing peers or influencers endorse certain treatments can sway an individual's healthcare choices.

Healthcare providers and pharmaceutical companies sometimes collaborate with social media influencers for promotional campaigns. Their endorsements can have significant sway, especially if the influencer has undergone the procedure or used the product in question (Hassan et al., 2021).

The open nature of social media allows for the spread of both accurate and inaccurate information. Misinformation can lead to misguided decisions, which may have adverse effects on health.

Platforms like Zoom and Skype, heavily promoted on social media, facilitate virtual consultations, allowing patients to seek second opinions or consult specialists from different geographic locations (Schiller et al., 2021).

Platforms highlighting positive patient experiences in foreign countries can influence individuals to travel abroad for treatments, driven by factors such as cost savings, innovative treatments, or shorter waiting times (Villerusa et al., 2019).

Patients often share post-procedure experiences on social media. Positive feedback can act as an endorsement, while negative feedback can deter potential patients.

Platforms like Instagram, which prioritize images and videos, can profoundly influence healthcare decisions, especially in fields like plastic surgery or dermatology where visual results are paramount (Eldaly & Mashaly, 2021).

Social media's influence on healthcare decisions is multifaceted. While it offers unprecedented access to information and diverse perspectives, it also poses challenges, especially concerning misinformation. Consumers must approach healthcare information on social media with a critical mindset, cross-referencing with credible sources and consulting professionals (Bennett et al., 2018).

## **2.6 Ethical Considerations in Plastic Surgery Marketing**

As the plastic surgery industry adopts social media for its marketing initiatives, ethical considerations become pivotal in ensuring responsible communication and safeguarding the welfare of prospective patients (Atiyeh & Ibrahim, 2020).

Surgeons and clinics are ethically bound to ensure that before-and-after photos are genuine, unaltered, and truly representative of potential outcomes. Misleading images can set unrealistic expectations (Eldaly & Mashaly, 2021).

While emphasizing benefits, it's crucial for marketers to also transparently communicate potential risks and complications associated with procedures. This ensures informed decision-making by potential patients (Eldaly & Mashaly, 2021).

Collaborations with influencers should be transparent. Any payments, incentives, or affiliations should be clearly disclosed to followers to maintain integrity (Kanwar & Huang, 2022).

Sharing testimonials or patient images should always be accompanied by proper consent. Violating patient confidentiality is both unethical and could be illegal in many jurisdictions.

Ethical marketing avoids portraying surgery as an 'easy fix' or a casual decision. It's essential to highlight the seriousness and permanence of many procedures (Eldaly & Mashaly, 2021).

Marketing should be crafted with sensitivity, particularly when targeting younger audiences who may be more impressionable or vulnerable to societal beauty standards (Walker et al., 2019).

In a diverse world, plastic surgery marketing should avoid promoting a singular beauty standard that could be perceived as ethnocentric. Ethical practices involve celebrating diversity and individual choices (Atiyeh & Ibrahim, 2020).

To prevent financial exploitation or surprise costs, clinics and surgeons should be forthright about the full costs of procedures, including potential additional charges and follow-up care (Eldaly & Mashaly, 2021).

Ethical marketing mandates that plastic surgeons transparently present their qualifications, certifications, and affiliations. This helps patients make informed decisions regarding their choice of surgeon (Eldaly & Mashaly, 2021).

As plastic surgery intersects with social media marketing, adhering to ethical guidelines becomes paramount. By prioritizing patient welfare and promoting transparent, truthful information, the industry can maintain its reputation and ensure patients make informed, safe choices.

## 2.7 Gap in the Literature

Identifying gaps in the literature is crucial in research as it determines uncharted territories and areas that necessitate further investigation. This section will highlight those areas within the realm of social media marketing's influence on plastic surgery decisions that remain under-explored. While numerous studies delve into the content seen on social media platforms, there's a limited understanding of how platform algorithms curate content and how this curation affects users' perceptions and choices about plastic surgery (Shauly et al., 2023).

Most studies center around urban populations and their exposure to plastic surgery marketing. Rural or less accessible areas and their interaction with these marketing strategies remain largely untouched (Atiyeh & Ibrahim, 2020).

While much focus has been given to celebrities and significant influencers, there's an emerging trend of micro-influencers (those with fewer followers but higher engagement rates) playing a role in shaping perceptions about plastic surgery (Eldaly & Mashaly, 2021). The depth of this influence is yet to be thoroughly analyzed.

While several studies explore the immediate psychological impact of social media on plastic surgery decisions, there's a noticeable gap in understanding the long-term psychological effects and patient satisfaction post-procedure, influenced by these platforms (Eldaly & Mashaly, 2021).

How well users discern between organic content and paid promotions or advertisements on social media platforms could be an essential factor in their decision-making process. The role of digital literacy in this context is under-investigated (Umami & Darma, 2021).

Modern social media platforms are equipped with various interactive features, from polls to AR try-ons. How these features play a role in the decision-making process of potential plastic surgery candidates remains a budding area of exploration (Eldaly & Mashaly, 2021).

While many studies focus on a single platform (e.g., Instagram), comprehensive research comparing the influence of multiple platforms (TikTok, Twitter, Facebook) on plastic surgery decisions is scarce.

Addressing these gaps can provide a more holistic understanding of the interplay between social media marketing and plastic surgery decisions. As the digital landscape evolves, it's imperative for researchers to delve deeper into these unexplored domains to ensure well-informed, ethical, and beneficial outcomes for potential plastic surgery candidates.

## **2.8 Conclusion**

A brief restatement of the primary findings from the literature, encompassing the importance of social media marketing in healthcare, the prominent platforms used in Thailand, the characteristics of impactful social media content, and the diverse customer perceptions surrounding plastic surgery.

It is undeniable from the literature that social media has a profound influence on the perceptions and decisions regarding plastic surgery. With the increasing popularity and penetration of social media platforms in Thailand and other parts of the world, this influence is anticipated to grow further.

While social media serves as a potent tool for marketers, it brings forth significant ethical challenges, especially in sensitive domains like plastic surgery. The responsibility doesn't lie solely with marketers; platforms and influencers too must uphold ethical standards to ensure user well-being.

Though the focus of this review was predominantly on Thailand, it's evident from the comparative analysis that global trends are concurrent. There is a universal shift towards image-centric platforms, and the decision to undergo cosmetic procedures is influenced globally by the content encountered on these platforms.

The identification of gaps in the existing literature provides a roadmap for future research. These unexplored territories will be vital in understanding the ever-

evolving relationship between social media marketing and plastic surgery decisions in a rapidly changing digital environment.

As the lines between organic content and marketing blur, it becomes increasingly crucial for consumers, researchers, and industry professionals to understand, critique, and navigate the complexities of social media marketing in healthcare. It's not just about business growth; it's about ethical considerations, patient well-being, and fostering a culture of informed decision-making in the age of digital influence.

With the continuous evolution of social media platforms and their algorithms, it's imperative to revisit and update the literature periodically. New platforms, features, and trends will emerge, presenting fresh challenges and insights into the world of plastic surgery marketing. This ever-changing landscape beckons continuous monitoring, understanding, and academic exploration.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

A non-experimental research design was used in this study to gain insights into the topic within real-life contexts. Non-experimental research is suitable when the researcher aims to observe and analyze phenomena naturally occurring without intervening or manipulating the variables of interest. Adopting a non-experimental design, the study captures authentic responses and behaviors related to plastic surgery, reflecting real-life perceptions and attitudes.

#### **3.2 Population and sample**

The target population for this study consists of individuals of Thai nationality, regardless of their place of residence. The choice of this population is driven by the need to understand Thai individuals' attitudes, motivations, and preferences toward plastic surgery. By including participants from diverse locations.

Determining the exact size of the target population is challenging due to the unavailability of comprehensive data. Consequently, the researcher aims to collect data from approximately 100-120 respondents. The sample size was determined based on practical considerations, such as time and resource constraints, while still aiming to provide meaningful insights into the target population's perceptions and attitudes toward plastic surgery.

### **3.3 Data Collection**

A questionnaire was conducted in the Google form to collect the data and broadcast online in three Plastic Surgery service providers via Line Official channels. The three Plastic Surgery service providers are Dr.Hope Plastic Surgery, BeContour and Besthetic. The study utilizes a cross-sectional design, allowing for data collection from diverse individuals at a single point in time. This design facilitates examining the current state of attitudes and experiences toward plastic surgery within the target population. The online survey platform provides a user-friendly interface for participants to respond to the questionnaire. It ensures the anonymity and confidentiality of participants' responses, enhancing the validity and reliability of the collected data. The survey remains open for a specified period to allow participants sufficient time to complete the questionnaire.

### **3.4 Questionnaire as a Research tool**

Questionnaires serve as the research tool for data collection. The questionnaire was conducted in Thai to facilitate an understanding of the target population. The questionnaire is divided into 4 parts as follows.

1. Demographic data: gender, age group, education level, occupation, income, experiences, and interest in plastic surgery service.
2. Social media behavior: platform used, frequency of use, and perceptions of plastic surgery content on social media
3. Effect of content marketing on social media: type of content, effect, and reliability of the content.
4. Social media platform influence: platform type, factor, and trend in decision making.



The questionnaire includes multiple choices, open-ended questions and a rating scale according to the Likert model, with 5 levels. The questionnaire is in appendix 1.

### **3.5 Data Analysis**

The collected data will undergo statistical analysis to uncover patterns, trends, and relationships among the variables of interest. Descriptive statistics, such as frequencies, percentages, means, and standard deviations, will be used to summarize the data. Cross-tabulation and correlation analyses will be conducted to examine associations between different variables by SPSS.

The findings obtained from the data analysis will contribute to the existing body of knowledge on plastic surgery perceptions and attitudes in the Thai population. The insights gained will inform relevant stakeholders, such as plastic surgeons, marketing professionals, and policymakers, about the factors influencing individuals' perceptions and attitudes toward plastic surgery.

## CHAPTER IV

### DATA ANALYSIS

The data analysis aims to examine the relationships and patterns between different variables to gain insights into the attitudes and behaviors of individuals toward plastic surgery and social media usage.

#### 4.1 Descriptive Statistics

Descriptive statistics to provide an overview of the demographic characteristics of the respondents. From a total of 153 respondents, the respondents who are never done any plastic surgery procedures and don't interest in plastic surgery procedures, and unclear answers were excluded. The remaining 117 respondents were used for analysis. The demographic variables include gender, age, education, occupation, and monthly income. The data were summarized using frequency distributions. There were 15 males (12.8%), 98 females (83.8%), and 4 LGBTQ (3.4%) as in table 4.1

**Table 4.1 Gender**

Sex	Frequency	Percent
Male	15	12.8
Female	98	83.8
LGBTQ	4	3.4

The age groups were divided into 4 groups. The result was 18-24 years 9.4%, 25-34 years 25.6%, 35-44 years 21.4%, 45-54 years 18.8% and more than 55 years 24.8% as in table 4.2

**Table 4.2 Age group**

Age group	Frequency	Percent
18 -24 years	11	9.4
25-34 years	30	25.6
35-44 years	25	21.4
45-45 years	22	18.8
More than 55 years	29	24.8

The education level were divided into 6 groups as in table 4.3.

**Table 4.3 Education level**

Education level	Frequency	Percent
Middle school	3	2.6
High school	14	12.0
Diploma	9	7.7
Bachelor's degree	59	50.4
Master's degree	26	22.2
Doctor's degree	6	5.1

The most represented educational level among respondents is the "Bachelor's degree", accounting for a little more than half (50.4%) of the participants. This is followed by "Master's degree" holders who constitute 22.2% of the total respondents. The least represented group in the sample is those with a "Middle school" education, making up only 2.6%

The income was divided into 6 groups as in table 4.4.

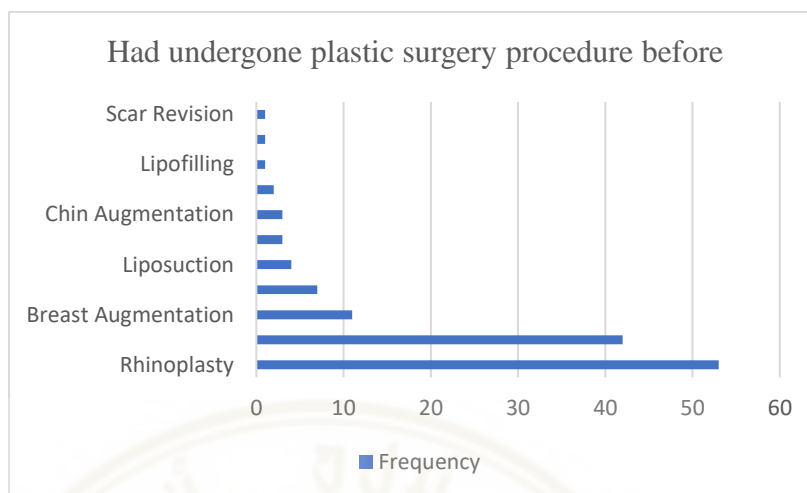
**Table 4.4 Income level**

Income level (baht/month)	Frequency	Percent
No income	2	1.7
Less than 20,000	26	22.2
20,001-50,000	41	35.0
50,001-100,000	26	22.2
100,001-400,000	17	14.5
More than 400,000	5	4.3

The largest group of respondents falls into the "20,001 - 50,000 baht/month" bracket, accounting for 35% of the participants. Income groups "Less than 20,000 baht/month" and "50,001 - 100,000 baht/month" are equally represented, each constituting 22.2% of the total respondents. The least represented groups are those with "No income" and those earning "More than 400,000 baht/month", accounting for 1.7% and 4.3% respectively.

From 117 respondents, 87(74.4%) had undergone plastic surgery procedure before. The procedures that were ever done were rhinoplasty 53(45.3%), blepharoplasty 42(35.9%), breasts augmentation 11(9.4%), facelift 7(6.0%), liposuction 4(3.4%), facial bone contouring 3(2.6%), chin augmentation 3(2.6%), lip surgery 2(1.7%), lipofilling 1(0.9%), cheek dimple creation 1(0.9%), and scar revision 1(0.9%).

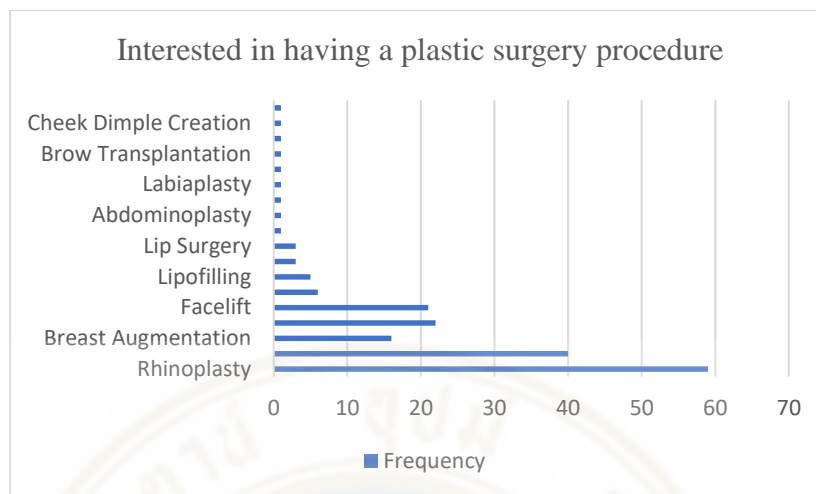
**Figure 4.1 The Respondents that had undergone plastic surgery procedure before**



The most common procedure that respondents have undergone is "Rhinoplasty", making up 45.3% of the procedures. This is closely followed by "Blepharoplasty" which accounts for 35.9%. Procedures such as "Lipofilling", "Cheek Dimple Creation", and "Scar Revision" have the least representation, each constituting 0.9% of the reported procedures.

Of 117 respondents, 115(98.3%) were interested in having a plastic surgery procedure in the future. The procedure that they were interested in was rhinoplasty 59(50.4%), blepharoplasty 40(34.2%), breasts augmentation 16(13.7%), liposuction 22(18.8%), facelift 21(17.9%), facial bone contouring 6(5.1%), lipofilling 5(4.3%), chin augmentation 3(2.6%), lip surgery 3(2.6%), brow lift 1(0.9%), abdominoplasty 1(0.9%), mastectomy 1(0.9%), labiaplasty 1(0.9%), hair transplantation 1(0.9%), brow transplantation 1(0.9%), head augmentation 1(0.9%), cheek dimple creation 1(0.9%), and scar revision 1(0.9%).

**Figure 4.2 The Respondents that interested in having plastic surgery procedure in the future**



The procedure with the highest future interest is "Rhinoplasty" with 50.4% of respondents expressing interest. "Blepharoplasty" and "Breasts Augmentation" are the next most popular procedures of interest with 34.2% and 13.7% respectively. A wide range of procedures, including "Brow Lift", "Abdominoplasty", and "Head Augmentation" have the least representation, each making up 0.9% of the future interests.

## 4.2 Social media platform usage

To explore the relationships between different categorical variables, a cross-tabulation analysis was conducted. The associations between age group, income, and frequently used social media platforms were examined.

**Table 4.5 Relationship between age group and frequently used social media platforms**

Age (Year)	Social media platform								Total
	Facebook	Instagram	Twitter	Youtube	Tiktok	Pantip	LIne	Email	
18 -24	9	9	3	7	9	1	0	0	11
	81.80%	81.80%	27.30%	63.60%	81.80%	9.10%	0.00%	0.00%	
25-34	23	24	11	22	15	6	4	0	30
	76.70%	80.00%	36.70%	73.30%	50.00%	20.00%	13.30%	0.00%	
35-44	21	13	3	13	11	3	1	0	25
	84.00%	52.00%	12.00%	52.00%	44.00%	12.00%	4.00%	0.00%	
45-54	21	9	3	10	9	1	3	0	22
	95.50%	40.90%	13.60%	45.50%	40.90%	4.50%	13.60%	0.00%	
>55	22	6	3	18	4	3	2	1	29
	75.90%	20.70%	10.30%	62.10%	13.80%	10.30%	6.90%	3.40%	
Total	96	61	23	70	48	14	10	1	117
	82.10%	52.10%	19.70%	59.80%	41.00%	12.00%	8.50%	0.90%	100.00%

Facebook and Instagram are the most frequently used social media platforms among respondents of all age groups. Younger participants (18-24 and 25-34) showed higher engagement with platforms like Tiktok, Twitter, and Instagram. Older age groups (35-44, 45-54, and >55) demonstrated lower interest in these platforms but were more active on Facebook. Pantip, Line, and Email had minimal usage across all age groups.

**Table 4.6 Relationship between income and frequently used social media platforms**

Income (Baht/month)	Social media platform								Total
	Facebook	Instagram	Twitter	YouTube	TikTok	Pantip	Line	Email	
none	0	2	1	1	1	0	0	0	2
	0.00%	100.00%	50.00%	50.00%	50.00%	0.00%	0.00%	0.00%	
< 20,000	23	20	10	18	20	3	2	0	26
	88.50%	76.90%	38.50%	69.20%	76.90%	11.50%	7.70%	0.00%	
20,001-50,000	35	18	5	26	16	5	2	1	41
	85.40%	43.90%	12.20%	63.40%	39.00%	12.20%	4.90%	2.40%	
50,001-100,000	21	13	6	13	7	2	4	0	26
	80.80%	50.00%	23.10%	50.00%	26.90%	7.70%	15.40%	0.00%	
100,001-400,000	12	5	1	9	3	4	2	0	17
	70.60%	29.40%	5.90%	52.90%	17.60%	23.50%	11.80%	0.00%	
>400,000	5	3	0	3	1	0	0	0	5
	100.00%	60.00%	0.00%	60.00%	20.00%	0.00%	0.00%	0.00%	
Total	96	61	23	70	48	14	10	1	117
	82.10%	52.10%	19.70%	59.80%	41.00%	12.00%	8.50%	0.90%	100.00%

Facebook is the most widely used platform across all income groups, with 96 respondents using it. Instagram and YouTube also have significant usage. However, Twitter is the least utilized platform, with only 23 respondents. Tiktok, Pantip, Line, and Email show moderate usage, while respondents in the highest income group (>400,000 Baht/month) use Facebook, Instagram, and YouTube the most, but have minimal engagement with other platforms.

### **4.3 Influence of Social Media Content and Platforms on Decision-Making**

Another aspect of the data analysis focused on identifying which type of social media content had the most significant influence on the respondents' decisions regarding cosmetic surgery services. We used cross-tabulation to explore the relationships between the respondents' age, income, and the type of social media content that affected their decision to receive cosmetic surgery services.



**Table 4.7 Relationship between income and type of social media content that affected their decision to receive cosmetic surgery service**

Income (Baht/month)	type of social media content						Total
	Before and After photo	Recommendation article	Surgical procedure	Influencer review	Live surgery	Live talk with surgeon	
none	2	0	2	1	0	0	2
	100.00%	0.00%	100.00%	50.00%	0.00%	0.00%	
<20,000	24	14	18	5	6	15	26
	92.30%	53.80%	69.20%	19.20%	23.10%	57.70%	
20,001-50,000	27	20	34	6	6	15	41
	65.90%	48.80%	82.90%	14.60%	14.60%	36.60%	
50,001-100,000	19	17	23	2	5	10	26
	73.10%	65.40%	88.50%	7.70%	19.20%	38.50%	
100,001-400,000	11	7	11	5	3	4	17
	64.70%	41.20%	64.70%	29.40%	17.60%	23.50%	
>400,000	4	2	5	1	0	2	5
	80.00%	40.00%	100.00%	20.00%	0.00%	40.00%	
Total	87	60	93	20	20	46	117
	74.40%	51.30%	79.50%	17.10%	17.10%	39.30%	100.00%

### Insights and Analysis

#### 1. General Influence of Content Type:

a. Before and After photos: This type of content has a consistent influence across all income groups, with it affecting 74.40% of the total respondents.

b. Recommendation articles: Influence approximately half of the respondents across various income groups (51.3% of total respondents).

c. Surgical procedure videos: This content type shows the most significant influence across all the income groups, influencing 79.5% of the total respondents.

d. Influencer reviews: Generally, this seems to have the least influence, especially in the 50,001-100,000 baht/month income group.

e. Live surgeries and Live talks with surgeons: Both of these content types have a similar influence on decision-making, affecting 17.1% and 39.3% of the total respondents, respectively.

## 2. Influence by Income:

a. Respondents with an income of 20,001-50,000 baht/month seem to be highly influenced by surgical procedure videos (82.9%).

b. The influence of before and after photos is consistently high across all income groups, with the highest influence seen in the less than 20,000 baht/month income group (92.3%).

c. Live talk with surgeons seems to be more popular among the lower and middle income groups (57.7% for <20,000 and 36.6% for 20,001-50,000) than the higher income groups.

## 3. Content Preference:

a. While the influence of influencer reviews is generally lower than other content types, it's notably higher for the 100,001-400,000 baht/month group compared to others.

b. Live surgeries are equally influential (17.1%) as the influencer reviews across the respondent group.

## Summary

The most influential type of social media content for decision-making regarding cosmetic surgery across all income groups is the surgical procedure videos, followed closely by before and after photos. Meanwhile, influencer reviews and live surgeries have a similar level of influence, but less than the two aforementioned types of content. Additionally, the influence of certain content types varies with the income levels, suggesting that the appeal of different content forms can be socio-economically driven. impact on respondents' decisions.

**Table 4.8 Relationship between age group and type of social media content that affected their decision to receive cosmetic surgery service**

Age (Year)	Type of social media content						Total
	Before and After photo	Recommendation article	Surgical procedure	Influencer review	Live surgery	Live talk with surgeon	
18 -24	10	5	9	6	2	5	11
	90.90%	45.50%	81.80%	54.50%	18.20%	45.50%	
25-34	28	17	22	2	4	9	30
	93.30%	56.70%	73.30%	6.70%	13.30%	30.00%	
35-44	18	12	21	3	4	12	25
	72.00%	48.00%	84.00%	12.00%	16.00%	48.00%	
45-54	15	11	17	3	2	11	22
	68.20%	50.00%	77.30%	13.60%	9.10%	50.00%	
>55	16	15	24	6	8	9	29
	55.20%	51.70%	82.80%	20.70%	27.60%	31.00%	
Total	87	60	93	20	20	46	117
	74.40%	51.30%	79.50%	17.10%	17.10%	39.30%	100.00%

### Insights and Analysis

#### 1. General Influence of Content Type Across Age Groups:

a. Before and After photos: These seem to have the most influence on the younger age groups, with 90.9% for the age 18-24 and 93.3% for the age 25-34. The influence decreases as the age group increases, being lowest for the >55 age group at 55.2%.

b. Recommendation articles: The influence of this content type is relatively consistent across all age groups, hovering around the 50% mark.

c. Surgical procedure videos: This is universally the most influential content across all age groups, with the highest influence seen in the 35-44 age group (84%).

d. Influencer reviews: The youngest age group (18-24) is most influenced by influencer reviews at 54.5%. There's a sharp drop for the 25-34 age group at 6.7%, but then it increases as age increases, peaking again at >55 with 20.7%.

e. Live surgeries: Most age groups are around the same range, but the >55 age group has a significantly higher influence at 27.6%.

f. Live talk with surgeons: The influence is quite spread across age groups, with the 18-24, 35-44, and 45-54 age groups all having it around the 45-50% range. The other age groups are in the 30% range.

## 2. Differences in Preferences by Age:

a. Younger audiences (18-24) seem to place a lot of trust in before and after photos, surgical procedure videos, and influencer reviews.

b. The middle-aged group (35-44) gives importance to surgical procedure videos and live talks with surgeons.

c. The oldest age group (>55) is influenced by a variety of content types, notably surgical procedures, and live surgeries.

## 3. Overall Trend:

a. With age, the influence of before and after photos decreases, while the influence of live surgeries increases. This might suggest that as people grow older, they are more interested in understanding the procedural details.

b. Influencer reviews seem to be most relevant to the youngest and oldest age groups, but not as much for the middle-aged groups.

## Summary

Different age groups have varying preferences for the type of content that influences their decisions about cosmetic surgery. While surgical procedure videos are universally influential across all ages, younger audiences seem to be more swayed by influencer reviews, whereas older audiences show a notable interest in live surgeries. It is also evident that as individuals grow older, the simplistic allure of before-and-after photos becomes less influential compared to more detailed content like live surgeries or procedural videos.

We further examined the social media platform that respondents considered most important when choosing cosmetic surgery services. We used cross-tabulation to explore the relationships between the respondents' age, income, and social media platform that affected their decision to receive cosmetic surgery services.

**Table 4.9 Relationship between age group and social media platform that affected the service selection**

Age (Years)	Social media platform								Total
	Facebook page	Facebook group	Instagram	Twitter	YouTube	TikTok	Pantip	Line OA	
18-24	7	7	3	1	5	5	0	0	11
	63.60%	63.60%	27.30%	9.10%	45.50%	45.50%	0.00%	0.00%	
25-34	24	10	10	4	16	10	7	2	30
	80.00%	33.30%	33.30%	13.30%	53.30%	33.30%	23.30%	6.70%	
35-44	18	10	11	2	13	8	6	0	25
	72.00%	40.00%	44.00%	8.00%	52.00%	32.00%	24.00%	0.00%	
45-54	17	8	3	1	12	8	3	1	22
	77.30%	36.40%	13.60%	4.50%	54.50%	36.40%	13.60%	4.50%	
>55	15	4	2	1	18	3	4	2	29
	51.70%	13.80%	6.90%	3.40%	62.10%	10.30%	13.80%	6.90%	
Total	81	39	29	9	64	34	20	5	117

### Insights and Analysis

#### 1. General Influence of Platforms Across Age Groups:

a. Facebook page: Predominantly influences all age groups, with the 25-34 age bracket being the most influenced (80.00%).

b. Facebook group: This is almost equally influential for the age groups 18-24 and 35-44. However, there's a sharp decrease in influence for the oldest age group (>55) at 13.8%.

c. Instagram: The age group 35-44 seems to be most influenced by Instagram at 44.00%. Younger and older groups exhibit lesser influence.

d. Twitter: Has the least influence across all age groups.

e. YouTube: Notably influential, especially for the >55 age group at 62.1%.

f. TikTok: This is mainly influential for the younger and middle age groups, with a significant drop in influence for the >55 age group.

g. Pantip: This platform seems to influence the middle age groups the most, especially 35-44 at 24.00%.

h. Line OA: This platform has minimal influence across all age groups.

2. Differences in Preferences by Age:

a. Younger audiences (18-24) seem to be almost equally influenced by Facebook (both page and group), YouTube, and TikTok.

b. The middle-aged group (35-44) seems to be influenced by a mixture of platforms - Facebook page, Instagram, YouTube, TikTok, and Pantip.

c. The oldest age group (>55) leans most heavily on YouTube.

3. Overall Trend:

a. Facebook, in general, seems to be a major influencer across all age groups.

b. As age increases, the reliance on YouTube seems to increase, especially notable for the >55 age group.

c. Newer platforms like TikTok have more influence on younger age groups.

d. Pantip, while not majorly influential, seems to cater predominantly to the middle-aged group.

## Summary

The choice of social media platform as an influencer for cosmetic surgery services varies by age group. While Facebook remains a steadfast influencer across most age brackets, the emerging importance of platforms like TikTok for the younger demographic and YouTube for older folks provides crucial insights for targeting strategies. Traditional platforms like Twitter have minimal influence across the board, and niche platforms like Pantip have a specific target demographic.

**Table 4.10 Relationship between income and social media platform that affected the service selection**

Income (Baht/month)	Social media platform								Total
	Facebook page	Facebook group	Instagram	Twitter	YouTube	TikTok	Pantip	Line OA	
none	1	0	1	0	1	1	0	0	2
	50.00%	0.00%	50.00%	0.00%	50.00%	50.00%	0.00%	0.00%	
<20,000	19	14	7	4	10	13	3	1	26
	73.10%	53.80%	26.90%	15.40%	38.50%	50.00%	11.50%	3.80%	
20,001-50,000	30	14	8	3	24	10	6	0	41
	73.20%	34.10%	19.50%	7.30%	58.50%	24.40%	14.60%	0.00%	
50,001-100,000	17	6	7	2	16	6	6	2	26
	65.40%	23.10%	26.90%	7.70%	61.50%	23.10%	23.10%	7.70%	
100,001-400,000	11	3	5	0	9	3	5	1	17
	64.70%	17.60%	29.40%	0.00%	52.90%	17.60%	29.40%	5.90%	
>400,000	3	2	1	0	4	1	0	1	5
	60.00%	40.00%	20.00%	0.00%	80.00%	20.00%	0.00%	20.00%	
Total	81	39	29	9	64	34	20	5	117

### Insights and Analysis

#### 1. General Influence of Platforms Across Income Brackets:

a. Facebook page: Individuals with incomes ranging from <20,000 to 50,001-100,000 Baht/month are significantly influenced by Facebook pages with an influence rate of around 73%.

b. Facebook group: The influence is most prominent in the <20,000 Baht/month bracket (53.80%).

c. Instagram: No specific income bracket predominantly stands out, with the highest influence seen in the 100,001-400,000 Baht/month group at 29.40%.

d. Twitter: Shows minimal influence across all income brackets.

e. YouTube: The highest income group (>400,000) is heavily influenced by YouTube at 80%.

f. TikTok: Predominantly influences the <20,000 Baht/month group (50.00%).

g. Pantip: The influence is somewhat spread, with the 50,001-100,000 and 100,001-400,000 Baht/month groups showing equal influence at 23.10%.

h. Line OA: Influence is minimal and scattered across various income brackets.

## 2. Income-based Preferences:

a. Those with no income to low income (<20,000) show a diverse set of platform influences, including Facebook (both page and group), YouTube, and TikTok.

b. Middle income brackets (20,001-100,000 Baht/month) seem to rely significantly on Facebook pages and YouTube.

c. Higher income brackets (100,001-400,000 and >400,000 Baht/month) have a more varied influence, but YouTube is particularly significant for the highest earners.

## 3. Overall Trends:

a. Facebook pages seem to be influential across most income brackets.

b. YouTube's influence, especially among the highest earners, is notable.

c. Platforms like TikTok mainly influence the lower income bracket, while Twitter's influence remains minimal across all groups.

## Summary

Income levels seem to play a role in platform preferences when it comes to influencing decisions about cosmetic surgery services. While Facebook remains influential across many income groups, YouTube's pronounced influence on higher income individuals provides essential insights. Newer platforms like TikTok predominantly cater to the lower income bracket, showcasing the need for a diversified approach based on income.



## 4.4 Additional Comments

The data analysis also includes an exploration of the open-ended question that allowed respondents to provide additional comments or opinions regarding the content related to cosmetic surgery marketing on social media platforms. Thematic analysis was applied to identify common themes and trends in the respondents' comments.

From the additional comments provided by respondents, we can identify several themes related to their opinions and concerns regarding cosmetic surgery marketing on social media platforms:

1. High Competition and Difficulty in Decision-Making: Many respondents mentioned the high level of competition among cosmetic surgery providers on social media, which makes it challenging for them to make informed decisions. Some reviews may not be genuine, leading to confusion and hesitancy in choosing the right service.

2. Importance of Realistic Information: Respondents emphasized the need for accurate and realistic information about cosmetic procedures. They expressed that some advertisements may be exaggerated or not fully transparent about potential risks and side effects.

3. Trustworthiness and Credibility: Several comments focused on the importance of trustworthiness and credibility when considering cosmetic surgery. They highlighted the significance of finding reliable sources of information and reviews from real patients who have undergone procedures.

4. Safety and Expertise: Safety and the expertise of the surgeons were significant concerns for respondents. They emphasized the need for surgeons to perform procedures in well-equipped facilities with a focus on patient safety.

5. Informed Decision-Making: Many respondents stressed the importance of making informed decisions based on thorough research and comparing different options. They recommended seeking advice from experts and evaluating before-and-after photos to gauge the surgeons' capabilities.

6. Transparency and Honesty: Respondents mentioned the importance of transparency and honesty in cosmetic surgery marketing. They wanted to see both positive and negative aspects of procedures to make well-informed choices.

7. Price and Cost Concerns: Some comments highlighted concerns about the high cost of cosmetic surgery in Thailand compared to other countries. They expressed a desire for more transparent pricing information.

Overall, the respondents' comments underscored the need for accurate information, transparency, and credibility in cosmetic surgery marketing on social media. They emphasized the importance of finding reliable sources of information and making informed decisions based on realistic expectations and patient safety considerations.

#### **4.5 Limitations of the Study**

The limitations of this study include

1. Limited Scope of Data: The data analyzed in this study was obtained from a specific survey conducted among a select group of respondents. The sample size and demographics might not fully represent the entire population, limiting the generalizability of the findings.

2. Lack of Contextual Information: The data collected from the survey might lack specific contextual information about the respondents' backgrounds, experiences, and motivations. Understanding the context is essential for a comprehensive analysis of the factors influencing respondents' opinions and behavior.

3. Self-Report Bias: The study relies on self-reported data, which may be subject to bias and social desirability effects. Respondents might not provide completely honest or accurate information, leading to potential inaccuracies in the results.

4. Limited Representation of Factors: While the study explored various factors influencing cosmetic surgery decision-making, it might not have captured all possible factors, as the analysis was based on the provided survey responses. Other relevant factors could exist but were not included in the study.

5. Cross-Sectional Design: The survey data represents a snapshot of respondents' opinions and behaviors at a specific point in time. A cross-sectional design does not allow for studying changes or trends over time, limiting the study's ability to draw causal conclusions.

6. Sampling Bias: The study's reliance on a specific survey sample might introduce sampling bias, as certain groups or individuals might be overrepresented or underrepresented in the data.

These limitations should be considered when interpreting the study's findings, and future research should aim to address these constraints for a more comprehensive understanding of the topic.

## **4.6 Conclusion**

In this chapter, we presented the data analysis process and the findings from the survey on the impact of social media marketing content and platforms on customer perceptions of plastic surgery service selection in the Thai population. The analysis provided valuable insights into the attitudes and behaviors of individuals towards plastic surgery and their engagement with social media platforms. The results contribute to the existing knowledge in the field and have implications for marketing strategies in the cosmetic surgery industry. The subsequent chapter will discuss the implications of the findings and provide recommendations for practitioners and further research directions.

## **CHAPTER V**

### **RECOMMENDATION AND CONCLUSION**

#### **5.1 Recommendations**

Based on the insights and data derived from Chapter 4, several recommendations can be made to cosmetic surgery service providers, especially those focusing on marketing and engagement through social media platforms.

1. **Diversified Content Strategy:** Service providers should diversify their content across multiple platforms to target various demographic groups. For instance, while younger audiences might be more influenced by TikTok or Instagram, older audiences still value content on Facebook and YouTube.

2. **Authenticity and Transparency:** Given the emphasis respondents placed on genuine reviews and realistic information, providers should prioritize authenticity. Avoiding exaggerated claims and ensuring that all potential risks are transparently communicated can enhance credibility.

3. **Engage with Real Patients:** Sharing real patient testimonials, before-and-after photos, and live interactions can foster trust and provide potential clients with firsthand insights into procedures and results.

4. **Educational Content:** To cater to those seeking realistic and thorough information, providers should consider offering educational content. This could include live Q&A sessions with surgeons, informative videos about procedures, and articles debunking common myths about cosmetic surgery.

5. **Price Transparency:** Given concerns about costs, especially in comparison to international rates, providers should offer clear pricing structures on their platforms, which can reduce potential hesitancy stemming from financial concerns.

6. **Ethical Marketing Practices:** Ensuring all marketing practices adhere to ethical guidelines is paramount. This includes avoiding misleading imagery, unsubstantiated claims, and ensuring any partnerships with influencers are openly disclosed.

7. Continuous Feedback Loop: Cosmetic surgery service providers should regularly solicit feedback from their patients and online community to continuously refine their online strategy.

## **5.2 Conclusion**

The digital age has brought forth unprecedented shifts in the way consumers make decisions. The realm of cosmetic surgery, as highlighted in this study, is no exception. Social media platforms, in their multifaceted roles as information disseminators, community builders, and advertising giants, have emerged as pivotal in shaping decisions related to cosmetic surgery.

Through our exploration, it's evident that while these platforms offer vast opportunities for engagement and information dissemination, they also come with challenges, especially concerning authenticity, trustworthiness, and the overwhelming volume of available information.

For the cosmetic surgery industry, navigating this digital landscape requires a blend of authenticity, strategic targeting, and continuous engagement. By ensuring that the information disseminated is not only accurate but also aligns with the values and concerns of potential clients, providers can foster trust and make a positive impact in their community.

In wrapping up, the realm of cosmetic surgery in the digital age is vibrant, evolving, and rife with both challenges and opportunities. By heeding the insights and recommendations provided, stakeholders can ensure they remain at the forefront of this dynamic intersection of healthcare, beauty, and digital innovation.

## REFERENCES

- Atiyeh, B., & Ibrahim, A. (2020). Aesthetic/cosmetic surgery and ethical challenges: the social media era. *Aesthetic Plastic Surgery*, 44(4), 1375-1377.
- Bennett, K. G., Berlin, N. L., MacEachern, M. P., Buchman, S. R., Preminger, B. A., & Vercler, C. J. (2018). The ethical and professional use of social media in surgery—a systematic review of the literature. *Plastic and reconstructive surgery*, 142(3), 388e.
- Cook, N., Mullins, A., Gautam, R., Medi, S., Prince, C., Tyagi, N., & Kommineni, J. (2019). Evaluating patient experiences in dry eye disease through social media listening research. *Ophthalmology and therapy*, 8, 407-420.
- Eldaly, A. S., & Mashaly, S. M. (2021). The new dilemma of plastic surgery and social media: a systematic review. *European Journal of Plastic Surgery*, 1-12.
- Frandsen, M., Thow, M., & Ferguson, S. G. (2016). The effectiveness of social media (Facebook) compared with more traditional advertising methods for recruiting eligible participants to health research studies: a randomized, controlled clinical trial. *JMIR Research Protocols*, 5(3), e5747.
- Hassan, S. H., Teo, S. Z., Ramayah, T., & Al-Kumaim, N. H. (2021). The credibility of social media beauty gurus in young millennials' cosmetic product choice. *Plos one*, 16(3), e0249286.
- Help Center - LINE Official Account. Retrieved 2 June from <https://lineforbusiness.com/th-en/helpcenter/line-oa>
- Hsu, L.-C. (2019). Building brand-fan relationships in social commerce contexts: Mediators of online brand relationships. *Journal of theoretical and applied electronic commerce research*, 14(2), 106-123.
- Garlin, B. (2021). Instagram Video: The Ultimate Guide to Posts, Stories, Live, and IGTV. Retrieved 2 June from <https://agencyvista.com/insights/instagram-video-the-ultimate-guide-to-posts-stories-live-and-igtv/>

## REFERENCES (cont.)

- Kanwar, A., & Huang, Y.-C. (2022). Exploring the impact of social media influencers on customers' purchase intention: A sequential mediation model in Taiwan context. *Entrepreneurial Business & Economics Review*, 10(3).
- Klietz, M.-L., Kaiser, H. W., Machens, H.-G., & Aitzetmüller, M. M. (2020). Social media marketing: what do prospective patients want to see? *Aesthetic surgery journal*, 40(5), 577-583.
- Kosaka, M., Kobashi, Y., Kato, K., Okawada, M., & Tsubokura, M. (2021). Lessons from COVID-19's impact on medical tourism in Cambodia. *Public Health in Practice*, 2, 100182.
- Lopes, A. R., & Casais, B. (2022). Digital content marketing: Conceptual review and recommendations for practitioners. *Academy of Strategic Management Journal*, 21(2), 1-17.
- Department, S. R. (2022). Number of social network users in Thailand from 2017 to 2020 with a forecast through 2026. Retrieved 2 June from <https://www.statista.com/statistics/489230/number-of-social-network-users-in-thailand/>
- Department, S. R. (2023). Penetration of leading social networks in Thailand as of 3rd quarter 2022. Retrieved 2 June from <https://www.statista.com/statistics/284483/thailand-social-network-penetration/>
- Al Alawi, K., Al Shaqsi, S., Al Hosni, A., & Al Firaisi, A. (2020). Public perception of plastic and reconstructive surgery in the Sultanate of Oman: a crowd-sourcing national survey. *European Journal of Plastic Surgery*, 43, 825-830.
- Schiller, T., Zornitzki, T., Ostrovsky, V., Sapojnik, D., Cohen, L., Kunyavski, T., Knobler, H., & Kirzhner, A. (2021). Following the COVID-19 experience, many patients with type 1 diabetes wish to use telemedicine in a hybrid format. *International Journal of Environmental Research and Public Health*, 18(21), 11309.

## REFERENCES (cont.)

- Shauly, O., Marxen, T., Goel, P., & Gould, D. J. (2023). The New Era of Marketing in Plastic Surgery: A Systematic Review and Algorithm of Social Media and Digital Marketing. *Aesthetic Surgery Journal Open Forum*,
- Sorice, S. C., Li, A. Y., Gilstrap, J., Canales, F. L., & Furnas, H. J. (2017). Social media and the plastic surgery patient. *Plastic and reconstructive surgery*, 140(5), 1047-1056.
- Thapen, N., Simmie, D., & Hankin, C. (2016). The early bird catches the term: combining twitter and news data for event detection and situational awareness. *Journal of biomedical semantics*, 7(1), 1-14.
- Umami, Z., & Darma, G. S. (2021). Digital Marketing: Engaging Consumers With Smart Digital Marketing Content. *Jurnal Manajemen dan Kewirausahaan*, 23(2), 94-103.
- Villeruša, A., Behmane, D., Kokarēviča, A., Berķis, U., & Cauce, V. (2019). Factors determining competitiveness in healthcare institutions in Latvia-Results of the EKOSOC-LV national research programme. *Proceedings of the Latvian Academy of Sciences, Section B: Natural, Exact, and Applied Sciences*,
- Walker, C. E., Krumhuber, E. G., Dayan, S., & Furnham, A. (2021). Effects of social media use on desire for cosmetic surgery among young women. *Current psychology*, 40, 3355-3364.
- Zhang, X., Yang, Y., Shen, Y.-W., Zhang, K.-R., Ma, L.-T., Ding, C., Wang, B.-Y., Meng, Y., & Liu, H. (2022). Quality of online video resources concerning patient education for neck pain: A YouTube-based quality-control study. *Frontiers in Public Health*, 10, 972348.
- Zhao, X., & Abidin, C. (2023). The “Fox Eye” Challenge Trend: Anti-Racism Work, Platform Affordances, and the Vernacular of Gesticular Activism on TikTok. *Social Media+ Society*, 9(1), 20563051231157590.



## **BIOGRAPHY**

<b>NAME</b>	Atikom Tanadpojanamart
<b>DATE OF BIRTH</b>	28/01/1983
<b>PLACE OF BIRTH</b>	Bangkok Thailand
<b>INSTITUTIONS ATTENDED</b>	Faculty of Medicine Siriraj Hospital, Mahidol University, 2007 Diploma Thai Board of Plastic Surgery, 2015 Master of Management, Mahidol University, 2023
<b>PUBLICATION / PRESENTATION</b>	<ol style="list-style-type: none"> <li>1. Speaker, Annual conference department of Surgery Bhumibol Adulyadej Hospital 2016: New trend in trauma management, Maxillofacial trauma</li> <li>2. Speaker, Annual conference Department of Surgery Bhumibol Adulyadej Hospital 2019: Toward better care for emergency surgical patients: Soft tissue injury</li> <li>3. International Invited Speaker, Aesthetic Plastic Surgery 2023, Seoul, Korea: Beyond perfection: Rib cartilage Rhinoplasty: Surgical Techniques.</li> <li>4. Speaker, 17th Ramathibodi Annual Symposium of Plastic Surgery 2023: Costal cartilage manipulation in open rhinoplasty</li> <li>5. Speaker, 1st CU Surgical week, CUPS Symposium: Endoscopic forehead lift</li> </ol>

**HOME ADDRESS**

428/488 Whizdom avenue ratchada-  
ladphrao

Ladphrao road, Chompol, Chatuchak,  
Bangkok, Thailand 10900

**EMPLOYMENT ADDRESS**

Division of Plastic and Reconstructive  
Surgery, Department of Surgery, Bhumibol  
Adulyadej hospital, Directorate of Medical  
Services, Royal Thai Air Force



## APPENDIX

### QUESTIONNAIRE

#### ส่วนที่ 1: ข้อมูลประชากร

1. เพศ:

- ก. ชาย
- ข. หญิง
- ค. อื่นๆ (โปรดระบุ)

2. อายุ:

- ก. 18-24 ปี
- ข. 25-34 ปี
- ค. 35-44 ปี
- ง. 45-54 ปี
- จ. 55 ปีขึ้นไป

3. การศึกษา:

- ก. มัธยมศึกษาตอนต้น(ม.3)
- ข. มัธยมศึกษาตอนปลาย(ม.6), ปวช.
- ค. อนุปริญญา/ปวส./หรือเทียบเท่า
- ง.ปริญญาตรี
- จ.ปริญญาโท
- ฉ.ปริญญาเอก
- ช. อื่น ๆ

## 4. อาชีพ

- ก. นักเรียน/นิสิตนักศึกษา
- ข. พนักงานบริษัทเอกชน
- ค. ข้าราชการ
- ง. พนักงานรัฐวิสาหกิจ
- จ. เจ้าของธุรกิจ/ธุรกิจส่วนตัว
- ฉ. อื่นๆ (โปรดระบุ)

## 5. รายได้ต่อเดือน

- ก. ยังไม่มีรายได้
- ข. ต่ำกว่า 20,000 บาท
- ค. 20,001 - 50,000 บาท
- ง. 50,001 - 100,000 บาท
- จ. 100,001 - 400,000 บาท
- ฉ. มากกว่า 400,000 บาท

## 6. คุณเคยเข้ารับบริการสัลยกรรมความงามหรือไม่?

- ก. เคย
- ข. ไม่เคย

## 6.1 ถ้าคุณเคยเข้ารับบริการสัลยกรรมเสริมความงาม โปรดระบุประเภทของสัลยกรรมความงามที่คุณเคยทำ

(ตอบได้มากกว่า 1 ข้อ)

- ก. เสริมจมูก
- ข. สัลยกรรมเปลือกตา
- ค. เสริมหน้าอก
- ง. ดูดไขมัน
- จ. อื่น ๆ (โปรดระบุ)

7. คุณมีความสนใจจะเข้ารับบริการศัลยกรรมความงามในอนาคตหรือไม่?

- ก. มี
- ข. ไม่มี

7.1 ถ้าคุณมีความสนใจจะเข้ารับบริการศัลยกรรมความงาม

โปรดระบุประเภทของศัลยกรรมความงามที่คุณต้องการ (ตอบได้มากกว่า 1 ข้อ)

- ก. เสริมจมูก
- ข. ศัลยกรรมเปลือกตา
- ค. เสริมหน้าอก
- ง. ดูดไขมัน
- จ. อื่น ๆ (โปรดระบุ)

## ส่วนที่ 2: การใช้โซเชียลมีเดีย

8. แพลตฟอร์มสื่อสังคมออนไลน์ที่มีการใช้งานประจำ (ตอบได้มากกว่า 1 ข้อ)

- ก. Facebook
- ข. Instagram
- ค. Twitter
- ง. Youtube
- จ. TikTok
- ฉ. Pantip.com
- ช. อื่น ๆ (โปรดระบุ) \_\_\_\_\_

9. ความถี่ในการใช้แพลตฟอร์มสื่อสังคมออนไลน์

- ก. วันละหลายครั้ง
- ข. วันละครั้ง
- ค. 2-3 ครั้งต่อสัปดาห์
- ง. สัปดาห์ละ 1 ครั้ง
- จ. นานๆ ครั้ง

10. คุณเจอเนื้อหาเกี่ยวกับการทำศัลยกรรมความงามบน แพลตฟอร์มสื่อสังคมออนไลน์บ่อยแค่ไหน
- ก. ทุกวัน
- ข. 2-3 ครั้งต่อสัปดาห์
- ค. สัปดาห์ละ 1 ครั้ง
- ง. นานๆ ครั้ง
- จ. ไม่เคย
11. คุณรู้สึกอย่างไรกับข้อมูลเกี่ยวกับศัลยกรรมความงามที่คุณเห็นบนแพลตฟอร์มสื่อสังคมออนไลน์
- 1      2      3      4      5
- เป็นลบมาก                     เป็นบวกมาก

### ส่วนที่ 3: ผลกระทบของเนื้อหาการตลาดโซเชียลมีเดีย

12. เนื้อหาบนแพลตฟอร์มสื่อสังคมออนไลน์ประเภทใด
- ที่มีอิทธิพลต่อการตัดสินใจเลือกบริการศัลยกรรมความงามของคุณ (เลือกได้มากกว่า 1 ข้อ)
- ก. ภาพถ่ายก่อนและหลัง
- ข. ข้อความหรือบทความแนะนำ
- ค. เนื้อหาให้ความรู้เกี่ยวกับขั้นตอนการทำศัลยกรรม
- ง. รีวิวจากผู้มีชื่อเสียง เช่น ดารา นักแสดง
- จ. โฉมที่สดขณะทำศัลยกรรม
- ฉ. โฉมที่สดพูดคุยกับแพทย์
- ช. อื่น ๆ (โปรดระบุ) \_\_\_\_\_

13. เนื้อหาในแพลตฟอร์มสื่อสังคมออนไลน์
- ที่มีอิทธิพลต่อการตัดสินใจเลือกบริการศัลยกรรมตกแต่งของคุณมากแค่ไหน
- 1      2      3      4      5
- ไม่มีอิทธิพลเลย                     มีอิทธิพลอย่างมาก

14. คุณคิดว่า "ความน่าเชื่อถือ" ของเนื้อหาที่เกี่ยวข้องกับการทำศัลยกรรมความงามบนแพลตฟอร์มสื่อสังคมออนไลน์ในปัจจุบันเป็นอย่างไร

1      2      3      4      5  
 ไม่น่าเชื่อถือและไว้วางใจได้เลย                                น่าเชื่อถือและไว้วางใจได้สูง

#### **ส่วนที่ 4: อิทธิพลของแพลตฟอร์มโซเชียลมีเดีย**

15. แพลตฟอร์มสื่อสังคมออนไลน์ใดที่มีอิทธิพลต่อการตัดสินใจรับบริการศัลยกรรมความงามของคุณ (เลือกได้มากกว่า 1 ข้อ)

- ก. Facebook page
- ข. Facebook group
- ค. Instagram
- ง. Twitter
- จ. Youtube
- ฉ. TikTok
- ช. Pantip.com
- ซ. อื่น ๆ (โปรดระบุ) \_\_\_\_\_

16. ปัจจัยใดที่คุณคิดว่าสำคัญที่สุดในการเลือกใช้บริการศัลยกรรมความงาม (เลือกได้มากกว่า 1 ข้อ)

- ก. ชื่อเสียงคลินิกและบทความรีวิว
- ข. ภาพถ่ายก่อนและหลัง
- ค. ความเชี่ยวชาญและคุณสมบัติของศัลยแพทย์
- ง. ราคา
- จ. ความปลอดภัย
- ฉ. คำแนะนำจากคนรู้จัก
- ช. อื่น ๆ (โปรดระบุ) \_\_\_\_\_

17. คุณมีแนวโน้มที่จะตัดสินใจรับบริการศัลยกรรมความงามจากข้อมูลที่คุณเห็นบนแพลตฟอร์มโซเชียลมีเดียมากน้อยเพียงใด

1      2      3      4      5  
น้อย   O      O      O      O      O      มาก

18. ข้อมูลหรือความคิดเห็นเพิ่มเติมเกี่ยวกับเนื้อหาการตลาดศัลยกรรมความงามบนโซเชียลมีเดียในปัจจุบัน

ขอขอบคุณที่สละเวลารอกแบบสอบถามนี้คำตอบของคุณจะนำไปสู่การวิจัยของเราเกี่ยวกับผลกระทบของเนื้อหาการตลาดบนโซเชียลมีเดียที่มีต่อการรับรู้ของลูกค้าต่อการเลือกบริการศัลยกรรมความงามในประเทศไทย

