

**THE DETERMINANTS INFLUENCING PATIENTS' DECISION  
FOR ALLOGENEIC STEM CELL THERAPY**

The image features a large, faint watermark of the Mahidol University logo in the background. The logo is circular, with a blue outer ring containing Thai text. Inside the ring is a yellow emblem depicting a traditional Thai architectural structure, possibly a stupa or a similar religious monument, set against a light blue background.

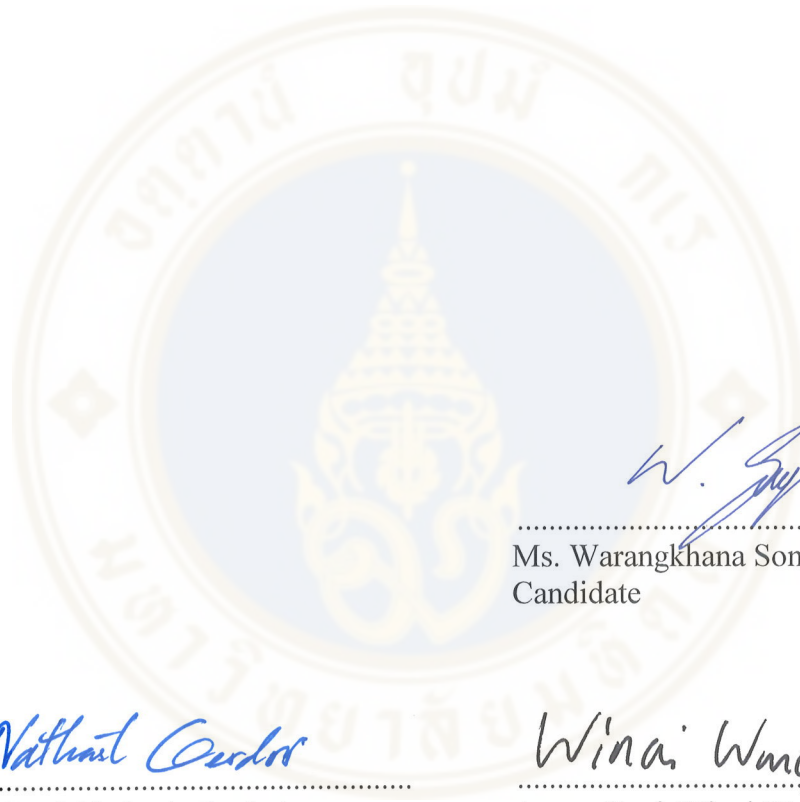
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**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
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**THE DETERMINANTS INFLUENCING PATIENTS' DECISION  
FOR ALLOGENEIC STEM CELL THERAPY**

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## **THE DETERMINANTS INFLUENCING PATIENTS' DECISION FOR ALLOGENEIC STEM CELL THERAPY**

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### **ABSTRACT**

Understanding the factors that influence patients' decisions to undergo allogeneic stem cell therapy is crucial for healthcare practitioners seeking to enhance treatment strategies and patient communication. Key determinants include the perceived effectiveness and risks of the treatment, financial capacity, patient readiness, and trust in medical professionals. In Thailand, research on this topic is limited due to strict regulations and ethical concerns, which restrict access to comprehensive patient data. Addressing these gaps is essential for improving patient-centered care and advancing the quality of stem cell therapies. As Thailand continues to position itself as a leading medical tourism destination, it is vital to balance the provision of innovative stem cell treatments with patient safety, ethical standards, and equitable access.

This study employed a qualitative approach, conducting semi-structured interviews with 21 patients from Vega Stem Cell Clinic in Thailand. The findings reveal that decisions are influenced by social factors, service satisfaction, perceived value, and purchase intentions. Recommendations from healthcare professionals and social networks significantly shape patient choices, although personal research also plays a role. Service quality, professional communication, and affordability are key drivers of patient satisfaction, while perceived value is linked primarily to the therapy's effectiveness. These insights are essential for healthcare providers and policymakers to align their strategies with patient needs, ultimately enhancing the overall effectiveness and accessibility of stem cell therapies in Thailand.

**KEY WORDS: ALLOGENEIC STEM CELL THERAPY/ PATIENT DECISION-  
MAKING/ INFLUENCING DETERMINANTS/ HEALTHCARE  
STRATEGIES/ MEDICAL TOURISM IN THAILAND**

48 pages

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# CHAPTER I

## INTRODUCTION

### 1.1 Introduction

The factors impacting patients' decision to select allogeneic stem cell therapy are significant because they can assist healthcare practitioners in better understanding the elements influencing patients' decisions. Treatment and communication strategies that better satisfy the needs and expectations of patients can be developed by medical services and public policy. The effectiveness and dangers of the treatment are among these determining factors, preparedness to receive services capacity to cover costs and faith in the knowledge of medical professionals. Examining these variables helps us better understand how patients make decisions. However, it may also result in enhancements to the general standard and performance of allogeneic stem cell therapy.

### 1.2 Problem Statement

Allogeneic stem cell therapy is a significant medical advancement offering potential treatments for various debilitating diseases. However, the regulatory framework in Thailand remains complex and restrictive, with the Thai FDA not approving this therapy, despite its widespread practice in the medical tourism sector. This paper explores the landscape of allogeneic stem cell therapy in Thailand, covering its medical applications, regulatory challenges, and the factors attracting foreign patients. The therapy involves transferring donor cells to treat conditions like leukemia, lymphoma, and inherited blood disorders. However, issues like immune rejection, lack of clinical evidence, ethical concerns, and standardization challenges limit its application.

Thailand's regulatory environment lacks formal approval for allogeneic stem cells, with providers often operating in legal gray areas. Despite these hurdles, the treatment is popular among foreign patients due to its lower cost and availability compared to Western countries. The rise in medical tourism has economic benefits but

also puts pressure on Thailand's healthcare system, leading to potential prioritization of international clients over domestic needs. Ethical concerns, quality control, and the long-term effects of stem cell treatments are critical considerations.

Thailand, despite its growth as a medical tourism destination offering modern treatments at reasonable prices, faces significant challenges in the field of allogeneic stem cell therapy. Strict regulations and ethical concerns, including legal restrictions on the widespread advertising of stem cell therapies, limit the availability of comprehensive patient data for companies and clinics. This hinders the ability to accurately analyze patients' true needs, the factors influencing their decisions to undergo these procedures, their satisfaction with the outcomes, and the perceived value of the treatments. Moving forward, Thailand must balance the need for cutting-edge medical care with the imperative to protect patient safety, uphold ethical standards, and ensure equitable access to treatment. Overcoming these challenges is essential for enhancing the quality of stem cell services and for Thailand to maintain its position as a global leader in stem cell therapy, providing hope and healing to patients around the world.

### **1.3 Research Questions**

1. To examine the key factors influencing patients' decisions to pursue allogeneic stem cell therapy, encompassing both disease treatment and regenerative applications.
2. Understand how these factors can assist healthcare practitioners in better aligning treatment and communication strategies with patient needs and expectations.
3. Explore the implications of these factors for improving the overall quality and effectiveness of allogeneic stem cell therapy.

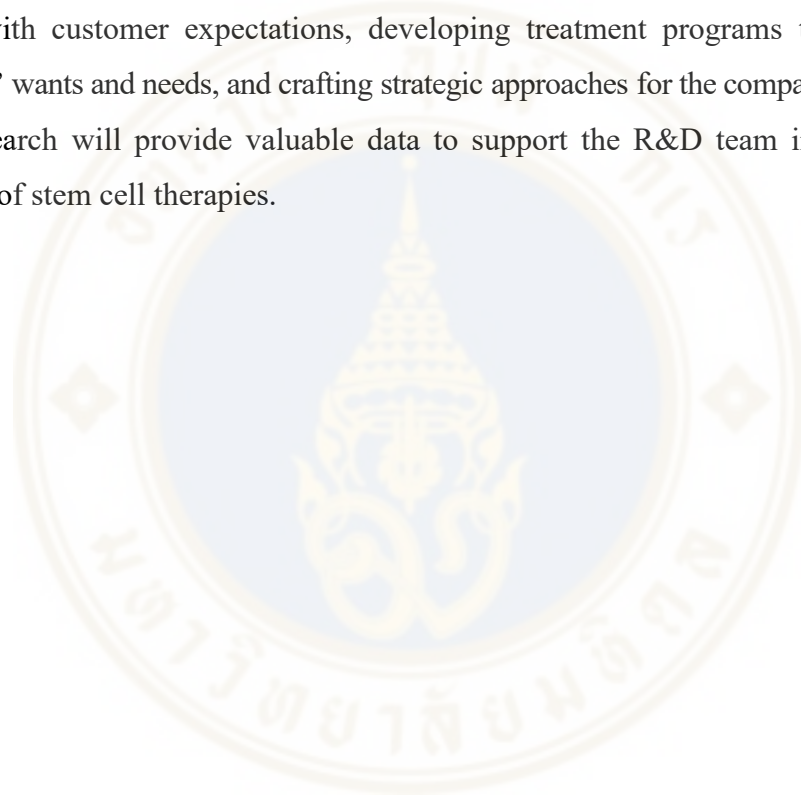
### **1.4 Research questions**

- Social Influence: Who influenced your decision to undergo Stem Cell Therapy?
- Customer Satisfaction: What factors made you satisfied with the Stem Cell Therapy service?

- Perceived Value: Do you think the therapy was worth it? Please rate the value from 1 to 10, considering benefits and costs.
- Purchase Intention: Why did you choose to undergo stem cell therapy, and do you intend to repeat the treatment in the future?

### **1.5 Expected Benefit**

The expected benefits include identifying key marketing determinants to align with customer expectations, developing treatment programs tailored to meet patients' wants and needs, and crafting strategic approaches for the company. Additionally, the research will provide valuable data to support the R&D team in improving the quality of stem cell therapies.



## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 The Definition of Stem Cell**

Stem cells are remarkable for their potential to differentiate into various kinds of cells in the body and renew themselves. There are two types of stem cells: Embryonic Stem Cells, with the potential to differentiate to be any cells in the body, and Adult Stem Cells, which are typically restricted to developing into a specific range of cell types. Stem cell therapy offers promising treatments for a wide range of diseases, including Osteoarthritis, Cardiovascular disease, and neurodegenerative disorders.

There are two main types of stem cell transplantations, classified based on the donor of the stem cell. Autologous stem cells are harvested from patient themselves such as blood, fat etc. In Allogeneic stem cells involves stem cell taken from different person either a relative or unrelated donor.

In the past decade, stem cell research has made rapid progress, leading to new insights into their regenerative capabilities. This field has gained increasing attention due to its potential to address diseases that currently lack effective treatments. Advances in technology and expanding knowledge have made stem cell therapy an increasingly promising option in the medical field.

Despite its potential benefits, stem cell research is surrounded by ethical and legal dilemmas, sparking heated discussion in both the medical field and society at large. The research and application of stem cell technology require careful oversight and ethical considerations to ensure patient safety and adherence to appropriate standards.

#### **2.2 Allogeneic Stem Cell**

Allogeneic transplantation is the procedure which harvest stem cells from a donor to a patient. This has the advantage of providing healthy stem cells that are not contaminated by the patient's previous disease (Appelbaum, 2007). This type of therapy

is often used to treat leukemia and other related diseases with the immune system (Gratwohl et al., 2010). Choosing the right donor is crucial to minimize the risk of the patient's body rejecting the cells.

Donor stem cells offer a valuable source of high-quality cellular material for therapeutic purposes, free from the genetic irregularities that can often complicate treatment outcomes. (Niederwieser et al., 2016). Despite its potential, the risk of allogeneic stem cell therapy is Graft-versus-Host Disease (GVHD), where the donor's immune cells refuse the patient's tissues. Effectively managing this risk is essential for ensuring safe and successful treatment.

The development of allogeneic stem cell therapy is progressing. Methods for reducing the risk of GVHD and increasing treatment efficiency are being studied (Choi et al., 2014). Research and development in this area is very important in increasing the chances of a cure for diseases.

### **2.3 Trend of Stem Cell Worldwide**

Stem cell therapy is poised to become the most widely used method in regenerative medicine, with its market seeing significant growth in recent years. Valued at \$297 million in 2022, the global stem cell market is projected to expand at a compound annual growth rate of 16.8% from 2022 to 2027. This expansion is fueled by encouraging clinical trial outcomes, increased research funding, and advancements in cell therapy technologies and infrastructure.

The global trend of using stem cells for treatment is growing rapidly. This is because research and development of this technology is supported by both the public and private sectors. Many countries have invested in building research and development centers focused on using stem cells to treat diseases such as: United States, Japan, and European countries (Trounson & McDonald, 2015). This support has accelerated the discovery and clinical application of stem cell therapy.

Successful trials and medical use of stem cells have resulted in the development and expansion of this industry in many countries. The use of stem cells is not limited to only in the medical field but they are also used in other areas such as cosmetic product development and health restoration (King & Perrin, 2014). The

diversity of stem cell applications provides the industry with opportunities for continued growth and development.

However, the use of stem cells still faces several challenges both in terms of supervision Patient safety and resolving ethical issues (Isasi & Knoppers, 2011). Establishing appropriate laws and regulations will foster research and support the sustainable use.

## **2.4 Stem cell in Thailand**

Thailand has made great progress in research and development of stem cell technology over the past several years. There is support from the government and private sectors in creating research and development centers that focus on the use of stem cells for the treatment of various diseases such as cancer, heart disease, and diseases related to the nervous system (Sirtiwkaew & Porntaveewan, 2019). In Thailand, stem cell technology is also being used in alternative medicine and health rehabilitation, such as treating osteoarthritis and rejuvenating the skin. (Rojanasakul, 2021).

Research and development in stem cells in Thailand is supported by many educational institutions and research institutes. This has led to new products development and technologies that can be used to effectively treat patients (Nimmannit, 2020). However, the use of stem cells continues to face many challenges, including regulatory hurdles and ensuring the quality of stem cells. This also involves managing the risks associated with their clinical application.

Developing appropriate laws and regulations is important to promote research and sustainable use of stem cells in Thailand. (Thongboonkerd, 2017). Cooperation between the government, private sector, and educational institutions will be an important factor in increasing the opportunity to use stem cell technology for treatment and rehabilitation of patients in Thailand (Suksaweang & Sangpetch, 2019).

## 2.5 Customer Buying Process: The Six Stages of the Buying Process

Customer purchasing is a complex process with many steps. This can be broken down into six main steps: recognition of need, searching for information, evaluation of alternatives purchases decision, purchase, and post-purchase evaluation (Kotler & Keller, 2016). Understanding these steps is essential for marketers and businesses to create effective strategies for attracting and retaining customers.

Recognition, the first step of the buying process is needing. This is the step where the customer is aware of their needs or problems that they want to solve. This need may arise from internal factors such as hunger or thirst or external factors such as seeing an advertisement or hearing a friend's opinion (Hoyer et al., 2018). Recognizing this desire is an important starting point because it encourages customers to begin the purchasing process and explore ways to meet that need (Schiffman & Wisenblit, 2019).

When you recognize the need the customer will begin the second step, which is searching for information. In this step, customers gather information about products or services that can meet their needs. Finding this information can occur from a variety of sources, such as searching the internet. Reading reviews from users Asking friends or family and store visits (Babin & Harris, 2018). The information collected by customers helps them to have a greater knowledge and understanding of available options and to compare the features of different products and services.

After collecting enough information, the customer then enters the third step, evaluating options. In this step, customers consider and compare the products or services they have received information to find the best option. The evaluation of this choice may take into account many factors such as price, quality, features, value for money, and other users' opinions (Blackwell et al., 2018). This evaluation process helps customers decide whether they should choose the product or service which best meets their needs and expectations (Hawkins & Mothersbaugh, 2010).

When the evaluation of options is complete the customer enters the fourth step, which is the purchasing decision. In this step, the customer decides which product or service to buy. Many factors can influence purchasing decisions, such as promotions or discounts being offered. ease of purchase and a good experience in previous purchases (Kotler et al., 2017). In addition, good service from sales staff and the availability of a variety

of payment options are factors that help increase customer confidence in Purchasing decisions (Solomon et al., 2018).

After deciding to buy the customer will purchase that product or service. which is the fifth step Purchases can take many forms, such as through online stores. Purchasing through mobile applications or purchasing at a physical store. The purchasing process should be a smooth and convenient process to create a good customer experience. Good management at this stage will help keep customers satisfied and return for repeat purchases in the future (Grewal et al., 2018).

The final step in the purchasing process is post-purchase evaluation. After using the product or service, the customer assesses their level of satisfaction. Post-purchase evaluations can influence future purchasing decisions and recommend products or services to others. If customers are satisfied, they are more likely to come back and recommend it to friends and family. But if the customer is not satisfied, they may choose not to purchase the product or service again and may spread bad reviews (Hoyer et al., 2018).

Understanding and analyzing each step in the customer buying process helps marketers and businesses develop effective marketing strategies that better meet customer needs. Focusing on creating a positive experience at every step increases customer satisfaction and loyalty (Kotler & Armstrong, 2018). Additionally, using technology and data to understand customer behavior and needs in Each step is also important to help businesses adapt and compete effectively in the market (Lemon & Verhoef, 2016).

## **2.6 Market Influence on the Customer Buying Process: The Six Stages of the Buying Process**

The customer buying process, consisting of six stages: recognition of need, information search, evaluation of alternatives, purchase decision, purchase, and post-purchase evaluation can be significantly influenced by many market factors. These factors shape consumer behavior and decision-making at each stage and understanding them is essential for businesses and marketers aiming to optimize their strategies and better cater to their target audiences (Kotler & Keller, 2016).



### **2.6.1 Recognition of Need**

The first stage of the customer buying process is the recognition of need, where consumers identify a problem or need that requires a solution. Market influences at this stage include advertising, social influences, and cultural trends. Effective advertising can trigger needs by highlighting product benefits and associating them with desirable lifestyles or outcomes (Hoyer et al., 2018). Social influences, such as recommendations from friends and family, can also play a critical role in need recognition. Moreover, cultural trends and societal norms can shape the perception of needs; for example, health and wellness trends may prompt consumers to recognize a need for fitness products or healthier food options (Schiffman & Wisenblit, 2019).

### **2.6.2 Information Search**

Consumers gather information about products or services that can fulfill their recognized needs for the information search stage. Market influences here include the availability and accessibility of information, technological advancements, and brand reputation. The internet and digital platforms have revolutionized this stage by providing vast amounts of information at consumers' fingertips. Search engines, social media, and review websites enable consumers to easily find and compare product details, reviews, and prices (Chaffey & Ellis-Chadwick, 2019). Technological advancements, such as mobile apps and AI-powered chatbots, further facilitate seamless information retrieval. Additionally, a brand's reputation and presence in the market can influence the credibility and attractiveness of the information consumers find (Grewal et al., 2018).

### **2.6.3 Evaluation of Alternatives**

During the evaluation of alternatives stage, consumers use using various criteria to determine the best option to compare different products or services. Market influences include competitive offerings, product differentiation, and customer reviews. A highly competitive market with numerous alternatives forces consumers to evaluate options more rigorously. Product differentiation strategies, such as unique features, superior quality, or innovative designs, can significantly sway consumer preferences (Kotler & Armstrong, 2018). Customer reviews and testimonials serve as valuable sources of information, providing insights into other consumers' experiences and satisfaction levels.

#### **2.6.4 Purchase Decision**

The purchase decision stage is when consumers make their final choice to buy a specific product or service. At this point, market influences like promotional activities, pricing strategies, and convenience factors play a key role. Discounts, limited-time offers, and loyalty programs can create a sense of urgency, prompting immediate purchase decisions. Pricing strategies, such as competitive, value-based, and dynamic pricing, impact the perceived value and affordability of a product. Additionally, convenience factors like user-friendly e-commerce platforms, various payment options, and quick delivery services can enhance the purchasing experience and boost conversion rates.

#### **2.6.5 Purchase**

The purchase stage is the actual transaction where consumers buy the product or service. Market influences here include retail environment, customer service, and transaction security. The retail environment, whether online or offline, should be designed to facilitate a smooth and enjoyable purchasing experience. An intuitive website layout, user-friendly interface, and attractive store displays can positively impact consumer behavior (Chaffey & Ellis-Chadwick, 2019). Excellent customer service, including responsive support and helpful staff, can resolve any last-minute doubts and enhance satisfaction. Ensuring transaction security through secure payment gateways and data protection measures is crucial to gaining consumer trust and preventing cart abandonment (Grewal et al., 2018).

#### **2.6.6 Post-Purchase Evaluation**

Post-purchase evaluation, the last process where consumers evaluate their satisfaction from the purchase. Market influences at this stage include post-purchase support, feedback mechanisms, and brand loyalty programs. Providing robust post-purchase support, such as easy returns, warranties, and responsive customer service, can significantly enhance customer satisfaction and loyalty (Oliver, 2014). Feedback mechanisms, including follow-up surveys and review requests, allow businesses to gather valuable insights into consumer experiences and identify areas for improvement. Brand loyalty programs, offering rewards for repeat purchases and referrals, can foster long-term relationships and encourage positive word-of-mouth (Lemon & Verhoef, 2016).

Understanding how market influences impact each stage of the customer buying process enables businesses to tailor their strategies effectively. By leveraging advertising, technological advancements, competitive differentiation, and robust customer support, companies can enhance consumer experiences, drive satisfaction, and build lasting loyalty (Kotler & Armstrong, 2018). Moreover, staying attuned to cultural trends and societal norms allows businesses to anticipate and address emerging consumer needs, maintaining a competitive edge in the dynamic market landscape.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

The research employed a qualitative approach to investigate the factors influencing perceptions and decisions related to allogeneic stem cell therapy among individuals who had undergone treatment at Vega Stem Cell Clinic in Thailand. The study aimed to explore these factors comprehensively through semi-structured interviews, allowing for in-depth exploration of participants' experiences and perceptions.

#### **3.2 Data Collection**

For this study, total of 21 participants were interviewed, selected through convenience sampling based on their availability and willingness to participate. The interviews were conducted face-to-face and video call to ensure detailed and personal data collection. An interview guide was developed to facilitate consistent coverage of key topics, including social influence, customer satisfaction, perceived value, and purchase intention related to allogeneic stem cell therapy.

#### **3.3 Interview Questions**

The semi-structured interviews focused on understanding several key aspects of participants' experiences with allogeneic stem cell therapy. Participants were asked about the influences that led them to choose stem cell therapy, factors contributing to their satisfaction with the therapy services, their perception of the therapy's value considering benefits versus costs, and their intentions regarding future treatments at Vega Stem Cell Clinic.

### 3.4 Interviewees

Detailed information of all 21 interviewees and the data is referenced for analysis are included in Chapter 4. This includes participants' age, gender, medical conditions prompting therapy, and influencers in their decision-making process. These profiles provide a comprehensive basis for the analysis, allowing for a nuanced exploration of how different demographic factors and decision influencers shape perceptions toward stem cell therapy.

### 3.5 Influencing Factors Framework

Based on the objectives of the study and the review of relevant literature, the following influencing factors framework were formulated.

1. Social Influence has a strongly impact on the decision to undergo stem cell therapy.
2. Customer Satisfaction with the stem cell therapy service is influenced by various factors, including service quality, staff behavior, and convenience.
3. Perceived Value of stem cell therapy is positively correlated with the patient's overall satisfaction and likelihood of recommending the service to others.
4. Purchase Intention refers to why patients seek stem cell therapy and their motivation for future treatments, based on their initial experience and perceived benefits.

### 3.6 Interview Questions

The interview questions were designed to cover four main areas

1. Social Influence Who influenced your decision to undergo Stem Cell Therapy?
2. Customer Satisfaction What factors made you satisfied with the Stem Cell Therapy service?
3. Perceived Value Do you think the therapy was worth it? Please rate the value from 1 to 10, considering benefits and costs.
4. Purchase Intention Why did you choose to undergo stem cell therapy, and do you intend to repeat the treatment in the future?

## CHAPTER IV

### DATA ANALYSIS

#### 4.1 Interview Results

- Interviewee 1 44 years old Philippines Female diagnosed with Cervical and Lumbar Spine Spondylosis did stem cell therapy for her Cervical and Lumbar Spine Spondylosis and Anti-aging

“My close friend recommended this clinic to me. She is a Filipino living in Thailand, which gave me the confidence to travel here because I have a friend and give me confidence to make the decision.

The price here is cheaper than the other clinic I consulted with. They offer a larger quantity of stem cells, and the doctors are very friendly and nice. They also provide airport pick-up and drop-off services, as well as transportation from the hotel to the clinic, making it very convenient.

I would rate it 9/10. The staff and doctors at the clinic are very friendly. They even included a free vitamin IV drip for my husband, which was impressive and beyond my expectations.

I chose to undergo stem cell treatment because I have been searching for a way to reduce my pain for a long time. I've tried physiotherapy and chiropractic treatments, but I still experience daily back pain for the past 20 years with no improvement. After researching online, I found that stem cell treatment might help relieve this pain. As for whether I will undergo the treatment again, I want to see the results from this session first to determine how much it improves. I've suffered from this condition for nearly 20 years, and if the treatment can improve my condition by even 50% and reduce my pain, I am sure I will come back for more treatments.”

- Interviewee 2 A 54-year-old female underwent stem cell therapy for knee osteoarthritis and anti-aging.

I searched on Google Maps for stem cell clinics in Bangkok to treat my knee osteoarthritis and found this clinic. I contacted them because they offered a price that fit

my budget and was lower than other clinics I had inquired about. Their staff responded quickly and followed up regularly. They provided credible information about the quality of their stem cells, which made me feel at ease. The clinic also had high ratings and positive reviews on Google Maps. I made the decision myself, although my regular doctor did suggest that stem cell therapy could improve my condition without needing a knee replacement.

The price was affordable compared to other clinics in the same area. The location was convenient, with a shuttle service that made it easy to travel.

It was very worth it. I would rate it 9/10 because my knee pain has significantly improved. I can walk further now and feel very happy. I've recommended this clinic to my relatives and friends, who will surely contact them.

I plan to undergo treatment every year as recommended by my doctor to manage my knee condition without surgery. I chose stem cell therapy because I found the clinic's price acceptable and discovered online that stem cell therapy is often recommended for knee osteoarthritis, so I wanted to try it.

- Interviewee 3 75-year-old Thai female diagnosed with osteoarthritis who underwent knee stem cell injections

My son, who is a doctor, didn't want me to have a knee replacement because it involves inserting metal into the body and doesn't provide the same mobility as a natural knee. He researched and recommended stem cell therapy for me.

The doctor who performed the procedure is a friend of my son's, which made me feel comfortable and relaxed. Price was not an issue since my son paid for it. I just wanted the best treatment to improve my quality of life. The clinic staff were all cheerful and provided excellent service.

10/10. My quality of life has improved significantly. I need to care for my 90-year-old mother, and before the treatment, I couldn't climb stairs or help her bathe due to severe knee pain. Now, I can do those things easily and feel very happy with my decision.

I would do it again if the pain returns because it has proven effective without the need for knee replacement surgery.

- Interviewee 4 62-year-old male diagnosed with Parkinson's disease

I am an electrician and need to work every day to support my family. I have had Parkinson's disease for about four years, and my condition worsens each year.

Despite medical treatment, my symptoms didn't improve. When my symptoms flared up, I couldn't take care of myself, eat, bathe, or sleep. Finally, I consulted a revered monk who was also undergoing treatment here, and he recommended it to me, so I decided to try it.

The clinic staff were very attentive. When I mentioned my financial difficulties, they offered a very affordable price and provided excellent self-care advice. I could consult with the doctor and manager anytime without extra charges, which made me feel very comfortable.

8/10. It's been six months now, and the doctor at the public hospital where I receive Parkinson's medication has reduced my dosage. My muscle stiffness during sleep has disappeared, and I sleep much better. Although the symptoms haven't completely disappeared, they have lessened, allowing me to take better care of myself and feel less of a burden on my wife.

I chose stem cell therapy because the monk recommended it for symptom improvement. However, I need to reconsider returning for more treatments due to financial concerns.

- Interviewee 5 34-year-old male from the USA diagnosed with erectile dysfunction

I made the decision on my own.

I found the clinic through an online health tourism platform, which was very convenient. There was always someone available for consultation, and the online consultation with the doctor explained the program in detail.

5/10. Compared to the price, the results seemed insufficient, but the doctor explained that various factors might have affected the outcome.

I'm undecided, but I chose to try stem cell therapy because I had exhausted all other treatments, including hormone injections, and was looking for new options. I found information online suggesting that stem cell therapy could help.

- Interviewee 6 32-year-old male with shoulder pain and a rotator cuff tear

I have had shoulder pain with rotator cuff tear for two years and have explored many treatment options and found stem cell therapy of the clinic in online. Surgery was the last option for me, which I wanted to avoid. So, I came to this clinic for stem cell therapy. The injection was smooth, easy, and painless, and I already feel much better. My shoulder movement has improved.



- Interviewee 7 55-year-old male from Denmark with asthma seeking sexual rejuvenation

I wanted to improve my sexual capability. I had a very good experience at the stem cell clinic. The staff were very nice, communicated well, treated me kindly, and were very professional. After treatment, I felt my nose, which had been broken several times and had many problems, was much better. My breathing due to asthma also improved. I feel much fresher and sleep better.

- Interviewee 8 45-year-old Japanese female seeking facial and body rejuvenation

My friend Michael Chin recommended it. He is a Chinese living in Thailand and knows the clinic owner. Chin is very health-conscious, so it wasn't a difficult decision for me.

I felt comfortable because my friend was there to support me during the treatment. The staff provided comprehensive information and follow-up. I am very afraid of needles and pain, but the nurse was very gentle, and I was impressed that she drew blood in one attempt.

I felt it was a new experience worth trying. The results were satisfactory; my face looked more vibrant despite heavy drinking and partying, and my body felt fresher. I would rate it 8/10.

I chose stem cell therapy because my friend had a good experience and encouraged me to try it. I plan to undergo treatment once a year as recommended by the doctor for long-term health and rejuvenation.

- Interviewee 9 58-year-old Thai female with osteoarthritis

I have had knee pain for some time, and a senior acquaintance recommended stem cell therapy. Coincidentally, another elder I dined with also recommended this clinic, so I contacted them for information.

After consulting with the stem cell doctor here, I felt hopeful that my knee pain would improve. Additionally, they provided a physiotherapist to help with my knee and included a facial stem cell injection, making me feel like they cared for me as a family member rather than just selling a treatment package.

After the injection, my knee pain decreased significantly, and I could walk normally without limping. I felt much more confident and recently went on a trip abroad

with friends, walking a lot without severe pain. I would rate it 9/10. For my face, understanding that I am older, the results were not too noticeable, but I felt fresher and more vibrant, giving it 7/10.

I chose it based on my friend's recommendation and plan to repeat the treatment because I am satisfied with the results.

- Interviewee 10 62-year-old male diagnosed with chronic kidney disease and fatty liver

My business partner, who also has diabetes and regularly receives stem cell therapy, recommended it to me.

The service was excellent. I was worried initially but felt comfortable and confident. I had a check-up and consultation before the treatment, ensuring it was suitable for me.

After three months, my kidney function improved, my creatinine levels decreased, and my blood pressure stabilized, making me feel much better. I would rate it 9/10 because I felt like I was in good hands and received personalized care.

I plan to continue with the treatment as recommended by the doctor. I chose stem cell therapy because I believed it could help improve my condition, and the results have been promising.

- Interviewee 11 52-year-old female diagnosed with diabetes and chronic joint pain

My daughter is a nurse and recommended this clinic to me.

The clinic provided a comprehensive service, including dietary advice and exercise recommendations. The staff were friendly and supportive, making me feel comfortable throughout the process.

8/10. My joint pain has improved, and my blood sugar levels are more stable. The overall improvement in my health has been significant.

I plan to continue with the treatment as it has helped improve my quality of life. I chose stem cell therapy because my daughter recommended it and I wanted to try a different approach to manage my conditions.

- Interviewee 12 45-year-old female diagnosed with multiple sclerosis

My neurologist recommended stem cell therapy as an alternative treatment to help manage my symptoms.

The clinic provided excellent support and information throughout the process. They also offered a personalized treatment plan tailored to my condition, which made me feel more confident in the therapy.

7/10. While my symptoms have not completely disappeared, there has been a noticeable improvement in my mobility and energy levels.

I am considering continuing with the treatment to maintain the improvements I have experienced. I chose stem cell therapy based on my neurologist's recommendation and the potential benefits for my condition.

- Interviewee 13 50-year-old male with chronic back pain

My colleague, who had successfully undergone stem cell therapy for a similar issue, strongly recommended it.

The clinic's professionalism and the clear communication about the procedure and expected outcomes. The staff was supportive and responsive to my concerns.

9/10. My back pain has significantly reduced. I able to do daily activities without discomfort.

I plan to continue the therapy as needed. I chose it because traditional treatments were not effective, and I was looking for a more innovative solution.

- Interviewee 14 60-year-old female with chronic fatigue syndrome

My anti-aging doctor suggested stem cell therapy to help manage my chronic fatigue.

The holistic approach of the clinic, addressing both physical and mental aspects of my health. The treatment was comprehensive and included lifestyle advice.

8/10. I have more energy and feel less fatigued throughout the day, which has improved my overall quality of life.

Yes, I plan to continue the treatment. I chose stem cell therapy because it offered a potential solution to a condition that had significantly impacted my life.

- Interviewee 15 48-year-old male with liver disease

I've explored the way to avoid me to have liver cirrhosis and found out on internet that stem cell therapy could help for my condition so I search on google and found your clinic.

The clinic's thorough pre-treatment assessment and the personalized care plan. The staff were knowledgeable and supportive.

8/10. My liver function has improved, and I feel healthier overall.

Yes, I will continue the treatment as advised by my doctor. I chose stem cell therapy for its potential to regenerate liver tissue and improve liver function.

- Interviewee 16 40-year-old female with autoimmune disease

My sister, who also has an autoimmune condition and found relief with stem cell therapy, influenced my decision.

The clinic's compassionate approach and the detailed explanation of the procedure and expected outcomes. The staff were attentive and empathetic.

7/10. I have experienced a reduction in symptoms, though not as significant as I had hoped.

I am considering another round of treatment to further improve my condition. I chose stem cell therapy because of its potential to modulate the immune system and reduce autoimmune symptoms.

- Interviewee 17 56-year-old male with chronic obstructive pulmonary disease (COPD)

My pulmonologist suggested stem cell therapy as an option to help manage my COPD.

The detailed pre-treatment assessment and the clear communication about the procedure. The clinic staff were professional and supportive.

8/10. My breathing has improved, and I feel less short of breath during daily activities.

Yes, I plan to continue the treatment as recommended by my doctor. I chose stem cell therapy because I was looking for new treatment options to manage my COPD symptoms.

- Interviewee 18 38-year-old female with skin aging concerns

A close friend who had undergone similar treatment and had great results recommended it to me.

The clinic's professional service and the noticeable improvement in my skin texture and appearance. The staff were attentive and made me feel comfortable.

9/10. My skin looks more youthful and radiant, and I am very pleased with the results.

Yes, I plan to continue with periodic treatments. I chose stem cell therapy for its anti-aging benefits and the positive feedback from my friend.

- Interviewee 19 42-year-old male with sports injuries

My sports trainer recommended it to help with my recovery from injuries.

The clinic's expertise in treating sports injuries and the personalized treatment plan. The staff were knowledgeable and supportive throughout the process.

8/10. My recovery has been faster than expected, and I have regained much of my previous strength and flexibility.

Yes, I will continue the treatment as needed. I chose stem cell therapy for its potential to speed up recovery and improve my overall performance.

- Interviewee 20 65-year-old male with Alzheimer's disease

My daughter, encouraged me to try stem cell therapy.

The comprehensive care and support from the clinic. They provided detailed information and were very supportive throughout the treatment process.

7/10. While there has been some improvement in my cognitive functions, the changes are gradual and require continuous monitoring.

I am considering further treatments to see more improvement. I chose stem cell therapy because of its potential benefits for neurodegenerative conditions like Alzheimer's.

- Interviewee 21 50-year-old female with rheumatoid arthritis

My rheumatologist recommended it as an alternative treatment to help manage my symptoms.

The clinic's thorough assessment and the personalized treatment plan tailored to my condition. The staff were attentive and provided excellent care.

8/10. My joint pain has reduced, and I feel more flexible and less stiff. Yes, I plan to continue the treatment as it has significantly improved my quality of life. I chose stem cell therapy because I was looking for an effective way to manage my rheumatoid arthritis symptoms.

## 4.2 Data Analysis

### 4.2.1 Data Analysis - Interview with the Detail Information

**Table 4.1 Data Analysis - Interview with the Detail Information**

Interviewee	Age/ Sex	Condition	Decision Influencers	Factors Influencing Satisfaction	Rating (out of 10)	Future Plans
1	44/F	Cervical and Lumbar Spine Spondylosis, Anti-aging	Close friend's recommendation, price comparison	Pricing, quantity of stem cells, friendly staff, convenience services	9	Depends on treatment outcomes; considering future sessions based on pain reduction
2	54/F	Knee osteoarthritis, anti-aging	Online research, doctor's recommendation	Pricing, response time, ratings, doctor recommendation	9	Annual therapy, recommendations
3	75/F	Osteoarthritis	Son's recommendation	Personal connection, service quality	10	Consider future therapy
4	62/M	Parkinson's disease	Monk's recommendation	Care, pricing, staff support	8	Uncertain due to costs
5	34/M	Erectile dysfunction	Exhausted other treatments	Online consultation, access to information	5	Uncertain about continuing
6	32/M	Shoulder pain, rotator cuff tear	Pain reduction, smooth procedure	Improvement in movement	-	Positive experience
7	55/M	Sexual rejuvenation, asthma	Service quality	Nasal function, asthma relief	-	Positive outcomes
8	45/F	Facial/body rejuvenation	Friend's recommendation	Care, painless procedure	8	Annual therapy
9	58/F	Osteoarthritis	Recommendations	Pain relief, mobility improvement	9 (knee), 7 (facial)	Continue therapy

**Table 4.1 Data Analysis - Interview with the Detail Information (cont.)**

<b>Interviewee</b>	<b>Age/ Sex</b>	<b>Condition</b>	<b>Decision Influencers</b>	<b>Factors Influencing Satisfaction</b>	<b>Rating (out of 10)</b>	<b>Future Plans</b>
10	59/M	Facial rejuvenation	Spouse's influence	Procedure comfort, clinic cleanliness	7	Periodic therapy
11	34/F	Anti-aging	Industry friend's influence	Skin improvement, professional staff	-	Regular treatments
12	40/M	Liver issues	Girlfriend's encouragement	Service quality, pricing	6	Concerns about costs
13	56/M	Hip osteoarthritis	Personal research	Communication, symptom management	9	Continuing therapy
14	73/F	Neuro palsy	Spouse's decision	Dedicated care, slight improvement	-	Further treatment planned
15	48/F	Diabetes, heart disease	Health tourism, online research	Consultation, service, pricing	8	Follow-up treatments
16	61/F	Osteoarthritis	Daughter's research	Explanations, staff support	8	Continuing therapy as recommended
17	46/F	Chronic fatigue, anti-aging	Online research, friends' recommendations	Personalized care, energy improvement	9	Regular treatments
18	60/M	Type 2 diabetes	Doctor's recommendation	Facilities, consultations, care	7	Considering further treatments
19	39/F	Hair loss, premature aging	Online research, friend's advice	Professionalism, communication	8	Continuing therapy
20	63/M	Chronic back pain	Friend's success story	Care, pain relief	7	Considering further therapy
21	58/F	Rheumatoid arthritis	Daughter's recommendation	Explanation, care	8	Continuing treatment

## 4.2.2 Data Analysis Interviews on Key Factors Influencing Patients' Decision for Allogeneic Stem Cell Therapy

### 4.2.2.1 Social Influence

**Table 4.2 Social Influence**

Patient Findings	Key Factor
<p>“My close friend recommended this clinic to me. She is a Filipino living in Thailand, which gave me the confidence to travel here because I have a friend and give me confidence to make the decision.”</p> <p>- Int 1</p>	Friend influence
<p>“My friend Michael Chin recommended it. He is a Chinese living in Thailand and knows the clinic owner. Chin is very health-conscious, so it wasn't a difficult decision for me.”</p> <p>- Int 8</p>	
<p>“A close friend who had undergone similar treatment and had great results recommended it to me.”</p> <p>- Int 18</p>	
<p>“My colleague, who had successfully undergone stem cell therapy for a similar issue, strongly recommended it.”</p> <p>- Int 13</p>	
<p>“My son, who is a doctor, didn't want me to have a knee replacement. He researched and recommended stem cell therapy for me.”</p> <p>- Int 3</p>	
<p>“My daughter is a nurse and recommended this clinic to me.”</p> <p>- Int 11</p>	
<p>“My sister, who also has an autoimmune condition and found relief with stem cell therapy, influenced my decision.”</p> <p>- Int 16</p>	
<p>“My daughter, encouraged me to try stem cell therapy.”</p> <p>- Int 20</p>	



**Table 4.2 Social Influence (cont.)**

Patient Findings	Key Factor
<p>“I consulted a revered monk who was also undergoing treatment here, and he recommended it to me, so I decided to try it.”</p> <p>- Int 4</p>	Respected person influence
<p>“A senior acquaintance recommended stem cell therapy.”</p> <p>- Int 9</p>	
<p>“My business partner, who also has diabetes and regularly receives stem cell therapy, recommended it to me.”</p> <p>- Int 10</p>	
<p>“My neurologist recommended stem cell therapy as an alternative treatment.”</p> <p>- Int 12</p>	Medical personal recommendation
<p>“My anti-aging doctor suggested stem cell therapy.”</p> <p>- Int 14</p>	
<p>“My pulmonologist suggested stem cell therapy as an option.”</p> <p>- Int 17</p>	
<p>“My sports trainer recommended it to help with my recovery from injuries.”</p> <p>- Int19</p>	
<p>“My rheumatologist recommended it as an alternative treatment.”</p> <p>- Int 21</p>	
<p>“I searched on Google Maps for stem cell clinics in Bangkok to treat my knee osteoarthritis and found this clinic.”</p> <p>- Int 2</p>	Customer’s own decision
<p>“I made the decision on my own. I found the clinic through an online health tourism platform.”</p> <p>- Int 5</p>	
<p>“I’ve explored the way to avoid me to have liver cirrhosis and found out on internet that stem cell therapy could help for my condition so I search on google and found your clinic.”</p> <p>- Int 15</p>	

**Table 4.2 Social Influence (cont.)**

Patient Findings	Key Factor
“I have explored many treatment options and found stem cell therapy of the clinic in online.” - Int 6	

**Table 4.3 Analysis - Social Influence**

Key Factor	Frequency	Percentage (%)
Friend Influence	4	19.0
Family Influence	4	19.0
Respected Person Influence	3	14.3
Medical Personal Recommendation	5	23.8
Patient's Own Decision	4	19.0
Not Specified	1	4.8

#### Discussion-Social Influence

- Friend Influence: Noted by 4 participants (19.0%), this highlights the significant role of personal relationships and firsthand experiences in shaping individuals' decisions regarding stem cell therapy.
- Family Influence: Also cited by 4 participants (19.0%), the data indicates that family members' opinions and recommendations are crucial in the decision-making process.
- Respected Person Influence: Mentioned by 3 participants (14.3%), this suggests that advice from respected individuals, such as mentors or community leaders, significantly impacts decision-making.
- Medical Professional Recommendation: Cited by 5 participants (23.8%), this underscores the strong influence of healthcare professionals' advice on patients' choices about stem cell therapy.
- Patient's Own Decision: Mentioned by 4 participants (19.0%), this shows that a notable portion of patients made independent decisions, relying on their research and understanding of stem cell therapy.

## 4.2.2.2 Customer Satisfaction

**Table 4.4 Customer Satisfaction**

Patient Findings	Key Factor
<p>“The price here is cheaper than the other clinic I consulted with. They offer a larger quantity of stem cells.”</p> <p>- Int 1</p>	<p>Cost and Affordability</p>
<p>“They offered a price that fit my budget and was lower than other clinics I had inquired about.”</p> <p>“The price was affordable compared to other clinics in the same area.”</p> <p>- Int 2</p>	
<p>“They offered a very affordable price and provided excellent self- care advice.”</p> <p>- Int 4</p>	
<p>“The clinic also had high ratings and positive reviews on Google Maps.”</p> <p>“They provided credible information about the quality of their stem cells.”</p> <p>- Int 2</p>	<p>Credibility</p>
<p>“They also provide airport pick-up and drop-off services, as well as transportation from the hotel to the clinic.”</p> <p>- Int 1</p>	<p>Excellent service</p>
<p>“Their staff responded quickly and followed up regularly.”</p> <p>- Int 2</p>	
<p>“The injection was smooth, easy, and painless.”</p> <p>- Int 6</p>	
<p>“The staff were very nice, communicated well, treated me kindly, and were very professional.”</p> <p>- Int 7</p>	
<p>“The staff provided comprehensive information and follow-up.”</p> <p>“The nurse was very gentle, and I was impressed that she drew blood in one attempt.”</p> <p>- Int 8</p>	

**Table 4.4 Customer Satisfaction (cont.)**

Patient Findings	Key Factor
<p>“The service was excellent.”</p> <p>- Int 10</p>	
<p>“The clinic provided excellent support and information throughout the process.”</p> <p>- Int 12</p>	
<p>“The clinic’s professionalism and the clear communication about the procedure and expected outcomes.”</p> <p>- Int 13</p>	Professional information
<p>“The clinic’s compassionate approach and the detailed explanation of the procedure and expected outcomes.”</p> <p>- Int 16</p>	
<p>“The detailed pre-treatment assessment and the clear communication about the procedure.”</p> <p>- Int 17</p>	
<p>“The clinic’s professional service and the noticeable improvement in my skin texture and appearance.”</p> <p>- Int 18</p>	
<p>“The clinic’s expertise in treating sports injuries and the personalized treatment plan.”</p> <p>- Int 19</p>	
<p>“They provided a physiotherapist to help with my knee and included a facial stem cell injection.”</p> <p>- Int 9</p>	Comprehensive care
<p>“The clinic provided a comprehensive service, including dietary advice and exercise recommendations.”</p> <p>- Int 11</p>	
<p>“The holistic approach of the clinic, addressing both physical and mental aspects of my health.”</p> <p>- Int 14</p>	

**Table 4.4 Customer Satisfaction (cont.)**

Patient Findings	Key Factor
“The clinic’s thorough pre-treatment assessment and the personalized care plan.” - Int 15	
“The comprehensive care and support from the clinic.” “The clinic’s thorough assessment and the personalized treatment plan tailored to my condition.” - Int 20	

**Table 4.5 Analysis - Customer Satisfaction**

Key Factor	Frequency	Percentage (%)
Cost and Affordability	3	14.3
Credibility	1	4.8
Excellent Service	7	33.3
Professional Information	5	23.8
Comprehensive Care	5	23.8

#### Discussion

Cost and Affordability: Highlighted by 3 participants (14.3%), this underscores the significant impact of financial considerations on customer satisfaction.

- Credibility: Noted by 1 participant (4.8%), suggesting that while credibility is important, it may not be a primary concern for most patients.

- Excellent Service: Cited by 7 participants (33.3%), this reflects the critical role of high-quality service in driving customer satisfaction.

- Professional Information: Mentioned by 5 participants (23.8%), this indicates that clear and professional communication is an important factor though slightly less emphasized compared to service quality.

- Comprehensive Care: Also mentioned by 5 participants (23.8%), indicating that patients value a holistic approach and a broad range of services in their overall satisfaction.

## 4.2.2.3 Perceived Value

**Table 4.6 Perceived Value**

<b>Patient Findings</b>	<b>Key Factor</b>
<p>“I would rate it 9/10 because my knee pain has significantly improved. I can walk further now and feel very happy. I've recommended this clinic to my relatives and friends, who will surely contact them.”</p> <p>- Int 2</p>	Improvement in condition
<p>“It's been six months now, and the doctor at the public hospital where I receive Parkinson's medication has reduced my dosage. My muscle stiffness during sleep has disappeared, and I sleep much better. Although the symptoms haven't completely disappeared, they have lessened, allowing me to take better care of myself and feel less of a burden on my wife.”</p> <p>- Int 4</p>	
<p>“I already feel much better. My shoulder movement has improved.”</p> <p>- Int 6</p>	
<p>“My knee pain decreased significantly, and I could walk normally without limping. I felt much more confident and recently went on a trip abroad with friends, walking a lot without severe pain. I would rate it 9/10. For my face, understanding that I am older, the results were not too noticeable, but I felt fresher and more vibrant, giving it 7/10.”</p> <p>- Int 9</p>	
<p>“My joint pain has improved, and my blood sugar levels are more stable. The overall improvement in my health has been significant.”</p> <p>- Int 11</p>	

**Table 4.6 Perceived Value (cont.)**

Patient Findings	Key Factor
<p>“My skin looks more youthful and radiant, and I am very pleased with the results.”</p> <p>- Int 18</p>	
<p>“After three months, my kidney function improved, my creatinine levels decreased, and my blood pressure stabilized.”</p> <p>- Int 10</p>	
<p>“I felt it was a new experience worth trying. The results were satisfactory; my face looked more vibrant despite heavy drinking and partying, and my body felt fresher. I would rate it 8/10.”</p> <p>- Int 8</p>	
<p>“I have experienced a reduction in symptoms, though not as significant as I had hoped.”</p> <p>- Int 16</p>	
<p>“While my symptoms have not completely disappeared, there has been a noticeable improvement in my mobility and energy levels.”</p> <p>- Int 12</p>	
<p>“I have more energy and feel less fatigued throughout the day, which has improved my overall quality of life.”</p> <p>- Int 14</p>	Quality of Life
<p>“My quality of life has improved significantly. I need to care for my 90-year-old mother, and before the treatment, I couldn't climb stairs or help her bathe due to severe knee pain. Now, I can do those things easily and feel very happy with my decision.”</p> <p>- Int 3</p>	
<p>“I plan to continue with the treatment as it has helped improve my quality of life.”</p> <p>- Int 11</p>	

**Table 4.6 Perceived Value (cont.)**

<b>Patient Findings</b>	<b>Key Factor</b>
“I plan to continue the treatment as it has significantly improved my quality of life.” - Int 21	
I would rate it 9/10. The staff and doctors at the clinic are very friendly. They even included a free vitamin IV drip for my husband, which was impressive and beyond my expectations. - Int 1	Complementary Treatment
“I would rate it 9/10 because I felt like I was in good hands and received personalized care.” - Int 10	Personalized care
“Compared to the price, the results seemed insufficient, but the doctor explained that various factors might have affected the outcome.” - Int 5	Results compare to cost

**Table 4.7 Analysis - Perceived Value**

<b>Key Factor</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Improvement in Condition	10	47.6
Quality of Life Improvement	4	19.0
Complementary Treatment	1	4.8
Personalized Care	1	4.8
Results compare to cost	1	4.8
Not Specified	4	19.0

#### Discussion-Perceived Value

- **Improvement in Condition:** The most frequently cited factor, with 14 participants (66.7%) noting significant improvements. This highlights that the effectiveness of the therapy is paramount in shaping patients' perceived value.



- **Quality of Life Improvement:** Cited by 2 participants (9.5%), this shows that for some patients, the enhancement of their quality of life is a key benefit contributing to perceived value.

- **Personalized, Complementary Care and Results compare to cost:** Each mentioned by fewer participants (4.8%), suggesting that while these aspects are valued, they are less central to the overall perception of value compared to the effectiveness and impact on quality of life.

#### 4.2.2.4 Purchase Intention

**Table 4.8 Purchase Intention**

Patient Findings	Key Factor
“I chose to undergo stem cell treatment because I have been searching for a way to reduce my pain for a long time.” - Int 1	Solution for symptom
I chose stem cell therapy because the monk recommended it for symptom improvement. - Int 4	
“I have had knee pain for some time. I felt hopeful that my knee pain would improve” - Int 9	
I chose stem cell therapy because I believed it could help improve my condition, and the results have been promising. - Int 10	
I chose stem cell therapy because it offered a potential solution to a condition that had significantly impacted my life. - Int 14	
I chose stem cell therapy for its potential to regenerate liver tissue and improve liver function. - Int 15	
I chose stem cell therapy because of its potential to modulate the immune system and reduce autoimmune symptoms. - Int 16	

**Table 4.8 Purchase Intention (cont.)**

Patient Findings	Key Factor
<p>I chose stem cell therapy based on my neurologist's recommendation and the potential benefits for my condition.</p> <p>- Int 12</p>	
<p>I chose stem cell therapy for its potential to speed up recovery and improve my overall performance.</p> <p>- Int 19</p>	
<p>I chose stem cell therapy because of its potential benefits for neurodegenerative conditions like Alzheimer's.</p> <p>- Int 20</p>	
<p>I was looking for an effective way to manage my rheumatoid arthritis symptoms.</p> <p>- Int 21</p>	
<p>I chose to try stem cell therapy because I had exhausted all other treatments, including hormone injections, and was looking for new options.</p> <p>- Int 5</p>	Alternative innovation
<p>I wanted to try a different approach to manage my conditions.</p> <p>- Int 11</p>	
<p>I chose it because traditional treatments were not effective, and I was looking for a more innovative solution.</p> <p>- Int 13</p>	
<p>I was looking for new treatment options to manage my COPD symptoms.</p> <p>- Int 17</p>	
<p>"I chose stem cell therapy because my friend had a good experience and encouraged me to try it." (facial and body rejuvenation)</p> <p>- Int 8</p>	Rejuvenation

**Table 4.8 Purchase Intention (cont.)**

Patient Findings	Key Factor
I chose stem cell therapy for its anti-aging benefits and the positive feedback from my friend. - Int 18	
I would do it again if the pain returns because it has proven effective without the need for knee replacement surgery. - Int 3	Avoid surgery
I plan to undergo treatment every year as recommended by my doctor to manage my knee condition without surgery. - Int 2	

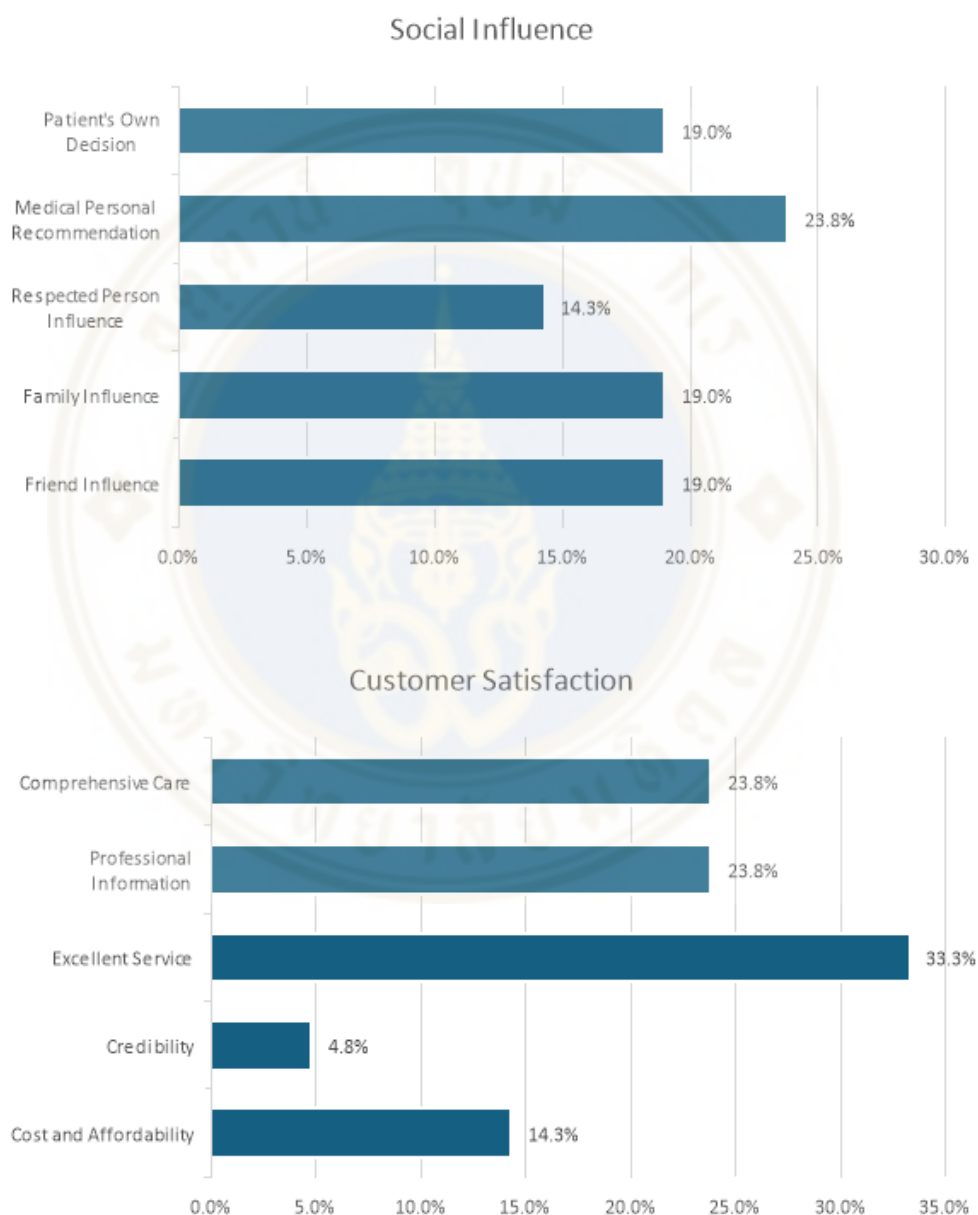
**Table 4.9 Analysis - Purchase Intention**

Key Factor	Frequency	Percentage (%)
Solution for symptom	11	52.4
Alternative innovation	4	19.0
Rejuvenation	2	9.5
Avoid surgery	2	9.5
Uncertain or Not Specified	2	9.5

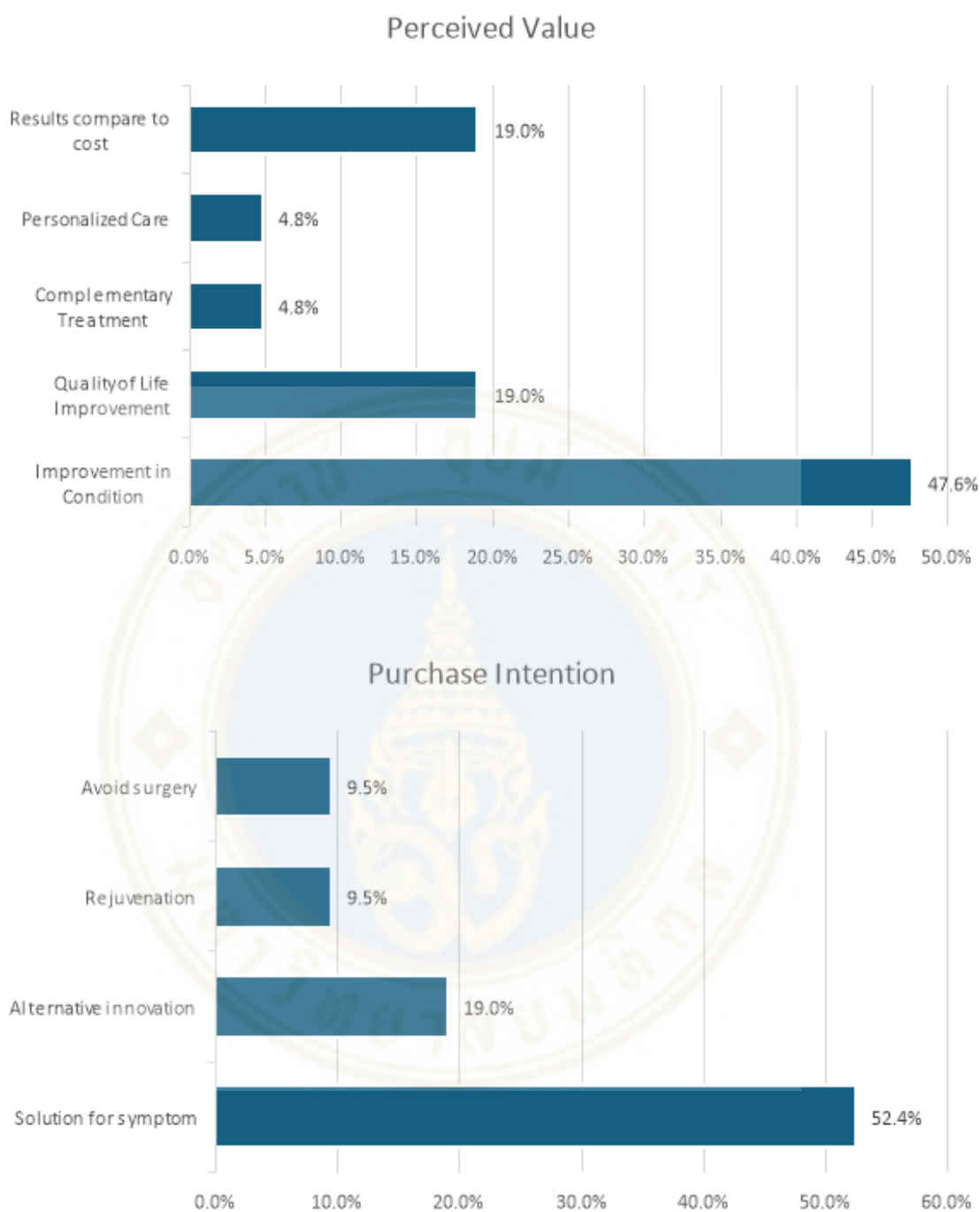
#### Discussion-Purchase Intention

- **Solution for Symptoms:** Cited by 11 participants (52.4%), this highlights stem cell therapy as a significant option for addressing chronic pain and conditions.
- **Alternative Innovation:** Mentioned by 4 participants (19.0%), this reflects interest in stem cell therapy as a novel solution after traditional treatments have failed.
- **Rejuvenation:** Noted by 2 participants (9.5%), this indicates appeal for anti-aging and rejuvenation benefits.
- **Avoid Surgery:** Also cited by 2 participants (9.5%), this reveals a preference for stem cell therapy as a means to avoid invasive surgical procedures.

These analyses provide insights into the factors influencing decisions, satisfaction, perceived value, and future intentions related to stem cell therapy. The data highlights the importance of personal recommendations, affordability, and overall improvement in conditions, while also indicating areas for improvement in communication and clarity of future treatment plans.



**Figure 4.1** The graph illustrating the key factors mentioned by the interviewees. The bars represent the frequency of each key factor.



**Figure 4.1** The graph illustrating the key factors mentioned by the interviewees. The bars represent the frequency of each key factor. (cont.)

The graph above presents the key factors that influenced the decisions of patients who underwent stem cell therapy, based on their interviews. Each bar represents how many times a particular key factor was mentioned across the 21 interviews.

## **CHAPTER V**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Conclusions**

In conclusion, the factors influencing patients' decisions to choose allogeneic stem cell therapy are multifaceted, involving social influences, customer satisfaction, perceived value, and purchase intentions. Social relationships, including recommendations from friends, family, and respected individuals, significantly shape patient choices, with many relying on the advice of healthcare professionals. However, a notable portion of patients made independent decisions based on their research, highlighting the importance of personal autonomy in the decision-making process.

Customer satisfaction is heavily influenced by the quality of service, with a significant number of patients emphasizing excellent care as a key determinant. Financial factors, such as cost and affordability, also play a crucial role in shaping satisfaction. The quality of professional communication and the comprehensiveness of care are equally important, contributing to patients' overall positive experiences. While credibility is valued, it appears to be less critical compared to other satisfaction factors.

Perceived value is largely driven by the effectiveness of the therapy, with many patients reporting significant improvements in their condition. Improvements in quality of life, though mentioned by fewer participants, remain an important aspect of perceived value. Personalized care and the balance between results and cost, while appreciated, are less central to the overall perception of value.

Finally, purchase intentions are primarily motivated by the potential of stem cell therapy to improve patients' symptoms. Patients are also drawn to the therapy's innovative aspects, its potential anti-aging benefits, and the opportunity to avoid surgery. Understanding these determinants is essential for healthcare providers and policy makers to develop strategies that better align with patient needs, enhance satisfaction, and improve the overall effectiveness of allogeneic stem cell therapy.

## 5.2 Recommendations

### 5.2.1 Social Influence

- Create Campaigns Centered on Social Connections

The company should develop marketing campaigns that encourage patients to engage with their family, friends, and respected person regard their experiences with stem cell treatment. Since the data shows that these relationships significantly influence decision-making, campaigns could focus on testimonials, patient stories, or events where potential patients can bring a friend or family member to learn more about the therapy.

- Strengthen Medical Professional Recommendations Through B2B Strategies

Given the strong influence of medical professionals on patient decisions, the company should pursue a business-to-business (B2B) strategy by collaborating with clinics and healthcare providers as referral centers for stem cell therapy. This could involve creating partnerships, offering training to healthcare professionals, and providing them with the tools they need to confidently recommend stem cell therapy to their patients.

- Establish a Stem Cell Therapy Community

Creating an online or in-person community for patients who have undergone or are considering stem cell therapy can be an effective way to build awareness and trust. This community could serve as a platform for patients to share their experiences, and support each other, further enhancing the social influence on potential patients.

- Enhance Patient Education

The company should develop comprehensive education to inform patients about the realistic expectations, benefits and risks of stem cell therapy. These programs could include informational seminars, webinars, brochures, and an easily accessible online resource hub. Educating patients will empower them to make informed decisions and increase their confidence in choosing stem cell therapy.

### 5.2.2 Customer Satisfaction

- Excellent Service and Offer Comprehensive Care Beyond Expectations

To continue delivering excellent service, the company should look for ways to exceed patient expectations. This could include offering stem cell treatment packages that incorporate additional services, such as hotel bookings or creating holistic retreat

plans. These packages could provide patients with a more luxurious, stress-free experience, enhancing their overall satisfaction with the treatment process.

- **Promote Professional Information and Enhance Credibility**

To build trust and credibility, the company should encourage healthcare providers to adopt evidence-based practices and ensure transparent communication with patients. This includes providing clear, accurate information about the treatment process, potential outcomes, and risks. By emphasizing scientific evidence and maintaining open communication, the company can foster greater confidence and satisfaction among patients.

### **5.2.3 Perceived Value**

- **Support R&D to Maintain Quality and Relevance**

The company should continuously emphasize in research and development to stay relevant in stem cell therapy by focusing on quality improving of stem cells and developing innovative solutions, the company can ensure that patients receive the best possible outcomes, thereby enhancing the perceived value of their treatments.

- **Implement Patient Follow-Up Programs**

To better understand the impact of treatments, the company should establish follow-up programs to assess patients' improvements and quality of life post-therapy. By collecting data on success rates, disease symptoms, and patient experiences, the company can demonstrate the effectiveness of its therapies, further reinforcing the perceived value and encouraging patient trust and loyalty.

- **Continue Offering Personalized Care Plans and Complementary Services**

Personalized care is a key factor in perceived value. The company should continue to develop individualized treatment plans and complementary services that cater to each patient's unique needs. This approach not only enhances the patient experience but also increases the likelihood of future re-treatments, as patients are more likely to return for services that address their specific concerns and conditions.



### **5.2.4 Purchase Intention**

- Target Patients Seeking Symptom Relief

Since many patients choose stem cell therapy as a solution for their symptoms, the company should focus on conditions where stem cell therapy is evidence-based and effective. Prioritize targeting patients with diseases where stem cell therapy offers significant potential benefits, such as neurodegenerative disorders like Alzheimer's, Parkinson's, and Autism. Additionally, address conditions that traditionally require surgery, such as osteoarthritis, where stem cell therapy could provide a promising alternative.

- Communicate Stem Cell Therapy as an Innovative Solution

Highlight the innovative aspects of stem cell therapy, particularly for conditions that lack effective traditional treatments. Emphasize the therapy's potential as a groundbreaking option for patients with challenging or unmet medical needs. This could involve showcasing success stories, publishing research findings, and communicating the unique benefits of stem cell therapy in treating these conditions.

- Leverage Evidence-Based Practices

Ensure that all claims about the efficacy of stem cell therapy are backed by solid evidence. Promote the therapy's effectiveness through data and research that demonstrate its potential to improve patient outcomes for specific diseases. Providing evidence-based information will enhance credibility and help persuade potential patients that stem cell therapy is a viable and effective option for their health concerns.

## **5.3 Limitations and Suggestions for Future Research**

- Sample Size and Clinic Diversity

The study based on 21 participants which is small sample size and may not completely represent the broader population of patients undergoing allogeneic stem cell therapy. Larger and more diverse group of participants from various clinics offering stem cell treatments will benefit to future research. This would provide a more comprehensive understanding of patient experiences and their decision-making.

- Assessment of Long-Term Effectiveness and Safety

The paper primarily focuses on immediate and short-term factors influencing patient decisions (under 1 year). However, it lacks an assessment of the long-term effectiveness and safety of stem cell therapy. Future studies should evaluate patient outcomes over extended periods, such as 6 months, 1 year, and 3 years, to better understand the long-term benefits and potential risks associated with the therapy.

- Ethical and Regulatory Considerations

The study does not address the ethical and regulatory aspects surrounding stem cell therapy. Further research is needed to explore ethical and regulatory frameworks, patient consent, and the moral implications of stem cell use. Understanding these issues is crucial for ensuring that stem cell therapies are administered ethically and with full patient awareness. This can also help position Thailand as a leading medical hub for stem cell research and treatment.

- Comparative Studies

The research lacks comparative analysis between different types of stem cell therapies and conventional treatments. Future studies should include comparative studies to establish the relative effectiveness of various stem cell therapies versus traditional treatments. This would provide a clearer picture of the benefits and limitations of stem cell therapy in comparison to existing medical options.

## 5.4 Summary

This thematic paper investigates the factors influencing patients' decisions to choose allogeneic stem cell therapy, focusing on social influences, customer satisfaction, perceived value, and purchase intentions. It finds that recommendations from friends, family, and respected individuals significantly shape patient decisions, with medical professionals also playing a crucial role. Satisfaction with the therapy is primarily driven by the quality of service, comprehensive care, and financial considerations, with personalized care and professional communication being important but less central. The perceived value of stem cell therapy is heavily influenced by its effectiveness, as many patients report significant improvements in their conditions. The therapy's potential to address

chronic symptoms and offer innovative solutions, particularly for conditions like neurodegenerative diseases and osteoarthritis, drives purchase intentions.

The paper identifies several limitations, including the need for larger participant samples, long-term effectiveness studies, and ethical considerations. It also emphasizes the importance of clear regulations and comparative studies to enhance understanding and improve practices. These recommendations aim to assist healthcare providers and policymakers in aligning treatment approaches with patient needs and expectations, ultimately enhancing the overall effectiveness and acceptance of stem cell therapy.



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