

**THE MOTIVATION FACTORS TOWARDS THAI PEOPLE
OBSESSED WITH BEAUTY**



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OBESSESED WITH BEAUTY**

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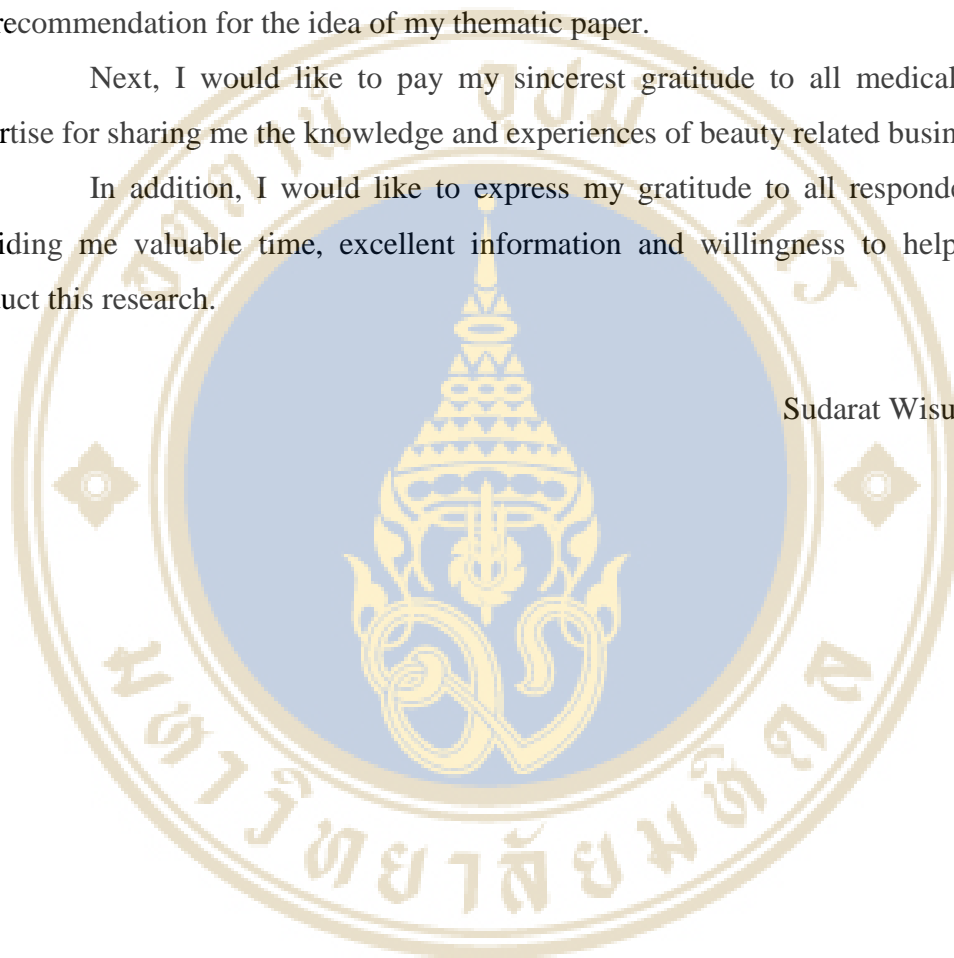
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THE MOTIVATION FACTORS TOWARDS THAI PEOPLE OBSESSED WITH BEAUTY

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ABSTRACT

The purpose of this research needed to explore the insight why individual chose to be regular users for dietary supplement and undergo cosmetic procedures at aesthetic clinics. The research used a qualitative approach, in-depth interview method with 10 respondents who were the strong users for medical-related beauty products.

The finding indicated factors that affected the buying decision for those products including perceived beauty advantage, attracting the opposite gender, self-esteem and social relationship, media influence, and cultural and social influence, youthful look and fast response procedures. In addition, the result showed the reasons behind their buying decision that were very complicated. Each person could be influenced by multiple factors. It was an individual interest and related with the past experiences of each respondent.

KEY WORDS: Beauty obsession / Cosmetic procedures / Vitamins and dietary supplements/ plastic surgery / buying decision

27 pages

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CHAPTER I

INTRODUCTION

Advancing in medical and science technologies helps the mankind is able to escape from illness and unhealthiness status. As well as it helps improving health-related quality of life and maintains longer living of human. Nowadays these advancing medical technologies have not used for curing the disease only unless these knowledge are developed for disease prevention or slow down health deterioration, in order to improve human well-being life as well.

According to health prevention conception has more widespread. It is not for medical professional who are responsible for taking care of people well-being anymore. But people can be more associated with their healthy by consuming products or changing their life style that good for health etc.

In Thailand, the health consciousness trend becomes more popular nowadays. Recently year past, many health-related products and services emerged in the market, which are designed for serving consumers who concern about their health particularly beauty-related health product (Shapiro Gary, 2012). Beauty benefits can be added in to the consumer goods as product augmentation to attract its customers, for example, the cold refreshments with collagen or Q 10 added for beauty benefit, which are called “beauty drink”. Fitness center services are designed as the communities for people who love exercising along with there are personal trainers who are as the wellness specialist, to customize the exercise style that match with each customers preference or helps building and designing it customer’s body image individually.

As medical-beauty related products which are in this research’s scope of interest. Vitamins and supplements are taken daily for aesthetic purposes. There is not only for nutrient-deficiency usage, to ensure that your body gets all the essential nutrients that its need anymore. In addition the cosmetic laser and surgery at skin clinics or aesthetic institutes become the one of popular services that has a lot of

customers in the line all the time. The differences of aesthetic medical procedures were performed in order to attract their consumers with reportedly high take-up rate by female and male customers in every year, both of non-invasive and invasive procedures for example Cosmetic laser for skin rejuvenation, Botox injection for face shape modification or plastic surgery such as Double eyelid, Rhinoplasty and Breast augmentation (www.plasticsurgery.org, 2008). These are an example of new medical products and services which are launches to serve customers need in the new era, advancing medical knowledge and technologies world.

There is no doubt that beauty-related industry is blooming. Because of the images of beauty surround television, in magazines, including TV shows about “make-over” have added to visibility of cosmetic treatment. Many of famous Super models and celebrities in Thailand had experiences for plastic surgery. Beauty concern or beauty obsession does not affect with female groups. Both women and men are more interested in. Every age states can be the customers of these businesses (Margraf et al., 2013). Market value in beauty institute & anesthetic clinic industry in Thailand had around 22,000 million baht in 2013 with high potential growth up >10 % every years. (www.banmungonline.com, 2013). Moreover overall beauty market in Thailand would be worth 25,000 million baht in 2017 (www.manageronline.com, 2014). Market value and growth rate of this industry are increasing even though in economic slow-down period that shows these kinds of product and services have been still demanded.

Now that the phenomenon of cosmetic treatment is so visible and information regarding treatment is so available. How is this impacting the Thai population which has still in focused. This research need to explore the insight why individual choose to be regular users for dietary supplements and undergo cosmetic procedures at aesthetic clinics. Explanation this phenomenon is very important for marketing person, service providers or business owners including other healthcare professionals, who involved in the cosmetic industry to understand their targeted customers insight and underlying motivations to choosing alternative cosmetic treatments to develop new products and services including design advertising that can hit to its target customer needs as well.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical framework

Consumer behavior theory demonstrated the five stages of consumer decision making processes in any purchase. It was summarized as diagram below. First step of buying decision started from “**Need recognition and Problem awareness**”, a person’s recognition of needs and wants could be through internal and external stimuli. And the second step of consumer buying process was “**Information search**”. And then went through “**Evaluation of alternatives**” which in had a set of attributes relevant to consumers, The brand that was perceived as offering the greatest number of desired attributes in the desired amounts and desired order would be the brand the consumers would like best. After consumers chose their best choice of them they would action by “**purchasing the products**”. The Final step was the “**post-purchase evaluation**” in this process its product performance would be assessed about how much of their delightful, satisfaction or disappointment. The result from this step would affect to their re-purchasing rate at next time.



Figure 2.1 Consumer decision buying process

2.2 Past research review

There were many research which were conducted to deeper understand the people who had a beauty-consciousness. In this research focused on people who used medical-related beauty products regularly. The kind of studies conducted such as conceptual research, survey studies and many related publications. However understandings of these customers were very complicated. The results of this topic were demonstrated in many aspects as following.

To attract to opposite gender

A conceptual research reviewed some of the related articles that explored why individual chose undergo any cosmetic procedures. According to Jonzon (2009), mentioned about the evolutionary theory, the first theory was rooted in the “nature” to explore the basis behind the quest of beauty. Reviewed by Jonzon, it was shown that *people may subconsciously choose to have cosmetic procedures to show their “hardwired”, to think that our appearance signals our reproductive capability.* And all species always have the ways to attract their opposite gender. That was all species ultimate goal (Sarwer et al., 2004). Furthermore the physical characteristics were important factors in selecting mate and attract to the opposite gender (Sarwer et al., 2004).

Perceived beauty advantage

Refer to some literatures supported that some people believed in beauty advantage, the idea that with attractive looks they could have advantage over someone who less attractive and more likely to receive favorable treatment was well-studied (Boyatzis, Baloff&Durieux,1998 , Langiois et al., 2000, Marlowe et al., 2006) The people who chose to use cosmetic medical treatments to enhance their appearance, might be attempting to increase their self image, to improve their social relationship and increase their probability of success across a variety of social situation. Some people were willing to pay the cost of those treatments upfront, in hope that they would make some benefits back when they received preferential treatment such as getting bonus at work, career boost, or that converted promotion over their less-attractive counterpart (Jonzon ,2009, www.tiplaticssurgery.com, 2012).

Media influence

The customers of these products were heavily inspired to be thinner, more toned, brighter skin and less wrinkled etc. These were the characteristics of beautiful look in today's society which had shown on media.

The most popular media for Dietary supplements were magazine and TV advertising (Delorme, 2012). Manufacturers used various standard advertising techniques, though ads typically more claim based than brand image oriented. All media forms had been competitive, companies had been facing greater pressure to establish unique claims for their products (Stroube et al., 2002). Advertisers commonly used health-related claims to healthful product perceptions and, thus, sales, these claims were presented as expert endorsement, celebrity endorsements and consumer testimonials e.g. ("Before" and "After" photos) (McCann, 2005).

According to (Delorme, 2012) Dietary supplement advertising was reflected in a 2010, US survey by Thomson Reuters. The survey found approximately two-thirds of respondents had experienced some from Dietary supplement advertising in past six month and, of those respondents 12% reported being influenced to purchase the product (Reuters, 2010). 29% of respondents report frequently changing Dietary supplements based on information in the news or media (Intel, 2009). Moreover advertising affecting intention to purchase Dietary supplement and Cosmetic surgery were shown as following. Gender difference, Sexual cognition, individual attitude toward advertising and product involvement were yielded as key predictor toward people's purchase intention of Dietary supplement. People with a more positive level of sexual cognition significantly resulted in their high degree of purchase intention of Dietary supplement (Po-Lin et al., 2014).

In addition the research on relationship between cosmetic surgery advertising and purchasing decision was shown by (Can J, 2012), a sample of 204 British participants completed a questionnaire that assessed their attitude toward cosmetic surgery as well as measure of self-esteem, life satisfaction, self-rated physical attractiveness, religiosity and media consumption. The result in this studies indicated that the respondents with low-self-esteem, life satisfaction, self-rated attractiveness and little religious beliefs, increased media exposure to cosmetic surgery

via television shows, time spent watching television and religiosity were all significant predictors of the likelihood of undergoing cosmetic surgery.

Self esteem and social relationship

According to (Von Soest, Kvaalem, Skolleborg & Ronald 2006) posed that *if a person does not fit into mould of what society says is beautiful, the psychological aspect of being inadequate can negatively affect one's body image*. A negative body image had been revealed to be one of the main psychological variables in the decision to undergo cosmetic medical treatment. In addition, the good body image and perceived quality of life to be the strongest and most consistent determinants of any aesthetic treatment outcome (Ching et al., 2003). People who decided to get cosmetic surgery; they very often expect improvement in their social relationships through the procedures (Pong Tam et al., 2012).

Although the people believed that having the better body appearance could help improving self esteem and social relationship. In contrast, the recent research documents attitude towards patient who decided to get cosmetic surgery, in multiple culture (Hong Kong, Japan and United States). Across culture, attitude towards cosmetic surgery were predominantly negative. Participants ascribed more attributes to cosmetic surgery patients and found cosmetic surgery not acceptable. Also, participant in Hong Kong and Japan were not willing to form social relationships particularly intimate ones, with these patient. These attitudes were less negative in United States than Hong Kong and Japan, partly because social contact, which reduced negativity in attitude towards cosmetic surgery, was more prevalent in United States.

Culture and social influence

There was past research in south Korea indicated that cosmetic surgery in south Korea including some of Asian countries were typically equated with desire to appear "Western", the western feature such as double eyelid, more prominent noses and bigger breasts. It was influenced by culture preference (Holiday et al., 2012).

The researches on motivation attitude and towards, utilization of advance medical technologies for beauty benefit. The cross-sectional data, survey method, 525 subjects who were university students in southwestern united stated. This article

purposed to find attitudes towards cosmetic augmentation procedures among Generation Y individuals. This evidence demonstrated that, Gen-Y people were a willing participant in their election of cosmetic augmentation. And the social structure surrounding the people might influence their perception of beauty norm and body modification. It was therefore possible that a primarily gender-specific beauty norm and body modification process was a social dominance process. Finding support a social exchange model for intention to utilized laser cosmetic procedures as well as a positive relationship between the diversity of a subject's ego network and access to other who have utilized some form of cosmetic augmentation (Voleker et al.,2011).

Physical disturbance

Human physical attractiveness is merely a collection of physical trait that signals fecundity and health by using of appearance enhancing such as cosmetic make-up, applying skin care for nourishing the skin, taking vitamin or supplement may be explained by this study (V.Swami et al., 2007).

Other studies focused on motivation of those who undergo cosmetic treatments. Some suggestions that body image disturbances such as body dimorphic disorder might play a significant role in many cosmetic patients' psyche (castle, Phiillps & Dufresne 2004). Sometime plastic surgery can be carried out to improve a person's quality of life and fixing a physical problem. plastic surgery is required to restores the proper functioning of an area of the body for example, eyelid surgery (blepharoplasty) can help to improve a person's peripheral vision which can be of benefit when driving. Nasal surgery (Septoplasty) can help a person to breathe better and reduce or eliminate snoring. Or whilst body contouring surgery can be of benefit to people to those who have lost a large amount weight that interfere.

CHAPTER III

RESEARCH METHODOLOGY

The purpose of this chapter was to describe the research methodology in step by step for achieving the research's objectives "The motivation factors towards Thai people obsessed with beauty".

3.1 Research design

This research was an exploratory, cross-sectional study. It was an initial research, aimed to explore the motivation factors that affected consuming beauty-related products of Thai people. Due to research objective, it needed to gain understanding in depth what was the reason behind their continuously purchasing for the beauty-related products and services. Therefore the qualitative approach was used in this study.

3.2 Data collection method

The population

The population of this study was the people who were favor of beauty. Refer to this term; this study was interested in the persons who were regulars or strong user of beauty-related products and services particularly medical-related beauty products and services including vitamins or dietary supplements, cosmetic treatment and plastic surgery.

Sampling

According to the “sample size” for this research, 10 required respondents were chosen by snow-ball and judgment sampling, which were non-probability sampling methods. Because of the specific characteristics of the targeted respondents, they were difficult to find. The sampling person could recommend other people for joining this research. In addition, this research was the first study which aimed to investigate the motivation factors towards Thai people obsessed with beauty. So the term of “the people who were strong users or regular users of medical-related beauty products and services” which were defined as a “target group of study” in this research, it had no definition. Therefore, the researcher would like to set its definition as inclusion criteria below.

- The people who usually take vitamin or dietary supplement daily for their beauty purpose at least 2 types of these products per day. (and/or)
- The person who had experience with cosmetic treatment at skin and/or anesthetic clinic at least 1 time per month. (and/or)
- The person who had undergone cosmetic surgery including non-invasive and invasive surgery

Data collection

Due to an individual interest and sensitive issue of this research topic, one on one, in-depth interview method was performed confidentially. In addition, this method was very useful for in-depth understanding and describing behavior and situation as well.

3.3 Instrumentation

There were 5 open-ended questions designed as an interview guideline, with approximately 10 minutes for each interviewing time period. Having a friendly environment that the respondents can share their opinions related to these topics, consist of their individual experience, attitude toward these products and services, motivation and intention to buy, decision making process, product

involvement and purchasing consideration. These were the scope of this study about discovering the motivation factors related in this topic.

Firstly respondents would be given the introduction of this research including the objective of this study, the topic of interview and interview period. After the respondents agree to join our research, the list of medical-related beauty products were shown for ensuring the respondents had clearly understood all of technical term in this study. Interview session would be start after this process.

Interview Questions: What are the motivations towards Thai people who are favor of beauty?

1. Screening question. According to inclusion criteria of this research these questions used for identify qualified respondent whether they were strong user of medical-related beauty product and services or not.

1. How often did you take vitamin and dietary supplement for beauty benefit in past 6 month?
2. How many type of vitamin that you took in past 6 month?
3. How often did you go to skin and aesthetic clinic in past 6 month?
4. Have you ever had experience for cosmetic surgery? Please specify

2. Core research question

(**Keyword:** individual experience, attitude toward beauty products and services, motivation and intention to buy, product involvement and purchasing consideration.)

1. Please share your past experiences in any beauty-related products and services in past 6 month.
2. Refer to medical-related beauty products, vitamins or dietary supplements, cosmetic treatment and plastic surgery that were used for your beauty purpose in past 6 month. Which type of those products that you had experience with and how?
3. Please describe more about what was the reason that you need for those products and services?

4. How did those products and services can fulfill your life? Please elaborate more on that?
5. What did the rational that you used for choosing an appropriate products and services for yourself?

3. Demographic data

Age, gender, income range, education, occupation data of each respondent were collected for analyzing and interpreting result

3.4 Analysis method

According to the research design was qualitative study. Content analysis method was used for analyzing data in this research. Researcher was responsible for collecting insight meaning or keywords from the data and found out pattern and theme from respondent's answers which would emerge during interview process. Finally these pattern and theme of answer would be analyzed. In this research, insight data about the reason why each respondent need to have good image were collected. And then interviewer would try to group the similar answers from each respondent together. Each cluster of answer was the motivation factor towards their purchasing medical related beauty products as well.

CHAPTER IV

FINDING AND DISCUSSION

4.1 Demographic finding

Insightful data were collected from 10 respondents who were regular user for beauty products and services. General data of all respondents were shown in this part.

Gender: Referring to ten participants of our study, the percentage of female is higher than male 80 % and 20 % respectively. Figure 4.1

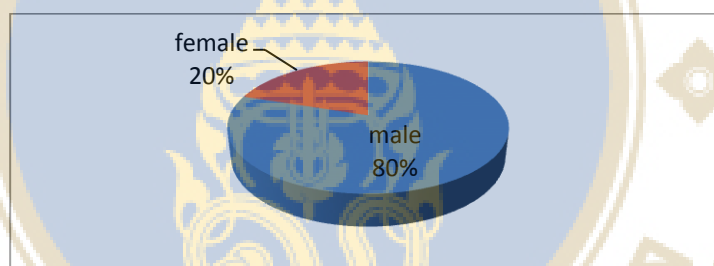


Figure 4.1 Gender

Age range: According to the age range of the respondents, five people were in 20-25 years old. Three people were in > 25-30 years old and one people was in >30-35 years old and more than 35years old respectively which were shown in figure 4.2

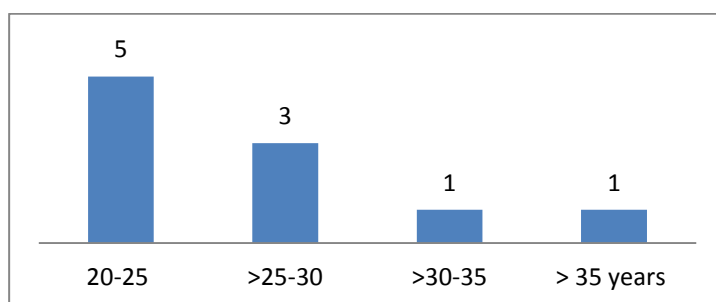


Figure 4.2 Age range

Occupation: All of our respondents had a job, which consist of models and master of ceremonies, sales representatives, receptionists, singer and entrepreneur as demonstrated in figure 4.3.

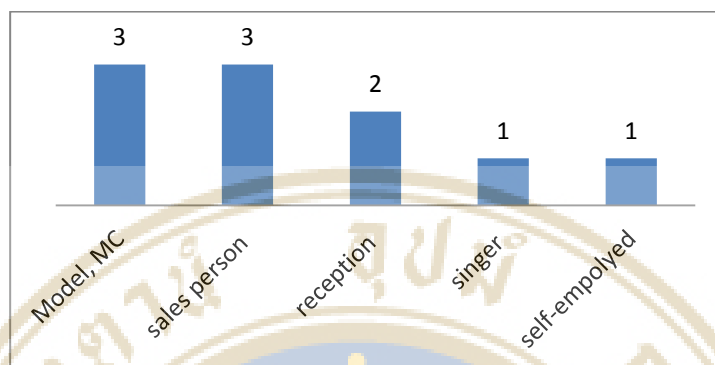


Figure 4.3 Occupation

Number of respondents who had experience with in each product past six month: This research found that all of respondent had past experience with taking vitamin & dietary supplement and non-invasive lasers. There were five peoples and six peoples had undergone invasive lasers and plastic surgery respectively in past six month. In addition they revealed that around 1000-20000 baht per month that they spent for these beauty products.

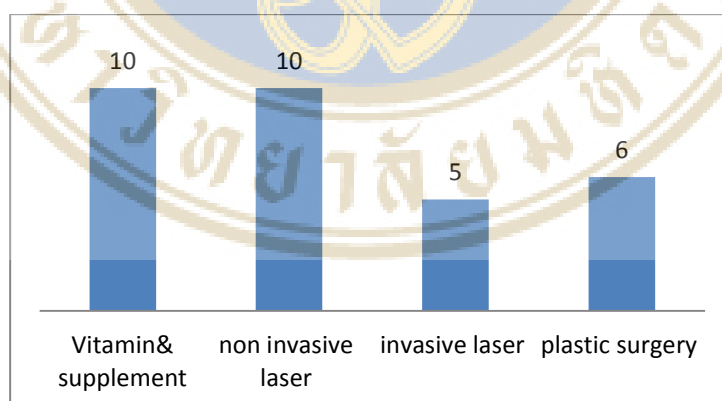


Figure 4.4 Number of respondents who had experience with each product in past six month

4.2 Key research finding

According to chapter 2 literature review, there were six factors which were the motivation factors towards people obsessed with beauty. It consisted of perceived beauty advantage, attracting the opposite gender, self-esteem and social relationship, cultural influence, media influence and physical disturbance. However in this setting, two additional factors were found, youthful look (Anti-aging) and fast response procedure. There was no finding which related to physical disturbance factor, occurred in this research as well.

Perceived beauty advantage

Most of all respondents mentioned to this topic, eight of ten respondents. They hoped to get some benefit from having better body image. They perceived that good-looking could help them successfully, pass through the tasks that they need to do. This result found that our respondents invested upfront 1000- 20,000 in average per month about their beauty procedures especially when they had any special events in their life such as getting job interview, having an important meeting, going to marry even having a party with friend etc.

- *“My part time work was a model at exhibition or Master of Ceremony (MC) at any event. Physical appearance is very important for my job. To be the most attractive looking, I myself invested a lot to build up the most attractive looking. However I thought it was valuable for investment”*. (Female 21 years old)
- *“I was a sales person who had to deal with other people all the time. So I usually prepare myself for my important deals by preparing the appropriate costume in advance. In addition I might go to beauty center to get more brighten skin by undergo skin laser”*. (Female 32 years old)
- *“I know that competency and past work experience were the most important factors to get a new job. However in my opinion, the first impression came from the attractive looking. So beautiful person could be more competitive advantage to get a job than the other one”*. (Female 25 years old)

According to this topic, it has been discussed in past literature review (Boyatzis, Baloff&Durieux,1998 , Langiois et al., 2000, Marlowe et al., 2006) this research confirmed validity of this variable. However this result shown the benefit which of the respondents expected to get the most, was “the beauty advantage related to their work”. Because the respondents in this study they were in working age range. In addition, majority of respondents, their occupation required a good personality person to work in such as MC, Model, Sales representative, Reception and Singer etc.

To attract the opposite gender

According to this topic, there were two female respondents who stated to this issue. Some passage quoted from the respondent was demonstrated as below.

- *“Thai guy usually prefers the girl who has the whitening skin, thinner shape and big breast” (Female 25 years old)*
- *“I had experience in nose and breast augmentation. I preferred my new look very much. I believed that physical appearance, as the first checkpoint for building relationship with someone. However after I had boyfriend and got married later. I actually found that beauty image was not important thing for family life anymore.” (Female 32 years old)*

There were past studies and past theories which supported this factor Jonzon (2009), Sarwer et al.,(2004). However, in this finding, there were a few respondents referred to this factor, only two female. There were no male respondents mentioned to this topic. Due to this factor was the sensitive issue, difficult to share in public.

The motivation factors towards Thai people were obsessed of beauty that was an individual interest and complex. There was a respondent who was over the age of 45 and past their reproductive year. She did not want to attract opposite gender or select her male anymore. However she had still taken care of herself by taking vitamins and lift up her face. The evolution theory which stated that *“people may subconsciously choose have cosmetic procedures to shows their “hardwired to think*

that our appearance signals our reproductive capability” Dawin (1900), Jonzon (2009), Sarwer et al.,(2004). It was limited to explain the reason of this case.

Self-esteem and social relationship

Improving self-esteem or self-confident were accounted in past studies. Around half of our respondents had badly past experience about imperfect body image. Some people usually made a fun of their weak point. Thus they did not want to face with them again. So they tried to fix their personality problem by undergo any cosmetic treatment. The personalities typically affect to low self- esteem person such as obesity, short, dark skin, flatter nose, moon face and bad teeth etc.

- *“I was a chubby girl when I was young. I used to overweight around 60 kg. I was my nightmare. People called me “Burin” or “Piggy” as my nickname. I did not need to be big girl anymore. Dietary supplements including Thai herbs were my assistant to control my weight such as L-carnitine, white bean extract etc. Sometime I went to body center to get treatment (Carboxy procedure) to burn out excess fat at my thigh and belly area”. (Female 28 years old)*
- *“Botox injection helped improve my face shape. I appreciated with my new V-shape face very much. So I would like to continue this procedure to preserve my face shape in every 6 month.” (Male 25 years old)*

In past research mentioned to physical disturbance could affect people to go plastic surgery (Caslte, Phiillps & Dufresne 2004). However in this research shown that unconfident in body-image had occurred even in good-looking person. They tried to find a perfect thing for their life. One of the respondents was announced for the contest “men-health award”. However he had still unsatisfied with his body. For another example about, the respondent who had five times for changing her nose style. Because she failed with her operation in order to make her perfect look.

Cultural and social influence

In this research the respondents explained about the most important characteristics of beauty for Thai people were whitening skin, sliming shape, V-shape face, double eye lid and prominent nose. The research found that one of the reasons why their needed to improve their body image. Because they thought that if they had the perfect body image, they would get more social acceptance.

- *“I thought that, in Thai people point of views, the first characteristic of the beautiful girl was a whitening skin look. The sun in Thailand was so hot. So I was looking for the way to protect myself from sun burn because it would make my beautiful face blacken and gloomy. I hated dark skin.”*
(Female 21 years old)
- *“I used to try many kinds of vitamins even Vitamin C and Guthathione injection, to enhance “Aura” level into my skin”.* (Female 28 years old)
- *“I look like people from north-east area. With my flat nose and single eyelid, I thought that it was not fit in with the metropolitan look of mine. So I needed to fix it”.* (Male 25 years old)

This variable was found in both this research and the past literature review, In past research indicated that the Asian people such as Korean preferred the Western look with whitening skin, double eye lid or having the prominent nose etc. In this finding had shown the similar result, the respondents also mentioned the same characteristics of beauty as Korean people. In contrast, the western people they preferred the tan skin, high cheek bone face etc. The mould of beauty was different in each culture or region. This research also found that the trend of beauty was dynamic it could change all the time. So people who undergo plastic surgery. They had tendency to re-make it in several time in order to follow the trend of beauty. Finally they became the regular user of these interventions.

Media influence

Media was high influencing power for purchasing beauty products. Advertising on media such as TV, beauty magazine, website were the effective channel which was mentioned to in this research. TV advertising was the most powerful media to persuade people buying beauty products in this research. Some respondents also referred to their hero or heroine who inspired her, they needed to have beautiful characters like their idol.

- *“I was “girl generation” fan (The famous Korean girl band). Tiffany, she was my idol. I aspired to have a perfect shape like her.” (Female 21 years old)*
- *“I known “Wutisak clinic” from its TV ads. Because its slogan was very attractive and easy to memorize, finally I was its regular customers” (Female 24 years old)*
- *“I took a picture of Khun Aum Patcharapa from the beauty magazine with me when I went to see the surgeon. “Dew drop shape on the nose’s tip” was the trend of beautiful nose design that year, 2012”. (Female 32 years old)*

In addition internet, social media and recommended by friend were the most important channels for searching product information that was found from this research

- *“I had searched information from internet or beauty blog about vitamins and cosmetic lasers method that I interested in before used it ” (Female 22 years old)*

Youthful look (Anti-aging)

This factor did not affect with senior people only. This finding indicated that every age wish for youthful looking. Refer to the age range of this research respondent who stated to this topic. There were three people who were in 20-25 years old, either one peoples were in > 25-30 years old, >30-35 years old and >35 years old

respectively. Vitamins and supplements including any cosmetic procedures were an alternative ways for anti-aging and make over the new younger look for them, in advance medical technologies era.

- *“I felt young inside but did not look young from outside. So I would like to take a lot of vitamins and used many medical procedures to bridge that gap of my life. ”* (Female 40 years old)
- *“I could not tolerate if I got up and saw my “crow mark” on my face and I believed that if I took special care of my body I would achieve my goal, anti-aging. And now I will try to do the best to get it. I wish my beautiful stay with me forever”* (Female 32 years old)
- *“Other people could not predict my age. I would feel good if I was 40 year olds but I looked like 25 years old“*(Female 28 years old)
- *“If you were feminist, please kindly pay attention to maintenance your body image all the time”* (Female 32 years old)
- *“I thought that the more obese we have the older we look. In the other hand if we had fit, we felt boost our energy up. So it was the reason why I hated excess fat on my body”* (male 25 years old)

Although this was a new variable that had still not accounted in the past literature review, but there was a studies mentioned to this variable in its discussion part, Jonzon (2009). There was no existing theory that described about why people needed to have younger look even if they had still in teenage and middle age range. After researcher drilled down to ask the respondents about when they needed to have a younger looking. There was no definitely timeline whether when people would have awareness about their beauty deterioration. It had significantly concerned for someone since they was in teenager. In contrast, there was no signal of aging concern in some respondents. In this study found some answer about this question as following

- *“When I was young. Taking care of myself, it was out of my head. Until I grew up I changed my mind since I had found my wrinkles on your face*

at 20 years old. I realized that I needed to get my “baby face” back”.
(Female 24 years old)

The motivations behind why people needed to revitalize their body image. It might be caused by their inner needs. However there were external factors affected behaviors as well. In this finding showed the relationship between two variables, youthful look factor and media-influence factor, which it could affect buying decision of the respondents. For example, some respondents revealed that they wished to have youthful look. After that they saw the any beauty products ads which were promoted anti-aging benefit, used charming-look brand presenters to attract them. Therefore, finally they decided to buy these products. These advertising techniques were used widespread now.

Fast response procedure

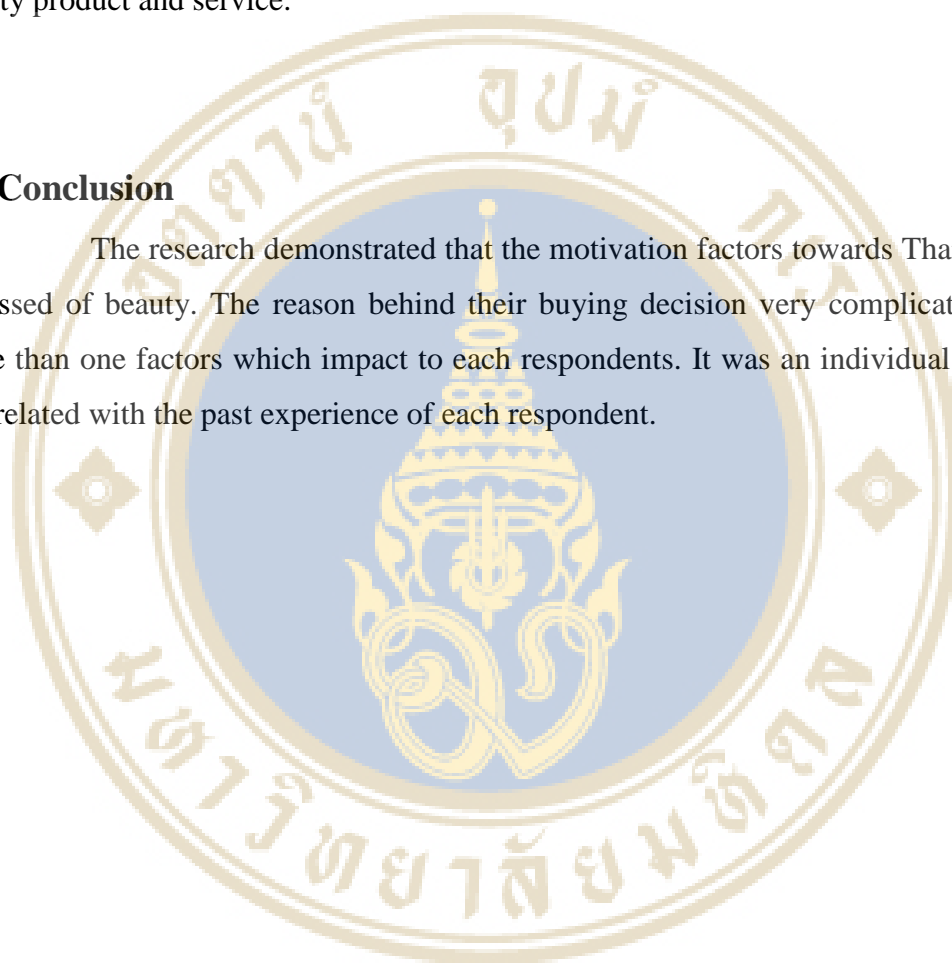
There were seven respondents shared that they satisfied these advance technologies for improve their body image because it was high efficacy outcome and fast response procedure. They had willing to pay more for faster outcome which were demonstrated as following.

- *“I usually go to aesthetic and skin clinics I preferred to see a specialist doctor. With these advance technologies, could help me “face off” my face quickly. After I wake up I saw a new beautiful one in the mirror”* (Female 32 years old)
- *“I was an unlucky sportsman. Although I exercised a lot but I could not build a beautiful six packs successfully. I heard that there was a new technology helping design the shape of a man individually. So I decided to undergo this program, plastic surgery help me building my beautiful six packs”.* (Male 25 years old)
- *“I was going to marry in next two month. To be a beautiful bride, I was preparing myself. Firstly I needed to reduce my excess weight. I perhaps take anti-obesity drugs or went to see the doctor for liposuction therapies because there was no time left”.* (Female 28 years old)

Research on fast-response procedure affected buying decision for beauty products was limited. However, the result from this research showed that “high efficacy and fast response procedure” were particular criterion for choosing plastic surgery. Because of invasive procedure with high cost of treatment, so the respondents had high expectation with getting the good result from these methods as well. In addition, safety of each procedure was the consideration criteria for choosing each beauty product and service.

4.3 Conclusion

The research demonstrated that the motivation factors towards Thai people obsessed of beauty. The reason behind their buying decision very complicated with more than one factors which impact to each respondents. It was an individual interest and related with the past experience of each respondent.



CHAPTER V

PRACTICAL IMPLICATIONS AND LIMITATIONS OF THE STUDY

5.1 Practical implications

Although the beauty related business had huge opportunity to make profit. However this market had been competitive, each company had been facing greater pressure to establish unique claims for their products and services. Refer to the results of this study, there was some information that might be useful and could be applied for companies to develop marketing strategies for these products and services as following.

Integrated Communication Mix

The result indicated that the effective communication channels for beauty products and services were television and beauty or health magazines. Furthermore, advertisers could apply the motivation factors affected to buying decision of customers which were found in this research, for creating the effective advertising messages that would impact to their targeted customers as following

- Advertising stories or messages should be the emotion ads which presented about the advantage of having good body image whether it can create the good thing in their life such as getting the job, getting more special treatment from other people, getting more social acceptance or getting the better mate etc.
- Refer to this research finding, people need to have youthful look. Therefore, for advertising, it could be promoted about the benefits which customers would get for their rejuvenation such as “new younger look is new you”. Using celebrity endorsement, the presenters who had charming look or good body image would be the effective way to build product awareness, increase impulse buying rate and motivate customers to buy them as well.

- As the result showed fast response procedures could affect choosing these product and service. Therefore using consumer testimonials which showed (e.g. “Before” and “After” photos) or using expert endorsement were the effective ways to promote the strength point these advance technologies.

Product and Services

The whitening& healthy skin and sliming shape were the most beautiful look of Thai people which were found in this study. The recommended products that the manufacturers should develop to the markets to serve Thai consumer demand were the new cosmetic procedures or dietary supplements which provided the whitening & healthy skin and perfect shape benefits

In addition this research result showed that customer had needed to know about product information. They used to have bad experiences for using low standard of these products and services. Therefore the additional services such as product information center or personnel advisor should be provide to the customer. These support functions could create more trustworthy in product and services, good brand image and differentiation selling point from the competitors in the cosmetic market as well.

5.2 Limitations of study and suggestions of future research

This research was qualitative design. Due to time limitation, only six weeks for finishing the whole processes of the research with only ten respondents were included in this research. It was the pilot study which was designed to understand the motivation insight why people were obsessed with beauty. Although there were variables which were found both in past research and in this study such as perceived the beauty advantage, self-esteem, media influence, cultural and social influence. These result could showed the validity of the variables in the past literatures data as well. However there were many interesting point that need more explanation. Therefore the further studies had been required for clearly understanding about the

motivation factors affected Thai consumers buying decision for beauty products and services.

For example, in “perceived the beauty advantage” topic, in this setting, the result showed the benefit which of the respondents expected to get the most, was “the beauty advantage related to their work”. Due to Majority of our respondents, their occupation required a good personality person to work in such as MC, Model, Sales representative, Reception and Singer etc. Due to the number of sample in this study was limited. Therefore the studies which were designed to cover all of profession were needed to confirm accuracy of this factor.

Some factors which have been discussed in past literature review, attracting to opposite gender. This factor was supported by many past studies and past theories (Boyatzis, Baloff&Durieux(1998), Langiois et al.,(2000), Marlowe et al.,(2006). Due to the answers in this topic were the sensitive issues that difficult to share through the public. If the respondents decided to improve their body image or undergo plastic surgery because they aimed to attract the opposite gender or find their mate. In this finding, there were a few respondents referred to that factor. There were two female respondents who revealed their result because they had a good relationship with interviewer. So it was easier for them to share their stories with their close friend. There were no male respondents mentioned to this topic.

In addition, this research found that media became more powerful influencers for buying medical-related beauty product and services. In this setting, advertising on TV was the most popular communication channel which impacted consumer purchasing. In addition internet-based and recommended by friend were the most important information sources that affect buying decision as well. However this information derived from only a few respondents in this research therefore further research was needed for developing the most effective marketing strategies these products and services.

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