



**URBAN THAI PEOPLE BEHAVIOR CHANGES FOR
SEEKING FACIAL ANTI-WRINKLE SOLUTION**

BY

MISS RINYAPHAS ATTHASERIRUJ

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF**

**THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)**

**FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY**

ACADEMIC YEAR 2015

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INDEPENDENT STUDY

BY

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ENTITLED

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was approved as partial fulfillment of the requirements for
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ABSTRACT

Objectives: To understand attitude and perception of urban Thai people in choosing facial anti-wrinkle solution between using anti-wrinkle skin cream compare to undergo Botox treatment. To define key motivation that influence urban Thai people concerning about eliminating aging signs in order to have good appearances. This study is an applied marketing to a society issue.

Method: This study is based on qualitative method; for secondary research, the desk research was used as the preliminary study to understand the wide picture of related current situation. For the primary research, 12 female and 3 male participants; age between 25-40 years old, living in Bangkok or Bangkok vicinity and spend on any anti-wrinkle solution in the past 1-year (; which include purchasing anti-wrinkle cream or undergo Botox treatment); have involved in the in-depth interview sessions.

Results: Motivations of having good appearances are willing to have more confidence, better opportunity in life and always want to have fresh look. Perception to the people with lots of facial aging signs and look older than real age are lack of taking care of themselves and have difficulties in life. Respondents have different level in willingness to pay for manage their facial wrinkles. In addition, in respondents with lower income, their willingness to pay is lower than respondents with higher income. About the criteria in choosing anti-wrinkle solution for themselves, there are varieties of reasons; effective result, safety, price, and references. There are similar concerns of undergo

Botox treatment among respondents mainly in 3 main issues; consists of safety concern, financial concern and lack of credential information. The influencers in choosing both anti-wrinkle skin solutions are friend and family members while there is doctor added as influencer in Botox treatment respondents.

Keywords: facial aging sign, anti-wrinkle skin cream, Botox treatment, Thai women



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Lastly, I would like to thank you and convey the love to my family that they always believe in me and cheer me up especially in the toughest time. All of their supporting, understanding and encouragement are the most powerful motivation that I cannot find from anywhere else.

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CHAPTER 1

INTRODUCTION

Attractive image and appearance are currently be concerned increasingly by Thai people especially in urban area which has higher competitive environment. The purpose and concern for their appearance are changing, not only for being attractive to the opposite sex but also other reasons , for example, better opportunity to get a job, success in work, higher salary. People with good looking are tend to earn more money and opportunity in work since other colleagues tend to give more collaboration and think that good looking people seems generous to them (Manager online ,August 2007). Moreover, for some jobs such as presenter of beauty products, it needs people with physical attractive to give more credential to their products (Yahoo Blog 2012). Nowadays, variety of solution to gain good appearance are offered by huge numbers of competitors to response for customer needs.

In this research study will focus on anti-wrinkle purpose which anti-wrinkle skin cream and Botox treatment play important roles.

Skincare business in Thailand in 2015 which included anti-wrinkle skin cream worth about \$12 Billion (Sanoachit 2015) and in a good trend to grow continuously with numerous of new product queuing to launch to capture the increasing needs of customers.

Aesthetic clinic business, where practice Botox treatment , is the rising business in the past few years with the attractive growth about 15-20% consecutively and tend to continuously grow in the next 5 years, with this forecast, aesthetic business will value about \$600 Million (Thansettakij newspaper ,September 2015).

These two business can play a key role to trigger the country economic since other businesses are not perform well in this current years from economic crisis. Moreover, since the collaboration of AEC in this late 2015, there will be huge opportunity to capture and expand business. In addition, with lower cost but good quality of aesthetic clinic in Thailand, there is an opportunity to become the aesthetic business center of Southeast Asia region that will bring lots of revenue to the country.

To understand attitude and behavior of urban Thai people in choosing facial anti-wrinkle solution between using anti-wrinkle skin cream compared to undergo Botox treatment and defining key motivation that influence urban Thai people concerning about eliminating aging signs in order to have good appearances are the research objectives of this study.

The exploratory research and qualitative research are being used. In-depth interview and Observation will be conducted to answer the research objective using convenience sampling method. All respondents are live in Bangkok who has spent money on reduce wrinkle solution in the past one year which include buying anti-wrinkle cream or undergo Botox treatment.

Hence it is interested to know understanding of urban Thai people in choosing anti-wrinkle solution in area of their attitudes and behaviors toward using anti-wrinkle skin cream and undergo Botox treatment. This study will be useful for operators in related business such as aesthetic clinic owners, skincare companies and related businesses, since understanding of urban Thai people in choosing anti-wrinkle solution in term of their attitude and behavior will be provided.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Impact of attractive appearance to the success in work

Nowadays, for the people who want to be successful in work or business, not only good at knowledge, but also required attractive appearance and characteristic. Moreover, every person can be good looking even not born with beauty (Wiriya-pinij 2011). According to Manager online news (August 2007) reported that people with physical attractive would earn more money than other people because they tend to receive more collaboration from colleagues that surely make their work succeed easier. Moreover, majority of people willing to work with good-looking people more than others because those good-looking people seems to be kind and generous. In term of attitude and perception of Thai people, secondary research was conducted through social blogs. One interesting blogs (Yahoo 2012) reported that physical attractive is necessary requirement that can be applied in some occupations such as presenter of cosmetic products due to the need of credential making for that product effectiveness. In addition, they think that good appearance create higher successful rate in the first time impression and also can bring up to the success of job interview.

2.2 Skincare products in Thailand

According to ASTV Manager daily newspaper (published on July 2014) reported the following: Skincare product group has dramatically expanded its business continuously with the huge number of product queuing to launch in the market which include anti-aging cream. For the premium product segment tend to focus on product with 100% natural raw material resources and organic products which offer very high price to the customers. With this segment, there are few competitors in the market but contribute a high market value. In the past 5 years from 2010-2014, cosmetic business has extremely growth at average 18% per year with the market value of skincare product at \$12 Billion (Sanoachit 2015). In addition, since the collaboration of ASEAN Economics Community-AEC in late of 2015, will have good opportunity to skincare

product industry in term of export products abroad and expand new investment in this business.

2.3 Aesthetic clinic business in Thailand

Thansettakij newspaper (published on September 2015) reported the following: In the past few years, Aesthetic business in Thailand is the rising business with the attractive growth about 15-20% consecutively and tend to continuously grow in the next 5 years, with this forecast, aesthetic business will value about \$600 Million with 3,000 clinics in the country. Moreover, there is opportunity for Thailand become the aesthetic business center of Southeast Asia region and attractive to Western customer due to lower cost and good quality of service, as a result, this business is able to capture income from other country to assist country economic. According to Kasikorn research center survey (conducted in August 2011) reported that since the impulsion of changing way of life in modern age people that increase connection to worldwide through variety of channels, Thai people tend to concern more to have good looking in order to create confidence, as a result, they are willing to increase their spending

2.4 Botox treatment

Botox is the trade name of the active ingredient named “Botulinum toxin” which is a potent neurotoxin protein derived from *Clostridium botulinum* bacteria that effects in temporary localized muscle relaxation which result in wrinkles reduction, skin smoothening and look younger. (Small 2009). Botulinum toxin is administered by diluting the powder in saline (sodium chloride) and injecting to the wanted area that will take 1-3 days for it take effect. In some cases, it may take 5 days to begin soften the treated wrinkle. In addition, pregnant women and lactation are prohibited for this treatment. (Nichols 2015). Botox injection is widely used in cosmetic purposes for temporary eliminate upper facial lines, which consist of forehead, frown and crow’s feet lines in order of facial rejuvenation. Other usages are reducing wrinkles around the neck (Levy 2007) and narrowing the width of lower face that resulted in facial slimming (Wu 2010). Since Botox injection provides effective result, high patient satisfactions with low adverse effects and short recovery time, this procedures become widely

popular and listed in a treatment of choice for aged related facial change. (Small 2009). According to the international journal of aesthetic and anti-aging medicine (published on March 2016), Botox treatment has been used world widely and been listed in the “Top five cosmetic minimally invasive procedures of 2014” which consists of Botox treatment, soft tissue fillers, chemical peel , laser hair removal and microdermabrasion respectively. In 2014, there are 6.7 million Botox treatments that have 6% growth from 2013 with a trend to increase continuously in the next few years. An interval to repeat procedure is about 3-4 months that can be different in each person (RA 2010). In area of safety concerned, there is no significant of local or systemic side effect reported (Ghamdi 2015). In Thailand, Botox injection needs to be practiced by well-trained doctors at aesthetic clinic.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Methodology

3.1.1 Secondary Research

The desk research was used as the preliminary study to understand the big picture of industry e.g. market size, market growth, key players in the industry, market trend, insight motivations of urban Thai people that can impact to the industry, and also to further explore on consumers' perception and behavior, especially information searching behavior and impact of the influencers in community or social network. Secondary data were collected from credential websites on Internet (Euromonitor.com, for example), Academic journals and reference books as well.

3.1.2 Primary Research

3.1.2.1 In-depth interview

In-depth interview aims to explore all the attributes that affecting the customers decision in selecting anti-wrinkle solution as well as consumer behavior and customer insight in terms of choosing anti-wrinkle solution between using anti-aging skin cream and undergo Botox treatment, for example, the reason behind in choosing anti-wrinkle solution, and the key influencers affecting the customers decision in selecting the anti-wrinkle solution for themselves. There are 15 respondents recruited in the interview that they were selected as the representatives of two segments from their choosing anti-wrinkle solution:

- a. Use anti-aging skin cream = 6 participants
- b. Undergo Botox treatment = 9 participants

3.1.2 2 Observations

The objective is to explore behavior of target respondents and other related information, for example, the majority type of people who access the service in aesthetic clinics (gender, age, etc.) and general behavior of people toward undergo Botox treatment. There are 3 observations were conducted at aesthetic clinics in Bangkok in area of following;

- Types of people who access the aesthetic clinic service; age, gender, economic status, employment status etc.
- Types of anti-wrinkle solutions that offer to customer
- Consulting time and service between front staff and customer
- Customer expectation and concerns about facial aging signs

3.2 Sampling plan

Due to time constraint, whereas the nature of qualitative research and the type of topic that could be perceived as a sensitive topic, the judgmental sampling process was carefully selected. All of participants need to pass the qualification criteria and were willing to share, provide their opinion on each question.

Sample selection

The respondents have to pass the screening criteria as follows:

- Beauty treatment purpose, not plastic surgery purpose
- Currently spend money on any anti-wrinkle solution in the past 1 year
(; which include purchasing anti-wrinkle cream or undergo Botox treatment)

Respondent Qualification

- Female and Male; Thai people
- Geographic area : Bangkok and Bangkok Vicinity (i.e. Pathumthani, Nonthaburi, Nakhonpathom and Samutprakarn province)
- Age 25-40 years old

Identified key research variables

Key variables of this study are

- 1) Demographics factors such as age, economic status, level of education, income level and employment status
- 2) Psychological factors such as attitude and behavior

These variables were studied to define different impact to attitude and behavior toward choosing anti-wrinkle solution between using anti-wrinkle skin cream and undergo Botox treatment. Moreover, the other area of the study is defining different level of motivation toward eliminating aging signs and concerning good appearance.

3.3 Data collection

3.3.1 In-depth interview

- Interviews were conducted by face-to-face approaches with interviewees who currently spend money on anti-wrinkle solution or in the past 1 year (which include purchasing anti-wrinkle cream or undergo Botox treatment)
- The respondents were recruited within Bangkok area which diversify into age, gender, income, employment status
- The venue for conducting in-depth interview was along BTS station which is convenient to interviewees
- The voice recorder was used in order to collect all quotations.
- The duration for the interview session was about 30-45 minutes for each participants

3.3.2 Observation

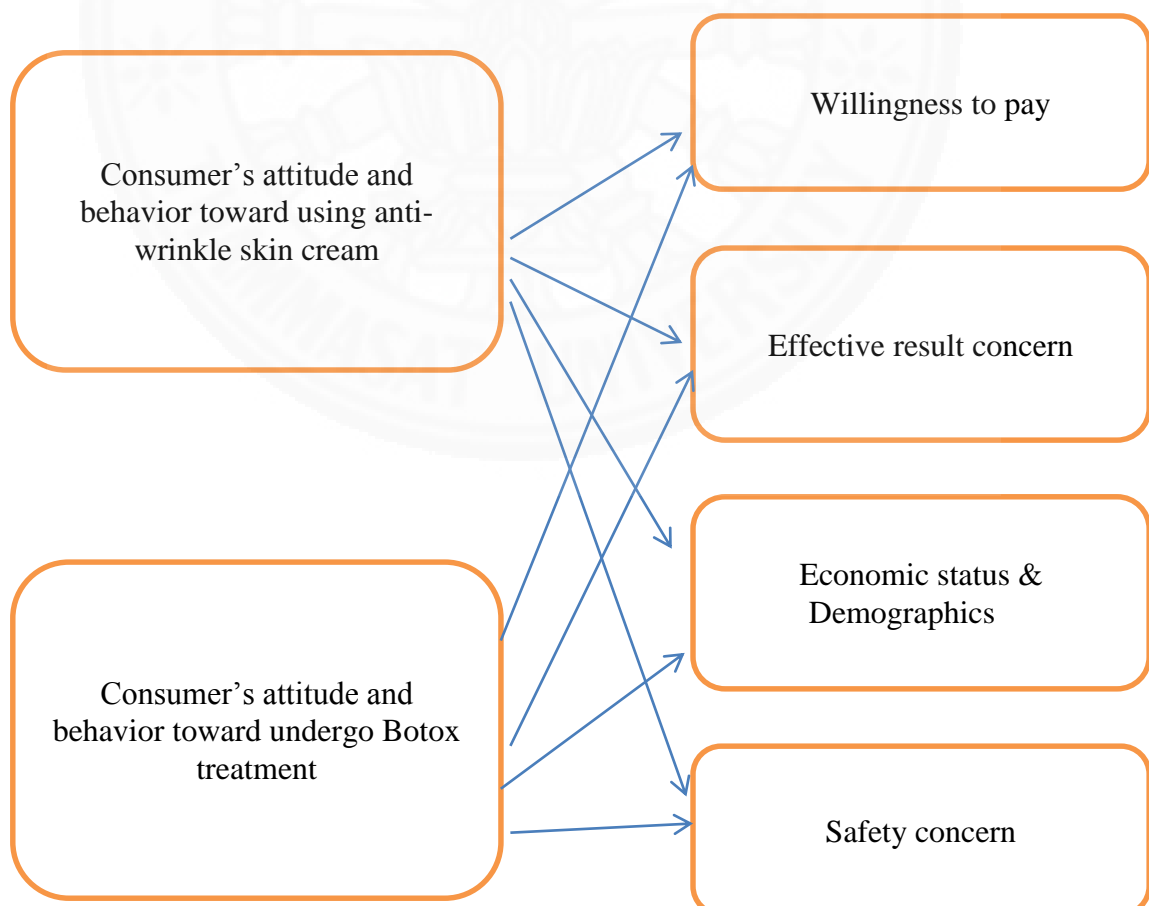
- Observations were conducted in aesthetic clinic which located in Bangkok
- Place and time was different in each observation.
- The duration of each observation session was about 30-45 minutes
- Taking pic and short note were used to collected data

3.4 Data analysis

From the in-depth interview, the data was analyzed to define the key finding of each respondent in choosing anti-wrinkle solution between using anti-aging skin cream and undergo Botox treatment. The summary will be written by giving the information about the following topics;

- General information: Gender, age, economic status, level of education, income level and employment status
- Giving a quote of each respondent under the topic “What people think about the anti-wrinkle solution between using anti-wrinkle skin cream and undergo Botox treatment?”
- Summarize data in terms of the attitude and behavior of respondents toward choosing anti-wrinkle solution; using anti-wrinkle skin cream and undergo Botox treatment, and also the key motivation that influence their decision toward facial aging signs.

3.5 Conceptual framework



CHAPTER 4

RESULTS AND DISCUSSION

4.1 Secondary research – Key findings

a. Impact of attractive appearance to the success in work

According to Manager online news (August 2007) reported that people with physical attractive would earn more money than other people because they tend to receive more collaboration from colleagues that surely make their work succeed easier. Moreover, majority of people willing to work with good-looking people more than others because those good-looking people seems to be kind and generous. In addition, they think that good appearance create higher successful rate in the first time impression and also can bring up to the success of job interview.

b. Skincare products in Thailand

From 2010-2014, cosmetic business, which included skincare products, has extremely growth at average 18% per year with the market value of skincare product at \$12 Billion (Sanoachit 2015). In addition, since the collaboration of ASEAN Economics Community-AEC in late of 2015, will enhance the good opportunity of skincare product industry in term of export products abroad and expand new investment in this business.

c. Aesthetic clinic business in Thailand

Thansettakij newspaper (published on September 2015) reported the following: In the past few years, Aesthetic business in Thailand is the rising business with the attractive growth about 15-20% consecutively and tend to continuously grow in the next 5 years, with this forecast, aesthetic business will value about \$600 Million with 3,000 clinics in the country. According to Kasikorn research center survey (conducted in August 2011) reported that since the impulsion of changing way of life in modern age people that have impact to Thai people willing to spend more for their good appearances.

d. Botox treatment

Botox is the trade name of the active ingredient named “Botulinum toxin” which effects in temporary localized muscle relaxation which result in wrinkles reduction,

skin smoothening and look younger. (Small 2009). Botox injection is widely used in cosmetic purposes for temporary eliminate upper facial lines which consist of forehead, frown and crow's feet lines in order of facial rejuvenation.(Levy 2007) and narrowing the width of lower face which resulted in facial slimming (Wu 2010). Since Botox injection provides effective result, high patient satisfactions with low adverse effects and short recovery time, this procedures become widely popular and listed in a treatment of choice for aged related facial change. (Small 2009). In Thailand, authorized Botox injection needs to be practiced by well-trained doctors at aesthetic clinic.

4.2 In-depth interview – Key findings

4.2.1 Demographic

General information of 15 participants is summarized as follows;

a. Age and Marital Status

Participant consisted of 12 female and 3 male, age between 25-40 years old. 3 participants are single with no relationship, 8 of them are in the relationship but not marriage, and 4 people are marriage.

b. Career and Level of Income

There are 12 participants working in private organizations, 2 people are entrepreneurs and 1 is a housewife. The average income per individual is 40,000 THB/month.

c. Level of Education

Majority of participants (12/15) have gradated or have been studying Master's Degree. Others graduate in Bachelor's degree.

4.2.2 Attitude toward facial aging signs

When the respondents were asked about what they think about people who has their facial appearance look older than the real age, majority of respondents feel negative to that person in some way and don't want to have that look on their face. Although facial aging sign impact to respondents in different level but all of them have concerns with this issue and they willing to find solution to decrease or eliminate their facial aging signs. Majorities of respondents have similar attitude and perception toward facial aging signs as follows;

a. Attitude and perception toward people with facial aging signs

Majorities of respondents perceived that people with lots of facial aging signs and look older than real age are lack of taking care of themselves, may have difficulties in life and look unhappy.

“I think people with lots of facial wrinkles reflect their own habits that not taking good care of themselves and might imply to other way of their daily life too.” Jenjira J., 35 years old, Housewife.

When asked about what kind of people that need to take concerns about their facial aging signs, most of respondents think about old people, working people, people who need to use their good appearance in their work. In addition, some respondents have perception that people with good physical appearance will get better opportunity in life not only in work but also in personal life; getting married with wealthy people or easier to create relationship with other people for example. In addition, some respondents think that people with good physical appearances may imply the higher economic status and manager level at work

“People who work in service business or use their appearance to create more credential; aesthetic business people or beauty product presenter for example, might have higher level of concerns on their aging sings and physical appearances.” Ruamporn T., 34 years old, Sales manager of private organization.

“Most of people I know who have good appearances mostly have higher income and manager level in workplace if compared to others who have worse appearances.” Jaranya K., 36 years old, Head of accountant of private organization.

However, in male respondents, they think in the opposite way from female as they feel that male people should have some facial wrinkles to create more masculine and attractive for women.

“I don’t want to get rid of all wrinkles on my face because I think it is the symbol to imply that I am a real man and look more reliable.” Sippakorn T., 36 years old, Product manager of private organization.

b. Concerns and criteria to choose anti-wrinkle solution

All respondents have different level of concerns in their facial aging signs, some think

that it is necessary to eliminate wrinkles unless they will have less confidence, some think that it is their concerns but still do not want to do anything to manage, as a result, each respondents have different level in willingness to pay for manage their facial wrinkles. In addition, in respondents with lower income, their willingness to pay is lower than respondents with higher income. When asked more about the criteria in choosing anti-wrinkle solution for themselves, there are varieties of reason to each respondent; effective result, safety, price, and references for example.

“I prefer to choose any anti-wrinkle solution if there is effective result that really noticeable and dramatically obvious.” Chutikarn C., 35 years old, Key account manager of private organization.

“Safety and price are 2 of the top criteria that will take in consideration of choosing anti-wrinkle solution. If there are many solutions that have same score on that 2 criteria then I will choose the one which deliver the better result” Jenjira J., 35 years old, Housewife.

c. Motivations of having good appearances

When asked about what is the motivation to find the solution to manage facial aging signs, majority of respondents answered that they want to have more confidence, better opportunity in life and always want to have fresh look. In addition, to be more attractive to the opposite sex is also the motivation in some respondents in younger age.

“I need to fixed my facial wrinkle as soon as possible since I feel that I look dreadful and have less confidence with wrinkles all over my face.” Punyanee W., 30 years old, Training manager of private organization

4.2.3 Attitude and Perception toward anti-wrinkle skin cream

As all participants are currently using at least one anti-wrinkle solution to manage their facial wrinkles (consisted of anti-wrinkle or Botox treatment or both), so they were asked both questions about anti-wrinkle skin cream and also Botox treatment. When the respondents were asked about what they think about using anti-wrinkle skin

cream as their anti-wrinkle solution, there are both positive and negative responses from respondents in various aspects as followed;

a. Positive response

All of respondents use anti-wrinkle skin cream while there are 6 respondents that currently use only anti-wrinkle skin cream to manage their facial aging signs. Majority of respondents have attitude that they use anti-wrinkle skin cream as a prevention treatment of in aging signs increasing in the future and also a moisturizing treatment for their skin, since they think that to moist skin consistency can slow down aging signs process. All of respondents think that apply anti-wrinkle skin cream is easy and able to do by themselves every day at home. Some respondent think that it is the way of psychological help that make they feel like they already take care of their facial wrinkles and believe that it will show good result later. In addition, in younger respondents, they still don't have much aging signs so that they think only anti-wrinkle skin cream is enough and not considered about visiting aesthetic clinic to get another treatment.

“I apply anti-wrinkle skin cream every day since I was 20 years old. I think it works well with me. To start taking care of skin at early age is the key to slow down aging process and come up with the great skin in long term. I am still fine with this.” Jaranya K., 36 years old, Head of accountant of private organization.

“I started use anti-wrinkle cream recently since I noticed some changes on my face like skin texture and aging signs. I think it's enough for me right now.” Aylin J., 25 years old, Travel agency.

b. Negative response

Some respondents think that applying anti-wrinkle skin cream cannot eliminate facial wrinkles, in addition, cannot notice an obvious result even many months after use. They do not believe in an active ingredient that was claimed as anti-wrinkle effect, it might be only a marketing tool for create a new product to market and persuade consumers. However, some respondents think that it really work but need to take long time to see the result that sometimes they cannot wait that long. As a result, some respondents accepted that they willing to find other solution to added on.

“I use anti-wrinkle skin cream everyday but I don’t expect the obvious result. It might improve my skin in some way but it might take forever to see so I need to find other treatments to combine with.” Areerat S., 35 years old, Training manager of private organization

c. Concerns of using anti-wrinkle skin cream as anti-wrinkle solution

When asked about concern of using anti-wrinkle skin cream, all respondents have no serious concerns. Some respondents think about skin hypersensitivity that they would have opportunity of skin rash or skin pigment change after use anti-wrinkle for the first use period or even long term use. Some respondents think that some anti-wrinkle skin cream price is too high almost equal to other anti-wrinkle solutions so that they will take into consideration.

“Some active ingredients in anti-wrinkle skin cream are not suit for everyone. Once I use the same cream as my friends, but only me that get skin rash and pimples all over my face. After that I have to test before buy every time.” Isawipon T., 25 years old, Consultant of private organization

d. Influencers in choosing anti-wrinkle skin cream

When asked about the influencers in choosing anti-wrinkle skin cream, all respondents think about friend and family members. Some respondents find data by themselves after been recommend by others that might be able to say that they are their own influencers.

4.2.4 Attitude and Perception towards undergo Botox treatment

As all participants are currently using at least one anti-wrinkle solution to manage their facial wrinkles (consisted of anti-wrinkle or Botox treatment or both), so they were asked both questions about anti-wrinkle skin cream and also Botox treatment. When the respondents were asked about what they think about undergo Botox treatment as their anti-wrinkle solution, there are both positive and negative responses from respondents in various aspects as followed;

a. Positive response

There are 9 respondents that currently undergo Botox treatment to manage their facial aging signs. All of respondents have perception that it is a reasonable cost to pay

compared with the obviously effective result; in addition, the decreasing of wrinkle is gradually occurred so that other people cannot notice any suddenly change on their face. Some respondents think that there are some areas that only anti-wrinkle skin cream unable to relieve facial aging signs so Botox treatment is their treatment of choice to manage that wrinkles. Some respondents think that it is more comfortable than apply anti-wrinkle skin cream since no need to do every day.

“The wrinkles around my eyes always disturb me. I have been used anti-wrinkle skin cream for 6 months but wrinkles still there so I decided to undergo Botox treatment. The wrinkles gradually relieved and improvement noticeable in a week. I really love it!” Punyanee W., 30 years old, Training manager of private organization

“The price of anti-wrinkle skin cream that I currently used is around 10,000 THB, if compared to Botox treatment in term of price and result delivery, I would prefer undergo Botox treatment.” Areerat S., 35 years old, Training manager of private organization

b. Negative response

Majority of respondents think that undergo Botox treatment has various kind of risks to encounter after treatment, bruise, freeze-face, unnatural facial movement and hypersensitivity for example. Since Botox treatment is procedure that injecting substance into body, some respondents feel scared about how it really effect to body system and how it eliminate from body and how to ensure that it will excrete 100% within 6 months as claimed. Safety concern is one of the major issues for all respondents. Some respondents think that Botox treatment result will last only 4-6 months and need continue injection that is not comfortable for them since the cost per treatment is quite expensive. In younger respondents, they think that they are not in the age of undergo Botox treatment as they have perception that it is suit for the elderly people only. Some respondents think that Botox treatment is suit for celebrities only. Last but not least, some respondents have an idea that this is not really fixed the problem of aging process, it is just a treat follow the symptom that they are not agree with the concept.

“I never considered undergo Botox treatment even it is for free! I don’t think that it’s for people at my age, it suits for my mom or aunt that have a severe facial wrinkles.” Aylin J., 25 years old, Travel agency.

“Botox treatment is a frightful procedure. It needs to inject something into body that cannot guarantee when it will all go out from body. Moreover, there is a side effect in the news continuously, such as eyelid drop, asymmetry facial movements. I preferred to keep my naïve face with some wrinkles.” Jaranya K., 36 years old, Head of accountant of private organization.

c. Concerns of undergo Botox treatment as anti-wrinkle solution

There are similar concerns in various aspects among all respondents that mainly in 3 main issues; consists of safety concern, financial concern and lack of credential information. Some respondents think that Botox treatment is dangerous and too much expensive so that they prefer other solutions instead. Some respondents have willing to do Botox treatment but don't know where to get treatment, which doctors to visit and how to access Botox information. Last but not least, all respondents don't want other people notice or know that they have Botox injection on their face. One of respondent's husband doesn't like his wife to do Botox injection so she has to keep as a secret seriously every time she did.

“My husband doesn't want me to do Botox treatment. Every time I get Botox injection, I need to tell him that I went to manicure shop. Then I need to tell doctor at clinic to make me look natural as much as doctors can.” Rungnapa J., 30 years old, Product specialist of private organization

d. Influencers in choosing Botox treatment

When asked about the influencers in undergo Botox treatment, all respondents think about friends, family members and also doctors. Some respondents find data by themselves after been recommend by others that might be able to say that they are their own influencers.

4.3 Observations–Key findings

Observations were conducted at 3 clinics in Bangkok area; 2 clinics are the aesthetic chain clinic and 1 clinic is single aesthetic clinic.

- The majority of people who access the aesthetic clinic service are working people and female with age 20-40 years old.
- The atmosphere of Aesthetic clinic in Thailand try to communicate cleanliness and professional look to gain trustworthy from customers
- Aesthetic chain clinic normally located in department store in the same floor area
- Customers took longer time consulting with front staffs before make decision to undergo Botox treatment compared to other treatment at clinic.
- Anti-aging creams that available in clinic are *House brand product* which customer feels trustworthy and willing to buy.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary and Conclusion

To summarize, there is an impact of physical appearances to the success in work in Thai culture as people with physical attractive tend to receive more collaboration from colleagues that surely make their work succeed easier in the long term. With the impulsion of changing way of life in modern age people, Thai people willing to spend more for making themselves looks better and attractive.

One of the major things to make one person looks better is eliminating facial aging signs and having properly look. In term of anti-wrinkle solution, Thai urban people find the right one that suit themselves the most in every angle of concerns such as financial, safety, willing to pay and available credential information. The two anti-wrinkle solutions in this study focusing on anti-wrinkle skin cream and Botox treatment.

Skincare products business in Thailand has extremely growth at average 18% per year with the market value of \$12 Billion. As a result, Thai people still use anti-wrinkle skin cream in their daily life and tend to increase in the future.

Botox treatment is widely used in cosmetic purposes for temporary eliminate upper facial lines which consist of forehead, frown and crow's feet lines in order of facial rejuvenation and narrowing the width of lower face which resulted in facial slimming. Since it provides effective result, high patient satisfactions with low adverse effects and short recovery time that resulting in increasing popularity among Thai people continuously. This can be ensured by the data that the growth of aesthetic business is about 15-20% consecutively in the past few years and tend to continuously grow in the next 5 years, with this forecast, aesthetic business will value about \$600 Million with 3,000 clinics.

The study found that the attitude toward facial aging signs among urban Thai people, they have different level of concerns that also impact to the willingness to pay of that person. Majorities of respondents perceived that people with lots of facial aging

signs and look older than real age are lack of taking care of themselves, may have difficulties in life and look unhappy. Their perception in term of type of person who should consider their facial aging signs are elder people, working people and people who need to use their good appearance in their work such as service and aesthetic business. There is a perception that people with good physical appearance will get better opportunity in life not only in work but also in personal life; getting married with wealthy people or easier to create relationship with other people. However, in male respondents, they think in the opposite way from female as they feel that male people should have some facial wrinkles to create more masculine and attractive for women. About the criteria in choosing anti-wrinkle solution for themselves, there are varieties of reason to each respondent; effective result, safety, price, and references for example.

The study found that the motivations of having good appearances are willing to have more confidence, better opportunity in life and always want to have fresh look. In addition, to be more attractive to the opposite sex is also the motivation in respondents in younger age.

Moreover, attitude and perception toward *anti-wrinkle skin cream* as anti-wrinkle solution among respondents are divided into positive and negative response as followed;

Positive response	Negative response
<ul style="list-style-type: none"> • It is a long term prevention of aging signs increasing in the future • Provide moisture to skin that able to slow down skin aging process • Applying anti-wrinkle skin cream is easy and able to do every day at home. • It is the way of psychological help that make they feel like they already take care of their facial wrinkles and believe that it will show good result later. • In younger respondents, they still don't have much aging signs so that they think only anti-wrinkle skin cream is enough 	<ul style="list-style-type: none"> • Anti-wrinkle skin cream cannot eliminate facial wrinkles • Lack of obvious result even many months after use • Some respondents do not believe in an active ingredient that is claimed as anti-wrinkle effect • Some respondents think that it really work but need to take long time to see the result that sometimes they cannot wait that long.

Table 1: Positive and Negative responses toward anti-wrinkle skin cream as anti-wrinkle solution

There is no serious concern in area of using anti-wrinkle skin cream as anti-wrinkle solution. Only skin hypersensitivity such as skin rash or skin pigment change. Some respondents mentioned about high price that sometimes equal to other anti-wrinkle solutions.

Furthermore, attitude and perception toward undergo *Botox treatments* as anti-wrinkle solution among respondents are divided into positive and negative response as followed;

Positive response	Negative response
<ul style="list-style-type: none"> • Reasonable cost to pay compared with the obviously effective result • The decreasing of wrinkle is gradually occurred so that other people cannot notice any suddenly change on their face • Some areas that only anti-wrinkle skin cream is not enough to relieve facial aging signs so Botox treatment is their treatment of choice to manage that wrinkles. • More comfortable than apply anti-wrinkle skin cream since no need to do every day. 	<ul style="list-style-type: none"> • Many risks to encounter after treatment, bruise, freeze-face, unnatural facial movement and hypersensitivity. • Scare of how it effect to body system and how it eliminate from body and how to ensure that it will excrete 100% • Duration of effect only 4-6 months and need continue injection that is not comfortable since cost/treatment is quite expensive and take time visiting clinic • In younger respondents, they have perception that Botox treatment suits for the elderly people only. • Some respondents think that Botox treatment suit for celebrities only. • Some respondents have an idea that this is not really fixed the problem of aging process, it is just a treat follow the symptom that they are not agree.

Table 2: Positive and Negative responses toward undergo Botox treatments as anti-wrinkle solution

There are similar concerns in various aspects among all respondents that mainly in 3 main issues; consists of safety concern, financial concern and lack of credential information. In addition, all respondents don't want other people notice or know that they have Botox injection on their face. This can indicate that undergo Botox treatment has not been fully accepted by the society yet.

About influencers in using anti-wrinkle skin cream and undergo Botox treatment, all respondents think about friends, family members. Some respondents find data by themselves after been recommend by others that might be able to say that they are their own influencers. Only some respondents that undergo Botox treatment have doctors as their influencers.

From observations at aesthetic clinics in Bangkok area found that majority of people who access service are working people and female with age 20-40 years old. Aesthetic chain clinic normally are located in department store with cleanliness and professional atmosphere. House brand skin cream products are widely available. Customers took longer time consulting with front staffs before make decision to undergo Botox treatment compared to other treatments.

For managerial implications, understanding both potential customers and non-customers insight is extremely crucial for applying and designing marketing programs appropriately. There are differences between two groups of participants in various aspects that are summarized; moreover, possible implications that might be considered are also listed as following table;

Findings	Possible managerial implications
Perception that people with lots of facial aging signs and look older than real age are lack of taking care of themselves, may have difficulties in life and look unhappy	Use as a key message in commutate with consumers to trigger their awareness to enhance their appearance
Perception that people with good physical appearance will get better opportunity in life	
Male respondents prefer to have some facial wrinkles to create more masculine and attractive for women.	Apply with aesthetic concept to communicate the right message to male consumers
Motivations of having good appearances are willing to have more confidence, better opportunity in life and always want to have fresh look.	Understanding customer insights and apply as key message of products/service for customer age 25-40 years old
A younger respondent (25 years old) has motivation of having good appearance to be more attractive to the opposite sex.	Understanding customer insights and apply as key message of products/service for target customer age under 25 years old.
3 main issues of undergo Botox treatment; consists of safety concern, financial concern and lack of credential information.	Communicate to public for better understanding of Botox treatment Training clinic staffs to have good product knowledge and handle with customer objections
Scare of how Botox treatment will effect to body system and how it eliminate from body and how to ensure that it will excrete 100%	Use clinical data or evidence to prove the result and communicate to public for better understanding of Botox treatment
Lower manager level at work tend to have less willing to pay for anti-wrinkle solution	Understand customer insights and apply to the key message of products/service
Female tend to have more willing to pay for anti-wrinkle solution	
Some respondents do not believe in an active ingredient that was claimed as anti-wrinkle effect	

Anti-wrinkle skin cream cannot eliminate facial wrinkles	Use clinical data or evidence to prove the result can communicate to customer consecutively
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Table 3: Findings from the study and Possible managerial implications

5.2 Limitations of study

Since this study topic is about self-image that may be sensitive to some respondents, especially the result from in depth interview that may lead to some participants' bias or some are not willing to provide the real opinions to the interviewer. However, the researcher adapted the interview by apply and adopt projective technique in order to get more insight information as much as possible that resulting better in the few last interviews. Moreover, due to the time constraint, this study used judgmental sampling for the sampling technique. All of 15 respondents have quite similarities in demographic and socioeconomic background. Even this study may not able to represent all every characteristics of total population of urban Thai people as the first expectation , but hope this study is able to provide the ideas, insight and some behaviors that beneficial for the further studies.

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The seal of Thammasat University is a circular emblem. It features a central five-tiered umbrella (parasol) with a sword and a mace crossed behind it. The emblem is surrounded by a ring of Thai script at the top and the words "THAMMASAT UNIVERSITY" in English at the bottom, separated by small floral motifs.

APPENDICES

APPENDIX A

In-depth interview outline question

Topic	Questions
Part 1. General demographic information	<ul style="list-style-type: none"> • Age, education, marital status, career, income
Part 2. Attitude and perception toward facial aging signs	<ul style="list-style-type: none"> • What is the definition of facial aging signs? • What are the concerns of having facial aging signs? Why? • What kind of person that you think they will need to concern about aging signs? • What are concerns in choosing anti-wrinkle solution? • Any Motivations? Why?
Part 3: Attitude and behavior toward using anti-wrinkle skin cream	<ul style="list-style-type: none"> • What is the expectation of using anti-wrinkle skin cream? • Is the price is an issue in choosing anti-wrinkle solution? • Is the safety is an issue in choosing anti-wrinkle solution? • Is there any influencers or reference impact your decision-making?
Part 4: Attitude and behavior toward undergo Botox treatment	<ul style="list-style-type: none"> • What are the concerns of people who undergo Botox treatment? • What is the expectation result after undergo Botox treatment? • Is the price is an issue in choosing anti-wrinkle solution? • Is the safety is an issue in choosing anti-wrinkle solution? • Is there any influencers or reference impact your decision-making?

BIOGRAPHY

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