



**THE STUDY OF CONSUMER'S BEHAVIOR AND  
PERCEPTION TOWARD COSMETIC SURGERY  
IN THAILAND**

**BY**

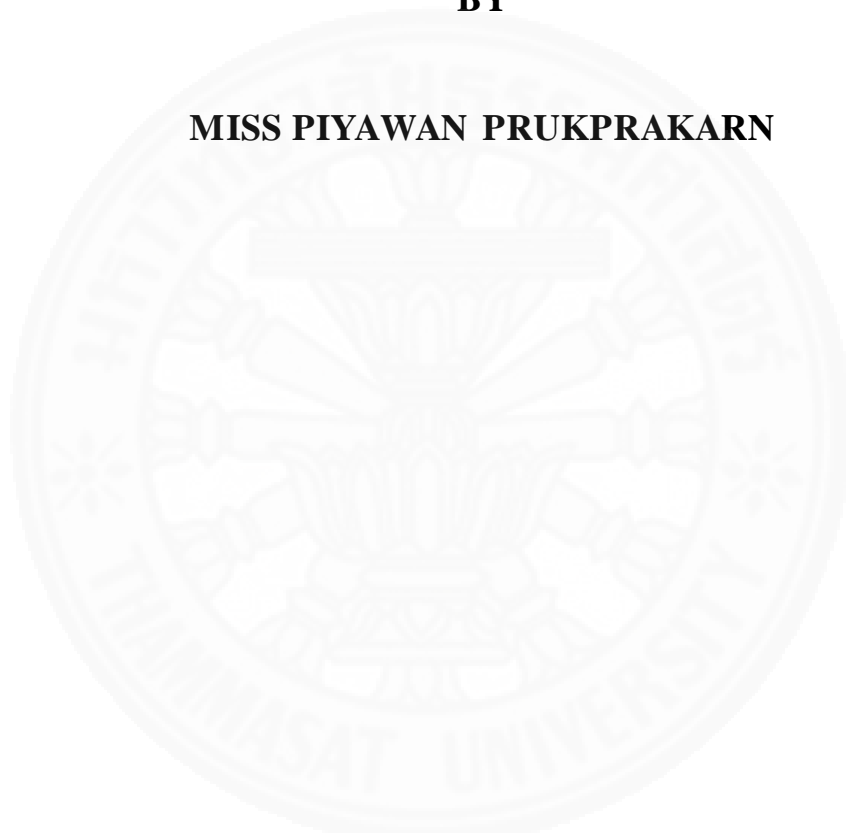
**MISS PIYAWAN PRUKPRAKARN**

**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 2016  
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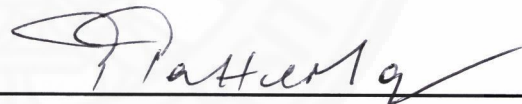
ENTITLED

THE STUDY OF CONSUMER'S BEHAVIOR AND PERCEPTION TOWARD  
COSMETIC SURGERY IN THAILAND

was approved as partial fulfillment of the requirements for  
the degree of Master of Science Program in Marketing (International Program)

on..... 8 MAY 2017 .....

Chairman



(Professor Paul G. Patterson, Ph.D.)

Member and Advisor



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Independent Study Title	THE STUDY OF CONSUMERS' BEHAVIOR AND PERCEPTION TOWARDS COSMETIC SURGERY IN THAILAND
Author	Miss Piyawan Prukprakarn
Degree	Master of Science Program in Marketing (International Program)
Major	Faculty of Commerce and Accountancy
Field/Faculty/University	Thammasat University
Independent Study Advisor	Professor K. Douglas Hoffman, Ph.D.
Academic Year	2016

## ABSTRACT

The study is a contemporary topic in applied marketing focusing on the subject area of Health in Thailand. This study seeks to: firstly, explore insights from people, who had engaged with cosmetic surgery at some level and the people that likelihood to undergo a cosmetic surgery. Secondly, determine key factors influencing consumer's intention to engage in cosmetic surgery.

Cosmetic surgery is a unique discipline of medicine focused on enhancing appearance through surgical and medical techniques. Cosmetic surgery can be performed on all areas of the head, neck and body (American Academy of Cosmetic Surgery, 2014).

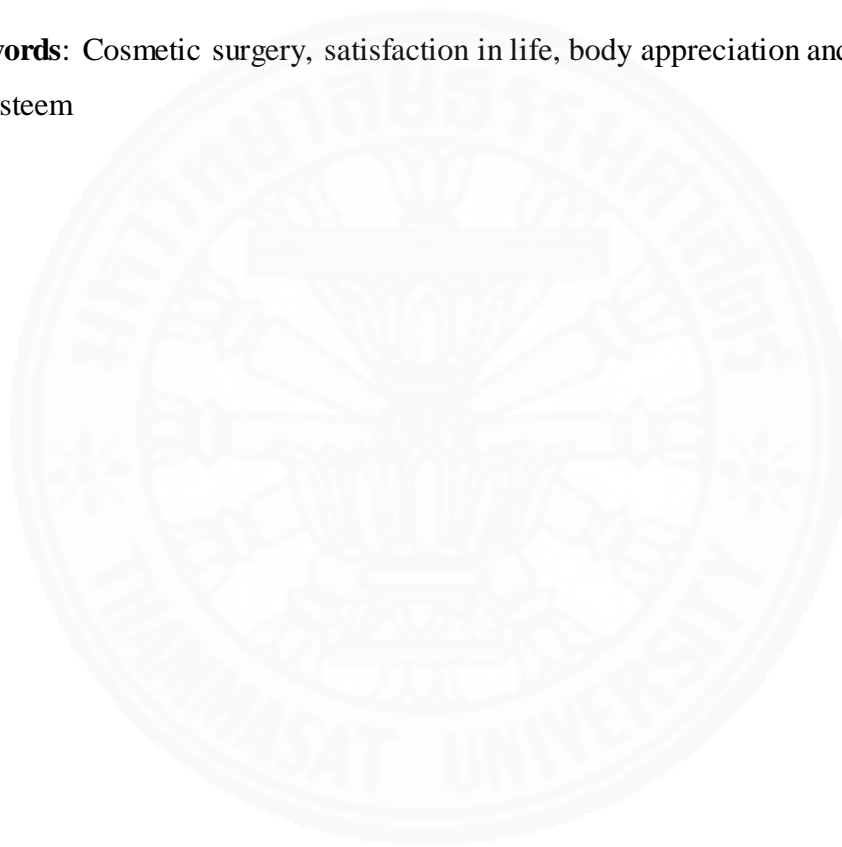
The market of beauty products and services is tremendously large with the constant growth even when the country economy is stagnant. Especially in the last 3-5 years, plastic surgery is more accepted by the Thai consumers resulting in the market value of over THB 30 billion with the expected growth of twenty percent a year (Bangkok post Newspaper, 2016).

Therefore, this topic has ultimately become interesting to study, explore, and have a better understand about factors that affect attitude toward the acceptance of Cosmetic Surgery.

The exploratory research is conducted with 5 in-depth interviews and 122 respondents through online questionnaires. SPSS program were used to analyze the outcomes that has been obtained from quantitative online questionnaires.

The result of this study will allow readers who wish to operate in cosmetic surgery business to better understand consumer's behavior and provide the key success factors which could act as a guideline to develop the right marketing strategies.

**Keywords:** Cosmetic surgery, satisfaction in life, body appreciation and collective self-esteem



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Miss Piyawan Prukprakarn

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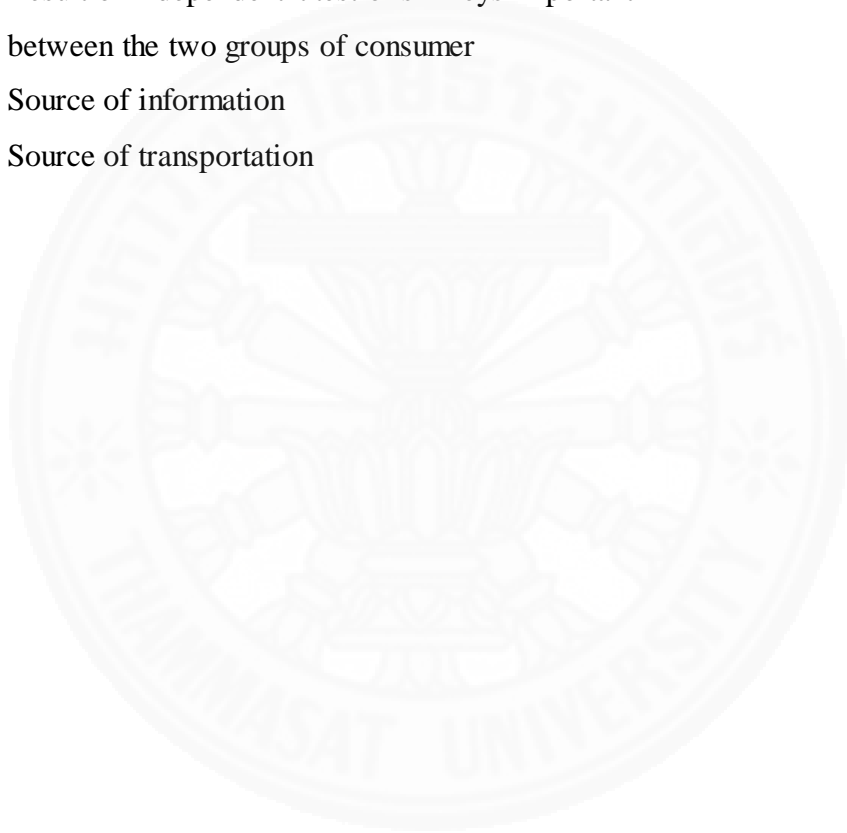
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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction to the study

Nowadays, cosmetic procedures are the surgery of want, not need. This leads to increase in number of cosmetic surgeries. Additionally, cosmetic surgery industry has been represented on virtually all media channels and easily accessed online; it has become more and more common for individuals these days.

According to the American Society of Plastic Surgeons (ASPS), the world leading plastic surgery organization. Approximately 16 million of cosmetic surgery events were undergone in the United States in 2015, which is 2 percent increase compared to 2014. (American Society of Plastic Surgeons,2016). Growing in desirability of cosmetic surgery has been recognized as a factor which contributed to the increasing in importance of physical appearance in modern societies. Additionally, the lower cost of processes, and increasing awareness of cosmetic surgery through media (Jung, J. & Hwang, C.S., 2016). Moreover, most of celebrities no longer lie about it. TV series are even shown about the advantages, disadvantages and the horrible aspects of the surgery, driven by public interest.

Thailand is well-known as the Medical Hub of Asia and perceived as the top medical tourism destination contributing approximately 40% of the global medical tourism market. Approximately 27 million people who visited Thailand in 2013, almost 3 million of them came for health and medical reason and such number is growing at the continuous rate of 15% a year (Placid way, 2016). Hence, Thailand is known for regional hub for medical tourism with the distinct technological advancement, qualified and experienced doctors, and exclusive service from the medical institution (Inthaseni, 2016). The market of beauty products and services is tremendously large with the constant growth even when the country economy is stagnant. Especially in the last 3-5 years, cosmetic surgery is more

accepted by the Thai consumers resulting in the market value of over THB 30 billion with the expected growth of 20% a year (Bangkok post Newspaper, 2016).

Given such dramatic increase in cosmetic surgery, it has provided a business opportunity for expanding the market in Thailand. Therefore, this topic has ultimately become interesting to study, explore, and have a better understand about factors that affect attitude toward the acceptance of Cosmetic Surgery.

## **1.2 Objectives**

The study is a contemporary topic in applied marketing focusing on the subject area of Health in Thailand with 4 main objectives as described below:

- 1.2.1 To understand key factors influencing consumer 's intention to engage in cosmetic surgery
- 1.2.2 To understand the basic relationships among internal and social or environmental factors – including media, peers, and parents– and the internalization of the beauty ideal
- 1.2.3 To study the consumer decision making regarding cosmetic surgery.
- 1.2.4 To suggest future trends and directions of marketing activities on cosmetic surgery

## **1.3 Project Scope**

The research design comprised of both exploratory research and descriptive research. The exploratory research included 1) secondary data research, and 2) in-depth interviews. The secondary data were obtained from published sources. Descriptive research was conducted through self-administered online questionnaire. Target respondents were current consumers and potential consumers (who never have experienced cosmetic surgery but interested to do in the future). The variables of this study were 1) Consumers' profile such as age, income, education and occupation. 2) Internal and external factors that affect their general motivation to undergo a cosmetic surgery. The internal factors are psychological variables. For instance, satisfaction in life, body appreciation and collective self-esteem while the external factors are social and environmental.

## CHAPTER 2

### REVIEW OF LITERATURE

Literature review was gathered and studied from two main topics; cosmetic surgery and buying decision process

#### 2.1 Cosmetic surgery

Cosmetic surgery is a reconstruction of cutaneous or underlying tissues, performed to improve and correct a structural defect or to remove a scar (Medical Dictionary, 2016). It is an optional process of procedure that is executed on some parts of the body in order to improve individual's appearance. Currently, improvements in technology of cosmetic surgery have made it harmless and at the same time, lower the cost of procedures. Therefore, many people have become more open and willing to accept cosmetic surgery as a possible option for improving their physical appearance. Top five Cosmetic Surgical were included Breast augmentation, Tummy tuck, Eyelid surgery, Liposuction and Nose reshaping (American Society of Plastic Surgeons, 2016).

According to the study from Placid Way, a worldwide market leader in medical tourism, there are many reasons why patients choose to undergo cosmetic surgery in Thailand. **Firstly**, Flawless medical services and patient-friendly prices. Cosmetic surgery in Thailand provided a top level medical care with affordable price and using the latest technology. They are fully equipped and the medical team is usually trained both in Thailand and abroad. The main reason that makes cosmetic surgery prices in Thailand so competitive is because of the lower labor cost. **Secondly**, highly trained and skilled cosmetic surgeons. Thailand is popular for the amount of successful cosmetic procedures performed on both locals and international tourists. It all began when more and more Thai people started to improve their appearance by undergoing plastic surgery. The demand made the number of cosmetic surgeon increase, and not only that, but also the trainings, educational background and experience of each cosmetic surgeon had become better and better. Additionally, the doctor-patient interaction, the nurses' care and the aftercare are at their best and highly appreciated by most of the patients. **Thirdly**, Thailand offers a wide

range of cosmetic procedures that appeal to any individual's needs. These clinics gather the best cosmetic surgeons, they are built and organized for people who undergo these types of procedures and offer everything in order to provide great results both in terms of medical performance and comfort. **Fourthly**, most of clinic offers language assistance for international tourists. This assistance is not limited to English, but also available in other foreign languages, as there are medical tourists that feel more comfortable communicating in their native language.

**Lastly**, many hospitals are offering hotel-like accommodation. Besides qualitative, caring services, the comfort offered in terms of accommodation adds a lot to the patient's decision. Patients don't feel like they are in a hospital, which is a big moral lift. Soft lighting, cozy cafes, apartment-looking rooms and plush sofas are creating a look of a 5-star hotel (Placidway,2015)

There is a study by Adrian Furnham, Ph.D. (2016) from Psychology today article concluded that there are numerous reasons why people decide to perform plastic surgery. Firstly, they committed to undergo surgery because of an accident which could create a permanent scar or a major wound. People believe that the plastic surgery will lessening their stress that occurred because of embarrassing from their appearance. Secondly, people enjoy cosmetic surgery because it helps individual to improve their attractiveness especially with person who feel some part of their body could be improved in order to make them more good-looking to others. Individuals have been treated differently according to how physically attractive they are perceived to be. People with good looking are most likely to be chosen for all sorts of positions. They are less likely to be rejected or punished comparing to unattractive people. Increasing in awareness of attractiveness bias is a big contribution part for the increase in number of people who accept to alter their appearance through cosmetic procedures. Awareness in beauty might cause some people to have low life satisfaction to their physical appearance and pursue cosmetic surgery as a consequence eventually. The study also shows that satisfaction in life and self-esteem are associated with the possibility of undergoing cosmetic surgery in negative way. People with low self-esteem may be try to boost their self-esteem by having a cosmetic alteration to improve

their own self-perceptions. There are many factors combined contribute to make person becoming obsess about how they look. Altering physical attributes indeed will change outlook on life since they will be able to focus more on the quality of life due to the fact that people will tend to disregard the problems with their own appearance. The research from Jung J. and Hwang also found that lower self esteem in physical attractiveness projected a higher tendency of having cosmetic surgery (Jung, J. & Hwang, C.S. *Fash Text*, 2016).

Most of plastic surgeons are intensely aware of patients whose expect the effects of surgery is impractical and lead to increasing in depression. The psychological assessment come in to play since it is essential to understand why people desire in cosmetic surgery and what are their expectations. (*Psychology today*, 2016)

Here is an example of surgery addict person, who has spent 10 years turning himself into a real-life Ken Doll. Rodrigo Alves, 32-year-old, is a Brazilian born and British TV/Media personality. He is plastic surgery ambassador known globally for his remarkable story of transformation through plastic surgeries (Everipedia, 2016). Recently, he was reportedly suffering from a rotting nose after his body rejected his latest plastic surgery procedure. He was admitted to hospital with necrosis, a disease which causes your flesh to die. Alves has spent more than £300,000 on cosmetic surgery to look like a Ken doll, nevertheless his 42<sup>nd</sup> procedure has not gone down well at all. However, he indicates that he doesn't regret any of his life decisions (*Cosmopolitan*, 2016)

## **2.2 A buying decision process**

In order to understand more about customer buying process, the buying decision process- The Five-stage Model (Kotler, 2012) will be applied into this project in order to study customer's behavior.

A buying decision process is the process a consumer goes through when buying a product. The basic psychological process will play an important role in consumer's actual buying decision. Analyzing buying process will allow us to understand more and pursue our marketing strategy accordingly.



1. **Problem recognition:** It is the first stage in the buying decision. The purchase cannot take place without a recognition of the need. External and internal stimuli will trigger the buying process. Therefore, it is essential that individual should be able to identify the conditions and situation that trigger a specific need of customer by collecting information as much as possible.
2. **Information search:** The information search step is the second level that the customers will looking for after they have known the need or problem. It is important to understand what they feel is the best explanation. In this stage, consumer can gather information from many sources for example, their friends, their family, advertisements, or by using or observing the product.
3. **Evaluation of alternatives:** After receiving the necessary information about the service or product, the consumer will then start to compare and evaluate the information that they have obtained in order to make the best possible choice.
4. **Purchase decision:** After evaluating the alternatives, the customers start to make the purchasing decision. Purchasing decision is considered to be the most important step through the entire process because the final purchase decision can be interrupted by two factors. Firstly, it is negative feedback that they might obtained from other customers. Secondly, it is the level of stimulus to obey or accept the feedback.
5. **Post purchase behavior:** After buying the product, the consumer will either be satisfied or dissatisfied. For this stage, individuals should carefully establish a positive feedback or post-purchase communication in order to secure the customers. This stages are considered to be the most critical to retain customers.

According to the findings, there is a big change in the society's perception toward cosmetic surgery over the past few years. It has created a huge demand among Thai consumers. The research also supported that "Thailand is one of the most popular country for cosmetic surgery". They are known to offer flawless medical services and technology advance with affordable price. However, cosmetic surgery industry faces numbers of challenges,

including post-operative distress and psychology effect which could lead to low self-esteem and low life-satisfaction problem. This is where the buying decision process (The Five-stage Model) come into play to explore insights in regards to intentions for pursuing cosmetic surgery and potential psychological results of such surgery.



## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Research design

The research methodology comprised both exploratory research and descriptive research through an online questionnaire. Target respondents were current consumers and potential consumers (who never have experienced cosmetic surgery but interested to do in the future)

(See Figure 3.1).

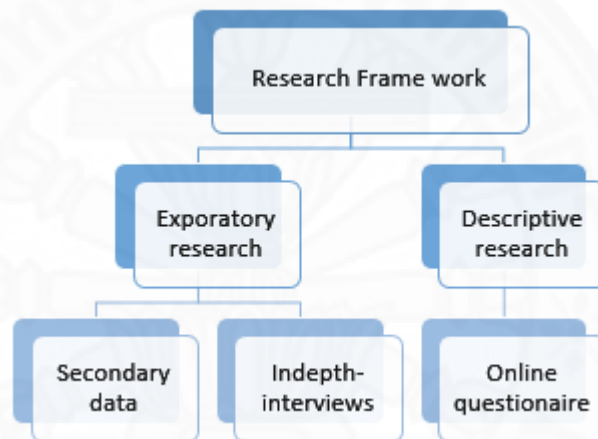


Figure 3.1 Research framework

#### 3.1.1 Exploratory Research

##### 3.1.1.1 Secondary data

Secondary data was collected to act as a baseline for primary research in order to grasp an overview picture of cosmetic surgery in Thailand. Data and relevant statistical data were obtained from published resources and websites such as Newspaper, Beauty and personal care in Thailand, American Academy of Facial Plastic Surgery, existing research articles and other credible sources.

### **3.1.1.2 In-depth interview**

Five in-depth interviews were conducted during October 24<sup>th</sup> – 27<sup>th</sup> 2016 in order to get more insights from participants in term of perspectives, experiences and attitude toward cosmetic surgery to understand their perceptions and behaviors. All five respondents were included both females and male, aged around 25 - 40. All of them experienced in cosmetic surgery within last 5 years. Information that has been obtained helped get preliminary ideas and insights from current consumers of cosmetic surgery. As they were conducted on a one to one basis, this method helps prevent respondents from being influenced by other participants and allow the respondents to explain and elaborate more on specific topics. The findings from in depth interviews were contributed to the development of online questionnaire.

### **3.1.2 Descriptive Research**

The descriptive research was developed through online questionnaire of 122 respondents who are the current consumers and potential consumers (who never have experienced cosmetic surgery but interested to do in the future). The questionnaire was based on the standard survey questions used in the surgery industry and adapted to suite the targeted respondents in Thailand. The data were mainly collected through self-administered. URL of the online questionnaire survey were distributed to friends of the author with the use of snowball effect in their social media page. The questionnaire length of time was not exceeding 15 minutes. The survey was able to answer research questions and cover research objectives.

## **3.2 Identification of key research variables**

Key variables that were studied according to the objectives are as below;

**3.2.1** Dependent variable: Attitude toward acceptance of cosmetic surgery in Thailand.

**3.2.2** Independent variable: Consumers' profile such as age, income, education and occupation. Factors that affect their general motivation to undergo a cosmetic

surgery such as body appreciation, satisfaction with life, perceived social support, and collective self-esteem.

Upon the Exploratory and descriptive research with statistical methods applied, the findings were presented the evidence that demonstrated the understanding of factors affecting attitude toward acceptance of cosmetic surgery from current consumers and potential consumers. Including key factors influencing consumer 's intention to engage in cosmetic surgery, consumer decision making and basic relationships among internal and external factors (independent variables).

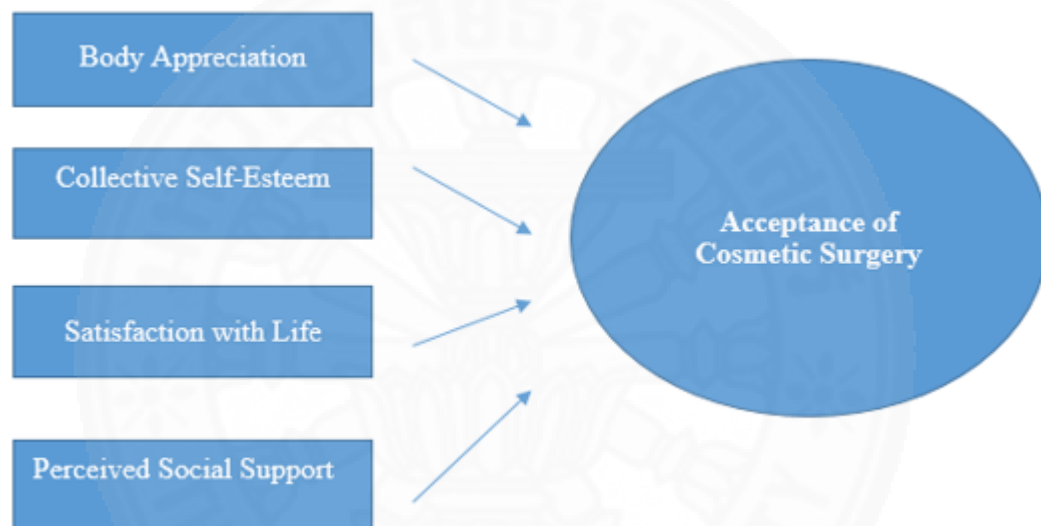


Figure 3.2 Theoretical Framework

Four hypotheses have been developed in order to reach the research objective in this study as follows:

H1: Body appreciation explains variance of attitude toward acceptance of cosmetic surgery

H2: Collective self-esteem explains variance of attitude toward acceptance of cosmetic surgery

H3: Satisfaction with life explains variance of attitude toward acceptance of cosmetic surgery

H4: Perceived social support explains variance of attitude toward acceptance of cosmetic surgery

### 3.3 Data collection

#### 3.3.1 Exploratory Research

For secondary data, the data was obtained from and news and related articles that are available online.

#### 3.3.2 Descriptive Research

An online questionnaire was distributed through online channel through websites and Facebook. 10 pre-test questionnaires were distributed out as a test before the real questionnaire was launched. The sample size for the questionnaire was 122 respondents. The questionnaires were designed for user and potential user. The questionnaires were based on the standard survey questions used in the surgery industry and adapted to suite the targeted respondents in Thailand.

The questionnaire was designed to have six parts as follow;

Part 1: Screening questions

Part 2: Consumer's perception toward cosmetic surgery

- 2.1: Acceptance of Cosmetic Surgery (ACSS; Henderson-king & Henderson-king 2005) comprised of 13 questions. It is developed to measure the various aspects of attitudes towards cosmetic surgery which is the standard survey questions used widely the surgery industry. It comprised of three subscales. Firstly, the intrapersonal. This subscale will evaluate attitudes related to the self oriented benefits of cosmetic surgery. Secondly, the social. This subscale will evaluate attitudes social motivations for cosmetic surgery. Lastly, the Consider. This subscale will measure the likelihood that respondents would consider to engage on cosmetic surgery.
- 2.2: Body Appreciation Scale (BAS; Avalos, Tylka, & Wood-Barcalow, 2005) composed of 13 questions. The questions were used to measure the acceptance of their own body in spite of imperfections.

- 2.3: Collective Self-Esteem Scale (CSES; Luhtanen, R., & Crocker, J, 1992) composed of 16 questions. It is a scale used to measure to how individual feel about groups they were a part of.
- 2.4: Multidimensional Scale of Perceived Social (MSPSS; Zimet, Dahlem, Zimet & Farley, 1988) composed of twelve questions. The questions were used to measure perception toward the supportive from Family, Friends, and a Significant Other.
- 2.5: Satisfaction With Life Scale (SWLS; Diener, Emmnos, Larsen, & Griffin, 1985) comprised of 20 questions. The questions were used to measure the satisfaction toward 5 factors namely economic, job, friendship, personal, and community environment satisfaction.
- 2.6 Factors influence in purchasing service from cosmetic surgery

Part 3: Media communication

Part 4: Consumer demographics

The questionnaire was designed for current consumers and potential consumers See Appendix A for Online questionnaire.

### **3.4 Target Population**

Target population were applied as described below in order to obtain information for qualitative method and quantitative method,

#### **3.4.1 Segmentation**

This study will focus on current consumers and potential consumers (who never have experienced cosmetic surgery but interested to do in the future)

#### **3.4.2 Qualification of Respondent**

To evaluate customer satisfactions and identify customer's characteristic, respondents were both male and female who had engaged with cosmetic surgery at some level or interested to perform the cosmetic surgery in the future. The method was to choose

target in both genders, age between 20 to 60 years old with various occupations. The respondents were selected by screening questions in the questionnaire in order to select the right target. Due to time constraint, samples were selected through a non-probability sampling method.

### **3.5 Data analysis**

Researcher used both in-depth interviewer and survey in order to collect qualitative and quantitative data. The survey was distributed through online channel. Total respondents from survey were 122 people. The data that were obtained from respondent were screened, cleaned and coded to enter into SPSS (Statistical Package for Social Sciences) program. Multiple regression analysis, independent t-test, descriptive and mean statistic tools were the main functions in SPSS that has been used to analyze data. The questionnaire results were reported by using cross-tabulation and graphs. The visualization of the results will help the reader to easily understand the results of the study.



## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1 Results from exploratory research**

##### **4.1.1 In-depth interview result**

The results from the interviews were summarized into topics as follow;

1. Self-esteem and Peer comparisons were observed to be the strongest indicators of body dissatisfaction. Additionally, advertising or word of mouth and celebrity endorser are one of the reasons that triggered them to engage in cosmetic surgery. Therefore, it could be concluded that the need has been triggered by internal stimuli (Peer comparisons and self-esteem) and internal stimuli (Advertising, word of mouth, celebrity endorser)
2. All five respondents took approximately 1 – 2 months to search information before making a decision to engage in cosmetic surgery
3. Likelihood of having cosmetic surgery were predicted by lower self-ratings of physical attractiveness.
4. All of the respondents were satisfied with the result. Additionally, they are agreed with the statement that “It makes sense to have minor cosmetic surgery rather than spending years feeling bad about the way you look”

#### **4.2 Results from descriptive research: online questionnaire**

##### **4.2.1 Summary of respondent profile**

According to the data that have been collected through online questionnaire and analyzed by using Statistic Package for Social Sciences (SPSS), from 122 respondents, there were 72.1% female (88 respondents), while male follows behind with 27.9% of total respondents (34 respondents). 51.6% of respondents, or 63 respondents, ages between 30 to 39 years old, followed by the second large group with 42.6% of respondents who age 20 to 29 years old. 58.2% of all respondents (71 respondents) were holding master's degree

as the highest education level. Full time employee represents the majority of the population with 84.4% or 103 respondents. In addition, the person whose income falls between 30,000 THB to 50,000 THB represent the majority of the population at 38.5% (47 respondents), follows by the group whose income is between 50,000 THB to 80,000 THB at 33.6% (41 respondents). Moreover, the respondents can be grouped into current consumers and potential consumers (who never have experienced cosmetic surgery but interested to do in the future). The current consumer accounted for 45.1% of total respondents (55 respondents), potential consumer accounted for 54.9% (67 respondents), (*See table 4.1*).



Table 4.1 Summary of Respondents' Demographic (n = 1)

Respondent's Demographic		n	%
Gender	Female	88	72.1
	Male	34	27.9
Age	20-29 yr	52	42.6
	30-39 yr	63	51.6
	40-40 yr	5	4.1
	50-59 yr	2	1.6
Education	High school graduate or under	1	0.8
	Bachelor's degree	50	41
	Master's degree	71	58.2
Occupation	Employed, Full-time	103	84.4
	Business owner	11	9
	Student	2	1.6
	Unemployed	6	4.9
Income	Less than 15,000 Baht	2	1.6
	15,001 - 20,000 Baht	4	3.3
	20,001 - 30,000 Baht	4	3.3
	30,001 - 50,000 Baht	47	38.5
	50,001 - 80,000 Baht	41	33.6
	80,001 - 120,000 Baht	17	13.9
	120,001 Baht or more	7	5.7
Type of consumer	Current consumer	55	45.1
	Potential consumer	67	54.9

#### 4.2.2 Summary of defining relationship between two or more independent variables affects dependent variable.

#### MULTIPLE LINEAR REGRESSION

Multiple linear regression was conducted to order to identify which of the four variables namely Body appreciation, Satisfaction with life, Collective self-esteem and perceived social support could be used to predict the acceptance of cosmetic surgery. (See table 4.2).

Table 4.2 Result of Multiple Linear Regressions Analysis.

	R <sup>2</sup>	adjR <sup>2</sup>	β	p value
Model	0.651	0.639		
Body appreciation (BAS)			-0.128	0.000*
Satisfaction with life ( SWL )			-0.076	0.010*
Collective self-esteem (CSES)			0.405	0.000*
Perceived social support ( MSPSS )			0.304	0.000*

\*significant at .05 level

According to the table, R square of 0.651 indicated that the model explains 65.1% of the variations. The correlations amongst the variables were examined which are presented by Table 4. All correlations were positive except Body appreciation and Satisfaction with life. Body appreciation and satisfaction with life have significantly negative contribution to attitude toward acceptance of cosmetic surgery. However, collective self esteem and perceived social support have positive contribution to the attitude toward acceptance of cosmetic surgery. Considering to adjusted R square, all of these corresponding regression coefficients of independent variables can explained the attitude toward acceptance of cosmetic surgery at 63.9% with  $F(4,117) = 54.631$

According to the model, all four predictor variables were statistically significant, with collective self-esteem recording as the strongest predictor since it has a highest coefficient

beta value ( $\beta = .41, p < .05$ ) followed by Perceived social support ( $\beta = .304, p < .05$ ). Body appreciation and Satisfaction with life represented in negative value at  $\beta = -0.128, p < .05$  and  $\beta = -0.076, p < .05$  respectively. Therefore, the results of this study revealed H1, H2, H3, and H4 rejected H0 and H<sub>a</sub> was supported.

It can be concluded that all four variables namely Body appreciation, Satisfaction with life, Collective self-esteem, and Perceived social support have influence with the acceptance of cosmetic surgery.

To illustrate, collective self-esteem and perceived social support have positive contribution to the attitude toward acceptance of cosmetic surgery. These variables were recorded as the top rank of the coefficient value. The result is not surprise considering to the Thai culture that valued their families as priority in their life. Additionally, deeply connection with families and friends plays predominant part of Thai life. Therefore, the guidance and support from family and friends were playing an important role in their attitude toward cosmetic surgery. Hence, it is reasonable that collective self-esteem and perceived social support were key predictors for acceptance of cosmetic surgery.

Specifically, Body appreciation and Satisfaction with life were factors that appear to be distinct variables among all of factors according to the study judging by their negative coefficient values. It revealed that individual who has low level of body appreciation and satisfaction with life seems to have higher tendency to perform cosmetic surgery. Individual who has high level of body appreciation and satisfaction in life would have low tendency to engage in cosmetic surgery.

The result underlines that people demanding cosmetic surgery operation are moved by the yearning to develop the parts of the body that trigger them to feel discomfort relating to their body image and satisfaction life which related to economic, job, friendship, personal, and community environment satisfaction.

### 4.2.3 Important factors that influence customer to purchase service in cosmetic surgery

To identify consumers' motives for engaging in cosmetic surgery, respondents were asked to rate one to five Likert scales on six factors that can influence them in purchasing service of cosmetic surgery.

According to the result of the survey, facility and equipment of product was chosen to be the most important factor [means = 4.37], following by Promotion [means = 3.99] and brand reputation was in the third rank [means = 3.86] (See table 4.3).

Table 4.3 Result of Descriptive statistic six factors that can influence them in purchasing service of cosmetic surgery.

Factors	N	Mean	Minimum	Maximum	Std. Deviation
Facility and equipment	122	4.37	2	5	0.759
Brand reputation	122	3.86	2	5	0.793
Word of mouth	122	3.28	1	5	1.122
Location	122	3.42	1	5	1.371
Price	122	3.37	2	5	1.194
Promotion	122	3.99	1	5	1.371

In order to drill down which factors have significant different of mean between 2 groups of customers, current customer and potential customers. Independent t - test was conducted in this study in order to find out if there is a difference in mean between the two group of consumer and six keys important factor. The result shows that there were significantly different between groups in term of Brand reputation, Word of mouth and promotion. To illustrate, it was founded that there was a significant difference in the brand reputation for current customer (M=2.78, SD=0.599) and potential customer (M=4.75, SD=0.438), a significant difference in the word of mouth for current customer (M=4.44, SD=0.764) and potential customer (M=2.33, SD=0.613), a significant difference in the promotion for current customer (M=4.36, SD=0.620) and potential customer (M=3.69, SD=1.27) (see Table 4.4 )

Table 4.4 Result of Independent t test of six keys important between the two groups of consumer.

Factor	Mean		t	p-value
	Current customers ( n=55 )	Potential customers ( n = 67 )		
Facility	4.27	4.45	-1.283	0.202
Brand reputation	2.78	4.75	-20.267	0.000
Word of mouth	4.44	2.33	16.914	0.000
Location	3.42	3.42	0.002	0.999
Price	3.53	3.24	1.365	0.175
Promotion	4.36	3.69	3.843	0.000

According to the numerical result, we may conclude that the factor that essentially trigger sales are brand reputation and word-of-mouth. Prospect users normally think that they will base their decisions on brand reputation, but in fact, referring to the users' responses, what made them decide to choose any particular brand becomes information from their relatives and friends or word of mouth.

#### 4.2.4 Source of Information

According to the numerical result, most of respondents were likely to obtain information or news about cosmetic surgery from internet followed by online media eg. Facebook and Instagram which accounted for 95.1% and 83.6% respectively. (See Table 4.5)

Table 4.5 Source of information

Media	Type of customers		Total
	Current user	Potential customer	(n=122)
	(n=55)	(n=67)	
TV	54.50%	64.20%	59.80%
Radio	41.80%	47.80%	45.10%

<b>Magazine</b>	12.70%	19.40%	16.40%
<b>Brand website</b>	43.60%	7.50%	23.80%
<b>Newspaper</b>	3.60%	11.90%	8.20%
<b>Billboard</b>	20.00%	20.90%	20.50%
<b>Internet</b>	89.10%	100.00%	95.10%
<b>Online media</b>	83.60%	83.60%	83.60%
<b>Total</b>	100.00%	100.00%	100.00%

#### 4.2.5 Transportation

According to the results, the majority of respondents were commuted by personal car, BTS and MRT which accounted for 74.6 %, 45.1% and 41.8% respectively. (See Appendix F for the summary of transportation) (See Table 4.6)

Table 4. 6 Source of transportation

<b>Transportation</b>	<b>Type of customers</b>		<b>Total</b>
	<b>Current user</b>	<b>Potential customer</b>	<b>(n=122)</b>
	<b>(n=55)</b>	<b>(n=67)</b>	
<b>BTS</b>	41.80%	47.80%	45.10%
<b>MRT</b>	36.40%	46.30%	41.80%
<b>Bicycle</b>	1.80%	1.50%	1.60%
<b>Personal car</b>	78.20%	71.60%	74.60%



<b>Bus</b>	0.00%	13.40%	7.40%
<b>Taxi</b>	18.20%	17.90%	18.00%
<b>Boat</b>	0.00%	6.00%	3.30%
<b>Others</b>	0.00%	0.00%	0.00%
<b>Total</b>	100.00%	100.00%	100.00%



## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Conclusion

##### 5.1.1 Total respondent profile

From 122 respondents, there were 72.1% female (88 respondents), 51.6% of respondents ( 63 respondents) ages between 30 to 39 years old, 58.2% of all respondents (71 respondents) were holding master's degree as the highest education level. Full time employee represents the majority of the population with 84.4% or 103 respondents. The person whose income falls between 30,000 THB to 50,000 THB represented the majority of the population at 38.5% (47 respondents). The respondents can be grouped into current consumers and potential consumers (who never have experienced cosmetic surgery but interested to do in the future). The current consumer accounted for 45.1% of total respondents (55 respondents), potential consumer accounted for 54.9% (67 respondents)

##### 5.1.2 Understanding key factors influencing consumer's intention to engage in cosmetic surgery

Multiple linear regression was conducted to identify which of the four variables namely Body appreciation, Satisfaction with life, Collective self-esteem and perceived social support could be used to predict the acceptance of cosmetic surgery. According to the result, all four predictor variables have influence with the acceptance of cosmetic surgery.

Collective self-esteem and perceived social support have positive contribution to the attitude toward acceptance of cosmetic surgery. Collective self-esteem was recorded as a strongest predictor. Body appreciation and Satisfaction with life were appeared to have negative relationship with acceptance of cosmetic surgery.

The results were aligned with the findings that has been obtained from secondary data that most of people who has high body appreciation and satisfaction in life seem to have happy characteristic and productive lives. On the other hand, people with low level body appreciation and satisfaction in life may see the world through more negative filter.

All four variables are an important factor in life since the way you are feeling good about yourself can reflect how you act.

The result emphasizes that people who wishing to perform cosmetic surgery operation are moved by the need to improve the parts of the body that cause them feel discomfort relating to their body image and satisfaction life which related to economic, job, friendship, personal, and community environment satisfaction.

### **5.1.3 Understand consumer decision making regarding cosmetic surgery.**

The reasons for current customers and potential customers in purchasing services from cosmetic surgery were obvious by facility, equipment and brand reputation. However, when comparing the different between two groups. It was found that current customers purchase the service because of word of mouth and promotion. On the other hand, potential customers purchase the service because of brand reputation.

For source of Information, it can be observed that the majority of respondents were received news or information about cosmetic surgery from internet and online media. Additionally, the transportation that most of respondent were using frequently were personal car and public transportation

## **5.2 Recommendations**

The recommendations can be prepared based on research objectives that seeking to identify key factors that influence consumers' motivation for engage in cosmetic surgery as well as the consumer decision making to engage in cosmetic surgery as the following

### **5.2.1 Marketing communication**

It could be concluded that online platform would be the most successful communication channel in order to gain customer attention. Judging by the numerical study regarding the media they used the most frequently. The result shows that majority of respondent consume information via internet and online media such as Facebook, Instagram since they were rank highest among other types of media. Therefore, it is

suggested to create marketing communication via online platform, especially famous webpage such as Pantip, Facebook and Instagram. Additionally, the result also shows that the majority of respondents were commuted by personal car and public transportation. Therefore, the brand should consider the location of service provider to be accessible by BTS or MRT. Moreover, the brand should utilize in-train LCD and on-station static advertise to create awareness. It is suggested to provide convenient parking spaces and facilities for those who commuted by personal car,

In term of media content, considering from the study that there is significantly different between groups of customer, current and potential, in term of Brand reputation, word of mouth and promotion. The most powerful marketing tool derived from aforementioned insight is; the brands should focus more on keeping its true value, so that it can retain good word-of-mouth among past users. Users will automatically spread good word-of-mouth if the brands reach their highest point of satisfaction. After-sale-services will become the key. The brand should be responsible on all cases until customers claim nothing more will allow the brands to reach the hugest satisfaction point. By this way, brand reputation will also be boosted at the same time. Additionally, the brand should have launched promotion which is special for current customer in order to retain the existing customers. These kind of message should be used in the communication in order to increase customer satisfaction level. Providing insightful and meaningful communication advertisement via online platform would be highly recommended.

### **5.3 Limitation of Study**

The descriptive research through online questionnaire were conducted in a small size of population and limited to respondents who are the current consumers and potential consumers. The questionnaires were distributed to friends or friends of friends of researcher. Therefore, most of data collected from respondents who located in Bangkok only. The study should have involved more level of respondents in order to generalized the result in a larger group and obtain the precise data collection. Additionally, questionnaires

were distributed via online channel only. The researcher could not ensure the quality of the information.



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**APPENDICES**



**APPENDIX A**  
**ONLINE QUESTIONNAIRE**

**PART 1: SCREENING QUESTIONS**

Q1. Have you ever had any previous experience with cosmetic surgery?

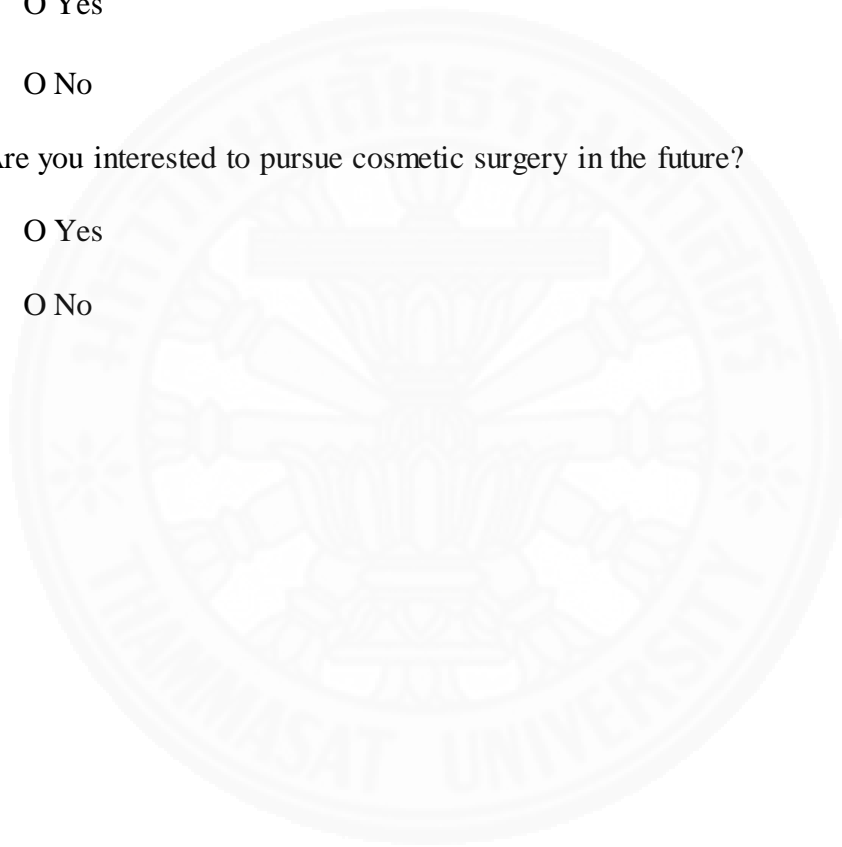
Yes

No

Q2. Are you interested to pursue cosmetic surgery in the future?

Yes

No



## PART 2: CONSUMER'S PERCEPTION TOWARD COSMETIC SURGERY

Please read each statement carefully, and indicate the degree of your disagreement/agreement with each statement by circling one of the alternatives

\*)

	(1=Strongly disagree, 3=Neutral, 5=Strongly agree)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>Acceptance of Cosmetic Surgery Scale</b>						
1	It makes sense to have minor cosmetic surgery rather than spending years feeling bad about the way you look.	1	2	3	4	5
2	Cosmetic surgery is a good thing because it can help people feel better about themselves.	1	2	3	4	5
3	People who are very unhappy with their physical appearance should consider cosmetic surgery as one option.	1	2	3	4	5
4	If cosmetic surgery can make someone happier with the way they look, then they should try it.	1	2	3	4	5
5	If I could have a surgical procedure done for free I would consider trying cosmetic surgery	1	2	3	4	5
6	If I knew there would be no negative side effects or pain, I would like to try cosmetic surgery.	1	2	3	4	5
7	I would seriously consider having cosmetic surgery if my partner thought it was a good idea.	1	2	3	4	5
8	I would never have any kind of plastic surgery.	1	2	3	4	5
9	I would think about having cosmetic surgery in order to keep looking young.	1	2	3	4	5
10	If it would benefit my career I would think about having plastic surgery.	1	2	3	4	5
11	I would seriously consider having cosmetic surgery if I thought my partner would find me more attractive.	1	2	3	4	5
12	Cosmetic surgery can be a big benefit to people's self-image.	1	2	3	4	5
13	If a simple cosmetic surgery procedure would make me more attractive to others, I would think about trying it.	1	2	3	4	5
<b>Body Appreciation Scale (BAS)</b>						
1	I respect my body.	1	2	3	4	5
2	I feel good about my body.	1	2	3	4	5
3	On the whole, I am satisfied with my body.	1	2	3	4	5

4	Despite its flaws, I accept my body for what it is.	1	2	3	4	5
5	I feel that my body has at least some good qualities.	1	2	3	4	5
6	I take a positive attitude toward my body.	1	2	3	4	5
7	I am attentive to my body's needs.	1	2	3	4	5
8	My self-worth is independent of my body shape or weight.	1	2	3	4	5
9	I do not focus a lot of energy being concerned with my body shape or weight.	1	2	3	4	5
10	My feelings toward my body are positive, for the most part.	1	2	3	4	5
11	I engage in healthy behaviors to take care of my body.	1	2	3	4	5
12	I do not allow unrealistically thin images of women presented in the media to affect my attitudes toward my body.	1	2	3	4	5
13	Despite its imperfections, I still like my body.	1	2	3	4	5
<b>Satisfaction with Life Scale (SWLS)</b>						
1	In most ways my life is close to my ideal.	1	2	3	4	5
2	The conditions of my life are excellent.	1	2	3	4	5
3	I am satisfied with my life.	1	2	3	4	5
4	So far I have gotten the important things I want in life.	1	2	3	4	5
5	If I could live my life over, I would change almost nothing.	1	2	3	4	5
<b>Collective Self-Esteem Scale (CSES)</b>						
1	I am a worthy member of the social groups I belong to.	1	2	3	4	5
2	I often regret that I belong to some of the social groups I do.	1	2	3	4	5
3	Overall, my social groups are considered good by others.	1	2	3	4	5
4	Overall, my group memberships have very little to do with how I feel about myself.	1	2	3	4	5
5	I feel I don't have much to offer to the social groups I belong to.	1	2	3	4	5
6	In general, I'm glad to be a member of the social groups I belong to.	1	2	3	4	5

7	Most people consider my social groups, on the average, to be more ineffective than other social groups.	1	2	3	4	5
8	The social groups I belong to are an important reflection of who I am.	1	2	3	4	5
9	I am a cooperative participant in the social groups I belong to.	1	2	3	4	5
10	Overall, I often feel that the social groups of which I am a member are not worthwhile.	1	2	3	4	5
11	In general, others respect the social groups that I am a member of.	1	2	3	4	5
12	The social groups I belong to are unimportant to my sense of what kind of a person I am.	1	2	3	4	5
13	I often feel I'm a useless member of my social groups.	1	2	3	4	5
14	I feel good about the social groups I belong to.	1	2	3	4	5
15	In general, others think that the social groups I am a member of are unworthy.	1	2	3	4	5
16	In general, belonging to social groups is an important part of my self image.	1	2	3	4	5
<b>Multidimensional Scale of Perceived Social (MSPSS)</b>						
1	There is a special person who is around when I am in need.	1	2	3	4	5
2	There is a special person with whom I can share joys and sorrows.	1	2	3	4	5
3	My family really tries to help me.	1	2	3	4	5
4	I get the emotional help & support I need from my family.	1	2	3	4	5
5	I have a special person who is a real source of comfort to me.	1	2	3	4	5
6	My friends really try to help me.	1	2	3	4	5
7	I can count on my friends when things go wrong.	1	2	3	4	5
8	I can talk about my problems with my family	1	2	3	4	5
9	I have friends with whom I can share my joys and sorrows.	1	2	3	4	5
10	There is a special person in my life who cares about my feelings.	1	2	3	4	5

11	My family is willing to help me make decisions.	1	2	3	4	5
12	I can talk about my problems with my friends.	1	2	3	4	5
<b>Satisfaction with Life</b>						
<b>Health</b>						
1	Satisfaction with current health	1	2	3	4	5
2	Satisfaction with the availability and quality of medical services	1	2	3	4	5
<b>Economic</b>						
1	Satisfaction with housing and living conditions.	1	2	3	4	5
2	Satisfaction with income's purchasing power.	1	2	3	4	5
3	Satisfaction with financial solvency.	1	2	3	4	5
<b>Job</b>						
1	Satisfaction with job's activity	1	2	3	4	5
2	Satisfaction with job's responsibilities	1	2	3	4	5
3	Satisfaction with working shifts.	1	2	3	4	5
4	Satisfaction with hierarchical working relationships.	1	2	3	4	5
<b>Family</b>						
1	Satisfaction with spouse or stable-partner relationship.	1	2	3	4	5
2	Satisfaction with children relationship.	1	2	3	4	5
3	Satisfaction with rest-of-family relationship.	1	2	3	4	5
<b>Friendship</b>						
1	Satisfaction with friends.	1	2	3	4	5
2	Satisfaction with availability of time to spend with them.	1	2	3	4	5
<b>Personal</b>						
1	Satisfaction with availability of time to pursue personal hobbies and interests.	1	2	3	4	5
2	Satisfaction with recreational activities.	1	2	3	4	5
3	Satisfaction with personal development.	1	2	3	4	5
4	Satisfaction with education and training.	1	2	3	4	5
<b>Community environment</b>						
1	Satisfaction with community services such as trash collection, public transport, road conditions, public lights, neighborhood safety and trust in local authorities.	1	2	3	4	5

2	Satisfaction with neighbors.	1	2	3	4	5
<b>Factors influence in purchasing service from cosmetic surgery</b>						
1	Facility and equipment	1	2	3	4	5
2	Brand reputation	1	2	3	4	5
3	Word of mouth	1	2	3	4	5
4	Location	1	2	3	4	5
5	Price	1	2	3	4	5
6	Promotion	1	2	3	4	5

**PART 3: MEDIA COMMUNICATION**

Q1. Which of the following media do you use? (Check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Television                   | <input type="checkbox"/> Newspaper                    |
| <input type="checkbox"/> Radio                        | <input type="checkbox"/> Billboard                    |
| <input type="checkbox"/> Magazine                     | <input type="checkbox"/> Internet                     |
| <input type="checkbox"/> Brand's website              | <input type="checkbox"/> Online media (e.g. Facebook, |
| Instagram)  |   |
| <input type="checkbox"/> Other, please specify: _____ |   |

Q2. Do you hear about cosmetic surgery through which of the following channels?

(Check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Television                   | <input type="checkbox"/> Newspaper                    |
| <input type="checkbox"/> Radio                        | <input type="checkbox"/> Billboard                    |
| <input type="checkbox"/> Magazine                     | <input type="checkbox"/> Internet                     |
| <input type="checkbox"/> Brand's website              | <input type="checkbox"/> Online media (e.g. Facebook, |
| Instagram)  |   |
| <input type="checkbox"/> Other, please specify: _____ |   |

**PART 4: CONSUMER DEMOGRAPHICS**

Q1. What is your gender?

- |                                 |                               |
|---------------------------------|-------------------------------|
| <input type="checkbox"/> Female | <input type="checkbox"/> Male |
|---------------------------------|-------------------------------|

Q2. How old are you? Please specify: \_\_\_\_\_

Q3. What is your highest level of education?

- |  |  |
|--|--|
| <input type="checkbox"/> High school graduate or under | <input type="checkbox"/> Bachelor's degree |
| <input type="checkbox"/> Master's degree               | <input type="checkbox"/> Doctoral or above |

Q4. What is your employment status?

- |  |   |
|--|---|
| <input type="radio"/> Employed, Full-time<br>(Freelance) | <input type="radio"/> Employed, Part-time |
| <input type="radio"/> Business owner                     | <input type="radio"/> Student             |
| <input type="radio"/> Retired                            | <input type="radio"/> Unemployed          |
| <input type="radio"/> Other, please specify: _____       |   |

Q5. What is your monthly personal income?

- |   |   |
|---|---|
| <input type="radio"/> Less than 15,000 Baht | <input type="radio"/> 15,001 - 20,000 Baht  |
| <input type="radio"/> 20,001 - 30,000 Baht  | <input type="radio"/> 30,001 - 50,000 Baht  |
| <input type="radio"/> 50,001 - 80,000 Baht  | <input type="radio"/> 80,001 - 120,000 Baht |
| <input type="radio"/> 120,001 Baht or more  |   |

Q6. Do you live in Bangkok or vicinity area? (Including: Nakhon Pathom, Pathum Thani, Nonthaburi, Samut Prakan, and Samut Sakhon)

- |                           |                          |
|---------------------------|--------------------------|
| <input type="radio"/> Yes | <input type="radio"/> No |
|---------------------------|--------------------------|

Q7. What is your accommodation type? (Check all that apply)

- |  |                                    |
|--|------------------------------------|
| <input type="radio"/> House                        | <input type="radio"/> Rented house |
| <input type="radio"/> Condominium                  | <input type="radio"/> Dormitory    |
| <input type="radio"/> Other, please specify: _____ |                                    |

Q8. Which means of transportation do you normally use? (Check all that apply)

- |                               |                                    |
|-------------------------------|------------------------------------|
| <input type="radio"/> BTS     | <input type="radio"/> MRT          |
| <input type="radio"/> Bicycle | <input type="radio"/> Personal car |
| <input type="radio"/> Bus     | <input type="radio"/> Taxi         |

Boat

Other, please

specify: \_\_\_\_\_





**APPENDIX B****SUMMARY OF RESPONDENT'S DEMOGRAPHIC**

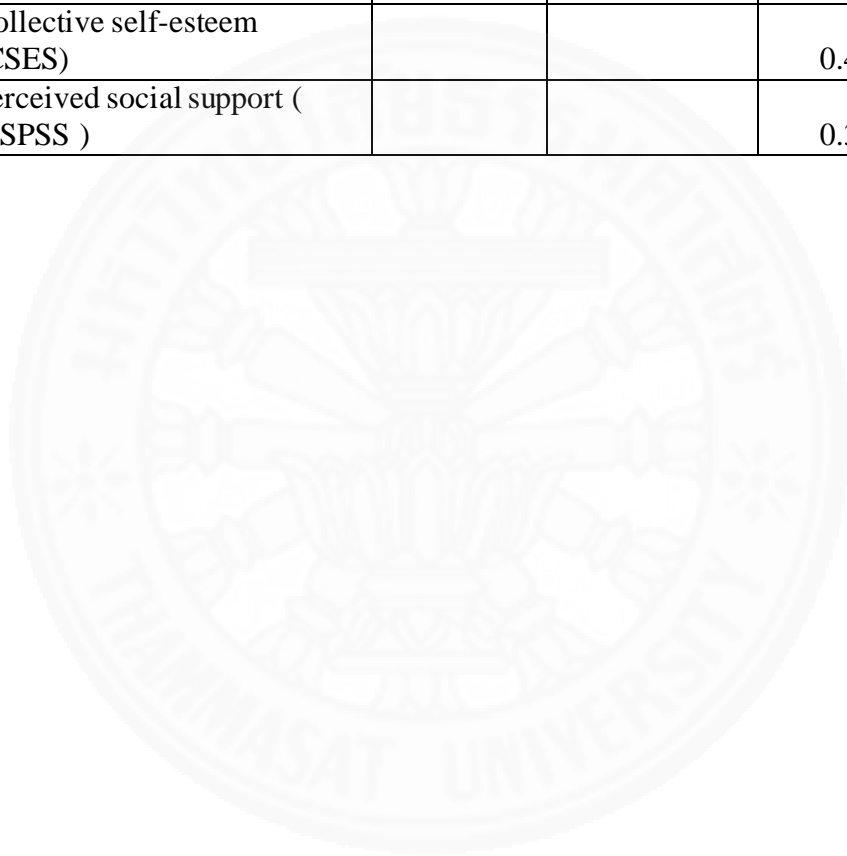
Respondent's Demographic		n	%
Gender	Female	88	72.1
	Male	34	27.9
Age	20-29 yr	52	42.6
	30-39 yr	63	51.6
	40-40 yr	5	4.1
	50-59 yr	2	1.6
Education	High school graduate or under	1	0.8
	Bachelor's degree	50	41
	Master's degree	71	58.2
Occupation	Employed, Full-time	103	84.4
	Business owner	11	9
	Student	2	1.6
	Unemployed	6	4.9
Income	Less than 15,000 Baht	2	1.6

	15,001 - 20,000 Baht	4	3.3
	20,001 - 30,000 Baht	4	3.3
	30,001 - 50,000 Baht	47	38.5
	50,001 - 80,000 Baht	41	33.6
	80,001 - 120,000 Baht	17	13.9
	120,001 Baht or more	7	5.7
Type of consumer	Current consumer	55	45.1
	Potential consumer	67	54.9

## APPENDIX C

### SUMMARY OF MULTIPLE LINEAR REGRESSIONS ANALYSIS

	R <sup>2</sup>	adjR <sup>2</sup>	B	p value
Model	0.651	0.639		
Body appreciation (BAS)			-0.128	0.000
Satisfaction with life ( SWL )			-0.076	0.010
Collective self-esteem (CSES)			0.405	0.000
Perceived social support ( MSPSS )			0.304	0.000



## APPENDIX D

SUMMARY OF DESCRIPTIVE STATISTIC SIX FACTORS THAT CAN  
INFLUENCE THEM IN PURCHASING SERVICE OF COSMETIC SURGERY

Factor	N	Mean	Maximum	Std. Deviation
Facility	122	4.30	5	0.759
Brand reputation	122	4.27	5	0.793
Word of mouth	122	3.89	5	1.122
Location	122	3.38	5	1.371
Price	122	3.37	5	1.194
Promotion	122	3.34	5	1.371

## APPENDIX E

### SUMMARY OF INDEPENDENT T TEST OF SIX KEYS IMPORTANT BETWEEN THE TWO GROUP OF CONSUMER

Factor	Mean		t	p-value
	Current customers ( n=55 )	Potential customers ( n = 67 )		
Facility	4.27	4.45	-1.283	0.202
Brand reputation	2.78	4.75	-20.267	0.000
Word of mouth	4.44	2.33	16.914	0.000
Location	3.42	3.42	0.002	0.999
Price	3.53	3.24	1.365	0.175
Promotion	4.36	3.69	3.843	0.000

## APPENDIX F-a

### SUMMARY OF SOURCE OF INFORMATION

<b>Media</b>	<b>Type of customers</b>		<b>Total (n=122)</b>
	<b>Current user (n=55)</b>	<b>Potential customer (n=67)</b>	
<b>TV</b>	54.50%	64.20%	59.80%
<b>Radio</b>	41.80%	47.80%	45.10%
<b>Magazine</b>	12.70%	19.40%	16.40%
<b>Brand website</b>	43.60%	7.50%	23.80%
<b>Newspaper</b>	3.60%	11.90%	8.20%
<b>Billboard</b>	20.00%	20.90%	20.50%
<b>Internet</b>	89.10%	100.00%	95.10%
<b>Online media</b>	83.60%	83.60%	83.60%
<b>Total</b>	100.00%	100.00%	100.00%

**APPENDIX F-b**  
SUMMARY OF SOURCE OF TRANSPORTATION

<b>Media</b>	<b>Type of customers</b>		<b>Total (n=122)</b>
	<b>Current user (n=55)</b>	<b>Potential customer (n=67)</b>	
<b>BTS</b>	41.80%	47.80%	45.10%
<b>MRT</b>	36.40%	46.30%	41.80%
<b>Bicycle</b>	1.80%	1.50%	1.60%
<b>Personal car</b>	78.20%	71.60%	74.60%
<b>Bus</b>	0.00%	13.40%	7.40%
<b>Taxi</b>	18.20%	17.90%	18.00%
<b>Boat</b>	0.00%	6.00%	3.30%
<b>Others</b>	0.00%	0.00%	0.00%
<b>Total</b>	100.00%	100.00%	100.00%

**BIOGRAPHY**

Name	Miss Piyawan Prukprakarn
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Educational Attainment	2010: Bachelor of Business Administration Assumption university
Work Position	Strategic Buyer ExxonMobil Limited

