



**FACTORS INFLUENCING THAIS IN CHOOSING  
DENTAL CLINICS - A STUDY ON MARKETING  
COMMUNICATION THROUGH SOCIAL MEDIA**

**BY**

**MISS SUPITCHA PONGPANICH**

**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**

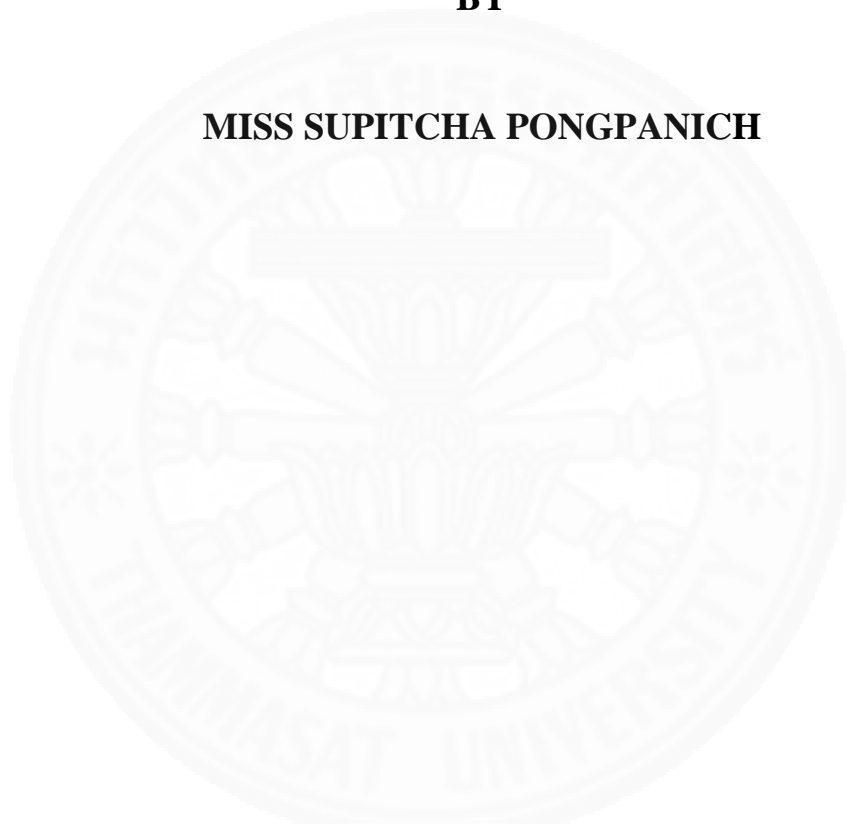
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ENTITLED

FACTORS INFLUENCING THAIS IN CHOOSING DENTAL CLINICS –  
A STUDY ON MARKETING COMMUNICATION THROUGH SOCIAL MEDIA

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

18 MAY 2020  
on .....

Chairman



(Associate Professor James E. Nelson, Ph.D.)

Member and Advisor



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Independent Study Title	FACTORS INFLUENCING THAIS IN CHOOSING DENTAL CLINICS - A STUDY ON MARKETING COMMUNICATION THROUGH SOCIAL MEDIA
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Degree	Master of Science Program in Marketing (International Program)
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Independent Study Advisor	Professor Malcolm C. Smith, PhD.
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## **ABSTRACT**

The competition for dental clinics in Thailand currently is increasing drastically. There are 4,727 dental providers in Thailand and more than 4,000 dental providers are private dental clinics. These dental clinics have adopted social media as a tool to communicate their value proposition in order to retain existing customers and actively attract new customers instead of waiting for customers to come to dental clinics when only they have oral health problems. However, to communicate the right messages to the right group of customers, they must know what types of content is more interesting to attract each group of customers and can convert the enquiries to sales.

The purpose of this study is to understand Thai consumers' insights and to identify the factors regarding marketing communication through social media that influence Thai consumers in selecting dental clinics in Thailand. There are three main objectives which are: (1) to understand Thai consumers' perceptions, and behaviors toward oral health care, (2) to determine the segmentation of social media users who consume content about dental treatments through social media using demographic, geographic, and behavioral and psychographic profiles, and (3) to understand influencing factors based on marketing communication through social media when selecting dental clinics in Thailand. The influencing factors could be based on

marketing stimuli or types of interesting contents such as patients' testimonials, celebrity reviews, etc.

The research findings of this study will help Dental Entrepreneurs, Dentists, or Marketing Managers of the dental clinics in Thailand understand Thai consumers' insights and help them develop strategic marketing communication plans through social media such as Facebook, Youtube, and Instagram.

The research design was conducted using two methods namely exploratory and descriptive research. The exploratory research comprised of secondary data and ten in-depth interviews. An online questionnaire was used in the descriptive research.

According to the key findings, Thai social media could be divided into two clusters namely the Discreet People and the Well – Informed People. The primary target market should be the Well – Informed People. The top three marketing mix (7Ps) that are important to the Well – Informed People are P-Person, P-Physical Evidence, and P-Process respectively. The most influencing types of contents on social media platforms are dental informative contents in a short written form, followed by infographic, as well as before and after photos from real patients.

Dental clinics in Thailand must reach both groups of customers – Discreet and Well – Informed People with different marketing communication plans. The Discreet People are interested in the creditability of the clinic and the Well – Informed People are interested in dental informative contents, patients' reviews, and before and after photos.

**Keywords:** Dental Clinic, Marketing Communication, Social Media, Oral Health Care Perception and Behavior

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# CHAPTER 1

## INTRODUCTION

### 1.1 Importance of the study

In the past, most dental clinics in Thailand did not have to do lots of advertising and marketing activities to promote themselves as patients would eventually come to see the dentists nearby their houses or their workplaces when they had oral health problems. Dental clinics who did some advertising used traditional channels like magazines, newspapers, flyers, signage, radios or television.

However, the competition among dental clinics in Thailand nowadays is increasing drastically. Currently, there are 4,727 dental providers in Thailand and more than 4,000 dental providers are private dental clinics (Department of Health Service Support, Thai's Ministry of Public Health, 2019). As the dental treatments provided in each clinic are quite the same, many dental clinics have been trying to differentiate themselves from others by using unique key selling points such as sales promotions, personalized treatment programs, digital technology, dentists' expertise, etc., in order to attract new patients and retain their existing patients.

Unlike the previous days, the advertising channels that the dental clinics in Thailand use have changed from the traditional channels to digital channels due to the digital disruption era.

Hootsuite digital statistics in Thailand 2019 stated that there are 51 million active social media users which are 74% of the total Thai population and they spend three hours per day on social media through any device (Hootsuite, 2019). The top five active social media platforms are Facebook, Youtube, Line, Facebook Messenger, and Instagram respectively. Some dental clinics have switched the way they attract customers from using a passive to using an active method. They do not wait for patients to only come to see the dentist when patients have problems. They have been trying to create demand by focusing on cosmetic dentistry or pointing out the severity of oral health problems that consumers may not realize or be aware of. To communicate their core value proposition and their key selling points faster, more broadly, more

effectively, as well as to have more engagement or interaction in real time with their existing and new customers, those private dental clinics have adopted social media platforms such as Facebook, Youtube, Line, and Instagram as an important tool for their marketing communication. These channels can reach more customers and are faster than traditional channels. However, as will be shown in the literature review below, the most influencing content on social media of dental clinics is unknown. This research will begin to address this gap.

## **1.2 Purpose and Objectives of the Research**

This study is a contemporary topic in applied marketing and is in the area of health and technology under the title of “Factors influencing Thais in choosing dental clinics - A Study on Marketing Communication through Social Media”.

The purpose of this study is to understand Thai consumers’ insights and to identify the factors regarding marketing communication through social media that influence Thai consumers in selecting dental clinics in Thailand. The research findings will help Dental Entrepreneurs, Dentists, or Marketing Managers of the dental clinics in Thailand understand Thai consumers’ insights, what they value, and help develop strategic marketing communication plans through social media such as Facebook, Youtube, and Instagram. This will not only help to maintain existing consumers, but also attract new consumers to the dental clinics. The objectives of this study are as follows:

1. To understand Thai consumers’ perceptions and behaviors toward oral health care

1.1 To determine the perception and attitudes of Thai consumers toward the importance of oral health care

1.2 To determine the behaviors of Thai consumers toward oral health care

1.2.1 Frequency of seeing the dentists

1.2.2 Occasion of seeing the dentists

2. To determine the segmentation of social media users who consume content about dental treatments through social media using demographic, geographic, and behavioral and psychographic profiles

2.1 To identify the demographic profile of social media users by using these criteria: age, gender, income, education level, etc.

2.2 To identify the geographic profile of social media users by using this criterion: residential area.

2.3 To identify the behavioral profile of social media users by using these criteria: usage rate of social media, occasions of seeing dentists, frequency of seeing dentist

2.4 To identify the psychographic profile of social media users by using these criteria: personal traits, lifestyle, opinions, interests, and hobbies.

3. To understand influencing factors based on marketing communication through social media when Thais select dental clinics in Thailand

3.1. To identify the marketing mix (7Ps) influencing Thai consumers' decision – making process when selecting dental clinics in Thailand

3.1.1 To understand attitudes toward types of dental treatments provided at the clinic and the quality of the results.

3.1.2 To understand attitudes toward the location of dental clinics and operating hours.

3.1.3 To understand attitudes toward prices and other expenses of dental services.

3.1.4 To understand attitudes toward sales promotion, personal selling, advertising (especially on social media), and publicity and public relation.

3.1.5 To understand attitudes toward the appearance of clinic, dental equipment, staff's uniforms, and advertising pictures and videos on clinic's website and social media channels.

3.1.6 To understand attitudes toward the dentists' expertise and profiles, call – center staff, and front staff.

3.1.7 To understand attitudes toward enquiries answering process, booking process, and payment process.

3.2 To determine what kind of contents on social media influence Thai consumers in selecting dental clinics in Thailand.

3.2.1 To determine the influences of videos, photos, infographics, written contents on customers' decisions.



## **CHAPTER 2**

### **REVIEW OF LITERATURE**

#### **The Size of the Dental Industry**

The overall global dental market is projected to grow to a value of around 37 billion U.S. dollars by 2021 (Mikulic, 2019). The major treatment that plays an important role in driving the global market is dental implants. Fortune Business Insight (2019) states that the dental implant market is forecasted to reach 5,725.7 Million U.S. dollars by 2026. In addition, the rising awareness of oral hygiene and preventive dental care will be a major factor that affects the dental market growth to reach new heights (Anita, 2019).

In Thailand, the dental industry is becoming more competitive. Currently, more than 4,000 Thai dental providers are private dental clinics (Department of Health Service Support, Thai's Ministry of Public Health, 2019). One of the leading private dental providers in Thailand named Dental Corporation PLC., has just opened its new dental hospital in 2019, located in Sukhumvit 2, Bangkok, which consists of 19 dental units and surgery rooms. Before opening this new dental hospital, Dental Corporation PLC., had 16 branches of dental centers and dental clinics; 14 branches are located in Bangkok and the other two branches are located in Phuket province. In addition, Dental Corporation PLC., has just taken over Dental Vision Co., Ltd in 2018. The approximate revenues of Dental Vision Co., Ltd is about 300 – 400 million baht. All of these will result in the increasing revenues of Dental Corporation PLC., and this can be a sign of the high growth rate of the dental industry in Thailand.

#### **How Dentists and Clinics Attract Consumers**

There are various marketing strategies and tactics which dental clinics can apply to attract new consumers and retain existing consumers. Dental clinics use various offline and online strategies and tactics to attract new customers. The offline channels can be (1) sponsoring local events to create brand awareness, (2) creating

patient referrals by offering a referral special discounts, and (3) creating business referrals such as offering corporate rate to the neighbor companies. The online channels for attracting consumers can be (1) creating a website, (2) conducting search engine optimization and search engine marketing, (3) distributing press releases online, and (4) adopting social media marketing which is related to content marketing. Dentists, Dental Entrepreneurs or Marketing Managers of Dental Clinics must have strategic plans for the content of different types of social media platforms to promote dental clinics successfully and get more engagement with the target audience. Consumers say that information on social media affects their health decisions, and to keep patients coming through their doors, dentists should try to make sure that their information is being seen on as many internet channels as possible (Childress, 2014).

### **The Use of Social Media in the Dental Industry**

In this digital era, the most popular social media platform that dental clinics use to connect with their customers is Facebook. Most of the Facebook Fanpage members are female and aged between 18 – 29 years old (Nelson et al., 2015). Facebook is a platform where a dental clinic can create trust, communicate their value proposition, and interact with both their existing and new customers easily in real time. Creating trust for dental clinics on social media, especially on Facebook, can be due to the content about the dentists, their expertise and working experience, as well as informative content about dental procedures. In addition, as dental care is a high involvement service, word of mouth and recommendations from friends and family have a huge impact on the customer decision – making process. Word of mouth has been transformed from a one-to-one communication to one-to-many when they appear as customers' reviews on Facebook and other social media platforms. The research shows that people who like the Facebook Fanpage of a dental clinic tend to be converted to be new customers of that clinic (Chaicharoen, 2015; Nelson et al., 2015).

Carter (2018) stated that the benefits for dentists or dental entrepreneurs in using Facebook are to build and enhance the relationship with their existing customers and attracting new customers by means of interesting and trustworthy contents in various forms such as articles, video testimonials, before and after treatment photos,

etc. Dentists or dental entrepreneurs should use Facebook as a communicating platform to eliminate the customers' anxiety and sell other special aspects of the dentistry such as comfortable and painless dental care, good oral hygiene and health, good dental experience, trust, and confidence. The dentists or the owners should not use Facebook to sell just dental treatments. Other social media platforms can also be used for promoting dental clinics such as Youtube, Twitter, and Instagram. Dentists or dental entrepreneurs do not need to adopt all social media platforms at the same time. They should choose the most suitable ones for them.

However, there are some ethical issues regarding the use of social media for dental service marketing purposes which are privacy and confidentiality of patients (Alsanea, 2018). To publish patients' information including before - and - after treatment photos, patients' pictures, videos, or even testimonials on social media platforms, the dental clinics must get approvals from patients first. If the dental clinics fail to do so, it may cause patients dissatisfaction and will lead to a bad reputation of the dental clinics.

### **The Thai's Medical Council Regulations on Advertising for Healthcare Providers**

The Department of Health Service Support, Thai's Ministry of Public Health has released regulations of the Medical Council of Thailand for advertising for private healthcare providers. Private healthcare providers must request the approval from the Department of Health Service Support, the Ministry of Public Health, before publishing any advertisements through any channels including social media. There are also 18 rules that private healthcare providers must follow regarding advertisement. The following are examples of some of the rules: (1) Private healthcare providers shall not advertise services which are not in the area that the medical practitioners have a diploma or certification, (2) Private healthcare providers shall not malign other healthcare providers, and (3) Private healthcare providers shall not use exaggerated pictures or messages such as "The best hospital...", "The first dental clinic in Bangkok who has...", "100% result guarantee...", "The number one in Thailand...", or "from regular price...", which might somewhat mislead consumers. Thus, to remain within the law and to develop a strategic marketing communication plan through social media

successfully, dentists, dental entrepreneurs or marketing managers must be aware of these rules.

### **Effective Marketing Communications**

In order to have effective marketing communication, Kotler (2016) said there are eight steps in developing it namely (1) identifying the target audience, (2) determining the communication objectives, (3) designing the communication, (4) selecting the communication channels, (5) establishing the budget, (6) selecting the marketing communication mix, (7) measuring results, and (8) managing the integrated marketing communication process. This model can be used as a framework to study marketing communication on social media of dental clinics in Thailand. As there are different types of dental treatments which suit different needs and ages of consumers, the dentists or the dental entrepreneur must clearly identify each of their target audience group and the communication objectives for each group in order to convey the right messages and the right contents to the right people. For example, for dental implants or full mouth reconstruction, the target group of customers might be a heavy user aged over 45 years old. Thus, the message to communicate to this group should be more about dental implants or full mouth reconstruction information, professionalism of the dental specialists who will perform these treatments, and patients' reviews rather than the prices of the treatments. For cosmetic dentistry such as dental veneers, a message strategy can be applied to show the result – of – use experience (before and after photos and reviews from blogger and influencers).

### **Summary for a Literature Review**

As a summary, the literature review indicates (1) research on marketing communication on social media of dental clinics with Thai customers is quite limited, (2) there is some research on the size and market growth of the dental industry globally, but this cannot be accessed due to the high fees, (3) research on the size and market growth of the dental industry in Thailand is quite limited and most of the data concerning the dental industry is embedded in the healthcare sector data, (4) there is

quite a lot of research on marketing strategies or tactics for both traditional channels and digital channels to attract new consumers for dental clinics, but they never indicate which channel has the most potential, (5) research on dental clinics using social media and consumers in other countries often examines which social media platform is the most effective for dental clinics in promoting, advertising and connecting with their new and existing customers, (6) research on dental clinics using social media and consumers in other countries has not examined the content strategy including the types of messages and contents about dental care that interest each group of customers and can create the most conversion on social media platforms. Thus, this study will provide information and analysis about marketing communication on social media of dental clinics in Thailand that have the most influence on Thai consumers when choosing dental clinics.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

The research was conducted using two methods which were exploratory research and descriptive research.

##### **3.1.1 Exploratory Research**

The exploratory research was conducted to understand (1) the current situation of dental industry Thailand, (2) the perception of Thai consumers toward the importance of oral health care, (3) the general behaviors of Thai consumers in terms of frequency and occasion of seeing the dentists, and (4) to narrow down the population of interest by using secondary data and gather consumer insights on consumers' decision – making processes. This information played an important role in developing a questionnaire to gather quantitative data. Hence, secondary data and in-depth interviews were applied during these stages.

###### **3.1.1.1 Secondary Data**

Secondary data research focused on the current situation of the dental industry in Thailand, in terms of industry size, level of competition, the use of social media, as well as the regulations of the Medical Council of Thailand on advertising for private healthcare providers.

###### **3.1.1.2 In-depth Interviews**

The in-depth interviews were conducted to get the idea of perceptions, attitudes, and behaviors of Thai consumers toward oral health care and how marketing communication on social media influences consumers' decisions when selecting dental clinics in Thailand. The actual questions for the in-depth interviews were formulated from a preliminary interview of 4 target consumers (see appendix B). Then, the response from the in-depth interviews together with the summary of literature review were used to develop a questionnaire for the descriptive research.

### 3.1.2 Descriptive Research

The descriptive research was conducted to describe and determine segments of social media users who have visited any dental clinics within one year. It also determined current perceptions of Thai consumers toward oral health care and dental clinics, as well as identified the factors based on marketing mix (7Ps) and marketing communication through social media which can influence Thai consumers' decisions in selecting dental clinics in Thailand (see Appendix C).

An online questionnaire, constructed on Google Form, was used to collect this data and was distributed to 200 respondents. A pre – test of online questionnaire was also conducted with 5 respondents before distribution. The online questionnaire took about 10 minutes to complete. The questionnaire included independent (IVs) and dependent variable (DVs) as shown in Figure 1.

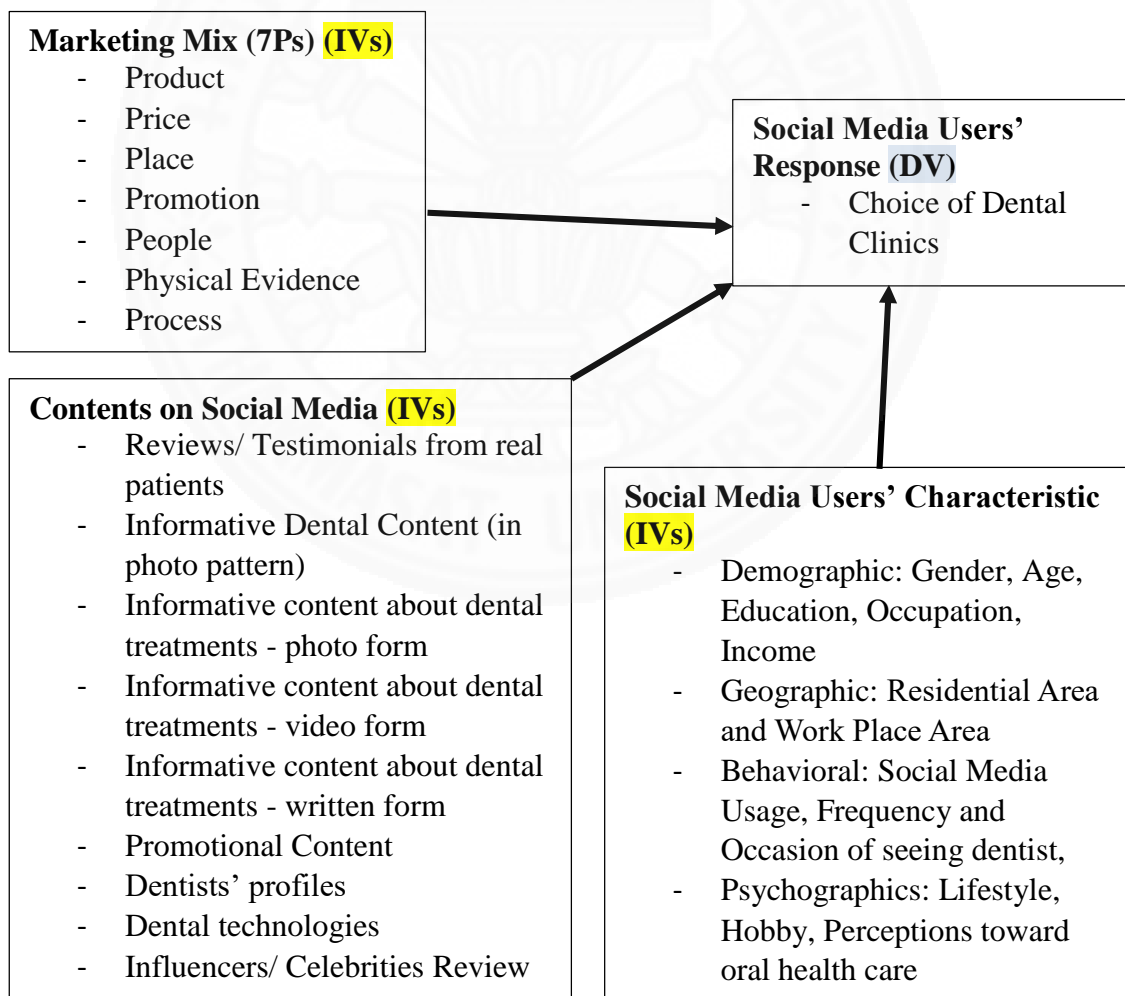


Figure 3.1: Conceptual Research Framework (IVs and DVs)

### **3.2 Sampling Procedure**

The sampling procedure for both qualitative and quantitative research was a convenience sampling method, given the time constraint.

Target respondents for both in-depth interviews and the online questionnaire were male and female Thai consumers aged between 25 – 55 years old, who live or work in Thailand. The respondents must also have visited any dental clinic within one year and they had to be social media users. The income level had to be equal or more than 18,001 baht.

The in-depth interview participants were recruited by personal connections. The questionnaire was constructed on the Google Form and was distributed through personal online channels such as Facebook and Line application.

### **3.3 Data Collection**

Data was collected from three sources, which were secondary data, in-depth interviews, and online questionnaire.

#### **3.3.1 Secondary Data**

Secondary data was collected from dental clinic's Facebook pages, Youtube channels, and Instagram accounts for the observation of how dental clinics communicate their value proposition and their services to both existing and prospect customers. Thai government organization public sources such as the Medical Council of Thailand, the Department of Health Service Support, the Ministry of Public Health and Thammasat University digital library were also credible sources. Other online sources such as US National Library of Medicine, academic journals and articles about social media were studied as well.

Some marketing campaigns or advertisements on dental clinic's Facebook pages were also studied to identify content strategy, techniques and methods applied by particular dental clinics and evaluate how applicable and effective they were (See Appendix A).

### **3.3.2 The In-Depth Interviews**

The in-depth interviews with 10 social media users were conducted. These were people who have also visited any dental clinics within one year. The interviews were conducted by both face – to – face and one – on – one telephone calls, and took approximately 30 - 40 minutes per participant.

### **3.3.3 Online Questionnaire**

An online questionnaire was distributed through the researcher's online channels and connections such as Facebook and Line application to the respondents living in Thailand, from Feb 20 – 29, 2020. 200 questionnaires were returned but only 190 questionnaires are qualified.

## **3.4 Data Analysis**

### **3.4.1 The Secondary Data and In-depth Interviews**

Secondary data and data from the in-depth interviews were analyzed to identify the important factors regarding marketing mix and marketing communication on social media of dental clinics which influence Thai consumers when selecting dental clinics in Thailand. The summarized data from secondary research and in-depth interviews were utilized to construct the online questionnaire.

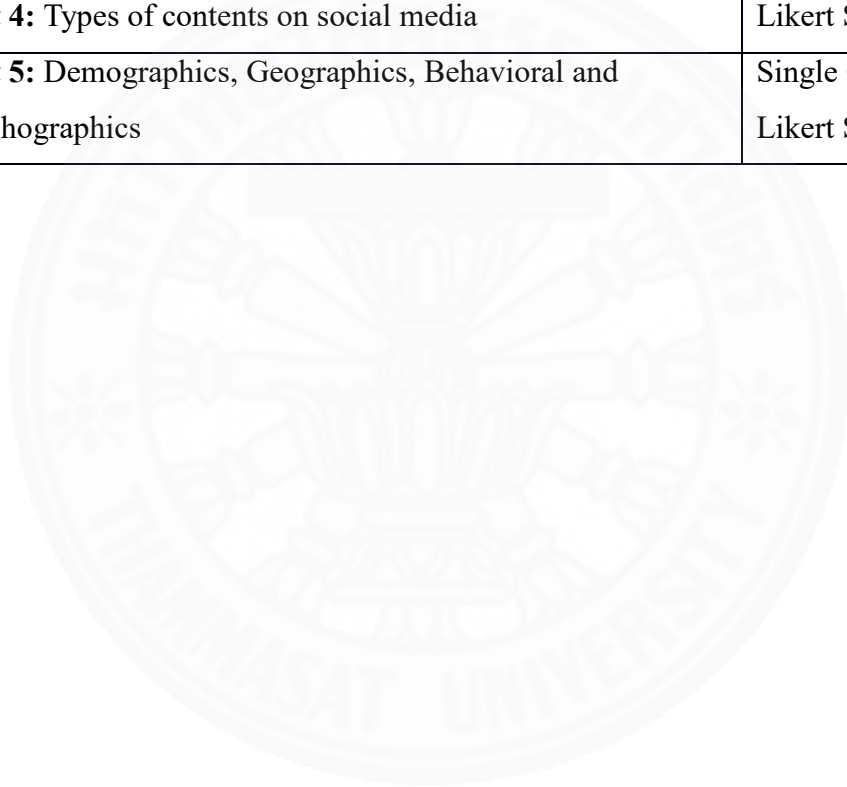
### **3.4.2 The Questionnaire**

Quantitative data from the questionnaire results were coded and edited as necessary to improve accuracy before entering the data electronically into the Statistical Package for the Social Sciences (“SPSS”). Moreover, this research used analyses of frequencies, percentages, means, factor analysis, cluster analysis, and independent t-test to analyze all the data. Please see Table 3.1 for the types of measurement scales used for each part of the questionnaire.

Table 3.1

*Measurement Scales Used in the Questionnaire*

<b>Parts</b>	<b>Questionnaire Types</b>
<b>Part 1:</b> Screening Questions	Single Choice
<b>Part 2:</b> Perceptions and behaviors of Thais toward oral health care	Likert Scale
<b>Part 3:</b> The importance of each Marketing mix	Likert Scale
<b>Part 4:</b> Types of contents on social media	Likert Scale
<b>Part 5:</b> Demographics, Geographics, Behavioral and Psychographics	Single Choice and Likert Scale



## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1 Key Results from In-depth Interviews**

The in-depth interviews were conducted with 10 participants. They were asked about their general perceptions and behaviors toward oral health care, the factors in terms of marketing mix and types of contents on social media platforms that influence them in choosing dental clinics, as well as their experience after visiting those dental clinics.

Six participants (60%) said that body health is more important than oral health as it seems more life threatening than oral health while another three participants said that oral health is as important as body health. There was only one participant who gives precedence to oral health.

Regarding influencing factors, all the interviewees (100%) stated that recommendations from friends and family are the most important factors, followed by clinic location (90%) that should be near their houses or workplaces, and reviews from real patients (50%) as well as appointments booking (50%) that should be easily booked and available at the time they prefer. 90% of them said that reviews from influencers, celebrities, bloggers have no impact on their decisions.

Moreover, all of 10 participants prefer reading informative content to watching an informative videos, since watching a video is not convenient for them sometimes and they are not sure if that video is interesting enough. Before and after photos are quite preferable as well since 60% of participants accept that.

#### **4.2 Key Results from the Questionnaire**

##### **4.2.1 General Respondent Profiles**

All the respondents (n=200) for this survey are Thai and live in Thailand. 95% of the respondents have visited a dental clinic within one year and they are also active social media users (active social media users means they use social

media at least one time per week). From Table 4.1, most respondents are female (57.9%) and most are in the age range between 25 – 34 years (83.7%). More than half of the respondents work in private companies (59.5%), and the largest group of the respondents earn between 30,001 – 50,000 baht for their monthly income (36.8%). About 54.2% of the respondents have a Bachelor’s degree as their highest educational level. The majority of the respondents are single (82.1%). As shown in Table 4.2, the majority of the respondents live in Bangkok (74.7%). Regarding their activities in their spare time, it was found that the largest segment of the respondents likes to spend time with their families ( $\bar{x} = 3.94$ ) as seen in Table 4.3. Furthermore, the data presented in Table 4.4 show that the social media platforms that the respondents use the most per week are Facebook ( $\bar{x} = 4.66$ ), Instagram ( $\bar{x} = 4.31$ ), and Youtube ( $\bar{x} = 4.21$ ) respectively.

Table 4.1

*General Respondent Demographic Profiles*

Demographic		Frequency	Percent
Gender	Male	80	42.1%
	Female	110	57.9%
Aged Range	25 - 34 years old	159	83.7%
	35 – 44 years old	30	15.8%
	45 – 55 years old	1	0.5%
Personal Monthly Income	18,001 – 30,000 Baht	48	25.3%
	30,001 – 50,000 Baht	70	36.8%
	50,001 – 80,000 Baht	49	25.8%
	80,001 Baht or above	23	12.1%
Occupation	Government Officer	44	23.2%
	Private Company Officer	113	59.5%
	Self - Employed	17	8.9%
	Student	9	4.7%
	FreelanceRetired	7	3.7%
Education	Below Bachelor Degree	4	2.1%
	Bachelor	103	54.2%
	Master	81	42.6%
	PhD	2	1.1%

Demographic		Frequency	Percent
Marital Status	Single	156	82.1%
	Married	34	17.9%

Table 4.2

*General Respondent Geographic Profiles*

Geographic		Frequency	Percent
Residential Area	Bangkok	142	74.7%
	Chiang Mai	2	1.1%
	Nakhon Pathom	1	0.5%
	Nonthaburi	11	5.8%
	Nakhon Ratchasima	2	1.1%
	Samut Prakan	5	2.6%
	Others	27	14.2%

Table 4.3

*Activities and Interests*

Activity and Interest	Mean	S.D.
Café Hopping	3.40	1.068
Hang out with friends	3.47	1.037
Spend time with family	3.94	0.982
Take photos	3.18	1.054
Read books	3.32	1.077
Play computer games	2.96	1.335
Go shopping	3.53	1.017
Travel	3.74	1.075
Go to gym at least 1 day per week	3.17	1.296
Go to a salon or spa at least 1 time per month	2.87	1.349

Table 4.4

*Social Media Usage (Per Week)*

Social Media Platforms	Mean	S.D.
Facebook	4.66	0.714
Instagram	4.31	1.223
Youtube	4.21	1.048

<b>Social Media Platforms</b>	<b>Mean</b>	<b>S.D.</b>
Twitter	2.58	1.604
Linkedin	1.68	1.027

#### 4.2.2 Consumer Segmentation

Factor and cluster analyses were adopted to segment Thai social media users. From Table 4.5, based on the types of contents on social media, the respondents can be classified using factor analysis into three groups namely (1) people who like to read informative contents, (2) people who like to read reviews or video testimonials, and (3) people who like contents that show creditability of the dental clinic.

Table 4.5

#### *Factor Analysis on Types of Contents on Social Media*

<b>Types of Content on Social Media that influence the most in choosing dental clinics</b>	<b>Component</b>		
	<b>1</b>	<b>2</b>	<b>3</b>
Infographic	0.840	0.142	0.030
Dental treatment/ problem information from the clinic in a short written form	0.760	0.249	0.172
One picture or a set of pictures	0.713	0.200	0.211
A video in animated form	0.649	0.295	0.197
Dental treatment/ problem information from the clinic in a long written form	0.643	0.191	0.358
Before and after photos from real patients	0.515	0.421	0.179
Promotional/ Discount Contents	0.509	0.224	0.380
Dental treatment/ problem information from the clinic in a short written form along with a link to more information	0.504	0.285	0.454
A video talked by the dentists	0.503	0.206	0.584
Before and after photos from bloggers/ celebrities/ influencers	0.272	0.767	0.209

Types of Content on Social Media that influence the most in choosing dental clinics	Component		
	1	2	3
Video testimonials from real patients	0.254	0.752	0.276
Written reviews from bloggers/ celebrities/ influencers	0.238	0.803	0.176
Written reviews from real patients	0.232	0.568	0.205
Video testimonials from bloggers/ celebrities/ influencers	0.164	0.847	0.223
Pictures of the clinic, dental technology, and equipment	0.243	0.244	0.741
Certificates and Awards	0.160	0.275	0.780
Dentists' Profiles and Experience	0.148	0.205	0.805

From Table 4.6, the cluster analysis results further classified the respondents into two clusters as follows:

**Cluster 1** represents “People who like evidence that is credible, identified, or evidence proving the creditability of the clinic before making any decisions” or “**Discreet People**”

**Cluster 2** represents “People who like to read information including knowledge and reviews before making any decision” or “**Well – Informed People**”.

Table 4.6

*Cluster Analysis for Thais based on Types of Contents on Social Media*

Group of Factors	Cluster	
	1 (n=79)	2 (n=111)
People who like to read informative contents	-0.67066	0.47732
People who like to read reviews	-0.61440	0.43728
People who like contents that show creditability of clinic.	0.24979	-0.17778

Table 4.7 shows that in the group of “Discreet People”, the number of males and females are quite similar. Most of them have an age range between 25 – 35 years old. The highest educational level is a Bachelor’s degree. The majority of them work in private companies with the personal monthly income between 50,001 – 80,000 baht. For the group of “Well – Informed People”, most of them are female with the age range of 25 – 34 years old. The educational level and the occupation are the same as “Discreet People” but there is a difference in personal monthly income. Most of the Well – Informed People earn between 30,001 – 50,000 baht per month while the Discreet People earn between 50,001 – 80,000 baht per month. Most of Discreet and Well – Informed People live in Bangkok area.

Table 4.7

*Segmentation by Demographics and Geographics*

Demographic		Cluster Number of Case			
		Discreet People		Well – Informed People	
		Count	Column N %	Count	Column N %
Gender	Male	39	49.4%	41	36.9%
	Female	40	50.6%	70	63.1%
Age Range	25 - 34 years old	67	84.8%	92	82.9%
	35 – 44 years old	11	13.9%	19	17.1%
	45 – 55 years old	1	1.3%	0	0.0%
Income	18,001 – 30,000 Baht	13	16.5%	35	31.5%
	30,001 – 50,000 Baht	27	34.2%	43	38.7%
	50,001 – 80,000 Baht	28	35.4%	21	18.9%
	80,001 Baht or above	11	13.9%	12	10.8%
Education	Below Bachelor Degree	2	2.5%	2	1.8%
	Bachelor	44	55.7%	59	53.2%
	Master	32	40.5%	49	44.1%

Demographic		Cluster Number of Case			
		Discreet People		Well – Informed People	
		Count	Column N %	Count	Column N %
Education	PhD	1	1.3%	1	0.9%
Occupation	Government Officer	14	17.7%	30	27.0%
	Private Company Officer	53	67.1%	60	54.1%
	Self - Employed	7	8.9%	10	9.0%
	Housework/ Parenting	0	0.0%	0	0.0%
	Student	3	3.8%	6	5.4%
Occupation	Freelance	2	2.5%	5	4.5%
	Other	0	0.0%	0	0.0%
Residential Area	Bangkok	57	72.2%	85	76.6%
	Chiangmai	1	1.3%	1	0.9%
	Nakhon Pathom	0	0.0%	1	0.9%
	Nonthaburi	7	8.9%	4	3.6%
	Phuket	0	0.0%	0	0.0%
	Samut Sakhon	0	0.0%	0	0.0%
	Buriram	0	0.0%	0	0.0%
	Khon Kaen	0	0.0%	0	0.0%
	Nakhon Ratchasima	1	1.3%	1	0.9%
	Pathum Thani	0	0.0%	0	0.0%
	Samut Prakan	3	3.8%	2	1.8%
	Ubon Ratchathani	0	0.0%	0	0.0%
	Others	10	12.7%	17	15.3%

Table 4.8 shows the independent t-test results between two clusters and general behaviors toward oral health care that there were no significant differences between them ( $p < .05$ ).

Table 4.8

*Independent t-test results between two clusters and behaviors*

Behaviors	Cluster Discreet: N = 79 Well-Informed: N = 111	t-test			
		Mean	S.D.	t	Sig. (2-tailed)
I go to see a doctor for a health check – up once a year and see a dentist for a dental check – up once or twice a year every year.	Discreet	4.05	1.154	-0.636	0.526
	Well – Informed	4.16	1.218		
I go to the hospital for a health check – up once a year but rarely or never go to see a dentist for a dental check - up.	Discreet	2.29	1.360	-0.895	0.372
	Well – Informed	2.48	1.451		
I rarely go to the hospital for a health check – up but I go to see a dentist once or twice a year every year.	Discreet	2.44	1.403	1.130	0.260
	Well – Informed	2.21	1.428		
I think body health care is more important than oral health care.	Discreet	2.72	1.229	-0.405	0.686
	Well – Informed	2.80	1.426		
I think oral health care is as important as body health care.	Discreet	3.89	1.074	-1.350	0.179
	Well – Informed	4.11	1.147		
I brush my teeth only 2 times daily.	Discreet	4.34	1.049	-1.125	0.262
	Well – Informed	4.50	0.933		
I brush my teeth more than 2 times daily.	Discreet	2.43	1.356	-1.180	0.240
	Well – Informed	2.67	1.364		
I floss my teeth after every meal.	Discreet	2.05	1.218	-0.662	0.509
	Well – Informed	2.17	1.250		
I go to see a dentist at least 2 times per year for a dental check - up and get my teeth cleaned.	Discreet	3.18	1.412	0.738	0.461
	Well – Informed	3.02	1.501		

Behaviors	Cluster Discreet: N = 79 Well-Informed: N = 111	t-test			
		Mean	S.D.	t	Sig. (2-tailed)
I go to see a dentist when I have oral health problems (e.g. toothache from decayed tooth or wisdom tooth).	Discreet	2.80	1.564	-1.963	0.051
	Well – Informed	3.25	1.581		
I go to see a dentist for cosmetic purposes.	Discreet	2.47	1.422	-0.254	0.800
	Well – Informed	2.52	1.470		

Referring to Table 4.9, both Discreet and Well – Informed People have similar activities in their spare times. Well – Informed People also like to go shopping as well.

Table 4.9

*Independent t-test results between two clusters and activities*

In my spare time, I like to .....	Cluster Discreet: N = 79 Well-Informed: N = 111	t-test			
		Mean	S.D.	t	Sig. (2-tailed)
go café hopping	Discreet	3.34	0.986	-0.633	0.528
	Well-Informed	3.44	1.126		
hang out with friends.	Discreet	3.46	1.010	-0.142	0.887
	Well-Informed	3.48	1.060		
spend time with family.	Discreet	3.84	1.055	-1.265	0.208
	Well-Informed	4.02	0.924		
take photos.	Discreet	3.03	1.086	-1.704	0.090
	Well-Informed	3.29	1.021		
read books.	Discreet	3.28	1.085	-0.402	0.688
	Well-Informed	3.34	1.074		
play computer games.	Discreet	2.77	1.260	-1.672	0.096
	Well-Informed	3.10	1.375		
go shopping.	Discreet	3.34	1.011	-2.130	0.034
	Well-Informed	3.66	1.004		
travel.	Discreet	3.71	1.088	-0.359	0.720
	Well-Informed	3.77	1.070		

In my spare time, I like to .....	Cluster Discreet: N = 79 Well-Informed: N = 111	t-test			
		Mean	S.D.	t	Sig. (2-tailed)
go to gym at least 1 day per week.	Discreet	3.14	1.288	-0.308	0.758
	Well-Informed	3.20	1.306		
go to a salon or spa at least 1 time per month.	Discreet	2.78	1.374	-0.720	0.472
	Well-Informed	2.93	1.333		

Regarding the usage rate per week of each social media platform of the two clusters, an independent t-test showed that there were no significant differences between them ( $p < .05$ ).

#### 4.2.3 The Effects of the Marketing Mix (7Ps)

As seen in Table 4.10, there is at least one factor in each category of the marketing mix (7Ps) that has an impact on Thai social media users in choosing a dental clinic. The largest group of Thai social media users places a high level of importance on the quality results of the treatments ( $\bar{x} = 4.53$ ) along with transparent price ( $\bar{x} = 4.65$ ), and a variety of payment methods ( $\bar{x} = 4.50$ ). They are more likely to choose the dental clinic that is easily contacted by any channels ( $\bar{x} = 4.56$ ), the operating hours of the clinic allows them to go after work or on the weekend ( $\bar{x} = 4.57$ ) as well as the appointments are easily booked ( $\bar{x} = 4.61$ ). Physical evidence in term of clinic cleanliness ( $\bar{x} = 4.82$ ), pleasant atmosphere ( $\bar{x} = 4.64$ ), professionalism of the staff uniform ( $\bar{x} = 4.52$ ). Moreover, they prefer to see dentists who have lots of experience and are skillful ( $\bar{x} = 4.74$ ) and the staff who are service - minded ( $\bar{x} = 4.59$ ) and do not try to do direct selling too much ( $\bar{x} = 4.66$ ).

Table 4.10

*The effects of the 7Ps marketing mix when Thais choose dental clinics*

Marketing Mix (7Ps)		Mean	S.D.
Product	1. There are a variety of dental treatments provided at the clinic.	3.99	1.166
	2. The quality of the result is high.	4.53	0.732

Marketing Mix (7Ps)		Mean	S.D.
Price	1. The clinic accepts credit cards, insurance or social security.	4.50	0.889
	2. The price is clear and there are no hidden charges along the treatment.	4.65	0.747
Place	1. The clinic is located near your house or office.	4.36	0.975
	2. The clinic is easily accessible by public transportation e.g. BTS Skytrain, MRT subway, etc.	4.08	1.165
	3. The clinic has lots of parking available.	4.11	1.217
	4. Operating hours allow you to go after work or on the weekend.	4.57	0.831
Promotion	1. There is not too much direct selling at the clinic.	4.66	0.786
	2. There are some promotions or discounts.	4.14	1.104
	3. There are lots of contents and advertisements of this clinic on social media.	3.68	1.125
	4. The website of the clinic is reliable.	4.17	1.035
Person	1. The staff are service – minded	4.59	0.756
	2. The staff can answer all the questions you have.	4.49	0.782
	3. The dentists at the clinic have lots of experience and are skillful.	4.74	0.619
	4. The dentists at the clinic are well – known.	3.73	1.047
	5. The dentists at the clinic graduated from famous dental schools/ universities.	3.87	1.086
Physical Evidence	1. The clinic is clean.	4.82	0.534
	2. The clinic has a nice/ relaxing atmosphere.	4.64	0.689
	3. The staff wear clean and professional uniforms.	4.52	0.808
Process	1. The clinic is easily contacted by phone, email, and any other channels.	4.56	0.786
	2. Appointments are easily booked and available at the time you want.	4.61	0.739

Regarding Table 4.11, a t-test revealed that there was a significant difference between the mean scores for Cluster 1 “Discreet People” and Cluster 2 “Well – Informed People” and all marketing mix components (7Ps).

**Product 1: A variety of dental treatments provided at clinic**

Discreet People ( $M_{\text{Discreet}} = 3.77$ ) and Well – Informed People ( $M_{\text{WellInformed}} = 4.15$ ) ( $t = -2.243, p < .05$ ). Well – Informed People believe, more than Discreet People, that Product 1 is an important attribute when choosing dental clinics.

**Price 1: Credit cards, insurance or social security accepted**

Discreet People ( $M_{\text{Discreet}} = 4.33$ ) and Well – Informed People ( $M_{\text{WellInformed}} = 4.62$ ) ( $t = -2.143, p < .05$ ). Well – Informed People believe, more than Discreet People, that Price 1 is an important attribute when choosing dental clinics.

**Place 2: Easily accessible by public transportation, and Place 3: Lots of parking available**

Discreet People ( $M_{\text{Discreet}} = 3.86$  for Place 2 and  $M_{\text{Discreet}} = 3.76$  for Place 3) and Well – Informed People ( $M_{\text{Discreet}} = 4.24$  for Place 2 and  $M_{\text{WellInformed}} = 4.35$  Place 3) ( $t = -2.254, p < .05$  for Place 2 and  $t = -3.232, p < .05$  for Place 3). Well – Informed People believe, more than Discreet People, that Place 2 and 3 are important attributes when choosing dental clinics.

**Promotion 2: Not too much direct selling at the clinic, Promotion 3: Lots of contents and advertisements of this clinic on social media, and Promotion 4: Reliable website**

Discreet People ( $M_{\text{Discreet}} = 3.91, 3.23, 3.90$  for Promotion 2, 3, and 4 respectively) and Well – Informed People ( $M_{\text{WellInformed}} = 4.30, 4.00, 4.36$  for Promotion 2, 3, and 4 respectively) ( $t = -2.320, p < .05$  for Promotion 2,  $t = -4.742, p < .05$  for Promotion 3 and  $t = -2.955, p < .05$  for Promotion 4). Well – Informed People believe, more than Discreet People, that Promotion 2, 3 and 4 are important attributes when choosing dental clinics.

**Person 1: Service-minded staff, Person 3: Lots of experience and skilled dentists, Person 4: Well – known dentists, and Person 5: Dentists graduated from famous universities**

Discreet People ( $M_{\text{Discreet}} = 4.41, 4.62, 3.54, 3.66$  for Person 1, 3, 4, and 5 respectively) and Well – Informed People ( $M_{\text{WellInformed}} = 4.72, 4.83, 3.86, 4.03$  for

Person 1, 3, 4, and 5 respectively) ( $t = -2.730, p < .05$  for Person 1,  $t = -2.215, p < .05$  for Person 3,  $t = -2.098, p < .05$  for Person 4, and  $t = -2.262, p < .05$  for Person 5). Well – Informed People believe, more than Discreet People, that Person 1, 3, 4, and 5 are important attributes when choosing dental clinics.

### **Physical Evidence 2: Relaxing atmosphere**

Discreet People ( $M_{\text{Discreet}} = 4.49$ ) and Well – Informed People ( $M_{\text{WellInformed}} = 4.75$ ) ( $t = -2.394, p < .05$ ). Well – Informed People believe, more than Discreet People, that Physical Evidence 2 is an important attribute when choosing dental clinics.

### **Process 1: Easily contacted by phone, email, and any other channels, and Process 2: Easily book appointments and available at the time preferred time**

Discreet People ( $M_{\text{Discreet}} = 4.30$  for Process 1 and  $M_{\text{Discreet}} = 4.48$  for Process 2) and Well – Informed People ( $M_{\text{WellInformed}} = 4.74$  for Process 1 and  $M_{\text{WellInformed}} = 4.70$  for Process 2) ( $t = -4.742, p < .05$  for Process 1 and  $t = -2.955, p < .05$  for Process 2). Well – Informed People believe, more than Discreet People, that Process 1 and 2 are important attributes when choosing dental clinics.

Table 4.11 also shows the top three important factors based on Market Mix (7Ps) for the Discreet People and for the Well – Informed People as follows:

#### **The Discreet People**

1. The dentists at the clinic have lots of experience and are skillful.
2. The clinic has a nice/ relaxing atmosphere.
3. Appointments are easily booked and available at the time you want.

#### **The Well – Informed People**

1. The dentists at the clinic have lots of experience and are skillful.
2. The clinic has a nice/ relaxing atmosphere.
3. The clinic is easily contacted by phone, email, and any other channels.

The top two important factors for both clusters are the same. However, the 3<sup>rd</sup> factors are different.

Table 4.11

*Independent t-test results between two clusters and Marketing Mix*

Marketing Mix (7Ps)	Cluster Discreet: N = 79 Well-Informed: N = 111	t-test			
		Mean	S.D.	t	Sig. (2-tailed)
<b>Product</b>					
1. A variety of dental treatments provided at clinic	Discreet	3.77	1.219	-2.243	0.026
	Well – Informed	4.15	1.105		
2. Results has high quality	Discreet	4.42	0.826	-1.666	0.098
	Well – Informed	4.60	0.651		
<b>Price</b>					
1. Credit cards, insurance or social security accepted	Discreet	4.33	1.034	-2.143	0.034
	Well – Informed	4.62	0.751		
2. Transparent price and no hidden charges	Discreet	4.67	0.593	0.365	0.715
	Well – Informed	4.63	0.841		
<b>Place</b>					
1. Located near your house or office	Discreet	4.22	1.094	-1.711	0.089
	Well – Informed	4.46	0.872		
2. Easily accessible by public transportation	Discreet	3.86	1.288	-2.254	0.025
	Well – Informed	4.24	1.046		
3. Lots of parking available	Discreet	3.76	1.379	-3.232	0.002
	Well – Informed	4.35	1.024		
4. Operating hours allow you to go after work or on the weekend.	Discreet	4.51	0.875	-0.942	0.347
	Well – Informed	4.62	0.798		
<b>Promotion</b>					
1. Not too much direct selling at the clinic	Discreet	4.57	0.843	-1.280	0.202
	Well – Informed	4.72	0.741		

Marketing Stimuli (7Ps)	Cluster	t-test			
		Mean	S.D.	t	Sig. (2-tailed)
2. Promotions or discounts offered	Discreet	3.91	1.221	-2.320	0.022
	Well – Informed	4.30	0.987		
3. Lots of contents and advertisements of this clinic on social media	Discreet	3.23	1.208	-4.742	0.000
	Well – Informed	4.00	0.944		
4. Reliable website	Discreet	3.90	1.172	-2.955	0.004
	Well – Informed	4.36	0.882		
<b>Person</b>					
1. Service-minded staff	Discreet	4.41	0.885	-2.730	0.007
	Well – Informed	4.72	0.620		
2. Knowledgeable staff who can answer all the questions	Discreet	4.38	0.867	-1.662	0.099
	Well – Informed	4.58	0.708		
3. Lots of experience and skilled dentists	Discreet	4.62	0.704	-2.215	0.028
	Well – Informed	4.83	0.537		
4. Well – known dentists	Discreet	3.54	1.060	-2.098	0.037
	Well – Informed	3.86	1.022		
5. Dentists graduated from famous universities	Discreet	3.66	1.186	-2.262	0.025
	Well – Informed	4.03	0.986		
<b>Physical Evidence</b>					
1. Clinic cleanliness	Discreet	4.73	0.614	-1.817	0.071
	Well – Informed	4.88	0.462		
2. Relaxing atmosphere	Discreet	4.49	0.815	-2.394	0.018
	Well – Informed	4.75	0.564		
3. Well – groomed staff	Discreet	4.38	0.837	-1.948	0.053
	Well – Informed	4.61	0.777		

Marketing Stimuli (7Ps)	Cluster	t-test			
		Mean	S.D.	t	Sig. (2-tailed)
<b>Process</b>					
1. Easily contacted by phone, email, and any other channels.	Discreet	4.30	0.939	-3.627	0.000
	Well – Informed	4.74	0.599		
2. Easily book appointments and available at the time preferred time	Discreet	4.48	0.798	-2.002	0.047
	Well – Informed	4.70	0.682		

#### 4.2.4 Types of Contents

Regarding Table 4.12, the most influencing types of contents on social media for the Discreet People are promotional content, followed by the three types of contents that have the same mean score namely dental knowledge in short written form, before and after photos from real patients, and informative videos talked by dentists. For the Well – Informed People, the top three influencing types of contents on social media are dental knowledge in short written form, infographic, and before and after photos from real patients respectively.

Table 4.12

*Independent t-test results between two clusters and the types of contents on social media*

Types of Contents	Cluster Discreet: N = 79 Well-Informed: N = 111	t-test			
		Mean	S.D.	t	Sig. (2-tailed)
Written Reviews from Real Patients	Discreet	3.16	1.067	-6.227	0.000
	Well – Informed	4.07	0.931		
Written Reviews from Influencers	Discreet	2.62	1.004	-8.912	0.000
	Well – Informed	3.91	0.968		
Video Testimonial from Real Patients	Discreet	2.90	1.081	-7.255	0.000
	Well – Informed	3.96	0.933		

Type of Contents	Cluster Discreet: N = 79 Well-Informed: N = 111	t-test			
		Mean	S.D.	t	Sig.
					(2-tailed)
Video Testimonial from Influencers	Discreet	2.53	0.931	-7.376	0.000
	Well – Informed	3.65	1.093		
Before and After Photos from Real Patients	Discreet	3.54	1.164	-6.298	0.000
	Well – Informed	4.47	0.698		
Before and After Photos from Influencers	Discreet	2.71	1.123	-7.731	0.000
	Well – Informed	3.92	1.019		
Knowledge in Short Written Form	Discreet	3.54	1.01	-8.673	0.000
	Well – Informed	4.63	0.555		
Knowledge in Short Written Form with Link	Discreet	3.43	1.162	-4.064	0.000
	Well – Informed	4.08	0.974		
Knowledge in Long Written Form	Discreet	3.43	1.195	-4.837	0.000
	Well – Informed	4.21	0.926		
Video talked by Dentist	Discreet	3.54	1.048	-4.196	0.000
	Well – Informed	4.14	0.913		
Animated Video	Discreet	3.22	1.009	-7.376	0.000
	Well – Informed	4.23	0.871		
Infographic	Discreet	3.53	1.023	-8.368	0.000
	Well – Informed	4.6	0.592		
One or Set of Pictures	Discreet	3.33	0.996	-7.302	0.000
	Well – Informed	4.33	0.888		
Promotional Content	Discreet	3.71	1.134	-4.662	0.000
	Well – Informed	4.41	0.858		
Dentists' Profiles	Discreet	3.76	1.123	-0.488	0.626
	Well – Informed	3.84	1.066		
Pictures of the Clinic	Discreet	4.03	0.974	-1.226	0.222
	Well – Informed	4.19	0.858		
Awards and Certifications	Discreet	3.53	1.107	-1.213	0.227
	Well – Informed	3.73	1.111		

## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Summary of the Results**

##### **5.1.1 Social Media Users' Characteristics**

Using factor and cluster analysis, Thai social media users could be divided into two clusters namely 1) Discreet People (79 respondents) - People who like evidence that was credible, identified, or evidence proving the creditability of a clinic before making any decisions, and 2) Well – Informed People (111 respondents) - People who like to read information including knowledge and reviews before making any decision.

The majority of each cluster are quite similar; they are female (50.6%) with an age range between 25 – 34 years old. Their highest educational level is the Bachelor's Degree and they work in private companies.

The difference between these two clusters in terms of demographics is their personal monthly income. The Discreet People have a higher personal monthly income (50,001 – 80,000 baht) than the Well – Informed People (30,001 – 50,000 baht).

##### **5.1.2 Perceptions and Behaviors of Thai Social Media Users toward Oral Health Care**

From the data presented in the previous chapter, it was found that the two clusters perceive that oral health care is as important as body health care so they go to see the doctors and the dentists at least once a year every year to get a body health and oral health check – up. In their daily life, they also take care of their oral health due to regular guidelines.

##### **5.1.3 7Ps Marketing Mix**

From the total qualified 190 respondents who participated in an online questionnaire for this research, the marketing mix (7Ps) had an influence on the two clusters of Thai social media users when selecting dental clinics.

Regarding the Discreet People, the top three factors are P-Person, P-Physical Evidence, and P-Process respectively. P-Person, the most important factors

include skilled and experienced dentists. P-Physical Evidence is the second important factor that includes a pleasant atmosphere. The last one is P-Process. It includes an easy booking process and available preferred timeslots.

Regarding the Well – Inform People, the top two factors are the same as the top two factors of the Discreet People. However, the 3<sup>rd</sup> important factor for this segment is that the clinic is easily contacted by phone, email, and any other channels.

#### **5.1.4 Types of Contents on Social Media**

The most influencing types of contents on social media for the Discreet People are promotional content, followed by the three types of contents that have the same score namely informative contents in a short written form, before and after photos from real patients, and a video talked by a dentist.

For the Well – Informed People, the top three influencing types of contents on social media are informative contents in a short written form, infographic, and before and after photos from real patients respectively.

## **5.2 Conclusions and Recommendations**

From the research results, dental clinics in Thailand can do marketing to reach both groups of customers – Discreet and Well – Informed People as they have positive perceptions and behaviors toward oral health care. They give equal precedence to oral health and body health. However, the primary target market for the dental clinics in Thailand should be the Well – Informed People, even if their monthly income is a bit lower than the Discreet People. The reasons are as below:

The Well – Informed People are easier to be persuaded than the other group as long as the dental clinics can provide them with informative content in a short written form, infographic, and before and after photos from real patients. These three types of contents are easily created as the clinics have already had these types of contents. The clinics must carefully select interesting ones, adjust them, and post on social media platforms. Meanwhile, the Discreet People might spend more time considering each clinic based on evidence proving the creditability of the clinics. To capture the attention of the Discreet People, the contents on social media might include certifications and

awards and dentists' profiles. Thus, it might be a bit difficult for some dental clinics who have no awards, certification, or accreditation.

Apart from the types of contents on social media, there are marketing stimuli that the clinics can use to make the Well – Informed People become their customers. Dental clinics should have skilled dentists in each field of dentistry stationed at the clinic, a relaxing or pleasant atmosphere, and the clinic should be easily contacted by phone, email, and any other channels.

### **5.3 Limitations of the Study**

1. The research findings cannot be generalized to the entire Thai people who live in Thailand as the study applied a convenience sampling method (non – probability method).
2. The questionnaire was distributed online through personal connection only.
3. The sample size is small. There were only 200 respondents and the valid respondents were 190.
4. The budget and period of collecting data were limited.

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**APPENDICES**

## APPENDIX A

### TYPES OF CONTENTS ON SOCIAL MEDIA



One Picture



Set of Pictures



Awards



Video talked by Dentist



Before and After Photos

#Repost from @margie\_rasri

ในวันที่ไปผ่าฟันคุด ที่ BDMS Wellness Clinic คุณหมอน่ารักจนหายกลัวเลย แดม ยังใกล้บ้านมากกกก #BDMSWellnessClinic #LivelongerHealthierHappier  
 ขอบคุณคุณแมร์กี้ ราศรี มาไลน์เช็กค่า ที่เลือก BDMS Wellness Clinic โดย ทพญ. สุนิสา โรจนวิภาต สำหรับการดูแลสุขภาพฟันนะคะ ... See more



Influencer Reviews



**BDMS WELLNESS CLINIC**

I really want to share how impressive I am when I got the dental work done here at BDMS wellness Clinic. This is the first time in this year for seeing the dentist as I have been very busy. I think I made the right decision to come here. Thank you all the staff for taking very good care of me. The dental clinic at BDMS wellness Clinic is so private. The dentist examined me very thoroughly using some kind of digital camera to see if there is any decayed tooth. Today I got teeth cleaning with airflow and smile design (the dentist told me that I smile beautifully already ☺). Moreover, the dental chair is very comfortable. I could watch TV while getting the dental work. Overall, my experience here is extraordinary. I would highly recommend this dental clinic! ^^

Jaoh T. S.  
 Jun 12, 2019

Real Patient Reviews

## **APPENDIX B**

### **IN-DEPTH INTERVIEW QUESTIONS**

1. Are you following any dental clinic Facebook fanpage, instagram account or Youtube?
2. Why did you follow that clinic?
3. If not, have you ever seen any content from any dental clinics on Facebook, Instagram, or Youtube?
4. What kind of contents do you like and dislike?
5. What kind of contents are you interested in?
6. Do you read reviews or watch video testimonials of that clinic?
7. What are the factors that make you choose that dental clinic for your dental treatment?
8. Have you ever visited the clinic that you have seen their contents on social media platform (Facebook, Instagram and Youtube)?
9. How was your experience at the selected clinic?
10. What can they improve or what they are doing well?
11. Compared between body health and oral health, which one is the most important to you? Why?
12. How do you take care of your oral health daily?

**APPENDIX C**  
**THE ONLINE QUESTIONNAIRE**  
**A Survey of Influencing Factors in Choosing Dental Clinics**

**DIRECTIONS:** Please answer all following questions.

**Part 1: Screening Questions**

1. Have you seen any dentist or visited any dental clinic in Thailand within the last year?  
 Yes                       No
  
2. How old are you?  
 Below 25 years old (If participants choose this, the questionnaire will be ended)  
 25 - 34 years old  
 35 – 44 years old  
 45 – 55 years old  
 56 years old and above (If participants choose this, the questionnaire will be ended)
  
3. Would you say you are an active social media user (Active social media user means you use social media at least 1 time per week)?  
 Yes                       No (If no, the questionnaire will be ended)
  
4. Please select the following social media platforms that you currently have your account on (multiple selection)  
 Facebook                       Instagram                       Twitter  
 LinkedIn                       Youtube                       Snapchat  
 Other, please specify\_\_\_\_\_

## A Survey of Influencing Factors in Choosing Dental Clinics

**Part 2: I would like to ask you about your thoughts about dental care and why you go to see a dentist. Please indicate how much you agree with the following statements.**

(1 = strongly disagree, 5 = strongly agree).

No.	Statement	Strongly Disagree 1	Disagree 2	Neither disagree nor agree 3	Agree 4	Strongly Agree 5
1	I go to see a doctor for a health check – up once a year and see a dentist for a dental check – up once or twice a year every year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I go to the hospital for a health check – up once a year but rarely or never go to see a dentist for a dental check - up.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I rarely go to the hospital for a health check – up but I go to see a dentist once or twice a year every year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I think body health care is more important than oral health care.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I think oral health care is as important as body health care.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I brush my teeth only 2 times daily.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I brush my teeth more than 2 times daily.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8	I floss my teeth after every meal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I go to see a dentist at least 2 times per year for a dental check - up and get my teeth cleaned.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	I go to see a dentist when I have oral health problems (e.g. toothache from decayed tooth or wisdom tooth).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	I go to see a dentist for cosmetic purposes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part 3: Now I would like to know about how important different factors are when you choose a dental clinic.**

Please indicate how important the following factors are to you when you are choosing a dental clinic in Thailand (1 = extremely unimportant, 5 = extremely important).

No.	Statement	Extremely Unimportant 1	Unimportant 2	Neutral 3	Important 4	Extremely Important 5
1	There are a variety of dental treatments provided at the clinic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	The quality of the result is high.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	The clinic is located near your house or office.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	The clinic is easily accessible by public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	transportation e.g. BTS Skytrain, MRT subway, etc.					
5	The clinic has lots of parking available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Operating hours allow you to go after work or on the weekend.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Appointments are easily booked and available at the time you want.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	There are some promotions or discounts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	The clinic accepts credit cards, insurance or social security.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	The price is clear and there are no hidden charges along the treatment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	There is not too much direct selling at the clinic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	The staff are service – minded	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	The staff can answer all the questions you have.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	The staff wear clean and professional uniforms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	There are lots of contents and advertisements of this clinic on social media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	The clinic is clean.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17	The clinic has a nice/ relaxing atmosphere.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	The website of the clinic is reliable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	The website of the clinic is professional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	The dentists at the clinic have lots of experience and are skillful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	The dentists at the clinic are well – known.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	The dentists at the clinic graduated from famous dental schools/ universities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	The clinic is easily contacted by phone, email, and any other channels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part 4: The next set of questions are about the types of information you can find on social media about dental clinics and how much each types of information influences your decision to use that dental clinic. (By social media, I mean platforms such as Facebook, Line, Youtube, Instagram, Twitter, etc.)**

Please indicate how much the following types of content on social media influence your decision when choosing a dental clinic in Thailand (1 = no influence at all, 5 = a lot of influence).

No.	Statement	No influence at all 1	Very little influence 2	Some influence 3	Medium Influence 4	A lot of influence 5
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1	Written reviews from real patients on the clinic's social media pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Written reviews from bloggers/ celebrities/ influencers on their social media pages or the clinic's social media page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Video testimonials from real patients on the clinic's social media pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Video testimonials from bloggers/ celebrities/ influencers on their social media pages or the clinic's social media page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Before and after photos from real patients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Before and after photos from bloggers/ celebrities/ influencers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Dental treatment/ problem information from the clinic in a short written form	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Dental treatment/ problem information from the clinic in a short written form along with a link to more information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Dental treatment/ problem information from the clinic in a long written form	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	A video talked by the dentists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	A video in animated form	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12	Infographic content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	One picture or a set of pictures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	Promotional/ Discount Contents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	Dentists' Profiles and Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	Pictures of the clinic, dental technology, and equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	Certificates and Awards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part 5: The next set of questions are about you. I will use this data to see how people in different groups have answered the previous questions.** \* *Please note that your personal information will be kept confidential and used for educational purposes only.*

1. What is your gender?

- Male  Female

2. What is your monthly income?

- 18,000 Baht or below  
 18,001 – 30,000 Baht  
 30,001 – 50,000 Baht  
 50,001 – 80,000 Baht  
 80,001 Baht or above

3. Where do you live?

- Bangkok  Buriram  
 Chiang Mai  Khon Kaen  
 Nakhon Pathom  Nakhon Ratchasima  
 Nonthaburi  Pathum Thani  
 Phuket  Samut Prakan

- Samut Sakhon                       Ubon Ratchathani
- Other, please specify \_\_\_\_\_
4. What is the highest education level you have achieved?
- Below High School
- High School
- Diploma
- Bachelor Degree
- Master Degree
- PhD
5. Occupation
- Government Officer
- Private Company Officer
- Self - Employed
- Housework/ Parenting
- Student
- Retired
- Other, please specify \_\_\_\_\_
6. What is your marital status?
- Single
- Married
- Divorced/Separated/Widowed
- Living with partner
- Other, please specify \_\_\_\_\_
7. Do you have kids? (If yes, How many?)
- Yes \_\_\_\_\_                       No
8. Finally, I would like to know a bit about your everyday life. Please indicate how much you agree with the following statements. (1 = strongly disagree, 5 = strongly agree).

In my spare time, I like to .....	Strongly Disagree 1	Disagree 2	Neither disagree nor agree 3	Agree 4	Strongly Agree 5
go café hopping.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
hang out with friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
spend time with family.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
take photos.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
read books.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
play computer games.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
go shopping.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
travel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
go to gym at least 1 day per week.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
go to a salon or spa at least 1 time per month.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. How often in 1 week do you use these following types of social media?

(1 = Never, 5 = Always)

Social Media Platform	Never	Seldom	Sometimes	Often	Always
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Linkedin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youtube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**BIOGRAPHY**

Name	Miss Supitcha Pongpanich
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Educational Attainment	2014: Bachelor Degree of Political Science, Faculty of Political Science, Thammasat University
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Publications	N/A
Work Experiences	2018 – Present: Marketing and Communication BDMS Wellness Clinic 2015 – 2018: International Marketing Officer Bangkok Smile Dental Clinic 2014 – 2015: Office Manager Dental Departures Inc.