

The Influence of Causal Factors in Women's Decision-Making to Undergo Cosmetic Surgery in Chiang Mai Province, Thailand

Dr. Nuttapanita Rapeepongpatana, Dr. Chomsupak Cruthaka, Dr. Pornkul Suksod, Dr. Peerayut Mungkung, Dr. Arichai Ractham

Suan Sunandha Rajabhat University

Corresponding Author: Dr. Nuttapanita Rapeepongpatana; Email: oe_med10@hotmail.com

KEYWORDS

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ABSTRACT

Women and beauty go together. Plastic surgery is one method that women use to enhance their appearance. Improve yourself to be more beautiful. Affects reliability and career opportunities, research objectives To study the causal factors that influence women's decision to undergo cosmetic surgery. Sample group of Thai women aged between 20 and 60 years in Chiang Mai Province who have undergone cosmetic surgery at least 1 time, a total of 360 people were systematically randomly selected. The instrument was a 5-level estimation questionnaire, 1 copy, with a reliability value of the questionnaire equal to .964. Results It was found that 1) trust in entrepreneurs Service quality The marketing mix and decisions for cosmetic surgery are at a high average level and 2) level of trust in entrepreneurs Service quality and the marketing mix has a direct influence on the decision to have cosmetic surgery among women in Chiang Mai Province, Thailand. Therefore, beauty business entrepreneurs must build trust. Providing quality service reassurance and products and prices To make more Thai women decide to have cosmetic surgery.

1. Introduction

Chiang Mai Province It is an important tourist city in Thailand. There are a large number of both Thai and foreign tourists coming to visit each year. Many tourism-related businesses have been established. New jobs are created for the people in the area. This causes competition among workers to be selected to work in various businesses. The image and personality of women play an important role in creating opportunities for selection to work. Cosmetic surgery is one method in which women decide to change their body, appearance, and skin color to create a future career. In addition, Thanatcha Srichumpol and Boonyarat Samphanwattanachai (2018) found that career advancement has a positive relationship with the decision to undergo cosmetic surgery among Thai users of Generation X and Generation Y in Bangkok at a statistically significant level. 01 and Kwansuda Khamlek (2023) studied and found that consumers attach importance to the expertise and consultation of doctors. Because having the knowledge and expertise of doctors is important to Decided to use the service very much. and give second importance to products. And having a reputation and providing services that meet the needs of consumers makes the consumer decide to enhance their beauty with Stem Cell in Chiang Mai Province.

Cosmetic surgery is a lifestyle choice, accepted and is popular all over the world. In 2015, people in England had cosmetic surgery. It has a market value of £3.6 billion (Griffiths & Mullock, 2017). In the United States Cosmetic surgery continues to grow. It is reported that the value of cosmetic surgery in 2017 was 16.5 billion US dollars. The age range for having the most cosmetic surgery is between 30-39 years old, and the most popular cosmetic surgery is breast augmentation. (breast augmentation) (The American Society of Plastic Surgeons, 2018) Thailand ranks 20th in the world for cosmetic surgery. The total market value of plastic surgery and beauty services businesses in 2012 reached 20,000 million baht. The average annual growth rate is 20 percent (Association of Plastic Surgeons of Thailand, 2019). The Economic Intelligence Center of Siam Commercial Bank surveyed found that as many as 60-80 percent of the working age group are interested in beauty-related products and services. 77 is a group of customers aged between 20 and 40 years. Higher incomes are associated with demand for advanced services such as anti-aging treatments and cosmetic surgeries. The beauty and cosmetic surgery business is growing, and has a high market value Resulting in increased competition (Thanyaporn Laosopaphirom, 2016) Entrepreneurs have used various strategies to attract customers to decide to use their services. A study found that the overall competitive strategies of the beauty salon business that customers value most are products, physical characteristics, personnel, service processes, and prices. In addition to what Panita Pratheepsen (2018) and Suwachanee Phetcharat et al. (2022) studied, it was found that the marketing mix in terms of products, prices, and

distribution channels Marketing promotion and the process of providing services affect the attitude towards cosmetic surgery. facial beauty of students in higher education institutions in Songkhla Province

There are many factors involved in the decision to undergo cosmetic surgery. Therefore, the study of causal factors that influence women's decision to undergo cosmetic surgery in Chiang Mai Province, Thailand Therefore, it will make entrepreneurs and those involved in the beauty and health business There is information to support strategy planning. Conducting business in line with trends and the competitive situation that occurs Including being able to respond to the needs of consumers correctly and appropriately.

Research objectives

1. To study the level of trust in entrepreneurs. Service quality marketing mix and women's decisions to undergo cosmetic surgery in Chiang Mai Province, Thailand.
2. To study the causal factors of trust in entrepreneurs. Service quality and road ingredients marketing that influences women's decision to undergo cosmetic surgery in Chiang Mai Province, Thailand.

Research hypothesis

1. Trust in entrepreneurs It has a direct influence on women's decision to undergo cosmetic surgery. in Chiang Mai Province, Thailand
2. Service quality It has a direct influence on women's decisions to undergo cosmetic surgery. in Chiang Mai Province, Thailand
3. Marketing mix It has a direct influence on women's decision to undergo cosmetic surgery. in Chiang Mai Province, Thailand

2. Literature review

Cosmetic surgery

Giving importance to appearance Making the beauty business more popular The original target customer group focused on female customers. But nowadays, male and transgender customers are interested in cosmetic surgery. To increase the personality to look better and also help correct the original shortcomings of consumers (Phuah, Ting & Kelly, 2019) As a result, the value of the global beauty market tends to continually increase. In Thailand, the Plastic Surgery Association of Thailand explains that plastic surgery is a part of plastic and reconstructive surgery. Emphasis is placed on surgery related to body shape. It has two objectives: (1) to explain (1) reconstructive surgery (reconstruction plastic surgery) is surgery to correct deformities or deformities that were congenital or occurred after an accident. and (2) Cosmetic plastic surgery is surgery to improve the appearance of normal people. This is the plastic surgery that Thai people like to do the most. and the Thai Plastic Surgery Association (2019). Surgery has been divided into 6 categories as follows: (1) nose augmentation, (2) chin augmentation, (3) breast augmentation, (4) liposuction, (5) eye surgery, and (6) jaw surgery.

Decision-making cosmetic surgery

Decision-making is the process of choosing from among many alternatives that a person has considered. Through the thought process, consider By making the best choice. Deciding to have plastic surgery is therefore an important process that women undergo careful consideration. To add beauty to yourself And beauty is likely to become increasingly important in the future. People who are beautiful will be more accepted. Makes people decide to undergo cosmetic surgery to build their own self-worth (Zhuming et al., 2016). Moreover, Higgins & Wysong (2018) stated that plastic surgery is undeniable. Because of the shape The appearance of people is different. Appearance therefore plays an important role in success in life, whether it be in social interaction. Work and in matters of love As a result, many people are becoming more interested in cosmetic surgery. Because plastic surgery increases self-satisfaction more than the original appearance before undergoing cosmetic surgery, Mozaffari et al. (2019) stated that the way of life of humans has changed. Communication with the outside world is more convenient and faster. Socializing and business dealings often involve people with beautiful appearances. People of all genders and ages are therefore important to their appearance. through cosmetic surgery.

Trust in entrepreneurs

Entrepreneurs have an important role to play in building trust with customers. Ratchaphon Jomtraikup and

Watcharapong Inthawong (2015) stated that entrepreneurs should have good characteristics such as thinking well, thinking positively, seeing opportunities, broad knowledge, deep knowledge, far-reaching knowledge, and strategic leadership. financial management ability Ability to apply knowledge and experience to apply to create credibility. Mickiewicz & Rebmann (2020) It states that trust is the basis of social and economic relationships as well. Trust from partners, employees, and customers comes from fulfilling promises. Trust expresses the quality or reliability of the entrepreneur and is used in making decisions about purchasing products or services. There is a part that builds confidence in customers or consumers in purchasing or deciding to buy products, products, or services of the business. Shin, Amenuvor, Basilisco, & Owusu-Antwi (2019) It was stated that trust in entrepreneurs or service providers affects purchase intention, and a purchasing decision was made. Trust in entrepreneurs affects customer loyalty and Krot & Lewicka (2012) Trust isn't just important when it comes to marketing. Trust is also important to a person. and between individuals Trust is established between people who interact with each other. Especially people who work together. If trust is established, confidence in working together will follow.

Service quality

Service quality is important in responding quickly to the needs of service recipients and creating satisfaction for service recipients. and leads to returning to use the service again in the future. Lertphon Prasasakul (2016) Specify dimensions for measuring service quality consisting of 5 dimensions: (1) the concreteness of the service that customers or service recipients can touch and have tangible physical characteristics such as equipment, surroundings, and decorations; (2) reliability The service was provided exactly on time as promised. Be accurate, appropriate, and consistent. (3) Responding to customers Recognition of needs and intentions Help customers By providing quick service (4) Giving confidence to customers Employees have knowledge and the ability to provide correct information and have skills in working. Respond to customer needs, have good human relations, and (5) understand and know customers. Serve each customer with care. Be friendly and treat customers like family and Akbar & Parvez (2009) Studies have found that service quality, trust, and customer satisfaction have a significant positive relationship with customer loyalty. Customer satisfaction is considered an important mediator between perceived service quality and customer loyalty.

Marketing mix

Marketing mix It is an important strategy or pattern that is used as a tool for reaching the target group. It is a way of providing quality products to meet customer needs, strengthening the business, increasing market share, and reducing the impact of competition. (Mustapha, 2017) The marketing mix that includes products, prices, and distribution channels. and marketing promotion Therefore, it is the driving force that makes the business successful. And it also includes the ability to take action. So that the organization can achieve its predetermined objectives. The marketing mix enables an organization to determine its position in the market (Farida & Setiawan, 2022). A company's long-term action plan aimed at promoting its products and services and gaining competitive advantage. that business organizations choose to use to create business growth and maximum profits with the lowest risk Leading to a business position By making products different from competitors Build strength and efficiency (Morgan et al., 2019).

How to conduct research

This research is quantitative research with details as follows:

1. Population and Sample: The population in this research is Thai women between the ages of 20 and 60 years. in Chiang Mai province who have undergone cosmetic surgery (nose augmentation, chin augmentation, breast augmentation, liposuction, eye surgery, or jaw surgery). The sample size is based on According to the research method used in the study, it is structural equation modeling analysis (Structural Equation Modeling: SEM), and Grace (2008) specifies that the number of samples used for structural equation analysis is not less than 20 times the study variables. This study included 16; therefore, the sample group was equal to 360 people. The researcher randomly selected the sample from the population of Thai women receiving services at beauty establishments in Chiang Mai Province. who meet the specified criteria.

2. Tools used to collect data: The tool for collecting data is a questionnaire, divided into 2 parts: 1) a 4-item personal information questionnaire and 2) a questionnaire about (1) trust in entrepreneurs, service quality marketing mix, and women's decisions to undergo cosmetic surgery. In Chiang Mai Province, 64 items The nature of the questionnaire was estimated at 5 levels. The quality of the instrument was checked with an IOC value for each item

between 0.60 and 1.00. It was considered that every item passed the criteria (Suwimon Tirakanan, 2014), and the reliability of the questionnaire was determined. By finding Cronbach's alpha coefficient. The reliability value for the entire version was .964. The generally used reliability criteria for the entire version is a reliability value between .70 and .80 considered acceptable. Reliability values between .80 and .90 are considered to be at a good level (DeVellis, 2017).

3. Data analysis: Data was analyzed using descriptive statistics to explain the data obtained from the sample, such as percentage values, standard deviation values, etc., and inferential statistics. Statistics are used to analyze data from samples that are representative of the population. The results of the analysis can be generalized to the population using probability theory, consisting of estimation and hypothesis testing using structural equation analysis (SEM).

3. Summary of research results

1. Thai women's decision to have cosmetic surgery In Chiang Mai Province, Thailand, the overall average score was at a high level. ($\bar{X} = 3.82$, S.D. = 0.41) When considering each aspect, it was found that body image has the highest average score ($\bar{X} = 4.02$, S.D. = 0.66) Second is satisfaction with body shape. ($\bar{X} = 3.90$, S.D. = 0.59) self esteem ($\bar{X} = 3.78$, S.D. = 0.54) and attractiveness ($\bar{X} = 3.57$, S.D. = 0.62) respectively, shown in Table 1.

Table 1: Average level Standard deviation, interpretation of results, and order of opinions as factors in deciding to undergo cosmetic surgery among Thai women. in Chiang Mai Province, Thailand

| The decision to have cosmetic surgery Thai women in Chiang Mai Province | \bar{X} | S.D. | Interpret results | Number |
|--|-----------|------|----------------------|--------|
| Body image | 4.02 | 0.66 | A lot | 1 |
| Satisfaction with body shape | 3.90 | 0.59 | A lot | 2 |
| Self esteem | 3.78 | 0.54 | A lot | 3 |
| Attractiveness | 3.57 | 0.62 | A lot | 4 |
| รวม | 3.82 | 0.41 | A lot | |

2. Entrepreneur trust factor Service quality and marketing mix The overall average score for each factor was at a high level. When considering each factor, it was found that the marketing mix The average is at the highest level. ($\bar{X} = 3.83$, S.D. = 0.49) Second is trust in entrepreneurs. ($\bar{X} = 3.78$, S.D. = 0.58) and service quality ($\bar{X} = 3.57$, S.D. = 0.51) respectively, shown in Table 2

Table 2: Mean, standard deviation, interpretation of results, and order of opinions of the factors studied. Classified by factor

| Factors studied | \bar{x} | S.D. | Interpret results | Number |
|------------------------|-----------|------|----------------------|--------|
| Trust in entrepreneurs | 3.78 | 0.58 | A lot | 2 |
| Service quality | 3.72 | 0.51 | A lot | 3 |
| Marketing mix | 3.83 | 0.49 | A lot | 1 |

3. Causal factors of trust in entrepreneurs Service quality and road ingredients Marketing that influences women's decision to undergo cosmetic surgery in Chiang Mai Province, Thailand It was found that trust in entrepreneurs Service quality and marketing mix It has a direct influence on women's decisions to undergo cosmetic surgery. In Chiang Mai Province, Thailand, with statistical significance at the 0.01 level, with influence values equal to 0.47, 0.70, and 0.58, shown in Table 3.

Table 3: Hypothesis testing results

| Research hypothesis | Path coefficient | t statistics | Result |
|--|---------------------|-----------------|------------------------|
| Research hypothesis: Trust in entrepreneurs Service quality and marketing mix It influences women's decision to undergo cosmetic surgery. in Chiang Mai Province, Thailand | | | |
| 1. Trust in practitioners influences women's decision to undergo cosmetic surgery. in Chiang Mai Province, Thailand | 0.47** | 2.56 | Support the hypothesis |
| 2. Service quality influences women's decision to undergo cosmetic surgery. in Chiang Mai Province, Thailand | 0.70** | 3.30 | Support the hypothesis |
| 3. Marketing mix that influences decision making women's cosmetic surgery in Chiang Mai Province, Thailand | 0.58** | 2.89 | Support the hypothesis |

**** p value ≤ 0.01 , * p value ≤ 0.05**

4. Discuss the results

Causal factors of trust in entrepreneurs Service quality and the marketing mix influence women's decisions to undergo cosmetic surgery. In Chiang Mai Province, Thailand, the details are as follows:

1. Trust in practitioners has a direct influence on women's decision to undergo cosmetic surgery. In Chiang Mai Province, Thailand, with statistical significance at the 0.01 level and an influence value of 0.47, it can be explained that running these beauty businesses Owner or operator Or most business executives are doctors who run the business. And they are often the ones who perform surgery on clients themselves. It will create more credibility with women who want to have plastic surgery. It affects women's decision to undergo cosmetic surgery. Trust in the practitioner or doctor is therefore important in women's decision to undergo cosmetic surgery. Higgins & Wysong (2018) It is stated that plastic surgery increases self-satisfaction more than the original appearance before undergoing cosmetic surgery. Nowadays, plastic surgery is widespread. The most important thing about cosmetic surgery is the doctor's expertise in cosmetic surgery. to build trust and consumer or customer safety, consistent with Darisi, Thorne, & Iacobelli's (2005) study of qualitative research. The results were confirmed with quantitative research. It was found that trust and ability to choose a surgeon have important influences on the decision to undergo plastic surgery. Because of the right surgeon Trustworthy will reduce the risks that may occur after plastic surgery, similar to Shin, Amenuvor, Basilisco, & Owusu-Antwi (2019). It was stated that trust in entrepreneurs or service providers affects purchase intention, and a purchasing decision was made. Trust in entrepreneurs affects customer loyalty and Krot & Lewicka (2012) Trust isn't just important when it comes to marketing. Trust is also important to a person. and between individuals Trust is established between people who interact with each other. Especially people who work together. If trust is established, confidence in working together will follow.

2. Service quality has a direct influence on women's decision to undergo cosmetic surgery. In Chiang Mai Province, Thailand, with statistical significance at the 0.01 level, with an influence value of 0.70 It can be explained that surgery requires quality service. and care from personnel with knowledge and understanding in order to provide customers with sufficient information and create safety for customers. Service is important in responding quickly to the needs of service recipients. It also creates satisfaction for service recipients. and lead to returning to use the service again in the future. Quality of service is therefore important in women's decision to undergo cosmetic surgery. Gunaratnam & Bernstein (2018) stated that quality service and surgeons are important and affect the decision to have surgery for Akbar & Parvez (2009). Studies have found that service quality, trust, and customer satisfaction have a significant positive relationship with customer loyalty. Customer satisfaction is considered an intermediate. importance between perceived service quality and customer loyalty and Meesala& Paul (2018) The study found that service quality Reliability and response It affects patient satisfaction, and patient satisfaction directly affects patient loyalty to the hospital.

3. Marketing mix It has a direct influence on women's decision to undergo cosmetic surgery. in Chiang Mai Province, Thailand, with statistical significance at the 0.01 level and an influence value of 0.58. It can be explained that the marketing mix has an overall average score at a high level. It can be explained that the marketing mix plays an important role in a woman's decision to undergo cosmetic surgery. This is because plastic surgery involves a price that a woman must pay to a doctor or practitioner. In order to receive the surgery as desired In addition, receiving information about promotions And the product also affects the decision to have plastic surgery as well. Rungnapa Kittilap, Umawan Watkit, and Romson Nilphong (2020) The study found that the 7 Ps of the marketing mix affect the selection of beauty clinic services. of service users in the urban area, Khon Kaen Province, and is consistent with Farantika, Witcahyo, & Utami (2019). The study found that the marketing mix affects the decision-making process for selecting outpatient health services at hospitals. and consistent with Wathanakom, Sranrom, & Juicharoen (2023). Studies have found that the marketing mix is important in attracting and retaining customers. By using a product strategy that includes integrated packages Pricing strategy emphasizes value for money. Worth the price with an installment plan Personnel strategy focuses on workforce planning. Recruiting qualified employees as well as training and development Process strategies involve minimizing waiting times while maximizing the level of quality service execution. The marketing mix strategy therefore motivates consumers to decide to use more beauty salon services.

5. Conclusion

There are many factors involved in deciding to have cosmetic surgery. In terms of trust factors, entrepreneurs, quality service from business personnel. And the important factor is the marketing mix that is related to the product and price.

Various factors These are just some of the factors that affect or influence. on women's decision to undergo cosmetic surgery in Chiang Mai Province, Thailand. The research results are thus informative. Basics that will support those interested in using them in their studies. Continuous research To bring benefits to Running a beauty business in the future.

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