

FACTORS INFLUENCING TO DECISION MAKING FOR PLASTICS SURGERY IN SOUTH KOREA

Dr.Sudawan Somjai, Suphattra Chaiwongyard

*Suan Sunandha Rajabhat University, 1 U-Thong Nok Road, Dusit,
Bangkok, 10300, Thailand*

ABSTRACT

Nowadays, plastic surgery is a normal acceptance issue in society. There are a lot of plastic surgery clinics and hospitals in Thailand, but there are women who still choose to travel to Korea for plastic surgery. The objective of the research was to study the factors influencing the decision-making in plastic surgical treatment in South Korea. The samples were 120 Thai women aged between 25-45 years old who traveled to South Korea for plastic surgery treatment through agency company. Research instrument was the questionnaire that subjected to the decision-making to plastic surgery treatment in South Korea. Validation of instruments had 0.82 reliability and found that the following factors as income, social and marketing mix influencing the decision-making to plastic surgical treatment in South Korea 61.80 percent ($R^2=.618$) at the 0.01 level of significance.

Keywords: influencing, decision-making, plastic surgery, South Korea

INTRODUCTION

Background and Significance of the Study

Plastic surgery is popular and spread in almost all areas of women and men. The age expansion of clients especially for teenagers, young students and early adult that were continually increasing prospect sections. In the past, the plastic surgeries were reconstruction treatment and body defects due to birth disorders. In the present day, value, aesthetics and medical treatment advancement due to be more popular and spread that responded the good shape, better looking, self-confidence for job finding, working and social acceptance. Plastic surgery was be 10 percent growth annually and 20-30 billions Baht volume that indicated Thai people were continually interested and made the decision in plastics surgery. (khaosod online,2018)

Plastic surgery business had a high volume, having more than 500 plastic surgery clinics and hospitals and expected 2020 year having 1,000 clinics in Thailand (Manager online, 2019). Even if a lot of plastic surgery clinics or hospitals in Thailand, but several Thai people still need to travel to South Korea by themselves and agency companies.

LITERATURE REVIEWS

Factors that influencing the decision making in plastic surgery treatment were building self-confidence (Kanokwan Thongruen, 2012), supporting social image (Anidtha Phonpraserth,2015), pricing, place and promotion (Kanoknapat Tangjaiwaisak and Chinnaso Visitnitikija,2018), social online advertisement (Swami et al,2008), medical treatment privacy (Galanis, et al 2013), sex appeal satisfaction (Furnham and Levitas (2012) and weight-loss treatment (Carrion, et, al, 2010)

Researcher reviewed the literatures and analyzed knowledge and contents to determining the factors as following, personal, socials, marketing mix, psychology that influencing the decision-making to plastic surgical treatment in South Korea

Research objectives

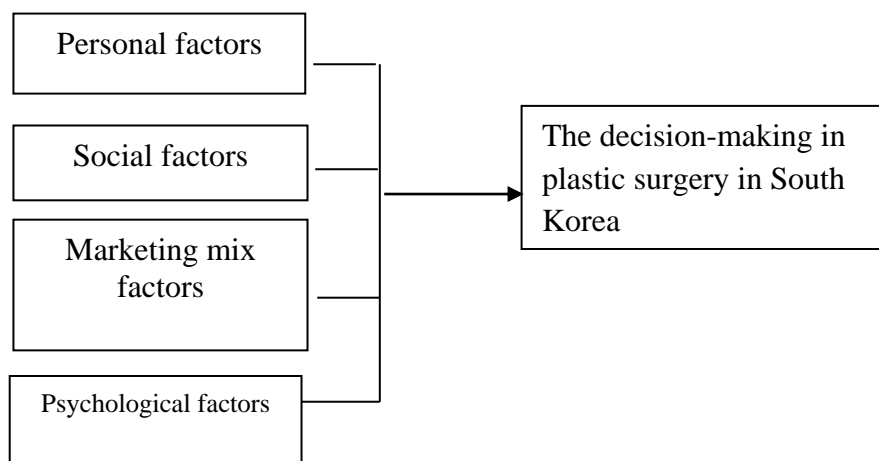
1. To studied the personal, social, marketing mix and psychological factors that related the decision-making in plastic surgery in South Korea.
2. To studied the factors that influencing the women decision-making in plastic surgery in South Korea.

Limitation of the study

1. Research population were the women who traveled to South Korea through agency companies for plastic surgery treatment.

2. The research variables were the independent variables as following: personal, social, marketing mix and psychological factors, dependent variable was a factor of the decision-making in plastic surgery in South Korea.

Figure 1 Conceptual framework



METHODOLOGY

The Research was the descriptive approach, the sample were the women who made the decision in plastic surgery in South Korea. The researcher reviewed the literatures to make the instruments that comprised of the questionnaire with 5 sections as following: personal, social, marketing mix, psychological and decision-making in plastic surgery in South Korea factors. The validation of instruments were tested by 3 advisors by the index of Item-Objective Congruence, IOC. The questionnaire were tested by 30 women and measured .832 Cronbach's alpha.

The research collected the personal data from each women who made the decision in plastic surgery in South Korea. Data analysis were approached by descriptive statistic that comprised of frequency, mean and standard deviation for the explanation of 5 factors. Multiple Regression analysis with stepwise estimation to find the factors that influencing to decision making for plastics surgery in South Korea.

FINDINGS

1. The personal factors analysis results were the aged 30-39 years 52.50 percent, 78 samples or 65 percent were single, 53 samples or 41.17 percent had the income 35,000-45,000 Baht.

2. The analysis results of personal, social, marketing mix, psychology that related with decision making for plastics surgery in South Korea and found that income, social, marketing mix and psychology factors were related with decision making for plastics surgery in South Korea on .01 level significantly ($r = .57, .44, .69$ and $.78$ respectively)

3. The analysis results of variations that influencing in decision making for plastics surgery in South Korea as following in table 1

Table 1 The multiple correlation coefficient (R) between predictor variables that were selected into regression equation and decision making for plastics surgery in South Korea, predictive power (R^2) and predictive power change (R^2 change)

Variables	R	R^2	R^2 change	F	<i>p-value</i>
Income	.760	.578	.578		.000
Income and social factors	.777	.604	.026	13.643	
Income, Social and Marketing mix factors	.786	.618	.014	7.642	.006

Table 1 shown that income influenced to decision making for plastics surgery in South Korea 57.80 percent ($R^2 = .578$) at significant level .01

Income and social factors influenced to decision making for plastics surgery in South Korea 60.40 percent ($R^2 = .604$) at significant level .01 and social factors influenced to decision making for plastics surgery in South Korea increasingly 2.6 percent (R^2 change = .026)

Income, social factors and marketing mix influenced to decision making for plastics surgery in South Korea 61.80 percent ($R^2 = .618$) at significant level .01 and marketing mix factors influenced to decision making for plastics surgery in South Korea increasingly 1.4 percent (R^2 change = .014)

4. Regression coefficient of influencing factors in raw data (b), standard beta (Beta) and predictive power in decision making for plastics surgery in South Korea

Table 2 Regression coefficient of influencing factors in raw data (b), standard beta (Beta) and predictive power in decision making for plastics surgery in South Korea

Predictors	B	SE b	Beta	t	p-value
Constant	.391	.195		1.999	.047
Income factors	.672	.048	.664	13.968	.000
Social factors	.201	.049	.188	4.063	.000
Marketing mix factors	.040	.014	.122	2.764	.006
R=.786		$R^2 = .618$			
F=7.642		p-value =.006			

Table 2 shown that income factors had predictive power in decision making for plastics surgery in South Korea were .664 (Beta = .664) after that followed by social and marketing mix factors (Beta = .664) at significant level .01. The multiple correlation coefficient (R) was .786 and predictive power (R^2) was .618 that indicated that 3 factors can mutual predict the influencing in decision making for plastics surgery in South Korea 61.80 percent.

CONCLUSION AND RECOMMENDATION

Decision making for plastics surgery in South Korea depended on others factors. The most important influencing factor was income due to the higher expense in South Korea than domestic and also having co-travellers for the recovery after completed treatment which was included in all expenses. Further studying should be the comparison between the effectiveness and the satisfaction after completed treatment in South Korea versus domestic.

Delimitation of research

This research carried on the samples who traveled to South Korea for plastic surgery through only one agency company. The finding cannot refer to the findings of other samples due to each agency companies having networking hospitals or clinics differently.

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