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**MULTIDISCIPLINARY
RESEARCH FOR
SUSTAINABILITY**

9-10
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Official Partner: Lintas Cakra Pusaka (Scholarvein)



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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference and Global Forum on Multidisciplinary Research for Sustainability (MRS) hosted by Research Synergy Foundation and PT. Lintas Cakra Pusaka as official partner held on November 9 – 10, 2017 at Hi Seoul Youth Hostel, Seoul, South Korea.

The theme of MRS Conference is enhancing innovation and value creation sustainability through academic research. MRS 2017 International Conference shows up as a cutting-edge multidisciplinary platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Seoul and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Ismi Rajjani
Conference Chair of MRS 2017

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Track: Business and Management

Factors Influencing the Decision to Undergo Cosmetic Surgery

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Abstract

The purposes of this research were to study if marketing mix has an influence to the perception, motivation, and decision to do cosmetic surgery, to study if sharing experience has an influence to the perception, motivation, and decision to do cosmetic surgery, and to study the sales promotion had an influence to the perception, motivation, and decision to do cosmetic surgery. This is a mixed research method of qualitative and quantitative technique. A quota sampling and probability sampling method were utilized to obtain 400 samples. Also, five experts in the areas of cosmetic surgery were selected as a focus group for an in-depth interview to gain in-sight knowledge. The findings revealed that the marketing mix, sharing experience, and peer pressure had a strong influence to the decision to undergo cosmetic surgery.

Keywords: Cosmetic Surgery, Peer Pressure, Influencing, Marketing Mix

I. Introduction

Beauty is important in every society. It is important for female to be beauty. The question is how to be beauty? What is the best way or the short cut way to be beauty? Cosmetic surgery is one the modern choices for modern consumer to enhance their personality and their beauty. It is a procedure that allows the board certified cosmetic surgeon to perform procedure to achieve an optimal surgical outcome safety [1]. It is important for modern consumers to make a decision to do the cosmetic surgery. It requires the consumers to search for a lot of information from sharing experience of friends and family, from website online information, and sales promotion of many cosmetic clinics. For consumers, doing their homework means they need to have enough information and understanding the basic procedure and having trust of the reputation of the clinic and the surgeon in order to assure that the surgical procedure and surgical facility is safe and accredited [1]. In fact, the decision to have cosmetic surgery is extremely important that it must have some factors that consumers need to have to influence their decision to go

through the procedure. Consumers need to decide that if the benefits will achieve their goals and if the risks and potential complication are acceptable or not. Consumer requires a lot of information about detail the price, risk, procedure, and results before they undergo the cosmetic surgery [2][3].

In fact, beauty business is a growing business all over the world. In Thailand, the beauty and cosmetic business is a growing business industry about 20 percent per year or about 30,000 million baht in 2015 [4]. The consumers for this kind of business can be from every demographic. In addition, the results of the survey revealed that the cosmetic surgery and other beauty enhancement procedure has been accepted widely by Thai consumers. Even though there is an increasingly of the cosmetic clinics in Thailand, there are many failed clinics, there are many low quality or substandard clinics, and there are many illegal clinics [5].

Marketing technique is important for beauty business. The three important marketing strategies that has been used wildly by the cosmetic clinics are the public communication on the online websites, the sharing experiences of the successful and highly satisfied customers, and the sales promotion of the cosmetic clinics. Online marketing is very popular tools of marketing due to the fact that it can reach mass consumers and low cost of maintain the website. The testimonial of the satisfied customers is also important to convince and confirm the results of cosmetic surgery to new customers. It will used as a form of “word of mouth”, which is very convincing and effective with low cost. Customers are likely to trust experts, friends and family to confirm their pre-decision. Finally, the sales promotion such as coupon, discount, membership, plan of payment will help customers to make informed decision with the offering of many forms of benefits.

In terms of the modern consumers, to make a decision to go through the cosmetic procedure, there are important steps. First, there is a need to understand the problem and self-need for special cosmetic procedure. Second, there is a need to find more information from a variety of sources such as online information, friends and family, and brochures. Third, it is to make a decision and evaluate the post buying level of satisfaction [3]. This is an important sign and vital characteristic of successful organization. The change from industrial economy into information economy affected the consumer behavior and marketing campaign. For instance, to find a new customers has a cost five time of retaining its old customers [1]. The customer loyalty is the foundation of the successful in every business organization and it is also the guarantee of the future income stream from loyalty customers.

From the perspective of consumption process, consumer’s behavior can be divided into three stages: pre-visit, during visitation, and post-visit [2]. The subsequent of evaluation of these three stages will lead to a decision to revisit the same private hospital or not. If consumers or patients keep

revisiting the same private hospital, they have a high loyalty to that the particular private hospital. Moreover, they will have a willingness to recommend it to others. The consumer loyalty can be defined as the way that consumers continue to revisit the same organization and are willing to recommend the same place to consumers such as friends and family members [3] [4]. Many researchers stated that consumers' loyalty include both behavior and attitude dimensions. In terms of the behavior dimension, consumers are willing to visit the particular private hospital again and again, whereas, in terms of the attitude dimension, tourists should have a clear positive attitude and willing to recommend positive things from their experience to other consumers [5]. Moreover, many research finding stated that there was an advantage of having loyal consumers because they often spread positive word of mouth advertising without additional cost. Other researchers argued that there was a complexity to measure consumer loyalty in health care industry since the consumption did not occur on a continuous basis but rather infrequently [6]. This research study did not focus on the loyalty factor directly, but rather put the focus on different factors that consumers often face during their visit to private hospital in Thailand and be able to identify with these factors as important to their decision to revisit a particular private hospital in the near future [7]. The factors that this research paper focuses on are quality service, switch costs, image of hospital, and quality of relationship. Moreover, it is imperative to ascertain which factor is the most important and which one is the least important [8] [9]. It hoped that the findings of this study would be helpful for both public and private hospitals to sustainable conserve their consumer loyalty in the long run.

II. Research Methodology

In order to search for the answers for the questions and purposes of this study, it is important to utilize the mixed research method of qualitative and quantitative technique. The purposes of this research were to study if the channel of communication has an influence to the perception, motivation, and decision to do cosmetic surgery, to study if sharing experience has an influence to the perception, motivation, and decision to do cosmetic surgery, and to study the sales promotion had an influence to the perception, motivation, and decision to do cosmetic surgery. This is a mixed research method of qualitative and quantitative technique. A quota sampling and probability sampling method were utilized to obtain 500 samples.

For the quantitative technique, the questionnaire survey was used as a research tool. There are five steps for quantitative technique. First, the researcher will bring Likert scale questionnaire to have three experts to evaluate content validity by using Index of Item-objective Congruence (IOC). Second, the researcher will need to test for reliability and internal consistency model and pre-test with 25 samples. Third, distribute the questionnaire to

cosmetic clinics in the predetermined areas. Fourth, to interview with 400 samples from sample groups. Fifth, to use SPSS and LISEL programs to analyze the data. Sixth, to summarize the findings and compare with the results from qualitative technique.

Also, five experts in the areas of cosmetic surgery were selected as a focus group for an in-depth interview to gain an in-sight knowledge. There are five steps for qualitative technique. First, to send the letter to selected experts to schedule the time and date for an in-depth interview. Second, to perform an in-depth interview with five experts. Third, to test the data by using triangulation. Fourth, to make a conclusion. Fifth, to bring the findings to make sure if it agrees or disagree with the findings from quantitative technique.

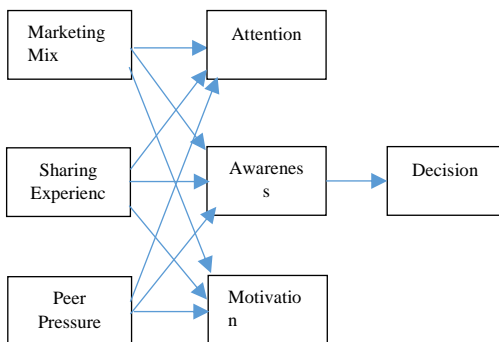


Fig.1. Decision Making and its Influences

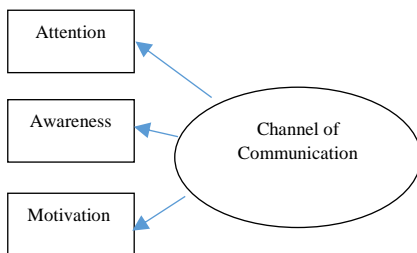


Fig 2. Channel of Communication

III. Findings

In order to search for the factors influencing the decision of customers to do the cosmetic surgery, the author came up with the model to explain the influence of the vital factor. The first group was about channel of communication which were attention, interest, and desire [7].

The second factor was about sharing experience that may influence the decision to do cosmetic surgery or not. These factors included attention, interest, and desire [8] [9].

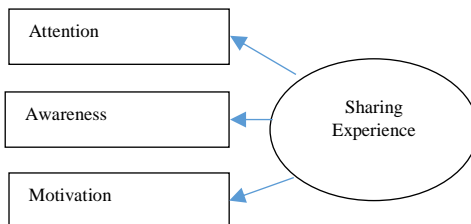


Fig. 3 Sharing Experiences

The third factor was about sales promotion which has an effect on attention, interest, and desire of consumers to make a decision to do cosmetic surgery [10] [11].

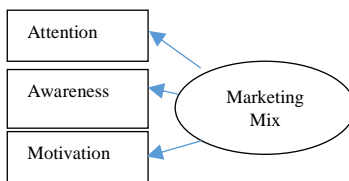


Fig. 4. Marketing Mix

IV. Conclusion

In order to study the factors influencing the decision of customers to do cosmetic surgery or not, the model was developed to explain the decision. The independent variables included channel of communication, sharing of experience, and sales promotion. In addition, these three vital factors will affect the behavior of consumers in three ways which are consumer attention, consumer awareness and consumer motivation where all of these will ultimately affect the decision of customers to do the cosmetic surgery or not. From the findings, it can be concluded that the marketing mix, sharing experience, and peer pressure had a strong influence to the decision to undergo cosmetic surgery

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FUTURE EVENTS

January 8-9, 2018

Korea International Conference on Emerging Trends in Business, Economic
and Social Science Studies (KIBES)

<http://www.kibes.researchsynergy.org/>

January 18-19, 2018

Singapore International Conference on Management, Business, Economic,
and Social Science (SIMBES)

<http://www.simbes.researchsynergy.org/>

January 22-23, 2018

Hong Kong International Conference on Business, Social Science and
Management Studies for Sustainable Innovation (HIBSSI)

<http://www.hibssi.researchsynergy.org/>

January 29-30, 2018

Japan International Conference on Business, Management Studies and
Social Science (JIBUMS)

<http://www.jibums.researchsynergy.org/>

February 15-16, 2018

Singapore International Conference on Marketing, Management Science
and Business Theory and Practice (SIMBUT)

<http://www.simbut.researchsynergy.org/>

February 5-6, 2018

Korea International Conference on Business, Management and Social
Science: Theory, Current Issues and Research (KIMTIR)

<http://www.kimtir.researchsynergy.org/>

February 19-20, 2018

Hongkong International Conference on International Business, Economic
Studies and Humanities (HIBESH)

<http://www.hibesh.researchsynergy.org/>

February 26-27, 2018

Japan International Conference on Global Business Practice and Theory,
Management Studies and Social Science (JIGMES)

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