

**FACTORS AFFECTING CHINESE TOURISTS PURCHASING
BEHAVIOR TOWARDS COSMETIC SURGERY IN THAILAND**

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ได้พิจารณาเห็นชอบโดยคณะกรรมการสอบสารนิพนธ์แล้ว


.....ประธานกรรมการ

(ผู้ช่วยศาสตราจารย์ ดร.ศิริเดช คำสุพรหม)


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Individual Study Title: Factors affecting Chinese tourists purchasing behavior towards cosmetic surgery in Thailand

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ABSTRACT

With a continued growing number of Chinese tourists to come to do cosmetic surgery in Thailand, studying factors affecting Chinese tourists come to do cosmetic surgery is needed. The study uses questionnaires to collect data from people who use to come to do cosmetic surgery in Thailand, data were analyzed using descriptive statistics and tested the hypothesis by using Chi-square at significant level of 0.05.

In this study through quantitative approach method using questionnaire as a tool to collect data to analysis demographic profile, integrated marketing communication tools (IMC tools) and perceived value variables, find out the relationship between demographic profiles, IMC tools, perceived value and purchasing behavior of Chinese tourists for cosmetic surgery in Thailand.

This study found that demographic profiles have significant effect on purchasing behavior of Chinese tourists for cosmetic surgery in Thailand, and IMC tools and perceived value also have significant effect on purchasing behavior of Chinese tourists for cosmetic surgery in Thailand.

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CHAPTER 1

INTRODUCTION

Cosmetic surgery industry recently is mushrooming around the world. Thailand is a country which cosmetic industry is booming as well, and its popularity has spread to neighbour country like China, Cambodia and Vietnam. The high quality and specialized skills of surgeons, the first-class hospital treatments and affordable prices all add up to a satisfying all-around bundle. Normally, people from all around the world are traveling to Thailand to fix their physical imperfections. Moreover, any type of surgery has its own health risks, and that is why virtually all cases of cosmetic surgery are excluded from health insurance coverage in Thailand unless it has been considered medically necessary, like breast reconstruction surgery for mastectomy.

1.1 Background to the Study

Cosmetic surgery is one part of medical tourism. The term medical tourism refers to people travel overseas for medical treatment. It is an important niche market in the tourism industry. There is a new trend of cosmetic surgery growing and dominating one portion of tourism industry. The number of people getting cosmetic procedures has risen steadily over the past five years (Statista, 2020).

Thailand is well-known for its cosmetic surgery procedures and medical tourism. Many of the best cosmetic surgeons and doctors in Thailand have prompted medical tourism including cosmetic surgery sector further and turn it into a cosmetic tourist destination. In fact, Thailand has become one of the most popular destinations for plastic surgery and other medical procedures (Catellya, 2019). Foreign travelers are continually driving the expansion of private clinics and hospitals across Thailand. In 2018, there were 35 million visitors, of which an estimated 9% were specifically for medical tourism, with a large share coming from China.

Nowadays people do travel with multiple purpose including seeking for better cosmetic surgery (Bashi, 2019). here are many reasons which decide people travel to other countries to do cosmetic surgery. For example, quality of medical care is better than their own countries, qualified surgeons who can give them the amazing result, technology is modern their home country which

can ensure their safety during operation, price could be lower and there are greater range of procedure available. Another reason people choose to travel for their surgery is that they are able to bypass any rules and regulations that may be set in place by their own government, hospital or insurance company, which would prevent them from having the procedure in their own country (Catellya, 2019).

Chinese market continues to grow year on year for cosmetic surgery in Thailand. In fact, there were more than half a million nationals visiting Thailand for medical tourism in 2018 alone. With more than 800,000 Chinese patients already undergoing cosmetic procedures, interest is rising slowly as hospitals look to expand their services to satisfy demand. With this increasing number of Chinese people came to Thailand for cosmetic surgery, the research is interested in study factors affect purchasing behavior of Chinese tourists towards cosmetic surgery in Thailand.

1.2 Research Problem

There is a trend for cosmetic surgery to get Chinese customer in Thailand, and more and more Chinese tourists come to Thailand for doing cosmetic surgery. Nowadays, cosmetic surgery sector is booming in every country in the world and there are many brands spring up. Thailand has been one of the most sought-after country for cosmetic surgery and ranks among the top 20 countries for cosmetic surgery procedure worldwide. Customer have many brands choice and destination available for them to pick. therefore, customer have to make their decisions of choosing particular brand which they are interested in depend on factors influence over them. For this part, the research aims to explore the customer what are the major factors affecting on their purchasing behavior in obtaining cosmetic surgery and why Thailand is the destination for their cosmetic surgery? This research also included the study of their perception about cosmetic surgery in Thailand.

1.3 Research Question

“What are factors affecting purchasing behavior of Chinese tourists towards cosmetic surgery in Thailand?”

1.4 Research Objectives of the Study

The aims of this study are as follows:

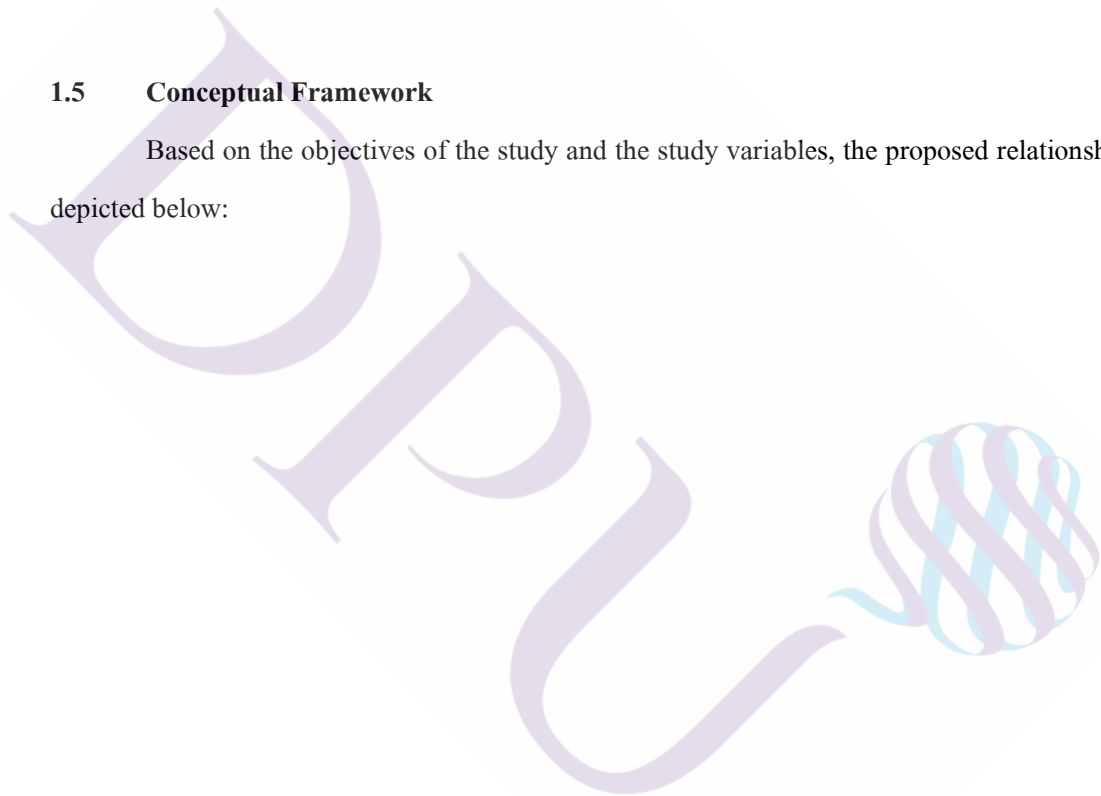
1.4.1 To determine the effect of demographic profile on Chinese tourists purchasing behavior towards cosmetic surgery in Thailand.

1.4.2 To determine the effect of integrated marketing communication tools (IMC tools) on Chinese tourists purchasing behavior towards cosmetic surgery in Thailand.

1.4.3 To determine the effect of perceived value on Chinese tourists purchasing behavior towards cosmetic surgery in Thailand.

1.5 Conceptual Framework

Based on the objectives of the study and the study variables, the proposed relationship is depicted below:



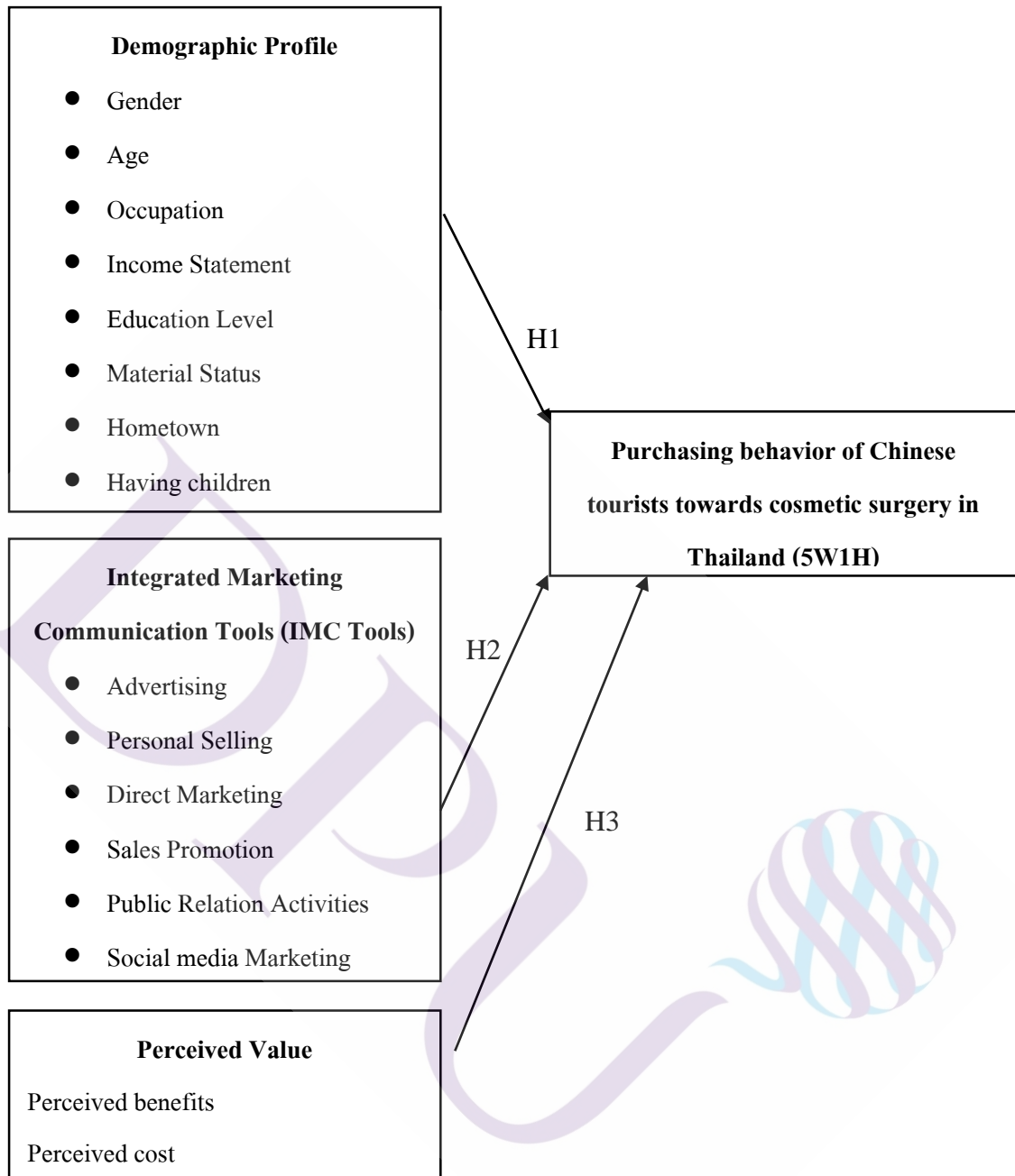


Figure 1: Conceptual Framework of this Study

1.6 Hypothesis of the Study

The hypotheses are listed as follow:

H1: Chinese tourists from different profile will have different purchasing behavior towards cosmetic surgery in Thailand.

H2: There is a relationship between integrated marketing communication tools (IMC tools) and purchasing behavior of Chinese tourists towards cosmetic surgery in Thailand.

H3: There is a relationship between perceived value and purchasing behavior of Chinese tourists towards cosmetic surgery in Thailand.

1.7 Scope and Limitations of the Study

The researcher is going to study the effect of demographic profile, integrated marketing communication tools (IMC tools) and perceived value affecting Chinese tourists purchasing behavior towards cosmetic surgery in Thailand, the period of conducting this study is limited to only 4 months in accordance with MBA program's regulation.

1.8 Research Method

Scope of the study informs researchers and readers specific data for the research. For example, the research study explores Chinese tourists purchasing behavior towards cosmetic surgery in Thailand hospitals of specific people in specific provinces in China.

1.8.1 Population: Chinese tourists who are interested in cosmetic surgery in Thailand.

Sample: Chinese tourists who experienced cosmetic surgery in Thailand.

1.8.2 Study Variables:

Independent variables:

1) Demographics Profile

- Gender
- Age
- Occupation
- Income Statement
- Education Level
- Material Status
- Hometown
- Having children

2) Integrated marketing communication tools (IMC tools)

- Advertising

- Personal Selling
- Direct Marketing
- Sales Promotion
- Public Relation Activities
- Social media Marketing

3) Perceived Value

- Perceived benefits
- Perceived cost

Dependent variable: Purchasing behavior of Chinese tourists towards cosmetic surgery in Thailand (5W1H)

1.8.3 Sampling Method: Convenience sampling

1.9 Definition of Terms

Cosmetic surgery is defined as a surgical specialty dedicated to reconstruction of facial and body defects due to birth disorders, trauma, burns, and disease (Charles, 2021). Lately, cosmetic surgery has gained popularity all over the world, because people are very concerned about the appearance of both facial and body figures. Cosmetic surgery is a part of the medical tourist industry, which is a significant niche market in the tourism industry. People spend a lot of money on this sort of tourism by going from place to place for operational.

1.10 Significance of the Study

1.10.1 The results of this study will be useful in cosmetic surgery industry in Thailand.

1.10.2 The results of study can be used to improve services of cosmetic surgery industry in Thailand especially Thai hospitals.

1.10.3 The result will inform marketers about Integrated Marketing communication also play key role in cosmetic surgery industry.

1.10.4 The result of study could improve the gap of some Variables which previous research over look.

1.10.5 The result of study enhances the understand of people who are relevant to this fields.

1.10.6 The result of study could be use as foundation for future research with similar Topic.
undation for future research with similar Topic.



CHAPTER 2

LITERATURE REVIEW

This chapter addresses relevant constructs that were examined in the study which consisted of:

- 2.1 Demographics profile
- 2.2 Integrated Marketing Communication Tools (IMC Tools)
- 2.3 Perceived Value
- 2.4 Consumer Purchasing behavior
- 2.5 Related Research
- 2.6 Conclusion

2.1 Demographic profile

The term demographic might have heard by many people already, it refers to particular characteristics of a population. It included age, gender, income, occupation, education etc. (Divisha, 2016). Statistics about the population like age, income, geography profoundly affect how important decisions are made (Charlie, 2014). Demographic profile always be used to conduct research on particular topic. Because demographic information provide data regarding respondents and it is important determinant to indicate whether the respondent is the right person and qualified for research to do the survey. When one research is conduct, the researcher has decided who to survey and it is always based on the main topic of survey itself. Demographic profile opens the door for researcher to collect meaning full data from respondents. But researcher have to be careful when respondents are asked by many questions about their personal information, they could be not willing to expose their information or they could be concerned about their information could be exploited and compromise their confidentiality and some questions might invade of their privacy (DeFranzo, 2019). Research should decide properly who should include in survey because demographic question can lead to bias and error in study.

- (1) Age- younger people are more willing to try new products and seek greater information, while older people are reluctant to switch from familiar brand to new one.
- (2) Gender- between male and female gender, several things are different and these also affect their purchasing behavior.
- (3) Hometown- people live in different place might have different preference and purchasing behavior
- (4) Income- different level income have different product choice
- (5) Education- affect how people view things around them, it affects the level of discretion they exercise while making decision
- (6) Occupation- influences the buying behaviors. A person tends to buy things that are appropriate to this/her profession. For example, a doctor would buy clothes according to this profession while a professor will have different buying pattern. (Clootrack, Aug 21, 2019)
- (7) Marital status- is one of the essential demographic variables which can influence purchasing behavior. People with different marital respond differently to particular attribute of product or services. The purchasing behavior between married women and single women is totally different.
- (8) Having Children- Children have an influence on parent purchasing behavior. (Viacom Staff, march 26,2018)

2.2 Integrated Marketing Communication Tools (IMC Tools)

Once the company start to launch new products and services, they need to find better way to convey message regarding value and benefits of product and services offering to prospective customer and current customer in both businesses to business and business to consumer.

Integrated Marketing Communication allow marketer to send clearly define message to the target audience. What is integrated marketing communication? The concept of integrated marketing communication (IMC) was introduced in the 1980s and has since changed the way communicators and marketers interact and conduct business (Laura, 2019). Integrated marketing communications is an approach to promoting a message through multiple strategies that work together and reinforce

one another. The main aim of IMC is to influence consumer behavior by convincing them of product or service value, to desire for it or make them decide to purchase (Taylor, 2020).

Integrated marketing communication tool are as the following:

2.2.1 Advertising: is the process of making a product and service known to an audience. It is a description used to presented the product, idea or service to the world. The goal of advertising is to inform and persuade people who are willing to spend their money for company product or service (Aashish Pahwa, march 2, 2021).

2.2.2 Public relation: *refer to the variety of activities conducted by a company* to maintain and enhance its image and beneficial relationships between an organization and the public communities, groups, and people it serves. It is extremely important because It can vary the opinion of people on the business and increase brand credibility and sale. Don't mix up marketing and public relation just because public relation contributes to marketing. These are the activities which company use in public relation, Corporate and social responsibility, Media relation, employee relations, community relations, Public affair (Prachi, 2018).

2.2.3 Personal Selling: is when the salesperson meets customer in person with the intention of introducing and convincing him or her the product's value, and selling product and service. The role of personal selling varies from organization to organization depending on the nature and size of the organization.

2.2.4 Sale promotion: is the marketing tactical marketing techniques aimed to stimulate demand in particular products and raising brand awareness. It can be effective way to make existing customers buy more and attract new customers. It helps to add value to product to achieve the target sale volume. There are many techniques of sale promotion for instance buy 1 free 1, discounted price and coupon so on.

2.2.5 Direct marketing: This method is applied to sell product or services directly to customers rather than going through third person. Direct marketing is one of the most effective marketing methods and it has many benefits, like clearly measurable results and enable marketer to optimize the marketing budget (Campos, 2021).

2.2.6 Social Media Marketing: is the social planform which marketer used to reach his or her target customers in order to promote brand, increase sale volume. The major social media platforms

(at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat (Omare, 2020).

2.3 Perceived Value

It is the evaluation of product or service value in perception of customer after they bought and experience that product or service. This can include logical evaluation and emotional impression. Better understand customer perceived value, it allows to understand a related term, value proposition. A value proposition is a comparison of the benefits offered by a company's products and services to the price it asks customers to pay. Companies can generally influence the value proposition in one of two ways (Kokemuller, 2019).

Value differs from consumer to consumer; some consumer perceive value as the quality product at a reasonable price while some consumer perceive value as obtaining product that suits its intended use. Value is different between perceived benefit and perceived cost (Naami, Rahimi, 2017). A customer will be loyal to the company or service provider if they receive better value than their expectation from them.

2.3.1 Perceived Benefit: it is what they benefit consumer receive after making purchase and using. Benefits have three level such as physical, logical and emotional.

2.3.2 Perceived cost: the amount of money, time and energy and psychological cost which consumer spends to obtain product or service. It cannot be so linear as to focus only on price because consumer spend a lot more than just their cash (Winsky, April 6 2017)

2.4 Consumer Purchasing behavior

Consumer Purchasing Behavior refers to the actions taken by consumers before buying a product or service.

Consumer purchasing behavior focus on the study of customers and how they behave while deciding to buy a product that satisfies their needs. It is a study of the actions of the consumers that drive them to buy and use certain products (Schiffman and Kanuk 2000).

Consumer purchasing behavior is the study “of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires” (Solomon, et al, 1995)

Kotler and Keller (2011) indicated the importance of understanding consumer purchasing behavior and the ways how the customers pick up their products and services can be critically important for organization as well as service providers, because it give them an opportunity to gain competitive advantage over its competitors in several aspects. For instance, they may use the knowledge obtained through studying the consumer purchasing behavior to set their effective strategies towards offering the right products and services to the right audience of customers reflecting their needs and wants.

Marketer can influence the consumer behavior by study 6W1H to understand the process involved when they making decision to purchase.

Table 1 Purchase decision variables

6W1H	
Who	Who are our customers?
What	What do customers want?
When	When does customer buy?
Why	Why does customer want to buy a product?
Where	Where does customer buy?
Who	Who is involved in purchasing decisions?
How	How does customer buy?

2.5 Related research

In order to create better comprehension on purchasing behavior of Chinese tourist toward cosmetic surgery in Thailand, literature review was conducted on various topic are relevant to

research topic including cosmetic surgery market in Thailand, definition of term cosmetic surgery and three theories applied within this research, demographic, IMC and Perceived value.

In this part, there are some theoretical foundation and data which is relevant to subject of research are used. The theories and data derived from literature review (Kitchen, Kim, & Schultz, 2008). The impact of Integrated marketing communication. IMC incorporates all the promotional tools like advertising, direct marketing, public relation program, personal selling and social media marketing. In IMC, all of these communication tools blend to send a unified message (Mihaela, 2015).

The research studied on the relationship between integrate marketing communication and consumer buying behavior. The influence of Integrate marketing communication on consumer buying behavior. Identify tools used for the collection, processing and analysis of the findings obtained from research. Interpretation of obtained theoretical results that contribute to the fulfilment of the main research objectives.

Naami, Rahimi, and Ghandvar (2017) have shown that the perceived value must be in the gravity center of marketers affords in perception of consumers' behavior. In this regard, empirical studies showed that the conception of the perceived value can be useful in clarifying consumers' behavioral decisions, because this conception is a part of a consumer behavior, Therefore, the main question for this research is whether perceived value, perceived risk, and the perceived price influence on customers' buying intention?

Consumer behavior is affected by several factors, consumer behavior is affected as these factors change. These factors are age, sex, education, income, occupation and marital status, you will notice a change in the consumer behavior of someone who has earn more income or getting older. For example, when people are aging, they might increase their concerned of health and as well as their lifestyle. They are going to buy things which can improve their health not like young people. They will spend less on their lifestyle like being fashion or going out (Pratap, 2017).

Kumar, and Hussian, (2016) studied the factors affecting medical tourism destination selection in Malaysia. The study aims to assess the factors for medical tourism destination selection from medical tourist's perspective and to determine the satisfaction level of medical tourists in

Malaysia. Field survey was conducted with the structured questionnaire to medical tourists admitted at 11 public and private hospitals in Kuala Lumpur region during September and October, 2013.

Rai (2019) studied the Effect of Demographic Factors on Consumer Purchase Intention in Buying Television Set in Kathmandu Valley. This research study on impact of demographic factor on purchase intention in buying television. The study examines whether there are any significant differences on consumers' purchase intention of television across gender, age groups and education level. Some information from this study were collected to study new research topic on cosmetic surgery.

Pruprakarn (2016) studied consumer behavior and perception toward cosmetic surgery in Thailand. This study seeks to: firstly, explore insights from people, who had engaged with cosmetic surgery at some level and the people that likelihood to undergo a cosmetic surgery. Secondly, determine key factors influencing consumer's intention to engage in cosmetic surgery. The independent variable cover, body appreciation, Collective self-esteem, satisfaction with life and perceive social support.

Anyway, this have left the gap and some independent variable fail to be included to study. So the study topics above include IMC tools, Perceived value and demographic profile will be study to understand more detail about the effects of those independent variables.

2.6 Conclusion

Based on aforementioned, this study aims to test whether there are influence of demographic profile and IMC tools and perceived value and purchasing behavior of Chinese tourists for cosmetic surgery in Thailand. Therefore, this study proposed three hypotheses as follows:

H1: Chinese tourists from different profile will have different purchasing behavior towards cosmetic surgery in Thailand.

H2: There is a relationship between integrated marketing communication tools (IMC tools) and purchasing behavior of Chinese tourists towards cosmetic surgery in Thailand.

H3: There is a relationship between perceived value and purchasing behavior of Chinese tourists towards cosmetic surgery in Thailand.

CHAPTER 3

RESEARCH METHODOLOGY

This research studies the effects of demographic profile and Integrated Marketing Communication Tools (IMC Tools) and Perceived Value affecting Purchasing behavior of Chinese tourists towards cosmetic surgery in Thailand as follows:

1. Demographic profile: gender, age, occupation, income statement, education level, material status, hometown, and having children.
2. Integrated Marketing Communication Tools (IMC Tools): Advertising, personal selling, direct marketing, sales promotion, public relation, and social media marketing.
3. Perceived Value: Perceived benefits and Perceived cost.
4. Purchasing behavior

This research is a survey research design that uses a self-administrative questionnaire to collect data from respondents. The questionnaire is a well-established tool within social science research for acquiring information on participant social characteristics, present and past behavior, standards of behavior or attitudes and their beliefs and reasons for action with respect to the topic under investigation (Bird, 2009) Several steps of research methodology were presented as follows:

3.1 Variables

Independent variables:

1) Demographics Profile

- Gender
- Age
- Occupation
- Income Statement
- Education Level
- Material Status
- Hometown

- Having children

2) Integrated marketing communication tools
(IMC tools)

- Advertising
- Personal Selling
- Direct Marketing
- Sales Promotion
- Public Relation Activities
- Social media Marketing

3) Perceived Value

- Perceived benefits
 - Perceived cost

Dependent variable: 1. Who are our customers?

2. What do customers want?
3. When does customer buy?
4. Why does customer want to buy a product?
5. Where does customer buy?
6. Who is involved in purchasing decisions?
7. How does customer buy?

3.2 Identifying Population and Sample

Population: Chinese people who was or preparing come to take a cosmetic surgery in Thai hospital.

Sample: Chinese people who come from China capital city Beijing, Shenzhou city, Guangzhou city and Chengdu city.

Sample size: Due to the number of populations is known, the researcher uses Taro Yamane table to calculate by the approximately sample size for this study (Poldongnok, 2009). The data will be collected from Chinese tourists who came to Thailand before 2019. The sample size is 384 respondents, but the useful sample size is 100 respondents.

Table 1 Sample size

Table Sample size for $\pm 5\%$, $\pm 7\%$ and $\pm 10\%$ Precision levels where confidence Level is 95% and $P=0.5$.

Size of Population	Sample Size (n) for Precision(e) of		
	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
100	81	67	51
125	96	78	56
150	110	86	61
175	122	94	64
200	134	101	67
225	144	107	70
250	154	112	72
275	163	117	74
300	172	121	76
352	180	125	77
350	187	129	78
375	194	132	80
400	201	135	81
425	207	138	82
450	212	140	82

(Source: Israel, G. D. 1992)

Due to the limitation, it terms of only 4 months study period for the independent study course, the researcher was allowed to collect 100 samples (Udomsukh, 2018). This is allotted to 25 samples of each four sampling cities which are Beijing, Shenzhen, Guangzhou and Chengdu.

Sampling method

The research adopted simple random sampling method by sent questionnaire to Goplus travel and consultant company which is located in Bangkok, Thailand, and the company distribute the questionnaire to Chinese people who was came to take a cosmetic surgery in Thai hospital, before 2019. simple random sampling was used for this study because the respondents are selected to be in the right time and least time consuming compared to other sampling techniques (Malhotra, 2007) simple random sampling was also used to allotted 25% equally allotted from each sampling cities.

We get 25 sampling from Beijing city, and get 25 sampling from Shenzhen city, and get 25 sampling from Guangzhou city, and 25 sampling from Chengdu city.

3.3 Measurement Items and Validations

3.3.1 Measurement Items

This study developed and adapted items from previous studies to measure the constructs following study:

8 items to measure the effect of demographic profile affecting Chinese tourists purchasing behavior towards cosmetic surgery in Thailand: gender, age, occupation, income statement, education level, material status, hometown and having children.

18 items to measure the effect of integrated marketing communication tools (IMC tools) affecting Chinese tourists purchasing behavior towards cosmetic surgery in Thailand: Advertising, personal selling, direct marketing, sales promotion, public relation, and social media marketing.

6 items to measure the effect of perceived value affecting Chinese tourists purchasing behavior towards cosmetic surgery in Thailand. (Perceived benefits, Perceived cost.)

7 items to measure Purchasing behavior of Chinese tourists for cosmetic surgery in Thailand.

Likert scale was used to quantify level of agreement on items related to integrated marketing communication tools (IMC tools) and perceived value.

The scale description are as follows (Malhotra, 2015):

“5” = Strongly agree with the statement

- “4” = Agree with the statement
- “3” = Feel neutral with the statement
- “2” = Disagree with the statement
- “1” = Strongly disagree with the statement

According to (Sirirat, 2005) each item is assigned a numerical score, ranging from 1 to 5 as follows:

Calculate the cutting / interval score:

$$= (\text{highest score} - \text{lowest score}) / \text{highest score}$$

$$= (5-1) / 5$$

$$= 0.80$$

Thus, descriptions of the revised score are as follows:

Range of score level of agreement

- 1.00 – 1.80 = Strongly Disagree with the statement
- 1.81 – 2.60 = Disagree with the statement
- 2.61 – 3.40 = Feel neutral with the statement
- 3.41 – 4.20 = Agree with the statement
- 4.21 – 5.00 = Strongly Agree with the statement

3.3.2 Measurement Validations

There are 2 steps of validity tests for survey research questionnaires which are;

1) Content validity

Content validity was assured by developing the study constructs based on relevant literature and suggestions of academician and practitioners (Malhotra 2007).

2) Reliability validity

Researcher conducted a pilot test with 41 respondents. The data had coefficient alpha, or Cronbach's Alpha, approximately at 0.6 for 100 items. This indicated a moderate – fair internal consistency of the study constructs (Malhotra 2007).

3.4 Data Collection

This study collected 2 types of data which are:

3.4.1 **Primary data** – using the questionnaire to collect the data from Chinese people who was, or preparing come to take a cosmetic surgery in Thai hospital, Thailand from 7 December 2020 – 1 March 2021.

3.4.2 **Secondary data** – using the documentary research to collect the data from journal article and related research to develop the conceptual framework of the study.

3.5 Data Analysis

Data was analyzed using the following statistics:

3.5.1 **Descriptive statistic:** percentage, mean, and standard deviation.

3.5.2 **Inferential statistics:**

Chi-Square (X^2 -test) was used to test the relationship between demographic profile, integrated marketing communication tools (IMC tools) and perceived value affecting Chinese tourists purchasing behavior towards cosmetic surgery in Thailand.

The confidence level of 95% or $\alpha < 0.05$ was adopted to test the hypotheses of the study.

CHAPTER 4

FINDINGS AND ANALYSIS

This study collected data from 100 Chinese tourists who used to do plastic surgery in Bangkok during 2014-2019. And the data collected by travel agency 1st January– 10th April 2021. Questionnaires were distributed to 100 respondents and all were used in data analysis resulting the response rate of 100% was achieved.

The results were presents as follows:

4.1 Descriptive results of demographic profile, integrated marketing communication tools (IMC Tools), and perceived value.

4.2 Results of hypothesis testing (Chi-Square)

4.1 Descriptive Results

Descriptive statistics consisted percentage and mean, standard deviation that are used to report information about personal characteristics of the sample.

4.1.1 Demographic profile

Table 3 reported the demographic data of respondents as follows:

1. Gender – the majority of respondents' gender were female (90%), followed by male (10%).
2. Age – the majorities of respondents were aged between 26-30 years old (52%) followed by 21-25 years old (27%), and 31-35 years old (21%).
3. Occupation – the majorities of respondents are employee (66%), and business owner (19%), and student (10%), and teacher (5%).
4. Income Statement – the majorities of respondents are 4001-8000 Yuan/month (29%), and follow by 12001-16000 Yuan/month (25%), and 8001-12000 Yuan/month (15%), and 16001-20000 Yuan/month (15%), and less 4000 Yuan/month (12%), and over 20000 Yuan/month (4%).

5. Education Level – the majorities of respondents are bachelor degree (68%), and master degree (10%), and PhD (10%), and high school (7%), and vocational school (5%).
6. Marital Status – the majorities of respondents are married (53%), follow by single (45%), and divorced (2%).
7. Hometown – the majorities of respondents are from Shenzhen city (59%), and Guangzhou city (26%), and from Beijing city (9%), and Chengdu city (5%), and Kunming city (1%).
8. Having children – the majorities of respondents are have 1 children (51%) and do not have children (47%), and have 2 children (2%)

Table 1 Descriptive Results of Respondents Demographic Profile

Category	Percentage (%)
<i>Gender</i>	
Female	90
Male	10
Total	100
<i>Age</i>	
21-25	27
26-30	52
31-35	21
Total	100
<i>Occupation</i>	
Student	10
Employee	66
Teacher	5
Business owner	19

Total	100
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Income Statement

Less 4000 Yuan/month	12
4001-8000 Yuan/month	29
8001-12,000 Yuan/month	15
12,001-16,000 Yuan/month	25
16,001-20,000 Yuan/month	15
Over 20,000 Yuan/month	4
Total	100

Education Level

High School	7
Vocational School	5
Bachelor's Degree	68
Master's Degree	10
PhD	10
Total	100

Marital Status

Single	45
Married	53
Divorced	2
Total	100

Hometown

Beijing	9
Shenzhen	59
Guangzhou	26
Chengdu	5

Kunming	1
Total	100

Having children

0 (No children)	47
1 Children	51
2 Children	2
Total	100

4.1.2 Integrated Marketing Communication tools (IMC Tools)

The following tables showed the results of integrated marketing communication tools (IMC Tools).

a) Advertisement

From Table 4, It was found that the overall of the respondents agreed that shows that advertising (Mean = 3.43). respondents agree that they get Thai cosmetic surgery information from TV. (Mean = 3.41), followed by respondents agrees that get Thai cosmetic surgery information from Website. (Mean = 3.57), and respondents feel neutral get Thai cosmetic surgery information from Magazine. (Mean = 3.31)

Table 2 Descriptive Results of Advertisement

Advertisement	Mean	SD.	Level of Agreement
1. I get Thai cosmetic surgery information from TV.	3.41	1.326	Agree
2. I get Thai cosmetic surgery information from Website.	3.57	1.297	Agree
3. I get Thai cosmetic surgery information from Magazine.	3.31	1.405	Feel neutral
Total	3.43	1.342	Agree

b) Personal Selling

From Table 5, It was found that the overall of the respondents feel neutral that personal selling. (Mean = 3.37). sale person can give respondents more detailed information about the Thai cosmetic surgery. (Mean = 3.23), followed by sale person who are knowledgeable in Thai cosmetic surgery influence respondents to select Thai cosmetic surgery. (Mean = 3.13), and It will be good to have sale person for giving Thai cosmetic surgery information.(Mean =3.77)

Table 3 Descriptive Results of Personal Selling

Personal Selling	Mean	SD.	Level of Agreement
1.Sale person can give me a more detailed about the Thai cosmetic surgery.	3.23	1.332	Feel neutral information
2. Sale person who are knowledgeable in Thai cosmetic surgery influences my decision to select Thai cosmetic surgery.	3.13	1.308	Feel neutral
3.It will be good to have sale person for giving Thai cosmetic surgery information.	3.77	1.072	Agree
Total	3.37	1.237	Feel neutral

c) Direct Marketing

From Table 6, It was found that the overall of the respondents agree that direct marketing. (Mean = 3.9). respondents agree get Thai cosmetic surgery information from online advertising. (Mean = 3.83), followed by respondents agree get Thai cosmetic surgery information from E-Mail. (Mean = 3.91), and respondents agree get Thai cosmetic surgery information from online shop. (Mean = 3.97).

Table 4 Descriptive Results of Direct Marketing

Direct Marketing	Mean	SD.	Level of Agreement
1. I get Thai cosmetic surgery information from online advertising.	3.83	1.138	Agree
2.I get Thai cosmetic surgery information from E-Mail.	3.91	1.156	Agree
3.I get Thai cosmetic surgery information from online shop.	3.97	1.150	Agree
Total	3.90	1.148	Agree

d) Sale Promotion

From Table 7, It was found that the overall of the respondents agree that sale promotion. (Mean = 4.01). respondents agree tend to choose Thai cosmetic surgery that offer “Discount.” (Mean = 4.03), followed by respondents tend to choose Thai cosmetic surgery that offer gift. (Mean = 3.95), and respondents tend to choose Thai cosmetic surgery that offer voucher. (Mean = 4.06).

Table 5 Descriptive Results of Sale Promotion

Sale Promotion	Mean	SD.	Level of Agreement
1. I tend to choose Thai cosmetic surgery that offer “Discount.”	4.03	1.132	Agree
2. I tend to choose Thai cosmetic surgery that offer gift.	3.95	1.158	Agree
3. I tend to choose Thai cosmetic surgery that offer voucher.	4.06	1.090	Agree
Total	4.01	1.126	Agree

e) Public Relation

From Table 8, It was found that the overall of the respondents agree that public relation. (Mean = 3.96). respondents get Thai cosmetic surgery information from beauty exhibition. (Mean = 3.99), followed by respondents get Thai cosmetic surgery information from beauty blog. (Mean = 3.95), and respondents get Thai cosmetic surgery information from Thai cosmetic surgery news. (Mean = 3.96).

Table 6 Descriptive Results of Public Relation

Public Relation	Mean	SD.	Level of Agreement
1. I get Thai cosmetic surgery information from beauty exhibition.	3.99	1.105	Agree
2. I get Thai cosmetic surgery information from beauty blog.	3.95	1.114	Agree
3. I get Thai cosmetic surgery information from Thai cosmetic surgery news.	3.96	1.091	Agree
Total	3.96	1.103	Agree

f) Social Media Marketing

From Table 9, It was found that the overall of the respondents agree that social media marketing. (Mean = 3.96). respondents agree get Thai cosmetic surgery information from WeChat. (Mean = 3.96), followed by respondents get Thai cosmetic surgery information from WeiBo. (Mean = 3.97) and respondents get Thai cosmetic surgery information from Facebook. (Mean = 3.96).

Table 7 Descriptive Results of Social Media Marketing

Social Media Marketing	Mean	SD.	Level of Agreement
1. I get Thai cosmetic surgery information from WeChat.	3.96	1.127	Agree
2. I get Thai cosmetic surgery information from WeiBo.	3.97	1.123	Agree

3. I get Thai cosmetic surgery information from Facebook.	3.96	1.109	Agree
Total	3.96	1.119	Agree

4.1.3 Perceived Value

a) Perceived benefits

From Table 10, It was found that the overall of the respondents agree that perceived benefit. (Mean = 3.92). respondents agree Thai cosmetic surgery will make me more confidence. (Mean = 3.92), followed by respondents agree Thai cosmetic surgery will make me beautiful. (Mean = 3.90), respondents agree Thai cosmetic surgery will make me younger. (Mean =3.94).

Table 10 Descriptive Results of Perceived Benefit

Perceived Benefit	Mean	SD.	Level of Agreement
1. I think Thai cosmetic surgery will make me more confidence.	3.92	1.195	Agree
2. I think Thai cosmetic surgery will make me beautiful.	3.90	1.193	Agree
3. I think Thai cosmetic surgery will make me younger.	3.94	1.144	Agree
Total	3.92	1.177	Agree

b) Perceived Cost

From Table 11, It was found that the overall of the respondents agree that perceived cost. (Mean = 3.95). respondents agree price of cosmetic surgery in Thailand is affordable. (Mean = 3.98), followed by respondents agree Thai cosmetic surgery spend less time and save a lot of money than Chinese cosmetic surgery. (Mean = 3.95), and respondents agree Thai cosmetic surgery is quick recovery than Chinese cosmetic surgery. (Mean = 3.92).

Table 11 Descriptive Results of Perceived Cost

Perceived Cost	Mean	SD.	Level of Agreement
1. I think price of cosmetic surgery in Thailand is affordable.	3.98	1.128	Agree
2. I think Thai cosmetic surgery spend less time and save a lot of money than Chinese cosmetic surgery.	3.95	1.175	Agree
3. I think Thai cosmetic surgery is quick recovery than Chinese cosmetic surgery	3.92	1.212	Agree
Total	3.95	1.171	Agree

4.1.4 Purchasing behavior

The purchasing behavior of respondents can be described as follows

Table 12 When did you have cosmetic surgery?

Year	Percent
1. 2019	11.0
2. 2018	19.0
3. 2017	19.0
4. 2016	20.0
5. 2015	20.0
6. 2014	11.0
Total	100.0

From table 12, majority of the respondents to have cosmetic surgery in 2015 (20%), followed by 2016 (20%), and 2017 (19%), and 2018 (19%), 2019 (11%), 2014 (11%).

Table 13 Who influence your decision?

Items	Percent
1. Friend	67.0
2. Family	17.0
3. Celebrity	16.0
4. Other	0.00
Total	100.0

From table 13, majority of the respondents are friend (67%), followed by family. (17%), and celebrity (16%).

Table 14 What is your problem that you want to change it better?

Items	Percent
1. Face shape	0.00
2. Nose	17.00
3. Eyes	1.00
4. Breast	76.0
5. Body shape	6.00
6. Other	0.00
Total	100.0

From table 14, the majority of the respondents are breast (76%), followed by nose (17%), and body shape (6%), and eyes (1%).

Table 15 Where did you have cosmetic surgery?

Items	Percent
1. Public hospital	5.00
2. Private hospital	25.0
3. Clinic	70.0

Total 100.0

From table 15, majority of the respondents are go to clinic (70%), followed by private hospital (25%), and public hospital. (5%).

Table 16 How did you come to Thailand?

Items	Percent
1. With tour company	66.0
2. Come alone	12.0
3. Come with friends	22.0
4. Come with family	0.00
5. Other	0.00
Total	100.0

From table 16, majority of the respondents are come with tour company (66%), followed by come with friend (22%), and come alone (12%).

Table 17 Why do you want cosmetic surgery?

Items	Percent
1. want to be beautiful	22.0
2. want to have a good looking	75.0
3. Want to get a good job	3.00
4. Other	0.00
Total	100.0

From table 17, the majority of the respondents are want to have a good looking (75%), followed by want to be beautiful (22%), and want to get a good job (3%)

4.2 Result of Hypothesis Testing

Chi-square test was used to test hypothesis 1

H1: Chinese tourists from different profile will have different purchasing behavior towards cosmetic surgery in Thailand.

Demographic profile data was described by the gender, age, occupation, income statement, education level, material status, hometown, having children.

Purchasing behavior was measured by the time that have cosmetic surgery, people of participate decision, reason of doing cosmetic surgery, the way to come to Thailand, place of doing cosmetic surgery, the problem of doing cosmetic surgery.

Table 18 This study found a partly support of H1 as follows:

Influence of Demographic Profile on Purchasing Behavior of Chinese Tourists				
Factors	Value	Df.	Sig.	Meaning
Gender				
1. The time that have cosmetic surgery.	10.008	5	.075	No influence
2. People of participate decision.	0.324	2	.851	No influence
3. The problem of doing cosmetic surgery.	56.754	3	.000	Some influence
4. Place of doing cosmetic surgery.	15.048	2	.001	Some influence
5. The way to come to Thailand.	3.451	2	.178	No influence
6. The reason of doing cosmetic surgery.	3.704	2	.157	No influence

Age

1. The time that have cosmetic surgery.	19.976	10	.029	Some influence
2. People of participate decision.	4.507	4	.342	No influence
3. The problem of doing cosmetic surgery.	74.256	6	.000	Some influence
4. Place of doing cosmetic surgery.	10.450	4	.033	Some influence
5. The way to come to Thailand.	17.837	4	.001	Some influence
6. The reason of doing cosmetic surgery.	53.183	4	.000	Some influence

Occupation

1. The time that have cosmetic surgery.	18.388	15	.243	No influence
2. People of participate decision.	9.084	6	.169	No influence
3. The problem of doing cosmetic surgery.	39.166	9	.000	Some influence
4. Place of doing cosmetic surgery.	5.435	6	.489	No influence
5. The way to come to Thailand.	6.572	6	.362	No influence
6. The reason of doing cosmetic surgery.	11.143	6	.084	No influence

Income Statement

1. The time that have cosmetic surgery.	23.624	25	.541	No influence
2. People of participate decision.	21.897	10	.016	Some influence
3. The problem of doing cosmetic surgery.	40.189	15	.000	Some influence
4. Place of doing cosmetic surgery.	14.553	10	.149	No influence
5. The way to come to Thailand.	32.208	10	.000	Some influence
6. The reason of doing cosmetic surgery.	28.053	10	.002	Some influence

Education level

1. The time that have cosmetic surgery.	30.449	20	.063	No influence
2. People of participate decision.	4.987	8	.770	No influence
3. The problem of doing cosmetic surgery.	116.432	12	.000	Some influence

4. Place of doing cosmetic surgery.	31.133	8	.000	Some influence
5. The way to come to Thailand.	38.669	8	.000	Some influence
6. The reason of doing cosmetic surgery.	59.247	8	.000	Some influence

Marital Status

1. The time that have cosmetic surgery.	6.774	10	.774	No influence
2. People of participate decision.	10.190	4	.037	Some influence
3. The problem of doing cosmetic surgery.	21.264	6	.002	Some influence
4. Place of doing cosmetic surgery.	4.716	4	.318	No influence
5. The way to come to Thailand.	23.317	4	.000	Some influence
6. The reason of doing cosmetic surgery.	27.133	4	.000	Some influence

Hometown

1. The time that have cosmetic surgery.	29.206	20	.084	No influence
2. People of participate decision.	15.909	8	.044	Some influence
3. The problem of doing cosmetic surgery.	103.655	12	.000	Some influence
4. Place of doing cosmetic surgery.	28.808	8	.002	Some influence
5. The way to come to Thailand.	16.348	8	.038	Some influence
6. The reason of doing cosmetic surgery.	8.709	8	.367	No influence

Having Children

1. The time that have cosmetic surgery.	3.585	5	.611	No influence
2. People of participate decision.	10.416	2	.005	Some influence
3. The problem of doing cosmetic surgery.	8.261	3	.041	Some influence
4. Place of doing cosmetic surgery.	3.470	2	.176	No influence
5. The way to come to Thailand.	20.410	2	.000	Some influence
6. The reason of doing cosmetic surgery.	15.120	2	.001	Some influence

*Level of significant $\alpha = 0.05$

Chi-square test was used to test hypothesis 2.

H2: There is a relationship between integrated marketing communication tools (IMC tools) and purchasing behavior of Chinese tourists towards cosmetic surgery in Thailand.

IMC tools data was described by the advertising, personal selling, direct marketing, sale promotion, public relation activities, and social media marketing.

Purchasing behavior was measured by the time that have cosmetic surgery, people of participate, the problem of doing cosmetic surgery, place of doing cosmetic surgery, the way to come to Thailand, the reason of doing cosmetic surgery.

Table 19 This study found a partly support of H2 as follows:

Influence of IMC Tools on Purchasing Behavior of Chinese Tourists				
Factors	Value	Df.	Sig.	Meaning
Advertising (TV)				
1. The time that have cosmetic surgery.	23.090	20	.284	No influence
2. People of participate decision.	30.693	8	.000	Some influence
3. The problem of doing cosmetic surgery.	69.092	12	.000	Some influence
4. Place of doing cosmetic surgery.	16.591	8	.035	Some influence
5. The way to come to Thailand.	26.541	8	.001	Some influence
6. The reason of doing cosmetic surgery.	45.381	8	.000	Some influence
Advertising (Website)				
1. The time that have cosmetic surgery.	26.118	20	.162	No influence
2. People of participate decision.	21.004	8	.007	Some influence
3. The problem of doing cosmetic surgery.	94.267	12	.000	Some influence
4. Place of doing cosmetic surgery.	21.080	8	.007	Some influence
5. The way to come to Thailand.	26.000	8	.001	Some influence
6. The reason of doing cosmetic surgery.	40.256	8	.000	Some influence

Advertising (Magazine)

1. The time that have cosmetic surgery.	26.319	20	.156	No influence
2. People of participate decision.	11.547	8	.173	No influence
3. The problem of doing cosmetic surgery.	59.704	12	.000	Some influence
4. Place of doing cosmetic surgery.	15.877	8	.044	Some influence
5. The way to come to Thailand.	24.781	8	.002	Some influence
6. The reason of doing cosmetic surgery.	42.686	8	.000	Some influence

Personal Selling (More detailed information)

1. The time that have cosmetic surgery.	30.831	20	.057	No influence
2. People of participate decision.	6.654	8	.574	No influence
3. The problem of doing cosmetic surgery.	55.558	12	.000	Some influence
4. Place of doing cosmetic surgery.	9.245	8	.322	No influence
5. The way to come to Thailand.	33.895	8	.000	Some influence
6. The reason of doing cosmetic surgery.	56.999	8	.000	Some influence

Personal Selling (knowledgeable in Thai cosmetic surgery)

1. The time that have cosmetic surgery.	27.234	20	.129	No influence
2. People of participate decision.	11.662	8	.167	No influence
3. The problem of doing cosmetic surgery.	55.079	12	.000	Some influence
4. Place of doing cosmetic surgery.	8.340	8	.401	No influence
5. The way to come to Thailand.	32.339	8	.000	Some influence
6. The reason of doing cosmetic surgery.	56.999	8	.000	Some influence

Personal Selling (Giving Thai cosmetic surgery information)

1. The time that have cosmetic surgery.	29.317	20	.082	No influence
2. People of participate decision.	6.960	8	.541	No influence
3. The problem of doing cosmetic surgery.	109.825	12	.000	Some influence
4. Place of doing cosmetic surgery.	33.385	8	.000	Some influence

5. The way to come to Thailand.	21.415	8	.006	Some influence
6. The reason of doing cosmetic surgery.	46.353	8	.000	Some influence

Direct Marketing (Online advertising)

1. The time that have cosmetic surgery.	23.120	20	.283	No influence
2. People of participate decision.	13.914	8	.084	No influence
3. The problem of doing cosmetic surgery.	104.912	12	.000	Some influence
4. Place of doing cosmetic surgery.	23.522	8	.003	Some influence
5. The way to come to Thailand.	22.397	8	.004	Some influence
6. The reason of doing cosmetic surgery.	36.203	8	.000	Some influence

Direct Marketing (E-Mail)

1. The time that have cosmetic surgery.	19.065	20	.518	No influence
2. People of participate decision.	25.736	8	.001	Some influence
3. The problem of doing cosmetic surgery.	111.231	12	.000	Some influence
4. Place of doing cosmetic surgery.	27.403	8	.001	Some influence
5. The way to come to Thailand.	29.969	8	.000	Some influence
6. The reason of doing cosmetic surgery.	30.362	8	.000	Some influence

Direct Marketing (Online shop)

1. The time that have cosmetic surgery.	19.093	20	.516	No influence
2. People of participate decision.	25.164	8	.001	Some influence
3. The problem of doing cosmetic surgery.	110.778	12	.000	Some influence
4. Place of doing cosmetic surgery.	24.337	8	.002	Some influence
5. The way to come to Thailand.	31.360	8	.000	Some influence
6. The reason of doing cosmetic surgery.	28.217	8	.000	Some influence

Sale Promotion (Discount)

1. The time that have cosmetic surgery.	23.221	20	.278	No influence
2. People of participate decision.	20.273	8	.009	Some influence

3. The problem of doing cosmetic surgery.	148.096	12	.000	Some influence
4. Place of doing cosmetic surgery.	42.001	8	.000	Some influence
5. The way to come to Thailand.	25.421	8	.001	Some influence
6. The reason of doing cosmetic surgery.	23.022	8	.003	Some influence

Sale Promotion (Gift)

1. The time that have cosmetic surgery.	21.254	20	.382	No influence
2. People of participate decision.	24.212	8	.002	Some influence
3. The problem of doing cosmetic surgery.	127.700	12	.000	Some influence
4. Place of doing cosmetic surgery.	36.423	8	.000	Some influence
5. The way to come to Thailand.	28.890	8	.000	Some influence
6. The reason of doing cosmetic surgery.	23.595	8	.003	Some influence

Sale Promotion (Voucher)

1. The time that have cosmetic surgery.	22.289	20	.325	No influence
2. People of participate decision.	21.681	8	.006	Some influence
3. The problem of doing cosmetic surgery.	92.758	12	.000	Some influence
4. Place of doing cosmetic surgery.	20.325	8	.009	Some influence
5. The way to come to Thailand.	24.530	8	.002	Some influence
6. The reason of doing cosmetic surgery.	17.785	8	.023	Some influence

Public Relation (Exhibition)

1. The time that have cosmetic surgery	25.261	20	.192	No influence
2. People of participate decision	13.588	8	.093	No influence
3. The problem of doing cosmetic surgery.	98.255	12	.000	Some influence
4. Place of doing cosmetic surgery	13.240	8	.104	No influence
5. The way to come to Thailand	25.695	8	.001	Some influence
6. The reason of doing cosmetic surgery	19.626	8	.012	Some influence

Public Relation (Beauty blog)

1. The time that have cosmetic surgery.	25.418	20	.186	No influence
2. People of participate decision.	14.549	8	.069	No influence
3. The problem of doing cosmetic surgery.	102.211	12	.000	Some influence
4. Place of doing cosmetic surgery.	24.303	8	.002	Some influence
5. The way to come to Thailand.	27.871	8	.000	Some influence
6. The reason of doing cosmetic surgery.	21.845	8	.005	Some influence

Public Relation (Thai surgery news)

1. The time that have cosmetic surgery	27.179	20	.130	No influence
2. People of participate decision	14.390	8	.072	No influence
3. The problem of doing cosmetic surgery.	85.006	12	.000	Some influence
4. Place of doing cosmetic surgery	19.460	8	.013	Some influence
5. The way to come to Thailand	27.378	8	.001	Some influence
6. The reason of doing cosmetic surgery	21.845	8	.005	Some influence

Social Media Marketing (WeChat)

1. The time that have cosmetic surgery	27.383	20	.125	No influence
2. People of participate decision	14.707	8	.065	No influence
3. The problem of doing cosmetic surgery.	113.918	12	.000	Some influence
4. Place of doing cosmetic surgery	21.157	8	.007	Some influence
5. The way to come to Thailand	25.895	8	.001	Some influence
6. The reason of doing cosmetic surgery	21.114	8	.007	Some influence

Social Media Marketing (WeiBo)

1. The time that have cosmetic surgery	26.975	20	.136	No influence
2. People of participate decision	15.178	8	.056	No influence
3. The problem of doing cosmetic surgery.	115.270	12	.000	Some influence
4. Place of doing cosmetic surgery	19.995	8	.010	Some influence
5. The way to come to Thailand	25.811	8	.001	Some influence

6. The reason of doing cosmetic surgery	21.340	8	.006	Some influence
Social Media Marketing (Facebook)				
1. The time that have cosmetic surgery	29.655	20	.076	No influence
2. People of participate decision	11.968	8	.153	No influence
3. The problem of doing cosmetic surgery.	95.552	12	.000	Some influence
4. Place of doing cosmetic surgery	17.240	8	.028	Some influence
5. The way to come to Thailand	25.674	8	.001	Some influence
6. The reason of doing cosmetic surgery	21.340	8	.006	Some influence

*Level of significant $\alpha = 0.05$

Chi-square test was used to test hypothesis 3.

H3: There is a relationship between perceived value and purchasing behavior of Chinese tourists towards cosmetic surgery in Thailand.

Perceived value data was described by the of perceived benefit, perceived cost.

Purchasing behavior was measured by the time that have cosmetic surgery, people of participate, the problem of doing cosmetic surgery, place of doing cosmetic surgery, the way to come to Thailand, the reason of doing cosmetic surgery.

Table 20 This study found a partly support of H3 as follows:

Influence of Perceived Value on Purchasing Behavior of Chinese Tourists				
Factors	Value	Df.	Sig.	Meaning
Perceived Benefit (more confidence)				
1. The time that have cosmetic surgery	23.027	20	.287	No influence
2. People of participate decision	14.990	8	.059	No influence
3. The problem of doing cosmetic surgery.	104.016	12	.000	Some influence
4. Place of doing cosmetic surgery	24.800	8	.002	Some influence
5. The way to come to Thailand	26.060	8	.001	Some influence

6. The reason of doing cosmetic surgery	21.585	8	.006	Some influence
Perceived Benefit (more beautiful)				
1. The time that have cosmetic surgery	24.261	20	.231	No influence
2. People of participate decision	16.647	8	.034	Some influence
3. The problem of doing cosmetic surgery.	102.820	12	.000	Some influence
4. Place of doing cosmetic surgery	23.959	8	.002	Some influence
5. The way to come to Thailand	27.599	8	.001	Some influence
6. The reason of doing cosmetic surgery	22.475	8	.004	Some influence
Perceived Benefit (younger)				
1. The time that have cosmetic surgery	27.374	20	.125	No influence
2. People of participate decision	19.661	8	.012	Some influence
3. The problem of doing cosmetic surgery.	122.489	12	.000	Some influence
4. Place of doing cosmetic surgery	25.959	8	.001	Some influence
5. The way to come to Thailand	27.848	8	.001	Some influence
6. The reason of doing cosmetic surgery	22.249	8	.004	Some influence
Perceived Cost (affordable)				
1. The time that have cosmetic surgery	27.744	20	.116	No influence
2. People of participate decision	15.018	8	.059	No influence
3. The problem of doing cosmetic surgery.	115.326	12	.000	Some influence
4. Place of doing cosmetic surgery	20.176	8	.010	Some influence
5. The way to come to Thailand	24.422	8	.002	Some influence
6. The reason of doing cosmetic surgery	20.256	8	.009	Some influence
Perceived Cost (less time and save money)				
1. The time that have cosmetic surgery	23.262	20	.276	No influence
2. People of participate decision	14.434	8	.071	No influence
3. The problem of doing cosmetic surgery.	124.924	12	.000	Some influence

4. Place of doing cosmetic surgery	35.169	8	.000	Some influence
5. The way to come to Thailand	24.273	8	.002	Some influence
6. The reason of doing cosmetic surgery	20.767	8	.008	Some influence
Perceived Cost (quick recovery)				
1. The time that have cosmetic surgery	23.000	20	.289	No influence
2. People of participate decision	14.853	8	.062	No influence
3. The problem of doing cosmetic surgery.	94.608	12	.000	Some influence
4. Place of doing cosmetic surgery	21.553	8	.006	Some influence
5. The way to come to Thailand	24.454	8	.002	Some influence
6. The reason of doing cosmetic surgery	20.767	8	.008	Some influence

*Level of significant $\alpha = 0.05$

Table 179 Summary of Hypothesis results

H1	Chinese tourists from different profile will have different purchasing behavior towards cosmetic surgery in Thailand.	Partial support*
H2	There is a relationship between perceived value and purchasing behavior of Chinese tourists towards cosmetic surgery in Thailand.	Partial support*
H3	There is a relationship between perceived value and purchasing behavior of Chinese tourists towards cosmetic surgery in Thailand.	Partial support*

*significant level at $\alpha=0.05$

CHAPTER 5

DISCUSSIONS AND CONCLUSION

5.1 Conclusion

The findings revealed that integrated marketing communication tools have an impact on Chinese tourists' purchasing behavior when it comes to cosmetic surgery. Advertising in Thailand (Mean = 3.43). Respondents agree that they acquire Thai cosmetic surgery information from websites (Mean = 3.57), then from television (Mean = 3.41). and Personal selling (Mean = 3.37). Respondents can get more information about Thai cosmetic surgery from the salesperson. Direct marketing has a considerable influence on purchase behavior of Chinese tourists, according to respondents (Mean = 3.9). Sale promotions (mean = 4.01) have a significant impact on their decision. Their perception of cosmetic brand choice is also influenced by public relations (mean=3.95). social media marketing. (Mean = 3.96) affect them and way they consume information.

The findings also show that determining how perceived value influences purchase behavior for cosmetic surgery in Thailand is essential. Perceived benefit (Mean = 3.92) has an impact on purchase behavior, according to the findings. moreover, perceive cost also affect as well. The majority of respondents believe the cost of cosmetic surgery in Thailand is reasonable (Mean = 3.98), followed by respondents who agree that Thai cosmetic surgery takes less time and costs less money than Chinese cosmetic surgery (Mean = 3.95), and respondents who agree that Thai cosmetic surgery recovers quickly (Mean = 3.92

The finding also illustrates how their demographic profile effects their cosmetic surgery purchase behavior. Gender was discovered to have an impact on the problem of cosmetic surgery; according to the findings, 90 percent of females and 10% of males seek cosmetic surgery. The age of the person is also a factor that influences their decision; the results suggest that 52 percent of those aged 26 to 30 want surgery.

Occupation is also the determinant that influence on purchasing behavior toward cosmetic surgery, employee 66% tend to receive cosmetic surgery while student is 10%, business owner 19% and teacher is 5%. Furthermore, marital status strong affect purchasing behavior as

well, the result indicate that married people is 53% and single is 45%, divorce is 2% is going to receive cosmetic surgery.

Geographical factors also influence Chinese tourists' purchase decisions about cosmetic surgery. According to the findings, 9 percent of people from Beijing, 59 percent from Shenzhen, 26 percent from Guangzhou, 5 percent from Chengdu, and 1 percent from Kunming travel to Thailand for cosmetic surgery.

The data shows that those with income between 4001 and 8000 yuan are 29 percent, 12,001-16,000 yuan are 25 percent, 16,001-20,000 yuan are 15 percent, above 20,000 yuan are 4 percent, and less than 4000 yuan are 12 percent.

There are some following factors that also affect purchasing behavior towards cosmetic surgery in Thailand

1. People of participated decision: Respondents are mainly influenced by friends is 67%, followed by family is 17% and celebrity is 16%.
2. Place of doing cosmetic surgery is also contributing to decision making: Majority of respondents are going to clinic in Thailand is 70%, followed by private hospital is 25%, and public hospital is 5%.
3. The way to come to Thailand: Respondents came to Thailand with tour company is 66%, followed by come alone 12%, and come with friends is 22%.
4. The reason of doing cosmetic surgery: Most of the respondents want to have a good looking is 75%, followed by want to be beautiful is 22%, and want to get a good job is 3%.
5. Physical issue fixed: breast surgery is 76% follow by nose 17%, body fix is 6% and eyes is 1%.

5.2 Discussions

In 2019, the total number of Chinese tourists visiting Thailand was forecasted at approximately 12 million, a figure that has been gradually increasing over the years (Travel, Tourism & Hospitality). Thailand has been a popular destination for Chinese tourists for many years. One portion of tourists travel for cosmetic surgery. Medical tourism in Thailand is a potentially valuable market, promoted and developed for national advantages (KPMG in Thailand, February 2018). The government has a policy for Thailand to become a 'Medical and Wellness' destination and world-class medical hub. It was forecasted that in 2017 international patients will

generate THB 48-49 billion income for private hospitals, representing a 3%-4% growth from the previous year. The number of international patients is expected to increase to 2.4-3.3 million through medical tourism and expats residing in Thailand. Moreover, medical tourism is forecasted to support the growth of the tourism sector at around 16% per year during 2017-2020.

In line with hypotheses 1, the result indicates that demographical factors totally affect their purchasing behavior. The finding shows the significant different behavior between male and female toward cosmetic surgery. It was found that female tend to do cosmetic surgery than male because of their appearance concerns. In addition, female more consider price and quality of cosmetic surgery. The results also indicate that income have strongly affect their purchasing behavior. People who have low income are likely looking for cheap cost. The results shows Chinese tourist who had higher education more easy to make a decision before they experience a service. The results also indicate that marital status strongly affect their purchasing behavior, Chinese tourist who married more care about the appearance and beauty, and the occupation also affect the purchasing behavior, the people who are employee and student like go to clinic, because they are looking for cheap cost. Most of them are from Shen Zhen city and Guang Zhou city, they are coastal cities, the people who live there will get more knowledge about doing cosmetic surgery oversea and they mainly come to Thailand to do cosmetic surgery with tour company, because the tour company can help them the language barrier, and solve the problem when they stay in Thailand. The age also affect the purchasing behavior, the age between 26-30 years old are like go to Thailand to do cosmetic surgery, and they are mainly influenced by friend. And they care about their appearance, most of them are like to do breast surgery.

In line with Hypotheses 2, the result demonstrates that IMC tools play key role on attracting Chinese tourist toward cosmetic surgery and affecting on their purchasing behavior. The finding points out that Chinese tourist decided to travel to Thailand because for cosmetic surgery through cosmetic advertising and sale promotion. The result indicate that Chinese tourist get Thai cosmetic surgery information from website, and they can get knowledge from website, so they will know what kind of surgery is suit them, and also can help them to choose the clinic or hospital. The personal selling also affects the purchasing behavior, Chinese tourist agree that get more Thai cosmetic surgery information and make decision by personal selling, after the personal selling process, they will decision the type of surgery that they want to do. and the public relation also

affect the purchasing behavior, Chinese tourist can know Thai cosmetic surgery through exhibition. The result shows social media marketing strongly affect the purchasing behavior, Chinese tourist mainly use WeChat and Weibo to know Thai cosmetic surgery. The sale promotion also affect the purchasing behavior, if the clinic or hospital offer discount , the Chinese tourist will tend to choose the type of cosmetic surgery and they can choose the way to come to Thailand .

In line with hypotheses 3, the result show that customer perceived strongly affect Chinese tourist purchasing behavior, Chinese concern them about the value they will receive from products or service after they used or experience it. The finding showed that, they tend to keep purchasing or received the service from the same organization or service provider if they are satisfied with value they obtain. In case the perceived value low than their expectation, they will switch to other service provider or organization. The result seems agree with the previous research (abdollah Naami, Zahra rahimi, Parisa Ghandvar, 2017) “The Effect of Perceived Value, Perceived Risk, and Price on Customers Buying Intention” A customer will stay loyal since he/she receives better value in comparison to what he/she could receive by changing situation toward suppliers. Therefore, a customer permanently buys a product or service he/she believes has the maximum value. The aim of saying the maximum offered value to customer is different that exists between the total desirable values by customer and total costs. The perceived cost is affect the purchasing behavior, when Chinese tourist feel this cosmetic surgery is recovery quickly, they will come back to do cosmetic surgery in the same hospital.

5.3 Recommendations

Most of respondents are search information from website, so the hospital and clinic should set up own website in Chinese version and try to use WeChat and Weibo to promote their cosmetic surgery service and their background. The hospital and clinic should put the questionnaire on the website, they can know the requirement of cosmetic surgery for Chinese tourist, and try to improve their service quality, on the other hand, could be give some rewards for the people who did the questionnaire such as discount and cash coupon, it could help to switch or persuade the potential consumer become the customer, when they receive Chinese tourist who did cosmetic surgery in the hospital, hospital staff should record more information of the customer, such as the way to know hospital, and the requirement of cosmetic surgery and the recommendation for the hospital. All the

data of questionnaire and hospital record can be for future research. The hospital has to train the staff, in order to speak Chinese with Chinese tourist and translate their idea of cosmetic surgery to doctor. The hospital and clinic should cooperate with many tour companies, in order to get more Chinese tourist to come to hospital or clinic. The Thai hospital and clinic should participate in beauty exhibition in China every year, in order to get more Chinese tourist to know the hospital.

Hospitals and clinics should focus on continuous improvement in all aspects relating customer perceived value of cosmetic surgery in Thailand in order to gain international reputation and credibility among foreign patients.

Even though Chinese tourist customer is still low for cosmetic surgery but the growing in this sector should not underestimate.

The market is already fiercely competitive in Asia with many Chinese opting first for Japan, Malaysia, and South Korea. However, there are still many opportunities for growth and development as long as the hospitals are still focusing on improving their equipment, technologies, services and facilities while receiving good support from the government in terms of advertising and promotion

5.4 Implications

Practical implication: The finding of this research is valuable for person who want to start up business related to medical tourism because cosmetic surgery is a part of it. The finding can enhance understanding of Marketer in this medical tourist sector, and it enables them to make effective and compelling marketing. Marketer will be aware of method to apply Integrate Marketing communication in effective and efficient way, which can lead to the increasing sale volume. In addition, lecturers who are in cosmetic field also get more knowledge about percept of customer toward cosmetic.

Theoretical implication: The two previous research has identified factor affect consumer behavior toward cosmetic surgery. It covers body appreciate, collective self-esteem, satisfaction with life and perceived social support, 7ps marketing Mix and brand equity as the independent variable. Anyway, this research has studied another independent variable that previous research has not include. The finding informs people that the all variable are covered in conceptual framework cannot overlook, because less or more, they pretty affect purchasing behavior. The result confirms

that the theory of IMC tools, demographic profile and perceived really contribute to purchasing behavior and customer' purchasing decision.

5.5 Limitations

There are several limitations which pose difficulty to conduct the research. One is language barrier; research have to use simple language to avoid misunderstanding on questionnaire which lead to bias data. Questionnaire was made in English, respondent is Chinese. Researcher have to spend explain the purpose of each questionnaire. Second limitation is the sample size because the respondent might not cover all part in China. other limitation would be ethical issues that the researcher had to treat them very carefully and all information provided by the participants had to be kept as highly confidential. The last limitation is time consumption, researcher need more time to collect reliable data and it is difficult to ask the Chinese tourist to spend their time for completing survey questionnaire.

Due to those limitations above, the study has left some rooms for a future research study to improve on this issue. In the future, researcher can expand his or her sample to other courtiers because people who live in different geographic locations (markets), different cultures (north, south), different countries, etc. might have different sets of influential factors on their purchasing behavior and choice decision in this regard. The sample size is another potential issue that could be improved by increasing sample size to cover all segments that seem interested in cosmetic surgery including people in the home country, Thailand.

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APPENDIX
QUESTIONNAIRE

Factors affecting Chinese tourists purchasing behavior towards cosmetic surgery in Thailand

This questionnaire is a partial fulfillment of the degree of Master of Business Administration concentration in Digital Marketing, College of Innovative Business and Accountancy (CIBA) – English Program, Dhurakij Pundit University. The data collect through these questions will be used to identify the factor of Chinese tourists who was, or preparing come to take cosmetic surgery in Thailand. The information obtained will be kept confidential and used for academic study only.

Remark: This questionnaire has 4 parts:

- Part 1 Demographic Profile
- Part 2 Integrated Marketing Communication Tools (IMC tools)
- Part 3 Perceived Value
- Part 4 Purchasing behavior of Chinese tourists

Thank you very much for your kind assistance

Jin Sicong

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Instruction: Please mark [] in the answer that most applicable to you.

Part 1: Demographic Profile

1. Gender

- () 1. Male () 2. Female

2. Age

- () 1. 21-25 () 2. 26-30 () 3. 31-35 () 4. 36-40
() 5. 41 and over

3. Occupation

- () 1. Student () 2. Employee

- 3. Teacher 4. Business Owner
- 5. Other (Please specify)

4. Income Statement

- 1. Less 4000 Yuan/month
- 2. 4001-8000 Yuan/month
- 3. 8001-12,000 Yuan/month
- 4. 12,001-16,000 Yuan/month
- 5. 16,001-20,000 Yuan/month
- 6. Over 20,000 Yuan/month
- 7. Other (Please specify)

5. Education Level

- 1. High School 2. Vocational School
- 3. Bachelor's Degree 4. Master's Degree
- 5. PhD 6. Others (Please specify.....)

6. Material Status

- 1. Single 2. Married
- 3. Engaged 4. Divorced
- 5. Others (Please specify.....)

7. Hometown

- 1. Beijing 2. Shenzhen 3. Guangzhou 4. Chengdu
- 5. Others (Please specify.....)

8. Having children

- 1. 0 (No children)
- 2. 1-2 Children
- 3. 3-4 Children
- 4. 5 or more Children

Part 2: Integrated Marketing Communication Tools (IMC tools)

Instruction: Please mark on the number that mostly describes your level of agreement to the below statements using the scale:

5 = Strongly agree with the statement

4 = Agree with the statement

3 = Feel neutral with the statement

2 = Disagree with the statement

1 = Strongly disagree with the statement

Possible Factors in term of Integrated Marketing Communication Tools (IMC tools)	Level of Agreement				
Advertisement					
1. I get Thai cosmetic surgery information from TV.	5	4	3	2	1
2. I get Thai cosmetic surgery information from Website.	5	4	3	2	1
3. I get Thai cosmetic surgery information from Magazine.	5	4	3	2	1
Personal Selling					
1. Sale person can give me a more detailed information about the Thai cosmetic surgery.	5	4	3	2	1
2. Sale person who are knowledgeable in Thai cosmetic surgery influence my decision to select Thai cosmetic surgery.	5	4	3	2	1
3. It will be good to have sale person for giving Thai cosmetic surgery information.	5	4	3	2	1
Direct Marketing					
1. I get Thai cosmetic surgery information from online advertising.	5	4	3	2	1
2. I get Thai cosmetic surgery information from E-Mail.	5	4	3	2	1
3. I get Thai cosmetic surgery information from online shop.	5	4	3	2	1
Sale Promotion					
1. I tend to choose Thai cosmetic surgery that offer "Discount."	5	4	3	2	1
2. I tend to choose Thai cosmetic surgery that offer gift.	5	4	3	2	1
3. I tend to choose Thai cosmetic surgery that offer voucher.	5	4	3	2	1
Public Relation					
1. I get Thai cosmetic surgery information from beauty exhibition.	5	4	3	2	1
2. I get Thai cosmetic surgery information from beauty blog.	5	4	3	2	1

3. I get Thai cosmetic surgery information from Thai cosmetic surgery news.	5	4	3	2	1
Social Media Marketing					
1. I get Thai cosmetic surgery information from WeChat.	5	4	3	2	1
2. I get Thai cosmetic surgery information from WeiBo.	5	4	3	2	1
3. I get Thai cosmetic surgery information from Facebook.	5	4	3	2	1
Perceived benefit					
1. I think Thai cosmetic surgery will make me more confidence.	5	4	3	2	1
2. I think Thai cosmetic surgery will make me beautiful.	5	4	3	2	1
3. I think Thai cosmetic surgery will make me younger.	5	4	3	2	1
Perceived cost					
1. I think price of cosmetic surgery in Thailand is affordable.					
2. I think Thai cosmetic surgery spend less time and save a lot of money than Chinese cosmetic surgery.	5	4	3	2	1
3. I think Thai cosmetic surgery is quick recovery than Chinese cosmetic surgery.	5	4	3	2	1

Part 3: Factor of Chinese people Purchasing Behavior

Instruction: Please mark [] in the answer that most applicable to you.

1. When did you have cosmetic surgery?

- () 1. 2019 () 2. 2018 () 3. 2017
() 4. 2016 () 5. 2015 () 6. 2014

2. Who influence you decision?

- () 1. Friend () 2. Family () 3. Celebrity
() 4. Other (Please specify)

3. What is your problem that you want to change it better?

- () 1. Face shape () 2. Nose () 3. Eyes skin () 4. Breast
() 5. Body shape () 6. Other (Please specify)

4. Where did you have cosmetic surgery?

- () 1. Public hospital () 2. Private hospital () 3. Clinic

5. How did you come to Thailand?

1. With tour company 2. Come alone 3. Come with friends 4. Come with family
 5. Other (Please specify

6. Why do you want cosmetic surgery?

1. want to be beautiful 2. want to have a good looking 3. Want to get a good job
 4. Other (Please specify

Thank you very much for your cooperation!

