Factors pressuring Thai women toward beauty and appearance

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Abstract

Today's modern society has set a high competitive standard for what is considered beautiful. Women in Thai society today are being exposed to many more alternative ways to look more attractive through beauty products and beauty technologies. They have a change in perception favoring the Western aesthetic values because they believe that Western facial features have no flaws (Rongmueng and others, 2010).

The objectives of this research on the influencing factors pressuring Thai women toward beauty and appearance are 1) to understand Thai women's perception about physical appearance in modern day society 2) to identify whether the internal and external factors surrounding their lives influence their attitude change towards beauty 3) to measure the extent of women's behavioral change in modifying their image. Thus this study will test whether the internal variables- culture, self-esteem, personal achievement and the external variables- social pressure, media and attraction to the opposite sex make women desire to look more attractive. The communication theories used to explain women's perception on beauty are the media-driven theories, social psychological theories and information processing theories. The method for this study is a quantitative approach using a questionnaire survey with a random sample of 400 people aged 22-35 living in Bangkok. The analysis of the study will employ Spss program to interpret the results in a regression model to measure the strength of relationship between each of the variables to the desire for women to look more attractive.

This research is expected to test the hypothesis that the internal and external variables being measured do influence women to modify their physical appearance to look more attractive. The internal influence should be a stronger indicator for women's transformation decision to look more attractive as self willingness is a stronger thrive to action.

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Chapter 1: Factors Pressuring Thai Women On Beauty and Appearance

Situation Analysis

John Kennith Galbraith, a famous Canadian Economist states that 'There is certainly no absolute standard of beauty. That precisely is what makes its pursuit so interesting.' This statement reflects our modern society's effort into setting a standard for beauty that has raised many conflicting issues on the level of acceptance that women have to meet in order to be considered 'beautiful.' (Alice, 2009).

Beauty in the historical period was seen to be more realistic than beauty in the modern day 21st century. The Renaissance era highlights the natural form of beauty that women's body shape was was more busty and curvy (Kuchinsky, 2007). With the advancement of technology, there are many ways that women try to seek in order to make themselves look more attractive. This can be from minor changes, such as body lotions that tighten up the skin, makeup that covers the defects of the face or shampoo that will transform your hair into a shiny mane to extreme changes by doing cosmetic surgery (Farah, 2009).

The importance given to beauty can be seen from women in the Thai society. The perception of beauty in Asia has been altered due to the cultural influence from the Western aesthetic values. Women who believe in Western aesthetic values are convinced that the appearance that match up these values have no flaws (Saniotis, 2007). Women are becoming more conscious of their appearance because they are more concern on how others in society may judge them based on their physical appeal (Rongmueng and others, 2010). This research paper is an insight on factors pressuring Thai Women on beauty and appearance.

Overview of what the paper covers

1. To understand Thai women's perception about physical appearance in modern day society
2. To identify whether the internal and external factors surrounding their lives influence their attitude change towards beauty
3. To measure the extent of women's behavioral change in modifying their image

Purpose of the Study

To test whether the internal variables- culture, self-esteem, personal achievement and the external variables- social pressure, media and attraction to the opposite sex make women desire to look more attractive.

Setting for the Study

The scope for the study is the psychological aspect of how women feel about their appearance. Women usually have their set of standards about beauty internally that they are satisfied with. With the development of new cosmetic technologies and more channels in advertisements, women are

faced with more ways to be beautiful. This is the other scope of study to research, which explores the impact that these physical surroundings have on women's satisfaction of their appearance.

Research Questions

1. Does the internal or external factor has a stronger influence on women's perception of their physical appearance?
2. Which indicator has the strongest impact on how women view their self beauty?
3. How satisfied are women with their natural facial features or they prefer to use the cosmetic services in order to look more attractive?

Chapter 2: Literature Review

Thai society's standard of beauty had been raised to the standard of perfection (Chiapraditkul, 2013). The way that women view themselves as being beautiful or not is influenced by the psychological and external environmental source. The purpose of the study is to examine women's desirability to look more attractive physically based on the psychological and external environmental factors. The psychological factors here by are the aesthetics, self-esteem and personal achievement. By contrast, the external environmental factors here by are the society's social pressure, the media and dating opportunities and budgeting. The indicators are each explained by the theories based on media driven theories, self driven theories and information processing theories to further interpret the factors that motivate women to change their behavior to look more attractive.

Theoretical Background

1. Media-driven explanation

1.1 Cultivation Theory

The theory was developed by George Gerbner during 1970s and 1980s. It's the idea that 'television creates a worldview that, although possibly inaccurate, becomes the reality because people believe it to be so' (Baren and others, 2012, p.406). The longer hours spent on watching television, the higher the possibility that they will see the real world like how it is viewed on television (Vonderen and others, 2012).

Women's desire to look more attractive may have an association to the amount of exposure they received from the media. The 'ideal images' of female celebrities that women encounter can lead them to form bias conception that appearance is important, appearance is the key factor to the success in life, or being beautiful is a good (Kaweeki, 2010).

1.2. Persuasion

1.2.1 One-Sided and Two-Sided Messages

One-sided message is most effective with persons initially favourable to the message. The two-sided message is most effective with people of greater education (Baran, 2005). Women who consider two sided messages to beauty advertisements will not be easily persuaded in comparison to women who only see one side to the message that beauty products will create instant beauty perfection (Britton, 2012)

1.2.2 Source Credibility

According to an experiment done by Hovland and Weiss (1951), they have reached the conclusion that the right source can increase the effectiveness of the message, especially if the source came from an opinion of an expertise. Magazines is one of the main powerful sources that women like to update the trend on beauty. Kenrick shared his opinion that 'these amazingly attractive women seen in magazines are selected from a highly skewed distribution in terms of looks' (Kenrick and others, 1979).

2. Social psychology explanation: Self-efficacy

2.1 Social learning theory

The theory suggest that much learning takes place through observing the behavior of others. Women's adaptation to beauty trends is learnt through observing the behavior of others. For instance, the dress code selection to create an impressive impression in the work or social aspect is witnessed by women to update their fashion trend (Thompson, 2002, p. 104).

2.2 Social comparison theory:

Based on this theory, individuals judge themselves and see where they stand by comparing themselves with others (Leon Festinger, 1954). A common social situation is when an attractive woman stands next to less attractive women. The less attractive women makes the more attractive women feel standout, look more appealing, and more confident with their image (Macrae, 2009).

2.3 Self –theory

Based on Carol Dwek, self-theory is 'how people develop beliefs about themselves and how it creates their psychological worlds, shape their thoughts, feelings and behaviors (Dwek, 1999). This theory applies to dating relationship situation, in which 'being beautiful' is the most important first impression woman want the man to notice (Koudenburg and others 2011).

2.4 Social cognitive theory

Albert Bandura defines this theory as 'one's belief in one's ability to succeed in something. It deals with people's attitude on how they work on their goals, tasks and challenges ' (Becker and others, 1988). According to McGraw, 'there is no reality, only perception', in which he explains that people have many 'filters' in their lives. Their 'internal and mental state of their personality, attitudes, beliefs values, point of view, past events of their lives'(McGraw, 2003).

3. Information processing driven theory

3.1 The Functions of Attitude: Rational Model and Irrational Model

Daniel Katz and his colleagues developed this model based on the concept that 'rational model suggests that human beings are non-thinking creatures whose beliefs are easily influenced by people around them. The irrational model suggests human beings act according towards their initial desires without conscientious thinking (Baran, 2012).' The functions of attitude

The functions of attitude can be seen in women's outlook on dating relationships. If rationality is given importance to physical appearance women will only date attractive men and pressure themselves to look flawless (Martin and others, 1983).

3.2 McGuire's Information-Processing Theory

McGuire's (1968) theory assumes that attitude change involves six step, in which each step leads to the next step in behavior accordingly:

1. The persuasive message must be communicated
2. The receiver will attend to the messge
3. The receiver will comprehend the message
4. The receiver yields to and is convinced by the arguments presented
5. The newly adopted position is retained
6. The desired behavior takes place

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If an independent variable effects one of the six steps, it may affect person in a positive way or in a negative way. For instance, when an intelligent person watches a beauty program that involves a celebrity giving advice on 'how to put make up on' in order to look attractive, the person may not be convinced to act accordingly if they use their rational thinking that makeup will not create the same attractiveness effect as celebrities (Baran, 2012).

3.3 Schema

According to Baran, schema is part of information processing theory, in which symbols are used to understand the sensory information that is taken in. The symbols use the mentality of the mind, self and society to process information (Baran, 2012, p.248). If women takes appearance as their scheme will focus on the outside appearance when exposed to knowledge on beauty through the media. By contrast, women who aren't affected by the media may think that being beautiful does not determine success, so therefore will not make the effort to make improvements on their physical looks. (Touarti, 2007).

4. Consumer Behavior Model

Consumer behavior toward a certain situation is dependant upon their attitude, according to the following process of thinking (Bray, 2008).

4.1 The Belief

Consumer may have a mixture of beliefs about a certain situation, experience or an object. The beliefs can be positive, negative or neutral. The positive belief will assume that beauty products will make a person look more attractive. However, the negative belief will assume that beauty products doesn't help their wellbeing (Perner, 2010).

4.2 The Affect

The feeling that a consumer have toward a certain situation, object or experience is based on their beliefs. For instance, if the individual has a positive belief about cosmetic products or cosmetic surgery technologies, the person would be active towards building their interest in the area (Bray, 2008).

4.3 The Behavioral Intention

The behavioral intention is the course of action that consumer decides to take with respect to the situation, experience or the object. If the consumer believes that using cosmetic products is one of the factors that will excel their success, the person would make the investment in buying cosmetic products with high quality (University of Southern California, 2010).

Chapter 3: Methodology

3.1 Strategy:

Target Sampling

The method that is going to be used to conduct the research is a quantitative method research by doing a survey questionnaire. The target sample would be women who give attention to their

physical appearance that have an age range from 18-51 years old. The sampling unit will be take place at fashionable shopping department store areas around Bangkok city area. The sampling size will 400 people be based on the Yamane's formula with an error of 5% and with a confidence coefficient of 95% (Yamane, 1967).

Sampling Technique

The sampling technique used is a non probability sampling based on quota sampling that is a two-stage restricted judgmental sampling (Malholtra, 2007).

Type of Sampling

The type of sampling that is used complete the survey would be field sampling. The data collection will only focus on field research to get the data instantly from the participants at the prime time.

Data Collection and Data Analysis

The data collection will use a quantitative approach by using the survey questionnaire as the main instrument in data collection. The data analysis will implement the SPSS program to analyze the information through stepwise multiple regression method.

3.2 Concept of the questionnaire:

The concept of the questionnaire is an insight on women's perception on beauty based on the following indicators defined:

3.2.1 Indicators:

Psychological Factors

1.1 Aesthetic

Aesthetic is defined as a 'set of principles about beauty' (Longman, n.d.). The culture values in modern day Thaisociety has changed a lot from the Western cultural influence. This variable will measure whether aesthetic has a role in effecting the level of desire women want to become more beautiful (Feigeblatt, 2010). The questions based on this indicator use a likert scale with the Conbach's value of 0.705.

1.2 Self-Esteem

Self-Esteem is defined as 'the feeling of being satisfied with your own abilities, and that you deserve to be liked or respected'(Longman, n.d.). Women are often being reminded constantly on what is considered beautiful from family, friends or media images of beautiful photoshop women (Britton, 2012). This variable will measure the women's confidence level in their appearance will have any

effect on their motivation to become more beautiful. The questions based on this indicator use a likert scale with the Conbach's value of 0.799.

1.3 Personal Achievement

Personal achievement is defined as 'something important that you succeed in doing by your own efforts' (Longman, n.d). In the career profession, it is assumed that the image of professionalism can help women enhance their career (Ruffle, 2010). This variable will measure whether personal achievement will effect the level of desire women want to look more beautiful. The questions based on this indicator use a likert scale with the Conbach's value of 0.799.

2. External Environmental Factors

2.1 Social Pressure

Pressure is defined as 'a strong feeling that you must do the same things as other people of your age if you want them to like you' (Longman, n.d). Women are being pressured to meet the different expectations in their daily lives, in which self image perfection is one of the pressure women face (Dion, 1987).This variable will measure how social pressure will effect the level of desire women want to become more beautiful. The questions based on this indicator use a likert scale with the Conbach's value of 0.789.

2.2 Media

Media is defined as the channel that provide news and information for the public (Longman, n.d). It can be assumed that media can have an influence on how women view their body image (Sparhawk, 2003).This variable will measure how media will have an influence on how women have the desire to become more beautiful. The questions based on this indicator use a likert scale with the Conbach's value of 0.889.

2.3 Dating Opportunities

Dating is defined as to have a 'romantic relationship with someone' (Longman, n.d). It can be assumed that physical appearance is important in creating the best impression that men expect of them in the first stages of interaction in a dating relationship (Lee, 1998). This variable will measure whether dating opportunities will have an effect on the level of desire women want to become more beautiful. The questions based on this indicator use a likert scale with the Conbach's value of 0.705.

2.4 Budgeting

Budgeting is defined as 'the money that is planned on how it will be spent'(Longman, n.d.). This variable will measure whether budgeting will have an effect on the level of desire women want to become more beautiful. The questions based on this indicator uses a an interval scale.

3. Dependent Factor : The Level of Desire Women Want to Become More Attractive

3.1 Make Over

Makeover is defined as 'to make someone look more attractive by applying more make up, undergo surgery, dressing more fashionably' (Longman, n.d). This variable explain the final result of women's how important women feel the need to modify their appearance to look more attractive. The question in this section uses an interval scale.

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3.2.1 Measurement and scaling

The measurement will imply the three types of measurement: the nominal, ordinal and interval measurement scale. The nominal scale will be used in the demographic section of the questionnaire (Neuman, 2011). The ordinal scale will imply the likert scale as the main instrument. The likert scale is based on the following format in the questionnaire (Neuman, 2011):

	Scale
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

The interval scale is used in question sections that refer to participant's spending media habits on beauty.

3.3 Model

3.3.1 Hypothesis

1. Hypothesis One

Null Hypothesis (H_0): If the null hypothesis is true, then none of the independent variables is related to the dependent variable 'desire to look more attractive', and therefore the model is invalid. This means that the psychological variables- aesthetics, self-esteem, personal achievement and the external environmental variables- social pressure, media personal achievement and budgeting doesn't influence women to change their behavior in modifying their physical appearance.

Alternate Hypothesis (H_a): If the alternate hypothesis is true, then at least one of the independent variables is related to the dependent variable 'desire to look more attractive', and therefore the model

is valid. This means that at least one of the internal variables- aesthetics, self-esteem, personal achievement, or external environmental variables- social pressure, media and personal achievement and budgeting does influence women to change their behavior in modifying their physical appearance.

Hypothesis Two

The psychological variables - aesthetics, self-esteem, personal achievement has a higher influence on women's desire to become more beautiful than the and the external environmental variables- social pressure, media personal achievement and budgeting.

3.3.2 The Model used in Multiple Regression

The Model Showing the Relationship between the Psychological and External Environmental Factors and the Desire to Look More Attractive

Model : desire to look more attractive = $\beta_0+\beta_1$aesthetic+ $\beta_2$self-esteem+ $\beta_3$personal achievement+ $\beta_4$social pressure+ $\beta_5$perception of dating opportunities+ $\beta_6$media+ β_7 budget+ e

Where:

Y   = desire to look more attractive

(β_1) X1 = culture

(β_2) X_2 = self-esteem

(β_3) X_3 = personal achievement

(β_4) X_4 = social pressure

(β_5) X_5 = perception of dating opportunities

(β_6) X_6 = media

(β_7) X_7= budget

Testing the validity of the model

Hypotheses

H_0: $B_1=B_2=B_3=0$ versus   Ha: at least one of the B_j is not equal to 0

Test Statistics

$$F= \frac{MSR}{MSE} \text{ where } MSR = \frac{SSR}{k} \text{ and } MSE = \frac{SSE}{n-k-1}$$

Where:

F = F- distribution

MSR = mean square of treatment

MSE = mean square of error

k = degree of freedom

(n-k-1) = degree of freedom

The model is valid if F > $F_{\alpha,k,n-k-1}$, because the null hypothesis is rejected.

3.3.3 Statistics used to analyze multiple regression

1. Pearson Correlation: formula

A statistic summarizing the strength of association between two metric variables (Malhotra, 2007,p.534). The association is measured by the size of correlation. The formula for r is:

$$r = \frac{\sum_{i=1}^{n}(X_i - \bar{X})(Y_i - \bar{Y})}{\sqrt{\sum_{i=1}^{n}(X_i - \bar{X})^2}\sqrt{\sum_{i=1}^{n}(Y_i - \bar{Y})^2}}$$

2. Adjusted R^2

This value measures which model would be best to explain the relationship between the independent variable (culture, self-esteem, personal achievement, social pressure, media, and celebrity influence) to the dependent variable (desire to look more attractive). The value of adjusted R^2 would only increase if the new variable improves the model (Talk-stats, 2009).

3. Coefficient of multiple determination (R^2)

This value measures how well the total variation in the dependent variable (desire to look more attractive) is explained by the independent variable (culture, self-esteem, personal achievement, social pressure, media, and celebrity influence). The closer the value of R^2 is to 1.0, the better the line of regression fits the data (Wikepedia,2012).

$$R^2 = \frac{SS_{reg}}{SS_{tot}}$$

4. F- Test

This value is used to test the null hypothesis that independent variables in the population, R^2_{pop} is zero. This translates to testing the equation of the null hypothesis $H_0: \beta_1 = \beta_2 = \beta_3 = \ldots = \beta_k = 0$. The test statistic has an F distribution with k and (n-k-1) degrees of freedom. If the calculated F statistics is greater than the F value then the null hypothesis is rejected (Malhotra, 2007,p.535).

5. P-Value

The P-Value known as 'the probability of chance' is the probability that the results of a statistical experiment are due only to chance. The p-value applied in multiple regression helps to test the validity of the model (Brase, 2012).

Chapter 4: Analysis of the Results

The research study focuses on the quantitative research. The quantitative questions are based on the psychological and external environmental factors that effects women's perception and attitude towards beauty. The content of the question is an insight into how women take care of themselves and how satisfied they feel about their appearance in general.

The questionnaire is divided into eight sections according to the following:

Section 1: personal profile

Section 2: self esteem

Section 3: aesthetic perception

Section 4: personal achievement

Section 5: social pressure

Section 6: media

Section 7: personal care habits

Section 8: budget

The result of the sample will be summarized in according to the following tables:

Part 1: General Information

The percentage and mean of personal information and demographic

Age	Frequency	Percentage
18-20	149	35.5
21-25	99	23.6
26-29	56	13.3
30-33	39	9.3
33-36	47	11.2
37-39	10	2.4
40-42	9	2.1
43-46	8	1.9
45-48	0	0
49-51	0	0
+51	3	0.7
Total	**420**	**100**

A Bar Graph to Show the Percentage of Group Sample by Age
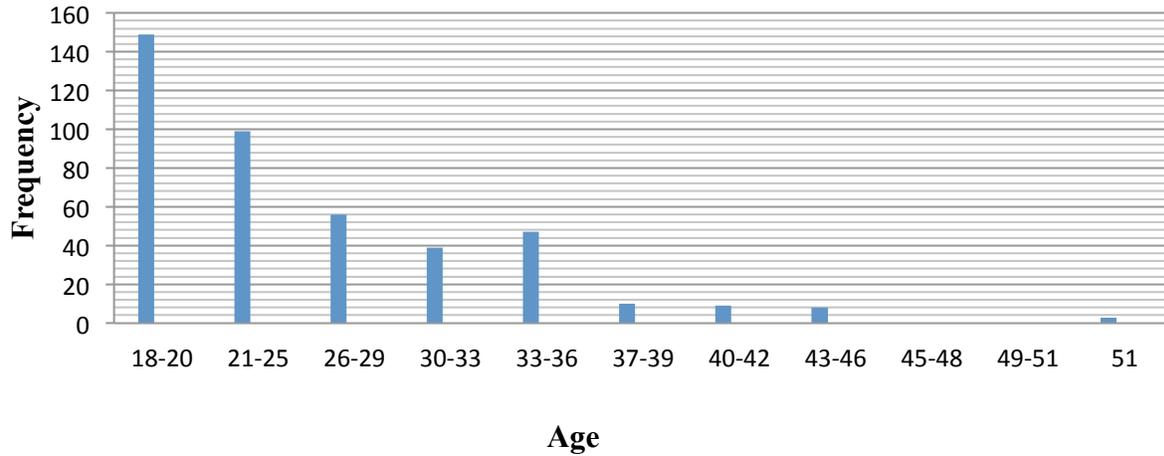
From table 1 we have found out that the majority of the participants are between the age 18-20 with the percentage of 35.5% followed by the age range of 21-25 with the percentage of 23.6%.
The minority group of participants are by the age range of 37 to over 51 years old with the percentage of 10.1%.

Table 1.2: The percentage of group sample by location

Location	Frequency	Percent
Rama 9	30	7.1
Mochit	30	7.1
Yannawa	30	7.1
Prakanong	30	7.1
Bangkok Noi	30	7.1
Latkrabang	30	7.1
Bangkae	30	7.1
SuanLuang	30	7.1
Nonthaburi	30	7.1
Bangna	30	7.1
Wattana	30	7.1
Srinakarin	30	7.1
Pathumwan	30	7.1
Chattuchak	30	7.1

Total	**420**	**100.0**

A Bar Graph to Show the Percentage of Group Sample By Location
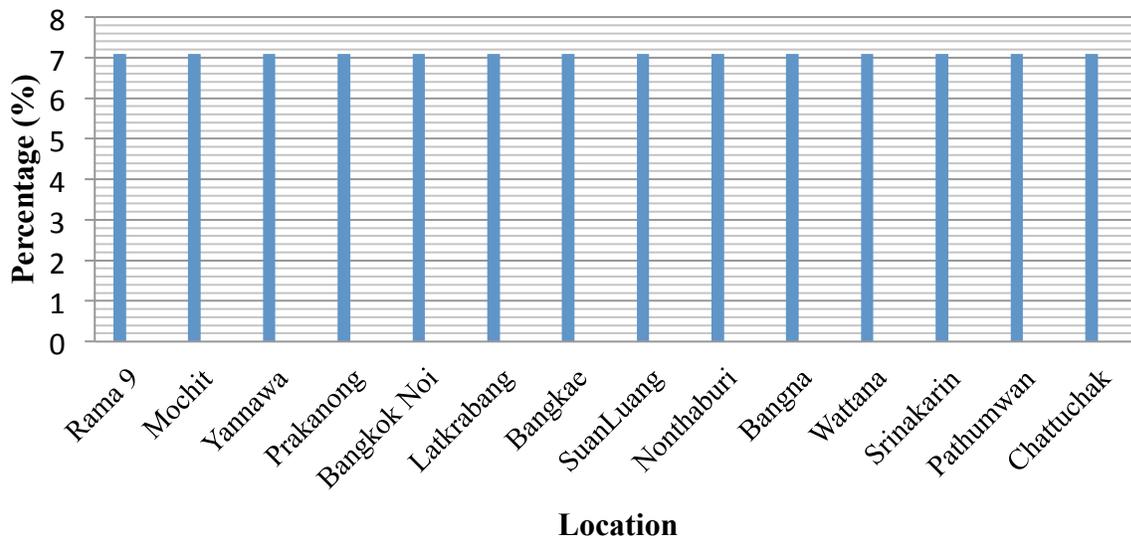
Table 1.2 shows 14 different locations in Bangkok in which the research had taken place. There were 30 participants with the percentage of 7.1% were being surveyed from each location. The location were segmented into three main areas in Bangkok according to the old city area, the central area, and the outer skirt area.

Table 1.3: The percentage of group sample by occupation

Occupation	Frequency	Percent
Student	202	48.1
Private Business	56	13.3
Employee	133	31.7
Others	29	6.9
Total	**420**	**100.0**

A Side Bar Graph to Show the Percentage of Sample by Occupation
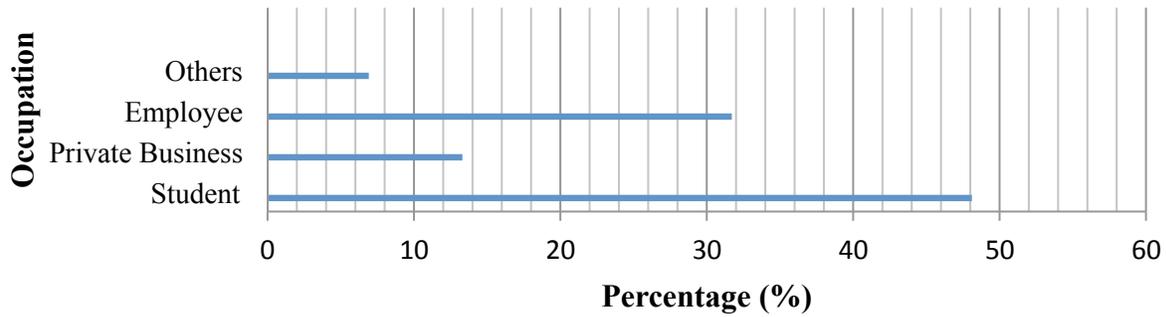
Table 1.3 shows that most of the participants are students with the percentage of 48.1% followed by participants who are employee with the percentage of 31.7%.

Table 1.4: The percentage of group sample by income

Income (baht)	Frequency	Percent
Less than 5,000	94	22.4
5,001-10,000	103	24.5
10,001-15,000	61	14.5
15,001-30,000	82	19.5
30,0001-50,000	51	12.1
more than 50,0001	29	6.9
Total	**420**	**100.0**

A Pie Chart to show the Percentage of Group Sample by Income
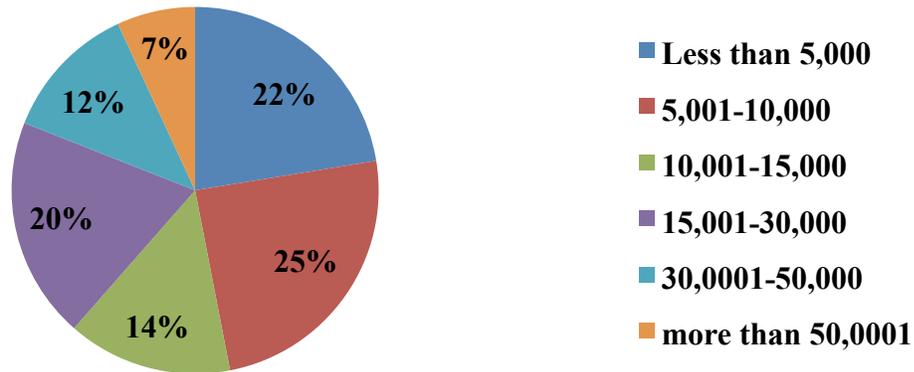
Table 1.4 shows that most of the participants have an income between 5,001-10,000 baht with the percentage of 24.5% followed by participants with an income less than 5,000 baht with the percentage of 22.4%. There are a few participants with an income between 30,001-50,000 baht with the percentage of 12.1% followed by participants with an income more than 50,001 baht with the percentage of 6.9%.

Table 1.5: The percentage of group sample by level of education

Education Level	Frequency	Percent
Below Bachelor Degree	118	28.1
Bachelor Degree	263	62.6
Higher than Bachelor degree	39	9.3
Total	**420**	**100.0**

A Side Bar Graph to Show the Percentage of Group Sample By Level Of Education
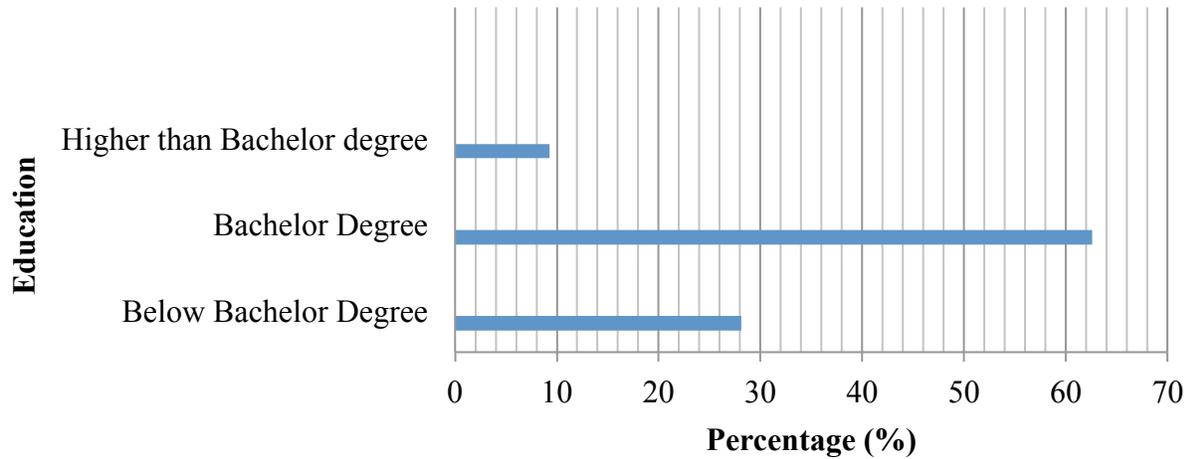
Table 1.5 shows that most of the participants have an educational level of Bachelors degree with the percentage of 62.6%. There are a few participants have an educational level higher than bachelor's degree with a percentage of 9.3%

Table 1.6: The percentage of group sample by status

Status	Frequency	Percent
Single	343	81.7
Married	66	15.7
Divorce	6	1.4
Widow	5	1.2
Total	**420**	**100.0**

A Bar Graph to Show the Percentage of Sample Group by Status

Table 1.6 shows that most of the participants are single with the percentage of 81.7%. There are a few participants who are divorced with the percentage of 1.4% followed by participants who are widow with the percentage of 1.2%.

Part 2 Psychological Information

Table 2.1: The mean and standard deviation of sample group by self- esteem

Self-Esteem	Low	Medium	High	Mean	S.D	Meaning
	2 0.5	131 31.2	287 68.3	2.68	0.48	High

*Note that the top row is the frequency and the bottom row is the percentage

Table 2.1 shows that the participant's self esteem is high with a mean value of 2.68 and the standard deviation value of 0.48.

Table 2.2: The mean and standard deviation of sample group by aesthetic

Aesthetic	Low	Medium	High	Mean	S.D	Meaning
	44 10.5	289 68.8	87 20.7	2.10	0.55	Medium

*Note that the top row is the frequency and the bottom row is the percentage

Table 2.2 shows that the participant's aesthetic is medium with a mean value of 2.10 and the standard deviation value of 0.55.

Table 2.3: The mean and standard deviation of sample group by personal achievement

Personal Achievement	Low	Medium	High	Mean	S.D	Meaning
	21 5.0	268 63.8	131 31.2	2.26	0.54	Medium-High

*Note that the top row is the frequency and the bottom row is the percentage

Table 2.3 shows that the participant's personal achievement is medium to high with a mean value of 2.26 and the standard deviation value of 0.54.

Table 2.4: The mean and standard deviation of sample group by social pressure

	Low	Medium	High	Mean	S.D	Meaning
Social Pressure	124 29.5	276 65.7	20 4.8	1.75	0.53	Medium

*Note that the top row is the frequency and the bottom row is the percentage

Table 2.4 shows that the participant's social pressure is medium with a mean value of 2.26 and the standard deviation value of 0.53.

Part 3 External environmental information

Table 3.1: The mean and standard deviation of sample group by media influence

Type of Media	Low	Medium	High	Mean	S.D	Meaning
Print	245 58.3	144 34.3	31 7.4	1.49	0.63	Low-Medium
TV	200 47.6	140 33.3	80 19	1.71	0.77	Medium
Youtube	190 45.2	146 34.8	84 20	1.75	0.77	Medium
Website	213 50.7	142 33.8	65 15.5	1.65	0.73	Medium
Overall Media	**217** **51.7**	**164** **39**	**39** **9.3**	**1.57**	**0.66**	**Medium**

*Note that the top row is the frequency and the bottom row is the percentage

Table 3.1 summarizes that, the average value of the media exposure on beauty content based on the print, television, You Tube and website communication channel is medium with a mean value of 1.57 and the stand deviation value of 0.66.

Table 3.2: The mean and standard deviation of sample group by makeup

Type of Makeup	Low	Medium	High	Mean	S.D	Meaning
Hair	362 86.2	52 12.4	6 1.4	1.15	0.40	Low

Face	267 63.6	122 29	31 7.4	1.44	0.63	Low
Body	342 81.4	73 17.4	5 1.2	1.20	0.43	Low
Overall Makeup	**332** **79**	**82** **19.5**	**6** **1.4**	**1.22**	**0.45**	**Low**

*Note that the top row is the frequency and the bottom row is the percentage

Table 3.2 summarizes that, the routine to the participant's self care is low with a mean value of 1.22 and the standard deviation of 0.45.

Table 3.3: The mean and standard deviation of sample group by surgery

Surgery	**Low**	**Medium**	**High**	**Mean**	**S.D**	**Meaning**
Face	415 98.8	5 1.2	0	1.01	0.12	Low
Surgery **Body**	418 99.5	2 0.5	0	1.00	0.07	Low

*Note that the top row is the frequency and the bottom row is the percentage

Table 3.3 shows that the participant's expenditure to face surgery is low with a mean value of 1.01 and the standard deviation value of 0.12. Additionally, the participant's expenditure to body surgery is low with a mean value of 1.00 and the standard deviation value of 0.07.

Table 3.4: The mean and standard deviation of sample group by budget

Budget	**Low**	**Medium**	**High**	**Mean**	**S.D**	**Meaning**
	420 100	0	0	1.00	0.00	Low

*Note that the top row is the frequency and the bottom row is the percentage

Table 3.4 shows that the participant's budget spending on beauty services and products is low with a mean value of 1.00 and the standard deviation value of 0.00.

Table 3.5: The mean and standard deviation of sample group by dating opportunities

	Low	**Medium**	**High**	**Mean**	**S.D**	**Meaning**

Dating						
	56	334	30	1.94	0.45	Medium
	13.3	79.5	7.1			

*Note that the top row is the frequency and the bottom row is the percentage

Table 3.5 shows that the participant's motivation in dating opportunities is medium with a mean value of 1.94 and the standard deviation value of 0.45.

Part 4 : Regression analysis of the model to test the relationship whether the psychological factors or the external environmental factors has an impact on women's attitude toward beauty and appearance

Table 4.1: Descriptive Statistics table of the mean and standard deviation of each of the variables in the multiple regression model.

Descriptive Statistics			
	Mean	Std. Deviation	N
make over	.5015	.34131	420
budget	.7881	.25392	420
media	1.7540	1.04114	420
social pressure	2.6512	.70260	420
income	2.9524	1.56410	420
aesthetic	3.1624	.63480	420
dating opportunities	3.3155	.71290	420
personal achievement	3.3788	.60881	420
Self esteem	3.8795	.53419	420

Table 4.1 shows that the independent variable self- esteem is the best indicator with the highest mean value of 3.8795. The independent variable budgeting is the lowest indictor with a low mean value of 0.7881. The dependent variable makeover (the level of desire women want to become more beautiful) is low with a mean value of 0.5015.

Table 4.2: Pearson Correlation Table Explaining the Level of Desire that Women's Want to Become More Beautiful

		aesthetic	dating	personal achievement	social pressure	media	budget	makeover	self esteem
aesthetic	Pearson Correlation	1	.533**	.491**	.473**	.184**	-.007	.207**	-.125*
	Sig. (2-tailed)		.000	.000	.000	.000	.889	.000	.010
	N	420	420	420	420	420	420	420	420
dating	Pearson Correlation	.533**	1	.242**	.235**	.157**	.027	.183**	.038
	Sig. (2-tailed)	.000		.000	.000	.001	.587	.000	.437
	N	420	420	420	420	420	420	420	420
personal achievement	Pearson Correlation	.491**	.242**	1	.361**	.159**	-.034	.119*	-.011
	Sig. (2-tailed)	.000	.000		.000	.001	.485	.015	.824
	N	420	420	420	420	420	420	420	420
social pressure	Pearson Correlation	.473**	.235**	.361**	1	.194**	-.069	.152**	-.250**
	Sig. (2-tailed)	.000	.000	.000		.000	.157	.002	.000
	N	420	420	420	420	420	420	420	420
media	Pearson Correlation	.184**	.157**	.159**	.194**	1	-.091	.258**	-.096*
	Sig. (2-tailed)	.000	.001	.001	.000		.064	.000	.049
	N	420	420	420	420	420	420	420	420
budget	Pearson Correlation	-.007	.027	-.034	-.069	-.091	1	.137**	.002
	Sig. (2-tailed)	.889	.587	.485	.157	.064		.005	.960
	N	420	420	420	420	420	420	420	420
makeover	Pearson Correlation	.207**	.183**	.119*	.152**	.258**	.137**	1	-.103*
	Sig. (2-tailed)	.000	.000	.015	.002	.000	.005		.034
	N	420	420	420	420	420	420	420	420
self esteem	Pearson Correlation	-.125*	.038	-.011	-.250**	-.096*	.002	-.103*	1
	Sig. (2-tailed)	.010	.437	.824	.000	.049	.960	.034	
	N	420	420	420	420	420	420	420	420
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

Table 3.2 shows that the covariance between media and make over (the level of desire women want to become more beautiful) is most strongly associated with the value of r = 0.258. The positive sign of r implies a positive relationship. The covariance between self esteem and

makeover (the level of desire women want to become more beautiful) shows a negative association with the value of r = -0.103.

Table 4.3: The Anova Table Explaining the Level of Desire that Women's Want to Become More Beautiful Based from the Stepwise Multiple Regression Analysis

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.248	1	3.248	29.801	.000[b]
	Residual	45.563	418	.109		
	Total	48.811	419			
2	Regression	4.531	2	2.265	21.334	.000[c]
	Residual	44.280	417	.106		
	Total	48.811	419			
3	Regression	5.766	3	1.922	18.574	.000[d]
	Residual	43.045	416	.103		
	Total	48.811	419			
a. Dependent Variable: makeover						
b. Predictors: (Constant), media						
c. Predictors: (Constant), media, aesthetic						
d. Predictors: (Constant), media, aesthetic, budget						

Table 4.3 shows that the final model was built in three steps. The best predictors that best explain the level of desire women want to become more beautiful are media, aesthetic and budget. The calculated value of the test statistic from the stepwise multiple regression is 0.00. This is less than the level of significance of 0.05. This meant that the model is valid.

Table 4.4 A Detailed Explanation of the Variables Entered into the Stepwise Multiple Regression Model

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	media	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

2	aesthetic	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	budget	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
a. Dependent Variable: transformation			

Table 4.4 shows that the best predictors that best explain the level of desire women want to become more beautiful are media, aesthetic and budget. The calculated value of the test statistic from the stepwise multiple regression is 0.00. This is less than the level of significance of 0.05. This meant that the model is valid.

Table 4.5 A Model Summary of Stepwise Multiple Regression Model

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.258[a]	.067	.064	.33015	.067	29.801	1	418	.000
2	.305[b]	.093	.088	.32586	.026	12.077	1	417	.001
3	.344[c]	.118	.112	.32167	.025	11.934	1	416	.001
a. Predictors: (Constant), media									
b. Predictors: (Constant), media, aesthetic									
c. Predictors: (Constant), media, aesthetic, budget									

Table 4.5 shows the R square, and adjusted R square values for each step along with the amount of R square change. In the first step, media was the first variable to be entered into the model. The R square value is 0.067 and the R square change value is 0.067. There is a positive correlation between media and makeover (the level of desire women want to become more beautiful). In the second step, aesthetic is the second variable to be entered into the model. The R square value increased to 0.093. The R square value changed by 0.026 shows a positive gain in value. There is a higher positive correlation between media, aesthetic and makeover (the level of desire women want to become more beautiful). In the third step, budgeting is the third variable to be entered into the model. The R square value increased to 0.118. The R squared value changed by 0.025 shows a positive gain in value. The positive correlation is highest between media, aesthetic, budgeting and makeover (the level of desire women want to become more beautiful).

Table 4.6 The Coefficients of each of the Predictors entered into the Stepwise Multiple Regression Model

Coefficients[a]									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	.353	.032		11.179	.000			
	media	.085	.015	.258	5.459	.000	.258	.258	.258
2	(Constant)	.090	.082		1.102	.271			
	media	.075	.016	.228	4.797	.000	.258	.229	.224
	aesthetic	.089	.026	.165	3.475	.001	.207	.168	.162
3	(Constant)	-.085	.095		-.889	.375			
	media	.079	.015	.242	5.154	.000	.258	.245	.237
	aesthetic	.088	.025	.163	3.486	.001	.207	.168	.160
	budget	.215	.062	.160	3.455	.001	.137	.167	.159
a. Dependent Variable: transformation (level of change in desire to become more beautiful)									

According to table 4.6, the Beta Analysis Column on model 3 showed that the coefficient value in media is 0.079. This means that for every unit increase in media, 0.079 unit increase in makeover (the level of desire women want to become more beautiful) is predicted. The coefficient value in aesthetic is 0.088. This shows that for every unit increase in aesthetic, 0.088 unit increase in makeover (the level of desire women want to become more beautiful) is predicted. The coefficient value in budgeting is 0.215. This shows that for every unit increase in budgeting, 0.215 unit increase in makeover (the level of desire women want to become more beautiful) is predicted.

Table 4.7 The Exclude Variables Table from the Stepwise Multiple Regression Analysis

Excluded Variables[a]						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	aesthetic	.165[b]	3.475	.001	.168	.966
	dating	.146[b]	3.089	.002	.150	.975
	personal acheivement	.080[b]	1.671	.096	.082	.975
	social pressure	.106[b]	2.213	.027	.108	.962
	budget	.161[b]	3.444	.001	.166	.992
	selfesteem	-.079[b]	-1.675	.095	-.082	.991

	income	.081[b]	1.710	.088	.083	.994
2	dating	.084[c]	1.516	.130	.074	.712
	personal achievement	.002[c]	.041	.968	.002	.754
	social pressure	.039[c]	.735	.463	.036	.764
	budget	.160[c]	3.455	.001	.167	.992
	selfesteem	-.062[c]	-1.320	.188	-.065	.979
	income	.096[c]	2.049	.041	.100	.987
3	dating	.076[d]	1.390	.165	.068	.711
	personal achievement	.007[d]	.139	.890	.007	.754
	social pressure	.051[d]	.969	.333	.048	.761
	selfesteem	-.061[d]	-1.319	.188	-.065	.979
	income	.061[d]	1.274	.203	.062	.930
a. Dependent Variable: makeover						
b. Predictors in the Model: (Constant), media						
c. Predictors in the Model: (Constant), media, aesthetic						
d. Predictors in the Model: (Constant), media, aesthetic, budget						

Based on table 4.7, the variables to be excluded from the stepwise multiple regression model are: dating, personal achievement, social pressure and self esteem. The calculated test statistic for these variables is higher than the level of significance of 0.05. The value is invalid for the model.

Chapter 5: Contribution to Body of Knowledge

The Summary of the findings indicate that:

1. The external environmental factors concerning media, aesthetic and budget have the biggest influence on women's attitude towards the desire to have a better self-image

2. The other factors referring to dating, social pressure, personal achievement and self-esteem has a low influence on women's attitude towards the desire to have a better self-image. However, the data is useful for other purposes dealing with women's other psychological issues aside from beauty.

3. The level of behavioral change that women would go through is not is not extreme to go through beauty cosmetic plastic surgery.

The Summary of the Quantitative Contribution of Knowledge on the Research:

The analysis from quantitative results on the influencing factors pressuring Thai women toward beauty and appearance is done.

Part 1 The General Information Descriptive Statistics Summary

Age

Most of the participants are from university students to first jobbers. This group of people is known to be younger people who seek attention, competitive in their lifestyle and find enjoyment in dressing fashionably (Teen Vogue, 2010).

Location

The location was segmented into three main areas which are the centre of Bangkok, the outskirt of Bangkok and the old city of Bangkok. The questionnaire was diversely distributed to make the source of the survey more reliable and to observe women's different lifestyles from each district (Internations, 2013).

Occupation

Most of the participants are university students and employees in the office social setting. Participants at this stage in their occupation are usually group oriented, have a high burden to meet the needs from other higher authorities and pressure themselves to strive for success (Dewall, 2011).

Income

The results show that most participants have a restricted income. They can only treat themselves to use beauty services from time to time as a personal reward. A careful consideration would have to be given each time women have the desire to spend on wanted goods rather than needed goods.

Education

Based on the results of the participants graduated with a bachelor degree. Their life is usually revolved around the academic field. The students usually have a limited budget in their spending but they have unlimited free time in updating themselves with the beauty and fashion trend in the market .

Marital Status

According to the analysis, most of the participants are single. People who are single would give themselves high self-priority instead of thinking of others first. They would give a lot of attention in taking care of themselves as they have more time in comparison to people with a family.

Part 2 The summary of the relationship between the predictors and the level of change in desire to more beautiful summary

Part 2.1 The Relationship between Media Exposure and Level of Change in Desire to be

more Beautiful Summary

Conforming to the result from the stepwise regression analysis, media is the first variable that best explains the level of change that women have the desire to become more beautiful. Accordingly to George Gerbner's cultivation theory (1970-1980) the longer hours spent on media viewership, the higher the possibility that they will see the real world like how it is reflected through the media, especially the television channel.

Women are inspired by celebrities for beauty advice as a source of reliability. However, due to women's busier life schedule more time is restricted to media viewership, so the influence that media has on women's motivation to make themselves look more attractive is low.

Part 2.2 The Relationship between Aesthetic and Level of Change in Desire to be more

Beautiful Summary

According to the result from the stepwise regression analysis, aesthetic is the second variable that best explains the level of change that women have the desire to become more beautiful. In reference to the schema theory, women perceive Western facial features as symbolic of beauty. In spite of this, the results indicate that women salary is limited to spend on cosmetic surgery to achieve the image.

Part 2.3 The Relationship between Budgeting and Level of Change in Desire to be more

Beautiful Summary

In referring to the result from the stepwise regression analysis, budgeting is the third variable that best explains the level of change that women have the desire to become more beautiful. Women apply makeup to make themselves look presentable rather than achieving a fashionable look. They may have the desire to beautify their appearance but they have a low income to spend their money on beauty services or beauty products.

Part 2.4 The Relationship between Dating Opportunities and Level of Change in Desire to

be more Beautiful Summary

As reported by the results of the stepwise regression analysis, dating opportunities is the fourth variable that doesn't explain the level of change that women have the desire to become more beautiful.

According to Daniel Katz rational model, 'human beings are critical thinkers' (Baran 2012). The result of the data analysis has indicated that women's rationality in dating a man is based appealing themselves through their personality rather than their stereotypical appearance.

Part 2.5 The Relationship between Personal Achievement and Level of Change in Desire

to be more beautiful Summary

In regards to the results of the stepwise regression analysis, personal achievement is the fifth variable that doesn't explain the level of change that women have the desire to become more beautiful. Referring to Albert Bandura's social cognitive theory, participants believe in their ability to achieve their career oriented goals rather than focusing their achievement on outward appearance (Carol Dwek, 1999). On the other hand, the physical facial appeal is not the most important thing that women consider relevant to achieving their personal goals.

Part 2.6   The Relationship between Social Pressure and Level of Change in Desire to be

more Beautiful Summary

The results of the stepwise regression analysis show that, social pressure is the sixth variable that doesn't explain the level of change that women have the desire to become more beautiful.

Women experience social pressure in their everyday lives. Based on the social comparison theory, women judge themselves and see where they stand by comparing themselves with others (Leon Festinger, 1954). However, the pressure to achieve the perfect appearance of beauty is not the most important factor that women feel pressured with mentally. They may experience social pressure from other conflicts, such as personal, religious or political beliefs, job problems. For instance, women may compare themselves upwards to others who are in a better status than them. This means that women are pressured to push themselves to achieve a similar lifestyle of well being (Martin, 2011).

Part 2.7   The Relationship between Self Esteem and Level of Change in Desire to be

more Beautiful Summary

Conforming to the results of the stepwise regression analysis show that, self esteem is the seventh variable that doesn't explain the level of change that women have the desire to become more beautiful.

In reference to the self theory, women develop beliefs about themselves in a positive matter (Carol Dwek, 1999). They have a positive outlook in life. They see themselves as attractive people not only through their appearance, but also their enthusiastic personality or substantial career. They are satisfied with their natural facial features without seeing the relevance of making cosmetic makeover changes. Women from the sample have a high self worth in themselves not to be effected by the stereotypical images of perfect figures in a negative way.

Limitations

1. The sample only contains women's perception of beauty only. The scope of study will be expanded for future research.

2. The participants may get confused or lazy to answer the questionnaire sections

3. The questionnaire is usually distributed during the day time. The perception may alter if it was distributed in the evening period

4. The questionnaire was distributed in one month period in September 1-30 2013. The perception may change if the time scale was expanded to several months

Suggestion and Development

The research analysis of factors that pressure Thai women on beauty and appearance is useful in the following areas:

Chulalongkorn University Communication Management

Suggestion and development for the marketing purpose in be beauty industry in branding

1. Private Businesses

The new businesses that are planning to enter into the beauty cosmetic industry will have to be aware that pricing is one of the first factors that women will take into decision before purchasing the product rather than the presence of the brand.

2. Marketing Concept of the Brand

The cosmetic brand market in Thailand is beginning to be saturated, which makes it important for a cosmetic brand to differentiate itself in this market. According to the business week website, creating an effective brand is to 'build a company with a heart and soul that people could just feel from touching the case of the product and that could affect women in a positive way (business week, 2007).' For example, if a brand creates cosmetic products that gives consumer a Westernize image when different shades of makeup is applied, the consumer will be interested in this cosmetic brand.

3. Communication in Advertising

The research analysis will help marketers specify the celebrity endorsers that are in the beauty trend in the modern century. The most popular beauty gurus in the market in the present time are the following Thai celebrities: MoMay, Ying Yeah and Prearie Pie. The beauty gurus are known to be famous from their video clips about different advice relating to cosmetics in which their appearance can be inspirational among Thai women.

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Appendix A

Questionnaire: Factors Pressuring Thai Women On Beauty and Appearance

Section 1: Self Profile

Please tick in one of the following boxes:

Gender: ☐ Male ☐ Female

Age: ☐ 18-20 ☐ 21-25 ☐ 26-29 ☐ 30-33 ☐ 33-36 ☐ 36-39

☐ 40-42 ☐ 43-46 ☐ 45-48 ☐ 49-51 ☐ + 51

Education: ☐ diploma ☐ bachelor ☐ master ☐ Doctor

3.Occupation

☐ Student ☐ private business ☐ office worker ☐ governmental business

☐ others please specify

4. Income per month

☐ less than 5,000 baht ☐ 5,001 - 10,000 baht ☐ 10,001-15,000 baht ☐ 15,001-30,000baht

☐ 30,001-50,000 baht ☐ more than 50,001

5. Education degree

☐ Diploma ☐ bachelor ☐ master ☐ doctorate

6. Marital Status
☐ Single ☐ Married ☐ Divorce ☐ Widow

Section2: Self Esteem

In this section, you'll be asked a few questions about how you feel about yourself. Please rate the extent to which you strongly agree, agree, disagree or strongly disagree with the following statements by ticking in one of the boxes for your response (1= strongly agree 4= strongly disagree)

	1	2	3	4	5
1. On the whole, I'm satisfied with myself					
2. Seeing good looking women makes me feel unhappy about myself					
3. At times I think I am no good at all					
4. I am able to do things as well as most other people					
5. I feel I do not have much to be proud of					
6. I certainly feel useless at times					
7. I feel that I am a person of worth, at least on an equal plane with others					
8. I wish I could have more respect for myself					
9. All in all, I am inclined to feel that I am a failure					
10. I take a positive attitude toward myself					

Section 3: Culture

In this section, you'll be asked a few questions about your perception on Thai culture's trend on appearance. Please rate the extent to which you strongly agree, agree, disagree or strongly disagree with the following statements by ticking in one of the boxes for your response (1= strongly agree 4= strongly disagree)

	1	2	3	4	5
11. Western facial features is the ideal appearance for attractiveness					
12. Asian facial features is the ideal appearance for attractiveness					
13. White skin is important in being attractive					
14. Having white skin justifies a higher social class than brown skin					
15. A long pointed nose is an important attractive facial feature					
16. Western facial features is a better representative of a Bangkok citizen					
17. 2d layered eyelid is an attractive facial feature					
18. 3d chin is an important attractive facial					
19. Skinny body shape is necessary for being attractive					
20. The height of 165 cm tall is necessary for being attractive					
21. Appearance is good in creating first impression in dating relationship					
22. It is hard for overweight people to find a boyfriend					

Section 4: Personal Achievement

1	2	3	4	5

In this section, you'll be asked a few questions how important personal appearance is for personal achievement. Please rate the extent to which you strongly agree, agree, disagree or strongly disagree with the following statements by ticking in one of the boxes for your response (1= strongly agree 4= strongly disagree)

23. Physical appearance is important for achieving personal goals

24. A good physical image will increase the individual's productivity in the workplace

25. Dressing attractively would increase the chance in being hired for a job interview

26. Looking attractive will help an individual to get along better with workplace co-workers

27. Looking attractive will make the individual more socially desirable

28. Looking attractive will make a person more active with their work

29. Looking attractive will make a person more energized to solve daily life

30. Good personal appearance will make a person look more credible

31. People seem to look unhealthy without make up on

32. A positive personal appearance helps to avoid concern in being accepted by others

Section 5: Social Pressure

In this section, you'll be asked a few questions how appearance is dealt with in social pressure. Please rate the extent to which you strongly agree, agree, disagree or strongly disagree with the following statements by ticking in one of the boxes for your response (1= strongly agree 4= strongly disagree)

1	2	3	4	5

33. It's harder to fit in social groups that are beauty centered				
34. An individual feels more unconfident when their appearance is being compared to their friends				
35. There's more pressured to look good in front of friends in social situations				
36. An individual feels more attractive when they stand next to friends who look less attractive				
37. An individual feels like an outcast if they are not thin				
38. An individual feels a lot of pressure from TV and magazines to change their appearance				
39. An individual feels dissatisfaction with their body image when compared themselves to movie stars				

40. Dressing in the latest fashion is necessary in being a part of a the social group

Section 6: Media

In this section you'll be asked a few questions on how media influences your perception on personal appearance. Please rate your media habits according to the following scale (1=never 2=rarely 3=sometimes 4=often= 5=very often)

41. What sort of media channel are you often exposed to for beauty advice? (Please tick in one box for each type of media channel)

	0	1	2	3	4	5
Type of Media Channel						
Print						
Cleo (beauty section)						
Cosmopolitan (beauty section)						
Glamour (beauty section)						
S Kawaii (beauty section)						
Ray (beauty section)						
Traditional Media (Television)						
Saam Saap						
Women to Women						
Surgery Transformation (Korean Series)						
You Tube						
Prearie Pie						
Ying Yae						
Mo May						
Social Media Websites						
Kapook Women						
Sanook Women						
Pantip Make Up Section						

Section 7: Personal Beauty Care

42. In this section you'll be asked a few questions about your personal habits in beauty care. Please rate your beauty care habits according to the following scale (0 times per month, less than 1 time/month, 1 time/month, 2 times/month, 3 times/month, 4 times/month, more than 4 times/month) (Please tick in one box for each type beauty care)

	0 times/ month	< 1 time/ month	1 time/ month	2 time/ month	3 time/ month	4 time/ month	>4 time/ month
hair							
Hair setting							
Hair dye							
Hair Curl							
Hair Straightening							
Hair Therapy							
Hair Extension							
Face							
Eyebrow Wax							
Facial Therapy							
Facial Massage							
Skin Doctor							
Body							
Body Massage							
Skin Scrub							
Exercise Weight Training							
Fat Loss Medicine							
Whitening Chemical							

43. Have you ever undergone the following plastic surgeries? (Please tick in one box for each type of surgery performance)

	Never	1 Time	2 Times	>2 Times
Face				
EyeBrow Wax				
Nose				
2 layered eyelid				

Chin Toning				
Chin Extension				
Botox				
Body				
Fatloss				
Botox				
Skin Whitening				
Breast				
Laser Skin Toning				

Section 8: Budgeting

44. How often do you consume cosmetic products?
    a. 1 time a month
    b. 1 time in two months
    c. 1 time in three months
    d. 1 time in six months
    e. 1 time in a year or more

45. How much do you spend each time in shopping for cosmetic products or cosmetic services on average?
    a. 0-1000 baht
    b. 1000-2000 baht
    c. 2000-3000 baht
    d. 3000-4000 baht
    e. more than 4000 baht

46. What sort of beauty services or products do you use?
    a. Slim up center
    b. Skin center
    c. Dental care center
    d. Plastic surgery center
    e. None of the above

47. What is your budget spending per time in beauty services?
    a. Less than 10,000 baht
    b. 10,001 - 20,000 baht
    c. 20,0001 – 30,0001 baht
    d. 30,0001 – 40,0001 baht
    e. 40,0001- 50,0001 baht
    f. More than 50,000 baht