

THE BEHAVIOR OF THAI CONSUMERS ON KOREAN-STYLED
RHINOPLASTY SURGERY IN THAI AESTHETIC CLINICS

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A Thesis Submitted in Partial Fulfillment of the Requirements
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ศวิตา กฤตลักษณ์กุล : พฤติกรรมผู้บริโภคไทยต่อการศัลยกรรมเสริมจมูกสไตล์เกาหลีในสถานบริการความงามในประเทศไทย. (THE BEHAVIOR OF THAI CONSUMERS ON KOREAN-STYLED RHINOPLASTY SURGERY IN THAI AESTHETIC CLINICS) อ.ที่ปรึกษาวิทยานิพนธ์หลัก : อ.ดร.ปิติ ศรีแสงนาม, 108 หน้า.

งานวิจัยนี้จัดทำขึ้นโดยมีวัตถุประสงค์เพื่อศึกษา (1) ความเกี่ยวข้องสัมพันธ์ของกระแสเกาหลีและความนิยมของผู้บริโภคไทยในการศัลยกรรมจมูกสไตล์เกาหลี (2) ปัจจัยที่มีอิทธิพลต่อการกำเนิดสถานบริการความงามสไตล์เกาหลีในประเทศไทย (3) พฤติกรรมผู้บริโภคไทยในการเข้ารับบริการศัลยกรรมจมูกสไตล์เกาหลี และผลกระทบที่เกิดขึ้น โดยในส่วนของงานวิจัยเชิงคุณภาพ การวิเคราะห์ผลดำเนินการโดยการรวบรวมข้อมูลสังเคราะห์สื่อที่ปรากฏในช่วงระยะเวลาที่เกิดกระแสเกาหลีในสังคมไทยที่มีผลต่อความนิยมของผู้บริโภคในการศัลยกรรมจมูกสไตล์เกาหลี รวมถึงการสัมภาษณ์เชิงลึกกับผู้บริโภคไทยซึ่งมีทัศนคติที่หลากหลาย และการวิจัยเชิงปริมาณ โดยใช้แบบสอบถาม 130 ชุด ซึ่งปัจจัยที่มีอิทธิพลเป็นตัวผลักดันให้เกิดกระแสนี้ คือ การใช้สื่อต่างๆที่เกี่ยวข้องกับกระแสเกาหลี ควบคู่ไปกับการประยุกต์ใช้กลยุทธ์ทางการตลาดของธุรกิจศัลยกรรมไทย ทั้งสองสิ่งนี้เป็นทั้งตัวกำหนดกระแสและบ่งชี้พฤติกรรมรวมถึงทัศนคติของผู้บริโภคให้ปฏิบัติตามทิศทางโดยธรรมชาติและโดยผลประโยชน์ทางธุรกิจศัลยกรรม ผลที่ได้รับคือ ผู้บริโภคไทยที่มีความต้องการศัลยกรรมจมูกส่วนใหญ่จะตัดสินใจเข้ารับการศัลยกรรมจมูกกับสถานบริการความงามในประเทศไทย แทนในประเทศเกาหลี จึงเป็นสาเหตุทำให้ธุรกิจศัลยกรรมของไทยขยายตัว อย่างไรก็ตามสำหรับประเทศไทย แม้ว่าสังคมไทยจะเปิดกว้างกับการศัลยกรรมมากขึ้น ผลที่ได้จากกระแสนี้ยังไม่ถือว่าประสบความสำเร็จเท่าที่ควร เนื่องจากทัศนคติและพฤติกรรมของผู้บริโภคส่วนใหญ่ยังไม่ยอมรับการศัลยกรรม และรัฐบาลไทยไม่มีการเข้ามาสนับสนุนธุรกิจเชิงนี้อย่างเต็มตัว เฉกเช่นในรัฐบาลของเกาหลี

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This research aims to study (1) the relationship between Korean wave and Korean-styled rhinoplasty trend in Thailand (2) the factors that influence the booming of Korean-styled aesthetic clinics in Thailand (3) the consumer's behaviors on consuming these kinds of service and the possible effect. For the part of the qualitative data, the analysis was processed from the history data of this trend and from the in-depth interviews of Thai consumers with various attitudes towards rhinoplasty. Additionally, the quantitative data was achieved from the 130 sets of questionnaires. The result shows the most influential factors which are the indicators of behavior and attitude of Thai consumers in both natural and business purposes, are the usage of media and the marketing strategy concerning Korean wave. However, for Thailand, the outcome from this trend is still unsuccessful because of the fact that most Thai consumers have the anti or negative attitude about cosmetic surgery, and also we are still lack of support from Thai government to promote this private business as Korean government.

Field of Study : Korean Studies..... Student's Signature.....
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CHAPTER I

INTRODUCTION

Research Background

During the past decade, Korean¹ popular culture has spread rapidly throughout the world. The term, “Korean wave,” (“Hallyu” in Korean) has been used to describe this rising popularity of Korean popular culture². Korean wave started from China in mid 1999 by the fast growing of the popularity of Korean entertainment and culture in China³. After that, the wave spread out from China to Taiwan, Hong Kong, and other Asian countries, eventually Japan in 2003 and finally Europe in 2011⁴. All these people are fascinated in not only Korean music and drama, but also its films, food and fashion. The impact of Korean wave has also clearly seen on a better image of Korean people. Firstly, many Asians did not know much about South Korea or knew only a few simple. The images associated with South Korea were originally negative and related to the events such as the Korean War, cycles of poverty and political instability. But those negative images have been eliminated dramatically by trendy

¹ Korea, here, refers to the Republic of Korea, or South Korea. Korean names are given throughout this paper in their original Korean form that is surname first followed by given name.

² Lee, S.Y. The Korean Wave: The Seoul of Asia. The Elon Journal of Undergraduate in Communications 1 (2011) : 85.

³ Kim, J.M. Why Does Hallyu Matter? The Significance of the Korean Wave in South Korea. Critical Studies in Television: scholarly studies in small screen fictions 2 (2007) : 15.

⁴ Eun, M.K. South Korean Culture Goes Global: K-Pop and the Korean Wave. In Korean Studies Workshop. (Chulalongkorn University,2011): 3.

entertainers, new technology, and the image of contemporary South Korean lives through drama and movies. South Korea's exports of music, TV dramas, movies and video games culture is a billion dollar industry⁵. Furthermore, as a result of economic developments, South Korean is now the twelfth largest economy in the world, and its entertainment companies are able to finance shows and movies with production values much higher than in most of Asia⁶. Thus, the local sentiment toward Koreans has changed in a positive way as the Korean wave ultimately improved Korea's image in foreign countries. Some people might compute that Korean wave became popular by chance, but actually, the process action to push and stimulate the success of Korean wave is by Korean government itself, supporting each private sector which concern on the export of Korean wave throughout other countries.

Korean wave in Thailand was formed by Television Dramas in 2001, and Korean online games also became popular among young people in Thailand⁷. Thai audiences have been exposed to Korean modern lifestyles from such movies, along with the TV documentary films shown during the World Cup and the Asian Games. Young generations wholeheartedly embrace Korean culture, so the desire to learn anything about Korea, and the Korean language is prevalent, in particular⁸. Thus, Korean wave has not only influenced to Thai people on the fashion, foods, or

⁵ Ibid.

⁶ Ryoo, W. Globalization, or the Logic of Cultural Hybridization: The Case of the Korean Wave. In Conference Papers – International Communication Association (2007): 14.

⁷ Lee, M.J. Research about Korean popular culture in Asia – Through the Cases of Korean popular culture in Thailand [Online]. 2008. Available from : http://www.asafas.kyoto-u.ac.jp/kaikaku/dl/2008/vietnam/Lee_EN.pdf

⁸ Damrong Thandee. Second Korean Waves in Thailand. Korea Times. (21 November 2005).

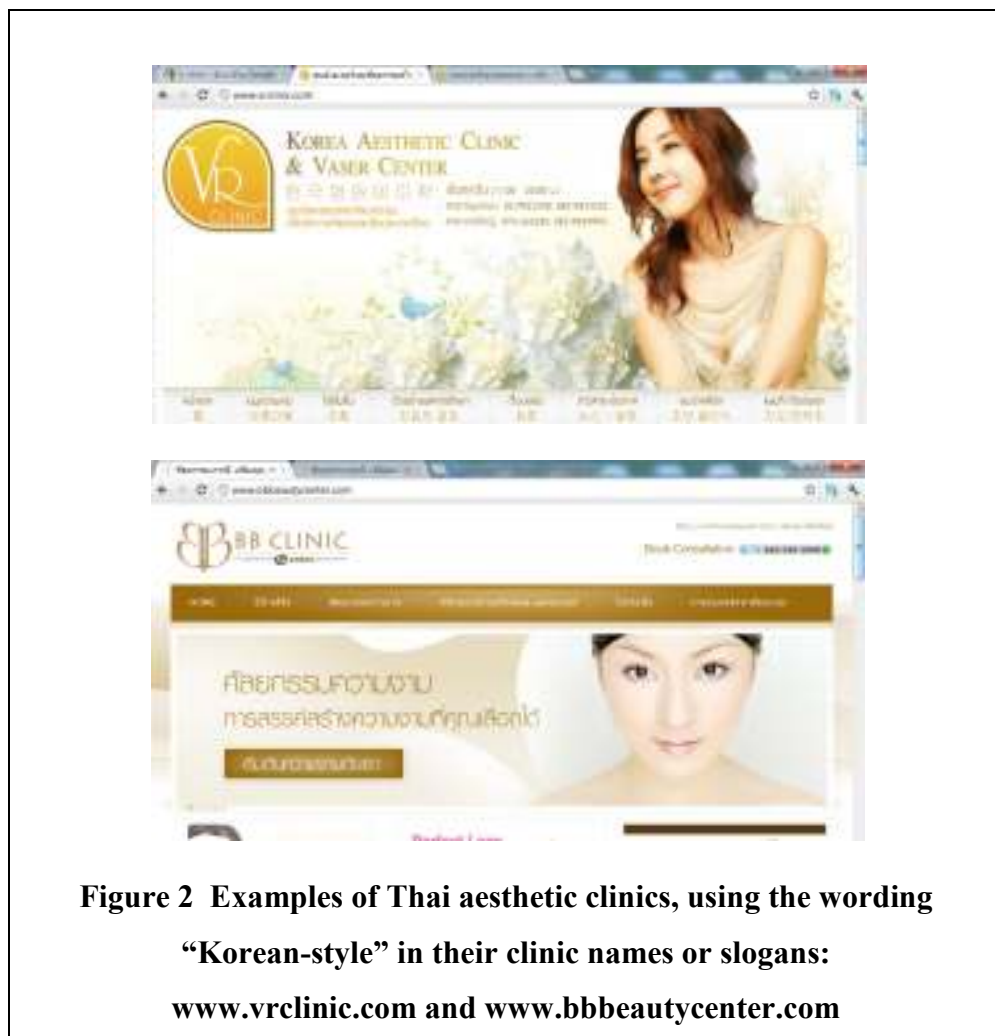
cosmetics, but nowadays Korean-styled beauty treatment and surgery also being one crucial factor causing the debut of Korean-styled aesthetic clinics in Thailand.

In Thailand, especially Bangkok area, the aesthetic clinics was found everywhere. This can reflect the values of Thai people that consider the beauty as one of factors to gain the happiness and proud of themselves. However, the new phenomenon that prominently come up towards Thai society is the spread of “Korean-Styled” wordings on the advertisement of those clinics, both in terms of regular aesthetic treatments, and cosmetic surgery services. The examples of those advertisements which Thai people have seen or heard almost every daily life are “Korean-styled eyelid surgery (blepharoplasty)”, “Korean-styled nose surgery (Rhinoplasty)”, “Korean-styled face reshape surgery”, “Korean-styled skin treatment”, and so-on.



Korean beauty culture from Korean wave was coming in the form of dramas, movies, k-pop songs, and fashion magazines. Thai society gradually absorbs those cultures to be its own new trend as rapid as they might not recognize themselves when it starts. Many businesses, concerning Korean wave, has been operated more and more – clothes fashion, hair-style, cosmetics, and even the surgery style. Most newly operating clinics paste the wording “Korean-styled” in at least one item of their

services, and some also use that wording for their clinic name in order to attract the consumer who interest in the Korean beauty style that they perceive from Korean medias. The owner or the management of those clinics are also catching up the situation of Korean wave trend that penetrate through the consumption aspects of Thai people and consider it as the beneficial way for their beauty business to grow up in this gold time.



Firstly in the past, Thai consumers believed that Korean-styled cosmetic surgery could do it best only in Korea, but now the trend is changing. Due to time, the

financial status or the reputation of some Thai expert surgeons, some of Thai consumers decided to walk into clinics or hospitals to get the operation for those kinds of treatment in “Thailand” instead. Korean-styled rhinoplasty is being one of those popular aesthetic services which is available in most of aesthetic surgery clinics. Therefore, this research aims to investigate the factors that influence this trend in Thai society and to study the consumers behaviors and attitudes, not only those participating consumers, but also the others who dislike or anti this trend, in order to understand the situation and the reaction that possible to estimate the continuation of this trend in Thai society.

Research Questions

1. What are the factors that make Thai consumers decide to have Korean-styled rhinoplasty surgery?
2. Is now Korean-styled beauty trend is the most popular trend in Thai society?
3. How can they trust those clinics in Thailand, instead of Korea?
4. Is the usage of wordings “Korean-styled” in Thai aesthetic clinics and in many media channels successful?

Research Objectives

1. To study the relationship between Korean wave and aesthetic trend in Thailand
2. To find out the factors which influence the booming of Korean-styled aesthetic clinics in Thailand

3. To analyze the consumers' behavior on consuming these kinds of service and the possible effect

Research Scope

1. **Scope of aesthetic surgery kinds** – This research will focus on the rhinoplasty surgery which is the popular kind of cosmetic surgery among Thai consumers, either in Korean-styled trend or non-Korean-styled trend in order to get the various aspects of consumers' attitude.
2. **Scope of population samplings** – This research aims to study on a group of both male and female consumers in the age of 15 years and over, who ever go to any aesthetic clinics in Thailand, or who ever visit community website of aesthetic surgery as they are the group of people who are envired with the social environment that might push the high possibility of demand in aesthetic surgery.

Hypotheses

1. Korean wave is the main factor that influences the popularity of Korean-styled aesthetic surgery in Thailand.
2. Most of Thai consumers who already/ or is going to undergo rhinoplasty will choose to have in Korean style, rather than other styles of aesthetic surgery.
3. This Korean-styled beauty trend is the most popular trend in Thai society in the present time.

4. Even Thai people know that Korean people's beauty mostly comes from aesthetic surgery, still many of them want to pursue aesthetic surgery to get the look similar to post-operated Korean people.
5. Most of Thai consumers, who would like to undergo a rhinoplasty surgery in Korean style, they will rather choose the clinics with the wording "Korean" advertised.

Expected Results and Research Benefits

1. To know the factors influencing the popularity of Korean-styled aesthetic surgery in Thailand
2. To know the behaviors and attitudes of Thai people toward this trend
3. To estimate from the research results that how long this trend would be last in Thai society
4. The result of this research will benefit to some organizations to study the consumers' behavior towards this kind of aesthetic service, and can be a part of the further development case studies on cosmetic surgery progress in Thailand.

CHAPTER II

LITERATURE REVIEWS

Definition Terms

In this research, there would be four definition terms defined in this chapter in order to prepare the mutual understandings of further analyses both qualitative and quantitative analyses, which are;

- Anatomy of the nose
- Concept of Korean beauty
- Concept of Korean-styled nose
- Concept of Korean-styled rhinoplasty

Anatomy of the nose

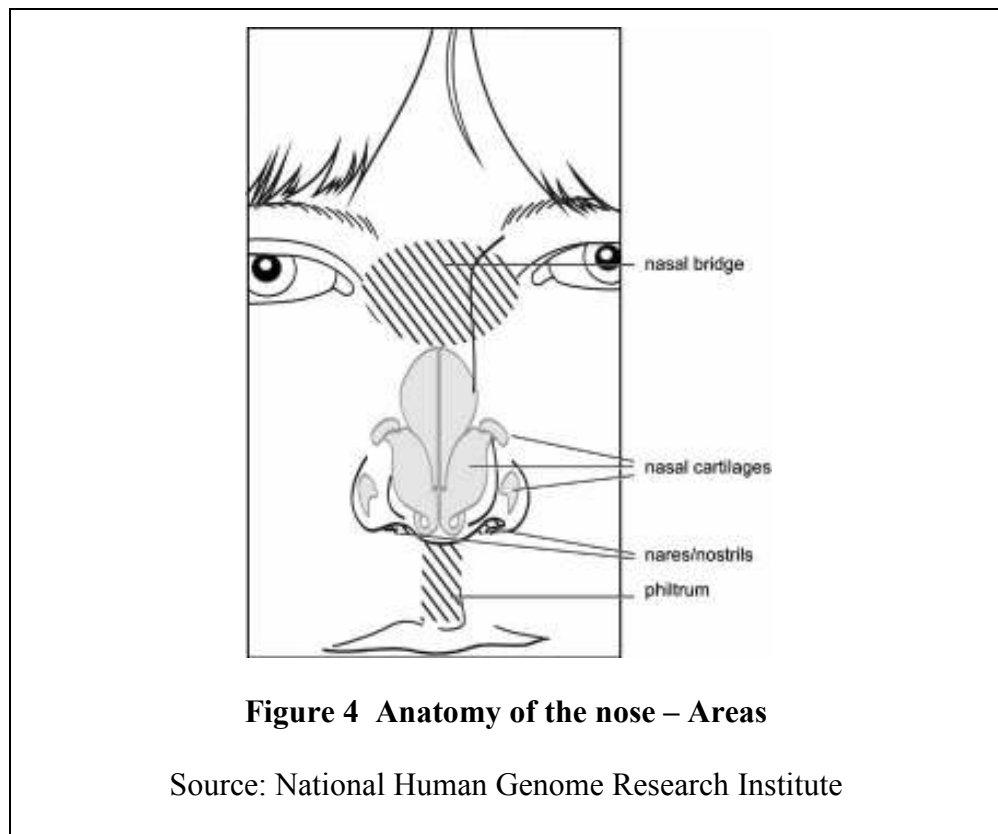
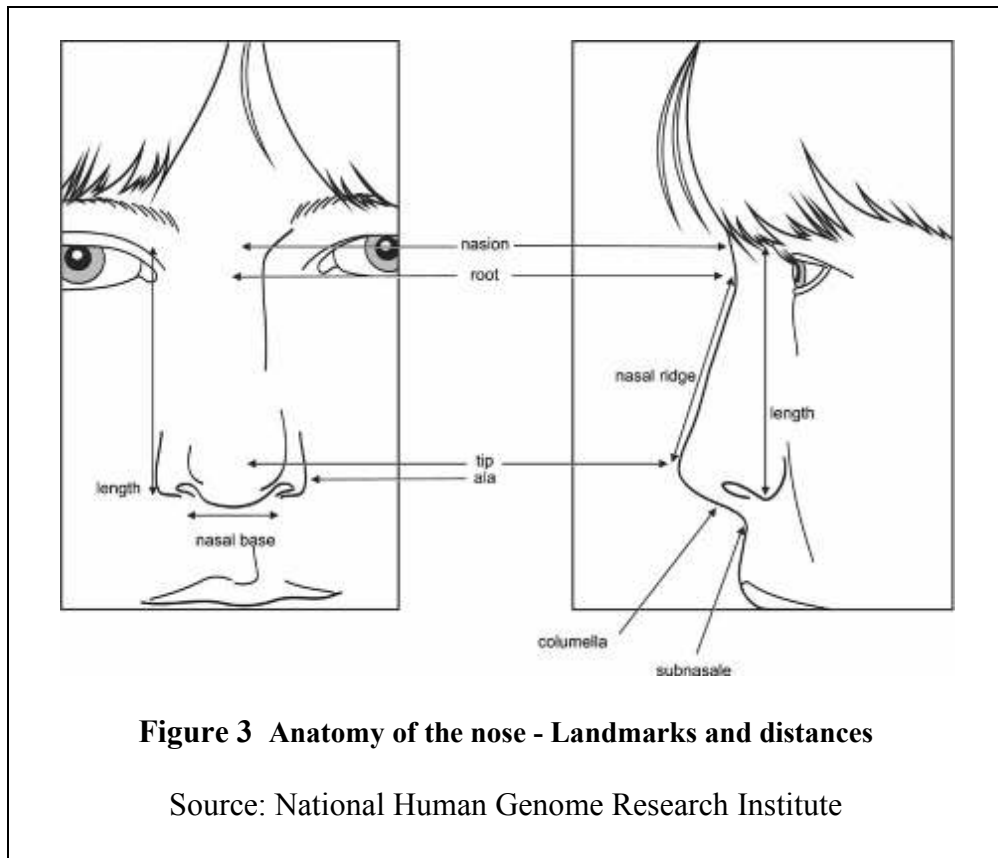
Before going through the detail in this research, the author would like to provide the readers to get the mutual understandings in the anatomy of the nose. In this point, the author would refer to the concept definition described from the website of National Human Genome Research Institute, United States (National Institute of Health) that the normal anatomy of nose is shown in the specific mention on anatomical landmarks of the following Figure 3 and 4 and the description of standard meaning is stated in Table 1.

Table 1 The description of standard meaning on anatomical landmarks

Anatomical Landmarks	The standard meaning
Nasal Root	The most depressed, superior part of the nose along the nasal ridge.
Nasion	The midline point just superior to the nasal root overlying the naso-frontal suture.
Nasal Bridge	A saddle-shaped area that includes the nasal root and the lateral aspects of the nose. It lies between the glabella and the inferior boundary of the nasal bone, and extends laterally to the inner canthi.
Nasal Ridge	The midline prominence of the nose, extending from the nasal root to the tip (also called the dorsum of the nose).
Nasal Base	An imaginary line between the most lateral points of the external inferior attachments of the alae nasi to the face.
Nasal Tip	The junction of the inferior margin of the nasal ridge and the columella. Commonly, it is the part of the nose furthest from the plane of the face. In rare circumstances, such as markedly prominent and convex nasal profiles, other parts of the ridge may be further removed from the facial plane.
Ala	The tissue comprising the lateral boundary of the nose, inferiorly, surrounding the naris.
Columella	The tissue that links the nasal tip to the nasal base, and separates the nares. It is the inferior margin of the nasal septum.

Source: National Human Genome Research Institute¹

¹ National Human Genome Research Institute. Anatomy of the Nose. [Online]. Available from : <http://elementsofmorphology.nih.gov/anatomy-nose.shtml>



Concept of Korean Beauty

The concept of Korean Beauty in this research is being described referring to the reviews of Julia Yoo's article. Yoo had observed the Korean trends and Korean pop culture idols for several years from a Korean-American perspective and had figured out the meaning of Korean beauty as "Having big eyes, a pale complexion, a sharp and pointed nose, a taller height, and a small chin and mouth. Essentially, South Korean beauty means looking as 'white' or Caucasian as possible"². Yoo also further states that the standard for Korean beauty was applied same as the Westerns that a woman should be tall, thin, with a milky complexion, chiseled facial features, long legs, nice big eyes, and the perfectly-angled nose. There is much evidence indicating that this beauty ideal is not a trend, but a very real standard that grows deeper into Korean society. For Koreans, these appearances are playing the big role in a workplace for both males and females as Koreans believe that the competitiveness for jobs would be increased by having a good appearance and healthy body, thus the result is that most of them have pursued plastic surgeries and the popular ones are eyelid and nose jobs.

Concept of Korean-Styled Nose

The concept of Korean-styled original nose, the nose before having rhinoplasty surgery is described by the definition given in koreanrhinoplasty.com as "On average, the Korean nose appears more triangular than in the non-Asian as viewed from the front. The bridge is often flatter, the spine shorter, and the nasal tip

² Yoo, J. Beauty: The Korean Way [Online]. 2006. Available from : <http://web.mit.edu/cultureshock/fa2006/www/essays/koreanbeauty.html>

less angular and wider. The opening of the nostrils appears relatively larger and more flared.”³



Figure 5 Original Korean-styled nose
(Source: Koreanrhinoplasty.com)

Concept of Korean-Styled Rhinoplasty

Ramsey Health Care has a description for rhinoplasty as “A rhinoplasty (or ‘nose job’) is a cosmetic operation to improve the appearance of your nose. It involves operating on the bones and cartilage that give your nose its shape and structure”.⁴

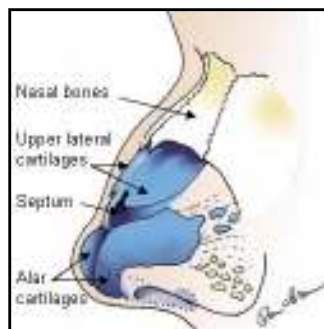


Figure 6 The bones and cartilage that shape the nose
(Source: www.ramsayhealth.co.uk)

³ Korean Rhinoplasty Surgery – Asian Nose Reshaping [Online]. (n.d). Available from : <http://koreanrhinoplasty.com>

⁴ Ramsay Health Care United Kingdom. Rhinoplasty (Nose Surgery) – What is a rhinoplasty? [Online]. (n.d). Available from : <http://www.ramsayhealth.co.uk/treatments/rhinoplasty.aspx>

From Figure 6, it shows the descriptive picture of the bones and cartilage that shape the nose. Sometimes rhinoplasty is not only the way to adjust the shape and size of nose, but can also relieve any symptoms of blocked nose.

Apart from the type and quality of grafting materials, the competence of the surgeon is paramount in determining the outcome of rhinoplasty. Cosmetic rhinoplasty can be considered an art which requires the surgeon to have highly skills and genuine understanding of the facial features and their overall harmony, in addition to the sensitivity to patients' wish and desire. "Often, the rhinoplasty techniques in the past are inadequate, the examples of unappreciated outcomes of the early methods of cosmetic surgery which fall short in meeting patients' expectations are the unnatural looks, too prominent nasal bridge, and transparent skin due to silicones sharp end"⁵. Therefore, the new and improved technique now helping to address the disadvantages of the older procedures is the Korean way of augmentation rhinoplasty.



⁵ Sompetch Aesthetic Clinic. Rhinoplasty (Korean Style) [Online]. (n.d). Available from : http://www.sompetchchiangmaisurgery.com/information2_eng.html

⁶ Metamorphallic. Aesthetic Surgery in Korea [Online]. 2008. Available from : <http://metamorphallic.wordpress.com/2008/05/14/aesthetic-surgery-in-korea/>

Moreover, rhinoplasty on the Asian nose can be more challenging because the cartilage is more fragile while the skin above is thicker. Many Korean patients feel they may benefit the most from augmentation of the bridge and spine, Koreans sometimes request less or none at all.

Reviews of Relevant Researches and Related Articles

Nichole, S. La Torre. Hallyu: Discourses of Korean Drama Viewership in China. Asian Studies of University of Hawaii. (2008): 42-73, 119-122.

In chapter three of this article states of the series of ‘Cosmetic Surgery, Beauty Industries, and the Korean Wave in China’. The author specifies that the major aspect of Korean wave that influence in China are emergent commercial enterprises such as the cosmetic industry, especially plastic surgery clinics which experienced tremendous growth during the phenomenon of this wave. Korean wave was the main factor for the chinese consumer practices on the beauty needs. The author of this article argues against the idea that the cosmetic procedures creates a more “Western appearance” such as blepharoplasty (double-eyelid surgery), The argument is that actually those procedures are not in an attempt to look more “Western”, but try to match ideals of beauty popular in China which is held before the occur of Western influence. In the past during the Anti-Japanese War, plastic surgery in China are allowed only for ones who had been rendered physically malformed by the participation in war efforts as the process of cosmetic surgery were considered dangerous, superfluous and subversive. Then, ten years later, there are dynamic changes in political and economic reforms which lead to the acceptance of plastic surgery as a legitimate sector of medicine by the 1980’s. The development of plastic

surgery in China started from the point that Chinese doctors and other Asian doctors discovered that Western methods did not aesthetically suit Asian face.

The author further states that in the mid 1990's, images of beauty in China was popularized by Korean media created a large scale demand for surgical procedures with new techniques adapted to suit local needs. Thus, cosmetic surgery in China shifted to highlight Asian beauty aesthetic, instead of copying Western models. Korean wave and the attainability of such cosmetic procedures has created a large market for this industry in China.

The article also states that many young urban Chinese youths are seeking cosmetic surgery as a method of "investing" in their physical attributes by using Korean models as a standard form of beauty aesthetic. The example case is from Wang Ke, a young Chinese woman, completed her eyelids surgery to be more open like "those Korean stars" and she felt more confident about her appearance and her job search. Another case, Cate Siu, a Hong Kong woman traveled to South Korea for cosmetic surgery as she is a fan of Korean television shows and admired Song Hye Kyo, a popular Korean actress, whose features were surgically altered. Cate Siu and many case studies in this research article decided to have cosmetic surgery as a way to achieve personal ideals of physical perfection and to secure their future career by improving their outer appearance.

'China girls seek surgery to look like Korean Stars'. Straits Times. (5 August 2002).

This article states that the "Korean wave" has partially contributed to China's plastic surgery boom. Many Chinese women who seek plastic surgery want their faces to look like popular Korean actresses such as Lee Young-ae and Song Hye-gyo.

Korea is also increasingly becoming a popular destination for plastic surgery due to the outstanding ability of Korean plastic surgeons. The New York Times said Chinese patients take up 30 percent of Seoul based plastic surgery clinics. The Chinese government is trying to regulate plastic surgery tourism but many are skeptical whether Beijing can curb the voracious appetite for beauty of Chinese women.

Sung, H.C. 'China's plastic surgery boom'. BBC World Archives. (26 April 2001).

The author found out on his study that more Chinese are having cosmetic surgery, especially young women, as they see it as a way to gain an advantage in the job market. A Beijing surgeon said that parents want their daughters to be beautiful so they'll have an easier time finding a job or a husband. Besides, another different attitude is that Chinese girls just want to do it to improve their self-confidence because they think that if they are beautiful same as Korean stars, they will be interested.

News.nate.com. 'Korean beauty industry benefits from Hallyu wave'. (13 February 2012).

This article points out that the Korean beauty industry has taken a huge leap in success from the influence of Korean wave. Its growth rate is higher than that of other established markets such as Paris and Japan and it seems as this trend will continue. The fans in overseas are now consuming more and more Korean beauty products. Additionally, for the beauty corporation, the plastic surgery is on the rise as the cosmetic surgery industry is also receiving benefits from the Korean wave. The author refers to the statistical data showing that the number of foreign patient in the past two years who came in for consultations at JK Plastic Surgery Center is increasing by the rate of 500% which is an impressive number.

Aizura, A.Z. 'Where Health and Beauty Meet: Femininity and Racialisation in Thai Cosmetic Surgery Clinics'. Asian Studies Review. (2009): 303-317.

This author of this article describes that the advertisements is a factor that dominate the conception of beauty within Thai culture signifies skin bleaching, double fold eyelid surgery and nose surgery, teeth whitening and so on. Bangkok is also know as the “Mecca” of gender reassignment surgery (GRS)- in Thai sometimes known as Kathoey – male-bodied people who are generally understood to present as feminine, so there are many transgendered travellers from elsewhere each year visiting Thailand to obtain GRS. In the article, the author explore the implications of the intersections between race, beauty and gender in the beautification and gender transformation practices. The author also briefly comments on the distinctions between “cosmetic” or “aesthetic” surgeries and gender reassignment surgeries that the cosmetic surgery is any surgical procedure with the purpose to aesthetically improve an individual’s physical appearance, while gender reassignment surgery is the surgical procedures performed for the purpose of transforming the secondary sex characteristics of the human body. Another important clue that reflects Thai people’s beliefs influence to aesthetic values is the “whiteness”. In Thailand, whiteness has multivalent significations and values. It can represent cultural and economic value. This was applied to Thailand, that Luk-Kreung (Thai Eurasians) are very popular on the fashion, music and celebrity culture. Thus, where femininity is concerned, pale skin may be one of the range of attributes necessary for a Thai woman to be considered beautiful.

Reviews of Related Theories

The analysis of the research result will base on the ground information of three theories – Theory of Marketing 4P, Theory of Demand & Supply and Theory of Mass Communication. In order to getting through the further data analysis in next chapter, the researcher has explored the useful characteristic of each theory as following;

Theory of Marketing 4P

Theory of Marketing 4P, also known as Theory of Marketing Mix, can be used for this research as a tool to analyze of the situation trend of popular Korean-styled rhinoplasty in Thai aesthetic surgery clinics and hospitals. Most of aesthetic surgery owners use this method to attempt the attention from the target consumers for their ultimate benefit. Referring to two books, Nirmalya Kumar⁷'s and David A. Aaker⁸'s, the definition of 4 variables in 4P marketing method is described as following;

Table 2 The description of 4 variables in theory of marketing 4P

4P variables	Description
Product	The characteristics of product or service that meets the needs of consumers
Price	A pricing strategy, included list price, discounts and options
Place	Available at the right place, at the right time, in the right quantities
Promotion	The method of how the chosen target group be informed or educated about the organization or products, included all weapons in the army – advertising, selling, sales promotions, public relations, media, etc.

⁷ Kumar, N. Marketing As Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation. Harvard Business School Press, 2004.

⁸ Aaker, D.A. Strategic Marketing Management. New York: John Wiley & Sons, 2001.

Theory of Demand & Supply

To analyze consumers' behavior, this research would apply the theory of demand and supply in the result analysis process. To review the basic knowledge of this theory, I would describe the definition and factors that influence demand and supply in the following tables;

Table 3 The definition of Demand and Supply

	Definition
Demand	The quantity of goods or services that consumers would ask for at a given level of price at a particular time
Supply	The quantity of a commodity that suppliers will wish to supply at a given level of price at a particular time.

Table 4 The factors that influence Demand and Supply

Factors that influence	
Demand	Supply
<ul style="list-style-type: none"> - Price of the good itself - Price of other goods - Levels of income - Taste, habits and customs - Changes in population - Seasonal factors - Government influence - Expectation of future change in price 	<ul style="list-style-type: none"> - Price of the good itself - Price of other goods - Cost of factors of production - Technology - Weather/Climate - Competitors - Government influence

This research would be mainly analyzed mainly on the theory of demand and supply, in order to extract consumers' behavior and attitude towards Korean-styled rhinoplasty that would be further explained in the chapter of result analysis.

Theory of Mass Communication

Debanjan had described in his research paper, “Communication is a tricky concept, and while we may casually use the word with some frequency, it is difficult to arrive at a precise definition that is agreeable to most communication scholars. Communication is immensely rooted in human behaviors and the structures of society. It is difficult to think of social or behavioral events where communication does not feature”⁹.

Communication consists of transmitting information from one person to another. In fact many scholars of communication take this as a working definition, and use Lasswell’s maxim (“who says what to whom to what effect”) as a means of circumscribing the field of communication (Katz, 1990). Others suggest that there is a ritual process of communication that cannot be artificially abstracted from a particular historical and social context. As a relatively young field of inquiry, it is probably premature to expect a conceptualization of communication that is shared among all or most of those who work in that area. Furthermore, communication theory itself is, in many ways, an attempt to describe and explain precisely what communication is.

The media which acts as an intermediary of mass communication was called “mass media”. Mass media plays an important role to determine the change and differentiate between individuals and society and runs a direct and indirect effect to individual’s attitude and behavior, which also leads to the effect towards society.

⁹Debanjan, B. Mass Communication: Trends, traits and theories. Journal Media and Communication Studies 2(2010): 119.

CHAPTER III

RESEARCH METHODOLOGY

Data Collection

On part of qualitative research, the documentary research was used to collect data from literature reviews, news, journals and information about media histories which concerns on the evolution of rhinoplasty in Thailand. Also, the in-depth interviews, which help this research being more intensified and reliable, were processed on 3 categories of informants; (1) the consumers, divided into 3 groups- consumers who ever had rhinoplasty, consumers who are going to have rhinoplasty, and consumers who never and will not going to have rhinoplasty (2) the webmaster of community website about cosmetic surgery, and (3) the owner of aesthetic clinics.

While as quantitative research, the questionnaire, surveyed from aesthetic clinics in Bangkok and from the cosmetic surgery community websites, was achieved the effective responses from 130 people with the age 15 years and over. This sampling size was gained from the labor force survey 2009 of the total population with 15 years and over – the statistic shows 53,063,000 people (www.nso.go.th). Thus, the population sampling size to be studied in this research is 100 people and the process table is based on the reference of Taro Yamane (Yamane, Taro 1973) by setting the level at 90% of confidence, and discrepancy is not more than 10%.

$$n = \frac{N}{(1 + Ne^2)} \quad (\text{When the selected sample is count} = 90\%)$$

n is the number of samples or sample size.

N is the number of total units or size of the population.

e is the probability of errors allowed to happen.

Table 5 The statistical data of total population in the age of 15 years and over

Year 2009 Round/Quarter	15+ years of age	Total	Employed	Unemployed	Seasonally inactive labour force
Quarter 4	53,063.0	38,734.8	38,251.6	380.9	102.3

- *Unit in thousand*

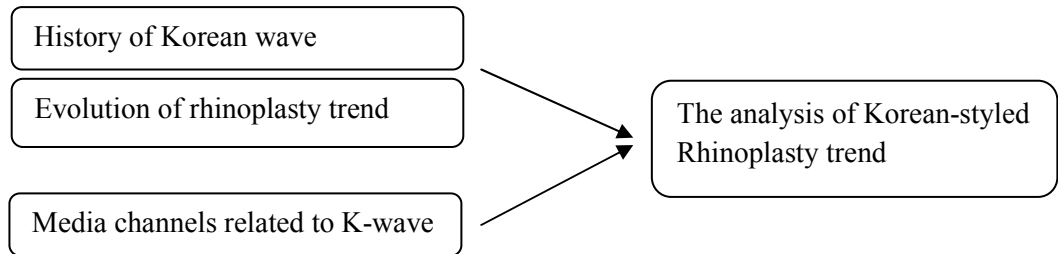
Source: Report of the Labor Force Survey, National Statistical Office, Ministry of Information and Communication Technology

The questions in the questionnaire are divided into two parts. First part is to study consumer's demographical data and their experiences on rhinoplasty, while another part is to investigate the attitudes and behaviors concerning on the Korean-styled rhinoplasty surgery. Additionally, questions mainly focus on the influence of consumer's perception from media using the wording "Korean-styled", and the effect from Korean wave which make people decide to make rhinoplasty with clinics in Thailand, instead of Korea.

Conceptual Framework

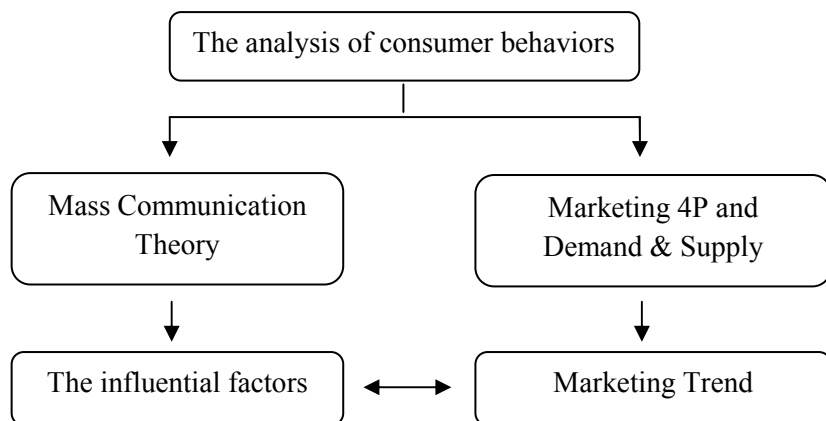
From the research methodology, the research result would be analyzed based on the concerned theories as showing in this diagram below.

1. The diagram of Korean-styled rhinoplasty trend analysis



This research bases on the knowledge reviews on Korean wave in Thailand and Thai media evidences in order to analyze the trend and answer the research question number 1 and 2.

2. The diagram of Thai consumers analysis



This research will apply for the combination of theories based on marketing principles and macroeconomic theory, focusing on theory of demand & supply, and theory of mass communication in order to extract the consumer behaviors and integrate them with data collected from interviews and questionnaires. This process would be the answer of the research question number 1, 3 and 4.

Theoretical Framework

The research will apply for the combination of theories based from marketing principles and macroeconomic theory, focusing on theory of “Demand” and “Supply” in order to extract the consumers’s behaviors and integrate them with the data collected from interviews and questionnaires.

1. Demand in this research refers to the consumers who interests this korean-styled rhinoplasty surgery. The determinants which control demands on surgery are following;

1.1 Price

1.2 Income

1.3 The substitute goods or services

1.4 The complementary goods

1.5 Fashion Trend and Taste

1.6 The consumers’s prediction

1.7 The imitative behavior

1.8 The culture of each society

2. Supply in this research refers to the clinic owners or the management persons who directly effect to their operating outcomes from the rising trend of cosmetic surgery. The determinants pointing the supply on this research will be studied in 4 factors;

2.1 Price

2.2 Cost of Investment

2.2.1 Surgeon's expertise

2.2.2 Type of material on surgery

2.2.3 The decoration of clinics and the advertisement

2.3 Technologies

2.4 Fashion Trend

Besides the theory of demand and supply, the author will apply the theory of mass communication and theory of marketing "4P" : Product / Price / Place / Promotion to be analyzed in order to get the most reliable fact reflecting the market trend and consumer's behavior of Korean-styled rhinoplasty surgery. Indeed, the theory of mass communication would be an important tool to access the effect of Korean wave on consumer's views and taste in aesthetic surgery and to estimate the continuation of this trend.

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

The result for this research is analyzed in this chapter. The research of Thai consumers' behavior on Korean-styled rhinoplasty surgery in Thai aesthetic clinics was processed and analyzed from the literature reviews, news, references data, in-depth interviews, and questionnaires. Therefore, to show the result and discussion, the researcher will point out into two parts. Firstly, the researcher used the qualitative research applied from the documentary research reviews relating to Korean wave and aesthetic surgery trend in Thailand and summary of in-depth interviews. The second part is obtained as quantitative research from questionnaires of which sample size is 130 Thai consumers with the age 15 year and over, who used to go to any aesthetic clinics in Thailand or visit any community websites about cosmetic surgery. Both analysis parts can prove out the invented presumption of the characteristic of this trend, the effect on consumer behaviors, and, of course, the prediction of the possible continuation of the trend, then leads to the conclusion and suggestion in the next chapter.

The Qualitative Research Analysis

1. History of cosmetic surgery trend in Thailand

From the documentary reviews, the research was found out that Korean wave, in a very short decade, has been rapidly spread out to Asia and worldwide, in various aspects – films, food, culture, tourism, and also cosmetic surgery. For Thailand, firstly the cosmetic surgery trend was drawn to the western style. Thai people in the past who would like to have cosmetic surgery will decide to imitate from the style of

western people, for example – rhinoplasty focusing on the prominently high bridge of nose without considering on the basis shape of Asian face which is smaller than the westerns, breast surgery which usually came out as oversized breast in the small body figure of Asian itself, and eyelid surgery of western style would be bigger and in U-shape while the Asian eye figure is originally tapering.

In the past, the perception of Korean people, in Thai people views is that Koreans have no crease of eyelid, small and flat nose, and square face. But nowadays, the image of Korean people has been changing. They have one or two creases of eyelid in their bright eyes, perfect and suitable nose shape, and oval face figure. Of course, this new perception comes from the media perception concerning about Korean wave, in the forms of TV drama series, films, magazines, internet and many others. Korean wave is not only showing the new image of Korean people, but also the development in Korean cosmetic surgery technology which is in the great attention from worldwide now. Some popular Korean actresses have openly discussed their procedures, and before and after pictures and montages are available on YouTube and various other websites which cater to global audiences. Audiences are well aware of surgical procedures their favorite stars have completed.¹ Unlike most of Thai superstars, Korean superstars mostly admit that their beautiful or handsome faces come from cosmetic surgeries, also some of them were revealed by Korean media of their surprising before-after cosmetic surgery photos. Those photos is not attracting only Korean people themselves, but also Thai and other Asian countries who were also absorbing Korean wave. Thus, the new trend of cosmetic surgery in Thailand is changing.

¹ Nichole, S. La Torre. Hallyu: Discourses of Korean Drama Viewership in China. Asian Studies of University of Hawaii (2008): 46-47.

2. Attitudes of Thai consumers about Korean stars², appearance

From the in-depth interviews, all informants have the same opinion that all Korean superstars whom they see on various channels of media ever totally underwent at least one item of cosmetic surgery. Prapat, one of male informants, recently underwent rhinoplasty. When asked about his opinion on Korean stars, he mentioned that he quite assures that all Korean stars had been completed cosmetic surgery at least one item. “Those Korean stars have very beautiful noses. I believe they have to undergo the surgery several times to get those perfect noses” said Prapat. Also, Kullawan, a female informant who pursued her nose surgery in Korean style, commented “Definitely, those Korean stars undergo all parts of their bodies. Everything is too perfect”. Some other informants assert that all Korean stars have the same pattern of nose because of rhinoplasty. However, these opinions reflect the positive attitude towards Korean stars. Another female informant, Nonthiya, had rhinoplasty surgery in order to increase the better look of her physical attributes by using a Korean female star as her standard model of beauty aesthetic. “First time, when I went to consult with the surgeon, I brought Song Hye Kyo’s photos with me. From her before-after photos on the internet, I believe that her physical feature was also surgically altered. She is my inspiration to get the rhinoplasty surgery and in the future, I might pursue more other kinds of cosmetic surgeries in order to resemble her” said Nonthiya. Even though the consumers believe that all Korean stars had completed rhinoplasty surgery, none of informants, including informants who disagree with rhinoplasty, in the research have negative comments. They appreciate the beauty of Korean stars’ noses and some of them grasp as examples in their rhinoplasty style.

² Korean stars, here, refer to Korean famous actors/actresses and singers.

3. Korean-styled rhinoplasty methods

From the documentary research, the technology of Korean-styled rhinoplasty is divided into 5 popular methods;

3.1 Silicone insertion

Medical grade silicone is acknowledged by worldwide surgeons of its effectiveness, safe and less accidentally intervened affect. This kind of silicone provides the permanent but safely removable rhinoplasty surgery for consumers. Silicone provided for Korean-styled rhinoplasty is in the shape calling “Bird”³. Surgeons will apply this bird silicone along with patients’ noses by putting upside down of the pincers area of bird silicone for nice nasal tips, while beautifully leave the body of bird silicone on the nasal bridge up to between the eyebrows.

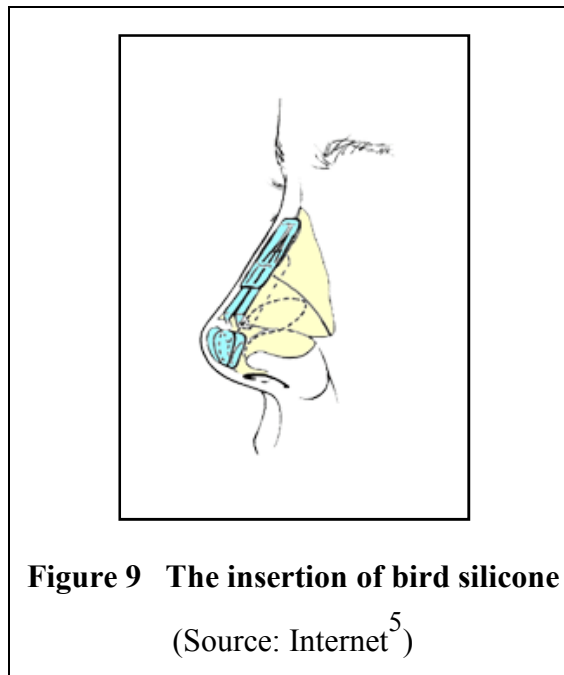


Figure 8 Medical Grade Silicone, similar to “bird” shape

(Source: Nida Skin Cosmetic⁴)

³ รวีโรจน์. เทคนิคการเสริมจมูกด้วย เมิร์ด ที่เกาหลี. ใน ขั้นตอนการทำสวยด้วยศัลยกรรม เทรนด์ใหม่ที่ดังไปทั่วเอเชีย. อนิเมทกรุ๊ป (2552): 121-127.

⁴ Nida Skin Cosmetic. Rhinoplasty ศัลยกรรมเสริมจมูก ตกแต่งจมูก [Online]. (n.d). Available from : <http://www.nidaskincosmetic.com/th/surgery/Rhinoplasty.html>



3.2 Filler injection

Actually, in the past 30 years, people who would like to undergo rhinoplasty but scare of using silicone will choose the method of their own fat injection. Fat, from body themselves, injection is safe as the percentage of body opposition is rarely occurred and the result looks natural. However, the disadvantage of this method is the short durability after injection as it would vanish at 40-60 percentages in few months. Thus, surgeons employ the new technique which provides longer durability of nose injection by using filler instead.

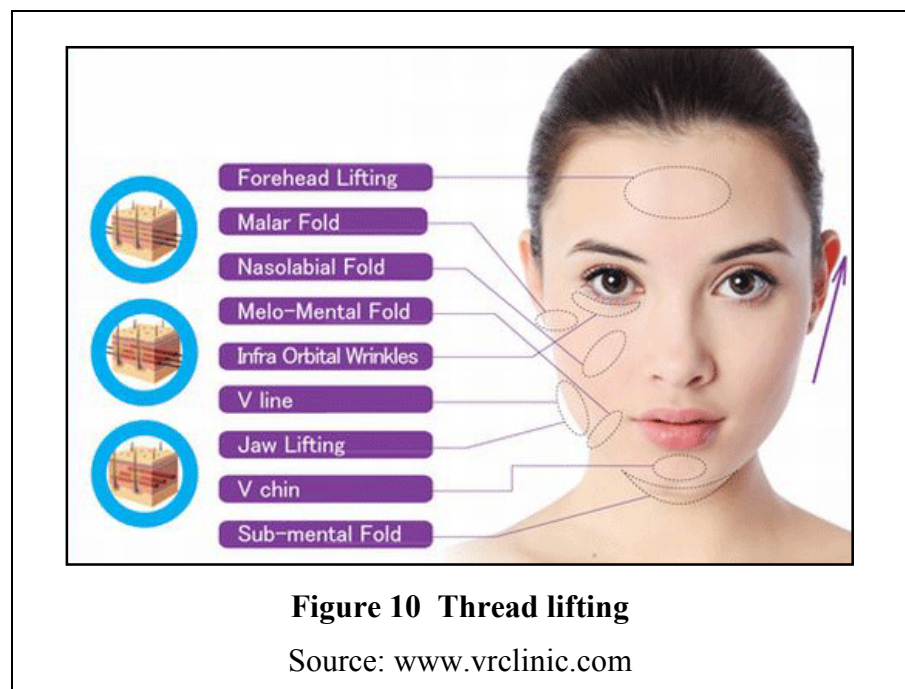
Filler, or medically called Hyaluronic Acid (HA), is a compound existing under human's skin. This compound acts as an important protein to

⁵ การผ่าตัดเสริมจมูกในทางเสริมสวย *Cosmetic Augmentation Rhinoplasty* [Online]. 2010. Available from : <http://www.sudhits.com/การผ่าตัดเสริมจมูกในทา.html>

make skin tighten as comparable to a spring. Naturally, after 20 years of age, human's collagen will degenerate, and then cause wrinkles, depressed and senile complexion. Therefore, filler injection is conducted in order to adjust facial figure. The injection is done in specific points of problem, for example, to increase the height of nasal bridge in rhinoplasty, to prolong the length of chin, or to fulfill wrinkles. As filler is the existing compound in human body, this method is considered as an unharmed method because those fillers can be safely vanished itself by the working process of human body.

3.3 Thread lifting

Thread lifting, medically named Polydioxanone, is a new non-surgery technology which can not only reshape the nose, but also lift the face skin of patient to be more tightened and reduce the wrinkles to get the younger look.



From Figure 10, this figure shows how thread lift technology can effectively lift the face in several points of problem. And for nose reshaping,

thread lifting is suitable for patients who have quite thick skin of nose which can effectively see the best result on. Thai consumers interest to get the thread lift to reduce the size of their alae. However, this method cannot bear the absolute height of nasal bridge, but only make it more prominent.



3.4 Tip behind-ear cartilage graft insertion

Using the cartilage bone behind the ear is a medical technique that surgeons will apply to patients for enhancing the nasal base to be fit with the nose shape, and sometimes it result to the tear-drop nasal tip which is Korean-styled nose. The advantage of this technology is that the cartilage provides none of patients' opposition and gives the natural beautiful look. However, similar to the plant tissue, whether that cartilage is stick to the nose, it will last forever. But the long term effect depends on the stiffness of the cartilage and the fibrous connective tissue which might occurs during the surgery. If the fibrous connective tissue grows a lot, the retaining cartilage might twist out of

⁶ [VR Thread Lift ร้อยไหมเทคนิคเกาหลี](http://www.vrclinic.com/product/496773/ร้อยไหมเทคนิคเกาหลี.html) [Online]. (n.d). Available from : <http://www.vrclinic.com/product/496773/ร้อยไหมเทคนิคเกาหลี.html>

shape. This case problem might happen on the patients with thin nose skin. Moreover, this method is suitable for patients who would like to add only a small tip under their nasal base, as the usage of behind ear cartilage bone is limited quantities. Overusing could affect to the deformation of ear shape.

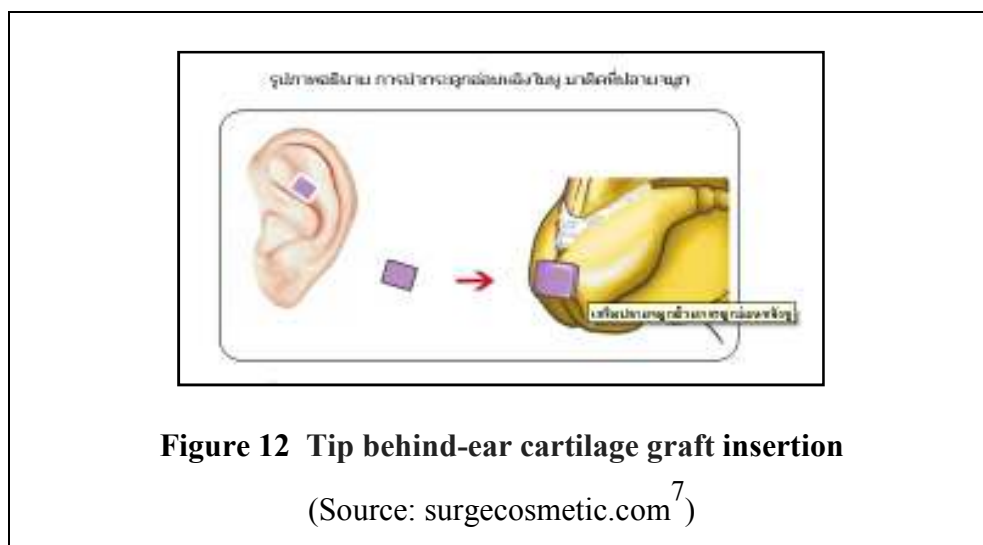


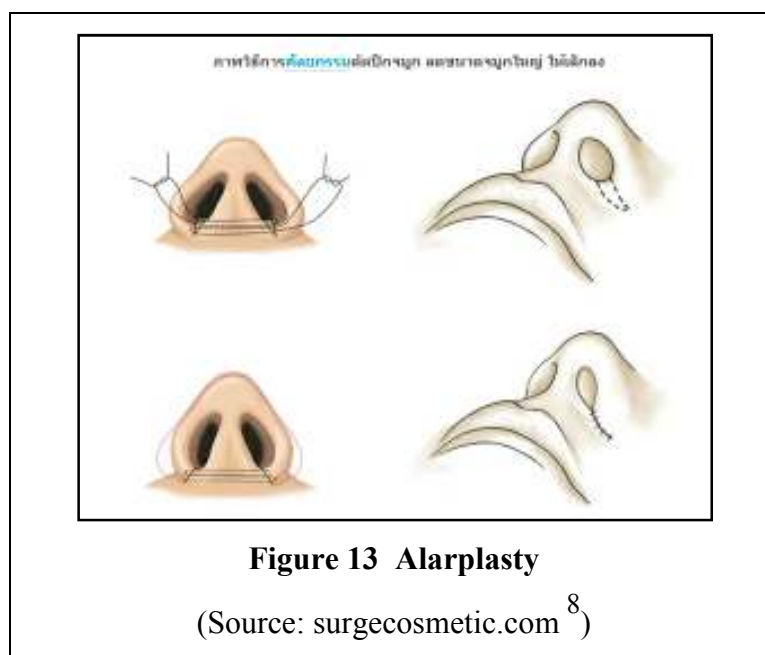
Figure 12 Tip behind-ear cartilage graft insertion

(Source: surgecosmetic.com⁷)

3.5 Alarplasty surgery

Alarplasty is one of the rhinoplasty methods for patients who have problems of large alae, big nasal base, or even unequal nostrils. The expertise surgeon will employ this method to reduce the inappropriate size of nose' alae or adjust the shape of patients' nostrils. Now the technology is in advance that patients can be assured that there would never, or very few, noticeable scars under their noses. Usually, Thai consumers who would undergo the rhinoplasty surgery by using silicone insertion or filler injection would apply this alarplasty together in order to achieve the best perfect result.

⁷ การเสริมจมูกปลายหยดน้ำ-กระดูกอ่อนหลังหู [Online]. (n.d). Available from : <http://surgecosmetic.com/03/2012/การเสริมจมูกปลายหยดน้ำ-กระดูกอ่อนหลังหู>



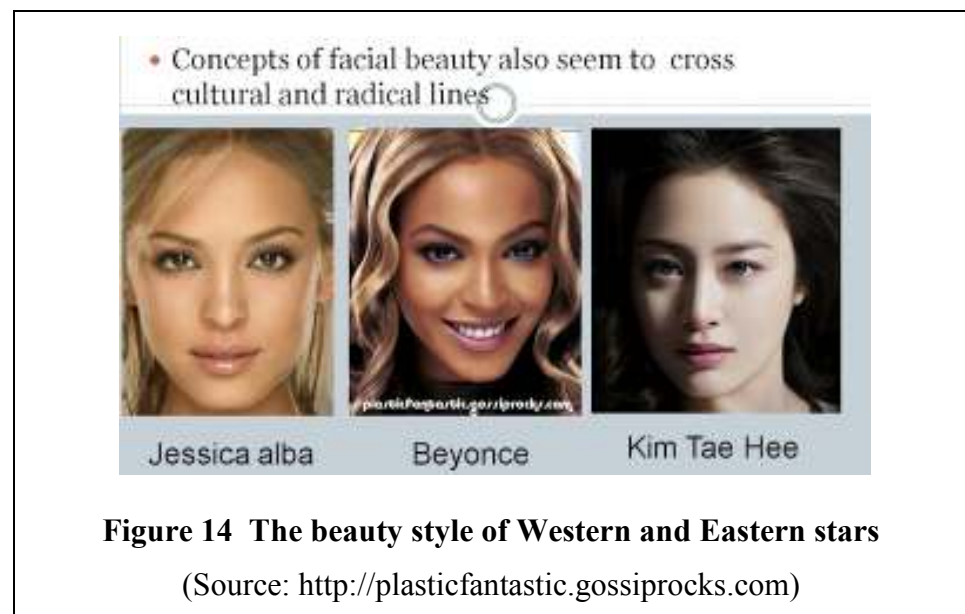
From all methods, the silicone insertion is the most popular choice as this technique was taken place for a long time. The new technique method, using behind-ear bone to make the tear-drop nose tip is also quite popular one, but the procedure is still scary in some consumers' opinions. Filler injection and Thread lifting, unlike other open-surgery methods, is the close-surgery methods that gain more interest from consumers as it seems safe and less painful than the silicone insertion. The investigation of the most popular methods of rhinoplasty will be further described in the part of quantitative research result as being a part of the research survey.

4. Opinion of Korean-styled rhinoplasty

The informants have the same definition of Korean-styled beauty trend as in the short word “not-too-much style”, even though they know the fact that for being

⁸ ศัลยกรรมตัดปีกจมูก-วิธีลดจมูกใหญ่-รูจมูกบาน [Online]. (n.d). Available from : <http://surjecosmetic.com/03/2012/ศัลยกรรมตัดปีกจมูก-วิธีลดจมูกใหญ่-รูจมูกบาน>

pretty as Korean superstars, they have to do much cosmetic surgery. Nevertheless actually, the wording “not-too-much style” is not directly meaning to the number of times on cosmetic surgery, but the result which is defined as the small but perfect nasal tip, the not-too-high but suitable nasal bridge, the not-too-thick but prominently brighten looks of eyelids, and the big but natural breast. For Korean-styled rhinoplasty which was studied in this research, the informants give the comments of how the Korean-styled rhinoplasty looks like and how it is different from other style of rhinoplasty; “small but suitable with face, the nasal bridge is not too high and not in fake looks as western people”.



The wording which is unique to identify the Korean-styled (post-surgery) nose is widely known among Thai consumers as “tear-drop”⁹ nasal tip. This tear-drop nasal tip wording was from this popular aesthetic trend and Thai aesthetic surgeons

⁹ Known broadly in Thai as “ปลายจมูกทรงหยดน้ำ”

are not hesitate to study and employ this sophisticated technique in order to ensure the best possible result and customer's satisfaction.



Figure 15 The “tear-drop” nasal tip

(Source: bbznet.pukpik.com¹⁰)

Then, this wording was spread out to people's daily life, especially people who pay attention to the beauty trend. The owners of aesthetic clinics notice the advantage of this trend for their beauty business, so it comes to the advertising of wording “Korean-styled” cosmetic surgeries and beauty treatments in order to attract consumers.

5. Consumers' reason on rhinoplasty surgery

From the documentary reviews found out that Korean and Chinese people mostly completed cosmetic surgeries for the purpose of job search. They see that cosmetic surgery is a way to secure their futures by improving their outer appearance, and a method for achieving personal ideals of physical perfection.¹¹ On the other hand, Thai consumers, summarized from the in-depth interviews, mostly give the

¹⁰ [ปลายงมกหยดน้ำ](http://bbznet.pukpik.com/scripts/view.php?p=5&board=3&user=jiffyono&id=1734&c=1&order=) [Online]. (n.d). Available from : <http://bbznet.pukpik.com/scripts/view.php?p=5&board=3&user=jiffyono&id=1734&c=1&order=>

¹¹ Nichole, S. La Torre. Hallyu: Discourses of Korean Drama Viewership in China. *Asian Studies of University of Hawaii*. (2008): 47.

reason on rhinoplasty that they expect the outcomes of better physical appearance rather than other reasons. “When I decided to go to surgery clinic, I only thought that I want to be more beautiful. And the new nose can better match with my facial figure.” said Kullawan, an informant. However, some informants also have another expectation on the rhinoplasty related to their job. Unlike Korean people, Thai people would pursue cosmetic surgeries in order to secure their “present” careers, not future careers. The difference is that, still, Thai culture on the career opportunities is depending on the qualification of each applicant rather than the beautiful body figure. Therefore, the research is not found any of reason concerning the job search of informants. As some informants who presently work in the field of customer service, or even the job area that occasionally have to contact many clients, might decide to have rhinoplasty surgery to improve their outer appearance. Pornpansa, one informant who works as Account Executive in an advertising company, acting as salesperson, said “My appearance is very important for my present job. I want to have rhinoplasty in order to gain my self-confidence when approaching customers”. She is now plan to go for rhinoplasty surgery in order to increase the height of her nasal bridge. Another informant, Yuwarin, the owner of a spa, also decide to have rhinoplasty because of her work and luck. “I work in the career field of beauty. Then, I have to make myself looks beautiful in order to gain the reliability from the customers”, commented Yuwarin. And for the purpose of luck, Yuwarin asserted that she chose the surgeon who is knowledgeable on the five Chinese elements of luck and that made her assured that she can gain something more than the better appearance of her face. “Firstly I was just a salesperson at a spa, but after having rhinoplasty, I was awarded the top-seller and a few years later, I opened my own spa” said Yuwarin.

6. Consumers' decision on rhinoplasty surgery

From the influence of Korean style beauty ideals, most consumers including some informants in this research use the photo of Korean stars to explain their desire style for rhinoplasty, even some clinics have special photo albums of Korean stars for customers to choose their favorite styles. For female nose style, the most popular style comes from Kim Tae Hee, Song Hye Kyo and Han Ga In, the famous Korean actresses, while Kim Hye Seong, Kim Hee Chul and Lee Jun Ki is also beautiful noses examples of Korean male stars¹². However, some consumers who claim that they do not pursue the rhinoplasty surgery by those stars examples, also try to describe to surgeons what styles they likes to be and there always come up similar to those star styles. “When patients ask me to operate the rhinoplasty surgery for them, there’s often end with the word that ‘I need the tear-drop nasal tip’, but anyway I have to try to explain that not everyone can have that kind of nasal tip. It depends on their original noses too” said Dr. Adulchai Saengsert, a famous aesthetic surgeon, in his article on his own aesthetic webpage¹³.

¹² อันดับชายที่จมูกสวยที่สุดของเกาหลี ผู้ชายในฝันของผู้หญิง [Online]. 2009. Available from : <http://www.dungdong.com/forum.php?mod=viewthread&tid=1443>

¹³ อุดลย์ แสงเสริฐ. ลักษณะจมูกสวยๆตามหลักสรีระศาสตร์ [Online]. 2012. Available from : http://gamesbbclinic.blogspot.com/2012/02/blog-post_25.html



¹⁴ Source of Figure 17. [Online]. Available from : <http://www.showwallpaper.com/view.php?topic=3520&page=329>, <http://www.fanpop.com/spots/korean-actors-and-actresses/images/28214181/title/song-hye-kyo-photo>, <http://www.sritown.com/ดารานกหวี/Han-Ga-In>

Nevertheless, apart from the style of Korean stars, some informants choose Thai stars noses as their ideal nose. Supatcha, one of informants, said “I don’t mind about the style. Actually Thai style is also great, as Noon or Aum (Thai actresses). They have pretty noses and they are suitable with their faces.” Supatcha and some other consumers who would like to who would like to have rhinoplasty surgery gave the opinion that they will consider on the natural look, rather than try to imitate the face of ideal superstars. And most popular clinics and famous surgeons will suggest and only do the surgery operation based on each person’s suitable face structure, not pamper all consumers’ desire. Surprisingly, those consumers are willing to let the surgeon design their own new noses. “I don’t have any style in my mind, I just let the surgeon design the suitable nose style for me” said Yuwarin, one informant.



Aum

Noon

Jenny

Ploy

Figure 18 The popular nose examples of Thai female stars

(Source: m.showded.com/news/223651)

7. Role of media and marketing strategies of clinics

The mass communication plays an important role to promote those aesthetic clinics. The interviewees who already have and who are going to have rhinoplasty surgery were suggested from friends and acquaintances, considering as the interpersonal communication. Then, they will look for further information on the internet, mostly from the reviews on community websites about cosmetic surgery such as dungdong.com or siliconeclub.com. In those websites, there are many advertisements of aesthetic clinics, as they are sponsors for website, and at least half of them promote their clinics with the wording “Korean-style” on the advertisement banners. Not only the wording that they try to address to consumers, but also the photos of beautiful Korean post-surgery and some Korean superstars are also being used. This can reflect to the consumer demand for high quality surgical procedures reveals aesthetic ideals related to Korean stars, and the desired perfection of self image related to admired physical attributes.¹⁵

8. The decision to undergo rhinoplasty in Thailand

The research found that rhinoplasty in Thailand is popular since Korean wave has raised among Thai consumers. However, most of Thai consumers decide to have rhinoplasty in Thailand, instead of Korea, even some of them need to get the Korean-style. The reasons gained from in-depth interview are because of the lack of time and capital, also the language. “I would like to have rhinoplasty surgery in Korea, but how can I communicate with Korean surgeons? I don’t want to risk and get the nose like dinosaurs!” said Supansa, one informant. For the price aspect, some Thai consumers

¹⁵ Nichole, S. La Torre. Hallyu: Discourses of Korean Drama Viewership in China. *Asian Studies of University of Hawaii*. (2008): 51.

decide to have rhinoplasty in Thailand because of the cheaper price around three times, while some consumers, including an informant in this research, had the rhinoplasty in the expensive price equaling to the price in Korea. Yuwarin asserted that she relied on the expertise of Thai surgeon and believe that the result will be satisfied as she doesn't want to waste her time flying to Korea. Therefore, she chose to undergo her nose surgery with a famous Thai surgeon in a high price approximately about 80,000 Baht.

Table 6 Example of price comparison for Korean-styled rhinoplasty surgery between in Thailand¹⁶ and in Korea¹⁷

List of surgery kinds	Saran Clinic (Bangkok, Thailand)	OZ Cosmetic Clinic (Seoul, South Korea)
Korean-styled rhinoplasty (Nasal bridge augmentation)	25,000-50,000 Baht	1,000,000-1,500,000 KRW (27,210-40,815 Baht)
Nose adjustment case	15,000 Baht	2,500,000-4,000,000 KRW (68,025 Baht)
Alarplasty and adjustment for cunning nose shape	5,000 Baht (Only alarplasty)	2,500,000-4,000,000 KRW (68,025-108,840 Baht)

From Table 6, it can show that the price of rhinoplasty surgery in Korea, even not including the airfare and accommodation expenses, is more expensive than in

¹⁶ รายการของราคาทำศัลยกรรมพ.ศรันย์ (หน่วยบาท) [Online]. (n.d) Available from : <http://www.saransurgery.com>

¹⁷ Surveyed price in year 2009 from OZ cosmetic Clinic, cited in รวีโรจน์. ขั้นตอนการทำสวยด้วยศัลยกรรม. อนิเมทกรุ๊ป. (2009):129

Thailand. Therefore, this is one important reason of most Thai consumers to decide to have rhinoplasty with clinics or hospitals in Thailand instead.

Moreover, another important reason that Thai consumers decide to have Korean-styled rhinoplasty in Thailand is because they assure with the expertise of Thai surgeons. Dr.Supoj Samritwanitcha, the director of Yanhee hospital where is the famous hospital for cosmetic surgery in Thailand, gave a comment in Krungthep Dhurakij news, “In term of technique, cosmetic surgery by between Thai surgeons and Korean surgeons is not so different. Especially, if comparing on the expertise, I assure that Thai surgeons are superior. But the reason that more Thai people travel to Korea for cosmetic surgery is because Korean wave is still strong and Korean government gives a big support to its private sector. Korean government declared that they will motivate Korean medical circle to be the medical hub of Asia, therefore they have more resources and supports for business marketing expansion more than Thailand”.¹⁸

9. Good surgeons in Thailand

According to documentary research, the author have found out that one important thing that Thai consumers consider on the decision of rhinoplasty surgery is not only the expertise of surgeons, but also their medical ethics. From the 33rd conference on the surgical practice of Thailand¹⁹, there is a summary of good surgical practice. The 3 necessarily required factors are;

¹⁸ ศัลยกรรม ไทย-เกาหลี พิมพ์ไบนชนะ [Online]. (n.d). Available from : <http://women.kapook.com/view8702.html>

¹⁹ การประชุมราชวิทยาลัยศัลยแพทย์แห่งประเทศไทย: ศัลยปฏิบัติที่ดี. ใน ฐานข้อมูลทางศัลยกรรม [Online]. 2008. Available from : <http://ebrain1.com/report1.html>

9.1 Good competency

Good competency of surgeons composes of Integrity, Compassion or Sympathy-empathy, Clinical competency and Thorough Hollistic approach.

9.2 Good conduct

Good competency of surgeons composes of Love-in-profession, Highly effective person, Empathy, Sincerity, Learn to enjoy working, Proactive, and Positive attitude.

9.3 Good care

Good care should start since before surgery, during process of surgery, and after surgery or the follow-up process.

10. Regulators on rhinoplasty surgery in Thailand

During the process of documentary research, the author found out that nowadays there is a controversial issue about the advertisements of some aesthetic clinics in Thailand that they employ Korean surgeons to work for, so they gain more interest from consumers to get the service with those clinics. However, the Medical Council of Thailand has declaimed that it is illegal due to the Medical Profession Act B.E. 1982 which indicates that foreign doctors or surgeons have to get the approval license from the Medical Council of Thailand prior working in Thailand.

Therefore, those aesthetic clinics have to change the advertising contents of their websites to be by Thai surgeons with sophisticated technique from Korea,

instead of using that prohibit wordings. Nevertheless, some has adapted the style of clinics to be the cosmetic surgery tour to Korea.²⁰

However, the most important point in this issue is that there is the booming debut of several aesthetic institutes and clinics all over the country. That means the huge burden of the concerned regulators, which are Medical Council of Thailand, The Society of Aesthetic Plastic Surgeons of Thailand, and Ministry of Health, that are necessary to take more attention to those operating businesses.

The director of Medical Profession department under Ministry of Health, Dr. Thares Karunnairawee Wong, gave information in one documentary review that actually those aesthetic clinics and hospitals are under control of Ministry of Health. The clinics are categorized into two kinds, specialized medical clinic and general medical clinic. For aesthetic services in hospitals, the Medical Profession Act decrees that the management persons of hospitals are responsible to provide doctors and surgeons who are qualified and achieved the medical profession certificate according to the determination in medical law. Qualified surgeons should also have the certificate from American Board of Plastic Surgery or American Board of Facial Plastic Surgery, and being members in The Society of Aesthetic Plastic Surgeons of Thailand²¹ which consumers can assure that those surgeons are potential enough to operate the aesthetic surgery. Additionally, Dr. Somsak Lohlekha, the chairman of Medical Council of Thailand, suggests that nowadays, there are many issues suing for

²⁰ จ้อฟันคลินิกศัลยกรรมสไตส์เกาหลี อ้างหมอบินตรงจากแดนกิมจิ เข้าข่ายผิด พ.ร.บ.ประกอบวิชาชีพ [Online]. 2011. Available from : <http://www2.manager.co.th/Entertainment/ViewNews.aspx?NewsID=954000036156>

²¹ สิ่งที่ต้องรู้ก่อนการทำศัลยกรรม โดยหมอศรัณย์ [Online]. (n.d). Available from : <http://www.saransurgery.com>

physical damage after aesthetic surgeries because there is high competition in this business, some clinics consider on their own benefit rather than respect in medical law, and most importantly is the high expectation of consumers. Therefore, Medical Council of Thailand are now more strict on the advertisement of clinics, for example as showing in Figure 19, there is prohibit for exaggerated advertisements and some convincing wording about promotion or price reduction is also illegal.²²

**ประกาศแพทยสภา
ที่ 50/2549
เรื่อง คำที่ห้ามใช้ในการโฆษณา**

เพื่อให้การดำเนินการในเรื่อง การปฏิบัติตนเกี่ยวกับสถานพยาบาล ตามข้อบังคับแพทยสภาว่าด้วยการประกอบวิชาชีพเวชกรรม พ.ศ. 2549 หมวด 7 เป็นไปในทำนองเดียวกัน คณะกรรมการแพทยสภาในการประชุมครั้งที่ 11/2549 วันที่ 9 พฤศจิกายน 2549 จึงมีมติให้ออกประกาศแพทยสภา เรื่อง คำที่ห้ามใช้ในการโฆษณา ดังต่อไปนี้

1. คำว่า "เพียง" เช่น เพียง 4,000 บาท / ครั้ง ...
2. คำว่า "เท่านั้น" เช่น รักษาครั้งละ 500 บาท เท่านั้น
3. คำว่า "พิเศษ" เช่น พิเศษสำหรับสมาชิกบัตรเครดิต ค่ารักษา
4. คำว่า "เฉพาะ" เช่น ราคาเฉพาะสมาชิกเท่านั้น
5. คำว่า "ล้ำสมัย" หรือ เช่น ด้วยเทคโนโลยีที่ล้ำสมัย แห่งเดียว / แห่งแรกในประเทศไทย
6. คำว่า "นำสมัย" เช่น อุปกรณ์ที่นำสมัยในการให้การรักษา
7. คำว่า "ราคาเดิม" เช่น เสริมจมูก ตกแต่งใบหน้า 3,000 บาท จากราคาเดิม 4,000 บาท
8. คำว่า "ครบวงจร" เช่น โดยทางศูนย์ให้บริการแบบครบวงจร ...

การแสดงราคาเปรียบเทียบ เช่น จากเดิม 6,000 บาท เหลือ 4,000 บาท หรือ การแสดง ราคาเปรียบเทียบกับโรงพยาบาลอื่น เช่น โรงพยาบาล น. ราคาโปรแกรมตรวจสุขภาพ ราคา 3,000 บาท แต่โรงพยาบาล ร. โปรแกรมตรวจสุขภาพ ราคา 2,000 บาท การใช้คำว่า "ปกติ" กับ "เหลือ" เช่น ปกติ ราคา 500 บาท จองวันนี้ เหลือ 300 บาท โดยสิทธินี้ใช้ได้จนถึงสิ้นเดือน ... 9. คำว่า "ฟรี" เช่น จองวันนี้แถมฟรี ตรวจความดัน บีบสวาะ ฯลฯ

10. คำว่า "สวยจริง จึงบอกต่อ"
11. คำว่า "อยากสวย สวยที่"
12. คำว่า "งดงามที่ / มีเสน่ห์ที่"
13. คำว่า "สวยเหมือนธรรมชาติที่"
14. คำว่า "เหนือกว่า / สูงกว่า"
15. คำว่า "โรค ... รักษาหายได้" (ต้องมีข้อมูลทางวิชาการ 80% ขึ้นไป ว่าโรคดังกล่าวสามารถรักษาหายได้)

Figure 19 Prohibit wordings considered as illegal in aesthetic services

Source: http://www.tmc.or.th/service_law03_12.php

²² จัปตาภัย ศัลยกรรมพลาสติก [Online]. 2009. Available from : <http://www.manager.co.th/Qol/ViewNews.aspx?NewsID=9500000126145>

The Quantitative Research Analysis

The result from the quantitative research is obtained from the survey by using questionnaires of population samplings one hundred and thirty Thai consumers, both male and female with the age 15 years and over, was surveyed on surgery community websites and the aesthetic clinics in Bangkok. The research is conducted about Thai consumers' attitude and behavior on the Korean-styled rhinoplasty trend in Thailand. The result is not only provided the analysis of attitude and behavior of samplings, but also shows the outcome of the popularity of this trend and the benefit appliance for the owner of those aesthetic surgery clinics as following;

The analysis from personal information of sample group

- Gender
- Age
- Education Level
- Occupation
- Personal income

The analysis from rhinoplasty experience of sample group

- Rhinoplasty experience
- Rhinoplasty method
- Estimated budget for rhinoplasty
- The reason of rhinoplasty
- The influence of media perception
- The factor influencing the decision
- The feedback of surrounding people

The analysis from attitude and behavior of sample group

- People with (high) nasal bridge
- People without nasal bridge
- Rhinoplasty in Thai society
- Korean stars and cosmetic surgery
- Korean-styled nose
- The wording “Korean-styled” in aesthetic clinics
- Thai and Korean cosmetic surgeons
- The impact factor of rhinoplasty decision
- The prediction of trend

1. The analysis from personal information of sample group

1.1 The frequency and percentage of gender

Table 7 The frequency and percentage of samplings, categorized by gender

Sex	Frequency	Percentage
Male	26	20
Female	104	80
Total	130	100

From table 7, the research found out that the majority of samplings who go to aesthetic clinics and visit the surgery community website are female as 80% of total population samplings, while male are 20%. The analysis of consumers’ attitude and behavior categorized by gender would be further discuss in the detail of next part

1.2 The frequency and percentage of age range

Table 8 The frequency and percentage of samplings, categorized by age

Range of age (years old)	Frequency	Percentage
Lower than 20	5	4
20-25	28	22
26-30	71	55
31-35	20	15
36-40	5	4
41-45	1	1
More than 45	0	0
Total	130	100

From table 8, the research shows that samplings are mostly in the age of 26-30 years old, which are 71 people as 55%. The second range of age group is the age 20-25 years old, as 28 people or 22%. And the age of 31-35 years old, thirdly, are 20 people, represented 15%.

As this research surveyed from aesthetic clinics in Bangkok, Thailand and from the aesthetic community websites, it can imply that Thai people in the age between 26-30 years old are the group who have high demand in aesthetic aspects as they might graduate and earn themselves. Therefore, the majority of samplings were found on those age range.

From the table, it shows that some samplings are in the age range of lower than 20 years old. In Thailand, youth over 18 years old can decide to have aesthetic surgery without the requirement of parents' approval. However,

Dr. Kreechat Pornsinsirak, a famous surgeon from Yanhee hospital, suggest that the rhinoplasty should be done when the age is over 16 years old because features in face are fully grown and the nose length will stable. If youth have facial aesthetic surgery before the appropriate age, the disadvantage would occur in the growth of facial bone because the surgery will disturb those facial areas²³. The another main supportive reason that people in the age of 26-30 years old have high demand in aesthetic surgery, focusing on rhinoplasty surgery are the desire to adjust their fortune and five Chinese elements to be more appropriate and being one crucial factor to make their life better in terms of career, financial status and marriage life. The detail of how five Chinese elements is important to Thai people will be stated together with Table 14.

1.3 The frequency and percentage of education level

Table 9 The frequency and percentage of samplings, categorized by education level

Education Level	Frequency	Percentage
High school	5	4
Vocational certificate	0	0
High vocational certificate	3	2
Bachelor degree	81	62
Upper than bachelor degree	41	32
Total	130	100

²³ ศัลยกรรมวัยรุ่น เรื่องน่ารู้ของใจอยากเป็น”ดารา” [Online]. 2009. Available from : <http://www.manager.co.th/Daily/ViewNews.aspx?NewsID=9520000154414>

From Table 9, the result of education background of samplings which is mostly bachelor degree for 81 people (62%) and there are also samplings who graduated in upper level than bachelor degree for 41 people (32%), can reflect to the effect to this trend. People who already graduated and been employed are able to earn themselves and determine the trend. Those samplings are also conducting as the receiver of media channels and can show how the media works on these people's mind that the researcher will further discuss in next part.

1.4 The frequency and percentage of occupation

Table 10 The frequency and percentage of samplings, categorized by occupation

Occupation	Frequency	Percentage
Government officer	10	8
Private employee	52	40
Own business	17	13
Freelance job	12	9
Entertainer/ Actor/ Actress	0	0
Unemployed	8	6
Student	24	18
Others	7	5
Total	130	100

From Table 10, the majority of samplings are private employees, which are 52 people or 40%. The second are students for 24 people, 18%. And samplings that run their own businesses are 17 people as represented 13%.

The result on this table is related to the result of Table 9 and 11, which shows the education level and average income per month of samplings. For Thai society, people who graduate in bachelor degree and got job as private employee should gain the monthly income approximately 10,001-20,000 Baht.

1.5 The frequency and percentage of personal income

Table 11 The frequency and percentage of samplings, categorized by personal income

Personal income per month (Baht)	Frequency	Percentage
Less than 10,000	27	21
10,001-20,000	37	28
20,000-30,000	29	22
30,001-40,000	15	12
More than 40,000	22	17
Total	130	100

From Table 11, the samplings mainly gain their personal income at the range of 10,001-20,000 Baht, which are 37 people (28%). While the competitive range of income are 20,001-30,000 Baht, 29 people (22%), and less than 10,000 Baht for 27 people (21%).

The result in this table is related to the result of samplings' age and the estimated budget for rhinoplasty which show in Table 8 and Figure 21 accordingly. People with the age range of 26-30 years old mostly have approximate income at 10,001-20,000 Baht per month and their budget for rhinoplasty surgery is also equal to their ability to earn per month.

2. The analysis from rhinoplasty experience of sample group

2.1 The frequency and percentage of samplings' rhinoplasty experience

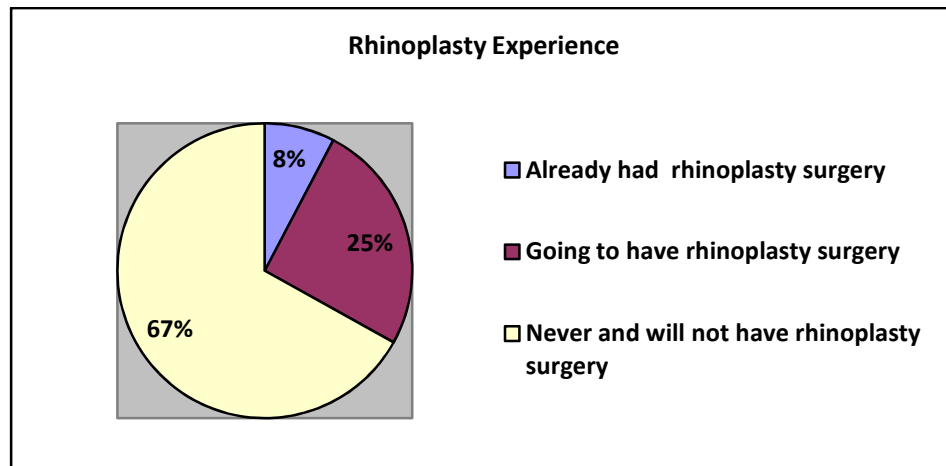


Figure 20 The percentage of samplings' rhinoplasty experience

From Figure 20, this research shows the rhinoplasty experience of samplings from the total 130 sets of questionnaire. This question is used to determine for samplings groups for A, B, and C which are indicated to discuss in the further result along this research. **Samplings group C**, is the majority of samplings who never and will not have rhinoplasty surgery represented 87 people (67%), while following with **Samplings group B** who never have rhinoplasty surgery, but will go for it as 33 people (25%) and **Samplings group A** who already had rhinoplasty surgery for 10 people (8%).

In detail, the analysis for Sampling group A, 10 people who already had rhinoplasty surgery are divided into 7 females and 3 males, also for 33 people of Sampling group B, who never have rhinoplasty surgery but would like to, are 27 females and 6 males. Therefore, it is considered 9 males as 20.9% of total 43 people of Samplings group A and B. Although there is a

small number of males who interest in rhinoplasty surgery, but this can also reflect the implied significant of Thai value in aesthetic aspect.

Males in this era turn themselves to be more caution on their appearance more than the past. Actually, Thai society in the past, if there are any men who underwent cosmetic surgery or get skincare treatment, they would be criticized to be gay or homosexual²⁴. This is one reason that Thai men in the past rarely have white and smooth complexion or the perfect shape of face figure. Unlike, Korean men who originally have white complexion and some of them pursue cosmetic surgeries at least their eyelid surgery as normal practice in Korean society without any negative comments of being gay²⁵. Then, after Korean wave has penetrated through Thai society, the idea of male make-over is changing. Korean media that show the handsome and good looking Korean actors or singers is being one factor stimulating males to get into the world of aesthetic service, both regular skin treatment and cosmetic surgeries. Moreover, some of those Korean male stars were being revealed the before-after photos which show the totally different of their appearance before and after surgeries. And in Thailand nowadays, not only beauty products for women advertise with the wording “Korean-styled”, but also products for male as well. The top two kinds of cosmetic surgeries that Thai men have are face lifts and rhinoplasty surgery accordingly²⁶.

²⁴ นิเวศ เสริมศิลปกรรม. ผู้ชายกับศัลยกรรม [Online]. 2009. Available from <http://ablehealth11.blogspot.com>

²⁵ แรงผลักดันที่ทำให้ผู้ชายเกาหลีใต้ออกหล่อ. มติชน. (10 May 2006).

²⁶ ผู้ชายพลาสติก [Online]. (n.d). Available from <http://www.sanook.com>

2.2 The frequency and percentage of samplings' rhinoplasty method

Table 12 Part of nose on rhinoplasty surgery (Samplings group A)

Part of nose	Frequency	Percentage
Nasal bridge augmentation	10	100
Ala size reduction	3	30
Tear-drop nasal tip creation	1	10
Others	0	0
Total	14	140*

*The samplings can choose multi-answers, so the total percentage is more than 100%.

From Table 12, the research shows the result that nasal bridge augmentation is the part of nose that samplings group A, who already had rhinoplasty, chose to undergo in rhinoplasty process with the 100 percentage from total answers, 10 people. The other parts of nose that samplings had on rhinoplasty is ala size reduction for 3 people (30%), and tear-drop nasal tip creation for 1 people (10%) accordingly.

As mostly original face figures of Thai people contain of low nasal bridge, then the augmentation on the height of nasal bridge is the top consideration of consumers. However, during the research, the researcher also found out that alarplasty is also the popular method to reduce the size of alae which is significant problem of people who have large alae. Therefore, those two methods always apply together in order to result consumers' best satisfaction.

Table 13 Rhinoplasty surgery method (Samplings group A and Samplings group B)

Rhinoplasty method	Frequency	Percentage
Filler injection	14	32.6
Silicone insertion	24	55.8
Tip behind-ear cartilage graft insertion	2	4.7
Thread lifting	5	11.6
Alarplasty	8	18.6
Others	0	0
Total	53	123.3*

*The samplings can choose multi-answers, so the total percentage is more than 100%.

From Table 13, the research shows the popular method of rhinoplasty surgery that samplings group A and samplings group B, had/ is going to have is the silicone inserting for 24 people (55.8%), following by filler injection for 14 people (32.6%), alarplasty for 8 people (18.6%), thread lifting (5%), and tip behind-ear cartilage graft insertion for 2 people (4.7%).

The result of popular rhinoplasty method in this quantitative part is relative to the result analyzed in the qualitative part earlier from in-depth interview. From all methods, the silicone insertion is the most popular choice as this technique was taken place for a long time. Filler injection, the close-surgery methods also gain more interest from consumers as it seems safe and less painful than the silicone insertion. Additionally, alarplasty is the popular method that Thai consumers always have together with their rhinoplasty

process as the character of Thai people's nasal base and alae are mostly large and flared.

2.3 The frequency and percentage of samplings' estimated budget on rhinoplasty

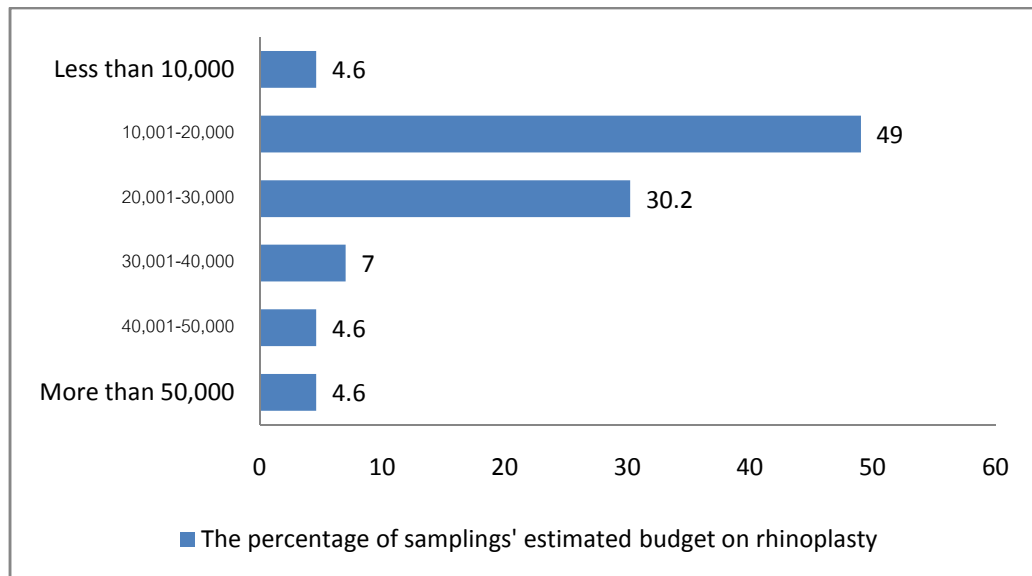


Figure 21 Estimated budget on rhinoplasty (Samplings group A and Samplings group B)

The estimated budget on rhinoplasty of samplings group A and samplings group B, from Figure 21, is represented in the rank chart which the price of 10,001-20,000 baht is the most choice of budget that was chosen for 21 people, represented as 49%. The price of 20,001-30,000 baht is in the second rank for 13 people (30.2%) and the price of 30,001-40,000 baht is for 3 people (7%). Lastly, the price of less than 10,000 baht, 40,001-50,000 baht, and more than 50,000 stands on for 2 people (4.6%) each.

2.4 The frequency and percentage of samplings' reasons of rhinoplasty

Table 14 The reasons of rhinoplasty (Samplings group A and Samplings group B)

Reasons	Frequency	Percentage
To be more beautiful/handsome	37	86
To look alike a favorite star	1	2.3
Often being mocked about nose	5	11.6
To gain appreciation from others	5	11.6
To be more attractive from opposite gender	5	11.6
Job/ Career depends on facial feature	2	4.6
To adjust own luck or fortune	12	28
Parents/ Family force to do	0	0
Close/ Intimate friend suggests to do	5	11.6
Others	1	2.3
Total	73	169.7*

*The samplings can choose multi-answers, so the total percentage is more than 100%.

From Table 14, the reason that samplings desire to be more beautiful or handsome is the most popular answer on the survey gained from 37 people (86%). Another popular reason on rhinoplasty is to adjust their own luck or fortune for 12 people (28%).

This result reflects the different value between Thai people and Korean people. According to the documentary research findings that Korean people in the value of aesthetic aspect is for the purpose of their success in life, career and marriage, Korean people pursue cosmetic surgeries because they believe that the good appearance will make them get jobs, be promote in high level of

their social status, have more chance to find a nice husband or wife and be better treated from others in society. While as Thai people would go for cosmetic surgeries for main reason of the desire to be more beautiful and handsome and to adjust their own luck or fortune relating to the belief of Chinese elements accordingly.

As most of Thai people are Thai-Chinese, then it is usual that the belief of Chinese elements in face reading has penetrated through Thai consumer's behavior to have rhinoplasty surgery. Success luck is analyzed according to the physical and structural balance, symmetry of features and apparent firmness and quality of yang chi, and the general direction of a person's destiny is revealed by the bone structure and features of the head and face which Chinese people believe that head and face impart the true essence of a person's character and yang energy. Thus, yang energy must be robust and strong, and then only does it indicate a life of success and prosperity²⁷.

All features in a person's face can indicate their fortune, due to the principle belief of Chinese. To give example of Chinese traditional desired feature, there is some popular saying among Chinese;

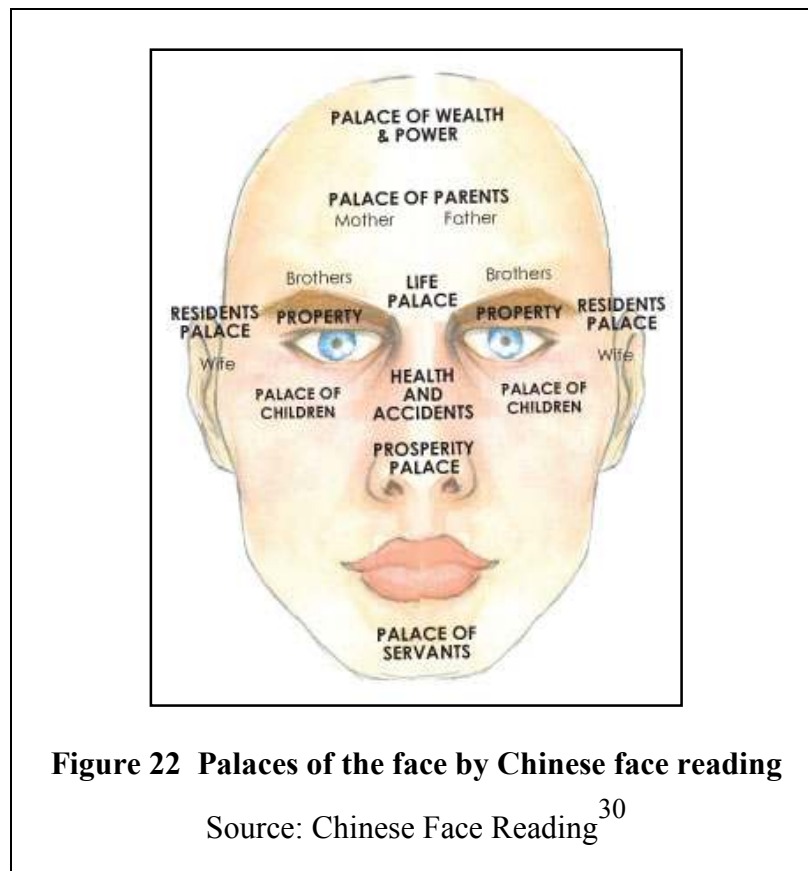
“A square face favors men, while an oval face favors women.”²⁸

“A man's face depends on its vigor, while a woman's face depends on its color.”²⁹

²⁷ Signs of Success & Good Fortune on your Head & Face [Online]. 2007. Available from : http://www.wofs.com/index.php?option=com_content&view=article&id=562:signs-of-success-a-good-fortune-on-your-head-a-face&catid=21:wealth&Itemid=37

²⁸ Rong, J. Chinese Face Reading: What Your Nose Says About You. In Face Reading Series VI: Do you have a Nose for Luck [Online]. 2006. Available from : <http://voices.yahoo.com/chinese-face-reading-nose-says-you-36866.html>

²⁹ Ibid.



Here is some information about Chinese face reading from nose³¹.

Eagle Nose³²

This particular type of nose can be classified as such if nasal ridge is high and the nasal tip is pointed sharply downward. Also, the nostrils are extremely exposed. A person with this type of nose will look for any chance to take advantage of people. Even if it's friends and family, they are only looking out for themselves. However, when they reach 41 to 50 years of age, they will find obstructions to their money path.

³⁰ Ibid.

³¹ Ibid.

³² Ibid.

Visible Nostrils³³

A person with visible nostrils will have harder time saving money. Thus this type of nose is sometimes called the “Broke Nose”. Broke refers to the lack of money. Actually, a person with this type of nose is extremely lax when it comes to spending money because of the fact that they like to treat others well, and therefore it is hard for them to have any savings.

Unlucky Spouse Nose³⁴

There is a certain type of nose that is particular bad for men or women when it comes to how it affects their significant other. This type of nose rather shows in three bumps. When there is a bump at the middle of the nose, this creates the three bumps: the first where the forehead concaves into the nose, the bump in the middle of the nose, and the bump of the tip of the nose. This type of nose signifies a certain attitude of the person. They won't respect the opinion or the thoughts of their significant other and will often care more about saving face. They might even start yelling at their other half right in public. Additionally, when they reach 41 to 50 years of age, they could encounter a large disruption in their personal and professional relationships.

Lion Nose³⁵

The 3 large parts of the nose can spot this type of nose. The flesh covering the nostrils are large and rounded, as well as the tip of the nose. The

³³ Ibid.

³⁴ Ibid.

³⁵ Ibid.

three rounded sections of the nose indicate this person is extremely lucky when it comes to money. They could buy lottery tickets and win, perhaps not the jackpot, but they will have good luck when it comes to a game of chance. Making money in their businesses won't be hard, especially when they reach the age of 41 to 50. However, if a female has this type of nose, it means her marriage will be extremely unstable. She should marry later in life or marry someone who is at least 10 years older.

Straight Nose³⁶

The bridge of the nose goes straight down, without any bumps or indentations. This type of person is very straightforward and they don't try to be rude or nice, but rather, truthful. Thus this person can very easily offend other people without knowing it. They will, however, be very hard working, steady, and independent. During the ages of 41 to 50, they will most likely reach another peak in their careers.

Line Nose³⁷

The nostrils will not be noticed on this type of nose, and both the flesh covering the nostrils and the tip of the nose line up in a straight line. A person with this type of nose knows how to handle money and those materials that come with money. They can resist buying things until they are on sale, or comparison shop until they get the best price. They are very detail oriented and know how to get the best out of each and every deal.

³⁶ Ibid.

³⁷ Ibid.

Rounded Nose³⁸

For this type of nose the bridge of the nose is rounded instead of straight. A curve appears from the top of the nose to the bottom. This type of nose means the person is good as a businessperson. They have a lot of raw talent and luck when it comes to being in business.

Mole³⁹

A mole on the nose means they could have obstructions when it comes to making money. When a person with a mole on their nose reaches the age of 41 to 50, they will have an incident where a lot of money is lost.

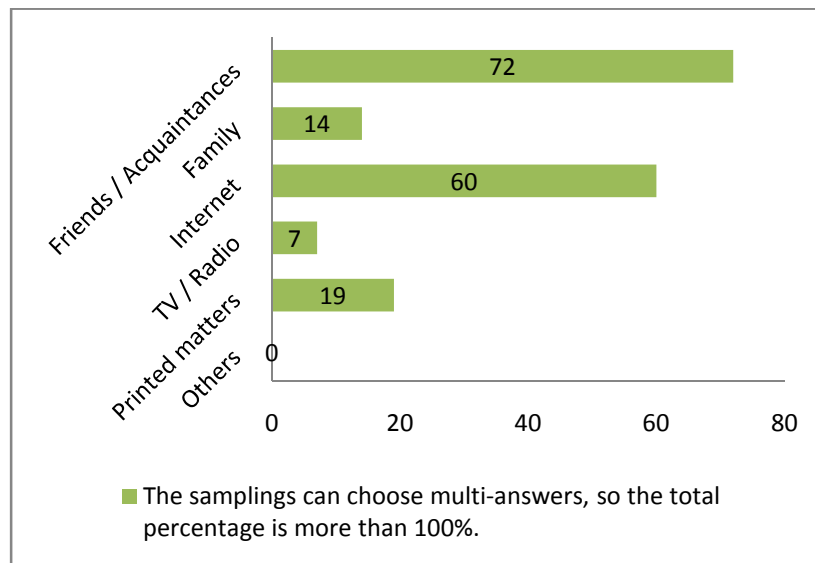
From the above information, when related to Table 8, it can reflect that Thai people with the age 26-30 years old, who is in the group of high demand in aesthetic aspects, is also the group of people who mostly effects with the belief of Chinese elements, face reading for fortune. This should be because they want to secure their future to be good luck and successful or afraid that their original appearance might not appropriate for their present job, as they already graduated and in the working period of life. Moreover, some Thai people go to consult with physiognomist before decision in rhinoplasty. Therefore, if there are any surgeons who are knowledgeable in physiognomy, they would gain more interest from consumers who would like to undergo aesthetic surgeries with the expectation of better luck and success in their life after surgery⁴⁰.

³⁸ Ibid.

³⁹ Ibid.

⁴⁰ รวีโรจน์. ศัลยกรรมตามคำทำนาย. ใน สวยสั่งได้ด้วยศัลยกรรมเกาหลีพีไอเออร์. กรุงเทพมหานคร: อนิเมทกรุ๊ป, 2552.

2.5 The frequency and percentage of sampling's media perception



**Figure 23 The percentage of samplings' media perception
(Samplings group A and Samplings group B)**

Figure 23 is concerned about the media or communication channels that they have perceived and effect to their desire of rhinoplasty. The chart shows there are two remarkable types of communications which is strongly influential. For 10 samplings (8%) and 33 samplings (25%), they perceived the information about rhinoplasty from interpersonal communication – friends or acquaintances for 31 answers (72%) and their own family for 6 answers (14%), while secondly, they perceived rhinoplasty information from internet for 26 answers (60%), thirdly from printed matters for 8 answers (19%), and lastly the least media channel is from television/radio for 3 answers considering as 7%. This question allows samplings to answer more than 1 answer, so the total percentage is more than 100%.

Thus, from Figure 23, there is undeniable result that various types of media channels are influential towards consumers on the aspect of aesthetic surgery outstandingly. Especially, in this electronic world, the internet where consumers can get into the data quickly and promptly around the world, is the important factor that people can decide faster and easier to have any cosmetic surgery.

2.6 The frequency and percentage of factors influencing samplings' decision

**Table 15 The factors influencing samplings' decision on rhinoplasty
(Samplings group A and Samplings group B)**

Factors/Rating	Most important	Important	Less important	Least Important
Surgeon (Product)	37 (86%)	2 (5%)	3 (7%)	1 (2%)
Price	4 (9%)	29 (67%)	6 (14%)	4 (9%)
Place	2 (5%)	4 (9%)	20 (47%)	17 (40%)
Promotion	0 (0%)	8 (19%)	14 (33%)	21 (49%)

From Table 15, based from the principle of marketing 4P, the most important factor on samplings' decision on rhinoplasty surgery is product, here considered as surgeon, 37 people of samplings (86%). And the least important factor is promotion as 21 people (49%) gave the rank for. This can summarize that in Thailand, the cosmetic surgery is focused on the expertise of surgeon, rather than the price, place or promotion. The consumers will choose a clinic or hospital from the surgeon they prefer. The common behavior of Thai consumers is that firstly choosing the surgeon, then consider

for the appropriate and affordable price. The place is the third process of decision and lastly the promotion that a clinic or hospital launches at that time.

2.7 The frequency and percentage of surrounding people' feedback after rhinoplasty

Table 16 The feedback of surrounding people after rhinoplasty (Samplings group A)

Feedback	Frequency	Percentage
Admit	0	0
Admit and appreciate with the result	9	90
Indifferent / Unconcerned	1	10
Refuse / Reject	0	0
Total	10	100

From Table 16, mostly, the feedback of surrounding people of samplings after rhinoplasty is in the positive feedback as admit and appreciate with the result for 90%.

Thai society, in the present time, is more acceptable people who have cosmetic surgery more than in the past. From the in-depth interviews also shows the positive comments of Thai people' attitude on cosmetic surgery that it is not a harmful thing to society and surrounding people because those people do not make anyone in trouble.

3. The analysis from attitude and behavior of sample group

In this part, the researcher would like to show the main result from the survey that reflects Thai consumers' attitude and behavior on the Korean-styled rhinoplasty in Thailand as following;

3.1 Samplings' opinions towards people with nasal bridge

Table 17 Rating opinions towards people with nasal bridge

Rating Questions	Totally Agree	Agree	Disagree	Totally Disagree
Beautiful/ handsome people are the ones with nasal bridge.	11 (8%)	54 (42%)	59 (45%)	6 (5%)
People with nasal bridge can beautifully make up than people without nasal bridge.	25 (19%)	69 (53%)	31 (24%)	5 (4%)
People with nasal bridge are attractive to opposite gender.	7 (5%)	46 (35%)	66 (51%)	11 (8%)
People with nasal bridge can increase their own chance to find a job.	7 (5%)	28 (22%)	70 (54%)	25 (19%)
People with nasal bridge are self-confident than people without nasal bridge.	13 (10%)	60 (46%)	43 (33%)	14 (11%)
People with nasal bridge will not interest to have rhinoplasty.	21 (16%)	50 (38%)	52 (40%)	7 (5%)

From Table 17, it shows that most samplings have the positive attitude towards people with nasal bridge in term of physical advantage. But in terms of sexual appeal and the job opportunity, most samplings have the opinion that it is not necessary that people with nasal bridge will gain more interest from opposite gender or get a job.

3.2 Samplings' opinions towards people without nasal bridge

Table 18 Rating opinions towards people without nasal bridge

Rating Questions	Totally Agree	Agree	Disagree	Totally Disagree
People without nasal bridge or with large alae have an inferiority complex.	5 (4%)	16 (12%)	70 (54%)	39 (30%)
People without nasal bridge always interest to have rhinoplasty.	16 (12%)	80 (62%)	27 (21%)	7 (5%)

From Table 18, samplings' attitude towards people without nasal bridge is in the positive way. People without nasal bridge or with large alae do not mean that they have inferiority complex. However, the rating opinion that people without nasal bridge always interest to have rhinoplasty gains the agreed result. This can interpret the attitude of consumers towards people without nasal bridge or low nasal bridge as **Positive**.

3.3 Samplings' opinions towards rhinoplasty in Thai society

Table 19 Rating opinions towards rhinoplasty in Thai society

Rating Questions	Totally Agree	Agree	Disagree	Totally Disagree
Rhinoplasty surgery, now, is safe.	10 (8%)	94 (72%)	26 (20%)	0 (0%)
Rhinoplasty surgery is now considered as a normal practice in Thai society.	22 (17%)	99 (76%)	8 (6%)	1 (1%)
Rhinoplasty surgery is a trend in Thai society.	23 (18%)	77 (59%)	29 (22%)	1 (1%)

From Table 19, samplings' opinions toward rhinoplasty in Thai society reflects the positive attitude that most of samplings have the opinions that rhinoplasty now is safe and acceptable in Thai society. Additionally most of samplings acknowledge that rhinoplasty surgery is a trend in Thai society.

3.4 Samplings' opinions towards Korean stars and cosmetic surgery

Table 20 Rating opinions towards Korean stars and cosmetic surgery

Rating Questions	Totally Agree	Agree	Disagree	Totally Disagree
Korean stars' faces are beautiful/ handsome.	21 (16%)	83 (64%)	24 (18%)	2 (2%)
Korean stars' faces are similar.	69 (53%)	55 (42%)	6 (5%)	0 (0%)
Most Korean stars had ever undergone cosmetic surgeries.	79 (61%)	47 (36%)	4 (3%)	0 (0%)
South Korea is famous in cosmetic surgery.	73 (56%)	52 (40%)	5 (4%)	0 (0%)

Table 20 shows the rating opinion given by the samplings on the attitude towards Korean stars and cosmetic surgery. The result is related to the result from in-depth interviews that most of samplings have the positive attitude towards Korean stars appearance and agree that South Korea is famous in cosmetic surgery sector. Thus, almost the total of the samplings, for 97%, have an opinion that most Korean stars had ever undergone cosmetic surgeries. This can interpret consumers' attitude as **Positive** towards Korean stars appearance and their cosmetic surgeries.

3.5 Samplings' opinions towards Korean-styled nose

Table 21 Rating opinions towards Korean-styled nose

Rating Questions	Totally Agree	Agree	Disagree	Totally Disagree
Korean stars' noses are beautiful.	20 (15%)	66 (51%)	43 (33%)	1 (1%)
If talking about "Korean-styled" nose, you will think about Korean stars' faces.	33 (25%)	80 (62%)	15 (12%)	2 (2%)
If talking about "Korean-styled" nose, you will think about the tear-drop shape.	19 (15%)	76 (58%)	34 (26%)	1 (1%)

Rating opinions towards Korean-styled nose was shown in positive attitude in Table 21. Most samplings admire the beauty of Korean-styled nose and will think about Korean stars' face when talking about Korean nose. Moreover, the survey shows that the tear-drop shape is being the characteristic of Korean-styled nose among Thai consumers' perception. This can interpret that Thai consumers have **Positive** attitude towards Korean-styled nose.

3.6 Samplings' opinions towards the wording "Korean-styled" in aesthetic clinics

Table 22 Rating opinions towards the wording "Korean-styled" in aesthetic clinics

Rating Questions	Totally Agree	Agree	Disagree	Totally Disagree
You may notice that now in Thailand there are many clinics with wording "Korean-styled".	60 (46%)	65 (50%)	5 (4%)	0 (0%)
Clinics with wording "Korean-styled" will gain popularity and interest from consumers more than others without this wording.	32 (25%)	72 (55%)	26 (20%)	0 (0%)
If you want to go to an aesthetic clinics, you will choose one with the wording "Korean-styled".	18 (14%)	47 (36%)	51 (39%)	14 (11%)

Table 22 shows the result of samplings' opinions towards the popularity of Korean-styled aesthetic clinic in Thailand. Definitely, the increasing of clinics with the wording "Korean-style" is remarkable for Thai consumers. However, the decision of samplings to go to those Korean-styled aesthetic clinics is in the equal rating of agree and disagree.

3.7 Samplings' opinions towards Thai and Korean cosmetic surgeons

Table 23 Rating opinions towards Thai and Korean cosmetic surgeons

Rating Questions	Totally Agree	Agree	Disagree	Totally Disagree
Thai surgeons are expertise in rhinoplasty, equal to Korean surgeons.	54 (41.5%)	66 (50.8%)	10 (7.7%)	0 (0%)

From Table 23, most samplings have an opinion that Thai surgeons are expertise in rhinoplasty, equal to Korean surgeon with the rating 92.3% of total samplings.

3.8 Samplings' opinions towards the impact factor of rhinoplasty decision

Table 24 Rating opinions towards the impact factor of rhinoplasty decision

Rating Questions	Totally Agree	Agree	Disagree	Totally Disagree
Presenters and before-after photos of clinics	29 (22%)	85 (65%)	15 (12%)	1 (1%)
Surgeons and their fame	84 (65%)	43 (33%)	3 (2%)	0 (0%)
Reviews from websites	36 (28%)	87 (67%)	5 (4%)	2 (2%)
Media advertising of clinics	25 (19%)	86 (66%)	16 (12%)	3 (2%)
Service quality of clinics	36 (28%)	88 (68%)	6 (5%)	0 (0%)
Medical equipments and technology	69 (53%)	58 (45%)	3 (2%)	0 (0%)
Result guarantee	58 (45%)	64 (49%)	8 (6%)	0 (0%)
After-service actions	58 (45%)	68 (52%)	4 (3%)	0 (0%)

Table 24 shows the impact factor of rhinoplasty decision of samplings. The questions were designed from the qualitative research result. All of the impact factors in the table, which is in the consideration of consumers on the decision of rhinoplasty, are being rating in mostly agreed opinion from samplings. Surgeon and their fame is not the only factor that consumers consider as the most important one, but also the medical equipment and technology of rhinoplasty are being concerned. Other important factors are the presenters, the before-after photos of each clinic, reviews from websites, advertisement of clinics, result guarantee, and after service actions.

3.9 Samplings' opinions on the prediction of trend

Table 25 Rating opinions on the prediction of trend

Rating Questions	Totally Agree	Agree	Disagree	Totally Disagree
Korean wave will further last in Thai society for a long period.	28 (22%)	77 (59%)	25 (19%)	0 (0%)
In future, Thai people may have "Korean-styled" faces increasingly.	20 (15%)	47 (36%)	49 (38%)	14 (11%)

From the rating opinions result in Table 25. This can describe the opinion of samplings towards the growth of Korean wave in Thai society and the prediction of trend. Most of samplings have opinion that Korean wave can still last in Thai society for a long further period. Indeed, the effect of aesthetic ideals from Korean wave, which emerged the cosmetic surgery trend in Thailand, may take an effect that Thai people, in the future, might possibly have "Korean-styled" face.

CHAPTER V

CONCLUSION AND SUGGESTION

Conclusion of the research

Since Korean wave has been penetrated thorough Thai people's life in many aspects; fashion, food, tourism, film, cosmetics, and also cosmetic surgery, Thai society has changed its structures. Many businesses use the benefit of Korean wave to gain the attract consumers to purchase their Korean-style product. And that was successful as we can see Korean wave still remain in society. During these 3-4 years ago, Korean wave became new trend of cosmetic surgery style for Thai people who would like to change or adapt their appearance to be more fascinated or with the purpose of luck, removing their flaws or so on. This research would focus mainly on the rhinoplasty as it is the most popular kind of cosmetic surgery in Thai society in the present time. After they perceive the Korean wave media from various channels of media types, the idea of appreciation for Korean beauty style emerges in their mind and that lead to the decision for Korean-style rhinoplasty. We cannot refuse that media consumption is the important factor that build this trend. Interpersonal communication, transferring information from one person to another, is the most way that Thai consumers perceive the information about rhinoplasty. Then, the internet and the printed matters are also the influential factors in the second and third range of the survey result.

The rhinoplasty methods in Thai aesthetic institutes in this research are vary and the survey result points out that the most popular method that consumers interest

to fulfill their beauty surgery needs is the insertion of soft silicone, for the reason that it would give a natural look but durable in their lifetime.

From the appearance of Korean stars that we perceive from Korean media, Thai consumers give the same short definition of Korean beauty style as “not-too-much” style, even though those beauty might come from much of cosmetic surgery process. The usage of wording “Korean-styled” is spreading out throughout Thai aesthetic institutes is the clear evidence how Korean wave affects on Thai beauty industry. From the research survey, the request explanation of rhinoplasty that Thai consumers mostly explain to surgeon is “not-too-much” but suitable with their own face figure. This idea of beauty style comes from the invention of Korean beauty style that Korean surgeons use it and explode the fame of Korean cosmetic surgery advancement throughout worldwide’ views.

This research is different from the previous research on cosmetic surgery in Thailand on the point that I focus on the Korean-style rhinoplasty which is done in Thai institutes, instead of Korea where is the origin of this trend. No matter how expensive in rhinoplasty cost in Korea is, Thai consumers is considering about the price for only one variable. Other important variables are Thai surgeons’ expertise and the language for communication. Anyway, although Thai cosmetic surgery business gain the popularity among Thai people, Korea is still catching up the attention from consumers around the world in their incredibly success in promoting this business. The main reason is that Korean government sees how the beauty business is the way to gain a lots of money figure from travelers worldwide and thus, they give the good support for private sectors in the cosmetic surgery part and their traditional belief for the beauty is the success leading them to the world of cosmetic surgery.

General suggestion

We cannot refuse that cosmetic surgery industry is being one of factors making South Korea well known worldwide. Many travelers visit Korea not only for leisure purpose, but also for cosmetic surgeries. However, in recent years, the Korean beauty trend is spread out all over the world and surgeons in many countries, including Thailand, had an attempt to study the sophisticated technique on various types of cosmetic surgery to get the closest look of Korean style. For Thai people, still most of them who pursue rhinoplasty or other kinds of cosmetic surgery would rather choose to undergo with Thai surgeons in Thailand. In author's point of view, there could be much benefit whether Thailand would export the idealistic of Thai beauty style into the world' views. As most Thai people believe in Thai surgeons' expertise and the cost of cosmetic surgeries in Thailand is much cheaper than in Korea. If Thai government would give more attention and support, Thailand would be one of the top destination countries for travelers in the purpose of cosmetic surgeries also, referring to the documentary reviews found that travelers from Vietnam, United States, United Kingdom, Japan, Australia, and Middle East countries are also coming to Thailand in large numbers for cosmetic surgery.¹

Research Limitation

During the research process of collecting qualitative data from interviews of various group of consumers, the research still limit in the capability to access the surgeons who is the important factor that consumers decide to pursue rhinoplasty surgery. Due to the fame of some surgeons, many consumers visit their clinics during

¹ ธุรกิจศัลยกรรมไทยขยายสู่อินเทอร์เน็ต [Online]. 2009. Available from : <http://www.thaipr.net>

a day, thus it is quite difficult to ask for the cooperation in the interview of this study. The best that the researcher can get the information and attitudes of those surgeons is finding out the cited interview articles from published matter or from their own clinic website. Therefore, the research is limit to focus on the side of consumers, rather than the surgeons whose participation could be benefit more or less in this study.

Another limitation is the result in the age range of samplings. As the research surveyed from aesthetic clinics in Bangkok and surgery websites, it is difficult to get the different aspects of attitude and behavior from the others samplings who do not reach any kind of media channel concerning to Korean wave or aesthetic trend, or people who have insufficient income to attain the service from those clinics. Then, the result in this research is based only on the people who is in quite well financial status.

Future work suggestion

As this research is focusing on the rhinoplasty surgery which is one popular kinds of cosmetic surgeries in Thai society. Nevertheless, there is never existing evidences of the studies about other kinds of cosmetic surgery in Korean-style such as Korean-styled eye-lid surgery, Korean-styled breast surgery, or others. Therefore, in order to gain the behaviors or attitudes of consumers towards other kinds of Korean-styled cosmetic surgery, I would like to recommend the authors and researchers who interest in Korean wave' s influence, or in the development of aesthetic surgery trend in Thailand to get the closer understanding by the study of those topics.

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APPENDICES

APPENDIX A

List of informants for in-depth interviews

1. Mr. Prapat Atthakor
2. Miss Kullawan Wannalee
3. Miss Nonthiya Buapetch
4. Miss Jutamas Sinwiroj
5. Miss Yuwarin Assawakitiroj
6. Miss Supatcha Indusobhana
7. Miss Pornpansa Luesinghanard
8. Miss Tawima Chaiyongyos
9. Miss Chantrarat Tayadsuwan
10. Mr. Pongsathorn Hiranyavej
11. Mr. Sakphawinit Mitmat
12. Mr. Paweekorn Wongwanitchayanukoon

Actually total informants are 20 persons, but the eight other informants don't want to reveal their names as their own privacy.

APPENDIX B

Questions on in-depth interviews with Thai consumers who ever had rhinoplasty surgery

1. When and where did you choose for rhinoplasty surgery?
2. How do you know that clinic or hospital?
3. Which style of clinic or hospital is?
4. How about your original nose?
5. Which style of your after-surgery nose is?
6. Who is your surgeon? - Is he/she famous? - How do you know this surgeon?
7. How much of your budget expenses on rhinoplasty surgery?
8. Who pay for your surgery expenses (yourself/parents/or others)?
9. What is your rhinoplasty surgery method?
10. If others ask you about your rhinoplasty surgery, will you reveal or suggest?
11. What is your reason and expectation of rhinoplasty surgery?
12. Do you satisfy with the result, if not, how would you like to adjust? Would you adjust with the same surgeon?
13. Who did you go with?
14. Did your parents acknowledge of your rhinoplasty surgery?
15. How are the feedbacks of surrounding people after your surgery?
16. Are there any additional maintenance expenses after surgery?
17. How do you feel about Korean stars? (Appearance and personality)
18. Do you think that those Korean stars ever had cosmetic surgery? Why?
19. Are any Korean stars being your ideal sample for rhinoplasty surgery?
20. Is the appearance of Korean stars being one factor of your decision on rhinoplasty surgery?
21. Does the clinic or hospital you had rhinoplasty surgery has the wording “Korean-styled” advertised? If yes, does it make you more assured with the result?
22. How did you describe with surgeon about the style of nose you prefer?
23. If you already have the prominent nasal bridge, but not in Korean-style, will you still have rhinoplasty surgery?

24. Please give the definition of “Korean-styled nose” in your opinion.
25. Did you ever think about having Korean-styled face?
26. Why you choose to have rhinoplasty in Thailand, instead of Korea?
27. Will you pursue more cosmetic surgeries on other parts of your body figure?
Which parts and why?
28. Do you follow other Korean wave trend or fashion?

Questions on in-depth interviews with Thai consumers who want to have rhinoplasty surgery

The questions are applicable with questions of consumers who ever had rhinoplasty surgery, but change the wording of past action into future action.

Questions on in-depth interviews with Thai consumers who are anti cosmetic surgery

1. What kind of cosmetic surgery that you don't like?
2. How do you think whether your friend has cosmetic surgery?
3. If you have any flawing point of your figure, will you have cosmetic surgery?
4. What is your opinion when seeing others having cosmetic surgery?
5. Can you intimately be friends with persons who ever had cosmetic surgery?
6. In your opinion, what is the reason of people having cosmetic surgery?
7. Do you agree that cosmetic surgery is very popular and acceptable in Thai society nowadays?
8. Do you agree that Korean wave is one of the factor on people's decision for cosmetic surgery?
9. How do you feel about Korean stars? (Appearance and personality)
10. Do you think that those Korean stars ever had cosmetic surgery? Why?
11. If your friend wants you to accompany him/her for cosmetic surgery, will you go with?
12. If your friend wants to borrow your money for cosmetic surgery, will you lend?
13. Do you follow other Korean wave trend or fashion? Or do you anti all?

Questions on in-depth interview with webmaster of community website about cosmetic surgery

1. When you start making this website? How many of your team?

2. Why you decide to do this website? Why you use this website name?
3. Where the information of cosmetic surgery on your website came from?
4. How you promote your website?
5. Where the advertising banners on your website came from?
6. When start making this website, did they already occur Korean beauty trend in Thai cosmetic surgery circle?
7. Does Korean beauty trend effect to the popularity of your website visit?
8. How many of the visitors on your website per day?
9. How many of the registered members on your website now?
10. How many of new members register per month?
11. What is the average gender and age of your member?
12. Are there arrangements of member meeting?
13. Which kinds of visitor enter your website more, between visitors who ever had cosmetic surgery and visitors who want to have cosmetic surgery?
14. Do you agree that nowadays Thai society is more acceptable with cosmetic surgery?
15. What is your opinion about Korean-styled cosmetic surgery?

Questions on in-depth interview with Thai owner of aesthetic surgery clinic

1. Why you decide to open this aesthetic business? And when?
2. How you contact to hire the surgeons?
3. Why you choose to employ the Korean style to promote your clinic?
4. Is wording “Korean-styled” makes your clinic more popular?
5. Does your clinic really use the technique and material from Korea?
6. How about the competition in this business is? What is your advantage?
7. How you promote the clinic?
8. Which is the most popular service or treatment in your clinic?
9. If one day, Korean wave is weaken in Thai society, will you still use the wording “Korean-styled”?
10. Please indicate the benefit, problem or obstacle from the raising of Korean wave in the circle of Thai aesthetic surgery.

APPENDIX C

Questions on questionnaire in English

Part 1: Personal Information

1. Gender

- Male Female

2. Age (years old)

- lower than 20 20-25 26-30 31-35
 36-40 40-45 more than 45

3. Education level

- High school Vocational certificate High vocational certificate
 Bachelor degree Upper than bachelor degree

4. Occupation

- Government officer Private employee Own business
 Freelance job Entertainer/Actor/Actress Unemployed
 Student Others.....

5. Personal income per month (Baht)

- Less than 10,000 10,001-20,000 20,001-30,000
 30,001-40,000 More than 40,000

6. Marital status

- Single Married, no child Married, has child
 Separated Divorced

7. Did you ever have rhinoplasty surgery experience?

- Already had rhinoplasty surgery (Please also answer question number 7.1-7.4 and the rest until the end of questionnaire)
 Never, but going to have/ want to have
 Never, and will not have rhinoplasty surgery (Please skip to question number 17 until the end of questionnaire)

7.1 If ever had rhinoplasty surgery, when?

- When studying When unemployed When working

7.2 If ever had rhinoplasty surgery, which part of nose? (can choose multi-answers)

- Nasal bridge augmentation Ala size reduction
 Tear-drop nasal tip creation Others.....

7.3 If ever had rhinoplasty surgery, how many times? (Including the adjustment)

- 1 2 3 4 more than 4

7.4 If ever had rhinoplasty surgery, how is the feedback from surrounding people?

- Admit Admit and appreciate with the result
 Indifferent Denied / Reject

8. How you find the information about clinic or hospital? (can choose multi-answers)

- Friends /Acquaintances Family Internet TV/Radio
 Printed matters (Newspaper/Magazine/etc.) Others.....

9. Reason of rhinoplasty (can choose multi-answers)

- To be more beautiful/handsome To look alike a favorite star
 Often being mocked about nose To gain appreciation from others
 To be more attractive from opposite gender
 Job/ Career depends on facial feature To adjust own luck or fortune
 Parents/ Family force to do Close/ Intimate friend suggests to do
 Others.....

10. Rhinoplasty surgery method (for who already had/ and interest to have)

- Filler injection Silicone insertion
 Tip behind-ear cartilage graft insertion Thread lifting
 Alarplasty Others

11. Do you ever try these following methods? (can choose multi-answers)

- Highlight nasal bridge when make up Use nose clip
 Use nose roller Never use any methods Others.....

12. Please choose the character of your original nose (can choose multi-answers)

- Without / less nasal bridge Open nasal tip Close nasal tip

- Large alae Flared alae Others.....

13. How did you adjust your nose? / How would you like to adjust your nose?

(can choose multi-answers)

- Increase the height of nasal bridge a little
 Increase the height of nasal bridge a lot
 Prolong the shape of nose
 Make nasal tip more open Make nasal tip more close
 Reduce the size of alae / Make nasal base more narrow
 Create tear-drop nasal tip Others.....

14. Estimated budget on rhinoplasty surgery

- Less than 10,000 10,001-20,000 20,001-30,000
 30,001-40,000 40,001-50,000 More than 50,000

15. If anyone asks you about your rhinoplasty, will you reveal or suggest?

- Pleased to reveal to everyone Pleased to reveal to close friends only
 Pleased to reveal to everyone and will write a review on internet
 Will not reveal to anyone

16. Please give the rating important to the factors influencing your decision on rhinoplasty (Most important=1, Least important=4)

_____ Surgeon _____ Price _____ Promotion _____ Place

17. For who never and will not have rhinoplasty surgery, please give the reason (can choose multi-answers)

- Not necessary Afraid of danger Extravagant
 Parents don't approve Afraid of social acceptance
 Others.....

Part 2: Attitudes about rhinoplasty surgery and Korean wave

Attitude about rhinoplasty surgery	Totally Agree	Agree	Disagree	Totally Disagree
18. High and nice nasal bridge make good personality.				
19. Beautiful/ handsome people are the ones with nasal bridge.				
20. People with nasal bridge can beautifully make up than people without nasal bridge.				
21. People with nasal bridge are attractive to opposite gender.				
22. People with nasal bridge can increase their own chance to find a job.				
23. People with nasal bridge are self-confident than people without nasal bridge.				
24. People with nasal bridge will not interest to have rhinoplasty.				
25. People without nasal bridge or with large alae have an inferiority complex.				
26. People without nasal bridge always interest to have rhinoplasty.				
27. You always support friend to have rhinoplasty, if he/she consults with you.				
28. Rhinoplasty surgery, now, is safe.				
29. Rhinoplasty surgery is now considered as a normal practice in Thai society.				
30. Rhinoplasty surgery is a trend in Thai society.				
31. Before rhinoplasty surgery, the approval from family is needed.				

Attitude about rhinoplasty surgery	Totally Agree	Agree	Disagree	Totally Disagree
32. Person who admits that ever had rhinoplasty surgery is appreciated.				
33. Person who ever had rhinoplasty surgery but denies or refuses should be opposed from society.				
34. Person having rhinoplasty surgery, actually expects to become stars.				
35. Quality of rhinoplasty surgery depends on price.				
36. Safety of rhinoplasty surgery depends on price.				
37. Good rhinoplasty is the unnoticed result.				
38. Presenters or before-after photos of clinics or hospitals are important for consumers' decision on rhinoplasty surgery.				
39. Surgeons and their fames are important for consumers' decision on rhinoplasty surgery.				
40. Reviews from websites are important for consumers' decision on rhinoplasty surgery.				
41. Advertising media on various channels are important for consumers' decision on rhinoplasty surgery.				
42. Service of clinics/hospitals is important for consumers' decision on rhinoplasty surgery.				

Attitude about rhinoplasty surgery	Totally Agree	Agree	Disagree	Totally Disagree
43. Medical equipments and technologies are important for consumers' decision on rhinoplasty surgery.				
44. Result guarantee is important for consumers' decision on rhinoplasty surgery.				
45. After-service of clinics/hospitals is important for consumers' decision on rhinoplasty surgery.				
Attitude about Korean wave and rhinoplasty surgery trend in Thai society	Totally Agree	Agree	Disagree	Totally Disagree
46. If you would like to have rhinoplasty, you will choose the same surgeon with famous stars or celebrities.				
47. If you would like to have rhinoplasty, you will choose the same surgeon with your friends/acquaintances.				
48. If you would like to have rhinoplasty, you will choose the famous clinic or hospital.				
49. Caution to be careful of nose after rhinoplasty surgery is the difficulty for life.				
50. Result on rhinoplasty surgery is worthwhile for the pain occurred during process.				

Attitude about Korean wave and rhinoplasty surgery trend in Thai society	Totally Agree	Agree	Disagree	Totally Disagree
51. Korean stars' faces are beautiful/handsome.				
52. Korean stars' faces are similar.				
53. Most Korean stars had ever undergone cosmetic surgeries.				
54. South Korea is famous in cosmetic surgery.				
55. In your opinion, Korean stars' noses are beautiful.				
56. If talking about "Korean-styled" nose, you will think about Korean stars' faces				
57. If talking about "Korean-styled" nose, you will think about the tear-drop nasal tip nose shape.				
58. News/media of cosmetic surgeries of Korean stars is influenced to the cosmetic surgery practice in Thai society.				
59. Person who would like to have tear-drop nasal tip nose shape will give an example of Korean stars or bring a photo of Korean star to consult with surgeon.				
60. You may notice that now in Thailand there are many clinics with wording "Korean-styled".				
61. Clinics with wording "Korean-styled" will gain popularity and interest from consumers more than others without this wording				

Attitude about Korean wave and rhinoplasty surgery trend in Thai society	Totally Agree	Agree	Disagree	Totally Disagree
62. If you want to go to an aesthetic clinics, you will choose one with the wording “Korean-styled”.				
63. Persons having Korean-styled rhinoplasty surgery, actually expect to change their own faces to be in Korean style.				
64. Korean-styled rhinoplasty surgery is safe.				
65. Thai surgeons are as expertise in rhinoplasty as Korean surgeons.				
66. If you would like to have rhinoplasty surgery, you will choose the clinic/hospital in Thailand, instead of Korea.				
67. Price is an important factor of consumers’ decision to have rhinoplasty surgery in Thailand.				
68. Language communication is an important factor of consumers’ decision to have rhinoplasty surgery in Thailand.				
69. Korean wave will further last in Thai society for a long period.				
70. In future, Thai people may have “Korean-styled” faces increasingly.				

BIOGRAPHY

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