

FACTORS DETERMINANT OF DECISION-MAKING IN HAVING COSMETIC SURGERY OF
KOREAN PEOPLE



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จุฬาลงกรณ์มหาวิทยาลัย

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งานวิจัยนี้ศึกษาการตัดสินใจที่มีอิทธิพลต่อการศัลยกรรมความงามของเกาหลี โดยมี
วัตถุประสงค์หลัก 2 ประการ คือ 1) เพื่อศึกษาว่าปัจจัยทางด้านประชากรศาสตร์ที่แตกต่างกันมี
ผลต่อการตัดสินใจของชาวเกาหลีต่อการศัลยกรรมความงามหรือไม่ 2) เพื่อค้นหาปัจจัยที่มี
อิทธิพลในการตัดสินใจของชาวเกาหลีต่อการศัลยกรรมความงาม

งานวิจัยนี้ใช้วิธีวิจัยเชิงปริมาณและใช้แบบสอบถามเป็นเครื่องมือในการวิจัย
แบบสอบถาม 108 ชุด ใช้เก็บข้อมูลในการวิจัยครั้งนี้ ผู้กรอกแบบสอบถามทั้งหมดเป็นชาวเกาหลี
ที่ได้รับผ่านการผ่าตัดเสริมความงามมาแล้ว ข้อมูลที่ได้นำมาวิเคราะห์โดยใช้สถิติเชิงอนุมาน ซึ่ง
ได้แก่ Independent t-tests, One-way ANOVA และ Multiple regression

ผลที่ได้แสดงให้เห็นว่ามีความแตกต่างกันอย่างมีนัยสำคัญในระดับอายุและกลุ่มอาชีพใน
การตัดสินใจต่อการศัลยกรรมความงามของชาวเกาหลี ผลที่ได้ยังแสดงให้เห็นว่าการตัดสินใจไป
ทำศัลยกรรมของชาวเกาหลีได้รับอิทธิพลจากผู้มีชื่อเสียงและความก้าวหน้าในอาชีพการงานเป็น
สำคัญ ผลที่ได้ยังชี้ให้เห็นว่า การตลาดควรมุ่งเน้นไปที่คนหนุ่มสาวที่ยังไม่ได้แต่งงาน โดยเฉพาะ
ผู้หญิง ผลที่ได้ยังชี้ให้เห็นว่าการรับรองของผู้มีชื่อเสียงควรมานำมาใช้ด้วยความระมัดระวังในการ
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This paper investigated influencing decision making toward cosmetic surgery of Korean. There were two main objectives developed under this aim. These objectives were 1) to examine whether different demographic factors can differently influence decision making of Korean toward cosmetic surgery, and 2) to identify the factors that influence decision making of Korean toward cosmetic surgery.

The paper was adopted quantitative approach using questionnaire as research instrument. There were 108 sets of questionnaire collected in this paper. All the questionnaires were filled by Korean who have been through cosmetic surgery. The data were test using descriptive and inferential statistical analysis tools. The inferential statistical analysis tools used in this paper were Independent t-tests, one-way ANOVA and Multiple regression.

The result showed that there are significantly different among different age level and occupation groups on decision making toward cosmetic surgery of Korean. The result also showed that the decision making toward cosmetic surgery of Korean can significantly be influenced by celebrity and career progress. The result can be implied that marketing efforts should focus on young, unmarried career workers, especially women. The result can also be implied that celebrity endorsements should be used cautiously toward cosmetic surgery.

Field of Study: Korean Studies

Student's Signature

Academic Year: 2013

Advisor's Signature

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CONTENTS

	Page
THAI ABSTRACT	iv
ENGLISH ABSTRACT	v
ACKNOWLEDGEMENTS	vi
CONTENTS	vii
CHAPTER I	1
INTRODUCTION	1
1.1 Research Background	1
1.2 Research aim	5
1.3 Research scope	6
1.4 Significance and benefits	6
1.5 Definitions	8
CHAPTER II	9
LITERATURE REVIEWS	9
2.1 Cosmetic Industry in South Korea	10
2.2 Consumer Behavior Concept	12
2.3 Demographic Characteristics and Purchasing Decisions	13
2.3.1 Gender Difference	14
2.3.2 Age	15
2.3.3 Marital Status	16
2.3.4 Level of Education	16
2.3.5 Occupation	17
2.3.6 Earning Income	17
2.4 Factors Influencing Consumer's Purchasing	18

	Page
2.4.1 Decisions Influence of Personal Value	18
2.4.2 Value and Lifestyle.....	19
2.5 Reference Groups	20
2.5.1 Personal Influences on Purchase	20
2.5.2 Family Influences on Purchase.....	20
2.5.3 Celebrity Influence on Purchase	21
2.6 Advertisements and Purchasing.....	22
2.6.1 Cosmetics Advertisements.....	23
2.7 Cosmetic Surgery as Career Investment	24
2.8 Reviews of Relevant Researches and Related Articles	25
2.9 Theoretical Framework and Hypothesis	31
2.10 Summary	33
CHAPTER III.....	35
RESEARCH METHODOLOGY	35
3.1 Research Approach.....	35
3.2 Data collection.....	36
3.2.1 Research Instrument	37
3.2.2 Reliability Test	37
3.3 Sampling Procedure	38
3.4 Data analysis	39
CHAPTER IV	41
DATA ANALYSIS AND DISCUSSION	41
4.1 Reliability Results.....	41
4.2 Questionnaire Results	43

	Page
4.2.1 Personal Information.....	43
4.2.2 Factors influencing decision making to have cosmetic surgery	48
4.2.3 Hypothesis Testing Results	51
4.2.3.1 Hypotheses 1a through 1f	52
4.2.3.2 Hypotheses 2 through 7.....	61
4.3 Discussion	66
4.3.1 Age groups and marital status.....	66
4.3.2 Celebrity	67
4.3.3 Career prospects.....	67
4.3.4 Insignificant factors	69
CHAPTER V	71
CONCLUSION AND RECOMMENDATIONS.....	71
5.1 Conclusion.....	71
5.2 Recommendations.....	73
5.3 Recommendation for Future Research.....	74
REFERENCES	76
VITA.....	88

LIST OF FIGURES

	Page
Figure 1: Asian Plastic Surgery Guide's Highest Plastic Surgery Rates for 2009	2
Figure 2: Plastic Surgery Rates for 2010	3
Figure 3: Factors impact on buyer's decision.....	13
Figure 4: Gender.....	45
Figure 5: Age	45
Figure 6: Education level.....	46
Figure 7: Marital status.....	46
Figure 8: Occupation	47
Figure 9: Monthly Income included living allowance from parents (KRW).....	47

LIST OF TABLES

	Page
Table 1: Cronbach's alpha result.....	41
Table 2: Outcomes of hypothesis testing for Hypothesis 1.....	55
Table 3: Group Statistics-H1a.....	56
Table 4: Independent Samples Test – H1a.....	56
Table 5: ANOVA-H1b.....	57
Table 6: LSD-H1b.....	57
Table 7: ANOVA-H1c.....	58
Table 8: ANOVA-H1d.....	58
Table 9: ANOVA-H1e.....	59
Table 10: LSD – H1e.....	60
Table 11 ANOVA-H1f.....	61
Table 12 Model Summary-H2 to H7.....	64
Table 13 ANOVA -H2 to H7.....	65
Table 14 Coefficients ^a -H2 to H7.....	65

CHAPTER I

INTRODUCTION

1.1 Research Background

Over the past century, Korean culture has been increasingly known around the world. It has become more familiar in Asia, Europe, and the United States of America, especially among youths. This signifies the overwhelming success that the Korean government has transferred the Korean culture worldwide. One effect of this is that the popularity of Korean fashion is increasing.

Korean fashion demonstrates Korean culture and values that have been transmitted through Korean film, drama, and songs, including the superstar's appeal. Such popularity of Korean fashion has not been automatic, but it has been supported by the Korean government, which has used cultural preparation and management in order to develop the entertainment industry. This process has been carried out systematically prior to transmitting Korean entertainment and culture industries, such as film, drama, and music, to worldwide consumers. (Raviraj, 2008)

Besides the music industry, movies, and dramas, another thing Korea is famous for is "Surgery for beauty". A popular Korean saying is that "if your face is beautiful, your heart also becomes beautiful". This belief makes Koreans try to make their faces look nice as possible, a trend that stems from ancient traditions.

Today, South Korea is the country with the fastest Internet speed in the world. (Matichon, 2012) The rapid spread of Internet and digital media over recent years has meant that pictures of good-looking Korean people disseminated and become more popular. Their pictures are posted on personal websites and Korean users can access and spread them. The ordinary people who are good-looking then are invited to show themselves in various T.V. programs, magazine, and others. Some become famous and become actors, singers, or professional mode. (GONGTO team, 2006: 43) Currently, with the advancement of technology, Koreans can benefit from it, in that can help them look better easily.

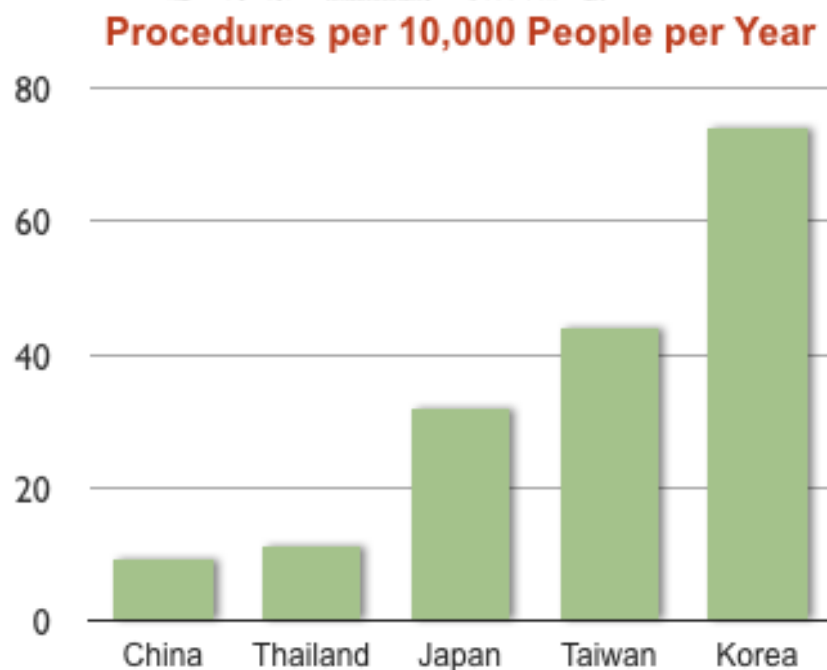


Figure 1: Asian Plastic Surgery Guide's Highest Plastic Surgery Rates for
2009

(Source: www.asianplasticsurgeryguide.com)

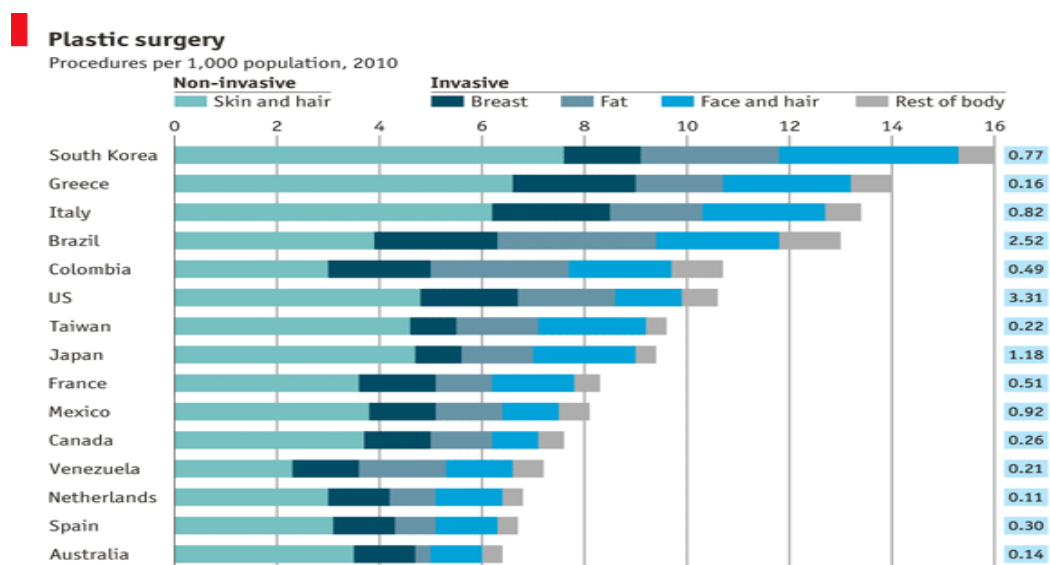


Figure 2: Plastic Surgery Rates for 2010

(Source: www.economist.com)

According to a report in popular media examining cosmetic surgery attitudes in East Asia in 2009 (see figure 1), it was found that Korean women rank first in Asia among people who want to undergo cosmetic surgery in order to improve their appearance. In 2010, a report from the International Society of Aesthetic Plastic Surgery (see figure 2) found that this ranking is still the same. Another survey found that one-fourth of female and one-sixth of male Korean Internet users has already undergone cosmetic surgery. (“Plastic Surgery All the Rage Among College Students”, 2012).

According to the report of The Chosun Ilbo (“90 percent of Korean Women Would Have Plastic Surgery, Poll Shows.”, 2012), a major Korean newspaper, 90%

Korean stated aged 20 – 40 years reported that they want to have cosmetic surgery. Another 58.2 % told that they have already undergone cosmetic surgery. This is considered high, and also suggests some people undergo more than one procedure.

Cosmetic surgery is not just a female phenomenon. Today there are also many men who want to have cosmetic surgery. After the movie ‘King and the Clown’ (2005), the fact that the protagonist played by Lee Jun-ki, has more beautiful face than the real female, is very popular. With this popularity, a new generation of men turn to have cosmetic surgery more for different reasons (GONGTO team, 2006: 43). For example, Park Hyu-Jung, a South Korean man of 24 years old who works as a mechanic in a medical company in Seoul, spent a lot of money to have cosmetic surgery all over his face and some parts of his body. He said that during the past 3 years, he had 24 cosmetic surgeries and spent 8,000,000 won (around 321,126 baht). Park’s story is only a small part of cosmetic surgery commonly found among South Korean men. Even the President Roh Moo-Hyun had cosmetic surgery to make his eyes appear to have double layers at his eyelid. (Barry, 2012)

The statistics of having cosmetic surgery in Korean people is very interesting. In order to respond, the Korean government has supported a new law related to the cosmetic surgery. This law is related to appearance changes and their potential impact on the personal identity of individuals. In order to confirm that this is the

same person, the government permits to issue a new legal document such as identity card for the Korean who had gone with cosmetic surgery. (Raviraj, 2008)

It can be clearly seen that at present, cosmetic surgery in Korean is very popular. The cosmetic surgery for beauty is interestingly considered among general people, making it a widespread phenomenon. Both men and women are interested in improving their appearance by cosmetic surgery, instead of other ways that could achieve good results. The decision factor of each person to have cosmetic surgery is different. Some have it because of need for career progress, while some have it because they want to attract the opposite sex, among other reasons. The researcher has become interested in studying factors that affect decision making to have cosmetic surgery of Korean.

1.2 Research aim

In this research the aim is to investigate factors influencing decision making toward cosmetic surgery of Korean. Moreover, there are two research objectives developed based on this aim. These objectives are:

1. To examine whether different demographic factors can differently influence decision making of Korean toward cosmetic surgery.

2. To identify the factors that influence decision making of Korean toward cosmetic surgery.

1.3 Research scope

In this research, the scope is limited to Koreans (including men and women of all ages) who have previously had cosmetic surgery one or more times. As noted above, this is a significant percentage of the Korean population, especially in the 20 to 40 years age group. The scope only includes Korean citizens, who have grown up in the Korean culture and continue to live in Korea. (This could include people who spend time outside the country for work, travel, education, or other reasons.) This is in order to control the amount of variation in cultural expectations, though it does not eliminate it completely due to variations within Korean culture itself. The study is a quantitative questionnaire study, distributed in Seoul, South Korea. The sample size of the study is 108 people. The study is a cross-sectional study, and does not examine actual outcomes of the behavioral intentions.

1.4 Significance and benefits

The main significance of this research is to the academic literature. As the literature review (Chapter 2) will show, there is not much information about the Korean desire for cosmetic surgery in the academic literature. Instead, most studies

on the selection of cosmetic surgery focus on Western patients, leaving evidence from other countries generally rare. This means that although there are a lot of popular assumptions about the practice, such as its origins in historic practice, there is little information about the actual personal cognitions and attitudes that lead Koreans to choose to have cosmetic surgery. Given its extremely high popularity and prevalence, as discussed above, this is especially important. Thus, the main reason to undertake this study is that this is an area that is not examined in academic literature and is not understood for whatever reason. This study will help to fill the gap in the academic literature, providing a benefit.

Another benefit of the study will be for business strategy people and government policy makers. These two groups would be interested in the reasons why people undergo cosmetic surgery, since this will influence how they market products or services or develop research and education programs. By providing information about attitudes and motivations for cosmetic surgery, this study will be useful for these two groups. However, given the small sample size its application may be limited in this area. Thus, business and government groups should follow up with further research on their own with larger groups.

1.5 Definitions

Consumer behavior means “The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services” (Loudon and Bitta, 1993).

Personal demographics refer to various relatively apparent descriptive characteristics of a group of persons, such as gender, age, marital status, education, ethnic origin, occupation, and income (Katungi, Ddmeddes, & Smale, 2009; Mowen, 1988).



CHAPTER II

LITERATURE REVIEWS

This research examined the factors that influence decision-making on cosmetic surgery in Korean population. It is preliminarily necessary to investigate the customer behaviors and dominant factors relevant to Korean cosmetics surgery. In this study, the specific topics that were examined include:

- Cosmetic Industry in South Korea
- Consumer Behavior Concept
- Consumer Buying Process
- Demographic Characteristics and Purchasing Decisions
- Factors Influencing Consumer's Purchasing
- Reference Groups
- Advertisements and Purchasing
- Cosmetic Surgery as Career Investment
- Reviews of Relevant Researches and Related Articles
- Summary

2.1 Cosmetic Industry in South Korea

Cosmetic surgery is one of the most high-involvement of cosmetics products and procedures, since it involves permanently reshaping the face and body. As such, this is a relatively recent development. Overall, both the use of cosmetics and the choice of cosmetic surgery is a common enough decision in Korean culture and could be considered unremarkable.

The cosmetics industry itself in South Korea has a long history. It began in the 19th century with a fashion for imported cosmetics (mainly sourced from China), although Korean cosmetic fashions rapidly developed on their own (Foster & Johnson, 2003). Initially popular as part of bridal attires, cosmetics soon became part of the daily costume of Korean women (Foster & Johnson, 2003). Today, cosmetics are almost ubiquitous in Korea. The global cosmetics industry is dominated by products from American and European multinational firms, although the Asian market share is about 14% (Chang & Rugman, 2006). South Korea is one of only three developing countries (also including Brazil and Russia) to have major international distribution of its domestic brands (Chang & Rugman, 2006). Furthermore, Korean consumers have high awareness and use of international cosmetics brands. Thus, the modern cosmetics industry continues to be highly driven by global trends.

The cosmetics surgery trend in Korea may be driven by traditional practices and beliefs, including beliefs about the importance of physical appearance and

particular physiognomic structures (Holliday & Elfvig-Hwang, 2012). This is distinct from the Western preoccupation with gender and sexual expression, although it is often conflated with these ideas. (However, some women may believe that cosmetic surgery makes a good marriage more likely (Holliday & Elfvig-Hwang, 2012), which could be considered a related belief.)

Cosmetic surgery in Korea is typically conducted at specialist hospitals and clinics (depending on the complexity of the procedure) (Bell, Holliday, Jones, Probyn, & Sanchez Taylor, 2011). These locations are supported by the government through training programs, as well as tax exemptions (especially for tourist procedures), since they tend to increase tourism flows. However, the government also has created a rigorous inspection and regulatory regime that keeps the hospitals safe and effective. There are a number of different estimates about how common cosmetic surgery is among Koreans. For example, one study suggests that nearly 50% of Korean women have had one or more cosmetic surgery procedure by their mid-twenties (Suissa, 2008). Although Suissa (2008) frames this in Western terms as ‘addiction’ to cosmetic surgery procedures, this is not actually at all clear from studies on Koreans themselves. The similar figures above suggest that people who do have cosmetic surgery in South Korea are likely to have the procedure performed in their twenties. Another study claims that 13% of Koreans have had cosmetic surgery, which is much higher than the reported rate of 3% (Jung & Lee, 2009). This is not surprising given

the reports that will be discussed below, which shows that there is a big gap in acceptance of cosmetic surgery in Korea as compared to the USA.

2.2 Consumer Behavior Concept

Consumer behavior defined by The American Marketing Association (Peter and Olson, 2005) as: “The dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives.” Another definition offered by Loudon and Bitta (1993) explained the concept of consumer behavior as: “The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services.”

Schiffman and Kanuk (2000) stated that the study of consumer behavior focuses on how people make a choice to spend their accessible resources, including time, funds, and work, on consumption items. This includes decisions involved in selecting, obtaining, using, and removing of goods and services and perceptions to meet their satisfaction requirements, including the purchasing decisions that preface and follow these actions (De Vries, 1996). Social factors, psychological factors, marketing and consumer characteristic are also important in order to study with other criteria affects on customers (see figure 3) (Hogg and Lewis, n.d.).

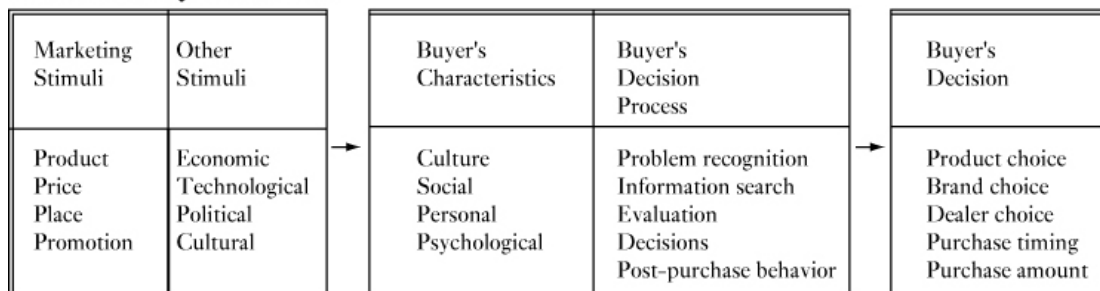
Consumer buyer behavior

Figure 3: Factors impact on buyer's decision

(Source: Kotler (1994), p.174 cited Hogg and Lewis (n.d))

Hogg and Lewis (n.d.) claimed that marketing criteria integrate the activities and inputs of manufacturers and distributors into the components of the marketing mix - brand, products, price, place and promotion. Besides the market mix, there are other factors that influence the product, including economic, political, and technological attributes in the marketing area. Also important are reference groups and cultural background, as well as daily life and lifestyles, all of which influence buying behavior.

2.3 Demographic Characteristics and Purchasing Decisions

Personal demographics refer to various relatively apparent descriptive characteristics of a group of persons, such as gender, age, marital status, education, ethnic origin, occupation, and income (Katungi, Ddmeddes, & Smale, 2009; Mowen,

1988). Demographic factors which influence consumer purchasing decisions are discussed in more detail below.

2.3.1 Gender Difference

Physiological differences between men and women result in different needs for items such as health, beauty or leisure products. Just as important are the distinct cultural, social and economic roles played by men and women and the effects that these have on their decision-making processes to purchase (Kim, Lethto, & Morrison, 2007; Hupfer & Detlor, 2006; Kwan et al, 2004).

Men and women share similar motivations in terms of where to buy and what criteria to use for assessment - that is, seeking reasonable prices, product quality and service. However, they do not necessarily feel the same about buying in general. Most women enjoy seeking out products, while male counterparts claim to dislike the experience and shop only out of necessity (Page & Luding, 2003). Thus, men desire simple purchasing experiences, convenience stores with less variety, and outlets near home or shops that have knowledgeable sale persons (Pulendran, Speed, Widing, & Robert, 2003). At the same time, male consumers believe that brand name serves as a replacement of detail for product information, while women try to get a better bargain within a strict budget (Laroche, 2000; Kim et al., 2007). Gender has an effect on the customer's satisfaction in purchasing. In the case of

cosmetics purchasing, women take time to study the detail of one particular cosmetic, especially packaging. They tend to prefer glass packaging more than men do, whereas men go for convenience use packaging (such as cosmetic or single-use packaging) instead. On the other hand, no gender difference was found in the frequency of buying (Hupfer & Detlor, 2006). Both genders seem to have positive attitudes on purchasing decisions in relation to cosmetics. Both tend to use cosmetics in their regular basic lifestyle and these trends seem to increase as cosmetics do not just focus on women but are available for men as well. Men and women both think that physical appearance is a priority.

2.3.2 Age

As individuals age, they accumulate knowledge and experience of purchasing over time and therefore have reduced needs for information or other factors influencing their purchasing decision (Cole & Balasubramanian, 1993). At a certain age, consumers seem to have more internal knowledge and experience when making decisions to purchase (Eisner & Watkins, 1992). Age significantly and positively influences the individual decisions to purchase only particular goods or services that are perceived to meet specific needs (Kim et al., 2007). For the more mature consumers, these individuals tend to purchase high quality cosmetics and have brand loyalty for those cosmetics, unlike younger consumers, who tend to switch to

purchase different brands of cosmetics according to advertising and promotion. For imported cosmetics, age has a direct influence on the purchasing decision behavior, with older consumers being more likely to purchase imported products.

2.3.3 Marital Status

Marriage and children change the spending priorities of consumers, with family and child-related spending taking the place of personal spending in many instances. Parents tend to influence their children when making purchasing decisions (Arnold & Reynolds, 2003) while couples without children seem to be influenced by their own experience (Bennett & Harrel, 1975). For married couples, related family expenses - for instance - rental, mortgage, children's food and education are factors that need to be considered in making purchasing decisions (Laroche, 2000). Thus, marital status is likely to influence the purchase of cosmetic personal items or services, especially expensive ones such as cosmetic surgery.

2.3.4 Level of Education

Each individual has an education with extensive knowledge and is capable of identifying, locating, and assimilating relevant information regarding their purchase decisions (Schmidt & Spreng, 1996; Schaninger & Sciglimpaglia, 1981). However, the type of education seems to influence information needs and therefore purchasing

decisions. The individual with a bachelor's degree or equivalent relies on Internet displays and leaflet screens in purchasing cosmetics. In contrast, high school and blue-collar workers prefer to purchase cosmetics through direct sales (like Mistine cosmetics), while white-collar workers tend to purchase at counter services at department store. Thus, at a certain level of education, using literature and Internet purchasing is preferable to personal direct purchase (Li, Kuo, & Russell, 1999; Boone, Kurtz, Johnson, & Bonno, 1974).

2.3.5 Occupation

Occupation reflects values, attitudes, tastes, and lifestyles. Therefore occupation, income and education tend to be closely correlated on almost a cause-and-effect relationship (Schiffman & Kanuk, 1994). Occupation also influences consumer consumption patterns. Occupation has an effect on income level, as well as career, type of branding of cosmetics purchased and purchasing behavior frequency.

2.3.6 Earning Income

The primary resources in the decision making process are time, money and information reception and processing capabilities (attention) (Engel et al., 2000). Time may influence the decision to purchase cosmetics depending on season (Engel et al.,

2000). Money may influence the purchasing of luxury imported cosmetics. Finally, the amount of purchasing also is dependent on level of income.

2.4 Factors Influencing Consumer's Purchasing

2.4.1 Decisions Influence of Personal Value

Values influence one's life in early childhood, and continue to influence the individual in a number of ways during adulthood (Doyle, 1989). Each individual holds numerous values during their life (Kahle, 1983). Individuals only possess a relatively small number of values organized in a value system. Therefore, the function of values and value systems are to guide human action in daily situations. Their more long-range function is to give expression to basic human needs. In other words, values have a strong motivational component serving the functions of adjustive, ego-defensive, knowledge, and self-actualization (Doyle, 1989).

Values are individual, but they are also shared between people through reference groups (family and friends) and culture. The personal values of two different cultures can be linked differently to domain-specific values and to attitudes. The differences are not because people possess various values, but because people come from different cultural backgrounds (Rustogi, Hensel, & Burgers, 1996). Different cultures represent the different ways in which people think and behave differently. Therefore, personal values have an influence in the lifestyle and behavior of people

in making decisions and the attitude of people towards other objects (Kahle, 1983; Kahle, Beatty, & Homer, 1986). In a culture where it is more fashionable to have whiter skin, this value influences the attitude of people toward whitening cream cosmetics (Manita Hanpanitchareon, 2003). The teenage group especially has the attitude that skin whitening is fashionable as a result of the influence of popular music and pop stars from Korea, Japan and other Asian countries (Briney, 2004b).

2.4.2 Value and Lifestyle

Lifestyle is the dynamic organization within the individual of those psychological systems that determine characteristic behavior and thought and contains the record of most experiences in the form of attitudes and knowledge (Johansen, Friss, Skovenborg, & Gronbaek, 2006; Plummer, 1974). Lifestyle also influences how individual responds to the environment (Mischel, 2000; Schiffman & Kanuk, 1994). Lifestyle can be changed in response to each personal need to conceptualize from the changing environment to be consistent with one's own values and personality (Rich & Jain, 1968; Schwepker & Cornwell, 1991; Wang, Siu, & Hui, 2004).

2.5 Reference Groups

2.5.1 Personal Influences on Purchase

Close associates (such as family, friends, and coworkers) are often one of the main factors in consumer behavior. Consumers may respond to perceived pressure to conform to the norms and expectations provided by others. Some research from Mooij (2004, pp. 113-114), demonstrates that personal influence generally has a more decisive role in influencing behavior than advertising and other marketer dominated sources. "Word of mouth" – personal recommendations or poor reviews from someone the receiver knows personally - can be initiated by either the source or the receiver, and the impact usually is strongest when the receivers play a role (Webster, 2000). Ideally, for the sunscreen cosmetics product "Word of mouth" seems to help the marketer to gain brand recognition more so than other advertisements (Kamis, 1990). Direct sale cosmetics use this marketing approach (family, friend and salespeople) in expanding market share (Bank of Thailand, 2007).

2.5.2 Family Influences on Purchase

Family members occupy various roles, which include initiator, influencer, decider, purchaser and user (Webster, 2000). The influence of spouses, children or other family members varies depending on the resources of family members and the type of goods to be purchased. There are various stages of the family life cycle including marriage, divorce, remarriage and cohabiting singles, all of which influence purchasing decisions of consumers (Webster, 2000). In addition, a parent is

considered a person that directly influences the purchasing decisions of their children from a very early age (Smith & Stutts, 1999; Storrock & Pioch, 1998) including their career and education objectives (Galst & White, 1976). This influence often continues into adulthood. More specifically, family consumption patterns and attitudes pass through their members (Swiencicki, 1998). This might not always be the case (Martin & Bush, 2000; Yoh, Damhorst, Sapp, & Lacznia, 2003), although the father can be a significant influence on the adolescent purchasing attitudes and behaviors.

2.5.3 Celebrity Influence on Purchase

Entertainers and athletes are also individuals that can influence purchasing intentions and attitudes because of their characteristics of credibility, relevance, and success attainment (Jensen, 2000). Marketers use celebrities to provide endorsements, or verbal support for their product (including public evidence of its use). The effectiveness of an endorsement is the extent to which the consumer associates with the endorser image and the degree to which those endorser's activities support cosmetics (Daneshvary & Schwer, 2000).

Entertainers and magazine celebrities are more likely to influence female consumers than male consumers (Richins, 1991; Rook, 1985). Purchasing behavior is likely to occur promptly after viewing a likeable celebrity advertising, if it is going to

have an effect at all (Lafferty & Goldsmith, 2002). One global brand of cosmetics (Bucalo, 1999) having built a reputation for state-of-the-art skincare cosmetics as an incentive for viewers (McNeil).

The marketing of cosmetic surgery is a relatively new practice, but is growing rapidly. This has changed the culture of purchasing decisions (Bakewell & Mitchell, 2003). This change has also affected the role of the celebrity and the sale representative. Through this means of purchasing, shoppers are seeking the functional value of the celebrity more than the economic value of the cosmetics (Sinha, 2003). Women think about their appearance before having thought about what to spend on cosmetics (Fabricant & Gould, 1993; Vigneron & Johnson, 1999). The duty of the celebrity is to have a relationship of attractiveness, trustworthiness, and expertise towards the intention to purchase. This is a significant factor in predicting purchasing decisions (Ohanian, 1991).

2.6 Advertisements and Purchasing

Advertisements have a possible attraction to a qualified buyers' interest and can arouse consumer needs (Alden & Polyorat, 2005; Cary, 2000; Harris, 1988). Advertisements are considered the best tool in selling cosmetics goods (Li, Daugherty, & Biocca, 2002) and a minimum of words is effective in selling cosmetics (Madrigal, 2000; Seitz, 1998). Therefore, using advertising is effective in encouraging the

potential purchaser to make a decision to purchase cosmetics (Guta, 1988; Sepulveda, Maza, & Mantecon, 2008).

2.6.1 Cosmetics Advertisements

Advertisements and other forms of promotion influences nearly everyone in some purchasing decisions (though not all purchasing decisions are driven by advertising) (Amor & Guillbert, 2009; Galst & White, 1976; Hall et al., 2007). Advertisements have worked effectively in introducing cosmetics to a new market for Canadian and French consumers (Chao & Schor, 1998; Souiden & Diagne, 2009). Advertisements have similarly worked well with sun protection cosmetics (Hafstrom, Chae, & Chung, 1992; Marcoux, 1999; Solomon et al., 1992).

Advertisements tend to be effective in influencing cosmetics shoppers from both rural areas and major cities (August, 2008; Coulter et al., 2002). Effective advertisement has an influence on the shopper mood, emotions', frequency of purchase, and purchase intention (Alpert & Alpert, 2006). Advertising affects shoppers regardless of their needs when undertaking cosmetics purchasing (Dawson, Bloch, & Ridgway, 1990; Moye & Kincade, 2003). Shopper behavior can be influenced by personal motives and social motives (Csikszentmihalyi, 2000). In contrast, young shoppers in Peking and Shanghai were found to behave in an opposite fashion (Fan & Xiao, 1998; Hiroshi, 2000; Lysonski, Durvasula, & Zotos, 1995). Besides an effective

advertisement, the health and safety of the cosmetics also has an influence on purchasing decisions (Hall et al, 2007; Yue, Al files, & Jensen, 2006). Another study has shown that household shoppers with children under the age of eighteen were more likely to purchase organic cosmetics than other groups of shoppers (Choi & Park, 2006; Kerry, 1998). In addition, other groups of shoppers find cosmetics advertisements online attractive (Pechman & Steward, 1990; Thompson & Kidwell, 1998). These studies generally support the effectiveness of cosmetics advertising.

2.7 Cosmetic Surgery as Career Investment

There is some evidence that, because of social expectations about aesthetic appearance, cosmetic surgery could help people with their career advancement. In some cultures, men are especially likely to state that cosmetic surgery was needed for career advancement (Adams, 2010). However, this study was conducted in the US, which has a different notion of masculinity and a different notion of cosmetic surgery. Therefore, this justification might not hold in South Korea. A more appropriate cultural reference (although still distinct from the experience of Koreans) could be the so-called 'beauty economy' that has developed in China, where women in even industrial roles are expected to be highly attractive (Luo, 2013). This means that Chinese women are very likely to undergo a series of procedures in order to improve their career prospects, no matter what their socioeconomic status or job role

actually is. Given the importance of physical appearance to job prospects, and the difficulty in meeting physical appearance ideals without cosmetic surgery, it is not surprising that Chinese women may consider this to be a form of career investment. The same relationship may be true for Koreans, who face similar pressures in their professional careers.

2.8 Reviews of Relevant Researches and Related Articles

Comlertluck, Duangporn. The Perception of Body Shape in Korean Society. (2010)

The primary purpose of this study was to examine the phenomenon of ideal shape in today's South Koreans. They included ideal shape for both male and female South Koreans and what the "ideal shape" is. The results showed that both male and female South Koreans at different ages, educational levels, areas of residence, and income levels reported in the same direction. This report indicated a general desire to reduce weight. It also showed that in their opinion, the 'ideal shape' is represented by the slim and slender body. This viewpoint is different from that of the traditional preference in South Korea, which preferred plump body shapes in both male and female. Furthermore, today's South Korean people are of the opinion that ideal shape is an important factor leading them to accomplishment of desired goals, in addition to academic achievement and work ability.

Noparak,P. A Comparative Study of Cosmetic Surgery Business in Thailand and Korea in the Context of Medical Tourism. Chulalongkorn University (2010)

In this paper, a total number of 728 cosmetic surgery hospitals in the country were reported in 2007. 50% of them are located in Seoul. The majority of Seoul-based cosmetic surgery hospitals are situated in the Gangnam district, or known as the “Mecca of Plastic Surgery”, which is also filled with attractive shopping malls and entertainment houses. As of September 2009, 1,611 cosmetic surgeons in Korea were reported. Total annual sales of the cosmetic surgery industry were estimated at 960 million won (around 28.81 million baht). Surgeons that are not licensed for cosmetic surgery are also known to perform some procedures. This means the total market volume could exceed 1 trillion won.

The author mentions three main reasons why Korean people have been preoccupied with cosmetic surgery. First, it is believed that being good-looking makes them more attractive and admirable. In Korea, the media is very influential to people. Many Korean superstars publicly admitted that they had undergone cosmetic surgery to make themselves appear to look better. This is one reason why Korean fans not only think cosmetic surgery is commonplace but also believe that being good-looking will lead them to accomplishment and popularity. Second, good appearance paves a way to job application more easily because today’s head-shot photograph of applicant is required on the resume and/or job application. Even in a

production industry, physical appeal is believed a basis of woman's potential and is considered an important domain supporting the business' profitability and productivity. Lastly, it is believed that outward appearance increases the opportunity to meet the matching partner.

Gyopokeith. Why Koreans Get So Much Plastic Surgery. (14 February 2013)

Following spending life in Korea for a period and growing up with a Korean family, the author identified four major reasons why Koreans get so much cosmetic surgery. First, Korea is highly image-focused. Not simply young ladies put on makeup when they go on shopping - even some Korean guys apply makeup. Second, Korea is somewhat high in competition. That's why so many Hagwons (private institutes) for children are greater in number than that of other kids. Everyone works so hard and tries to win the game. Third, the Korean attitude towards cosmetic surgery is that it is not such a big deal. In the USA, it tends cosmetic surgery is regarded as something unusual or even deviant. If you said that woman had undergone with cosmetic surgery, in the USA it would be considered "cheating" to look better. In Korea it is something common and accepted. Some parents promise their children in high school cosmetic surgery when they graduate. Finally, cosmetic surgery is related to Shamanism, Korea's traditional religion, which is grounded in Korean culture and society,. This is characterized as a materialistic religion, and it

explains why Korea concentrated the materials. Cosmetic surgery is related to beauty in value, rather than to spirituality, but it still influences the physical world.

Andrew Dunne. Korea: Cosmetic surgery capital of the world. The Korea Herald (05 March 2013)

The author examines why Koreans having cosmetic surgery are growing in number. He argues that it is because Korean believes that attractive appearance is positively linked with social benefits. In Korea, cosmetic surgery is regarded a valuable investment. The author discusses a cultural bias toward nice faces and physical shape. For examples, matchmaking agencies in Korea are more likely to place importance on facial attractiveness as the most critical quality, than other such factors as educational or family background for those who are seeking a good marriage match.

Additionally, many investigations found that people who were considered overweight or unattractive are more likely to be discriminated against in hiring, promotion and salary increase in the workplace and in their career path. For example, in a recent survey of over 200 job recruiters in Korea, almost 70 per cent agreed that the applicants' appearance touched on their decision. In addition, appearance influences court decisions. A British study found that judges often set lower bail for suspect who is physically attractive.

Celebrity influence is assumed to be another dominant factor in support of the cosmetic surgery boom in Korea. Many well-known Korean male and female celebrities have drastically altered their appearance through cosmetic surgery, including Miss Korea 2012 Kim Yu-mi and Kim Hyun-joong, formerly a member of the SS501 boy band. Their successful appearance change and public discussion urges those who are considering a surgery.

This has been demonstrated in reports that many patients coming to clinics with some photographs of famous persons, asking surgeons to conduct surgery so they can resemble their admired actor's appearance. Furthermore, some TV series and films proclaim the benefits of cosmetic surgery. The extremely successful 2006 Korean film 200-Pound Beauty is one example. The film is about an overweight girl who undergoes cosmetic surgery and becomes a pop sensation.

To get more "Westernized" looking is another reason why cosmetic surgery has been roaring in Korea, reflected in the widely admired quality of certain cosmetic surgery procedures.

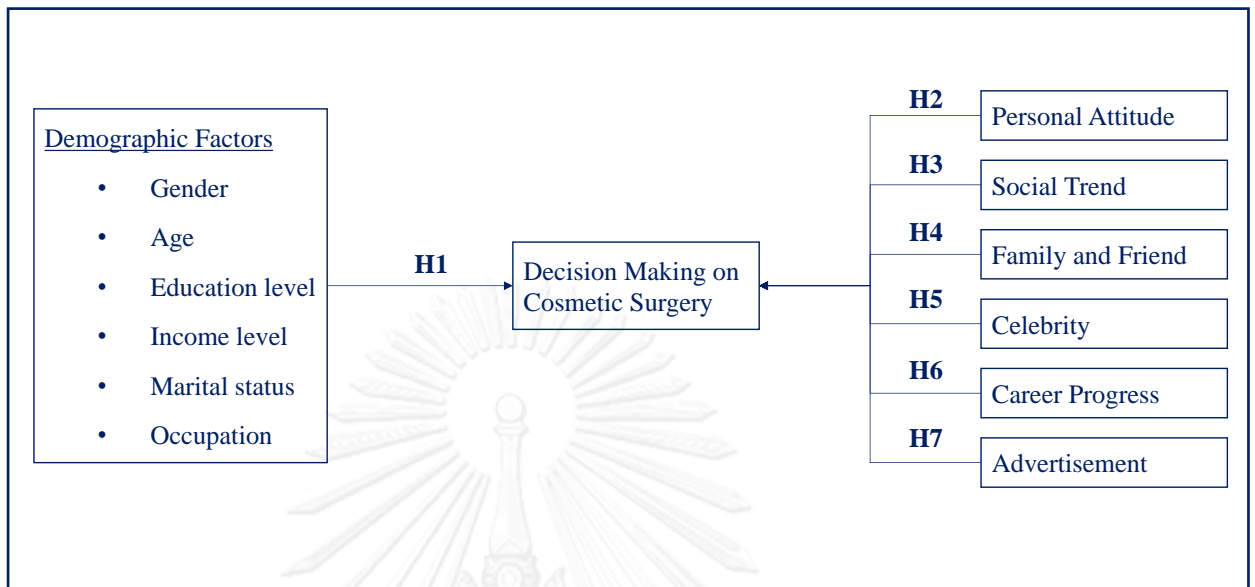
Chelsea Kim. What Everyone Should Know About Plastic Surgery in Korea. (16 July 2013)

This article reports that one of the most common reasons people are eager to get cosmetic surgery in Korea is because cosmetic surgery procedures are

accessible everywhere. Patients can experience exceptional services and very comfortable hotel-like stays. Korea is currently the Mecca of cosmetic surgery. It attracts many patients, including foreign patients, with experienced and well-qualified surgeons as well as completely sanitary and advanced facilities equipped with the latest high technology. Patients can take advantage of travel packages involving the procedures and medical treatments. Such quality healthcare and attention makes the patient's recovery very effective.

In addition, a common procedure to possess the smaller face is obsessed among South Korean women is reported. An increasing number of Korean actresses desire a pointed nose, high cheekbones, and astonishing wide eyes and chiseled chins. This is a popular look among Asian women and is easily attained through basic procedures if it is requested by the patient. Different surgery procedures involve in case the patient wish to have various treatments undergone. Some of the common procedures include rhinoplasty (nose reshaping), jaw reconstruction, breast augmentation, brow-lift, double-eyelid procedure, liposuction and body contouring.

2.9 Theoretical Framework and Hypothesis



Research hypothesis

H1: There are significant differences among demographic factors toward decision making of Koreans on cosmetic surgery.

H1a: There is a significant difference between Korean men and women in decision making toward cosmetic surgery.

H1b: There is a significant difference among age groups in decision making toward cosmetic surgery of Koreans.

H1c: There is a significant difference among education levels in decision making toward cosmetic surgery of Koreans.

H1d: There is a significant difference among income levels in decision making toward cosmetic surgery of Koreans.

H1e: There is a significant difference among different marital statuses in decision making toward cosmetic surgery of Koreans.

H1f: There is a significant difference among different occupations in decision making toward cosmetic surgery of Koreans.

H2: Personal attitudes significantly influence decision making toward cosmetic surgery of Koreans.

H3: Social trends significantly influence decision making toward cosmetic surgery of Koreans.

H4: Family and friends significantly influence decision making toward cosmetic surgery of Koreans.

H5: Celebrities significantly influence decision making toward cosmetic surgery of Koreans.

H6: Career progress significantly influences decision making toward cosmetic surgery of Koreans.

H7: Advertisement significantly influences decision making toward cosmetic surgery of Koreans.

2.10 Summary

Little research has been conducted in terms of forecasting consumer behavior in their purchasing decisions in relation to cosmetic surgery in South Korea, despite its popularity. Some of the factors which could influence the purchasing decision for cosmetics include demographics, values and lifestyle, reference groups, advertising and promotion, and the marketing mix. However, none of these have been tested despite a number of descriptive stories about

This chapter began with the theory of consumer behavior, including the factors about why consumers behave the way they do. The theory of consumer purchasing behavior was then discussed along with a discussion of the factors that influence the consumer. The decision making process was then discussed. Demographics were then considered with a detailed look at the demographic characteristics of respondents (gender, age, marital status, education, occupation, and average monthly income).

Korean style cosmetics surgery has been considered to be a high-involvement shopping item which consumers often buy for its symbolic meanings, image reinforcement or psychological satisfaction. The chapter covers a few types of buyer characteristics and consumer decisions making styles and finally addresses what factors influence the purchasing decision in relation to cosmetics. The process of how consumers recognize their preference for brands and differentiate the

information on whitening cream cosmetics through different sources of information was explored. Hypotheses were then proposed to address the relationships between the two areas.

In the next chapter, the methodological issues will be developed and it will be seen how the various theories and models outlined in the next chapter form the basis of the methodology and research questions.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

There are two main research approaches that are common in similar studies. Quantitative research uses standardized, numeric approaches to data collection, like questionnaires, surveys, or experiments, to collect data from a large sample (Creswell, 2009). This data is then analyzed using statistical analysis. Qualitative research uses a much smaller sample (perhaps only a few people) and analyzes the data interpretively (Creswell, 2009). These differences mean that the research approaches are used for different reasons. Qualitative research may be used to explain a new situation or phenomenon or describe reasons for something occurring. Quantitative research is used to understand overall trends in a population (or group of people with shared characteristics), to prove relationships, and to generate reliable data for application to other groups (Creswell, 2009). Typical research designs for quantitative research include questionnaires and surveys, while qualitative research designs include case studies, ethnography, phenomenology, grounded theory, and general forms of interpretive research (Creswell, 2009). These methods can also be combined in mixed methods studies.

This research used the quantitative approach, collecting data using a questionnaire. The quantitative approach does have weaknesses, including that it cannot discover anything new (though it can prove or disprove assertions) (Creswell, 2009). However, its strengths more than make up for this particular weakness. These strengths include the ability to apply findings across a population (depending on the outcome's statistical strength) and the ability to prove hypotheses. The research's intended outcomes were also a good fit for a questionnaire-based quantitative study.

3.2 Data collection

This research used both primary and secondary data. The research process began with secondary data, or data that other researchers have already collected and analyzed (Rugg & Petre, 2006). Secondary data is used in the research for purposes like proposing hypotheses with support from the literature, generating a research framework, and understanding what is already known about the research situation. In some cases, it can be sufficient to answer the research question on its own, if it is an area that has been covered in detail (Rugg & Petre, 2006). However, that was not the case with this study, where more information is needed to understand the high popularity of cosmetic surgery. In this case primary data was also needed. Primary data is data the researcher collects from a specific population

for a specific research question (Rugg & Petre, 2006). Primary data was collected using a questionnaire.

3.2.1 Research Instrument

A questionnaire is a commonly used research instrument that collects data in a standard way (Bryman & Bell, 2011). The questionnaire is designed to collect data using either single items or a collection of items that ask about a construct or idea in different ways (known as a scale). The researcher designed the questionnaire based on existing studies on cosmetic surgery and information about cosmetic surgery in Korea. The questionnaire scales or single items were based on the hypotheses, which are stated at the end of Chapter 2. The questionnaire was chosen because it is the only instrument that allowed the researcher to collect enough data to draw reliable conclusions in the limited amount of time available. It is also commonly used in business research generally, which means that respondents are familiar with the format and do not need a lot of guidance (Bryman & Bell, 2011).

3.2.2 Reliability Test

Questionnaires like the one designed for this study, which use multiple item scales, need to be tested for internal consistency reliability prior to their full use (Bryman & Bell, 2011). Internal reliability means that all items included in a scale

describe the same construct. A pilot test is used to make sure this is the case. The pilot test for this study used the first 20 questionnaires. Results were loaded into SPSS and Cronbach's alpha was calculated. This statistic shows the amount of internal reliability, with a higher coefficient indicating higher reliability (Babbie, Halley, Wagner, & Zaino, 2011).

3.3 Sampling Procedure

The target population of this research was Koreans who have had cosmetic surgery. As noted above, this is an average of 13% of the population (Jung & Lee, 2009), although in some segments like women in their twenties it could be 50% or higher (Suissa, 2008). Since there are no formal statistics about the distribution of cosmetic surgery based on demographic factors, no other sampling requirements were applied. This indicates a potential population size of 6.5 million people. Based on standard sample size tables (Krejcie & Morgan, 1970), the ideal sample for this size of population would be $n = 384$. However, sample size also needs to be determined by practicality and the limits of the researcher's time and funding resources (Rugg & Petre, 2006). In this case, the sample size was reduced to $n = 108$ based on these requirements.

The sampling method used was convenience sampling. Convenience sampling is a non-probabilistic sampling method where the researcher selects

participants based on their location (such as in a mall or university campus) (Bryman & Bell, 2011). This is not as statistically reliable as a random sampling method, but this research question was not practical to use with a random sampling method since there is no central way to randomly select cosmetic surgery participants. Convenience sampling is widely used in business research for this reason (Bryman & Bell, 2011). Participants were selected in person in locations around Seoul over a period of several days, to increase the amount of randomness.

3.4 Data analysis

Data analysis is the process of statistically analyzing the data in order to uncover general trends and cause and effect in the research study (Babbie, et al., 2011). The statistical analysis for this research used SPSS, the Statistical Package for the Social Sciences. This is a full-featured statistical toolset that offers analytical and presentation tools. There were two statistical approaches used for the study. Descriptive statistics were used to describe the single variables. They were used to construct a demographic profile of respondents (featuring age, gender, income, and the other demographic variables collected), as well as show central tendency (mean), spread (standard deviation) and interpretation of attitudinal variables. Descriptive statistics are very useful, but cannot identify relationships between variables, prove hypotheses, or provide generalized findings for a population (Babbie,

et al., 2011). To fill this need, inferential statistics were used to prove the hypotheses. Independent t-tests and one-way ANOVA were used to test Hypothesis 1. These tests determine if there is a statistically significant difference in means between two or more groups. Multiple regression was used to test the remainder of the hypotheses. This test identifies a mathematical relationship between a predictor variable and two or more outcome variables (Babbie, et al., 2011).



CHAPTER IV

DATA ANALYSIS AND DISCUSSION

4.1 Reliability Results

Table 1 shows the Cronbach's alpha results. There is no set lower bound for acceptance of scales based on Cronbach's alpha, although higher scales indicate more internal consistency (Bryman & Bell, 2011). In general, alpha coefficients of 0.6 or above are appropriate for exploratory research like this study. As Table 1 shows, all of the scales that were tested have higher alpha coefficients than this lower bound, with the lowest scale being personal attitude (alpha = .724) and the highest being social trends (alpha = .892). All of the scales were accepted for the study as they were designed based on these findings.

Table 1: Cronbach's alpha result

Variables	Items	Cronbach's Alpha
Personal attitude	I believe that cosmetic surgery can help promote personality.	.724
	The cosmetic surgery helps increase charming and attraction.	
	The person who has cosmetic surgery looks more beautiful.	

Social Trends	Having cosmetic surgery is normal in the society.	.892
	Most people I know have cosmetic surgery.	
Family and Friends	My family and friend think that having cosmetic surgery is good for me.	.747
	My family and friend can influence me to have cosmetic surgery.	
Celebrity	I have cosmetic surgery to look like my favorite celebrity.	.824
	The popular star usually has cosmetic surgery.	
Career progress	Appearance affects having chance to progress in work.	.796
	Having cosmetic surgery would lead to more chance than other persons.	
	My career needs to have beautiful appearance	
Advertisement	Advertisement can influence me to have cosmetic surgery.	.769
	I like to watch advertisement about cosmetic surgery.	
Decision making on cosmetic surgery	If I don't happy with any my appearance, I normally go for cosmetic surgery.	.813
	I prefer to have cosmetic surgery.	

4.2 Questionnaire Results

The questionnaire results are presented in three sections, including personal information, attitudes, and hypothesis testing. The personal information shows that most of the participants are female, relatively young, and highly educated, though modestly paid. The descriptive results showed that although there was general agreement with all of the attitudes and factors, only a few (especially those concerning attractiveness and beauty) had strong agreement. In general, participants showed a strong intention to get cosmetic surgery. The hypothesis testing had some interesting findings. Tests found that age level and marital status were the only factors where differences in intention were found, with younger women and unmarried women being more likely to intend to buy cosmetic surgery. This was influenced by celebrity and career prospects, but not by personal attitudes, family and friends, social trends, or advertisement. Career prospects are more important than celebrity, according to the outcomes of the regression test, although not substantially so.

4.2.1 Personal Information

Personal information was collected from the participants, including Gender (Figure 1), Age (Figure 2), Education level (Figure 3), Marital status (Figure 4), Occupation (Figure 5), and monthly income (including living allowances from parents)

(Figure 6). Generally, participants were female (79%) and age 20 to 29 years (48%). 57% of participants had a bachelor degree. There was a relatively close split between single participants (53%) and married participants (42%), but only 5% of participants were divorced. In terms of employment, the largest group were employees of a private company (33%), followed by self-employed (27%), students (19%) and civil servants or state enterprise employees (17%).

There was a nearly uniform distribution of income across the income groups surveyed, with the largest income group being 500,000 to 1 million won (15,000 to 30,000 baht). This is surprising because it suggests that many of the participants are relatively young and have relatively low incomes. However, it may not be surprising given the information discussed in the literature review, such as high school students receiving cosmetic surgery as high school completion presents from family members. However, this could also represent other trends, such as a generational shift in attitudes toward cosmetic surgery or the use of cosmetic surgery as an instrument to achieve goals that are more important to younger participants, like a good marriage or strong career prospects. This question is examined in the Hypothesis Testing section, as it is the basis of Hypothesis 1 (including 1A through 1F).

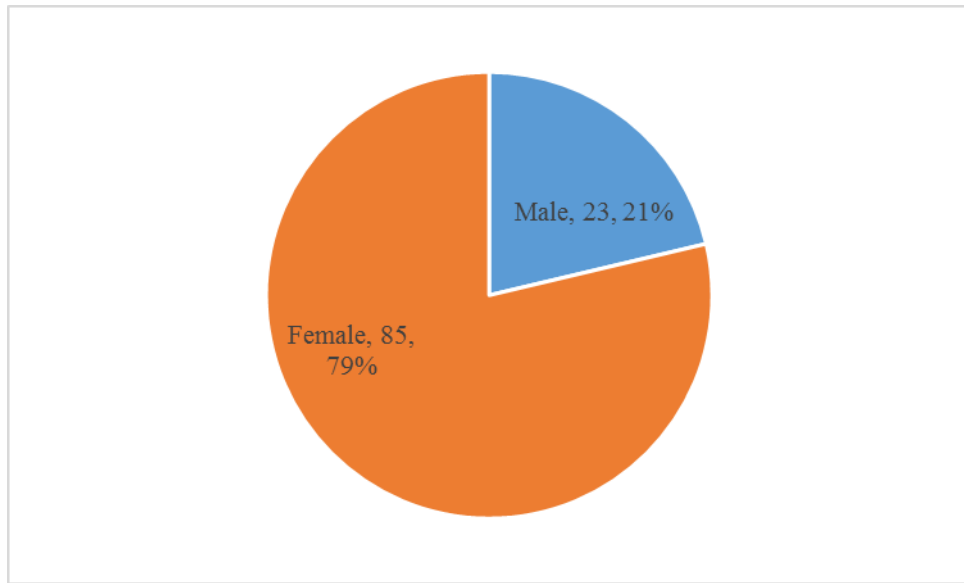


Figure 4: Gender

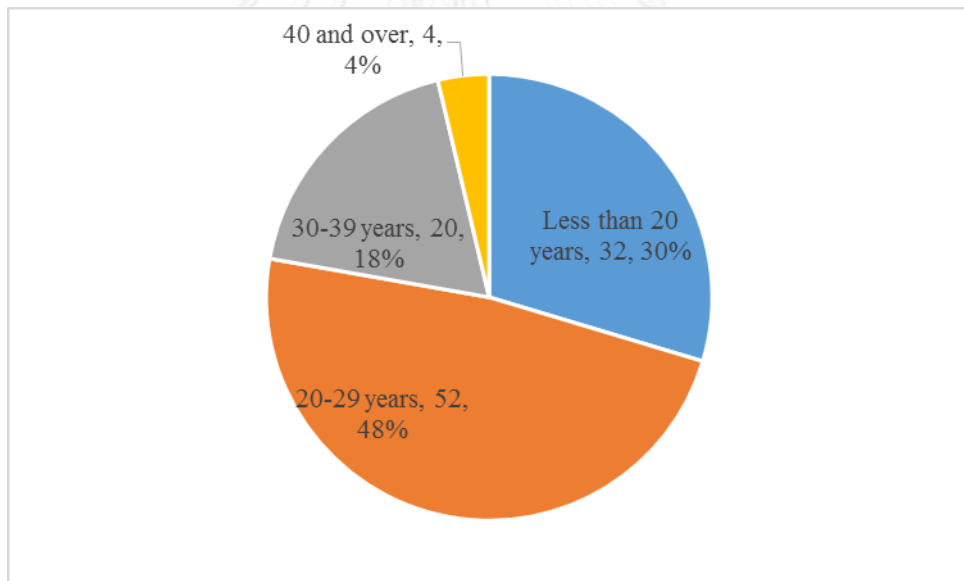


Figure 5: Age

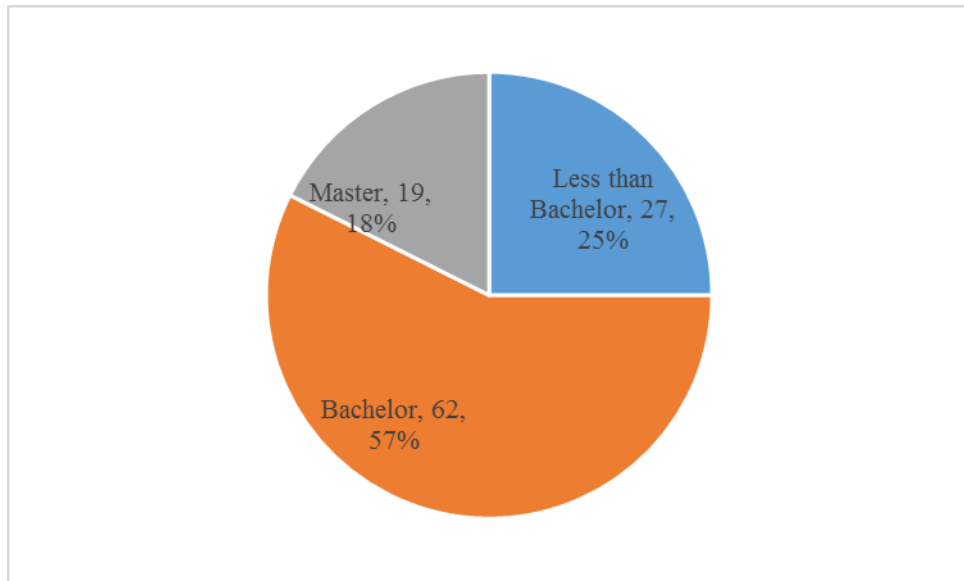


Figure 6: Education level

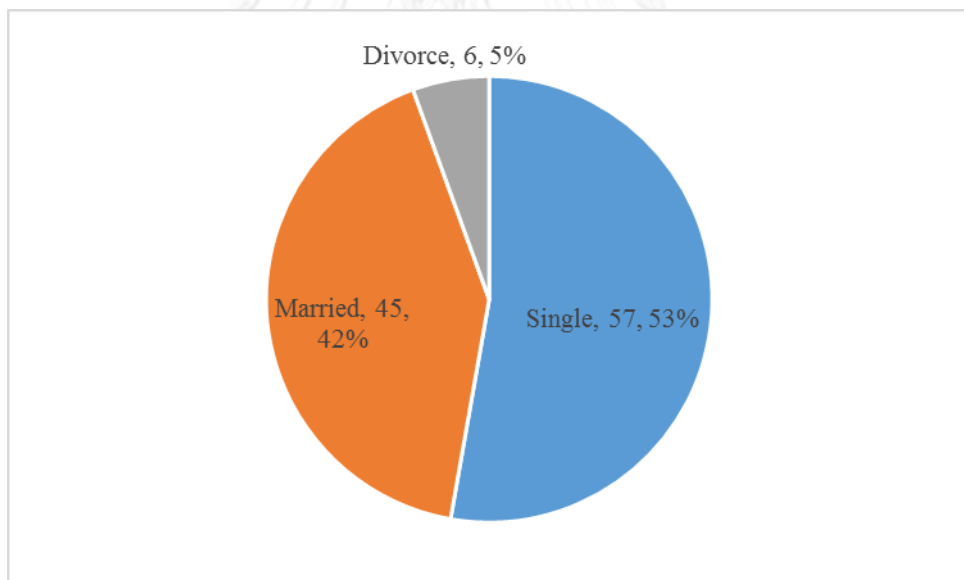


Figure 7: Marital status

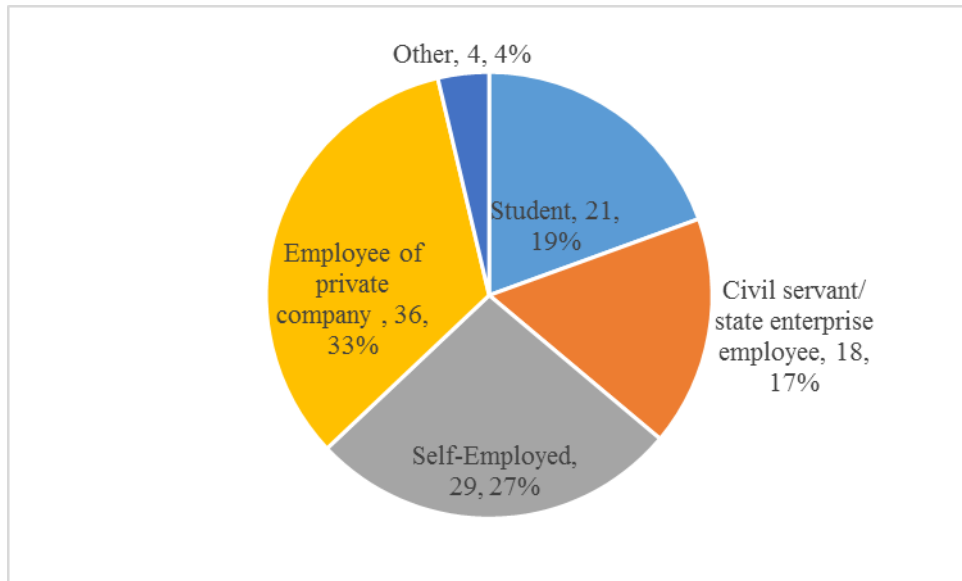
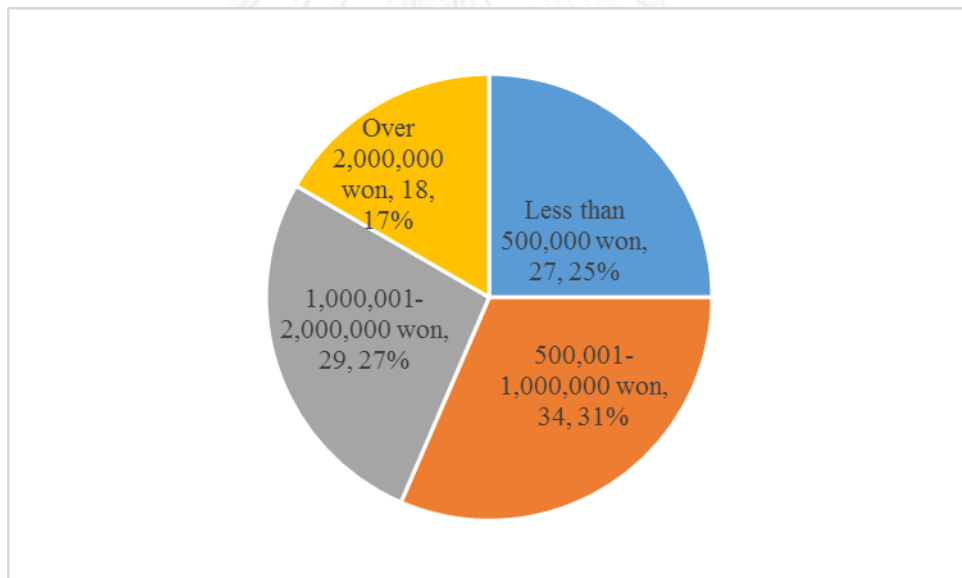


Figure 8: Occupation

Figure 9: Monthly Income included living allowance from parents
(KRW)

4.2.2 Factors influencing decision making to have cosmetic surgery

The second set of questions that was asked was questions about various factors in the decision to have cosmetic surgery. The factors that were identified included personal attitude, social trends, family and friends, celebrity, career progress, and advertisements. Table 1 summarizes the items that were included in each of the scales. In this section, the interesting findings from each of these items are discussed. This also includes the outcome variable (intention to have cosmetic surgery). These results are only descriptive and cannot be used to draw conclusions about the population, but they do provide some evidence for general trends and thoughts about cosmetic surgery.

Table 2 includes the items, means, standard deviations, and interpretations for each of the items. The interpretations are based on the means for each item. They are based on the scale given in the questionnaire, but the endpoints of each bin are adjusted to account for the limited range. Since no one could answer 0, this means there is a range of 5-1 or 4 for the entire five-point scale. To deal with this discrepancy, the range was divided by the number of points ($\frac{5-1}{4}$) and the result was 0.8. The adjusted bins for the scale and their interpretations are described as follows:

- 1.00 to 1.79 = totally disagree
- 1.80 to 2.59 = disagree

- 2.60 to 3.39 = do not agree or disagree
- 3.40 to 4.19 = agree
- 4.20 to 5.00 = strongly agree

Table 2 shows some interesting trends in these variables. The most interesting finding is that while participants strongly agreed with both intention items to have cosmetic surgery, there was only moderate agreement to most of the other factors or variables. The exceptions include “I believe that cosmetic surgery can help promote cosmetic surgery” and “The person who has cosmetic surgery looks more beauty”, both of which scored “strongly agree”. However, none of the items came close to disagreement, suggesting there is generally a strong trend toward the use of cosmetic surgery in Korean society and its acceptance. This is consistent with the literature’s suggestion, which is that Korean society is generally strongly accepting of cosmetic surgery and considers it to be a normal part of life, rather than something unusual or weird. The importance of these factors for the decision to have cosmetic surgery are discussed below (H2 through H7).

Table 2: Mean interpretation

Items	Mean	Std. Deviation	Mean's interpretation
I believe that cosmetic surgery can help promote personality.	4.25	.64308	Strongly Agree
The cosmetic surgery helps increase charming and attraction.	4.19	.64791	Agree
The person who has cosmetic surgery looks more beautiful.	4.29	.64200	Strongly Agree
Having cosmetic surgery is normal in the society.	4.17	.70379	Agree
Most people I know have cosmetic surgery.	4.12	.67971	Agree
My family and friend think that having cosmetic surgery is good for me.	4.12	.55900	Agree
My family and friend can influence me to have cosmetic surgery.	4.12	.59149	Agree
I have cosmetic surgery to look like my favorite celebrity.	4.14	.63332	Agree
The popular star usually has cosmetic surgery.	4.03	.53753	Agree
Appearance affects having chance to progress in work.	4.04	.56247	Agree
Having cosmetic surgery would lead to more chance than other persons.	4.06	.47896	Agree

My career needs to have beautiful appearance	4.09	.57253	Agree
Advertisement can influence me to have cosmetic surgery.	3.84	.61389	Agree
I like to watch advertisement about cosmetic surgery.	3.85	.60858	Agree
If I don't happy with any my appearance, I normally go for cosmetic surgery.	4.21	.69781	Strongly Agree
I prefer to have cosmetic surgery.	4.29	.66426	Strongly Agree

4.2.3 Hypothesis Testing Results

The final analysis stage is testing the hypotheses. The hypotheses were proposed at the end of Chapter 2. There were seven hypotheses tested for this research. Hypothesis 1 concerned the impact of demographic factors in the decision to have cosmetic surgery, and was tested in seven distinct parts. Hypotheses 2 through 7 were tested using multiple regression, and concerned the external factors that influenced the intention to have cosmetic surgery. Significance for all tests was only accepted at $p < 0.05$ (indicating less than 5% chance of Type I error). The outcomes for these hypotheses can be summarized as follows:

- Hypothesis 1 – demographics: Partly confirmed (Age group and marital status does make a difference, but gender, education, income level, and occupation do not)
- Hypothesis 2 – personal attitude: Not confirmed
- Hypothesis 3 – social trends: Not confirmed
- Hypothesis 4 – family and friends (reference groups): Not confirmed
- Hypothesis 5 - celebrity: Confirmed
- Hypothesis 6 - career progress: Confirmed
- Hypothesis 7 - advertisement: Confirmed

4.2.3.1 Hypotheses 1a through 1f

Hypothesis 1 proposed that demographic differences would be associated with differences in intention for consumers to purchase cosmetic surgery. It was broken into six sub-hypotheses, including H1a (gender), H1b (age groups), H1c (education levels), H1d (income levels), H1e (marital status), and H1f (occupations). These hypotheses were tested using either independent t-test for difference in means (H1a) or one-way ANOVA (H1b through H1f). These two tests both examine differences in means between groups to determine if they are statistically significant; the t-test is used for two groups, while ANOVA is used for three or more groups (Babbie, et al., 2011).

Table 3 summarizes the outcomes for each of these tests, while the tables below (Tables 4 through 12) show the detailed results. Hypotheses H1a ($p = .453$), H1c ($p = .307$), H1d ($p = .346$), and H1f ($p = .087$) were not confirmed at significance level $p < 0.05$. This indicates that at least under the parameters of this study, gender, education level, income level, and occupation are not significant factors in the intention to choose cosmetic surgery. However, Hypotheses H1b ($p = .000$) and H1e ($p = 0.007$) were statistically significant. These hypotheses tested the effects of age group and marital status respectively on the intention to buy cosmetic surgery.

LSD analysis was used as a post-hoc method on significant ANOVA tests to identify differences between groups as well. This method identifies which groups have statistically significant differences in their means (Babbie, et al., 2011).

Table 7 shows the LSD analysis for H1b. This shows that there is no difference in means between younger groups (age less than 20 and age 20 to 29), or between older groups (30 to 39 and 40 and over). However, there are significant differences between the younger groups and the older groups. Younger respondents had higher means, indicating they were more likely to choose to buy cosmetic surgery.

Table 11 shows the LSD analysis for marital status. This shows that divorced women were not significantly more likely than either group, but single women were significantly more likely to buy cosmetic surgery than either of the other groups. This could be related to age (since single women are more likely to be younger), but it

could also be related to the perceived benefits of cosmetic surgery for making a good marriage or career advancement (which may be of more interest to single women, since women in South Korea often leave the workplace after marriage).

Based on this analysis, Hypothesis 1 is partially accepted. While age groups and marital status do make a difference in intention to buy cosmetic surgery, gender, education, income, and occupation do not make a difference. Among age groups, younger women are much more likely to have an intention to buy cosmetic surgery. However, some of the groups involved in the study were very small, especially in divorced and older women. This could have influenced the results and should be taken into account.

Table 2: Outcomes of hypothesis testing for Hypothesis 1

Hypothesis	Result
H1: There are significant different among demographic factors toward decision making of Korean on cosmetic surgery.	Partly Confirmed
H1a: There is significantly different between Korean's male and female on decision making toward cosmetic surgery.	Not Confirmed
H1b: There are significantly different among age group on decision making toward cosmetic surgery of Korean.	Confirmed
H1c: There are significantly different among education level on decision making toward cosmetic surgery of Korean.	Not Confirmed
H1d: There are significantly different among income level on decision making toward cosmetic surgery of Korean.	Not Confirmed
H1e: There are significantly different among different marital status on decision making toward cosmetic surgery of Korean.	Not Confirmed
H1f: There are significantly different among different occupation on decision making toward cosmetic surgery of Korean.	Confirmed

Table 3: Group Statistics-H1a

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Decision Making	Male	23	4.2174	.59974	.12505
	Female	85	4.2471	.65294	.07082

Table 4: Independent Samples Test – H1a

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Decision Making	Equal variances assumed	.567	.453	-.197	106	.845	-.02967	.15096	-.32895	.26962
	Equal variances not assumed			-.206	37.368	.838	-.02967	.14372	-.32077	.26143

H1b: There are significantly different among age group on decision making toward cosmetic surgery of Korean. **(Confirmed)**

Table 5: ANOVA-H1b

Decision Making					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.766	3	5.255	19.537	.000
Within Groups	27.975	104	.269		
Total	43.741	107			

Table 6: LSD-H1b

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 20	20-29	.18149	.11653	.122	-.0496	.4126
	30-39	.89688*	.14784	.000	.6037	1.1900
	40 and over	1.42188*	.27505	.000	.8764	1.9673
20-29	Less than 20	-.18149	.11653	.122	-.4126	.0496
	30-39	.71538*	.13646	.000	.4448	.9860
	40 and over	1.24038*	.26911	.000	.7067	1.7740
30-39	Less than 20	-.89688*	.14784	.000	-1.1900	-.6037
	20-29	-.71538*	.13646	.000	-.9860	-.4448
	40 and over	.52500	.28407	.067	-.0383	1.0883
40 and over	Less than 20	-1.42188*	.27505	.000	-1.9673	-.8764
	20-29	-1.24038*	.26911	.000	-1.7740	-.7067
	30-39	-.52500	.28407	.067	-1.0883	.0383

*. The mean difference is significant at the 0.05 level.

H1c: There are significantly different among education level on decision making toward cosmetic surgery of Korean. **(Not confirmed)**

Table 7: ANOVA-H1c

Decision Making					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.974	2	.487	1.196	.307
Within Groups	42.767	105	.407		
Total	43.741	107			

H1d: There are significantly different among income level on decision making toward cosmetic surgery of Korean. **(Not confirmed)**

Table 8: ANOVA-H1d

Decision Making					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.876	2	.438	1.073	.346
Within Groups	42.865	105	.408		
Total	43.741	107			

H1e: There are significantly different among different marital status on decision making toward cosmetic surgery of Korean. **(Confirmed)**

Table 9: ANOVA-H1e

Decision Making					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.607	4	1.402	3.786	.007
Within Groups	38.134	103	.370		
Total	43.741	107			



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Table 10: LSD – H1e

(I) Occupation	(J) Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Student	Civil servant/ sale enterprise employee	.53968*	.19545	.007	.1521	.9273
	Self-Employed	.61248*	.17435	.001	.2667	.9583
	Employee of private company	.28968	.16708	.086	-.0417	.6210
	Other	.09524	.33195	.775	-.5631	.7536
Civil servant/ sale enterprise employee	Student	-.53968*	.19545	.007	-.9273	-.1521
	Self-Employed	.07280	.18258	.691	-.2893	.4349
	Employee of private company	-.25000	.17565	.158	-.5984	.0984
	Other	-.44444	.33634	.189	-1.1115	.2226
Self-Employed	Student	-.61248*	.17435	.001	-.9583	-.2667
	Civil servant/ sale enterprise employee	-.07280	.18258	.691	-.4349	.2893
	Employee of private company	-.32280*	.15183	.036	-.6239	-.0217
	Other	-.51724	.32454	.114	-1.1609	.1264
Employee of private company	Student	-.28968	.16708	.086	-.6210	.0417
	Civil servant/ sale enterprise employee	.25000	.17565	.158	-.0984	.5984
	Self-Employed	.32280*	.15183	.036	.0217	.6239
	Other	-.19444	.32069	.546	-.8305	.4416

Other	Student	-.09524	.33195	.775	-.7536	.5631
	Civil servant/ sale enterprise employee	.44444	.33634	.189	-.2226	1.1115
	Self-Employed	.51724	.32454	.114	-.1264	1.1609
	Employee of private company	.19444	.32069	.546	-.4416	.8305
*. The mean difference is significant at the 0.05 level.						

H1f: There are significantly different among different occupation on decision making toward cosmetic surgery of Korean. **(Not confirmed)**

Table 11 ANOVA-H1f

Decision Making	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.664	3	.888	2.248	.087
Within Groups	41.077	104	.395		
Total	43.741	107			

4.2.3.2 Hypotheses 2 through 7

The second set of hypotheses examined the role of various external factors that might influence the decision to buy cosmetic surgery. These factors included personal attitude (H2), social trends (H3), family and friends (H4), celebrity

endorsement or support (H5), career progress or advancement (H6), and advertisement (H7). Each of these was identified from the literature as a potential factor in the general atmosphere of acceptance of cosmetic surgery in South Korea. These factors were tested in multiple regression analysis against a single outcome variable (intention to buy cosmetic surgery). Multiple regression instead of single regression was used because it provides a more complete picture of influences, instead of the unrealistic and limited relationship shown when only a single predictor is used (Babbie, et al., 2011).

Table 12 shows the model summary of this relationship. The adjusted r-squared value shows the amount of variance in the outcome variables that can be explained through variance in the predictor variables (Babbie, et al., 2011). This outcome (adjusted $r^2 = .548$) indicates that 54.8% of the outcome variable can be explained by the predictor variables. This is a strong regression relationship and indicates a likely cause and effect relationship (Babbie, et al., 2011). The ANOVA results as shown in Table 13 ($F = 22.644$, $p = .000$) confirm that this is a significant relationship.

Because this is a multiple regression relationship, it is important to consider the individual significances of the predictor variables. These can be summarized as follows, using the t-test outcomes (which indicate significance for individual predictors (Babbie, et al., 2011)). These outcomes are shown in Table 14.

- Personal attitude (t = 1.210, p = .229)
- Social trend (t = .148, p = .882)
- Family and friend (t = -.050, p = .961)
- Celebrity (t = 2.347, p = .021)
- Career progress (t = 2.111, p = .037)
- Advertisement (t = .945, p = .347)

Of the six variables tested here, only two of them (celebrity and career progress) reach the required level of $p < .05$ for statistical significance. All of the others (including personal attitude, social trend, family and friend, and advertisement) are $p \geq .05$, some of them significantly more. (In particular, social trends and family and friends outcomes are almost certainly random chance or type II errors).

Based on these findings, only Hypothesis 5 and Hypothesis 6 can be accepted. Hypothesis 2, Hypothesis 3, Hypothesis 4, and Hypothesis 7 are rejected. While celebrity and career progress have a significant influence on the intention to buy cosmetic surgery, personal attitudes, social trends, family and friends, and advertisement do not.

Furthermore, the strength of the adjusted r-squared value for this tests suggests that celebrity and career advancement had a very strong effect on the decision making process. The equations below show the unstandardized and standardized equations for this relationship, which were created using the coefficients from Table 14. This shows that although the effects are approximately equal, career prospects are slightly more important than celebrity.

$$Y = .357(X1) \text{ celebrity} + .424(X2) \text{ career prospects} + .026 \text{ (Unstandardized)}$$

$$Z = .309(X1) \text{ celebrity} + .316(X2) \text{ career prospects (Standardized)}$$

The outcomes of these tests will be discussed in the next chapter by comparing the findings to the literature review. They will also be incorporated into recommendations in the final chapter of the research.

Table 12 Model Summary-H2 to H7

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 ^a	.574	.548	.42973
a. Predictors: (Constant), Advertisement, Personal Attitude, Social Trend, Family and Friend, Celebrity, Career Progress				

Table 13 ANOVA -H2 to H7

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.090	6	4.182	22.644	.000 ^a
	Residual	18.651	101	.185		
	Total	43.741	107			
a. Predictors: (Constant), Advertisement, Personal Attitude, Social Trend, Family and Friend, Celebrity, Career Progress						
b. Dependent Variable: Decision Making						

Table 14 Coefficients^a-H2 to H7

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.026	.412		-.064	.949
	Personal Attitude	.174	.144	.150	1.210	.229
	Social Trend	.014	.093	.013	.148	.882
	Family and Friend	-.006	.124	-.005	-.050	.961
	Celebrity	.357	.152	.309	2.347	.021
	Career Progress	.424	.201	.315	2.111	.037
	Advertisement	.081	.086	.068	.945	.347
a. Dependent Variable: Decision Making						

4.3 Discussion

The outcomes of the hypothesis tests showed that there were two factors that generated significant difference in intention to have cosmetic surgery, including age group and marital status. There were also two external factors that influenced the decision to have cosmetic surgery, including celebrity support or endorsement and career prospects. Each of these factors is discussed below to identify the new information this study has generated.

4.3.1 Age groups and marital status

The key differences in demographic factors in the intention to buy cosmetic surgery were age groups and marital status. In general, age groups under 30 were significantly more likely to have an intention to buy cosmetic surgery than those age over 30. Single women were more likely to have an intention to buy cosmetic surgery than either married or divorced women. This study was not designed to test differences in two dimensions or identify the distribution of age versus marriage, but it can be presumed that younger participants were more likely to be single. This could mean a number of different reasons for their increased intention for cosmetic surgery, such as changes in personal income and shifts in spending priority toward household and children (Smith & Stutts, 1999; Storrock & Pioch, 1998; Webster, 2000).

However, it is also possible that older women have had more procedures than younger ones, and thus have achieved the results they desired.

4.3.2 Celebrity

This research also supported the importance of the celebrity in the decision to buy cosmetic surgery. This was expected because of the importance of celebrity endorsement in selling products, especially to women (ell & Mitchell, 2003; Daneshvary & Schwer, 2000; Richins, 1991; Rook, 1985; Sinha, 2003). However, the reasons for the effectiveness of celebrity could be more about changing social norms than the impact of the celebrity herself, especially since research indicates that celebrity endorsements tend to be irrelevant information. Simply, the celebrity functions as a sign of social approval and acceptance of the procedure, which makes it easier to decide to have it.

4.3.3 Career prospects

One of the unexpected findings in this study was that career prospects played such a major role in the decision to buy cosmetic surgery. Career prospects are more of a concern for younger, unmarried women in Korean society, since Korean women usually leave the workforce after marriage. It is not unprecedented in the literature, with other studies also finding that there was some element of

consideration of career prospects in the choice of cosmetic surgery. However, the specific elements of this study suggest that this finding is one of the main contributions of this study. A Western study showed that men were highly likely to suggest that career prospects were the reason for undergoing cosmetic surgery (Adams, 2010). However, applying these findings directly to the current study is a problem for several reasons. The main reason is that while Adams (2010) was discussing the motivations of men, this study was mainly about the career prospects of women. Women in Korea, as in the USA and most other countries, have a different position in the workforce and different expectations applied to them than men. Another reason is that attitudes toward and frequency of cosmetic surgery are very different between the USA (where Adams (2010) conducted his research) and Korea. It is far more accepted in Korea to have cosmetic surgery, and many more people do so than in the USA (Suissa, 2008). A more apt comparison is China, where young women of all social classes and occupations have cosmetic surgery in order to improve their appearance and thus, their job prospects (Luo, 2013). Luo (2013) notes that young women perceive a severe need for the advantages that beauty (natural or not) brings, especially since the workforce is very large. It is possible that a similar situation exists in Korea. The importance of job prospects and career advancement for young women could also be a sign of changing priorities in regard to career versus marriage for young women. This has not been examined in detail in the existing research and could be an opportunity for further study.

4.3.4 Insignificant factors

There were a number of insignificant factors that were found in the study. For example, intention to have cosmetic surgery did not vary with gender, education, income level, or occupation. Similarly, personal attitudes, social trends, family and friends, and advertisement did not influence the intention to have cosmetic surgery. Some of these are more surprising than others. For example, it is not surprising that gender was not a factor, given that cosmetic surgery is highly popular with Korean men as it is with women, who share concerns about the ideal body (Comlertluck, 2011). Similarly, while personal income level might seem to be a barrier to buying cosmetic surgery, this is not necessarily the case in Korea, where many families consider cosmetic surgery an investment for their children and, for example, may promise it on completion of high school (Gyopokeith, 2013). Another example is family and friends (the reference group), which according to general consumer theory has a strong influence on consumer decisions (Webster, 2000). However, if one's family and friends are either indifferent or supportive of cosmetic surgery, this might not register as an influence. In many ways, the factors that are found to be insignificant are as interesting as those that are significant, since they reflect differences in Korean attitudes to cosmetic surgery and its intention and purpose compared to the Western attitudes more commonly surveyed. This difference is also noted by other authors, who have noted that Korean body attitudes stem from a different set of traditions and have different meanings than Western ones (Holliday &

Elfvig-Hwang, 2012). This makes the views of commentators like Suissa (2008), who frame the high rate of cosmetic surgery in Korea as a form of societal addition, seem very limited. This study did not have space to explore this difference in detail, but it could be very interesting for future study.



CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This research examined the reasons for acceptance of cosmetic surgery and its high rate of adoption among Koreans. Koreans have the highest rate of cosmetic surgery in the world, with an estimated 13% of the population (and around 50% of women in their twenties) having had one or more cosmetic procedures. However, the reasons for this adoption are not well known. Additionally, many of the studies that do discuss the phenomenon are based on Westernized body models and images, which tend to pathologize cosmetic surgery. In contrast, Korean body images and traditions, with a strong emphasis on body morphology and beauty, suggest that cosmetic surgery is a normal procedure.

The aims of this research were to examine the impact of demographic factors on the decision to purchase cosmetic surgery and to identify other factors that influence this decision. Demographic factors and external factors were identified through the literature review. The demographic factors studied included gender, age, education level, income level, marital status, and occupation. Other factors included personal attitudes, social trends, family and friends, celebrity, career prospects, and advertising.

The primary research was conducted using a quantitative questionnaire designed by the researcher. The sample (n = 108) included Koreans who had had at least one cosmetic surgery procedure in the past. Data was collected in Seoul, and was analyzed using descriptive and inferential statistics in SPSS. The sample was mainly female and relatively young, with a bachelor's degree. Income and occupations varied, and there were slightly more single women than married women (and only a few divorced women).

The descriptive results of the questionnaires showed generally positive attitudes toward cosmetic surgery in all areas, including strong agreement with intention to buy more cosmetic surgery. However, the hypothesis testing showed that actually there was relatively little influence of these factors. Of the demographic factors identified, only age group and marital status had significantly different intentions to buy cosmetic surgery. Younger women (under age 30) were significantly more likely to buy cosmetic surgery, as were unmarried women. These two factors may be related (since younger women are also likely to be unmarried). They may also be related to marriage or career prospects, which could be improved through the use of plastic surgery, or because older and married women have different spending priorities. Of the factors in the decision proposed, only celebrity and career prospects were significant. Of these, celebrity was expected, since there is a deep body of literature on it. However, the impact of career prospects was not anticipated

by a lot of literature. Perhaps the closest is Luo's (2013) recent study on the Chinese 'beauty economy.'

The main contributions of this research are based on the importance of cosmetic surgery to young, unmarried women. The findings could be indicative of an emerging 'beauty economy' in Korea, where young women attempting to take part in a generational change in workforce participation are competing on beauty as well as skills. Another key contribution is the difference in body image between Koreans and Westerners, and what this could imply for studies of cosmetic surgery.

5.2 Recommendations

It is difficult to provide recommendations for cosmetic surgery practitioners based on the outcomes of this study, particularly since participants proved to be so resistant to tactics that might normally be used, such as advertising and word of mouth (a marketing technique that makes use of reference groups and influencers). These findings suggest that despite the growing use of these techniques in the industry, they may not be reaching their target audience and thus may not be effective. Thus, the first recommendation is that those that do use advertising for cosmetic surgery should reassess the technique to determine if it is actually effective.

A second recommendation is that marketing efforts (if any) should focus on young, unmarried career workers, especially women. Although the popular literature suggests that cosmetic surgery is as popular for men as it is for women, this study suggests differently - although equal numbers of men and women were approached, far more women admitted to having plastic surgery. The importance of cosmetic surgery for the career was initially a surprise, but it makes sense given its prevalence and acceptance in Korean society. Thus, if companies are going to market to potential customers, this is the group they should target.

A third recommendation is that celebrity endorsements should be used cautiously. This study suggests that it is celebrity openness about cosmetic surgery, rather than an endorsement, that influences the consumer decision (though it did not prove it). Thus, a general climate of celebrity acceptance, rather than celebrity endorsement, that provides value.

5.3 Recommendation for Future Research

The first recommendation comes from the importance of career prospects, juxtaposed with a stronger tendency for younger and unmarried women to intend to purchase cosmetic surgery. This suggests that a) cosmetic surgery is important to career prospects (or is considered to be so), and b) younger and unmarried women are more interested in career prospects than older women. This could indicate a

generational change in attitudes and intentions to work for Korean women. Ethnographic work or interviews with younger Korean women in the workplace could provide information about this.

The second recommendation comes from the essential failure of the demographic and marketing factor model to predict intentions for cosmetic surgery. This was based on Westernized conceptions about cosmetic surgery and its role in society. An inductive approach could be used to build a new set of observations in Korean society, perhaps using the Chinese ‘beauty economy’ concept described by Luo (2013).

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APPENDIX

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Appendix: Questionnaire

Screening Question

Have you ever been in cosmetic surgery?

Yes (Please continue) No (Please end this survey)

Part 1: Personal Information

1. Gender

Male Female

2. Age

Less than 20 20-29
 30-39 40 and over

3. Highest education level

Less than Bachelor Bachelors
 Masters Higher than Master

4. Marital Status

Single Married Divorce

5. Occupation

Student Civil servant/ state enterprise
employee

Self-Employed Employee of private company

Others _____

6. Monthly Income included living allowance from parents (KRW)

Less than 500,000 won 500,001-1,000,000 won

1,000,001-2,000,000 won Over 2,000,000 won

Part 2: Factor influencing decision making to have cosmetic surgery.

Factors influencing the decision-making on cosmetic surgery	Strongly disagree	Disagree	Neither	Agree	Strongly agree
	1	2	3	4	5
Personal attitude					
7. I believe that cosmetic surgery can help promote personality					
8. The cosmetic surgery helps increase charming and attraction					
9. The person who has cosmetic surgery looks more beautiful					
Social Trends					
10. Having cosmetic surgery is normal in the society					
11. Most people I know have cosmetic surgery					
Family and Friends					
12. My family and friend think that having cosmetic surgery is good for me.					
13. My family and friend can influence me to have cosmetic surgery					
Celebrity					
14. I have cosmetic surgery to look like my favorite celebrity					
15. The popular star usually has cosmetic surgery					
Career progress					

16. Appearance affects having chance to progress in work					
17. Having cosmetic surgery would lead to more chance than other persons					
18. My career needs to have beautiful appearance					
Advertisement					
19. Advertisement can influence me to have cosmetic surgery					
20. I like to watch advertisement about cosmetic surgery					

Part 3: Decision Making on Cosmetic Surgery

Decision making on cosmetic surgery	Strongly disagree	Disagree	Neither	Agree	Strongly agree
	1	2	3	4	5
21. If I don't happy with any my appearance, I normally go for cosmetic surgery					
22. I prefer to have cosmetic surgery					

질문 사항

심사 질문

성형 수술 해봤거나 안 해봤습니까?

네 (계속 하세요) 아니오 (끝내주세요)

1 부: 개인 정보

1. 성별

남성 여성

2. 나이

20 이하 20-29
 30-39 40 이상

3. 교육 레벨

학사 학위 이하 학사 학위
 석사 학위 석사 학위 이상

4. 결혼 상태

미혼 기혼 이혼

5. 직역

학생 사무원
 지기가 고용 개인 기업 종업원
 다른 _____

6. 원소득

500,000 원 이하 500,001-1,000,000 원
 1,000,001-2,000,000 원 2,000,000 원 이상

2 부: 성형 수술을 하기로 결심하는 원인.

성형 수술을 하기로 결심하는 원인	전혀 그렇지 않다	그렇지 않다	보통	그렇다	매우 그렇다
	1	2	3	4	5
개인적인					
7. 성형 수술을 하면 더 예쁜 외모, 미모를 얻게 된다고 생각한다.					
8. 성형 수술을 하면 매력이 높다고 생각한다.					
9. 성형 수술을 하는 사람은 성형 수술을 안 하는 사람보다 더 예쁘다고 생각한다.					
사회 및 열풍적인					
10. 성형 수술은 사회의 일반적인 일이다.					
11. 주변인이 성형 수술했기 때문에 자기도 해보고 싶다.					
가족이랑 친구들이					
12. 가족이랑 친구들은 당신에게 성형수술이 좋은 것입니다.					
13. 가족이랑 친구들대문에 성형 수술을 하고 싶습니다.					
명성					
14. 여러분은 좋아하는 연애인이 하는 행동을 따라한다.					
15. 인기 많은 연애인들은 주로 성형 수술을 한다.					
취업 성공적인					
16. 외모, 미모 때문에 취직하게 된다.					

17. 성형 수술을 하면 다른 사람보다 취직을 쉽게 할 수 있다.					
18. 직업은 예쁜 얼굴, 미모를 가져야 하는 직업이다.					
광고					
19. 성형수술에 대한 광고는 성형수술을 하게 합니다					
20. 성형수술에 대한 광고를 보고 좋아합니다.					

3 부: 형성 수술 결정

형성 수술 결정	진혀 그렇지 않다	그렇지 않다	보통	그렇다	매우 그렇다
	1	2	3	4	5
21. 외관에게 행복하지 않으면 형상 수술 하겠습니다.					
22. 성형수술하기로 하겠습니다.					

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