

THE INFLUENCING FACTORS PRESSURING THAI WOMEN ON DECISION MAKING ON
BEAUTY AND APPEARANCE TRANSFORMATION.

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CHULALONGKORN UNIVERSITY

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สิริภักดิ์ ศรีวรรณ : ปัจจัยที่ส่งผลต่อการตัดสินใจเปลี่ยนแปลงด้านรูปลักษณ์และความงามของผู้หญิงไทย. (THE INFLUENCING FACTORS PRESSURING THAI WOMEN ON DECISION MAKING ON BEAUTY AND APPEARANCE TRANSFORMATION.)
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การวิจัยในหัวข้อปัจจัยที่กดดันผู้หญิงด้านความสวยความงามในประเทศไทยมีวัตถุประสงค์เพื่อศึกษา 1) ทศนคติของคนไทยในเรื่องความสวยความงาม 2) ปัจจัยทางด้านภายในของจิตใจ หรือ ปัจจัยจากสิ่งแวดล้อมภายนอกมีผลกระทบมากกว่าต่อทศนคติของผู้หญิงในเรื่องความสวย ความงาม 3) ระดับความพึงพอใจที่ผู้หญิงมีต่อรูปลักษณ์และหน้าตาของตนเอง งานวิจัยชิ้นนี้ต้องการวัดว่าปัจจัยทางด้านจิตใจของผู้หญิง ในด้านของ มุมมองเกี่ยวกับสุนทรียะ ความมั่นใจส่วนบุคคล ความต้องการประสบความสำเร็จ หรือปัจจัยจากสิ่งแวดล้อมภายนอกได้แก่ ความกดดันทางสังคม การเปิดรับเนื้อหาด้านความสวยความงามจากสื่อ การหาหุ่นัด การเงิน จะมีแรงกดดันต่อการตัดสินใจผู้หญิงในด้านของความสวยความงาม และความมุ่งมั่นของผู้หญิงที่อยากจะพัฒนาบุคลิกภาพของตนเอง การเก็บข้อมูลใช้วิธีเชิงปริมาณโดยเก็บข้อมูลด้วยแบบสอบถามจำนวน 400 ชุดจากกลุ่มตัวอย่างในกรุงเทพมหานคร ที่มีอายุ 18-51 ปี การวิเคราะห์ข้อมูลใช้โปรแกรม SPSS ด้วยการใช้การวิเคราะห์แบบถดถอยพหุคูณ (Multiple Regression Analysis) ซึ่งเป็นวิธีการวิเคราะห์ข้อมูลเพื่อหาความสัมพันธ์ระหว่างตัวแปรตาม คือการตัดสินใจเปลี่ยนแปลงด้านรูปลักษณ์และความสวยงามของผู้หญิงไทย และตัวแปรอิสระ คือตัวแปรด้านจิตวิทยา และสิ่งแวดล้อมภายนอก.

ผลจากการทดสอบสมมติฐานได้พบว่า 1) ปัจจัยทางด้านสิ่งแวดล้อมภายนอกมีผลกระทบต่อ ทศนคติเรื่องความสวยความงามของผู้หญิงไทยมากกว่าปัจจัยทางด้านจิตใจ 2) ปัจจัยทางด้าน การเปิดรับสื่อ มุมมองเกี่ยวกับสุนทรียะ และ การเงินของแต่ละบุคคลมีผลกระทบมากที่สุดต่อความมุ่งมั่นของผู้หญิงที่จะปรับบุคลิกภาพของตนเอง 3) ผู้หญิงไทยส่วนใหญ่ไม่ผลักดันตนเองเพื่อที่จะต้องทำศัลยกรรมบนใบหน้าหรือร่างกายเพื่อที่จะปรับบุคลิกภาพตนเองให้สวยขึ้น

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The objectives of this research on the influencing factors pressuring Thai women toward beauty and appearance are 1) to understand Thai women's perception about physical appearance in modern day society 2) to identify whether the psychological variable or the external environmental variables will make women have the desire to look more attractive. The method for this study is a quantitative approach using a questionnaire survey with a random sample of 400 people aged 18-51 living in Bangkok. The analysis of the study will employ SPSS program to interpret the results in a multiple regression model to measure the strength of relationship between each of the variables to the desire for women to look more attractive.

The result of the hypothesis has revealed that 1) The external environmental factors is more related to women's attitude on beauty and appearance in comparison to the psychological factors. 2) The external environmental factors concerning media, aesthetic and budget have the biggest influence on women's attitude towards the desire to have a better self-image. 3) The level of behavioral change that women would go through is not is not extreme to go through beauty cosmetic plastic surgery.

Field of Study: Strategic Communication Student's Signature

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Chapter 1

Introduction

Situation Analysis

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

Beauty in the historical period was seen to be more realistic than beauty in the modern day 21st century. The Renaissance era highlights the natural form of beauty that might not be seen as an attraction in modern day beauty. Ideal beauty of this era was more busty, curvy, and buffy. It was a belief that women’s natural form of beauty is the most perfect form because it is a gift by god. Other elements of beauty such as makeup or fashion was less strict with more variation (Kuchinsky, 2007). In the modern day, the image of beauty is more unrealistic. With the advancement of technology, there are many ways that women try to seek in order to make themselves look more attractive. This can be from minor changes, such as body lotions that tighten up the skin, makeup that covers the defects of the face or shampoo that will transform your hair into a shiny mane to extreme changes by doing cosmetic surgery (Farah, 2009).

Beauty in the modern day is more competitive as there are more alternative ways for women to look beautiful without having to base their beauty on their natural facial features purely. The media has played a major roll in changing the perception on what beauty is (Alice, 2009). The celebrities, in which the media portrays to be beauty icons, may be one of the major influences that motivate women to want to become beautiful. From being a role model that the general public can only look up to from a distance, the media has blurred this borderline. Their lives are being more exposed through television, social media and magazines

that people feel the possibility to reach to the same kind of lifestyle (Tornambe, 2010) .

The importance given to beauty can be seen from women in the Thai society. The perception of beauty in Asia has been altered due to the cultural influence from the Western aesthetic values. Asian women are using Western aesthetic values as a benchmark to the standard of the perfect appearance. Their attitude meant “Asians are asking their surgeons for wider eyes, longer noses, and fuller breast features not typical of the race.” Women who believe in Western aesthetic values are convinced that the appearance that match up these values have no flaws (Saniotis, 2007) . Women are becoming more conscious of their appearance because they are more concern on how others in society may judge them based on their physical appeal. The culture of beauty of Thai women in the Bangkok region is that women should have the image of white pale skin, particular facial features and a certain height. Thai people are convinced that dark skin gives the impression of poverty and working class status whilst white skin gives the impression of wealth and upper class status (Rongmeung, 2011) .

Physical appearance can be associated to body shape, wait or facial features (Rongmeung, 2011) . This has made beauty become one of the dominant industries in the medical business. Thailand is one of the leading countries in Asia that provide cosmetic surgery services. There are more than 200 surgeons certified from the US who are specified in this area that works in Bangkok . Women who make the change to want to make themselves look more attractive would presume that this change would make their lives grow towards a better direction (Saniotis, 2007) . They may believe that their image would help them to connect with people in the same society better so they don't feel isolated (Chiapradikul, 2013) .

Women who want to look attractive may have many intentions. They may believe that looking gorgeous will help them find love, get better job positions or gain more attention from people in the same society. The “beautiful is good effect” can give women more internal confidence to be more happy, outstanding and

smarter (Dingman, 2012). The change that women decide to make for themselves can range from consuming more cosmetic products to more extreme change in doing cosmetic surgery. Women who take extreme measures by means of cosmetic surgery may hope for a more permanent change in their appearance. They may think that it will elevate their appearance, improve on the natural facial features, and cover up the facial parts that they are not satisfied with (Dingman, 2012) .

Overview of what the paper covers

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

Purpose of the Study

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

Setting for the Study

The scope for the study is the psychological aspect of how women feel about their appearance. Women usually have their set of standards about beauty internally that they are satisfied with. With the development of new cosmetic technologies and more channels in advertisements, women are faced with more ways to be beautiful. This is the other scope of study to research, which explores the impact that these physical surroundings have on women's satisfaction of their appearance.

Research Questions

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



Chapter 2

Literature Review

Women's mindset towards the standard of beauty has been through magnetic changes leading towards a perfectionist image of beauty (Chiapradikul, 2013). The pressure to look perfect alters according to women's perception on how satisfied they are about their body image. If women's philosophy isn't placed upon beauty, they will not be motivated to refine their appearance to meet the standard of beauty. Regardless, if women's philosophy is placed heavily upon beauty, they will feel more pressure to meet society's expectations to look 'perfect.' Their behavior can be unconsciously consuming more beauty products to a more extreme behavior by doing cosmetic surgery (Kaweeki, 2010).

The way that women view themselves as beautiful or unbeautiful is influenced by the psychological and external environmental source. The purpose of the study is to examine women's desirability to look more attractive physically based on the psychological and external environmental factors. The psychological factors here by are the aesthetic Caucasian beauty appeal, women's internal self-esteem and personal achievement. These factors are dealt by the individual's inner self, in which the individual has a control of. By contrast, the external environmental factors here by are the society's social pressure, the media exposure to beauty content and the dating opportunities toward the opposite sex, and women's budget spending on beauty services. These factors are beyond the individual's control.

The indicators are each explained by the theories based on media driven theories, self-driven theories and information processing theories to further interpret the factors that motivate women to change their behavior to look more attractive. This chapter will discuss how communication theories explain women's attitude toward making a behavioral change in their appearance based upon their inner self belief and the pressure from the environment they live in according to the following sections in theoretical background:

1. Media- Driven Explanation
2. Social psychology explanation: Self-Efficacy
3. Information processing driven theory

Theoretical Background

1. Media-driven explanation

1.1 Cultivation Theory

The theory was developed by George Gerbner during 1970s and 1980s. It's the idea that 'television creates a worldview that, although possibly inaccurate, becomes the reality because people believe it to be so' (Baran, 2006). Cultivation can be in two forms. The first form is mainstreaming, which is when television is seen as the dominant source of information and ideas about the world (Baran, 2006) . The other form is resonance, which is when viewers see things on television that they can relate with their own everyday lives. If they feel that their personal lives is related to the content in the media that they are viewing, the message from the media is more likely to have an impact on them (Shrum, 2004). People who are exposed to more mass media content may set high standards on physical attractiveness (Kenrick, 1980) . Heavy television viewers see the illusion of the content shown on television. The longer hours spent on watching television, the higher the possibility that they will see the real world like how it is viewed on television (Vonderen, 2010) .

The information processing that viewers have absorbed from the media is related to the cultivation theory. Regarding to Shrum, people often form judgments based on the information that they have retrieved from memory . The media may be one of the main sources that the individual used to seek information for making quick judgments (Shrum, 2004).

Women's desire to look more attractive may have an association to the amount of exposure they received from the media. The 'ideal images' of female celebrities that women encounter can lead them to form bias conception that

appearance is important, appearance is the key factor to the success in life, or being beautiful is a good (Robert, 2007).

1.2 Persuasion

1.2.1 One-Sided and Two-Sided Messages

One-sided message is most effective with persons initially favourable to the message. It is most effective with people of less education and the two-sided message is most effective with people of greater education (Baran, 2006). The common strategy that the media use to show the powerfulness of how beauty technology and products can make looks change is to use before and after images (Berberick, 2010). People may believe in this change because they want to find ways in order to make themselves feel better. The improvement in appearance encourages women to follow these measures in order to make themselves 'look good' (Berberick, 2010).

Ansel Adams, a professional photographer has quoted that " There are always two people in a picture: a photographer and a viewer." There are two sides to the story like the way two sided messages are presented. Two sided messages may make people have an uncertainty in their decision making if they are doubtful about the opposing argument's point of view. The message might work better with an audience who are against the belief in the first place. Women who oppose the message from the media that promote overly thin, fashion model figure believe that personality can shine through better than physical appearance. Based on a new study published in personal relationships, individuals who show positive characteristics such as, helpfulness and honesty are seen as more good looking than individuals who show negative characteristics such as unfairness and rudeness (Gorga, 2009). Personality traits are given a lot of significance for close relationships. The positive personality creates good friendship which can lead to the devotion for a romantic relationship, in which these feelings of development is seen to be more important than forming judgments from physical appearance (Science Daily, 2007).

1.2.2 Source Credibility

According to an experiment done by Hovland and Weiss (1951), they have reached the conclusion that the right source can increase the effectiveness of the message, especially if the source can be trusted or came from an opinion of an expertise. High-credibility source may produce more opinion change than a low-credibility source. However, if the source is related with a large number of messages then the source may reduce its effectiveness.

Magazines is one of the main powerful sources that women like to update the trend on beauty. Kenrick shared his opinion that ‘these amazingly attractive women seen in magazines are selected from a highly skewed distribution in terms of looks’ (Kenrick, 1980). The ideal images of women reflected from the source have an impact on women by different level from micro to macro level (Berberick, 2010). They set a standard for women to follow or set as an inspiration that women would like to work themselves up to. The attractive celebrities featured in magazines are seen as the source of persuasion for women to consume beauty products or use beauty services (Joseph, 1982). Although, the celebrity images can be deceptive, women still choose to be deceived in the hope that they will look appealing like the celebrities (Hukeba, 2005).

2. Social psychology explanation: Self-efficacy

2.1 Social learning theory

The theory suggest that much learning takes place through observing the behavior of others. The learning may be applied through the images viewed from television or magazines repeatedly. Physical appearance is considered to be non-verbal communication that can send out a lot of signals about who we are. For instance, the dress code that women wear and the way they wear it can show a lot of their personality out towards the public. Their sense of fashion can reflect a lot on their background, their values or their intentions. The individual’s clothing selection is important, because the style of clothing that the individual chose can

create a lot of impression especially in the work aspect or the social aspect. Women has a good sense of fashion may be looked up upon the others (Thompson, 2002).

2.2 Social comparison theory:

Based on this theory, individuals judge themselves and see where they stand by comparing themselves with others. The types of comparison can be upward and downward. In downward comparison, people compare themselves with people who are in a worse state than they are, which increases their self-esteem and lower frustration. In upward comparison, people compare themselves with people who are in a better state than they are, people feel more unconfident and increase in frustration because they feel a decrease in their self-worth (Festinger, 1954). According to McGraw, people start to compare themselves to media figures because the media creates a false belief that your body needs to look a certain way in order for you to feel good about yourself. The media may portray scenes of good looking guys and girls with perfect body shape feeling happy with their lives. This may cause them to start fantasizing that if only they can a perfect facial features or perfect figure, it would solve every problem in their lives and make them happy and get other's attention (McGraw, 2003). The pressure from social comparison may put pressure for women to start to change their behavior in their physical appearance if they are motivated enough.

A contrast effect is seen when an attractive woman stands next to less attractive women. The less attractive women may make the more attractive women feel standout, look more appealing, and more confident with their image (Macrae, 2009). The representation of women in the media are becoming more like physical objects that women compare themselves to in order to see themselves as beautiful (Berberick, 2010).

2.3 Self –theory

Based on Carol Dwek, self-theory is ‘how people develop beliefs about themselves and how it creates their psychological worlds, shape their thoughts, feelings and behaviors. There are two types of view to self-theory. The first view is an entity view, in which this group of people avoid taking challenges to avoid failure. The second view is an incremental view, in which this group of people strive to take challenges in order to improve their lives and success (Dweck, 1999). Physical appearance is a personal control aspect, in which the individual has the choice to give their concern to their looks or not. The amount of attention given to this factor depends on how much belief the individual thinks that physical appearance is important to them in achieving their personal goals (Dion, 1987).

Women who cares about their looks or admit that physical appearance is important to them may be stereotypical in their perception about physical attractiveness. According to Dion, Bershied and Walster, their results of their study showed that there is a positive bias towards physically attractive individuals. Individual with an attractive charisma creates the first general impression to have more socially desirable personalities than individuals who are unattractive. Moreover, people with an attractive appeal are expected to progress better than people with a less attractive appeal. Women who develop this sort of belief that looks are important will have the eager to give more thoughtfulness to their appearance, to receive more attention from peers, opposite sex members, or people in the same society in general (Dion, 1987).

Women who want to improve their lives and be success will see the importance of creating a good first impression in many occasions, by taking good care of themselves. It may be the most important thing in certain situations. For example, in dating relationships, ‘being beautiful’ is the most important thought that woman want the man to think of them as the first impression when they meet each other. This indicates that physical attractiveness in personal interaction has a strong effect in dating situations (Kenrick, 1980). The appearance is considered to be the first

nonverbal greeting to someone. The looks may have to be appealing enough to attract the man before the man wants to know women's personality in person (Stanger, 2012).

2.4 Social cognitive theory

Albert Bandura defines this theory as 'one's belief in one's ability to succeed in something. It deals with people's attitude on how they work on their goals, tasks and challenges' (Bandura, 1979). The basic idea of this theory comes in three steps. The first step is to learn by observing to others. The second step is people's level of inner consciousness in absorbing what they have learnt. The third step whether what they have learnt will make them change their behavior (Cherry, 2013).

People's attitude towards their change in behavior is dependent on their perception of the situation. According to McGraw, 'there is no reality, only perception.' He defines his statement by explaining that people have many 'filters' in their lives, meaning their 'internal and mental state of their personality, attitudes, beliefs values, point of view, past events of their lives'(McGraw, 2003). Women who center their thoughts on appearance will think that those who are unattractive, have certain facial features, such as 'round face, big eyes, small nose bridge, small chin, overweight and not tall' are more likely to be reacted negatively on a number of characteristics. For example, unattractive individuals are thought to be 'less socially skilled, less healthy, less intelligent, and less sexually warm than attractive individuals' (Feingold, 1994). They may feel more insecure and find themselves to act in more unfriendly manner than attractive individuals (Kenrick and others, 1979).

3. Information processing driven theory

3.1 The Functions of Attitude: Rational Model and Irrational Model

Daniel Katz and his colleagues developed this model based on the concept that people's perception are easily 'rational model suggests that human beings are non-thinking creatures whose beliefs are easily influenced by people around them around them and who even can have their perception of reality influenced by their own desires. The rational model suggests that 'human beings are intelligent and critical thinkers who can make wise decisions when given ample information.' Their level of rationality will depend on the situation that the individual is put into. The irrational model suggests that the individual make decisions according to their emotions rather than reasoning. They will act unconsciously towards their desires in the situation (Baran, 2006).

The same attitude can have a different motivational basis in different people. He suggests that 'unless we know the psychological need which is met by holding of an attitude we are in a poor position to predict when and how it will change.' A persuasive message should be adjusted to the attitude of the target audience in order to create motivation for behavioral change (Baran, 2006).

The functions of attitude can be seen in women's outlook on dating relationships. If women believe that looks are important in finding love, then they will base their rationality that romantic relationships is based on only good looking guys and good looking girls that will become attracted to each other. This may make women pressure themselves to look good in order to attract the opposite sex (Kenrick, 1980).

3.2 McGuire's Information-Processing Theory

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

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

If an independent variable affects one of the six steps, it may affect a person in a positive way or in a negative way. For instance, when an intelligent person watches a beauty program that involves a celebrity giving advice on 'how to put make up on' in order to look attractive, the person may not be convinced to act accordingly. The negative behavior will result in the person using their rational thinking and come to conclusions that celebrities are already attractive, so putting on the same kind of makeup may not create the same attractiveness effect as celebrities. The positive behavior will result in the person believing that using the same makeup techniques will create the same attractiveness effect as celebrities and therefore change their behavior (Baran, 2006).

3.3 Schema

According to Baran, schema is part of information processing theory, in which symbols are used to understand the sensory information that is taken in. The symbols use the mentality of the mind, self and society to process information (Baran, 2006). The mental formalities are compared to 'houses that give its shape' (Sewell, 1992). The way that they process information may lead them to favor certain things more than others. The culture that women live is a big part in setting the frame of what they should be seeing. The understanding of the self therefore, will create a standpoint in their belief about what is considered important in their

lives. The knowledge that we gain to form our mental structure can be abstract, such as beliefs that doesn't have a right or wrong answer (Touarti, 2007).

The self is constructed through interaction with the environment (Baran, 2005, p. 248). The interaction sets the principles of actions and habits that form the mental structure we do not realize (Sewell, 1922). Their knowledge and experiences that they have learned throughout their lives are used as the basic structure for interaction during social situations (Touarti, 2007).

The meanings we give to symbols define us of who we are and the actuality we experience (Baran and others, 2005, p. 247). The idea of schema is the belief that each individual has about the way the world is being structured. It describes how a person makes use of the information to operate on their daily lives (Axelrod, 2011). Blair-Loys, interview data on women's family responsibilities came up with a similar definition that cognitive schemas are structures that form our perceptions and knowledge mentally (Blair-Loy, 2001).

Individuals may pay more attention to information that complies with their schema. If women takes appearance as their scheme will focus on the outside appearance when exposed to knowledge on beauty through the media. Women who gained knowledge from the media and think that being beautiful physically will make their lives better will strive to make a change to improve their self-image. By contrast, women who aren't affected by the media may think that being beautiful does not determine success, so therefore will not make the effort to make improvements on their physical looks. Individuals who are exposed to information from the media will select the details that match with their beliefs (Touarti, 2007).

3.4 Consumer Behavior Model

3.4.1 Advertiser Point of View

The advertisers of beauty products or beauty services would try to create messages that would reach their target audience most effectively. The most effective messages would be most precise if the target audience is well defined. This meant

that the advertisers would need to study the target audience profile in order to see a specific picture of their target segment. The data needed to be collected are consumer's demographic and psychographic profile. The message that correlates with consumer characteristics, lifestyle and personality will likely to encourage consumers to behave in a particular way. The more effective the message is, consumer is more likely to show a positive attitude change rather than a negative attitude change (Boykin, 2013).

3.4.2 Consumer Point of View

Consumer behavior toward a certain situation is dependent upon their attitude toward how they perceive the situation to be. Before an individual decides to act upon a certain situation, the person would need to make a decision. The thinking process that the person would need to go through before showing a certain act of behavior comprises of: the personal belief, the feeling toward a certain object and the behavioral intentions (Bray, 2008).

3.4.2.1 The Belief

Consumer may have a mixture of beliefs about a certain situation, experience or an object. The beliefs can be positive, negative or neutral. The outweighing balance between these three components will influence consumer attitude to behave in a certain direction. If the individual has a positive belief outweighing the negative belief that beauty products will make them look more attractive therefore improving their lives, the individual will more likely be open minded towards beauty product brands and services. However, if the individual has a negative belief outweighing the positive belief that beauty products doesn't affect their wellbeing of their lives, then the individual will be ignorant towards the beauty product brands and services (Perner, 2010).

3.4.2.2 The Affect

The feeling that a consumer have toward a certain situation, object or experience is based on their beliefs. If the individual has a positive belief about cosmetic products or cosmetic surgery technologies, the person would be active towards building their interest in the area by doing information search, evaluation alternatives and building their purchase intention (Bray, 2008). On the other hand, the individual feelings may be independent from their beliefs. In this case, the individual may not necessarily favor cosmetic surgery but enjoys admiring celebrities who look outstandingly attractive from doing cosmetic surgeries (Perner, 2010).

4.2.3 The Behavioral Intention

The behavioral intention is the course of action that consumer decides to take with respect to the situation, experience or the object. If the consumer believes that using cosmetic products is one of the factors that bring success to their lives, help them feel more attractive physically or improve their self-esteem, the person would make the investment in buying cosmetic products. The more value that consumers give to beauty, more investment they would make with these cosmetic products. The consumer will select branded cosmetics products with high quality (Perner, 2010).

Theory Adaptation to the variables in the model:

1. Media Variable: Cultivation Theory, Persuasion Theory

The theory in persuasion based on the messages from a source credibility can relate to the variable media in the model. The amount of media exposure that consumer are exposed to will be effective depending on how persuasive the content of the beauty messages advertisers create are. The beauty messages are sent from a variety of communication channel tools. The methodology section will test the effectiveness of the media exposure of beauty content through four communication channel tools which are: print media, television, You Tube site and blog websites.

The cultivation theory can be applied to the variable 'media' in the model. The media usually tries to portray the beauty messages according to their marketing goal of cosmetic brands. This is to induce consumers that using their beauty products and services can make their life quality better by looking more attractive (Robert, 2007). The level of effect that media has on consumer's mindset for the need to be beautiful will depend upon the amount of media exposure they have towards beauty content.

2. Personal Achievement Variable: Social Cognitive Theory, Social Learning Theory

The social cognitive theory and social learning theory is used to support the variable personal achievement in the model. The social cognitive theory will measure the self belief that each participant has in their motivation to achieve their goal. It will measure whether the participant is dependent on their self beauty appearance in order to be successful in their career. The social learning theory is useful to explain participant's lifestyle in fashion trend whether they learn how to dress fashionably from other people or not.

3. Self Esteem Variable: Self- Theory

The self theory is used to explain the variable self esteem. The theory will reflect each participant's self confidence in their appearance whether they are satisfied with their self appearance in their natural born facial features or they are dissatisfied with their self appearance. If the participant are satisfied with their natural facial features, they will have a high positive outlook in life. If the participant is dissatisfied with their natural facial features, they will have a negative outlook in life. They will set high expectations to look unnaturally perfect.

4. Social Pressure Variable: Social Comparison Theory

The social comparison theory identifies the social pressure that Thai women go through in the competitive society that they live in. Thai women are faced with a lot of pressure to meet different expectations in order to feel accepted in their social

circle. The pressure to look attractive according to the beauty trend is one of the aspects that women feel pressured with. The model will test if women feel pressured to look perfect to the extent that they will make the effort to modify their appearance or not.

5. Budgeting Variable: McGuire's Information Processing Theory, Consumer Behavior Model

The McGuire's information processing theory and consumer behavior model will explain consumer's behavior in budget spending towards beauty services and beauty products. The two theories have a similarity in explaining consumer's decision process before making a purchasing decision on their spending in beauty services and beauty products. The participant may have the desire to use the beauty services in order to look more attractive, but their behavior will be dependent upon their budget limit in for their spending for this area.

6. Dating Opportunities: Functions of Attitude Theory

The functions of attitude can be related with the variable dating opportunities. If women are using a lot of rationality, their dating experience will be based heavily upon reasoning. For instance, women's mindset may be filtered with media messages that only good looking will be in a dating relationship. Therefore, women feel pressured to look perfect in order to find dating opportunities or they would isolate themselves. In the irrational case, women's dating experience will be based on their emotional instead of reasoning. They would have confidence to date someone based on their personality more importantly than the outward appearance. This theory will explain the level of rationality women would beautify their appearance in order to look for dating opportunities.

7. Aesthetics: Schema Theory

The schema theory will verify the variable aesthetics. The theory will give a clearer understanding of the symbolisms of beauty that Thai women identify with as being attractive.

Women who are influenced by the Caucasian appearance as their scheme have a higher possibility to improve their appearance to look more Caucasian. Women who are not influenced by the Caucasian appearance are more satisfied with their natural beauty.



Chapter 3

Methodology

3.1 Strategy

3.1.1 Target Sampling

The method that is going to be used to conduct the research is a quantitative method research by doing a survey questionnaire. The target sample would be women who give attention to their physical appearance that have an age range from 22-35 years old. The sampling unit will be take place at fashionable shopping department store areas around Bangkok city area, such as Siam Center, Emporium or Central World. The duration of the survey will be around one month. The sampling size will 400 people be based on the Yamane's formula with an error of 5% and with a confidence coefficient of 95% (Mora, 2010).

3.1.2 Sampling Technique

The sampling technique used is a non probability sampling based on quota sampling that is a two-stage restricted judgmental sampling. The first stage is to develop control categories of population elements. The control characteristics for this survey would be sex, age, culture, the area that the survey is going to take place. The second stage would be to select sample elements based on convenience. In this case the sampling elements would take place in shopping malls in the city area around coffee shops that women like to hangout, beauty clinics or fitness lobby areas. The times selected to give the survey would be around the time in which people are taking a rest in the lobby area in the fitness center, waiting to see their doctor expert in beauty area or sitting long for hours in the coffee shop. This time of day would be the appropriate time that the individual would give their time to do the survey because they are not in a rush (Malhotra, 2007) .

3.1.3 Type of Sampling

The type of sampling that is used complete the survey would be field sampling. The field sampling will take place during the day, in which the data collection will take place in the major department stores famous for their fashion and beauty trend, such as Central World, Siam Paragon or Emporium. The data collection will only focus on field research to get the data instantly from the participants at the prime time.

3.2 Concept of the questionnaire:

The concept of the questionnaire is whether the external factors or internal factors have a large impact on women to change their behavior in improving their physical appearance. The questionnaire consist of internal influence and external influence. The internal influence measure issues that deal with culture, self-esteem and personal achievement. The external influence will measure issues that deal with social pressure, media, and celebrity influence.

3.2.1 Indicators:

1. Psychological Factors

1.1 Aesthetic

Aesthetic is defined as a 'set of principles about beauty' (Longman, n.d.). This variable will measure whether aesthetic has a role in effecting the level of desire women want to become more beautiful. The type of beauty that women have considered as appealing has changed over the years. The central city in Thailand, Bangkok is known to be the Metropolitan area. The city is refined to be a fashion hub for the people in this area who place a lot of emphasis on personal symbols and external presentation. Back in the 1970s traditional culture, ideal standard of beauty was viewed subjectively towards the Asian culture. The ideal features would be

brown skin, 160 cm tall, strong dark eyes, long dark straight hair, a small round nose and strong healthy skin (Feigenblatt, 2010).

In comparison to the today, the cultural values have changed a lot from the external Western cultural influence. American global standards of beauty and fashion have entered the media market. They have exposed their beauty culture through media channels, such as billboard advertising that show taller women with lighter skin, nose became longer and pointier. The individual with a mixed ethnicity of Thai and Western lineage resembles the ideal beauty for Thai women today (Feigenblatt, 2010).

1.2 Self-Esteem

Self-Esteem is defined as ‘the feeling of being satisfied with your own abilities, and that you deserve to be liked or respected (Longman, n.d.). This variable will measure the women’s confidence level in their appearance will have any effect on their motivation to become more beautiful. Women are often being reminded constantly on what is considered beautiful. The daily comments from their friends, family, workmates or beautiful images of women seen in advertisements, TV soap operas or fashion catwalks may make women feel that they have a flaw in themselves (Britton, 2012).The stress about beauty that women feel that they have to endure can lead them to being obsessed about beauty in order for the need to be perfect. The beauty obsession has an impact on lower self-esteem for women (Beauty at any cost, 2008). Their lower inner self confidence may create a need to find ways to make themselves feel more attractive. Their behavior may range from a pair of clothing, jewelry, or make up to make them feel greater about themselves to more heavier investment into doing cosmetic surgery for a more permanent change (Richins, 1992). Women who have a self-esteem problem may find themselves more reliant on other tools to make themselves feel more secure, confidence and higher self-worth. They are more self-conscious that they believe cosmetics can solve beauty problems (Cash, 1982).

1.3 Personal Achievement

Personal achievement is defined as ‘something important that you succeed in doing by your own efforts’ (Longman, n.d). This variable will measure whether personal achievement will effect the level of desire women want to look more beautiful. The image of professionalism can help women enhance their career. For instance, women who dress appropriately with makeup makes the individual look presentable to clients in their work environment. Women who make the effort to look attractive have a greater occupational potential than less attractive people. It can increase their chance towards new job opportunities. Additionally, their physical appeal will give them the advantage to be more popular among the male co-worker (Louis, 2011).

Women who dress suitably will enhance their empowerment, pleasure and attention in the workplace. They will be looked up by their colleagues to be a credible person. Women who wear makeup feel more productive in their environment because it can help increase their confidence to interact with others. Without makeup, the individual might look unhealthy in the eyes of others. They can get asked about their well being or their health, which can cause a distraction in the workplace (Louis, 2011).

Women who feel positive about their personal appearance tend to avoid the concern of being accepted by others. They feel more comfortable, cooperative and motivated to work with others. The way that women dress is a symbolic statement of who they are (Rasband, 2000).

2. External Factors

2.1 Social Pressure

Pressure is defined as ‘a strong feeling that you must do the same things as other people of your age if you want them to like you’ (Longman, n.d). This variable will measure how social pressure will effect the level of desire women want to

become more beautiful. Women are becoming more concern with their self-image because of the pressure to meet the social demands in the society that they live in (Snapp, 2012). They are becoming more self-conscious from comparing themselves to their peers or trying to impress the opposite sex (Snapp, 2012). Women may feel even more pressured when they are engaged in social groups that give a lot of importance to appearance and high level of standard of beauty (Snapp 2012 credit Levitt 2004). As women grow older, their thoughts are fulfilled with values that they are expected meet in order to become an ideal woman. Their traditional role to fulfill is to be a nurturing, passive, relationship oriented, passive, independent, competitive, successful in their working career. A lot of significance is given to the outward appearance as women are expected to be thin, beautiful and sexy (Snapp 2012). Women's family members may influence them indirectly about keeping their physical appearance to be mere perfect. Their communication may be directed towards how they should look and their attitudes towards their mindfulness of their image may impose a similar attitude towards their daughters to have a 'perfect look (Sheldon, 2010).

2.2 Media

Media is defined as the channel that provide news and information for the public (Longman, n.d). This variable will measure how media will have an influence on how women have the desire to become more beautiful. The media can have an influence on how women view their body image (Sparhawk, 2003). The popular magazines send an indirect message for women to focus on their physical, outside characteristics as being more important than inside characteristics such as being smart, sophisticated, funny (Sparhawk, 2003). The exposure to media can form stereotypical views that women have about physical attractiveness. The longer hours spent watching TV, the higher the probability their thoughts are being monopolized by the information shown on TV. People perceive the world as seen through television (Shrikhande, 2003).

2.3 Dating Opportunities

Dating is defined as to have a 'romantic relationship with someone' (Longman, n.d). This variable will measure whether dating opportunities will have an effect on the level of desire women want to become more beautiful. The individuals have their own personal expectations about their relationship partners at an early stage in the relationship. This shows that women generally want to create the best impression that men expect of them in the first stages of interaction. The romantic relationship between men and women is known to be related to physical appearance. The physical appearance causes physical attraction for the relationship to be sustainable (Sanchez 2008).

The physical attraction is more important for men to feel the romantic chemistry with the woman. Women's beauty creates the gut-level and intense emotional feeling for men without them being rational about it (Eastwick, 2013). Women who look attractive may have more selections on their dates with men because men feel more intimate with attractive women (Lee, 1998) .

2.4 Budgeting

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

3.2.2 Measurement and scaling

1. Nominal-level measurement

This a scale that clearly identifies objects into categories with labels on the objects in the form of numbers or alphabets. Based on the questionnaire, this type of scaling is used for questions that consumers identify the specific beauty services they use, or the specific type of media that they are exposed to the most on beauty

information. The nominal scale helps give a detailed, specific and basic information about each of consumer's insight in the beauty industry (Neuman, 2011).

2. Ordinal-level measurement

The ordinal level scale is a ranking scale in which the numbers represent the level of importance given to a characteristic in comparison to the others in the same group. According to the questionnaire, this type of scaling is used for questions that consumer rank the characteristic they find most attractive in the opposite sex or the facial feature that consumer find most attractive. This scale helps give information on the certain aspects of beauty that consumer give a the most value on or give least value on (Maholtra, 2007).

In addition, many types of likert scales are used in the questionnaire. The likert scale measures a person's attitude toward a certain statement. The index score like scale is numbered from 1-11. The scale is numbered in an odd numbered scale to give a more accurate measure of a person's opinion, especially if a person tries to give a score showing their neutral opinion. The Rosenberg self-esteem scale is also important in measuring the level of a person's self-esteem about their own self image. It measures the level of confidence that the individual feels comfortable in their personal appearance (Neuman, 2011).

3. Interval-level measurement

The scale is a combination of nominal and interval scale and also shows the amount of distance between the categories. Referring to the questionnaire this scale is used in questions that consumer identify how often consumer by cosmetic products or how much they spent each time they go shopping for cosmetic products. The specific distance in these categories shows how much value consumers give to beauty and appearance. For instance, the more money consumers spent on cosmetic products indicates that consumers give more importance to beauty than consumers who spend much less. Consumers who spend much less

may distribute their spending on other things that they find more important than beauty product or services (Neuman, 2011).

4. Scaling used in the Results Analysis

The scale that is used to analyse the results of the question sections that uses the 'likert' scale uses the scale of 'low', 'medium', and 'high.' The likert scale is of 1-5 is rescaled into 3 sections with the following labels:

Definition	Scale
Low	0 - 1.67
Medium	1.68 – 3.34
High	3.35 – 5.00

3.1.3 Format of the questionnaire:

The method of instrument used for the quantitative research is questionnaire survey by using close ended questions. The questions are split into 8 sections accordingly:

Section 1: The questions in this section is about the participant's personal demographic profile. The question will cover the gender, age, occupation, income, education and marital status. The questions are in the form of multiple choice.

Section 2: The question in this section is about the participant's self-esteem in general. Each of the questions in the section is in a statement format. The participant's answer to each of the question statement is in a 5-Point likert Scale. The questions based on this indicator use a likert scale with the Conbach's value of 0.799.

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

Section 3: The question in this section is about the participant's aesthetics perception in general. Each of the questions in the section is in a statement format. The participant's answer to each of the question statement is in a 5-Point likert Scale. The questions based on this indicator use a likert scale with the Conbach's value of 0.705.

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

Section 4: The question in this section is about the participant's personal achievement in general. Each of the questions in the section is in a statement format. The participant's answer to each of the question statement is in a 5-Point likert Scale. The questions based on this indicator use a likert scale with the Conbach's value of 0.799.

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

Section 5: The question in this section is about the participant's social pressure in general. Each of the questions in the section is in a statement format. The participant's answer to each of the question statement is in a 5-Point likert Scale. The questions based on this indicator use a likert scale with the Conbach's value of 0.789.

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

Section 6: The question in this section is about the participant's media habits. Each of the questions in this section is on the type of beauty content the participant is most exposed to through four different communication channels which are: print, television, you tube and blog websites. The questions are in the form of multiple choice in a likert Scale. The questions based on this indicator use a likert scale with the Conbach's value of 0.889.

Definition	Scale
None	0
Not very often	1
Not often	2
Neutral	3
Often	4
Very often	5

Section 7: The question in this section is about the participants personal beauty care habits. The first type of the questions in this section is on the number of frequency per month each participant use the beauty care services including, hair care, facial care and body care. The questions are based on the interval scale according to the following scale: never use the service before, less than once a month, one time per month, two times per month, three times per month, four times per month, more than four times per month.

The second type of questions in this section is on the number of times each participant use the cosmetic plastic surgery services, including surgery on the face and body. The questions are based on the interval scale according to the following scale: never use the service before, one time surgery performance, two time surgery performance and more than two time surgery performance.

Section 8: The questions in this section is on the participants budget spending on beauty care services and beauty care products. The questions are based on the ordinal scale that shows consumer's budgeting spending patterns on cosmetic services and beauty care products.

3.3 Model

3.3.1 Hypotheses

Hypothesis 1:

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

Alternate Hypothesis (H_a): If the alternate hypothesis is true, then at least one of the independent variables is related to the dependent variable 'desire to look more attractive', and therefore the model is valid. This means that at least one of the internal variables- culture, self-esteem, personal achievement, or external variables- social pressure, media and celebrity influence does influence women to change their behavior in modifying their physical appearance.

Hypothesis 2:

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

2.Data Collection

In this study, questionnaire (a quantitative approach) is used to for data collection on whether the internal variables- culture, self-esteem, personal achievement or the external variables- social pressure, media and celebrity influence has larger influence for women to change their behavior in modifying their physical appearance to look more attractive.

3.Data Analysis

The data analyzed will be based on the multiple-regression model. Multiple regression is a statistical technique that tests the relationship between a single dependent variable and two or more independent variables (Malhotra, 2007,p.534)

4.The model

$$y = B_0 + B_1X_1 + B_2X_2 + \dots + B_kX_k + e$$

Where for $j = 1, 2, \dots, k$

y = dependent variable

x = independent variable

B_0 = y-intercept

B_k = coefficients corresponding to x_j 's

e = error variable

Required conditions for the error variable:

1. The probability distribution of e is normal
2. The mean of error variable e is 0; that is, $E(e) = 0$
3. The standard deviation of error variable e is σ_e , which is a constant; that is $\text{Var}(e) = \sigma_e^2$
4. The errors are independent

3.3.2 The models used in multiple regression

3.3.2.1 The Model Showing the Relationship between the Internal and External Factors and the Desire to Look More Attractive

Model: desire to look more attractive = $\beta_0 + \beta_1 \text{culture} + \beta_2 \text{self-esteem} + \beta_3 \text{personal achievement} +$

$\beta_4 \text{social pressure} + \beta_5 \text{perception of dating opportunities} + \beta_6 \text{media} + \beta_7 \text{budget} + e$

Internal Influence

Model: desire to look more attractive = $\beta_0 + \beta_1 \text{culture} + \beta_2 \text{self-esteem} + \beta_3 \text{personal achievement} + e$

Model 1: desire to look more attractive = $\beta_0 + \beta_1 \text{culture} + e$

Model 2: desire to look more attractive = $\beta_0 + \beta_2 \text{self-esteem} + e$

Model 3: desire to look more attractive = $\beta_0 + \beta_3 \text{personal achievement} + e$

External Influence

Model: desire to look more attractive = $\beta_0 + \beta_4 \text{social pressure} + \beta_5 \text{perception of dating opportunities} + \beta_6 \text{media} + e$

Model 4: desire to look more attractive = $\beta_0 + \beta_4 \text{social pressure} + e$

Model 5: desire to look more attractive = $\beta_0 + \beta_5 \text{attraction to opposite sex} + e$

Model 6: desire to look more attractive = $\beta_0 + \beta_6 \text{media} + e$

Model 7: desire to look more attractive = $\beta_0 + \beta_7 \text{perception of dating opportunities} + e$

Where:

Y = desire to look more attractive

X_1 = culture

X_2 = self-esteem

X_3 = personal achievement

X_4 = social pressure

X_5 = perception of dating opportunities

X_6 = media

X_7 = budget

Testing the validity of the model

Hypotheses

$H_0: B_1 = B_2 = B_3 = 0$ versus $H_a: \text{at least one of the } B_j \text{ not equal to } 0$

Test Statistics

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

Where:

F = F- distribution

MST = mean square of treatment

MSE = mean square of error

k = degree of freedom

(n-k-1) = degree of freedom

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

3.3.3 Statistics used to analyze multiple regression

1. Pearson Correlation: formula

A statistic summarizing the strength of association between two metric variables (Malhotra, 2007,p.534). The association is measured by the size of correlation. The larger the size of correlation between the independent variable (culture, self-esteem, personal achievement, social pressure, media, and celebrity influence) to the dependent variable (desire to look more attractive), the stronger they are related. The formula for r is:

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

2. Adjusted R²

This value measures which model would be best to explain the relationship between the independent variable (culture, self-esteem, personal achievement, social pressure, media, and celebrity influence) to the dependent variable (desire to look more attractive). The value of adjusted R² would only increase if the new variable improves the model (Malhotra, 2007).

3. Coefficient of multiple determination (R^2)

This value measures how well the total variation in the dependent variable (desire to look more attractive) is explained by the independent variable (culture, self-esteem, personal achievement, social pressure, media, and celebrity influence). The closer the value of R^2 is to 1.0, the better the line of regression fits the data (Malhotra, 2007)

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

4. F- Test

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

5. P-Value

The P-Value known as ‘the probability of chance’ is the probability that the results of a statistical experiment are due only to chance. The lower the P-value, the higher the possibility of obtaining the same (or similar) results in a repetition of the statistical experiment. This means that the a low P-value is positive implication that the results from this research is not due to random chance alone. The p-value applied in multiple regression helps to test the validity of the model (Brase, 2012).

Chapter 4

Analysis of the Results

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

The research method used for the analysis is a quantitative research through field survey research and questionnaire. Quantitative questionnaire survey will test whether the psychological factors or the environmental factors will have a higher impact on women's attitude about beauty. The participants who are being surveyed are from a sample of 420 subjects from 14 different areas in Bangkok. The questionnaire is divided into eight sections that cover the psychological and external environmental factors that effects women's perception and attitude towards beauty according to the following sections:

Section 1: personal profile

Section 2: self esteem

Section 3: aesthetic perception

Section 4: personal achievement

Section 5: social pressure

Section 6: media

Section 7: personal care habits

Section 8: budget

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

Part 1: General Information

- Demographic and psychographic frequency and mean table of the results

Part 2: Psychological Information

- Self esteem influence frequency and mean table of the results
- Aesthetic influence frequency and mean table of the results
- Personal achievement influence frequency and mean table of the results
- Social pressure influence frequency and mean table of the results

Part 3: External environmental information

- Media influence frequency and mean table of the results
- Personal care habits frequency and mean table of results
- Budget influence frequency and mean table of the results
- Dating Opportunity frequency and mean table of the results

Part 4: Regression Analysis of the Model

- Descriptive Statistics Table
- Pearson Correlation Table
- Anova Table from the Stepwise Multiple Regression Analysis
- Variables Entered Table
- Model Summary of Stepwise Multiple Regression Analysis
- The Coefficient of Results Table of the Detailed Results of the Predictors
- The Excluded Variables Table

Part 1: General Information

The percentage and mean of personal information and demographic

4. 1 The percentage of group sample by age

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

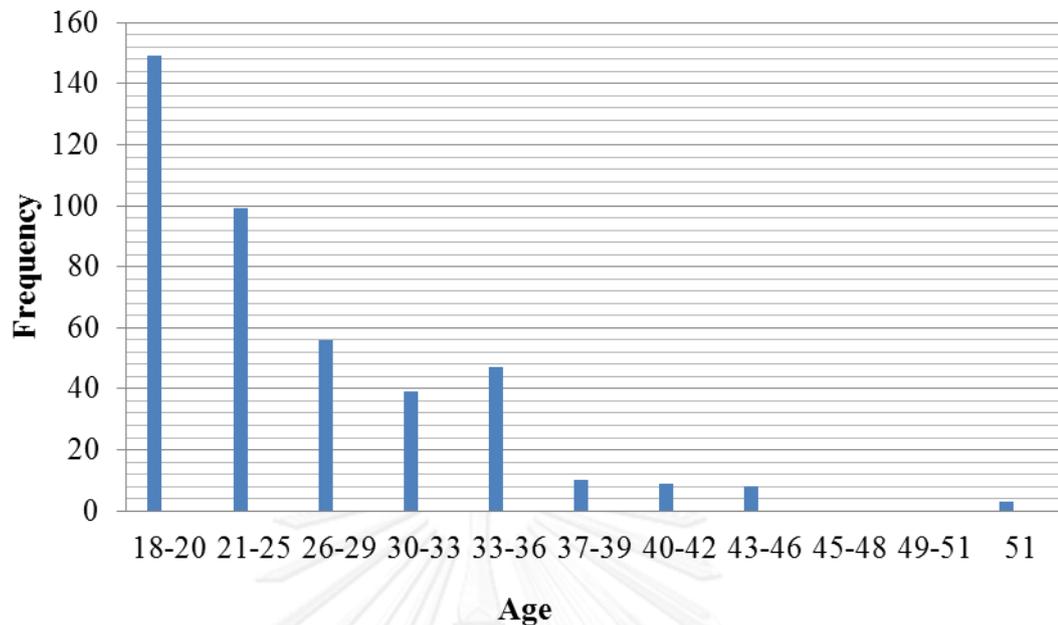


Figure 4.1 A Bar Graph to Show the Percentage of Group Sample by Age

From table 4.1 we have found out that the majority of the participants are between the age 18-20 with the percentage of 35.5% followed by the age range of 21-25 with the percentage of 23.6%. The other common group are participants with the age between 26-29 with the percentage of 13.3% and the age between 33-36 with the percentage of 11.2%. We have found out that there are not many participants with the age between 37-39 with the percentage of 2.4% followed by the age of 40-42 with the percentage of 2.1% and the age between 43-46 with the percentage of 1.9%. There are hardly any participants above the age group of 51 with the percentage of 0.7%.

Table 4. 2 The percentage of group sample by location

Location	Frequency	Percent
Rama 9	30	7.1
Mochit	30	7.1
Yannawa	30	7.1
Prakanong	30	7.1
Bangkok Noi	30	7.1
Latkrabang	30	7.1
Bangkae	30	7.1
SuanLuang	30	7.1
Nonthaburi	30	7.1
Bangna	30	7.1
Wattana	30	7.1
Srinakarin	30	7.1
Pathumwan	30	7.1
Chattuchak	30	7.1
Total	420	100.0

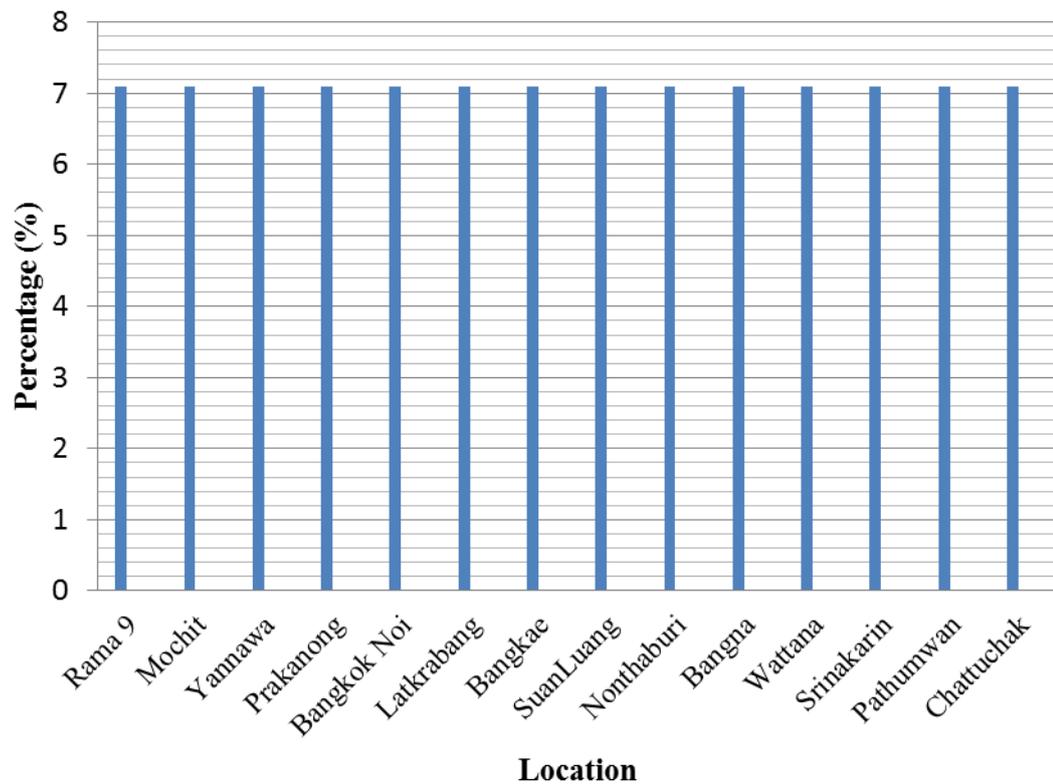


Figure 4.2 A Bar Graph to Show the Percentage of Group Sample By Location

Table 4.2 shows 14 different locations in Bangkok in which the research had taken place. There were 30 participants with the percentage of 7.1% were being surveyed from each location. The location were segmented into three main areas in Bangkok according to the old city area, the central area, and the outer skirt area. The destinations surveyed from each of the districts are: hospitals, universities, shopping malls, coffee shops, fitness centers. The central area is the main location that is most developed. The old city area and outer skirt area is less developed.

Table 4. 3 The percentage of group sample by occupation

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

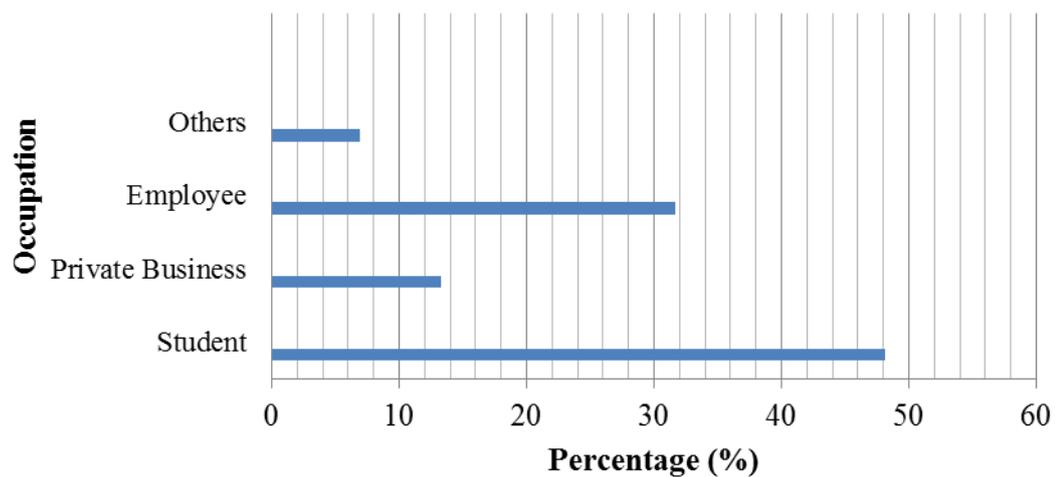


Figure 4.3 A Side Bar Graph to Show the Percentage of Sample by Occupation

Table 4.3 shows that most of the participants are students with the percentage of 48.1% Followed by participants who are employee with the percentage of 31.7%. There are a few participants who run their own private businesses with the percentage of 13.3% . The other participants work on other job areas with the percentage of 6.9% .

Table 4. 4 The percentage of group sample by income

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

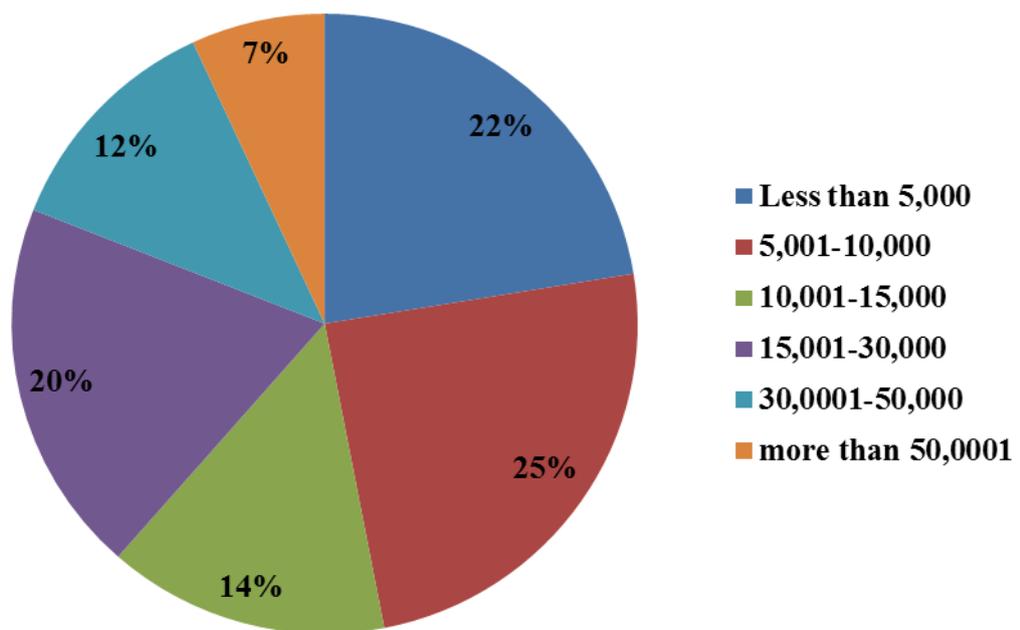


Figure 4.4 A Pie Chart to show the Percentage of Group Sample by Income

Table 4.4 shows that most of the participants have an income between 5,001-10,000 baht with the percentage of 24.5% followed by participants with an income less than 5,000 baht with the percentage of 22.4%. There are participants with an income between 15,001-30,000 baht with the percentage of 19.5% followed by participants with an income between 10,001-15,000 baht with the percentage of

14.5%. There are a few participants with an income between 30,001-50,000 baht with the percentage of 12.1% followed by participants with an income more than 50,001 baht with the percentage of 6.9%.

Table 4. 5 The percentage of group sample by level of education

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

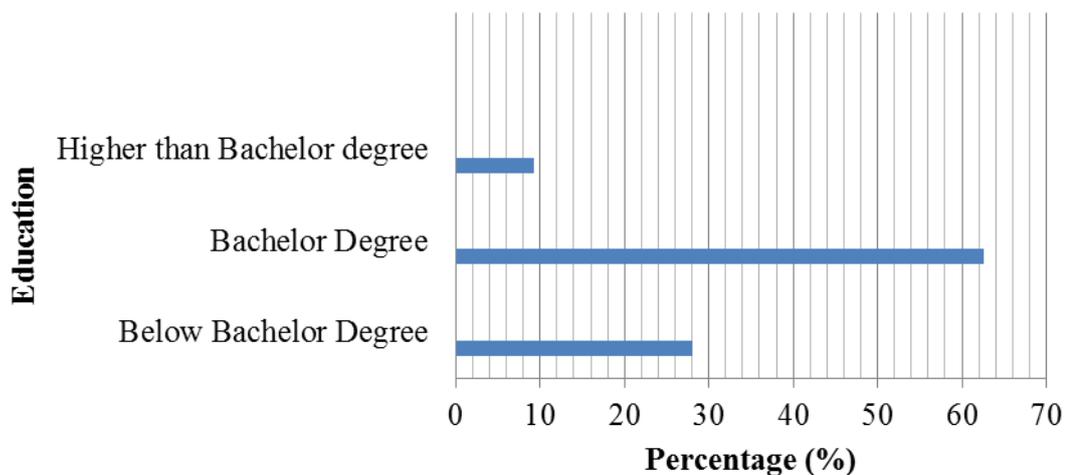


Figure 4.5 A Side Bar Graph to Show the Percentage of Group Sample By Level Of Education

Table 4.5 shows that most of the participants have an educational level of Bachelors degree with the percentage of 62.6% followed by an educational level below bachelor degree with the percentage of 28.1%. There are a few participants have an educational level higher than bachelor's degree with a percentage of 9.3%

Table 4. 6 The percentage of group sample by status

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



Figure 4.6 A Bar Graph to Show the Percentage of Sample Group by Status

Table 4.6 shows that most of the participants are single with the percentage of 81.7% followed by participants who are married with the percentage of 15.7%. There are a few participants who are divorced with the percentage of 1.4% followed by participants who are widow with the percentage of 1.2%.

Part 2 Psychological Information

Table 4. 7 The mean and standard deviation of sample group by self- esteem

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

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

Table 4.7 shows that the participant's self esteem is high with a mean value of 2.68 and the standard deviation value of 0.48.

Table 4. 8 The mean and standard deviation of sample group by aesthetic

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

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

Table 4.8 shows that the participant's aesthetic is medium with a mean value of 2.10 and the standard deviation value of 0.55.

Table 4. 9 The mean and standard deviation of sample group by personal achievement

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

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

Table 4.9 shows that the participant's personal achievement is medium to high with a mean value of 2.26 and the standard deviation value of 0.54.

Table 4. 10 The mean and standard deviation of sample group by social pressure

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

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

Table 4.10 shows that the participant's social pressure is medium with a mean value of 2.26 and the standard deviation value of 0.53.

Part 3 External environmental information

Table 4. 11 The mean and standard deviation of sample group by media influence

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

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

Table 4.11 shows that the participant's exposure to print media content on beauty is low to medium with a mean value of 1.49 and the standard deviation value of 0.63. The participant's exposure to television channel on beauty content is medium with a mean value of 1.71 and the standard deviation value of 0.77. The participant's exposure to the You Tube channel on beauty content is medium with a mean value of 1.75 and the standard deviation value of 0.77. The participant's exposure to websites on beauty content is medium with a mean value of 1.65 and the standard deviation value of 0.71. To summarize, the average value of the media exposure on beauty content based on the print, television, You Tube and website communication channel is medium with a mean value of 1.57 and the standard deviation value of 0.66.

Table 4. 12 The mean and standard deviation of sample group by makeup

Type of Makeup	Low	Medium	High	Mean	S.D	Meaning
Hair	362 86.2	52 12.4	6 1.4	1.15	0.40	Low
Face	267 63.6	122 29	31 7.4	1.44	0.63	Low
Body	342 81.4	73 17.4	5 1.2	1.20	0.43	Low
Overall Makeup	332 79	82 19.5	6 1.4	1.22	0.45	Low

Table 4.12 shows that the participant's routine to hair care is low with a mean value of 1.15 and the standard deviation of 0.40. The participant's routine to facial care is also low with a mean value of 1.44 and the standard deviation of 0.63 followed by a low routine to body care with a mean value of 1.20 and the standard deviation of 0.43. To summarize, the routine to the participant's self care is low with a mean value of 1.22 and the standard deviation of 0.45.

Table 4. 13 The mean and standard deviation of sample group by surgery

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

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

Table 4.13 shows that the participant's expenditure to face surgery is low with a mean value of 1.01 and the standard deviation value of 0.12. Additionally, the

participant's expenditure to body surgery is low with a mean value of 1.00 and the standard deviation value of 0.07.

Table 4. 14 The mean and standard deviation of sample group by budget

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

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

Table 4.14 shows that the participant's budget spending on beauty services and products is low with a mean value of 1.00 and the standard deviation value of 0.00.

Table 4. 15 The mean and standard deviation of sample group by dating opportunities

Dating	Low	Medium	High	Mean	S.D	Meaning
	56	334	30	1.94	0.45	Medium
	13.3	79.5	7.1			

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

Table 4.15 shows that the participant's motivation in dating opportunities is medium with a mean value of 1.94 and the standard deviation value of 0.45.

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

Table 4. 16 Descriptive Statistics table of the mean and standard deviation of each of the variables in the multiple regression model.

Descriptive Statistics			
	Mean	Std. Deviation	N
make over	.5015	.34131	420
budget	1.00	0.00	420
media	1.57	0.66	420
social pressure	1.75	0.53	420
dating opportunities	1.94	0.45	420
aesthetic	2.10	0.55	420
personal achievement	2.26	0.54	420
self esteem	2.68	0.48	420

Table 4.16 shows the descriptive statistics of the mean and standard deviation of the variables in the multiple regression model. The table is a basic descriptive statistics before entering the stepwise regression analysis. The independent variable self- esteem is the best indicator with the highest mean value of 2.68 followed by personal achievement with the mean value of 2.26 followed by aesthetics with a mean value of 2.10. The independent variable dating opportunities is one of the lowest indicator with a low mean value of 1.94 followed by social pressure with the mean value of 1.75 followed by media with a mean value of 1.57 and followed by budgeting with a mean value of 1.00. The dependent variable makeover (the level of desire women want to become more beautiful) is low with a mean value of 0.5015.

Table 4. 17 Pearson Correlation Table Explaining the Level of Desire that Women's Want to Become More Beautiful

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

The Pearson correlation summarizes the strength of the association between two metric variables, the dependent variable makeover (the level of desire women want to become more beautiful) and the independent variables aesthetic, dating, personal achievement, social pressure, media, budgeting and self-esteem. The covariance between media and makeover (the level of desire women want to become more beautiful) is most strongly associated with the value of $r = 0.258$. The positive sign of r implies a positive relationship. The covariance between aesthetic and makeover (the level of desire women want to become more beautiful) shows the second strongest association with the value of $r = 0.207$. The covariance between dating and makeover (the level of desire women want to become more beautiful) shows a weaker positive association with the value of $r = 0.183$. This is followed by the covariance between social pressure and makeover (the level of desire women want to become more beautiful) with the value of $r = 0.152$. The covariance between budgeting and makeover (the level of desire women want to become more beautiful) shows a weaker positive association with the value of $r = 0.137$. The covariance between personal achievement and makeover (the level of desire women want to become more beautiful) shows the weakest positive association with the value of $r = 0.119$. The covariance between self-esteem and makeover (the level of desire women want to become more beautiful) shows a negative association with the value of $r = -0.103$.

Table 4. 18 The Anova Table Explaining the Level of Desire that Women's Want to Become More Beautiful Based from the Stepwise Multiple Regression Analysis

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

Table 4.18 shows that the final model was built in three steps. The model in each of the steps before the final model is statistically significant. The degree of freedom column of the table shows that one variable was added during each step. The best predictors that best explain the level of desire women want to become more beautiful are media, aesthetic and budget. The calculated value of the test statistic from the stepwise multiple regression is 0.00. This is less than the level of significance of 0.05. This meant that the model is valid.

Table 4. 19 A Detailed Explanation of the Variables Entered into the Stepwise Multiple Regression Model

Variables Entered/Removed^a			
Model	Variables Entered	Variables Removed	Method
1	media	.	Stepwise (Criteria: Probability-of-F-to-enter \leq .050, Probability-of-F-to-remove \geq .100).
2	aesthetic	.	Stepwise (Criteria: Probability-of-F-to-enter \leq .050, Probability-of-F-to-remove \geq .100).
3	budget	.	Stepwise (Criteria: Probability-of-F-to-enter \leq .050, Probability-of-F-to-remove \geq .100).
a. Dependent Variable: transformation			

Table 4.19 shows a detailed explanation of the best predictors that was entered into the stepwise multiple regression model to explain the level of desire women want to become more beautiful. The first independent variable that best explains the dependent variable makeover (the level of desire women want to become more beautiful) is media. The calculated value of the test statistic from the stepwise multiple regressions is 0.00. This is lower than the level of significance of 0.05. The model is valid. The second independent variable that best explains the dependent variable makeover (the level of desire women want to become more beautiful) is aesthetic. The calculated value of the test statistic from the stepwise multiple regressions is 0.00. This is lower than the level of significance of 0.05. The model is valid. The third second independent variable that best explains the dependent variable makeover (the level of desire women want to become more

beautiful) is budgeting. The calculated value of the test statistic from the stepwise multiple regressions is 0.00. This is lower than the level of significance of 0.05.

Table 4. 20 A Model Summary of Stepwise Multiple Regression Model

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

Table 4.20 shows the R square, and adjusted R square values for each step along with the amount of R square change. In the first step, media was the first variable to be entered into the model. The R square value is 0.067 and the R square change value is 0.067. There is a positive correlation between media and makeover (the level of desire women want to become more beautiful). In the second step, aesthetic is the second variable to be entered into the model. The R square value increased to 0.093. The R square value changed by 0.026 shows a positive gain in value. There is a higher positive correlation between media, aesthetic and makeover (the level of desire women want to become more beautiful). In the third step, budgeting is the third variable to be entered into the model. The R square value increased to 0.118. The R squared value changed by 0.025 shows a positive gain in value. The positive correlation is highest between media, aesthetic, budgeting and makeover (the level of desire women want to become more beautiful).

Table 4. 21 The Coefficients of each of the Predictors entered into the Stepwise Multiple Regression Model

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

a. Dependent Variable: transformation (level of change in desire to become more beautiful)

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

The significant value column on model 3 showed that the coefficient for media is significantly different from 0 (p value = 0.000 < 0.005). The variable is valid to use. The coefficient for aesthetic is significantly different from 0 (p value = 0.000

< 0.005). The variable is valid to use. The coefficient for budgeting is significantly different from 0 (p value = 0.000 < 0.005). The variable is valid to use.

The partial correlations column on model 3 showed that media is the first predictor with the highest partial correlation to the level of makeover (the level of desire women want to become more beautiful). The partial correlation value of media is 0.245. The second predictor with the highest partial correlation to the level of makeover (the level of desire women want to become more beautiful) is aesthetic. The partial correlation value of aesthetic is 0.168. The third predictor with the highest partial correlation to the level of makeover (the level of desire women want to become more beautiful) is budgeting. The partial correlation value of budgeting is 0.167.

Table 4. 22 The Exclude Variables Table from the Stepwise Multiple Regression Analysis

Excluded Variables^a						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	aesthetic	.165 ^b	3.475	.001	.168	.966
	dating	.146 ^b	3.089	.002	.150	.975
	personal achievement	.080 ^b	1.671	.096	.082	.975
	social pressure	.106 ^b	2.213	.027	.108	.962
	budget	.161 ^b	3.444	.001	.166	.992
	selfesteem	-.079 ^b	-1.675	.095	-.082	.991
	income	.081 ^b	1.710	.088	.083	.994
2	dating	.084 ^c	1.516	.130	.074	.712
	personal achievement	.002 ^c	.041	.968	.002	.754
	social pressure	.039 ^c	.735	.463	.036	.764
	budget	.160 ^c	3.455	.001	.167	.992
	selfesteem	-.062 ^c	-1.320	.188	-.065	.979
	income	.096 ^c	2.049	.041	.100	.987
3	dating	.076 ^d	1.390	.165	.068	.711
	personal achievement	.007 ^d	.139	.890	.007	.754
	social pressure	.051 ^d	.969	.333	.048	.761
	selfesteem	-.061 ^d	-1.319	.188	-.065	.979
	income	.061 ^d	1.274	.203	.062	.930
a. Dependent Variable: makeover						
b. Predictors in the Model: (Constant), media						
c. Predictors in the Model: (Constant), media, aesthetic						
d. Predictors in the Model: (Constant), media, aesthetic, budget						

Based on table 4.22, dating is the first variable to be excluded from the model. The calculated value of the test statistic from the stepwise multiple regressions is 0.165. This is higher than the level of significance of 0.05. The value is invalid for the model. The second value to be excluded from the model is personal achievement. The calculated value of the test statistic from the stepwise multiple regressions is 0.890. This is higher than the level of significance of 0.05. The value is invalid for the model. The third value to be excluded from the model is social pressure. The calculated value of the test statistic from the stepwise multiple

regressions is 0.333. This is higher than the level of significance of 0.05. The value is invalid for the model. The fourth value to be excluded from the model is self esteem. The calculated value of the test statistic from the stepwise multiple regressions is 0.188. This is higher than the level of significance of 0.05. The value is invalid for the model.



Chapter 5

Contribution to Body of Knowledge

Purpose of research

The purpose of this study is to conduct a quantitative research in order to have an insight about women's attitude toward beauty and appearance. The information on Thai women's perception on body image hasn't been commonly studied in English context, in comparison to women's beauty perception in the Western countries. It would be a useful contribution to knowledge about how Thai women in the modern day period cope with the changes in the level of beauty standard set by society. The research questions that are used for this study are listed as follow:

1. Does the psychological influence that concerns self-esteem, aesthetic perception, personal achievement and social pressure or the external environmental that concerns exposure to different types of media on beauty content, budget spending on beauty, and dating opportunities has an influence on women toward beauty and appearance?
2. To measure whether the psychological and environmental influence has a larger effect on women's perception to change their behavior to enhance their appearance to look more attractive.
3. To measure the extent to which women would makeover themselves in order to fit in Bangkok city life society

What can this information be used for

The information from the research study can be used to expand the knowledge of beauty of Thai women in Bangkok in the 21st century. The analysis from the study will create a better understanding of Thai women's lifestyle in general and how they take care of themselves. It gives implications of how much beauty is important to Thai women.

The change in beauty standards in the modern century in comparison to the historical period is also being observed from this research. One of the implications for the change is because there are more technological options to enhance the facial and body appearance. Despite the enhancement in beauty technology, women in the modern day not will to admit that they have used beauty technology services to enhance their beauty publicly. Additionally, the information from research can be useful for beauty and cosmetic industry in understanding consumer's perception toward using beauty services.

The research area covered in this study

1. To study the effect of self-esteem on women's behavior in taking care of their appearance
2. To study the level of impact women's aesthetic perception have on their behavior towards beauty transformation
3. To study how much beauty is important for women in achieving their personal goals in their work career
4. To study whether social pressure has any effect on women behavior in taking care of their appearance
5. To study women's media habits and its effect on their perception about beauty
6. To study women's spending behavior on beauty services

7. To study the importance of appearance in women have the self confidence in dating relationships

Hypothesis of the research study

1. There is a relationship between the desire for women to look more attractive and the psychological factors (self-esteem, personal achievement, aesthetic perception and social pressure) and external environmental factors (media habits, budget and dating opportunities).
2. There is no relationship between the desire for women to look more attractive and the psychological factors (self-esteem, personal achievement, aesthetic perception and social pressure) and external environmental factors (media habits, budget and dating opportunities).

Methodology in Conducting the Research Summary

The research methodology conducted is a quantitative research by using a survey research method. The participants who participated were all Thai female participants from different occupations mainly students and employees. The questionnaires that were distributed out were all done by a field survey with a total number of 400 participants as a sample from the total population.

The data collected from the survey was run by using an SPSS program for Windows. The summary statistics being displayed by the program include descriptive analysis, frequency, percentage, mean and standard deviation of the following data: demographic and psychographic information of the participants, psychological information and external environment information that will measure women's perception on pressure on beauty and appearance.

Furthermore, a further analysis of the model is used to prove the validity of the model. The inferential statistics use information from a sample to give a

conclusion regarding the population. The Pearson's product moment correlation coefficient is used to measure the correlation of bivariate variables. It describes the strength of the linear relationship between two variables. The ANOVA table is a technique that allows us to compare two or more populations of quantitative data. The most accurate statistics to conclude the validity of the model is to use multiple regression in the stepwise form. The variables entered into the model consist of: makeover (desire to look more attractive, aesthetic, self-esteem, personal achievement, social pressure, dating opportunities, media and budgeting). The procedure of the stepwise model will add one variable at a time to the model as it is built. Each step results in a model and each further step will modify the previous model by selecting the best variables that are significant to the model. The other variables that are not significant into the model will be excluded.

5.1 The Indications of Findings

1. The external environmental factors are more related to women's attitude on beauty and appearance in comparison to the psychological factors
2. The external environmental factors concerning media, aesthetic and budget have the biggest influence on women's attitude towards the desire to have a better self-image
3. The other factors referring to dating, social pressure, personal achievement and self-esteem have a low influence on women's attitude towards the desire
4. to have a better self-image. However, the data is useful for other purposes dealing with women's other psychological issues aside from beauty.
5. The level of behavioral change that women would go through is not extreme to go through beauty cosmetic plastic surgery.
6. Women generally have the desire to want to make the change, but may not take any behavioral actions to improve their self image
7. Women in the modern day period still may not be willing to accept the new technological change in beauty surgery as acceptable for being beautiful

Result Analysis Summary:

- Part 1 The General Information Summary
- Part 2 The Self- Esteem Information Summary
- Part 3 The Aesthetic Information Summary
- Part 4 The Personal Achievement Information Summary
- Part 5 The Social Pressure Information Summary
- Part 6 The Media Information Summary
- Part 7 The Self Body Care (Make Up) Information Summary
- Part 8 The Surgery Face Information Summary
- Part 9 The Surgery Body Information Summary
- Part 10 The Budgeting Information Summary
- Part 11 The Dating Opportunities Information Summary
- Part 12 The Relationship between Media Exposure and Level of Change in Desire to be more Beautiful Summary
- Part 13 The Relationship between Aesthetic and Level of Change in Desire to be more Beautiful Summary
- Part 14 The Relationship between Budgeting and Level of Change in Desire to be more Beautiful Summary
- Part 15 The Relationship between Dating Opportunities and Level of Change in Desire to be more Beautiful Summary
- Part 16 The Relationship between Personal Achievement and Level of Change in Desire to be more Beautiful Summary
- Part 17 The Relationship between Social Pressure and Level of Change in Desire to be more Beautiful Summary
- Part 18 The Relationship between Self Esteem and Level of Change in Desire to be more Beautiful Summary

Quantitative Contribution:

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

5.2 Part 1 The General Information Descriptive Statistics Summary Age

From the survey results from the sample of 400 people, 100% of the participants are female. The reason for this is that the content of the questionnaire about beauty focuses on women's standpoint, especially on the media aspect of the survey. Most of the women are 18-20 years old with the percentage of 35.5%. The second rank age group are women 21-25 years old with the percentage of 23.6%. The third rank age group are women 26-29 years old with the percentage of 13.3%. The fourth rank age group is middle aged women 33-36 years old with the percentage of 11.2%. The fifth rank age group is women age 30-33 years old with the percentage of 9.3%. The sixth rank age group is women age 37-39 years old with the percentage of 2.4%. The seventh rank age group is women age 40-42 years old with the percentage of 2.1%. The eighth rank age group is women age 43-46 years old with the percentage of 1.9%. The ninth rank, which is the lowest rank age group is women age over 51 years old with the percentage of 0.7%. This implies that most of the participants are from university students to first jobbers. This group of people is known to be younger people who seek attention, competitive in their lifestyle and find enjoyment in dressing fashionably. Women at this stage in their lives experience many social outing events in which a lot of attention given to appearance is important (Valle, 2010).

5.2.1 Location

The survey was distributed to 14 different districts around Bangkok. The location was segmented into 3 main areas which are the centre of Bangkok, the outskirts of Bangkok and the old city of Bangkok. The questionnaire was diversely distributed to make the source of the survey more reliable. As well as this, the participants from each district do have different behavioral lifestyles toward taking care of themselves. For instance, people from the center of Bangkok gives a lot of importance to appearance in comparison to people from the outer edge of Bangkok (Internations, 2013).

5.2.2 Occupation

The results of the survey implied that the majority of the participants are students with a percentage of 48.1% followed by employees with the percentage of 31.7%. The participants with a private business consist of 13.3% and participants with other occupation consist of 6.9%. This implies that most of the participants are university students and employees in the office social setting. Participants at this stage in their occupation are usually group oriented. They have the strong need to follow the trend that would be socially accepted in the social group that they are a part of. In addition, the students or employees have a high burden to meet the needs from other higher authorities, pressure themselves to strive for success and strive for a good reputation in the society that they live in (Dewall, 2011).

5.2.3 Income

The results of the survey show that the first rank is an income between 5000-10,000 baht per month with a percentage of 24.5%. The second rank is an income less than 5000 baht per month with a percentage of 22.4%. The third rank is an income of 15,001-30,000 baht per month with a percentage of 19.5%. The fourth rank is an income of 10,001-15,000 baht per month with a percentage of 14.5%. The fifth rank is an income of more than 50,000 baht per month with a percentage of 6.9%. This indicates that women have a middle income between 10,000-30,000 baht in general. The restricted income meant that women can only treat themselves to

use beauty services from time to time as a personal reward. They can't afford to use these services on a regular basis. A careful consideration would have to be given each time women have the desire to spend on wanted goods rather than needed goods.

5.2.4 Education

From the result of the analysis, the majority of the participants have a education at the bachelor degree level with the percentage of 62.6% followed by below bachelor degree level with the percentage of 28.1% and higher than bachelor degree level with the percentage of 9.3%. This suggests that most of the participants graduated with a bachelor degree. Their life is usually revolved around the academic field. The students usually have a limited budget in their spending but they have unlimited free time in updating themselves with the beauty and fashion trend in the market.

5.2.5 Marital Status

The results of the questionnaire show that most of the participants are single with the percentage of 81.7% followed by married relationship status with the percentage of 15.7%. The minority of the participants are divorce with the percentage of 1.4% followed by widow status with the percentage of 1.2%. This explains that most of the participants are single. People who are single would give themselves high self-priority instead of thinking of others first. They would give a lot of attention in taking care of themselves as they have more time in comparison to people with a family.

Psychological Information Summary

5.3 Part 2 The Self-Esteem Information Summary

The result of the data shows that the participants have a high self esteem with a mean of 2.68. This meant that women from the sample group have a high self worth, high self confidence and high self belief. They are satisfied with themselves at

a level that other good looking women would not make them feel inferior about their own appearance. Women with a high self-esteem have a positive outlook in the obstacles that they are being challenged with in contrasting to women with a low self-esteem who have a negative outlook in the same subject matter. They respect themselves that they have the right to be happy for a healthy mental state of mind (Branden, 2013).

5.4 Part 3 The Aesthetic Information Summary

The result of the analysis suggests that the participants have a neutral to positive perception toward Western aesthetic beauty with a mean of 2.10. This implies that Thai women idealize Western beauty to have the perfect facial proportions. Their mindset came from the influence of Western culture that infiltrate into the country such as, Western fast food restaurant chains, Hollywood movies, or Western fashion. Women generally see that Asian's have flatter nose and wider nose, which is not as attractive as the Western feature that has a more three dimensional narrow nose and deeper eyes (Youn, 2013).

5.5 Part 4 The Personal Achievement Information Summary

The result of the analysis revealed that the participants have medium to high personal achievement with a mean of 2.26. This shows that Thai women generally are ambitious and goal oriented. They are competitive people by nature to compete for success in their work industry. The goal oriented people would be willing to take the risk to achieve their dream. They are hard working people that see enjoyment in their tasks in order to avoid failure. In addition, women with high personal achievement would give a lot of thought to their future and make plans ahead of time (Harackiewicz, 1996).

5.6 Part 5 The Social Pressure Information Summary

The results of the survey show that participants have a medium social pressure with a mean of 1.75. Thai women are feel pressured by the social society to

a certain level. The pressure to suit a good status social class is common among Thai women. This meant that women are inclined to try to upscale themselves to use brand name products although the value of the product may be beyond their earning salary (Solomon, 2013). In addition, women are pressured to meet expectations set by society, such as job positions that requires competition with men (Deligiannis, 2011). The other causes of social pressure for women are the pressure to settle down, pressure with conflicting personalities in the social group. According to the result of the survey, the pressure for women to be attractive is not the biggest cause of social pressure for women (Thompson, 2002).

External Environmental Information Summary

5.7 Part 6 The Media Information Summary

According to the result of the survey, the print media has a low to medium exposure with a mean of 1.49. The reason for the low exposure is because women don't really have the time to read beauty magazines due to their busy work life or university life schedule. They are a heavy content to carry from place to place, in which women don't put the effort to take the content to read.

On the other hand, the television viewership on beauty content has a medium exposure with a mean of 1.71. The mean is slightly higher implying that women find more entertainment in watching beauty programs through television. Thailand beauty programs feature celebrities hosting the show, in which they are known to be the beauty icons among Thai women. As well as this women can get a quick news update about beauty while also pursuing other tasks at the same time.

Additionally, the You Tube viewership on beauty content also has a medium exposure with a mean of 1.75. This suggests that women find it convenient to access information about beauty advice from beauty gurus through the You Tube content.

The advice from the beauty gurus is easy to understand, reliable and inspiring. It saves time to search for the beauty content by typing in the instant keyword.

Similarly, the website viewership on beauty content has a medium exposure with a mean of 1.65. The shift in technology to the smart phone technology makes it easier for women to access to beauty content at any time during the day. The beauty website from the survey such as, www.kapook.com, www.pantip.com, or www.sanook.com are websites that have a forum page in which women have the freedom to post questions or personal opinion about beauty without the concern on their self-identities.

The average value from the four channels of media which are print media, television, You Tube channel, and websites is 1.57. This shows that in general, the participants are not addicted to the media content. They show a lot of interest to the beauty content for entertainment purpose. The purpose of their beauty content exposure is to be aware of the beauty market trend.

5.8 Part 7 The Self Body Care (Make Up) Information Summary

From the results of the survey, women hair care is low with a mean of 1.15. Women from the sample group don't take any extra special treatment for their hair. Fashionable hair is not common for women from the sample group as it is costly to style. However, women will take basic care of their hair, such as using quality shampoo, using quality conditioner or cut their hair monthly to look presentable.

The results of the data also show that women facial care is low with a mean of 1.44. Women from the sample group don't put the extra investment in facial services, such as eye brow wax, facial spa or skin laser facial treatment. It is more common for women to do a self search in purchasing their own facial care products for their own type of skin.

Moreover, the results of the data also show that women body care is low with a mean of 1.20. The body care services, such as massage therapy spa, weight loss medicine or white skin treatment are expensive services for women to attend on a regular basis. Women would prefer to naturally take care of their body by doing normal workout rather than spending on body care services.

The average value from hair, facial and body care service is low with a value of 1.22. This shows that women would prefer to take care of themselves with their own effort rather than relying on the beauty services to give the service. Women would take care of themselves to the extent that they have a presentable image in their social group.

5.9 Part 8 The Surgery Face Information Summary

Conforming to the results of the survey, women's motivation to do face surgery is low with a mean of 1.01. Women are restricted with their budget to go under the facial surgery. The cost of the facial surgery is not expensive but the maintenance cost to preserve the new facial image is expensive in the long term. Thai women may show the desire for facial cosmetic surgery in order to look more attractive but are not willing to take the risk to perform the surgery. The participants are able to accept their natural facial features to the extent that they don't feel disturbed by their features.

5.10 Part 9 The Surgery Body Information Summary

In accordance to the results of the survey, women's motivation to do body surgery is low with a mean of 1.01. The same reason applies for the body surgery that budget is the main restriction from undergoing the surgery. The surgery services such as liposuction, botox, skin whitening chemicals, breast surgery implant or body laser may come with medical risks. Women are petrified of the side effects of the surgery such as death, severe bleeding, or nerve damage that they don't see the necessity to risk their health for beauty.

5.11 Part 10 The Budgeting Information Summary

As reported by the results of the analysis, women's budget spending in beauty services is low with a mean of 1.00. This is because most of the participants who gave their contribution to the survey are mostly students or first jobbers. The financial income from participants at this stage is still unstable. A part of their spending still relies on their parent's income. In this case, if women happen to want something that they know their parents cannot afford, they would keep it to themselves (Sim, 2011). Their spending would mostly be on necessary goods rather than wanted goods. The beauty services that they attend would be treated as an occasional reward for their hard day at work.

5.12 Part 11 The Dating Opportunities Information Summary

The results of the analysis show that the mean for women's motive to look for dating opportunities is medium with a mean of 1.94. The participants from the sample group are known to be single, which meant that women at the young age are active to find themselves a date. They are not ready to settle down on a serious relationship as there are more important priorities for them to achieve. Based on the survey, appearance is not the most important factor that raise the confidence for women to go on dates. They are satisfied with their natural appearance and personality to open up to dating relationships (Santos, 2009).

The Summary of the Relationship Between the Predictors and the Level of Desire Women Want to Become more Beautiful

5.13 Part 12 The Relationship between Media Exposure and Level of Change in Desire to be more Beautiful Summary

Conforming to the result from the stepwise regression analysis, media is the first variable that best explains the level of change that women have the desire to become more beautiful. The result of the data imply that the more exposed women

are to media content, the higher the motivation women have to improve their self-appearance. The less exposed women are to media content, the lower the motivation women have to improve their self-appearance.

There is a positive correlation between the independent variable media and the dependent variable make over (level of change in desire to be more beautiful, $r = 0.287$). The probability associated with the calculated value of the test statistic from the stepwise multiple regression is 0.00. This is less than the level of significance of 0.05. Hence, the null hypothesis is rejected. The hypothesis proposed that media is correlated to women's desire to become more beautiful is accepted. The correlation was best explained accordingly to George Gerbner's cultivation theory (1970-1980) that longer hours spent on media viewership, the higher the possibility that they will see the real world like how it is reflected through the media, especially the television channel.

The media is the first best predictor in the model based on the big influence from celebrities. The celebrity appearance through the media channels such as print, television, You Tube makes a statement that looking attractive is important. Women are inspired by celebrities for beauty advice as a source of reliability. They are the ideal beauty icons that most women would have the illusion to achieve the same body image. The media content still emphasizes on the visual imagery of unrealistic body shape and weight that women can become dissatisfied with their own body shape if they are too heavily indulge in the content. However, the results of the survey show that due to women's busier life schedule more time is restricted to media viewership, so the influence that media has on women's motivation to make themselves look more attractive is low.

5.14 Part 13 The Relationship between Aesthetic and Level of Change in Desire to be more Beautiful Summary

According to the result from the stepwise regression analysis, aesthetic is the second variable that best explains the level of change that women have the desire to become more beautiful. The result of the data imply that the more women has a favorable view of Western facial features, the higher the motivation women have to improve their self appearance. The more women has an unfavorable view of Western facial features, the lower the motivation women have to improve their self appearance.

There is a positive correlation between the independent variable aesthetic and the dependent variable make over (level of change in desire to be more beautiful, $r = 0.207$). The probability associated with the calculated value of the test statistic from the stepwise multiple regression is 0.00. This is less than the level of significance of 0.05. Hence, the null hypothesis is rejected. The hypothesis proposed that aesthetic is correlated to women's desire to become more beautiful is accepted. In reference to the schema theory, women perceive Western facial features as symbolic of beauty. They take the Caucasian appearance as their scheme meaning that women will have a higher possibility of finding a person with Western facial features as an attractive person to them.

Thai women generally idealize Western facial features as their ideal beauty because the facial features creates a three dimensional image. The Caucasian features creates more depth to the face to look more appealing when makeup is applied to the face. In spite of this, the results indicate that women salary is limited to spend on cosmetic surgery to achieve the image.

5.15 Part 14 The Relationship between Budgeting and Level of Change in Desire to be more Beautiful Summary

In referring to the result from the stepwise regression analysis, budgeting is the third variable that best explains the level of change that women have the desire to become more beautiful. The result of the data imply that the higher the budget, the higher the level of spending women would invest in making themselves look more attractive. The lower the budget, the lower the level of spending women would invest in making themselves look more attractive.

There is a positive correlation between the independent variable budgeting and the dependent variable make over (level of change in desire to be more beautiful, $r = 0.137$). The probability associated with the calculated value of the test statistic from the stepwise multiple regression is 0.00. This is less than the level of significance of 0.05. Hence, the null hypothesis is rejected. The hypothesis proposed that budget is correlated to women's desire to become more beautiful is accepted. Based on the consumer behavior theory, the behavioral intention of consumers is to select cosmetic brand products that are local price with medium quality that correspond to their lower budget of spending. For instance, the popular middle priced make up brands in Thailand are Maybelline New York, Mistine, or Shenee brand. The makeup applied is to make themselves look presentable rather than achieving a fashionable look.

Women may have the desire to beautify their appearance but they have a low income to spend their money on beauty services or beauty products. The sample population surveyed usually is university students or first jobbers in which their income is restrained. They would have to carefully plan their spending for each special occasion or expensive item they want to purchase.

5.16 Part 15 The Relationship between Dating Opportunities and Level of Change in Desire to be more Beautiful Summary

As reported by the results of the stepwise regression analysis, dating opportunities is the fourth variable that doesn't explain the level of change that women have the desire to become more beautiful. The result of the data implies that there is no relationship between the dating opportunities and the level of change in the desire to be more beautiful. The variable dating opportunities does not help explain this relationship.

The probability associated with the calculated value of the test statistic from the stepwise multiple regressions is 0.165. This is higher than the level of significance of 0.05. Hence, the null hypothesis is not rejected. The hypothesis proposed that dating opportunity is correlated to women's desire to become more beautiful is not accepted. The variable dating opportunities has been excluded from the stepwise multiple regression model.

According to Daniel Katz rational model, 'human beings are intelligent and critical thinkers who can make wise decisions when they are critical of the information they've taken in' (Baran 2012). The result of the data analysis has indicated that women's psychological need towards dating and relationships is beyond stereotypical appearance. They may see the importance of dating the opposite sex through other factors, such as wealth, personality and educational background. Thai women have proven that they already be happy with their natural beauty to go on dates without going through big changes. They generally love themselves from inside out.

5.17 Part 16 The Relationship between Personal Achievement and Level of Change in Desire to be more beautiful Summary

In regards to the results of the stepwise regression analysis, personal achievement is the fifth variable that doesn't explain the level of change that women have the desire to become more beautiful. The result of the data implies that there is no relationship between personal achievement and the level of change in the desire to be more beautiful. The variable personal achievement does not help explain this relationship.

The probability associated with the calculated value of the test statistic from the stepwise multiple regressions is 0.890. This is higher than the level of significance of 0.05. Hence, the null hypothesis is not rejected. The hypothesis proposed that personal achievement is correlated to women's desire to become more beautiful is not accepted. The variable personal achievement has been excluded from the stepwise multiple regression model.

Referring to Albert Bandura's social cognitive theory, he explains that a person's achievement depends on 'one's belief in one's ability to succeed in something. It deals with people's attitude on how they work on their goals, tasks and challenges' (Bandura, 1979). The participants believe in their ability to achieve their career oriented goals rather than focusing their achievement on outward appearance (Dweck, 1999). The social learning theory may be more relevant for the participants in their adaptation towards the working environment. This meant that women may observe the fashion dress code trend through watching beauty programs or serving the beauty websites to dress in the right trend in comparison to their co-workers. They give importance to presenting themselves in a profession image that represents how different social circles will make a judgment (Thompson, 2002). On the other hand, the physical facial appeal is not the most important thing that women consider relevant to achieving their personal goals. Women don't see the significance

in the performing the cosmetic surgery to the extent to be attractive in order to achieve their personal goals.

5.18 Part 17 The Relationship between Social Pressure and Level of Change in Desire to be more Beautiful Summary

The results of the stepwise regression analysis show that, social pressure is the sixth variable that doesn't explain the level of change that women have the desire to become more beautiful. The result of the data implies that there is no relationship between social pressure and the level of change in the desire to be more beautiful. The variable social pressure does not help explain this relationship.

The probability associated with the calculated value of the test statistic from the stepwise multiple regressions is 0.333. This is higher than the level of significance of 0.05. Hence, the null hypothesis is not rejected. The hypothesis proposed that social pressure is correlated to women's desire to become more beautiful is not accepted. The variable social pressure has been excluded from the stepwise multiple regression model.

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

5.19 Part 18 The Relationship between Self Esteem and Level of Change in Desire to be more Beautiful Summary

Conforming to the results of the stepwise regression analysis show that, self esteem is the seventh variable that doesn't explain the level of change that women have the desire to become more beautiful. The result of the data implies that there is no relationship between self esteem and the level of change in the desire to be more beautiful. The variable self esteem does not help explain this relationship.

The probability associated with the calculated value of the test statistic from the stepwise multiple regressions is 0.188. This is higher than the level of significance of 0.05. Hence, the null hypothesis is not rejected. The hypothesis proposed that self esteem is correlated to women's desire to become more beautiful is not accepted. The variable self esteem has been excluded from the stepwise multiple regression model.

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

5.20 Limitations

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

2. The participants may get confused or lazy to answer the questionnaire sections. There are many pages to the questionnaires, in which, the participant can lose focus while answering the questions.
3. The questionnaire is usually distributed during the day time. The perception may alter if it was distributed in the evening period. The evening period is usually people who are office working people. The age frequency of from this group of people might have increased if it was distributed during the evening period.
4. The questionnaire was distributed in one month period in September 1-30 2013. The perception may change if the time scale was expanded to several months. For instance, the budget spending might have changed if it was distributed in different months. For instance, if the questionnaire was distributed during December period, consumer may increase their spending as their many holidays and events during this month.

5.21 Suggestion and Development

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

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

1.Private Businesses

The new businesses that are planning to enter into the beauty cosmetic industry will have to be aware that the majority of consumers are price sensitive to cosmetic brand products and beauty services. The price of the product of the cosmetic brand may be one of the first factors that women will take into decision before purchasing the product rather than the presence of the brand.

By understanding consumer's psychological perception about beauty, the marketer will be able to market their brand personality of the product more specifically towards the target market. Additionally, the sales person from the retail store branches will be able to communicate with consumers more attentively through direct selling.

2. Marketing Concept of the Brand

The cosmetic brand market in Thailand is beginning to be saturated, which makes it important for a cosmetic brand to differentiate itself in this market. The analysis of this research project will help marketers to have a better understanding of the psychological aspect of beauty beyond the packaging design of the product. This will help marketers to make meaning with the soul of the brand more effectively. According to the business week website, creating an effective brand is to 'build a company with a heart and soul that people could just feel from touching the case of the product and that could effect women in a positive way (Business Week, 2007).' For instance, in referring to the analysis of the results, aesthetics is one of the main factors that correlates to the level that women have the desire to become more attractive. Based on this example, if a brand creates cosmetic products that gives consumer a Westernize image when different shades of makeup is applied, the consumer will be interested in this cosmetic brand.

2. Communication in Advertising

The research analysis will help marketers specify the celebrity endorsers that are in the beauty trend in the modern century. Based on the stepwise multiple regression model, media was considered the best variable in motivating women to become more attractive. One of the popular media channels that Thai women are most exposed to is the You Tube channel on beauty advice. The most popular beauty gurus in the market in the present time are the following Thai celebrities: MoMay, Ying Yeah and Prearie Pie. The beauty guru are known to be famous from their video clips about different advice relating to cosmetics (Sirimongkolkij, 2012).

They would be very inspirational for women consumers in general if they are endorsed in more variety of cosmetic products with interesting themes.



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APPENDICE

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Questionnaire: Factors Pressuring Thai Women On Beauty and Appearance

Section 1: Self Profile

Please tick in one of the following boxes:

Gender: Male Female

Age: 18-20 21-25 26-29 30-33 33-36 36-39
 40-42 43-46 45-48 49-51 + 51

Education: diploma bachelor master Doctor

3. Occupation

Student private business office worker governmental business

Others please specify

4. Income per month

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

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

5. Education degree

Diploma bachelor master doctorate

6. Marital Status

Single Married Divorce Widow

Section2: Self Esteem

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

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

Section 3: Culture

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

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

Section 4: Personal Achievement

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

	1	2	3	4	5
23. Physical appearance is important for achieving personal goals					
24. A good physical image will increase the individual's productivity in the workplace					
25. Dressing attractively would increase the chance in being hired for a job interview					
26. Looking attractive will help an individual to get along better with workplace co-workers					
27. Looking attractive will make the individual more socially desirable					
28. Looking attractive will make a person more active with their work					
29. Looking attractive will make a person more energized to solve daily life					
30. Good personal appearance will make a person look more credible					
31. People seem to look unhealthy without make up on					
32. A positive personal appearance helps to avoid concern in being accepted by others					

Section 5: Social Pressure

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

	1	2	3	4	5
33. It's harder to fit in social groups that are beauty centered					
34. An individual feels more unconfident when their appearance is being compared to their friends					
35. There's more pressured to look good in front of friends in social situations					
36. An individual feels more attractive when they stand next to friends who look less attractive					
37. An individual feels like an outcast if they are not thin					
38. An individual feels a lot of pressure from TV and magazines to change their appearance					
39. An individual feels dissatisfaction with their body image when compared themselves to movie stars					
40. Dressing in the latest fashion is necessary in being a part of a the social group					

Section 6: Media

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

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

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

Section 7: Personal Beauty Care

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

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

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

	Never	1 Time	2 Times	>2 Times
Face				
EyeBrow Wax				
Nose				
2 layered eyelid				
Chin Toning				
Chin Extension				
Botox				
Body				
Fatloss				
Botox				
Skin Whitening				
Breast				
Laser Skin Toning				

Section 8: Budgeting

44. How often do you consume cosmetic products?
- 1 time a month
 - 1 time in two months
 - 1 time in three months
 - 1 time in six months
 - 1 time in a year or more
45. How much do you spend each time in shopping for cosmetic products or cosmetic services on average?
- 0-1000 baht
 - 1000-2000 baht
 - 2000-3000 baht
 - 3000-4000 baht
 - more than 4000 baht
46. What sort of beauty services or products do you use?
- Slim up center
 - Skin center
 - Dental care center
 - Plastic surgery center
 - None of the above
47. What is your budget spending per time in beauty services?
- Less than 10,000 baht
 - 10,001 - 20,000 baht
 - 20,0001 – 30,0001 baht
 - 30,0001 – 40,0001 baht
 - 40,0001- 50,0001 baht
 - More than 50,000 baht

VITA

Siripak Seewan, born on June 3rd 1989, is currently a Thai graduate student at Chulalongkorn University attending the international program 'strategic communication management.' She received her bachelor degree in business marketing from mahidol international university. Her most outstanding performance in that field was her 2nd place award in the fashion illustration category of Thailand's 'World Hair and Fashion design championship 2010. Aside from studying, she is helping her family operating a rental hous business in the Bangkok area. She is aspiring to persue an event marketing management career in entertainment industry after her graduate studies (test).

