



Motivation Factor to undergo cosmetic surgery among Thai working officer in Private enterprise

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Abstract

“We investigate previous study and empirical study in US (ABC, 2013, American Society for Aesthetic Plastic Surgery (ASAPS, 2013), UK, Europe, Vietnam and Korean (Park and Kim, 2003) , found that more adolescent and working adult tend to undergo for cosmetic surgery with various motivations which are appearance satisfaction, ideal figure, self-esteem, comment, clothes and sexuality.(Anette S., Solvi, Kaja Foss, Tilman Von Soest, Helge R.Roald, Knut C. Skolleborg, Arne Holte, (2010)., while previous studies in Korean indicates “Career Progression” is major factor, Vietnamese is mainly influenced by Self-Esteem and Self-image., same trend already happens in Thailand., will the motivational drivers be the same? The objective of this study is aimed to explore and analyses the motivational attributes and factors to undergo for cosmetic surgery among working officer in Thai context with the reference to the Motivation and Maslow Hierarchy of needs Theory to support the research study. 400 working officers participated in this quantitative study by purposive random approach using a questionnaire as a tool. The question is consisted of 2 parts, respondent demographic which will cover age, gender, job character and personal income, second part, attribute. The methodology for data analysis is exploratory factor analysis (EFA) by Principle Component Analysis with VARIMAX Rotation, as well as, ANOVA, Validity and Reliability Analysis. The results of the research show that there are 7



factors of office worker's motivation, that influence them to undergo for cosmetic surgery which are career progression, social and culture conformity, self-satisfaction, affection, life Partner, self-imagery and Media exposure. The most motivational factor to undergo for cosmetic surgery among Thai office worker is driven by "Career progression"

Keywords : Cosmetic surgery, motivation, Maslow hierarchy of needs

Introduction:

In Thailand, researcher observed that cosmetic surgery has been increased significantly during last 5 years, it became drastically more popular and more acceptable especially among Thai office worker with market value estimation around 3 Billion, +10% continuous growths per annum. Rhinoplasty Blepharoplasty Breast Augmentation Alarplasty or Sex reassignment or modify the appearance of each part are very popular among Thai. Given the increase in popularity of cosmetic surgery in Thailand, What are the motivational factors behind these behaviors? Are certain people driven to undergo cosmetic surgery because they suffer from low self-esteem or a more serious psychological illness? Has the society been developed by paying more attention and value to appearance, physical attraction and the beauty? Are more people dissatisfied with their physical appearance?

Literature review in various countries, there are certain motivational factor to influence people to undergo for cosmetic surgery, Kvalem et al., 2006; Fox, 1997 indicates that people are dissatisfied with their physical appearance, approximately 65,000 surgical cosmetic procedures were performed in the UK in 2008 (MNT, 2013), with breast enlargement being the most popular, followed by facial surgery, rhinoplasty (nose alteration), liposuction, and face-lifts. Aetter S. Solvi, Kaja Foss, Tilmann von Soest, Helge E.Roald, Knut C. Skolleborg, Arne Holte , (2010), detected six generators factors for cosmetic augmentation surgery Norwegian (Appearance dissatisfaction, ideal figure, self-esteem, comment, clothes and sexuality) and five eliciting factors motivation the decision (media, knowledge of former patients, physician, finances and romantic partner).



In North America, the number of cosmetic surgery procedure increased drastically (e.g. Dutta, 2008, Sarwar & Magee, 2006) . The American Society of Plastic Surgeon (2010) reported that 12.5 Million elective cosmetic procedures were performed in the United States in 2009, representing a 69% increase since 2000 especial among Brazilian and Caucasian women. Body Image and Self-Esteems is the key drivers. The same trends also occurred in Australia, Gamma Sharp, Marika Tiggemann, Julie Mattiske, 2014) but the influences factors is derived by sociocultural - the role of media have both direct and indirect effect of body dissatisfaction and also peer influences. With the phenomena in Thailand, the researcher is interesting to conduct systematic empirical and explorative studies to investigating the attributes and factors to motivation Thai office worker people.

Research Objectives:

1. To analyze the attributes and key drivers that motivate office worker to undergo for cosmetic surgery

Literature Review

“Cosmetic surgery” is a medical discipline focused on enhancing the physical appearance of a person (American Board of Cosmetic Surgery, 2014) to increase self-esteem and body image and confident (Erickson & Billick, 2012). The key goals are to improve aesthetic appeal, symmetry, and proportion entirely focused on enhancing a patient’s appearance which leads to different procedures, techniques and principle. The areas that are popularly performed are all of the head, neck, and body. The scope of cosmetic surgery includes “ Breast Enhancement”: Augmentation, Lift, Reduction , “Facial Contouring”: Rhinoplasty, Chin, or Cheek Enhancement , “Facial Rejuvenation”: Facelift, Eyelid Lift, Neck Lift, Brow Lift , “Body Contouring”: Tummy Tuck, Liposuction, Gynecomastia Treatment , “Skin Rejuvenation”: Laser Resurfacing, Botox®, Filler Treatments (American Board of Cosmetic Surgery, 2014), cosmetic surgery encompasses both surgical and non-surgical procedures.



Maslow's Hierarchy of Needs Theory

Dr. Abraham Maslow formulated a widely accepted theory of human motivation based on the notion of a universal hierarchy of Human needs (Leon G.Schiffman, Leslie Lazar Kanuk, 2007). We are motivated to achieve certain needs. Maslow proposed five stage of hierarchical model of needs: physiological, safety and security, belongingness, esteem and self-actualization (McLeod, 2007, Lester, 2013).

“Motivation is the driver force within individuals that impels them to action. This driver force is produced by a state of tension, which exists as the result of an unfulfilled need. Individual strive both consciously and subconsciously to reduce their tension through behavior that they anticipate will fulfill their needs and thus relieve them of the stress they feel. The specific goals they select and the pattern of action they undertake to achieve their goal are the results of individual thinking and learning. Innate needs are physiological (biogenic); they include the need for food, water air, clothing, shelter and sex. Acquired needs are needs that they learn in response to our culture or environment. These include needs for self-esteem, prestige, affection, power, generally are psychological or motives (Leon G.Schiffman, Leslie Lazar Kanuk, 2007).

“**Physiological needs**” is the first basic level which mainly required sustaining biological life including food, water air, shelter and sex.

“**Safety Needs**” become the driving force behind behaviors, concerns with physical safety, stability, familiarity and control over life and environment.

“**Social Needs**” include needs such as love, affection, belonging and acceptance. Seeking for warm satisfying human relationship with other people and are motivated by love for their families.

“**Egoistic Needs**” reflect individual’s need for self-esteem, self –acceptance, success, independence, and personal satisfaction when job well done, and outward orientation include need for prestige, reputation, status and recognition for others (G.Schiffman, Leslie Lazar Kanuk, 2007). Self-esteem is an individual subjective evaluation of that individual’s worth (positive or negative)



(Orth & Robin, 2014). The construct of self-esteem does not always reflect the individual's abilities or talents or evaluation from others. It is generally conceptualized as the feeling that one is "good enough" (Orth & Robins, 2014).

"Need for Self-Actualization", most people do not satisfy their ego needs sufficiently to ever move to the fifth level-the need for self-actualization (self-Fulfillment). This need refers to individual's desire to fulfil his or her potential – to become everything he or she is capable of becoming (Leon G.Schiggman, Leslie Lazar Kanuk, 2007 p.98-99).

Anette S. Solvi, Kaja Foss, Tilmann Von Soest, Helge E. Roald, Knut C.Skolleborg, Arne Holte,(2010) studies on Motivational factors have focused on appearance dissatisfaction, body dissatisfaction (Gemma Sharp, Marika Tiggemann, Julie Matiske, 2014), self-esteem and media (Harrison K., Sarwer DB, Creand CE, 2004) as recurring concept. The dissatisfaction with the size and shape is the most central motive for patients to undergo for cosmetic breast surgery. A desire to feel more feminine, to be less shy with men and to boost a sense of womanliness is as important reason to undergo for cosmetic surgery. The most frequently mentioned factor in the literature is Self-esteem, feeling better overall about oneself indicated as one of the most important reasons to undergo for cosmetic breast surgery (Cash TF, Duel LA, Perkins LL., 2002).

Media (Harrison K., Sarwer DB, Creand CE, 2004) is considered as the fourth motivational factors to undergo for cosmetic surgery. The permeating display of idealized thin female bodies with relatively large breasts in the mass media and the popularity in the television shows have been considered as a caused for the increase in cosmetic surgery over recent years (Harrison K., Sarwer DB, Creand CE, 2004). Exposure to the "Makeover" television programmers is predictive of woman consideration for cosmetic surgery (Markey & Markey, 2010; Sperry, Thompson, Sarwer, & Cash, 2009). A specific form of peer influences or conversation with friend is associated with body and appearance dissatisfaction, Jones Vigfusdottir, and Lee, 2004, Clarks & Triggerman, 2006, Cash et al., 2005; Henderson-King & Henderson-King, 2005)

Boyle (2012) indicates that driving factor hind the increase demand of cosmetic surgery in Vietnam is the aging profile and reflection of the desire to stay young and continue to have



social image, self- imagery and self –esteeems (Kennard, 2007), Unlike in Korean- motivational factors gear towards career progression.

With the various source of previous study, the result for Thai would not be able to generalize and are subject to explore.

Research Methodology

The purpose of this study is to identify the motivational factors and important attributes that trigger working office to undergo for cosmetic surgery. This study is a quantitative study which focuses on an exploratory factor analysis (EFA), ANOVA and Cluster Analysis.

Measurement

A questionnaire has been developed by researcher to use as a tool for this study by collecting useful data and information from previous studies in Literature Review. There are about 37 selected attributes to identify the driver or insight that influence and encourage consumer to undergo for plastic or cosmetic surgery. The questionnaire will consist of two parts, demographic and characteristics which were age, gender, personal income, job character and position. The second part will be the statement that influence consumer to undergo to the plastic and cosmetic surgery. The statements were measured by a 5-point Likert Scale ranging from 1 - 5: 5 is 'very high expectation', 4 is 'expectation', 3 is 'neutral', 2 is 'low expectation', and 1 is 'very low expectation'.

Data collection

The samples were 400 office workers in private enterprise that were purposive randomly selected without the specific quota except they consider undergoing or already gone through any type of cosmetic surgery, the objective and confidential agreement has been informed to the respondents. Sample size is calculating via Tamamo Yamane formulation (Yamane, 1970). The data collection was completed in 3 weeks (1 – 21 December 2014) among office working in private enterprise. The Explorer Factor Analysis (EFA) was used while Statistical Technique was applied



for data collection, with an Eigenvalue greater than 1 was accepted and only attributes with factor loading higher than or equal to 0.5 in the final structure of analysis.

A researcher developed a research instrument, which is a questionnaire, by gathering useful data from previous studies as stated and cited in Literature Review. The developed questionnaire was validated by 3 specialists in cosmetic surgery, social -science and psychologist in order to evaluate the validity of the questionnaire via IOC, the average score is between analyzed. Then researcher examined the reliability of the questionnaire by pilot testing with 30 managements in different industries, found that questionnaire in section 3 and 4 got the coefficient Alpha value of Cronbach, by individual questionnaire between 0.888-0.906, using SPSS for windows. In the first part, demographic was analyzed by percentage. In 2the second part, students' expectation was analyzed by Mean and Standard Deviation. The translation of meaning in each attributes was analyzed in accordance with 5 criteria following this score level; 4.51 – 5.00 = very good, 3.51 – 4.50 = good, 2.51 – 3.50 = moderate, 1.51 – 2.50 = low and 1.00 – 1.50 = very low.

Discussion of Findings

The result of demographic characteristic, age, personal income, job character was analyzed in percentage as shown in table 1.



Table 1 - Sample' Demographic Characteristics

Valid	Sample's Demographic Characteristic		Frequency	Percent	Valid Percent	Cumulative Percent
	N = 400					
Gender	Male		328	82.0	82.0	82.0
	Female		69	17.2	17.2	99.2
	Other		3	100	100	100
Age	Less Than 20		20	5.0	5.0	5.0
	21-25		130	32.5	32.5	37.5
	26-30		116	29.0	29.0	66.5
	31-35		59	14.8	14.8	81.2
	36-40		45	11.2	11.2	92.5
	More Than 40		30	7.5	7.5	100
Personal Income	5,000-9,999 Baht		15	3.8	3.8	3.8
	10,000 – 19,999 Baht		90	22.5	22.5	26.2
	20,000 – 29,999 Baht		98	24.5	24.5	50.8
	30,000 – 39,999 Baht		105	26.2	26.2	77.0
	40,000- 49,999 Baht		13	3.2	3.2	80.2
	50,000 – 59,999 Baht		33	8.2	8.2	88.5
	60,000 – 99,999 Baht		16	4.0	4.0	92.5
	>100,000 Baht		30	7.5	7.5	100
Occupation	Private Enterprise		400	400	400	100
Job Position	Frontline : Marketing, Sales, Management, PR officer, Reception		180	45.0	45.0	45.0
	Back Office : Finance, Accountant ,Information technology , staffs		185	46.2	46.2	91.2
	Others		35	8.8	8.8	100



1. Sample Size who answer this questionnaires need to be more than 150 respondents (Pallant, 2001). With this condition, the sample size for this study is 400 people.
2. The basic correlation between each variable is greater than 0.3 (Wiersma, 1991), the research result found basic correlation between each variables which is greater than 0.3 totally 358 couple from 561 couple
3. Considered the KMO Value is 0.890 (>0.6) which interpret that the data is suitable for the factor analysis approach. The Bartlett's test of Sphericity, Chi-Square = 7,311 with Sig. value =.000 which means we reject the H: Hypothesis that the 34 variable has correlation.
4. With this 3 criteria, we can conclude that the collective data is suitable for factor analysis technique
5. For the second part of the questionnaire has been summarized by using Exploratory Factor Analysis with VARIMAX Rotation with Kaiser Normalization. The results was analyzed to see create correlated variable composites from original 34 attributes and identify smaller subset of factors which demonstrated and explained most of the variances between 34 attributes. The factor was retained if they have Eigenvalues greater or equal than 1.0 and attributes were retained only if the factor loading is greater than or equal to 0.4 (McCrae, Terracciano & 78 Members of the Personality Profiles of Cultures' Project, 2005). The Eigenvalues suggested the seven factors solution



Table 2 - Motivational factors to undergo to cosmetic surgery

Factors	Factor Loading	Factor Mean	S.D.	Interpretation	
Factor 1 Career Progression	(Eigenvalues = 10.014 and % Variance = 29.454)				
A good physical appearance have an impact on my career promotion	0.818	2.3	1.03	Disagree	
People who undergo for cosmetic surgery have more chance to get promotion	0.759	2.2	0.99	Disagree	
People who undergo for cosmetic surgery get more achievement	0.727	2.5	0.95	Disagree	
People who undergo to cosmetic surgery get more acceptable from both the boss and colleague group	0.726	2.5	0.93	Disagree	
People who undergo for cosmetic surgery got more opportunity than others	0.709	2.9	0.97	Not sure	
People who undergo for cosmetic surgery have better chance to get more salary wage and income	0.646	3	1.02	Not sure	
A Good physical appearance can affect me to get the good job position	0.63	3	1.03	Not sure	
My occupation need a good physical appearance	0.491	2.5	1.15	Disagree	
Factor 2 Sex and Affection (Eigenvalues = 3.688 and % Variance = 10.848)					
Cosmetic surgery provide me more chance to improve my intimacy	0.791	2.7	0.94	Not Sure	
Cosmetic surgery help improve my relationship with my boyfriend	0.766	2.6	0.95	Not Sure	
Cosmetic surgery provide me more chance to get married	0.729	2.9	0.98	Not Sure	
Cosmetic surgery increase more chance to attract more male	0.714	3.4	0.9	Not Sure	
Cosmetic Surgery provide more choices (Boyfriend)	0.692	3.3	0.93	Not Sure	
My husband or my boyfriend ask/offer me to undergo for cosmetic surgery	0.528	2.1	1.04	Disagree	
Factor 3 : Peer Influences (Eigenvalues = 1.945 and % Variance = 5.720)					
My friend always bully me about my physical appearance	0.664	2.5	0.96	Disagree	
People around me always criticize my physical appearance	0.621	2.8	0.79	Not Sure	
I would like to undergo for cosmetic surgery like my friends	0.506	3	1.27	Not Sure	
I am dissatisfied with my physical appearance	-0.69	3.1	0.87	Not Sure	
I am not content with my physical appearance	-0.75	3.2	0.87	Not Sure	
Factor 4 : Social Conformity (Eigenvalues = 1.728 and % Variance = 5.083)					
Cosmetic becomes normal practice in my society	0.691	4	0.87	Agree	
Most Popular celebrity/superstar have gone through cosmetic surgery	0.669	3.9	1	Agree	
Social Acceptance make me feel more comfortable to undergo for cosmetic surgery	0.602	3.8	0.93	Agree	
Direct experience and word of mouth from my friends surrounding me have an impact on my decision to undergo for cosmetic surgery	0.491	3.5	1.15	Agree	
People who undergo for cosmetic surgery have a chance to become superstar	0.472	3.2	0.84	Not sure	



Factors	Factor	S.D.	Interpretation	
	Loading	Mean		
Factor 5 : Self -Image (Eigenvalues = 1.688 and %Variance = 4.966)				
Cosmetic surgery enhance my personality	0.815	3.6	0.73	Agree
Cosmetic surgery enhance my charm/attraction	0.808	3.8	0.68	Agree
Cosmetic surgery enhances my content	0.585	4.2	0.67	Agree
People who undergo for cosmetic surgery look more beautiful	0.498	3.5	0.8	Agree
Factor 6 : life's Opportunity (Eigenvalues = 1.211 and % Variance = 3.563)				
People who undergo for cosmetic surgery have a chance to get more career diversification	0.585	3.4	1.08	Agree
Cosmetic Surgery is safe with high technology	0.526	3.5	0.81	Agree
Cosmetic surgery make me get better job	0.463	2.7	0.95	Not Sure
Factor 7: Social Idol (Eigenvalues = 1.105 and % Variance = 3.251)				
I decided to undergo for cosmetic surgery because I would like to be in Entertainment business	0.637	2.2	1.17	Not Sure
I want to be like my favorite superstar/idol	0.617	2.1	1.17	Not Sure
My Family supports me to undergo for cosmetic surgery	0.615	2.6	1.07	Disagree

1. Factor of Career progression is the most important attributes for the office worker who decided to undergo for cosmetic surgery with Eigenvalues = 10.014 and % Variance = 29.454. The attributes of this factors are 1)A good physical appearance have an impact on my career promotion, 2) people who undergo for cosmetic surgery have more chance to get promotion. 3) People who undergo for cosmetic surgery get more achievement 4) People who undergo to cosmetic surgery get more acceptable from both the boss and colleague group 5) People who undergo for cosmetic surgery got more opportunity than others , 6)People who undergo for cosmetic surgery have better chance to get more salary wage and income , 7) A Good physical appearance can affect me to get the good job position 8) My occupation need a good physical appearance that are presented in the factor loading in 0.818, 0.759, 0.727, 0.726, 0.709, 0.646, 0.63 and 0.491 respectively.

2. Factor of Sex and Affection is the second important attributes with Eigenvalues = 3.688 and Variance = 10.8481. The attributes of this factors are 1) Cosmetic surgery provide me more chance to improve my intimacy, 2) Cosmetic surgery help improve my relationship with my



boyfriend, 3) Cosmetic surgery provide me more chance to get married, 4) Cosmetic surgery increase more chance to attract more male 5) My husband or my boyfriend ask/offer me to undergo for cosmetic surgery 6) Cosmetic Surgery provide more choices (Boyfriend) that are presented in the factor loading in 0.791, 0.766, 0.729, 0.714, 0.692, and 0.528, respectively.

3. Factor of Peer influences is the third important factors with Eigenvalues = 1.945 and % Variance = 5.720, The attributes of these factors are 1) my friend always bully me about my physical appearance, 2) People around me always criticize my physical appearance 3) I would like to undergo for cosmetic surgery like my friends 4) I am dissatisfied with my physical appearance 5) I am not confident with my physical appearance that are presented in the factor loading in 0.664, 0.621, 0.506, -0.69 and -0.75, respectively.

4. Factor of Social Conformity is the fourth important factor with Eigenvalues = 1.728 and % Variance = 5.083. The attributes of these factors are 1) Cosmetic becomes normal practice in my society 2) Most Popular celebrity/superstar have gone through cosmetic surgery 3) Social Acceptance make me feel more comfortable to undergo for cosmetic surgery 4) People who undergo for cosmetic surgery have a chance to become superstar 5) Direct experience and word of mouth from my friends surrounding me have an impact on my decision to undergo for cosmetic surgery that are presented in the factor loading in 0.664, 0.621, 0.506, -0.69 and 0.75, respectively.

5. Factor of Self -Image is the fifth important factor with Eigenvalues = 1.688 and % Variance = 4.966. The attributes of these factors are 1) Cosmetic surgery enhances my personality 2) Cosmetic surgery enhance my charm/attraction 3) Cosmetic surgery enhances my confident 4) People who undergo for cosmetic surgery look more beautiful (the factor loading in 0.815, 0.808, 0.585 and 0.498, respectively).

6. Factor of Opportunity in Life is the sixth important factor with Eigenvalues = 1.211 and % Variance = 3.563. The attributes of these factors are 1) Opportunity in life 2) People who undergo for cosmetic surgery have a chance to get more career diversification 2) Cosmetic Surgery is safe with high technology, 3)Cosmetic surgery makes me get better job (the factor loading in 0.585, 0.526 and 0.463, respectively).



7. **Factor of social idol** is the seventh important factor with Eigenvalues = 1.105 and % Variance = 3.251. The attributes if these factors are 1) I Decided to undergo for cosmetic surgery because I would like to be in Entertainment business 2) I want to be like my favorite superstar/idol 3) My Family supports me to undergo for cosmetic surgery

3. The result in seven factors score by K-Means Cluster Analysis with Maximum Iteration equal to 25 and Converge Criterion equal to 0 is demonstrated with 4 groups of final cluster centers. As a result, a four – cluster solution appeared to provide the most distinctive and to be optimal solution which can be elaborated as follow: **3.1 Group of Social Acceptance** (N= 185) is represented by 46.25% of respondents. There are 3 factors in these group 1) Peer influences (0.42607), 2) Social Culture (0.33858), 3) Self-Image (0.37570). **3.2 Group of Career Diversification** (N=128) is represented 32% of respondents, There are only one factors in this group which is Opportunity in life (0.60975). **3.3 Group of Social Trends** (N=60) is represented 15% of respondents, there are 2 factors in these group 1) Social Conformity (0.30419) 2) Social Idol (0.69112). **3.4 Group: of Achievement** (N=27) is represent 0.06% of respondents, There are two factors in this groups 1) Career Progression (0.94943) 2) Affection ((1.09051).

Table 3 - Clustering of Motivation to undergo for cosmetic surgery

Factors	Group			
	Social Belonging & acceptance 185	Careers Diversification 128	Social Trends 60	Career Achievement 27
Career Progression	.13742	-.18004	-.46687	.94943
Affection	-.34477	.01838	.53310	1.09051
Peer Influences	.42607	-.42740	-.01697	-.85547
Social Conformity	.33858	-.66244	.30419	.14460
Self-Image	.37570	-.10362	-.95004	.02818
Opportunity in Life	-.17566	.60975	-.50432	-.56636
Social Idol	-.15993	.09995	.69112	-.91382



Table 4: Compare Means of Demographic Data

Factor	Gender	t-test for Equality of Means			
		T	Df	Sig. (2-tailed)	Mean Difference
Career Progression		-1.152	395	.250	-.15210374
Affection	Female ≠ Male	-2.927	395	.004**	-.38539161
Peer Influences		1.087	395	.278	.14393049
Social Conformity	Female ≠ Male	3.466	395	.001**	.45255828
Self-Image	Female ≠ Male	2.441	89.474	.017*	.35938037
Opportunity in Life	Female ≠ Male	2.825	395	.005**	.37210893
Social Idol		-1.756	395	.080	-.23084993

Summary

The research study has been conducted among 400 office workers in private enterprise based in Bangkok, Thailand. With the exploratory factor analysis technique, there are 7 motivational factor which plays important role for office worker to undergo for cosmetic surgery which are 1) career progression 2) Affection 3) Peer influence 4) Social conformity 5) Self-Image 6) Life's opportunity 7) Social Idol.

With the Final cluster analysis approach, researcher summarized totally 4 groups of people who undergo for the cosmetic surgery which are group of social belonging, group of Career's diversification, Group of Social Trend and group of career achievement.

The research finding also revealed that 82% of female will go for cosmetic surgery, male only 17.2%, Respondents between aged 21-25 and 26-30 years old is the biggest contribution to undergo for cosmetic surgery with 32.5% and 29 % respectively. For the job position, people in both frontline and back office are tending to undergo for cosmetic surgery equally (45% and 46.2%, respectively).

T-Test to compared mean between gender reveal the significantly difference in motivational in factors with confident level at 0.05 which are 2) Affection, 4), Social conformity 5) Self-image and 6) Social Idol



Discussion

Researcher confirm the theory of motivational factor theory as stated by Anette S. Solvi, Kaja Foss, Tilmann Von Soest, Helge E. Roald, Knut C. Skolleborg, Arne Holte, 2010, from 4 out of 6 generating factors is relevant to Thai office worker which are 1) appearance dissatisfaction, 2) ideal figure, 3) comments, 4) self-esteem.

The 3 eliciting factors motivating to undergo for cosmetic surgery are 1) media influence, 2) knowledge from direct experience or word of mouth, and 3) romantic partner (by Anette S. Solvi, Kaja Foss, Tilmann Von Soest, Helge E. Roald, Knut C. Skolleborg, Arne Holte, 2010). All relevant motivational factors among Thai office worker in 7 factors which are 1) career progression 2) Affection 3) Peer influence 4) Social conformity 5) Self-Image 6) Life's opportunity 7) Social Idol.

Self-Image & Social Conformity & Peer Influences (Jones Vigfusdottir, and Lee, 2004, Clarks & Triggeaman, 2006, Cash et al., 2005; Henderson-King & Henderson-King, 2005) was perceived most as a major motivational factor to undergo for plastic surgery. Within the highly competitive environment, good personality and physical appearance is highly required and considered as part of the social acceptance and belonging, physical appearance is considered as one of the first pieces of information that guides social interaction with others (Sarwer, Wadden, Pertschuk, & Whitaker, 1998). Social norms dictate and judges the standards by which appearance, physical appearance and grooming is measured (Mahajan, 2007).

We also confirm the theory of Media exposure influenced (Harrison K., Sarwer DB, Creand CE, 2004-2014) the motivational factor among office worker to undergo for cosmetic surgery. Exposure to the “Makeover” television programmers is predictive of woman consideration for cosmetic surgery (Markey & Markey, 2010; Sperry, Thompson, Sarwer, & Cash, 2009). The role of media and the increase number of media spending can educate and create consumer demand of cosmetic surgery with more safety and credibility approach. The impression of the celebrity or superstar including famous singer in reality television featuring the physical appearance satisfaction after cosmetic surgery process also motivate their interests (Gemma Sharp, Marika Tiggemann, Julie Mattiske, 2014). With the above factors, Cosmetic surgery becomes



social “norms” or “normal practice” (Charlotte N. Markey, Patrick M. Markey, 2010), with highly acceptance among Thai. Affection by Life partner, Self-image, physical dissatisfaction is indicated as motivational factors which is consistent with previous study of the motivational factors in US, UK, Amsterdam Netherlands and Europe

Researchers also confirm the theory of “Career Progression” and “Affection” as the motivational factor among Thai office worker in private enterprise (N=26). However, number of people who influenced by this factor was still low compared to social acceptance and belonging (N=185) While office worker hope to get more job opportunities and career diversification after undergo for cosmetic surgery (N=128),

However, we also rejected the theory of “Self-esteem” as a major motivational factor among office worker in private enterprise in Thai; This is not in-lined with the previous study in USA (Cash TF, Duel LA, Perkins LL., 2002) and Norway. We analyzed from the research finding, the motivational factors from is mainly driven by “Social Needs” from Maslows Hierachy Needs which included include needs such as love, affection, belonging and acceptance. People who decided to undergo for cosmetic surgery is also driven by ‘Acquired Needs’, seeking for warm satisfying human relationship with other people (Philip Kotler, Gary Armstrong ISBN:0-13-196879-3).

Recommendations and Future Study

1. This study was only conducted among 400 respondents who are office workers in Bangkok only, in order to generalize the theory, the bigger sample size with more geographic coverage and more career diversification should be further conducted.
2. The further study should be conducted among office worker by specific age segment to identify motivational factor by different age group, also compare the motivational factor among office worker in private enterprise compare with government sector. The result of the future research will be beneficial for development the right marketing element including product design and development to serve each consumer needs.



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