

FACTOR FOR THAI TRANSGENDER WOMEN HAVING KOREAN STLYED AESTHETIC
SURGERY



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ปัจจัยในการทำศัลยกรรมความงามสไตร์เกาหลีของผู้หญิงข้ามเพศไทย



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สัทัชฐา เมฆสุธีพิทักษ์ : ปัจจัยในการทำศัลยกรรมความงามสไตส์เกาหลีของผู้หญิงข้ามเพศไทย. (FACTOR FOR THAI TRANSGENDER WOMEN HAVING KOREAN STLYED AESTHETIC SURGERY) อ.ที่ปรึกษาหลัก : ผศ. ดร.ยอง ยูน, อ.ที่ปรึกษาร่วม : รศ. ดร.ปิติ ศรีแสงนาม

งานวิจัยนี้ศึกษาปัจจัยที่ส่งผลต่อการทำศัลยกรรมความงามสไตส์เกาหลีโดยมีวัตถุประสงค์หลัก 2 ประการ คือ 1) เพื่อศึกษาทัศนคติและความคิดเห็นของผู้หญิงข้ามเพศในประเทศไทยเกี่ยวกับศัลยกรรมความงามสไตส์เกาหลี 2) เพื่อค้นหาปัจจัยที่มีอิทธิพลต่อการทำศัลยกรรมความงามสไตส์เกาหลีของผู้หญิงข้ามเพศในประเทศไทย

งานวิจัยนี้ใช้วิธีวิจัยเชิงปริมาณและใช้แบบสอบถามออนไลน์เป็นเครื่องมือในการวิจัยแบบสอบถาม 375 ชุด ใช้เก็บข้อมูลในการวิจัยครั้งนี้ ผู้กรอกแบบสอบถามทั้งหมดเป็นผู้หญิงข้ามเพศในประเทศไทยที่ได้รับการผ่าตัดศัลยกรรมความงามสไตส์เกาหลีในประเทศไทยมาแล้ว ข้อมูลที่ได้นำมาวิเคราะห์โดยใช้สถิติเชิงพรรณนา ซึ่งได้แก่ ฐานนิยม ร้อยละ และสถิติเชิงอนุมาน ซึ่งได้แก่ การถดถอยเชิงพหุคูณ

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This research investigated some important factors affecting decision of Thai transgender women having Korean-styled aesthetic surgery. There were two main objectives for this research, which were 1) to study Thai transgender women's opinion and attitude toward Korean-styled aesthetic surgery, and 2) to identify the factors that affect decision on having Korean-styled aesthetic surgery for Thai transgender women.

This research adopted a quantitative approach using online questionnaire as the research instrument. 375 sets of questionnaire were collected in this research. All questionnaires were filled by Thai transgender women who have had through Korean-styled aesthetic surgery. The data were summarized using descriptive statistics and formula were established by multiple regression.

Most of respondents were in age range between 20-29 years old with education level as bachelor's degree, working as employee for private company with monthly income between 15,001-25,000 baht. The regression result showed that the decision on having Korean-styled aesthetic surgery for Thai transgender women are significantly influenced by Korea aesthetic surgery attitude, body dissatisfaction and gender identity disorder, Korean wave, love and mate selection and marketing mix. The implication was found that Korean aesthetic surgery attitude, bodydissatisfaction and gender identity disorder, Marketing mix in terms of price were in inverse correlation with significant level

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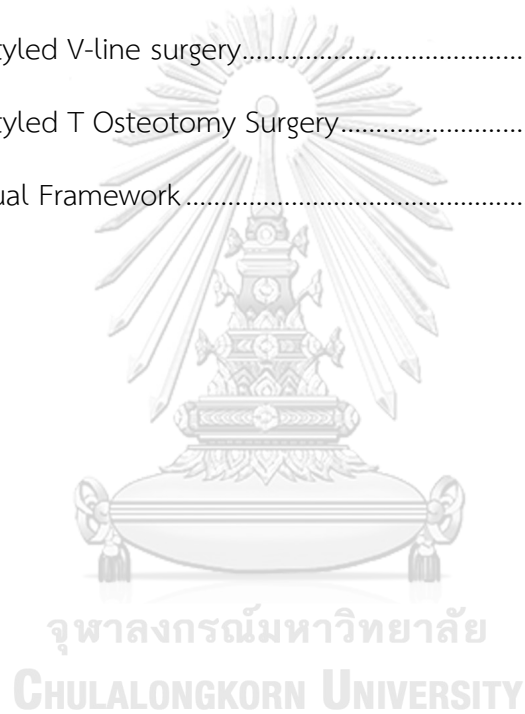


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CHAPTER I

INTRODUCTION

1.1 Research Background and Rationale

Aesthetic surgery is a science of medicine with a long history. In the past the surgery was a reconstructive surgery for congenital disabled and patient with disability and physical impairment such as cleft lip, cleft palate and brutal accident till the patient is not able to live normally. The reconstructive surgery focus on improving the patient's disability to normal function. Medical experts had developed surgery continuously by applying surgical technology along with patient's desire.

From the international society of Aesthetic Plastic Surgery's global statistics or ISAPAS 2020, it was found that 18 years old and under teenagers around the world would like to have rhinoplasty. Most for 55,889 cases, and the second aesthetic surgery is breast augmentation. Moreover, it was also found that Thai teenagers have preference for breast augmentation for 5.7% which is equal to Italian teenagers in eighth world rank. According to aesthetic surgery, South Korea is ranked first (Siamrath, 2020).

The cause making South Korea a popular country in term of aesthetic surgery may be from high competition factor, culture or even values that Korean parents often reward their children aesthetic surgery or cultivate their children values for great appearance which is privilege and opportunity. According to globalization and

boundless world, information, knowledge and culture can access to people through the Internet unexpectedly for example the Korean influence influx regarding Korean-styled aesthetic surgery (Suchada, 2016).

In history of Thailand, transgender women have been existing for a long time. In the past, gender system in Ayuthaya feudal system is not identified by physical characteristics but social role. Naruephon (2014) said that they were firstly found in the first Thai enacted law until the King Rama V and VI. The Victorian concept and western bio-medicine had influence in Thailand by dividing gender into opposite position as masculine and feminine and male and female was only 2 identified genders thus transgender women became unconventional. After national reform in 1932, nationalist policy and gaining fertility policy affected to gender role for male and female and social people's perception widely. In 1962, the news through newspaper written according to western bio medicine presented transgender women in negative way such as linking transgender women with social problem, mental illness and HIV spreader. Afterwards, public perception of transgender women had been released in both positive and negative way depending on each period. To get rid and take off from those negative perceptions, transgender women decided to undergo aesthetic surgery and sexual assignment surgery to satisfy and blend themselves in the society (Watcharawut and Patcharin, 2015).

In the past decade, Korean-styled beauty acceptance in Thai society was increasing according to Korean drama attentiveness till it caused the value in Korean-

style beauty concept by the image of post-operative which look natural such as V facial shape, perfect small nose and double eyelids by the aesthetic surgeon.

Eventhough there is no specified person who defined the Korean-styled beauty, the Korean-styled beauty trend becomes the beauty ideal in Thai society in the present. This is due to the Korean wave influencing Thai society through mass media such as movie, music, drama and television variety show coming along with Korean-styled beauty from Korean actresses and singers till it occurs the attitude that Thai women and Thai transgender women want to have the Korean-styled beauty.

Until the present, a word of “Korean-style” is used in many ways. In term of beauty and aesthetic surgery, hospitals and clinics used “Korean-style” word for advertsiement such as Korean-styled rhinoplasty and Korean-styled blepharoplasty.

Moreover, because of advances in aesthetic surgery, surgeon reputaion and marketing mixed, Thai consumers believe that they can get the operation result as good as in Korean and the Korean-styled aesthetic surgery has efficiency in searvice and the cost is cheaper than Korean for 3-4 times (Wassana, 2018).

In Thailand, there is no only cisgender people who are interested in Korean-styled aesthetic but also transgender women and according to the demographic record from Thai ministry of public health there are for 313,747 approximately in Thailand (Kittima, 2020). From the previous information, that becomes quite interesting for researcher to find out what is the relating factors and cause for Thai transgender women becomes interested in Korean-styled aesthetic surgery in Thailand.

1.2 Research Objectives

1.2.1 To explore and identify the factors that affect decision on having Korean-styled aesthetic surgery of Thai transgender women.

1.3 Research Hypothesis

1.3.1 Korean aesthetic surgery attitude affects to decision on getting Korean-styled aesthetic surgery for Thai transgender women.

1.3.2 Body dissatisfaction and gender identity disorder affect to decision on getting Korean-styled aesthetic surgery for Thai transgender women.

1.3.3 Korean Wave affects to decision on getting Korean-styled aesthetic surgery for Thai transgender women.

1.3.4 Love and mate selection affect to decision on getting Korean-styled aesthetic surgery for Thai transgender women.

1.3.5 Marketing mixed affects to decision on getting Korean-styled aesthetic surgery for Thai transgender women.

1.4 Scope of the study

1.4.1 Sample group from the research is 375 Thai transgender women who had Korean-styled aesthetic surgery in the Facebook community which is the big transgender community group for sharing and discussing about sexual reassignment

surgery, aesthetic surgery, hormonal treatment and medical knowledge named “แชร์ประสบการณ์แปลงเพศและเรื่องศัลยกรรมของผู้หญิงข้ามเพศ”

1.4.2 Data collection of the research is quantitative research. Researcher responds to make an online 5 scales questionnaire for sample group for 375 Thai transgender women and analyze data in excel program.

1.4.3 Independent variables are Korean aesthetic surgery attitude, body dissatisfaction and gender identity disorder, Korean wave, Love and mate selection and Marketing mix.

Dependent variable is Decision on getting Korean-styled aesthetic surgery for Thai transgender women.

1.5 Research Significance

1.5.1 Expecting the research's result can be used as the reference for researchers studying the related study in topic of aesthetic surgery, gender studies and future research.

1.5.2 Expecting the research be useful for entrepreneur and aesthetic surgery owner for marketing business plan and sale strategy for transgender customer.

1.5.3 Expecting the research's result be new body of knowledge relating to decision on having Korean-styled aesthetic surgery of Thai transgender women

1.6 Definition

1.6.1 Transgender Women is a person born with male assigned gender but went through the transition process (Hormone replacement therapy), thus they may be pre-operation or post-operation but they have female physical characteristics and female appearance.

1.6.2 Korea aesthetic surgery attitude is simply expression and opinion of what we like or dislike in both positive and negative way and it is self-evaluation towards Korean-styled aesthetic surgery.

1.6.3 Body dissatisfaction is the negative thought to their own physical appearance by low self-esteem and desire to have the ideal body image. Gender identity disorder is psychological distress of inconsistency between gender identity and assigned gender.

1.6.4 Korean wave is soft power from South Korea spreading and broadcasting to Thailand.

1.6.5 Love and mate selection is psychological mechanism to motivate people to pursue the mate with potential quality. In this research, the potential quality is physical appearance.

1.6.6 Marketing mixed is combination of 4 elements (product, price, place and promotion) for the company has the option for adding or modifying in order to create the desire marketing strategy.

CHAPTER II

THEORETICAL FRAMEWORK AND LITERATURE REVIEW

The study of factors for Thai transgender women having Korean-styled aesthetic. This chapter is to explore and understand the background of Thai transgender women, Korean-styled aesthetic surgery and related idea and studies as following.

- 
- 2.1 Transgender women in Thailand
 - 2.2 Plastic surgery and aesthetic surgery
 - 2.3 Concept of Korean beauty standard and Korean-styled aesthetic surgery
 - 2.4 Factor
 - 2.4.1 Attitude
 - 2.4.2 Body dissatisfaction and gender identity disorder
 - 2.4.3 Korean wave
 - 2.4.4 Love and mate selection
 - 2.4.5 Marketing mixed
 - 2.5 Concept of Decision making
 - 2.6 Other

2.1 Transgender women in Thailand

Christopher (2012) said that Transgender is a word for describe the people in the society who are not comfortable with their assigned sex, so they think that they were born in opposite body from their assigned sex. Naturally, transgender people are not really happy with their body and those who are diagnosed with gender identity disorder wish to be the opposite gender, and have shown that they have problems in their daily functioning because of this gender problem.

American Psychological Association (APA) defined transgender as an umbrella term encompassing those whose gender identities or gender roles differ from those typically associated with the sex they were assigned at birth.

Kittima (2020) said that transgender people are people who have different gender identity from their assigned gender.

Table 1 The difference between cisgender and transgender people

<u>Cisgender</u>		<u>Transgender</u>	
Man		Transgender Man	
Male assigned sex	Male gender identity	Female assigned sex	Male gender identity
Woman		Transgender Woman	
Female assigned sex	Female gender identity	Male assigned sex	Female gender identity

Transgender woman in Thai history, Medical Discourse Transgender in Thai society and they found that sexual diversity in Thailand had been existed since long time ago and transgender was record since first Thai enacted laws till the reign of King Rama V that brought the Victorian concept and Western bio-medical to Thailand and national reform making clearly gender category only male and female to gain more population, so transsexual was unconventional, mental illness, excluded to society and accused to be the cause of social problem and sexual disease. Therefore, the perception of transgender for people in the society is changed from normal to negative way. However, although bio-medical and health organization has proved that being transgender is not abnormality, having prejudice against transgender still exists in Thai society. (Watcharawut and Patcharin, 2015) Previously, Thai transgender women were called “Katoey” but till the present transgender women are usually called as “Pooying kamphet” which is more polite. In Thai society, transgender woman has many definitions thus some Thai people are still get confused and can not clearly understand them.

Benjamin (1997) said about the difference between transgender and transvestite. Transgender is people with mental state opposite with their assigned sex which mean they will attempt to express and to be the opposite gender from their assigned by having sexual reassigned surgery, cosmetic surgery and hormone therapy to make them become the gender they want to be while transvestite is people who has desire to dress in the clothes of the opposite sex and they are divided into 2

types. the first type is transvestile people who are satisfied to only dress in the opposite sex and the othe type is transvestile people who are satisfied to dress in the opposite sex and want to share some of their body characteristics such as hip and butt. Comparing transgender and transvestile is transgender people want to go all the way and they want to be that women in choice of cloth, physical appearance and also legal and socail status of woman.

According to National Statistical Office Thailand, it is found that there are registered Thai citizen for 66,413,979 in 2018 dividing by assigned gender, male for 32,556,271 and female for 33,857,708. In the past, there was no record of transgender people but it has been collecting since 2013 according to recruitment devison, territorial defense command, ministry of defence and there is Thai transgender woman demographics according to ministry of public health for 313,747. (Kittima, 2020)

In case of reporting for military conscription, transgender women must be 21 years old and they will get exempted under 3 conditions.

- 1) Permanent physical change : sexual reassignedment surgery.
- 2) Partial physical change : breast augmentation.
- 3) Diagnosed as gender identity disorder.

Table 2 The number of Thai transgender women from 2013 to 2019

Annual Military Conscription	The number of transgender women
2013	6,328
2014	2,623
2015	4,210
2016	4,309
2017	4,130
2018	4,684
2019	3,324

Sources: <https://online.pubhtml5.com/yxcv/ouia/#p=1>

2.2 Plastic surgery and aesthetic surgery

“Plastic” has root word from Greek as Plastikos which mean reshaping or remodel. In war period, surgeons study and use surgery knowledge to operate on military who get hurt from war, so plastic surgery actually mean the operation for healing and reshaping organ to look good, appropriate and to keep those organ can working as usual, so surgeons have to operate and cure patients to be able live as normally as they used to live. (Chatchai, 2014) In present time, getting plastic surgery is quite popular and people think they can change their appearance so easily as if it was a magic. Plastic surgery sometimes makes people not worried about body dissatisfaction. If a person is not satisfied in his appearance, surgeon and plastic surgery

can be his solution even make him look like actor or important person. Plastic surgery in present is a selection of solution for body and appearance dissatisfied people (Jaruwanee, 2009). Plastic surgery is divided into 2 groups.

2.2.1 Aesthetic Surgery is the operation making patients look better, more beautiful and more suitable for the patients. It is focused on enhancing appearance.

2.2.2 Reconstructive Surgery is the operation for fixing the organ from assigned disability, accident and infection to make form and make patients can live normally. It is focused on repairing defects to reconstruct a normal function.

In conclusion, plastic surgery in the past is for healing and treating a disable patients from war or physical condition. Later, technological advancement affects plastic surgery then reconstructive surgery becomes aesthetic surgery which has objective as beauty augmentation. Moreover, patients who get aesthetic surgery are 18-80 years old with personal reason but the common main reason of getting aesthetic surgery is to be accepted from society and to be successful in their lives.

2.3 Concept of Korean beauty standard and Korean-styled aesthetic surgery.

According to Cloris's article, she had observed the Korean beauty concept from her perspectives. Beauty standard is what people view other people as beautiful which usually included body shape and facial appearance. In western countries, people there have their own beauty standard for body shape as being tall and skinny with long legs,

wide hips and big breast and beauty standard for facial appearance is defined angle eyebrow and full lips.

The Korean beauty standard was existed during the World War II through Japanese colonization because Japanese people in that period had strong desire to appear more western. Thus, those Ideas were brought to Korea and largely influenced Korean people's idea of beauty. The Korean beauty concept is to have bright to pale complexion, double eyelids, pointed nose, small full lips and V shape face.

These beauty standard has a big role in Korean women because Korean society expects women to look their best to keep up. Moreover, occupational completion in South Korea or even in Korean companies' applicant requiring resume photo, weight, height and eyesight. To pursue those beauty standards, some of Korean women decide to have aesthetic surgery.

2.3.1 Korean-styled aesthetic surgery. The nasal anatomy of Westerners is different from Asians because Asians tend to have flat and wide nose. the rhinoplasty of Asian need to integrating between Asian and Western Identity which are un-high nasal radix like Western nose but 3-5 millimeter long at nasal tip. Moreover, the nose tip projection has to be related to chin ratio.

iWell plastic surgery clinic (2017) mentioned that the beautiful ideal nose is symmetrical, and the length of the nose impression and contour of the face. Therefore, it is important to make a beautiful nose for is 1/3 of the vertical length of the face, and the overall size, height, etc. should be in harmony with the face. Beautiful nose

line is completed depending on the ratio of the forehead, eyes, mouth, etc. affecting the overall yourself by taking into consideration the shape and ratio of the nose and nose tip, not just a simply increasing height of the nose.

Dr. Ng Siew Weng, plastic surgeon and SWENG clinic's owner, said that Korean styled rhinoplasty is known as open rhinoplasty. The patient will be diagnosed by surgeon to find the nasal tip supporting for transparent nasal tip and nasal silicone poking out. Nasal tip supporting can be from conchal cartilage where is on the back of patient's ear or rib cartilage where is the fifth to sixth rib cartilage.



Figure 1 Ideal of Korean-styled rhinoplasty

Sources: https://iwellps.blogspot.com/2017/12/iwells-ideal-rhinoplasty_3.html

2.3.2 Korean-styled blepharoplasty. Asian and Korean people believe that first impression is very important especially the eyes as the William Shakespeare's quote "the eyes are the window to your soul".

Single eyelid or Epicanthal folds are present in about half the Asian population (Yi and others, 2010). The single eyelid often has fatty, narrow shape, downward pointing eyelashes. Korean-styled blepharoplasty has 3 types which are non-incision

eyelid surgery epicanthoplasty and lateral canthoplasty and the operation enlarge 20% of eyes' size

The non-incision eyelid surgery is sewing technique by piercing four to five small dots on upper eyelids and sewing one thread with eyelid muscle to create to fold on upper eyelid. It creates natural and clean crease on the double eyelid without visible scare.

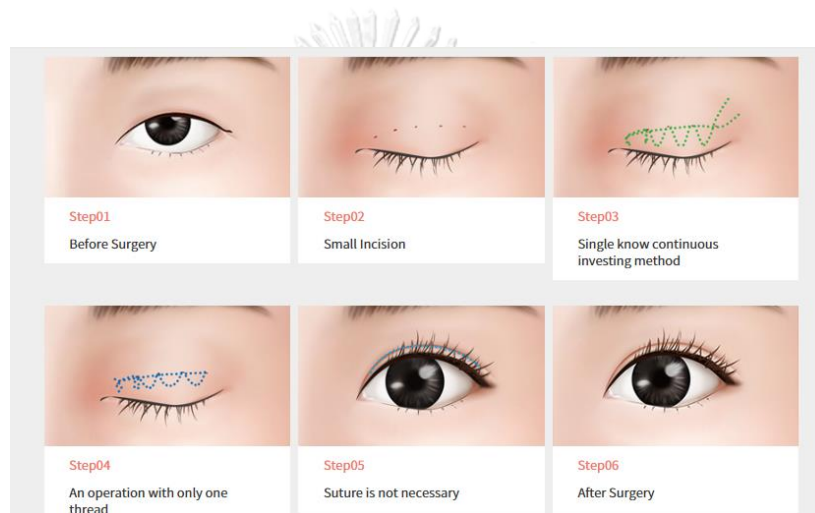


Figure 2 Korean-styled blepharoplasty

Sources: <https://www.jkplastic.com/en/eye-surgery/double-eyelid-surgery.asp>

The epicanthoplasty is easily called as front eye enlarged surgery by cutting the front epicanthus fold to make it look wider and hide the surgical scare in the inner corner of the eyes and eyelashes line.

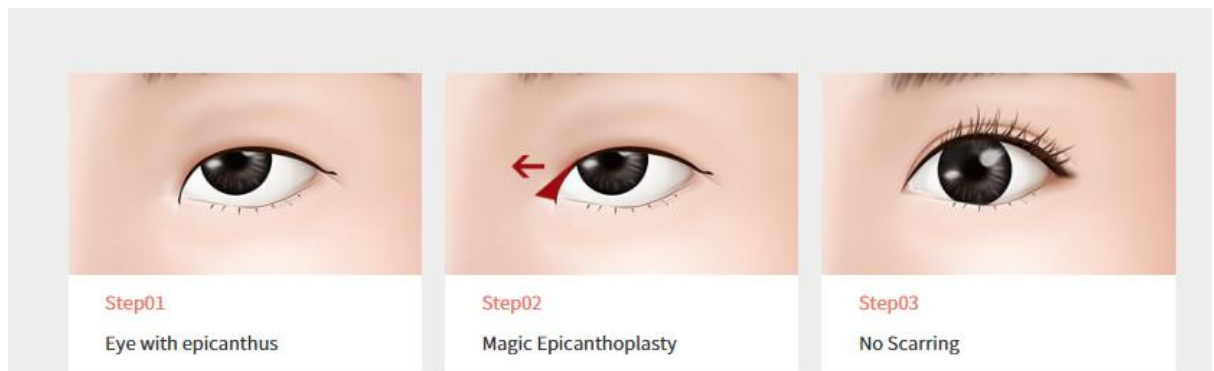
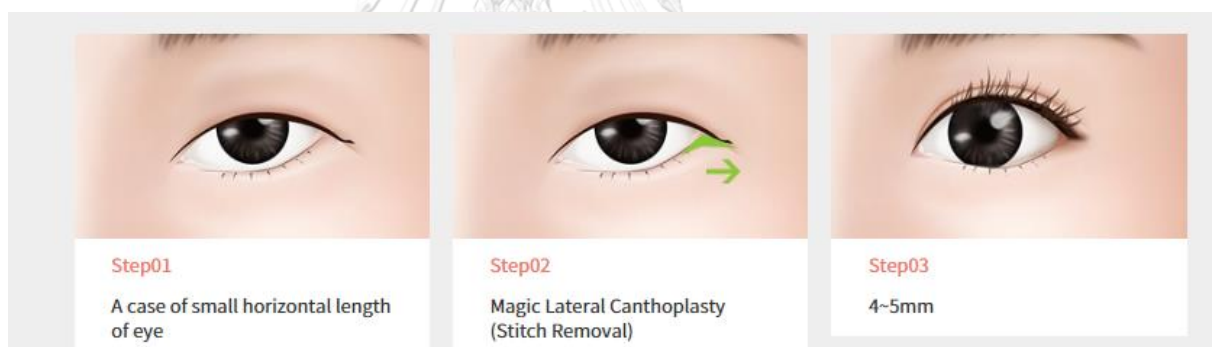


Figure 3 Korean-styled Epicanthoplasty

Sources: <https://www.jkplastic.com/en/eye-surgery/double-eyelid-surgery.asp>

The lateral canthoplasty is easily called as back eye enlarged surgery by cutting three to five millimeter in length to extend posterior eye width and suturing without scar.



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Figure 4 Korean-styled Lateral Canthoplasty

Sources: <https://www.jkplastic.com/en/eye-surgery/double-eyelid-surgery.asp>

2.3.3 Korean styled V-line surgery the ideal facial shape in Korea is small and proper ratio with V shape jaw which is different because Asians naturally have wider and flatter facial bone structure compared to westerners. V line facial shape represented the femininity while squared facial shape represented masculinity. Moreover. It also represented youthfulness and smoothness.

V line surgery is major operation because it is jaw bone structure excision and there is risk since the area operated on is close to nerve system in the neck. Thus, the operation procedure required specialist skillful Orthopedic doctor and plastic surgeon.

The operation procedure of V line surgery will be divided into 2 procedures. the first operation is jaw reduction surgery.

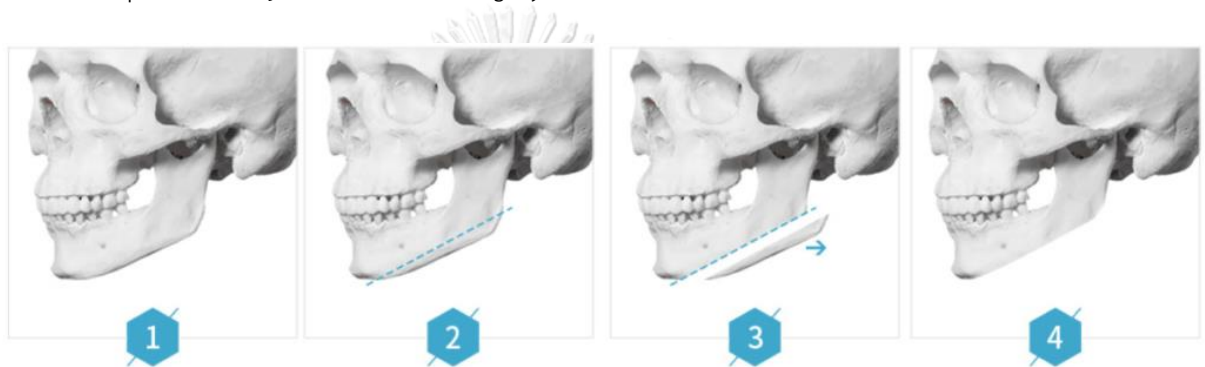


Figure 5 Korean styled V-line surgery

Sources: https://seoulguidemedical.com/v-line-surgery-in-korea/#What_is_V-line_surgery

The second operation is T osteotomy surgery. The doctor will cut the patient's chin into T shape for reduction in width and length of the chin. Removing the excess bone from T shape excision, pairing the chin bone with medical bone screws and again, cutting the excessive frontal mandible in shape.

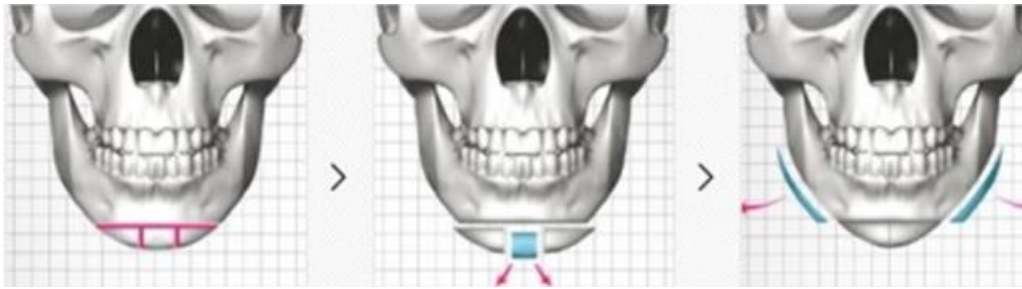


Figure 6 Korean-styled T Osteotomy Surgery

Sources: <https://wonjinbeauty.wordpress.com/category/square-jaw/>

2.4 Factor

2.4.1 Attitude

“Attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon an individual’s response to all subjects and situation with which it is related” (Allport, 1935).

“Attitude is an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some "object" (e.g., a brand, a service, or a retail establishment),” (Schiffman & Kanuk, 2007)

Attitude is mental state of readiness relating to thought, feeling and individual’s behavior tendency to person, object and place in the direction (Sakthai, 2002).

Schermerhorn (2000) said that attitude consist of 3 components which are

- a) Cognitive Component refers to the belief or disbelief, thoughts and attributes that we would associate with an object based on the information and knowledge.

- b) Emotional Component is the emotional or feeling aspects with something if they please on something or individual or not.
- c) Behavioral Component consists of a person's tendencies and readiness to response and to behave in a particular way toward an object and it reflects how attitude affects the way we act and behave.

Newson and Carrell (1995) said the formation of attitude is caused from 3 factors which are

- a) Historical setting is the information and biography of each person such as birthplace, economic and social status indicating the person's personality and lead to the formation of attitude.
- b) Social environment is human interaction to each other such as perception of news, norm, information and situation happening around the person.
- c) Personality process and predispositions are the fundamental process of building individual attitudes.

In conclusion, attitude in term of Korean aesthetic surgery attitude is satisfaction evaluation by the cognitive and affective component, thus attitude is taken as influencer for personal belief while belief is also influential to attitude and it leads to decision.

2.4.2 Factor of body dissatisfaction and gender identity disorder.

Feeling is mental experiences of body states, which arise as the brain interprets emotions, themselves physical states arising from the body's responses to external stimuli (Antonio, 2020).

Body dissatisfaction is having body and face which are not appropriate to appearance, so person with mental anxiety and lack of self-confidence will seek for confidence that related from body dissatisfaction and body. (Howard and others. 2017, Watsana. 2018) Moreover, it is about self-respect whether it be from physical dysfunction, personality disorder. It causes body dissatisfaction and then lead to aesthetic surgery to change appearance (Griffiths and others, 2017; Watsana, 2018).

Body dissatisfaction is cause from the feeling expectaion between actual physical appearance and ideal of appearance and it causes the negative attitude toward their own body (Niclas and others, 2018).

Gender Identity disorder or GID is defined as disorder which patients' feeling is not matched between their gender identity and assigned sex. When the patients grow up, they want to be the opposite sex. (The psychiatric association of Thailand, 2014) The action and behavior is not matched with assigned sex such as the boy with male assigned sex but he has female gender identity then the boy will behave and feel like a girl (Somphob, 2007).

American Psychiatric Association also claimed gender identity disorder that it is conflict between a person's assigned gender and the gender they identify. People with

gender identity disorder feel uncomfortable with their assigned gender and their body and appearance.

According to The *Diagnostic and Statistical Manual of Mental Disorders (DSM-5)* of American Psychiatric Association, they provides the diagnostic criteria for people with gender identity disorder in adults and children.

Symptoms in adults.

- (1) A marked incongruence between one's experienced/expressed gender and primary and/or secondary sex characteristics
- (2) A strong desire to be rid of one's primary and/or secondary sex characteristics
- (3) A strong desire for the primary and/or secondary sex characteristics of the other gender
- (4) A strong desire to be of the other gender
- (5) A strong desire to be treated as the other gender
- (6) A strong conviction that one has the typical feelings and reactions of the other gender

Symptoms in children.

- (1) A strong desire to be of the other gender or an insistence that one is the other gender
- (2) A strong preference for wearing clothes typical of the opposite gender
- (3) A strong preference for cross-gender roles in make-believe play or fantasy play
- (4) A strong preference for the toys, games or activities stereotypically used or engaged in by the other gender
- (5) A strong preference for playmates of the other gender

(6) A strong rejection of toys, games and activities typical of one's assigned gender

(7) A strong dislike of one's sexual anatomy

(8) A strong desire for the physical sex characteristics that match one's experienced gender

In the past time, the treatment of transgender is psychotherapy. The process of the treatment is to change patient's mind to go along with patient's physical characteristic. The result of psychotherapy is not much satisfying because psychotherapy cannot heal GID. Moreover, patients with GID dislike their assigned sex, so the psychotherapy proceed cannot heal GID completely.

Until 1963, John Hopkin University, in Maryland, United State of America, had been established interdisciplinary fields to heal gender identity disorder patients. In 1966, Harry Benjamin who is endocrinologist and sexologist had written textbook named "The transsexual phenomenon" (Apirak, 2010) The textbook enlightens people and patients that gender identity disorder cannot be healed by psychotherapy since patients have a strong desire to change physical characteristic and appearance to match with their mind, so Benjamin had concluded the gender identity disorder treatment for 3 ways.

(1) Sexual Reassigned Surgery

(2) Hormone Replacement Therapy

(3) Cosmetic or Aesthetic surgery

In conclusion, body dissatisfaction shows that a person who is not under aesthetic surgery is lack of confidence and be compared to other people, so the person tends to have a prejudice about appearance against oneself in negative way.

2.4.3 Korean wave

Hallyu or Korean wave is the popular phenomenon and pop culture from Korea and spread all around the world. Hallyu is a word which was combined from two words. Han mean Korea and lyu means wave (Kim, 2012).

Korean wave did not exist naturally but was created through analysis and synthesis process. South Korea prioritized the culture since South Korea was separated from North Korea at 38th parallel. This is for making power of nation unity. South Korea not only support culture but also Korea history, tradition, lifestyle, dressing, food and national sport.

Moreover, South Korea also prioritized film industry to utilize as tool to spread to worldwide. Untill 1997, South Korea had to participate with IMF because of economic crisis. Korea people changed their attitude from being independent nation. Enomic crisis divided Korean people into 2 groups. one was a part of globalization while the other was not. The film directors and television produces also be a part of globalization to create Korean brand in world market and call their culture as Hallyu.

South Korea firstly launched its old brand by taking group of artist and actor to Beijing, China and it was very successful because the show represented the Korean

culture and Korea pride. In 1998, Ministry of South Korea culture had the plan named “Korean 2010: Culture, Creativity and Content” to let the private organization invest in cultural education management and cultural industry to provide knowledge and personnel for supporting business growth. Later, South Korea established Korea Creative Content Agency to support cultural product exports, including animation movies, cartoons, games, TV dramas, music shows.

South Korea truly notice that there was a change in society which is the middle class expansion after economic crisis. Korean middle class people is the main important target because middle class people probably cannot reach high culture and Korean new generation people always sought for something new and they did not cling to old things like old generation people did. Thus, image and story in the Korean drama and movie is quite modern in action and concept yet hidden with materialism and audience would enjoy with good content and history based movie and film. Korean wave caused popularity in actor, actress including artist (Prapatsorn, 2009).

Korean wave also supported and promoted Korean beauty concept. Korean women lifestyle had changed. They tended to put more cosmetic because Korean TV show also broadcast the cosmetic product introducing to provide the product information and to reinforce Korean women strict with beauty standard. Thus, there are a lot of cosmetic store everywhere in Korea especially local cosmetic brand like Etude, Innisfree. The influence from K-pop Idol presenter also impacted on Korean adolescent to afford and wear cosmetic at the young age.

Korean has the world's highest ratio of aesthetic surgeries per capita, with about 1 million procedures being performed per year. In case Korean women are not satisfied with cosmetic result and need, they tended to undergo aesthetic surgery which is common nowadays in Korea. The most famous area to get aesthetic in Korea is Gangnam district (Cloris, 2019).

Therefore, Korean wave does not only refer to Korean dramas, but it is also used to describe all type of Korean pop culture. Drama fewer drew people's attention to other Korean culture product, such as, music, movie, game, printing media, technology, beauty and also traditional product like Korean language and food (Pyun. 2011, Kanokporn. 2014).

Chayan (2013) said that Korean wave or Hallyu is caused from cultural support policy to be the main industry for export oriented by Korea government. The cultural support policy for 5 years is to develop South Korea to cultural welfare state and Korea culture and content agency under ministry of culture, sports and tourism.

The cultural support plan has cultural guideline as

- (1) Support education for making cultural creative youth.
- (2) Support creativity for progressive economy.
- (3) Conserve and restore tradition and culture.
- (4) Promote cultural industry.
- (5) Develop cultural identity for unification.
- (6) Build strength for cultural diplomacy.

Parit (2013) said that the influence of the Korean wave in Thailand came from television media especially Korean dramas. Korean wave also spreads soft power as Korean culture in Thai society especially in Thai teenage and working age. Korean wave affects the gradation of attitude, aesthetics and popularity expressing in eating preference, dressing and even talking. Tourism and culture authority public relations conjoins with Korean product consumption such as Korean textile, food, cosmetic and aesthetic surgery business.

In conclusion, Korean wave is the soft power from South Korea and it comes through television and other medias till it becomes popular among local people in each country. Korean wave can be implied as intercultural communication since it induces people to embrace Korean culture and learn anything about Korean.

2.4.4 Love and mate selection.

Zanden (1979) said that people have motivation to choose their partner by choosing from physical attractiveness such as beauty and likeness. According to correlation of matching, the more beautiful people are, the more opportunity for choosing partner they have.

Li and Kenrick (2006) indicated and found that mate selection in male is tend to be physical attractiveness and in female is social status and kindness. In case of short term relationship that both male and female prioritize physical attractiveness while in long term relationship both male and female prioritize characteristics in themselves closely to how the opposite sex specifies ideal mate. Male will prioritize

his social status while female will take care of their physical attractiveness to have long term relationship.

Buss (1994) said that mate selection can work in many different way. According to human psychological studies, men consider physical attractiveness and beauty than women do while women consider man's resources because beauty represents youth and health while resource represent competitive ability and health.

Yothin (1990) said that mate selection is the process of finding partner according to social norm. Mostly, individual tends to choose his partner who has something correlated in attitude, religion, education, same or different personality, etc. Individual has liberty to choose his partner by cling to affection as the important part.

Gor (1976) said that when humans become the mature adults with readiness, they are going to think about building family. Thus, they will start having relationship each other and the relationship can be for friendship or affection.

According to human rights and family establishment rights both general family establishment and adopted family establishment, they were legitimized legally according to national and international laws for example International human rights law in relation to sexual orientation and gender identity as know as the Yogyakarta Principles at 24th principle mentioned as (Paisan, 2009).

“ Everyone has the right to found a family, regardless of sexual orientation or gender identity. Families exist in diverse forms. No family may be subjected to

discrimination on the basis of the sexual orientation or gender identity of any of its members.”

However, Thai transgenders and LGBT people still encounter problems with right to marriage because they can not access the benefits, the marriage right like general couple and other legal obstacles such as life insurance contract, guarantee and syndicated loan.

In conclusion, this concept of love and mate selection refers to the process to seek both short term and long term relationship for Thai transgender women even though there is no supporting laws yet and to impress their partner by deciding to undergo Korean-style aesthetic surgery.

2.4.5 Marketing mixed.

Panisara (2013) said that marketing mixed is the implement or marketing factor controlling business to satisfy target customer and to stimulate customer's need and interest in purchase and service.

Kotler and Armstrong (2012) said about the marketing mixed as known as 4P's is the marketing strategy for having the product to meet and serve target customer's need. Marketing mixed has 4 variables

(1) Product refers to the goods and service and it is what offered for sale in market to meet the demand and serve the target customer's need till the customer is satisfied in the product. The product can be tangible and intangible and they must have utility, value in customer's idea.

(2) Price is a amount of money charge for product or service included option, list price and discounts.

(3) Palce (distribution) is distribution channel for sending the product to be accessible and available in right place, at the right time and in the right quantities for target customer.

(4) Promotion is the marketing activity to differentiate, to remind, to inform and to persuade target customers by advertising, selling, sales promotion, media, public relations, etc.

2.5 Concept of decision making.

Kanokporn (2018) said that decision making is the beahvior with intension to achievement. It can be purchasing or service.

Noppawan (2013) said that decision making is the process or comsuming process consist of three steps which are accessive step, processing step and resulting step. customers will get the influence from the marketing mixed for example product, place, price and promotion. then access to decision making process from socail factor, culture, motivation, perception, attitude and personality and it causes need recognition and occurs buying behavior. If the customers consider it is productive and good enough, it may cause repurchase intension.

Pailin (1993) defined decision making is the intellectual consideration process for choosing only one best and most reasonable alternative.

Kotler and Kelly (2006) divided the decision making into 5 steps for the process of decision making

2.5.1 Need recognition. the purchase behavior is caused from the customer's need from external and internal stimuli for example advertisement.

2.5.2 Information search. After perception of need in customer, searching and reviewing the information about the product is the second step in case they customer is not in hurry to buy or decide. This step may not exist if the customer with high demand to buy the product.

2.5.3 Evaluation of alternatives. When the customer already searched for the product and realized the information, the customer will recognise the understand and evaluate the alternatives which means the customers will have to decide to select the product. Each customers have the different decision depend on situation and alternatives they have.

2.5.4 Purchase decision. From the evaluation of alternatives, the customer will be able to prioritize to purchase. The purchase decision will consider the attitude of other and unexpected situation and then make the decision to purchase.

2.5.5 Post purchase behavior. After purchasing, the customers will obtain the experience from purchase decision which it may be either satisfaction or dissatisfaction. In case of getting satisfaction and experience. It can cause the repurchase.

2.6 Other

Kevin and others (2020) have studied about facial recognition neural network confirm success of facial feminization surgery by having cisgender people analyze and identify 20 transgender women. Cisgender people would analyze and identify 20 transgender women in preoperative and postoperative image of facial feminization surgery. They found that these cisgender people can identify correctly who transgender women are in preoperative image for 98 percent. Preoperative facial feminization surgery images were misgendered 47 percent of the time (recognized as male) and only correctly identified as female 53 percent of the time. Postoperative facial feminization surgery images were gendered correctly 98 percent of the time; this was an improvement of 45 percent.

Tiffany and Jeffrey (2010) had done the research about quality of life of individuals with and without facial feminization surgery or gender assignment surgery on 247 male to female transgender people and comparing with cisgender women. The result of the research is found that transgender women who undergo facial feminization surgery has better mental health and life quality than transgender women without facial feminization surgery. However, those transgender women with the surgery still have less mental health related life quality comparing to normal cisgender women.

Raffaini and others (2016) said that transgenderism refers to gender dysphoria or gender identity disorder which the patient has discomfort and distress from a

discrepancy between gender identity and assigned gender. To improve this symptom, the hormone replacement therapy, aesthetic surgery and sexual reassignment surgery. In term of aesthetic surgery, it refers to facial feminization surgery such as forehead remodeling, rhinoplasty, jaw reduction surgery. Raffaini with her team also evaluates the satisfaction of the facial aesthetic surgery for 180 transgender woman surgery procedure and it is found that the patient satisfaction after the surgery is high. Moreover, The reduction of gender dysphoria has psychological and social benefits and significantly affects patient outcome.

Morrison and others (2016) have studied about prospective quality of life outcomes after facial feminization surgery with 66 transgender who got the facial aesthetic surgery. The most common facial masculinity on transgender women is high eyebrow ridge, square jaw and long chin. After the surgery, the mean satisfaction is excellent and the cepharomatic ratio and appearance becomes more feminine. thus, the facial feminization surgery or facial aesthetic surgery can improve the transgender women quality of life, feminine appearance and the result satisfaction is stable for more than 6 months.

Phuah, Ting and Kelly (2019) has studied about propensity to undergo cosmetic surgery and they concluded that South Korea is ranked third in the world cosmetic procedures in 2015 according to ISAP and they set the factors to undergo cosmetic for 3 factors which are attitude, subjective norm as media and celebrity and psychological attributes as self-esteem and social status. South Korean female has the positive

attitude toward cosmetic surgery and Media and celebrity also has influence to them since the promotion and advertisement. Lastly, self-esteem and social status. In research finding, self-esteem has negative relation with Korean female intension to engage with cosmetic surgery, so marketer see this importance to improve people with low self-esteem to undergo cosmetic surgery.

So Yeon Leem (2015) has studied about how South Korean become a plastic surgery nation by following the media discourse and Korean newspapers names The Dong-a ilbo and The Chosun ilbo and she found that plastic surgery has existed for a long time before being “Koreanized”. After getting Koreanized, plastic surgery become a part of Korean culture and value in beauty market. Plastic surgery can be both therapy and enhancement to make Korean improve their appearance and cure their disability. Moreover, she said that bodily and social enhancement motivates each other which mean plastic has a relation with social enhancement with economic affluence.

CHAPTER III

RESEARCH METHODOLOGY

The study of factors for Thai transgender women having Korean-styled aesthetic surgery is qualitative research which used questionnaire for data collection.

3.1 Sampling Frame

Sampling frame in the research is Thai transgender women in Facebook community named “แฮร์ประสบการณ์แปลงเพศและเรื่องศัลยกรรมของผู้หญิงข้ามเพศ” for 6,000 persons according to the number of members in April, 18 2020.

Facebook community named “แฮร์ประสบการณ์แปลงเพศและเรื่องศัลยกรรมของผู้หญิงข้ามเพศ” is the big transgender community group for sharing and discussing about sexual reassignment surgery, aesthetic surgery, hormonal treatment and medical knowledge.

To join the community, there is group administrator for screening only transgender women to join the community by questioning fundamental transgender quizzes, so it assure that there will have only reliable population.

3.2 Sample Group

Sample group by purposive sampling is transgender women in Thailand who had Korean-styled aesthetic surgery in Facebook community named “แฮร์ประสบการณ์

แปลงเพศและเรื่องศัลยกรรมของผู้หญิงข้ามเพศ”. Setting the sample group by using Yamane formula (Yamane. 1967, Thanchanok. 2013) to find the sample group.

$$n = \frac{N}{1 + Ne^2}$$

Where, n = the sample size

N = the size of population

e = the error of 5 percentage points

According to Yamane’s formula, using with an error 5 percentage and with confidence coefficient of 95 percentage. The calculation of sample group using by Yamane’s formula give the result as 375 sample group.

3.3 Data Collection

Using the questionnaire as research tool by these steps to collect data.

3.3.1 Study about questionnaire’s document, related research and related theory to design the questionnaire of the research.

3.3.2 Start making questionnaire for sample group’s opinion by dividing questionnaire into 3 parts which are personal information part, factors’ part and decision part.

3.3.3 Consult the questionnaire form with advisor and evaluate the coefficient alpha if the detail should be edit or not.

3.3.4 Distribute the questionnaire to the 30 small samples who have similar qualification but not Facebook community to test the research tool.

3.3.5 Edit the questionnaire and consult with the advisor again.

3.3.6 Distribute the online questionnaire by purposive sampling on the Facebook community by having the Facebook page's admin help to distribute and screen sample group who is Thai transgender having Korean-styled aesthetic surgery.

3.3.7 Collecting all data for 375 replies takes 1 month from May-June 2020.

3.4 Research Tool Examination.

3.4.1 Validity Measurement. Presenting the questionnaire to my advisor for checking if it is correct, completed and related to the research.

3.4.2 Reliability Measurement. Distributing the questionnaire and try out 30 small sample group which obtains the similar qualification with the sample group if it is suitable. Then, test the questionnaire to fine the reliability by Cronbach's Alpha.

Test the questionnaire to fine the reliability by Cronbach's Alpha.

$$\alpha = \frac{k}{k-1} \left[1 - \frac{\sum \sigma_i^2}{\sigma_x^2} \right]$$

Where, α = Coefficient alpha

k = Number of question

σ_i^2 = Total variance of the scale

σ_x^2 = Variance of the question

Table 3 Research Tool Examination

Part of Question	Coefficient Alpha
Korean-Styled Aesthetic Surgery Attitudes	0.833
Body Dissatisfaction and Gender Identity Disorder	0.826
Korean Wave	0.847
Love and Mate Selection	0.833
Marketing Mix	
Product	0.82
Price	0.898
Place	0.82
Promotion	0.853
Decision on getting Korean aesthetic surgery	0.851
Total	0.85

From the result on the table, the reliability coefficients which is higher than 0.60 is considered sufficient (Nunnally, 1978).

3.5 Data Interpretation

3.5.1 Descriptive statistic consists of frequency, percentage, mean, standard deviation and mode.

Part 1 Personal Information.

Part 2 Korean-styled aesthetic surgery attitude.

Part 3 Body dissatisfaction and gender identity disorder.

Part 4 Korean wave

Part 5 Love and mate selection.

Part 6 Marketing mixed.

Part 7 Decision on getting Korean-styled aesthetic surgery.

3.5.2 Inferential statistic consists of multiple regression.

Hypothesis 1 Korean-styled aesthetic attitude affects to decision on getting Korean-styled aesthetic surgery of transgender women in Thailand.

Hypothesis 2 Body dissatisfaction and gender identity disorder affects to decision on getting Korean-styled aesthetic surgery of transgender women in Thailand.

Hypothesis 3 Korean wave affects to decision on getting Korean-styled aesthetic surgery of transgender women in Thailand.

Hypothesis 4 Love and mate selection affects to decision on getting Korean-styled aesthetic surgery of transgender women in Thailand.

Hypothesis 5 Marketing mix affects to decision on getting Korean-styled aesthetic surgery of transgender women in Thailand.

To find class interval from 5 scales, using the class interval formula (Boonchoom, 1999) as follow.

$$\text{Class Interval} = \frac{\text{Maximum Values} - \text{Minimum Values}}{\text{The number of class intervals}}$$

$$= \frac{5 - 1}{5} = 0.80$$

Score/Class interval 1.00 – 1.80 = strongly disagree

Score/Class interval 1.81 – 2.61 = disagree

Score/Class interval	2.62 – 3.42	=	neither agree/disagree
Score/Class interval	3.43 – 4.23	=	agree
Score/Class interval	4.24 – 5.00	=	strongly agree

3.6 Data Analysis Statistics

3.6.1 Descriptive statistic

(1) Percentage formula.

$$P = \frac{F}{N} \times 100$$

Where, P = Percentage

F = Frequency

N = Total number of respondents

(2) Cronbach alpha formula for reliability

$$\alpha = \frac{k}{k-1} \left[1 - \frac{\sum \sigma_i^2}{\sigma_x^2} \right]$$

Where, α = Coefficient alpha

k = Number of question

σ_i^2 = Total variance of the scale

σ_x^2 = Variance of the question

(3) Mode formular

$$Mode = l + h \left(\frac{f_m - f_1}{2f_m - f_1 - f_2} \right)$$

Where, l = Lower boundary of modal class

h = Size of model class

f_m = Frequency corresponding to modal class

f_1 = Frequency preceding to modal class

f_2 = Frequency proceeding to modal class

(4) Standard score formular

$$Z = \frac{X - \mu}{\sigma}$$

Where, Z = Standard score

X = Observed value

μ = Mean of the value

σ = Standard deviation of the sample

(5) Ferguson's arithmetic mean formula (Ferguson, 1981)

$$\bar{x} = \frac{\sum x}{n}$$

Where, \bar{x} = Mean

$\sum x$ = Sum of data

N = Number of data

3.6.2 Inferential statistic

(1) Multiple regression analysis is relation analyzing process between independent variable (X) which is Attitude, Body dissatisfaction, Korean wave, Love and Mate selection marketing mixed and (Y) which is decision on getting Korean-styled aesthetic surgery for Thai transgender women. To calculate the multiple regression analysis, it requires multiple correlation coefficient (Karsem, 1995).

Multiple regression's formula.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e_j$$

Where, Y = Decision on getting Korean-styled aesthetic surgery

$\beta_1, \beta_2, \dots, \beta_k$ = Regression coefficient of factor

X_1 = Product

X_2 = Place

X_3 = Price

X_4 = Promotion

Where, α and a are equation's Y-intercept or Y when all independent variables are zero and where β and b are partial regression coefficient of each independent variables. The change according dependent variable (Y) is when independent variable changed 1 SD, another independent variables have constants.

a and b correlation coefficient's formula.

$$Y = X + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

Testing the result of 5 hypotheses for factors affecting getting Korean-styled aesthetic surgery for Thai transgender women in Thailand are Korean aesthetic surgery attitude, body dissatisfaction and gender identity disorder, Korean wave, love and mate selection and marketing mixed by finding significant level which was set in confidence at 95%.

If P-value for each factor is lower than set significant level 0.05, it confirms the factor affects getting Korean-styled aesthetic surgery for transgender women in Thailand.

3.7 Conceptual framework

From The study and concept of Korean aesthetic surgery attitudes, body dissatisfaction and gender identity disorder, Korean wave, Love and mate selection and Marketing mix. They occurs conceptual framework showing relation between Independent variables which are 1) Korean aesthetic surgery attitude 2) Body dissatisfaction and gender identity disorder 3) Korean wave 4) Love and mate selection and 5) Marketing mix while dependent variable is decision on getting Korean aesthetic surgery for Thai transgender women in Thailand.

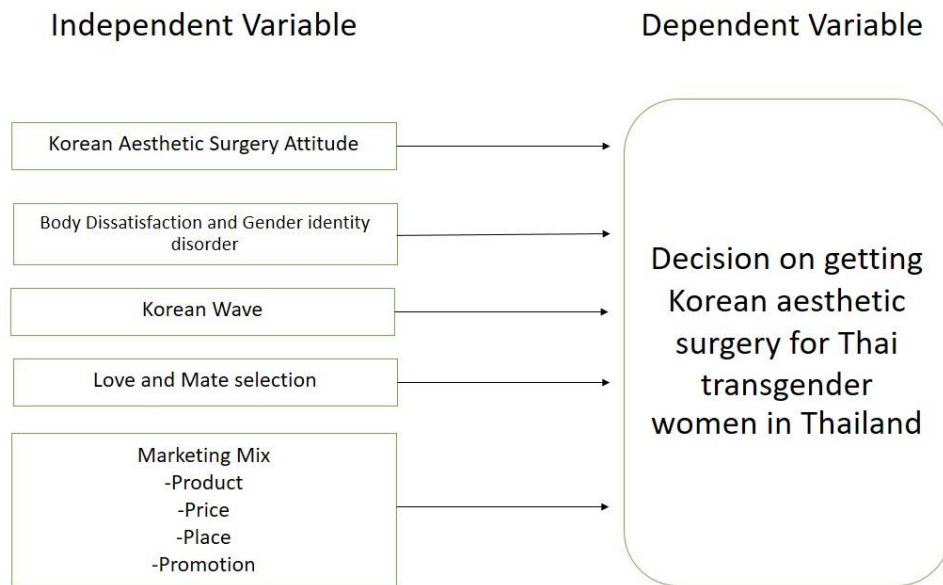


Figure 7 Conceptual Framework



CHAPTER IV

DATA ANALYSIS AND RESULTS

The study of factors for Thai transgender women having Korean-styled aesthetic surgery has propose to study about influential factors. The research is non experimental and data collection by online questionnaire in the Thai transgender women Facebook community for 375 transgender women respondents then analyzing all data through computer program excel with 0.05 significant level. The descriptive statistic with percentage, mode, mean and standard deviation and inferential statistic with multiple regression.

For data analysis and presentation, researcher shows the results in table with description. This chapter will be divided into 9 parts as follow.

- 4.1 Personal information
- 4.2 Data analysis result of Korean aesthetic surgery attitude
- 4.3 Data analysis result of Body dissatisfaction and gender identity disorder
- 4.4 Data analysis result of Korean wave
- 4.5 Data analysis result of Love and mate selection
- 4.6 Data analysis result of Marketing mixed
- 4.7 Data analysis result of Decision on getting Korean-styled aesthetic surgery
- 4.8 Hypothesis testing result
- 4.9 Hypothesis conclusion

4.1 Personal information.

The result of personal information from the 375 respondents by descriptive statistic with percentage and frequency to indicate the respondent information such as age, education level, occupation and salary.

Table 4 The Summary statistics of respondents by age.

Personal Information	Frequency	Percentage
1. Age.		
Under 20 years old	116	30.9
20-29 years old	145	38.7
30-39 years old	106	28.3
40 years old - above	8	2.1
Total	375	100

From the table 4, the majority of respondents are between 20-29 years old for 145 people in 38.7%, next is under 20 years old for 116 people in 30.9%, next is between 30-39 years old for 106 people in 28.3% and 40 years old above for 8 people in 2.1%.

Table 5 The Summary statistics of respondents by education level.

Personal Information	Frequency	Percentage
2. Education level.		
Lower than bachelor's degree	141	37.6
Bachelor's degree	222	59.2
Higher than bachelor's degree	12	3.2
Total	375	100

From the table 5, the majority of respondents are holding bachelor's degree for 222 people in 59.2%, next is holding lower degree than bachelor's degree for 141 people in 37.6%, and higher degree than bachelor's degree for 12 people in 3.2%.

Table 6 The Summary statistics of respondents by occupation.

Personal Information	Frequency	Percentage
3. Occupation.		
Student	97	25.9
Employee for private company	209	55.7
Business owner	61	16.3
Other	8	2.1
Total	375	100

From the table 6, the majority of respondents are working as employee for private company for 209 people in 55.7%, next is student for 97 people in 25.9%, next is working as business owner for 61 people in 16.3% and working as other jobs for 8 people in 2.1%.

Table 7 The Summary statistics of respondents by salary.

Personal Information	Frequency	Percentage
4. Salary.		
Lower than 15,000 baht	89	23.7
15,001-25,000 baht	217	57.9
25,001-35,000 baht	61	16.3
More than 35,001 baht	8	2.1
Total	375	100

From the table 7, the majority of respondents have salary between 15,001-25,000 baht a month for 217 people in 57.9%, next is lower than 15,000 baht a month for 89 people in 23.7%, next is between 25,001-35,000 baht a month for 61 people in 16.3% and more than 35,001 baht a month for 8 people in 2.1%.

4.2 Data analysis result of Korean aesthetic surgery attitude.

The results of the data analysis is used by descriptive statistic in mode, percentage, mean, standard deviation and opinion level to indicate the Korean aesthetic surgery attitude affecting getting Korean-styled aesthetic surgery for transgender women in Thailand information.

Table 8 The Summary statistics of Korean aesthetic surgery attitude.

1. Korean aesthetic surgery attitude.	MODE	% MODE	Mean	S.D.	Level
1. You think having Korean-styled aesthetic surgery is not scary nor dangerous.	4	50.67	3.83	0.83	High
2. You think that Korean-styled aesthetic surgery is necessary.	4	41.33	3.63	0.92	High
3. You think that having Korean-styled aesthetic surgery is caused from the other's perception and interpretation.	3	37.33	3.56	0.98	High
4. You think Korean-styled aesthetic surgery can improve and fix your appearance.	4	38.93	3.71	0.96	High
5. You have positive attitude toward Korean-styled aesthetic surgery.	4	46.93	3.95	0.75	High

From the table 8, it is found that “you have positive attitude toward Korean-styled aesthetic surgery” in high level with mean score in 3.95, next is “you think having Korean-styled aesthetic surgery is not scary nor dangerous” in high level with mean score in 3.83, next is “you think Korean-styled aesthetic surgery can improve and fix your appearance” in high level with mean score in 3.71, next is “You think that Korean-styled aesthetic surgery is necessary” in high level with mean score in 3.63

and “You think that having Korean-styled aesthetic surgery is caused from the other's perception and interpretation” in high level with mean score in 3.56.

4.3 Data analysis result of Body dissatisfaction and gender Identity disorder.

The results of the data analysis is used by descriptive statistic in mode, percentage, mean, standard deviation and opinion level to indicate Body dissatisfaction and gender identity disorder affecting getting Korean-styled aesthetic surgery for transgender women in Thailand information.

Table 9 The Summary statistics of Body dissatisfaction

2. Body dissatisfaction and GID.	MODE	%	Mean	S.D.	Level
1. You are unhappy and unsatisfied with your appearance now.	2	50.67	3.76	0.8	High
2. You are usually worried about your appearance till you have desire to get Korean-styled aesthetic surgery.	2	42.13	3.59	0.9	High
3. Unless you get Korean plastic surgery, you feel uncompleted to be who you truly are.	2	37.87	3.53	0.94	High
4. You think Korean-styled surgery can fulfill your desire.	4	40.27	3.71	0.9	High
5. You are not confident in your appearance and want to be more feminine.	2	50.40	3.87	0.74	High

From the table 9, it is found that “You are not confident in your appearance and want to be more feminine” in high level with mean score in 3.87, next is “You are unhappy and unsatisfied with your appearance now” in high level with mean score in

3.76, next is “You think Korean-styled surgery can fulfill your desire” in high level with mean score in 3.71, next is “You are usually worried about your appearance till you have desire to get Korean-styled aesthetic surgery” in high level with mean score in 3.59 and “Unless you get Korean plastic surgery, you feel uncompleted to be who you truly are” in high level with mean score in 3.53.

4.4 Data analysis result of Korean wave.

The results of the data analysis is used by descriptive statistic in mode, percentage, mean, standard deviation and opinion level to indicate Korean wave affecting getting Korean-styled aesthetic surgery for transgender women in Thailand information.

Table 10 The Summary statistics of Korean wave.

3. Korean wave	MODE	% MODE	Mean	S.D.	Level
1. You want to get Korean-aesthetic surgery because you want to blend in Korean wave.	4	51.73	3.74	0.67	High
2. Korean actress from Korean drama has an influence to you to get Korean plastic surgery.	4	51.47	4.47	0.53	Very High
3. Korean brand ambassador and presenter make you want to improve your appearance by Korean plastic surgery to look prettier.	4	53.60	4.43	0.57	Very High
4. You think Korean culture from Korean wave has influence to your decision.	4	55.73	4.41	0.55	Very High

5. Korean music artist and K-pop girl group has an influence to you to get Korean plastic surgery.	4	50.67	4.44	0.6	Very High
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From the table 10, it is found that “Korean actress from Korean drama has an influence to you to get Korean plastic surgery” in very high level with mean score in 4.47, next is “Korean music artist and K-pop girl group has an influence to you to get Korean plastic surgery” in very high level with mean score in 4.44, next is “Korean brand ambassador and presenter make you want to improve your appearance by Korean plastic surgery to look prettier” in very high level with mean score in 4.43, next is “You think Korean culture from Korean wave has influence to your decision” in very high level with mean score in 4.41 and “You want to get Korean-aesthetic surgery because you want to blend in Korean wave” in high level with mean score in 3.74.

4.5 Data analysis result of Love and mate selection.

The results of the data analysis is used by descriptive statistic in mode, percentage, mean, standard deviation and opinion level to indicate love and mate selection affecting getting Korean-styled aesthetic surgery for transgender women in Thailand information.

Table 11 The Summary statistics of love and mate selection

4. Love and mate selection	MODE	% MODE	Mean	S.D.	Level
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1. Your partner will love you more if you get Korean-styled aesthetic surgery.	4	52.27	3.73	0.66	High
2. You are going to have Korean-styled aesthetic surgery because your partner ask for it.	4	51.73	3.61	0.59	High
3. You think Korean-styled aesthetic can make your partner proud.	4	53.60	3.63	0.61	High
4. You want to have Korean-styled aesthetic surgery to find partner easier.	4	55.73	3.73	0.63	High
5. You think will have more attention from your partner after having Korean-styled aesthetic surgery.	4	50.67	3.75	0.7	High

From the table 11, it is found that “You think will have more attention from your partner after having Korean-styled aesthetic surgery” in high level with mean score in 3.75, next is “Your partner will love you more if you get Korean-styled aesthetic surgery” and “You want to have Korean-styled aesthetic surgery to find partner easier” in high level with mean score in 3.73, next is “You think Korean-styled aesthetic can make your partner proud” in high level with mean score in 3.63 and “You are going to have Korean-styled aesthetic surgery because your partner ask for it” in high level with mean score in 3.61.

4.6 Data analysis result of Marketing mixed.

The results of the data analysis is used by descriptive statistic in mode, percentage, mean, standard deviation and opinion level to indicate marketing mixed

(product, price, place and promotion) affecting getting Korean-styled aesthetic surgery for transgender women in Thailand information.

Table 12 The Summary statistics of marketing mixed.

5. Marketing Mix	MODE	%MODE	Mean	S.D.	Level
Product					
1. The Doctor's reputation and performance is important for your decision.	2	55.73	3.97	0.62	High
2. The hospital and clinic's name and popularity is important for your decision.	2	45.07	3.78	0.65	High
3. Having staff's aftercare service and self-care advice after the surgery is important for your decision.	2	43.47	3.72	0.65	High

Price					
4. Korean-styled aesthetic surgery in Thailand price is more reasonable for you comparing to South Korea's price.	4	38.93	3.71	0.96	High
5. Korean-styled aesthetic in Thailand has good quality and the result is the same in South Korea.	4	46.93	3.95	0.75	High
Place					
6. You don't need to fly to Korea since Korean-styled aesthetic surgery exists in Thailand.	4	50.67	3.76	0.9	High
7. Cleanness, up to dated and beautiful decoration in hospital and clinic is important for your decision.	4	42.13	3.59	0.8	High
8. Having the recovery room and waiting space is important for your decision.	4	36.27	3.53	0.94	High
Promotion					
9. Having free trial product or free facial course after the surgery is important for your decision.	5	47.47	4.29	0.85	Very High
10. Having discount and activity from hospital or clinic is important for your decision.	5	47.73	4.26	0.89	Very High
11. Having pay by installments is important for your decision.	5	49.07	4.32	0.86	Very High

From the table 12, it is found that “The Doctor's reputation and performance is important for your decision” in high level with mean score in 3.97, next is “The hospital and clinic's name and popularity is important for your decision” in high level

with mean score in 3.78, and “Having staff’s aftercare service and self-care advice after the surgery is important for your decision” in high level with mean score in 3.72.

From the table 12, it is found that “Korean-styled aesthetic in Thailand has good quality and the result is the same in South Korea” in high level with mean score in 3.95, and “Korean-styled aesthetic surgery in Thailand price is more reasonable for you comparing to South Korea's price” in high level with mean score in 3.71.

From the table 12, it is found that “You don't need to fly to Korea since Korean-styled aesthetic surgery exists in Thailand” in high level with mean score in 3.76, next is “Cleanness, up to dated and beautiful decoration in hospital and clinic is important for your decision” in high level with mean score in 3.59, and “Having the recovery room and waiting space is important for your decision” in high level with mean score in 3.53.

From the table 12, it is found that “Having pay by installments is important for your decision” in very high level with mean score in 4.32, next is “Having free trial product or free facial course after the surgery is important for your decision” in very high level with mean score in 4.29, and “Having discount and activity from hospital or clinic is important for your decision” in very high level with mean score in 4.26.

4.7 Data analysis result of Decision on getting Korean-styled of transgender women in Thailand.

The results of the data analysis is used by descriptive statistic in mode, percentage, mean, standard deviation and opinion level to indicate decision on getting Korean-styled aesthetic surgery for transgender women in Thailand information.

Table 13 The Summary statistics of decision.

6. Decision on getting Korean-styled aesthetic surgery	MODE	% MODE	Mean	S.D.	Level
1. You think having Korean-styled aesthetic surgery is personal preference and beauty is changeable by time.	4	68.27	3.86	0.55	High
2. I prefer to have Korean-styles aesthetic surgery.	4	50.40	3.95	0.7	High
3. You want to have Korean-styled aesthetic because Korean beauty standard is suitable for you.	4	54.93	3.73	0.61	High
4. You want to get Korean-styled surgery because you will get more attention.	4	45.60	3.5	0.66	High
5. You want to have Korean-styled aesthetic surgery because Korean beauty standard can improve your appearance and personality.	4	58.67	3.77	0.6	High

From the table 13, it is found that “I prefer to have Korean-styles aesthetic surgery” in high level with mean score in 3.95, next is “You think having Korean-styled aesthetic surgery is personal preference and beauty is changeable by time” in very high level with mean score in 3.86, next is “You want to have Korean-styled aesthetic surgery because Korean beauty standard can improve your appearance and

personality” in high level with mean score in 3.77, next is “You want to have Korean-styled aesthetic because Korean beauty standard is suitable for you” in high level with mean score in 3.73 and “You want to get Korean-styled surgery because you will get more attention” in high level with mean score in 3.50.

4.8 Hypothesis testing results.

Hypothesis testing for the study is analyzed in inferential statistic by multiple regression with statistical significant level at 0.05 between independent variable: Korean aesthetic surgery attitude, Body dissatisfaction and gender identity disorder, Korean wave, Love and mate selection and Marketing mixed and dependent variable: Decision on having Korean-styled aesthetic surgery for Thai transgender women.

Table 14 Multiple regression analysis result.

Decision on getting Korean-styled aesthetic surgery for transgender women in Thailand	B	SE	t	Sig.
Constant	0.000	0.036	0.000	-
Korea aesthetic surgery attitude	-0.152	0.071	-2.136	0.033*
Body dissatisfaction and GID	-0.154	0.068	-2.258	0.025*
Korean wave	0.244	0.069	3.515	0.000*
Love and mate selection	0.131	0.057	2.306	0.022*
R square = 0.551 F = 6.439 Sig = 0.000*				
Significant level 0.05				

From the table 14, it is found that the coefficient of Korean aesthetic surgery attitude and body dissatisfaction and gender identity disorder were negative while Korean wave and love and mate selection were positive because the research tool in the part of Korean aesthetic surgery attitude and body dissatisfaction and gender identity disorder are the negative questions thus, there is inverse correlation between independent variables and dependent variable and it can be interpreted that the more negative they think about their appearance, the more possible they get Korean-styled aesthetic surgery.

Moreover, it is found that Korean aesthetic surgery attitude, body dissatisfaction and gender identity disorder, Korean wave and love and mate selection and decision on getting Korean-styled aesthetic surgery of transgender women in Thailand have significant level less than 0.05 where Korean wave affects to decision most and it interprets and supports that Korean aesthetic surgery attitude, body dissatisfaction and gender identity disorder, Korean wave and love and mate selection affect to decision on getting Korean-styled aesthetic surgery for Thai transgender women.

Table 15 Multiple regression analysis result 2.

Decision on getting Korean-styled aesthetic surgery for transgender women in Thailand	B	SE	t	Sig.
Constant	0.000	0.036	0.000	-
Product	-0.207	0.064	-3.221	0.001*
Price	-0.087	0.041	-2.122	0.034*
Place	0.087	0.042	2.065	0.040*
Promotion	0.045	0.040	1.109	0.268
R square = 0.542 F = 6.355 Sig = 0.000*				
Significant level 0.05				

From the table 15, it is found that marketing mixed (product, price and place) and decision on getting Korean-styled aesthetic surgery of transgender women in Thailand have significant level less than 0.05 which support that Marketing mixed in terms of product, price and place affect to decision on getting Korean-styled aesthetic surgery for Thai transgender women while marketing mixed in terms of promotion has Sig. level more than 0.05 which support that Marketing mixed in terms of promotion does not affect to decision on getting Korean-styled aesthetic surgery for Thai transgender women.

4.9 Hypothesis Conclusion.

Table 16 Hypothesis conclusion table

Hypothesis	Hypothesis results
<p><u>Hypothesis 1</u>: Korean aesthetic surgery attitude affects to decision on getting Korean-styled aesthetic surgery for transgender women in Thailand.</p>	Confirmed
<p><u>Hypothesis 2</u>: Body dissatisfaction and GID affects to decision on getting Korean-styled aesthetic surgery for transgender women in Thailand.</p>	Confirmed
<p><u>Hypothesis 3</u>: Korean wave affects to decision on getting Korean-styled aesthetic surgery for transgender women in Thailand.</p>	Confirmed
<p><u>Hypothesis 4</u>: Love and mate selection affects to decision on getting Korean-styled aesthetic surgery for transgender women in Thailand.</p>	Confirmed
<p><u>Hypothesis 5</u>: Marketing mixed affects to decision on getting Korean-styled aesthetic surgery for transgender women in Thailand.</p>	Partly Confirmed

CHAPTER V

CONCLUSION DISCUSSION AND RECOMMENDATION

The study of factors of Thai transgender women having Korean-styled aesthetic surgery has propose to study about influential factors. The research is non experimental and data collection by online questionnaire in the Thai transgender women Facebook community for 375 transgender women respondents then analyzing all data through computer program excel with 0.05 significant level. The descriptive statistic with percentage, mode, mean and standard deviation and inferential statistic with multiple regression.

For data analysis and presentation, researcher shows the results in table with description. This chapter will be divided into 4 parts as follow.

5.1 Conclusion

5.2 Discussion

5.3 Recommendation

5.4 Limitation

5.1 Conclusion

5.1.1 Personal Information Conclusion.

In conclusion, the majority of respondents are between 20-29 years old for 145 people in 38.7%, holding bachelor's degree for 222 people in 59.2%, working as

employee for private company for 209 people in 55.7% and having salary between 15,001-25,000 baht a month for 217 people in 57.9%

5.1.2 Data Analysis Level Conclusion.

In conclusion, the data analysis of the overall level of Korean aesthetic surgery attitude, body dissatisfaction and gender identity disorder, Korean wave, love and mate selection, and marketing mixed found that Korean wave are in very high level while Korean aesthetic surgery attitude, Body dissatisfaction and gender Identity disorder, love and mate selection and marketing mixed are in high level.

5.1.3 Hypothesis Results conclusion.

From the hypothesis testing results, it is found that Korean aesthetic surgery attitude, body dissatisfaction, Korean wave, Love and mate selection affect to decision on getting Korean-styled aesthetic surgery for Thai transgender women for 55 percentage with significant level .05 while marketing mixed affects to decision on getting Korean-styled aesthetic surgery for Thai transgender women for 54 percentage with significant level .05

5.2 Discussion

The study of factors for Thai transgender women have Korean-styled aesthetic surgery, the researcher summarizes the results and relates to ideal, theory and related researches as following.

5.2.1 From the hypothesis 1 : Korean aesthetic surgery attitude affects to decision on getting Korean-styled aesthetic surgery for Thai transgender women. The result is Korean aesthetic surgery attitude affects getting Korean-styled aesthetic surgery for transgender women in Thailand. This finding is consisted with Natthakan (2012) which also mentioned that aesthetic surgery attitude is relation between feelings and personal belief toward aesthetic surgery is not neither scary nor harmful thus the attitude is as a stage of mind, action, propensity and prejudice of individual's perception and aesthetic surgery attitude is emotion, propensity satisfaction evaluation that can lead to decision on having aesthetic surgery and Yupaporn (2014) also mentioned in her research that aesthetic surgery attitude affecting to intention of having aesthetic surgery according to Theory of Planed Behavior consisted of behavioral beliefs, normative beliefs and control beliefs, and Rattiya (2014) mentioned the personal aesthetic surgery attitude affects to decision-making in having cosmetic surgery because it is right of privacy and it enhances the personal socialization.

5.2.2 From the hypothesis 2 : Body dissatisfaction and gender identity disorder affect to decision on getting Korean-styled aesthetic surgery for Thai transgender women. The result is body dissatisfaction and gender identity disorder affect to decision on getting Korean-styled aesthetic surgery for Thai transgender women. This finding is consisted with Benjamin (1997) which is also mentioned that transexualism is caused by having gender identity not along with assigned gender while psychotherapy process does not successful on the patient with gender identity disorder. The

treatment is to conform physical transition with mental condition by hormone therapy because hormone treatment play the important role in physical and psychological gender transition process and it improves their life-quality and limit psychiatric co-morbidity and sexual reassignment surgery including facial feminization surgery have been proven to be effective and appropriate treatment for transsexualism.

5.2.3 From the hypothesis 3 : Korean Wave affects to decision on getting Korean-styled aesthetic surgery for Thai transgender women. The result is Korean Wave affects to decision on getting Korean-styled aesthetic surgery for Thai transgender women. This finding is consisted with Wisaka (2018) mentioned that South Korea government supports the cultural policies as strategy to develop the country by using Korean wave as channel for representing social feature, Korean culture, routine, living. Moreover, they also represent the Korean-style beauty which is women desire through media especially in Korean drama, Korean celebrities and artists, Korean television show until it become an ideal beauty that Thai women desire. The reason why they decide to get Korean-style aesthetic surgery is natural ideal Korean beauty and high technology. In order to blend in the society and gain the beauty standard, they decide to get Korean-styled aesthetic surgery to imitate Korean celebrities, Thai actress who had Korea-styled aesthetic surgery and influences.

5.2.4 From the hypothesis 4: Love and mate selection affect to decision on getting Korean-styled aesthetic surgery for Thai transgender women. The result is love and mate selection affect to decision on getting Korean-styled aesthetic surgery for

Thai transgender women. This finding is consisted with Kittikorn (2007) mentioned that due to the heterosexual society, transgender women have biological women as model to imitate and behave in the society. However, Thai transgender women still have to confront with unstable and disadvantageous relationship comparing to biological women. Transgender women are inferior to both biological men in term of ambiguous physical features and biological women in term of reproduction. Thus, transgender women will do the doing gender according to exist gender which is female. Transgender women attempt to obtain the acceptance and blend in the society that's why transgender women have hormone replacement therapy to change their physical characteristics to look alike women, have aesthetic surgery and sexual reassignment surgery to fulfill and become as the women.

5.2.5 From the hypothesis 5 : Marketing mixed affects to decision on getting Korean-styled aesthetic surgery for Thai transgender women in Thailand. The result is Marketing mixed affects to decision on getting Korean-styled aesthetic surgery for Thai transgender women in Thailand. This finding is consisted with Maychaya (2016) supported that in term of aesthetic surgery price and promotion in Thailand is affordable, reasonable and relatively low in comparison to some other countries and in term of product and service it has high safety standard, quality, professional service, reputation, experience and expertise of surgeon with high-technology equipment. In term of place, they mentioned that Thai hospital and clinic have good facility and accessibility with convenient transportation.

5.3 Recommendation

5.3.1. In terms of Korean aesthetic surgery attitude, entrepreneur, cosmetic surgery business owner should concern and give advice how Korean-styled aesthetic surgery different from other techniques and indicate both pros and cons of Korean-styled aesthetic surgery and in order to cause attitude and be assured before having the operation to the customers.

5.3.2. In terms of gender identity disorder and body dissatisfaction, the cosmetic surgery business owner and advisor should concern and realize the symptom in order to completely understand what transgender women requirement in Korean-styled aesthetic surgery. Additionally, the plastic surgeon should obtain the expertise of gender difference and male and female physical characteristics in order to get the best result of operation and imitate and look similar to female features for customers.

5.3.3. In terms of Korean wave, the cosmetic surgery business owner should study the influence to Korean wave and adjust to the business because media consumption is the main channel of customer, thus promoting the Korean beauty and using the Korean-styled beauty ambassador or presenter are recommendation.

5.3.4. In terms of Marketing mixed, entrepreneur, cosmetic surgery business owner and marketing staff should maintain efficiency and improve the quality of marketing mixes features. In the side of product, the staff should improve the clinic or hospital and plastic surgeon's reputation to be well-known for customer and use the high and up-to-date aesthetic surgery technology as the strong strategy. In the side of

price, the price is important factor leading customer to the hospital and clinic, thus business owner should adapt the operation price to be reasonable and affordable in accordance with cost of living in Thailand but the same in South Korea. In side of place, cosmetic surgery business owner and staff should choose the location for convineint access such as the locatio near BTS and MRT. the ambience in the clinic and hospital should be cleaned, up-to-date. In the side of promotion, cosmetic surgery business owner and manager should provide the customer discount, give-away, festive privilege or cheaper double package of Korean-styled aesthetic surgery.

5.4 Limitation

5.4.1 Sample group are only Thai transgender women who went under Korean-styled aesthetic surgery in Thailand, thus collecting data from only control group could affect to the different result.

5.4.2 Researcher only collected the data in only one Facebook community but there are many transgender community to collect data such as from National Statistical Office Thailand and military conscription records.

5.4.3 The research tool is online questionnair with equivocal question both positive and negative side, thus the respondents could get confused of the actual questions. Moreover, due to the data collecting time, some respondents did not intend to reply the questionnaire.

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APPENDICES

Part 1: Personal Information.

Variable	Measurment	Scales
Part 1: Personal information.		
1. Age.	Ordinal	1 = Under 20 years old 2 = 20 – 29 years old 3 = 30 – 39 years old 4 = 40 years old - Above
2. Education.	Nominal	1 = Under bachelor’s degree 2 = Bachelor's degree 3 = Master's degree and Higher degree
3. Occupation.	Nominal	1 = Student 2 = Business owner 3 = Employer/ officer 4 = Others please specify
4. Salary.	Ordinal	1 = Under 15,000 baht 2 = 15,001 – 25,000 baht 3 = 25,001 – 35,000 baht 4 = More than 35,001 baht

factors affecting
Korean aesthetic
surgery in Thai transgender
in Thailand.
cosmetic surgery

<p>Receiving Korean-styled aesthetic surgery is not scary nor dangerous.</p>	<p>Interval</p>	<p>5 = Strongly agree 4 = Agree</p>
		<p>3 = Neither agree/disagree 2 = Disagree 1= Strongly disagree 5 = Strongly agree 4 = Agree</p>
<p>That having Korean-styled aesthetic surgery is the other's misinterpretation.</p>	<p>Interval</p>	<p>3 = Neither agree/disagree 2 = Disagree 1= Strongly disagree 5 = Strongly agree 4 = Agree</p>
<p>That Korean-styled aesthetic surgery is necessary.</p>	<p>Interval</p>	<p>3 = Neither agree/disagree 2 = Disagree 1= Strongly disagree</p>
<p>Korean-styled aesthetic surgery can improve appearance.</p>	<p>Interval</p>	<p>5 = Strongly agree 4 = Agree 3 = Neither agree/disagree 2 = Disagree 1= Strongly disagree</p>
	<p>Interval</p>	<p>5 = Strongly agree</p>

<p>positive attitude -styled aesthetic</p>		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
<p>satisfaction and y disorder</p>		
<p>happy and h your ow.</p>	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
<p>sally worried pearance till you get Korean-styled ery.</p>	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
<p>confident in your d want to be .</p>	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
<p>orean-styled fill your desire.</p>	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
<p>get Korean plastic el uncompleted u truly are.</p>	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree

		1= Strongly disagree
ive	Interval	
orean culture		5 = Strongly agree
ave has influence		4 = Agree
n.		3 = Neither agree/disagree
		2 = Disagree
	1= Strongly disagree	
ic artist and K-	Interval	5 = Strongly agree
has an influence		4 = Agree
Korean plastic		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
d ambassador	Interval	5 = Strongly agree
make you want		4 = Agree
ur appearance by		3 = Neither agree/disagree
surgery to look		2 = Disagree
		1= Strongly disagree
ess from Korean	Interval	5 = Strongly agree
influence to you		4 = Agree
plastic surgery.		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
get Korean	Interval	5 = Strongly agree
because you		4 = Agree
in Korean wave.		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
mate selection	Interval	
		5 = Strongly agree
		4 = Agree

I will have Korean- c surgery to find		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
I will have more your partner Korean-styled ery.	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
er will love you t Korean-styled ery.	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
ng to have aesthetic surgery partner ask for it.	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
Korean-styled help you to find	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
Mix		
s name and s important for	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree

al and clinic's popularity is your decision.	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
s aftercare self-care advice is important for	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
ed aesthetic and price is more you comparing a's price.	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
ed aesthetic in good quality and the same in South	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
p to dated and ration in hospital important for your	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
need to fly to green-styled	Interval	5 = Strongly agree
		4 = Agree
		3 = Neither agree/disagree

ery exists in		2 = Disagree
		1= Strongly disagree
recovery room	Interval	5 = Strongly agree
ace is important		4 = Agree
on.		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
trial product or	Interval	5 = Strongly agree
se after the		4 = Agree
ortant for your		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
count and activity	Interval	5 = Strongly agree
or clinic is		4 = Agree
our decision.		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
y by installments	Interval	5 = Strongly agree
r your decision.		4 = Agree
		3 = Neither agree/disagree
		2 = Disagree
		1= Strongly disagree
	Measurment	Scales

<p>Decision on getting cosmetic surgery for younger women in Thailand.</p>				
		<p>5 = Strongly agree</p>		
<p>to have Korean-... because... standard is... you.</p>	<p>Interval</p>	<p>3 = Neither agree/disagree 2 = Disagree 1= Strongly disagree 5 = Strongly agree 4 = Agree</p>		<p>4 = Agree</p>
<p>having Korean-... surgery is... preference and... changeable by time.</p>	<p>Interval</p>	<p>3 = Neither agree/disagree 2 = Disagree 1= Strongly disagree 5 = Strongly agree 4 = Agree</p>		
<p>to get Korean-... because you... attention from</p>	<p>Interval</p>	<p>5 = Strongly agree 4 = Agree</p>		
	<p>Interval</p>	<p>3 = Neither agree/disagree 2 = Disagree 1= Strongly disagree 5 = Strongly agree</p>		

have Korean- ic surgery.		4 = Agree 3 = Neither agree/disagree 2 = Disagree 1= Strongly disagree
-----------------------------	--	---



Questionnaire in Thai Version

แบบสอบถามการวิจัย

ปัจจัยในการทำศัลยกรรมความงามสไตส์เกาหลีของผู้หญิงข้ามเพศไทย

คำชี้แจง แบบสอบถามนี้แบ่งเป็น 3 ส่วน ดังนี้

ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ส่วนที่ 2 ปัจจัยที่ส่งผลต่อการทำศัลยกรรมความงามสไตส์เกาหลี

ส่วนที่ 3 การตัดสินใจทำศัลยกรรมความงามสไตส์เกาหลีของกลุ่มผู้หญิงข้ามเพศไทย

ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

คำชี้แจง โปรดกรอกเครื่องหมาย ✓ ในช่อง () หน้าข้อความที่ตรงกับสภาพความจริงของท่าน

1. อายุ

() 1. ต่ำกว่า 20 ปี

() 2. 20 - 29 ปี

() 3. 30 - 39 ปี

() 4. 40ปี หรือมากกว่า 40ปีขึ้นไป

2. ระดับการศึกษา

() 1. ต่ำกว่าปริญญาตรี

() 2. ปริญญาตรี หรือเทียบเท่า

() 3. สูงกว่าปริญญาตรีขึ้นไป

4. อาชีพ

() 1. นักเรียน / นักศึกษา

() 2. เจ้าของธุรกิจ / อาชีพอิสระ

() 3. พนักงานบริษัทเอกชน

() 4. อื่นๆ

5. รายได้เฉลี่ยต่อเดือน

() 1. ต่ำกว่า 15,000 บาท

() 2. 15,001 – 25,000 บาท

() 3. 25,001 – 35,000 บาท

() 4. 35,001 บาท ขึ้นไป

ส่วนที่ 2 ปัจจัยที่ส่งผลต่อการทำศัลยกรรมความงามสไตล์เกาหลี

2.1 ทักษะติดต่อการทำศัลยกรรมความงามสไตล์เกาหลี

คำชี้แจง โปรดกรอกเครื่องหมาย ✓ ในช่อง () หน้าข้อความที่ตรงกับสภาพความจริงของท่าน

ระดับความคิดเห็น

ระดับความคิดเห็นมากที่สุด	หมายถึง	5
ระดับความคิดเห็นมาก	หมายถึง	4
ระดับความคิดเห็นปานกลาง	หมายถึง	3
ระดับความคิดเห็นน้อย	หมายถึง	2
ระดับความคิดเห็นน้อยที่สุด	หมายถึง	1

ทัศนคติต่อการทำศัลยกรรมความงามสไตล์เกาหลี ของกลุ่มผู้หญิงข้ามเพศไทย	ระดับความคิดเห็น				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1. ท่านคิดว่า การทำศัลยกรรมความงามสไตล์เกาหลี ไม่ได้น่ากลัวหรืออันตราย					
2. ท่านคิดว่า การทำศัลยกรรมความงามสไตล์เกาหลี จำเป็นต่อตัวท่าน					
3. ท่านคิดว่า การทำศัลยกรรมความงามสไตล์เกาหลี เกิดจากการรับรู้หรือถูกตีความจากผู้อื่น					
4. ท่านคิดว่า การทำศัลยกรรมความงามสไตล์เกาหลี สามารถแก้ไขรูปร่างหน้าตาของท่านได้					
5. ท่านมีทัศนคติที่ดีต่อการทำศัลยกรรมความงาม สไตล์เกาหลี					

2.2 ความไม่พอใจในรูปร่างและความทุกข์ใจในเพศสภาพ

คำชี้แจง โปรดกรอกเครื่องหมาย ✓ ในช่อง () หน้าข้อความที่ตรงกับสภาพความจริงของท่าน

ระดับความคิดเห็น

ระดับความคิดเห็นมากที่สุด	หมายถึง	5
ระดับความคิดเห็นมาก	หมายถึง	4
ระดับความคิดเห็นปานกลาง	หมายถึง	3
ระดับความคิดเห็นน้อย	หมายถึง	2
ระดับความคิดเห็นน้อยที่สุด	หมายถึง	1

ความไม่พอใจในรูปร่างและความทุกข์ใจในเพศสภาพของกลุ่มผู้หญิงข้ามเพศไทย	ระดับความคิดเห็น				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1. ท่านรู้สึกไม่พอใจในรูปร่างของตนเองในตอนนี้					
2. ท่านรู้สึกกังวลในรูปร่าง / หน้าตาของท่านจนอยากทำการทำศัลยกรรมความงามสไตล์เกาหลี					
3. ท่านรู้สึกไม่เป็นตัวของตัวเองถ้าไม่ได้ทำศัลยกรรมความงามสไตล์เกาหลี					
4. ท่านคิดว่าการทำทำศัลยกรรมความงามสไตล์เกาหลีเต็มเต็มสิ่งที่ท่านปรารถนาได้					
5. ท่านรู้สึกไม่มั่นใจในรูปร่างหน้าตาของตัวเองและอยากเพิ่มความเป็นเพศหญิงมากยิ่งขึ้น					

2.3 กระแสเกาหลี

คำชี้แจง โปรดกรอกเครื่องหมาย ✓ ในช่อง () หน้าข้อความที่ตรงกับสภาพความจริงของท่าน

ระดับความคิดเห็น

ระดับความคิดเห็นมากที่สุด	หมายถึง	5
ระดับความคิดเห็นมาก	หมายถึง	4
ระดับความคิดเห็นปานกลาง	หมายถึง	3
ระดับความคิดเห็นน้อย	หมายถึง	2
ระดับความคิดเห็นน้อยที่สุด	หมายถึง	1

กระแสเกาหลีของกลุ่มผู้หญิงข้ามเพศไทย	ระดับความคิดเห็น				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1. ท่านอยากทำทำศัลยกรรมความงามสไตล์เกาหลีเพื่อเป็นส่วนหนึ่งของกระแสเกาหลี					
2. ดารา นักแสดงเกาหลีมีอิทธิพลต่อการทำทำศัลยกรรมความงามสไตล์เกาหลีของท่าน					
3. ชูตสินค้าและพีเร็นเตอร์เกาหลีทำให้ท่านอยากทำทำศัลยกรรมความงามสไตล์เกาหลี					
4. ท่านคิดว่าวัฒนธรรมจากกระแสเกาหลีส่งผลต่อการตัดสินใจทำทำศัลยกรรมความงามสไตล์เกาหลีของท่าน					
5. ศิลปิน นักร้อง เหล่าไอดอลเกาหลีมีอิทธิพลต่อการทำทำศัลยกรรมความงามสไตล์เกาหลีของท่าน					

2.4 ความรักและการเลือกคู่ครอง

คำชี้แจง โปรดกรอกเครื่องหมาย ✓ ในช่อง () หน้าข้อความที่ตรงกับสภาพความจริงของท่าน

ระดับความคิดเห็น

ระดับความคิดเห็นมากที่สุด	หมายถึง	5
ระดับความคิดเห็นมาก	หมายถึง	4
ระดับความคิดเห็นปานกลาง	หมายถึง	3
ระดับความคิดเห็นน้อย	หมายถึง	2
ระดับความคิดเห็นน้อยที่สุด	หมายถึง	1

ความรักและการเลือกคู่ครองของกลุ่มผู้หญิงข้ามเพศในไทย	ระดับความคิดเห็น				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1. การทำศัลยกรรมความงามสไตส์เกาหลีสจะทำให้คู่ครองของท่านรักท่านมากขึ้น					
2. ท่านทำการทำศัลยกรรมความงามสไตส์เกาหลีสเพราะคู่ครองของท่านขอให้ทำ					
3. การทำศัลยกรรมความงามสไตส์เกาหลีสทำให้คู่ครองของท่านภูมิใจในตัวท่าน					
4. ท่านคิดว่า การทำศัลยกรรมจะทำให้หาคู่ครองได้ง่ายขึ้น					
5. คู่ครองของท่านจะสนใจท่านมากขึ้นหลังจากการทำศัลยกรรมความงามสไตส์เกาหลีส					

2.5 ส่วนประสมทางการตลาด

คำชี้แจง โปรดกรอกเครื่องหมาย ✓ ในช่อง () หน้าข้อความที่ตรงกับสภาพความจริงของท่าน

ระดับความคิดเห็น

ระดับความคิดเห็นมากที่สุด	หมายถึง	5
ระดับความคิดเห็นมาก	หมายถึง	4
ระดับความคิดเห็นปานกลาง	หมายถึง	3
ระดับความคิดเห็นน้อย	หมายถึง	2
ระดับความคิดเห็นน้อยที่สุด	หมายถึง	1

ส่วนประสมทางการตลาดของกลุ่มผู้หญิงข้ามเพศใน ไทย	ระดับความคิดเห็น				
	มากที่สุด (5)	มาก (4)	ปาน กลาง (3)	น้อย (2)	น้อย ที่สุด (1)
ด้านสินค้า					
1. ชื่อเสียงและผลงานของศัลยแพทย์มีส่วนสำคัญต่อการตัดสินใจของท่าน					
2. ความมีชื่อเสียงของโรงพยาบาลหรือคลินิกส่วนสำคัญต่อการตัดสินใจของท่าน					
3. การมีการดูแลหลังการทำศัลยกรรมและคู่มือการดูแลตัวเองสำคัญต่อการตัดสินใจของท่าน					
ด้านราคา					
4. ราคาการทำศัลยกรรมความงามสไตส์เกาหลีที่ประเทศไทยเหมาะสมเมื่อเทียบกับที่ประเทศเกาหลี					
5. ท่านคิดว่า คุณภาพของศัลยกรรมความงามสไตส์เกาหลีที่ประเทศไทยดีพอกับประเทศเกาหลี					
ด้านสถานที่					
6. ท่านไม่จำเป็นต้องเดินทางไกลไปทำศัลยกรรมความงามที่ประเทศเกาหลีเพราะที่ประเทศไทยก็มี					

ส่วนที่ 3 การตัดสินใจทำศัลยกรรมความงามสไตส์เกาหลี

7. ความสะอาด ความทันสมัย และการตกแต่งของ โรงพยาบาลหรือคลินิกสำคัญต่อการตัดสินใจของท่าน					
8. การมีพื้นที่รอและห้องพักฟื้นหลังการเข้ารับการ ทำศัลยกรรมสำคัญต่อการตัดสินใจของท่าน					
ด้านการส่งเสริมการขาย					
9. การมีของสมนาคุณหรือครอสดูแลผิวให้ฟรีสำคัญต่อ การตัดสินใจของท่าน					
10. การมีส่วนลดหรือกิจกรรมจากทางโรงพยาบาลหรือ คลินิกสำคัญต่อการตัดสินใจของท่าน					
11. การมีระบบแบ่งจ่ายหรือผ่อนชำระสำคัญต่อการ ตัดสินใจของท่าน					

คำชี้แจง โปรดกรอกเครื่องหมาย ✓ ในช่อง () หน้าข้อความที่ตรงกับสภาพความจริงของท่าน

ระดับความคิดเห็น

ระดับความคิดเห็นมากที่สุด	หมายถึง	5
ระดับความคิดเห็นมาก	หมายถึง	4
ระดับความคิดเห็นปานกลาง	หมายถึง	3
ระดับความคิดเห็นน้อย	หมายถึง	2
ระดับความคิดเห็นน้อยที่สุด	หมายถึง	1

การตัดสินใจทำศัลยกรรมความงามสไตส์เกาหลีของ กลุ่มผู้หญิงข้ามเพศในประเทศไทย	ระดับความคิดเห็น				
	มากที่สุด (5)	มาก (4)	ปาน กลาง (3)	น้อย (2)	น้อย ที่สุด (1)
1. ท่านตัดสินใจทำศัลยกรรมเกาหลีเพราะเป็นเรื่อง ความชอบส่วนบุคคล					
2. ท่านตัดสินใจทำศัลยกรรมเพราะท่านชื่นชอบ ศัลยกรรมสไตส์เกาหลี					
3. ท่านตัดสินใจทำศัลยกรรมเกาหลี เพราะความงาม แบบเกาหลีเหมาะกับท่าน					
4. ท่านตัดสินใจทำศัลยกรรมเกาหลี เพราะอยากให้ เป็นที่สนใจมากกว่านี้					

5. ท่านตัดสินใจทำศัลยกรรมเกาหลี เพราะความงาม แบบเกาหลีทำให้ท่านมีรูปร่างและบุคลิกที่ดีขึ้น					
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VITA

NAME Mr.Sahatta Meksuteepitak

DATE OF BIRTH 24 March 1994

PLACE OF BIRTH Phitsanulok

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