

Research Title	Self-Perception and Decision-Making on Facial Plastic Surgery among Female University Students in Bangkok
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The aims of the research “Self-Perception and Decision-Making on Facial Plastic Surgery among Female University Students in Bangkok” are: 1) to study how female university students in Bangkok perceive their appearance and make decisions regarding facial plastic surgery; 2) to compare the differences in self-perception among the participants based on personal factors; 3) to compare the differences in how they make decisions regarding facial plastic surgery based on personal factors; and 4) to explore the influences of self-perception on facial plastic surgery decisions. This quantitative research comprises a sample of 400 undergraduate students. The statistical tools applied include the calculation of percentages, means, standard deviations, t-test, and F-test, as well as Scheffé’s method and Multiple Regression Analysis. In-depth interviews with 10 participants along with descriptive research are performed to collect qualitative data. The research results are as follows:

The majority of the survey respondents are 21-year-old female economics (business management) major students with monthly allowances between 5,000 and 10,000 baht. The participants have had one facial plastic surgery. Rhinoplasty is the most common form of surgery experienced among the participants. According to the study, the overall ratings in the self-perception survey are ‘High’. The demand to draw other people’s attention emerges as the most influential factor dominating one’s attitude regarding self-image, followed by other people’s thought of one’s image, and one’s own thought about oneself, respectively. The overall ratings in the survey on making a decision to have a facial plastic surgery are ‘High’. Regarding the reason for undergoing a surgery, the need to improve one’s personality and self-esteem is the most important reason. The most common ways of finding information about facial plastic surgery is by learning from friends or family members with relevant experiences, and by searching on the Internet. How the participants evaluate plastic surgery options depends largest on doctors’ recommendations. Doctors’ specialization is the most influential factor determining the decision to proceed with the surgery. In terms of post-operative behavior, most respondents are satisfied with the surgery outcome.

According to the hypothesis tests, the result among students with varied average monthly allowances and experiences in facial plastic surgery is statistically significant at the .01 level. The result among students of different majors with varied average monthly allowances is statistically significant at the .01 level. The influence of self-perception on making a decision to undergo a facial plastic surgery is statistically significant at the .01 level, with a decision-making prediction of 28.1%. The demand to attract other people most influences the decision to undergo a facial plastic surgery with a beta value of 0.401. The second most influential factor is other people's thought about one's image, which has a beta value of 0.213. One's own thought about oneself has no influence on the decision.