

Thematic Paper Title	Study of factors and behaviors affecting the use of Botulinum Toxin Among Dhurakij Pundit University's students
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ABSTRACT

This research aims to study the personal factors, the marketing factors, and the behaviors affecting the use of Botulinum Toxin among Dhurakij Pundit University's students.

Data were collected through the questionnaires. The sample consisted of 380 Dhurakij Pundit University's students at undergraduate and post-graduate levels. The sample was selected based on purposive sampling and accidental sampling in Dhurakij Pundit University.

The results of this study showed as follows: 68.2% of the samples were females; 31.8% of them were males; 54.5% of them were those aged 21-30 years; 52.4% of them were those graduated with a master's degree; 53.2% of them were students; and 59.5% of them earned monthly income of less than 20,000 baht.

The sample with different age, education, occupation, average monthly income had statistically significant difference in responses on factors affecting the use of Botulinum Toxin in terms of Product and Service, Price, Place, and Promotion.

Moreover, most of the sample had exposure to Botulinum Toxin injection information and their friends influenced their decision to use Botulinum Toxin. Besides, most of the sample selected quality and safe Botulinum Toxin products. They found that Botulinum Toxin contained in several brands. Their knowledge about Botulinum Toxin came from doctors or medical staffs. Most of them selected BOTOX (Allergan).

The results indicated that the sample's re-injection of Botulinum Toxin was greater than one time injection at statistical significance. The sample's frequency of having Botulinum Toxin injection was around 4-6 months. Besides, the sample disagreed about not recommending to

use of Botulinum Toxin in those aged below 40 years because they thought that the age of 40 is too late for take care of their beauty. Most of them did not realize that Botulinum Toxin injection in the same position for more than two times within 3-4 months may cause resistance to the Botulinum Toxin action due to antibody creation. Most of them selected medical clinics for Botulinum Toxin injection and realized that professional doctors were those injected Botulinum Toxin for the clients. Most of the sample knew and never selected illegal medical services which were not approved by Ministry of Public Health due to their harm. Lastly, those who never used Botulinum Toxin had no idea to try Botulinum Toxin and they had no influential person affecting their decision to improve their beauty through Botulinum Toxin.