

THE INFLUENCE OF WORD-OF-MOUTH COMMUNICATION ON  
CONSUMERS' PURCHASING DECISION ON BEAUTY TREATMENT:  
A CASE STUDY OF NITIPON CLINIC

A MASTER'S PROJECT  
BY  
RUJINAN KACHENCHART

Presented in Partial Fulfillment of the Requirements for the  
Master of Arts Degree in Business English for International Communication  
at Srinakharinwirot University  
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AN ABSTRACT

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This study aimed to investigate the influence of word-of-mouth communication on consumers' purchasing decision on beauty treatment. It also explored the process of receiving and spreading the information through word-of-mouth communication between teenagers and working aged people. Data in the research were collected randomly by questionnaires from 50 teenagers and 50 working aged people who were consumers of five selected branches of Nitiphol Clinic.

The results revealed that the word-of-mouth communication is the most influential factor on consumers' purchasing decision on beauty treatment of both teenagers and working aged people. For consumers, the credibility and ability to provide the detailed information were the major roles of word-of-mouth communication which lead consumers to purchase the services. This is because the information from WOM communication assures people of the treatment results and provides the details more than that from other advertising media which are radio ads, print ads, and transit ads. In the process of receiving and spreading information through WOM communication, teenagers sought more

information before they make decisions. They also spread more information after they used the services when compared with working aged people. Furthermore, word-of-mouth communication also played the significant role on making consumers recognize the brand of the services.

อิทธิพลการสื่อสารแบบบอกต่อการตัดสินใจของผู้บริโภคในการรับบริการจาก  
คลินิกความงาม: กรณีศึกษาของนิติพลคลินิก

บทคัดย่อ  
ของ  
รุจิพันธ์ คะเชนทร์ชาติ

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา  
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต  
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สารนิพนธ์ฉบับนี้มีจุดมุ่งหมายเพื่อศึกษาอิทธิพลของการสื่อสารแบบบอกต่อกับการตัดสินใจของผู้บริโภคในการรับบริการจากคลินิกความงาม และศึกษาพฤติกรรมที่แตกต่างกันระหว่างวัยรุ่นและบุคคลวัยทำงานของกระบวนการค้นหาข้อมูลก่อนการตัดสินใจรับบริการและการบอกต่อข้อมูลหลังรับบริการผ่านทาง การสื่อสารแบบบอกต่อ ในการศึกษานี้ผู้วิจัยได้ใช้แบบสอบถามเพื่อเก็บข้อมูลจากลูกค้าของนิติพลคลินิกจำนวน 5 สาขา โดยกลุ่มตัวอย่างแบ่งเป็นกลุ่มวัยรุ่น 50 คน และกลุ่มบุคคลวัยทำงาน 50 คน รวมเป็นจำนวนทั้งสิ้น 100 คน

ผลการศึกษาพบว่าความน่าเชื่อถือของข้อมูล และการให้รายละเอียดของข้อมูลที่ชัดเจนของการสื่อสารแบบบอกต่อมีอิทธิพลสูงสุดต่อผู้บริโภคทั้งกลุ่มวัยรุ่นและกลุ่มบุคคลวัยทำงานในการตัดสินใจรับบริการจากคลินิกความงามเมื่อเปรียบเทียบกับแหล่งโฆษณาอื่นๆ เนื่องจากข้อมูลจากการสื่อสารแบบบอกต่อมาจากผู้เคยได้รับประสบการณ์ในการรับบริการซึ่งมีความน่าเชื่อถือ อีกทั้งผู้บริโภคยังได้รับรายละเอียดข้อมูลอย่างชัดเจนจากการสื่อสารแบบบอกต่อซึ่งจะนำไปสู่การตัดสินใจเข้ารับบริการ การศึกษายังแสดงให้เห็นว่ากลุ่มวัยรุ่นมีการค้นหาข้อมูลก่อนการตัดสินใจและมีการบอกข้อมูลหลังรับบริการมากกว่ากลุ่มบุคคลในวัยทำงาน การสื่อสารแบบบอกต่อนอกจากจะมีอิทธิพลกับการตัดสินใจรับบริการจากคลินิกความงามเท่านั้น และยังสามรถสร้างความตระหนักรู้ในตราสินค้าให้กับผู้บริโภคได้อีกด้วย

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background

A well known proverb “Fine feather makes a fine bird” indicates the importance of beauty for individuals. The beautiful images of individuals can be observed by people surrounding them. Media such as television programs and films can influence the audiences' attitude and perceptions about the world including beauty. In this sense, media seem to make people think that good-looking people have better opportunities and better career. For example good appearance makes celebrities and models wealthy and successful in their career. People assume that the particular look they possess is the cause of their success.

Nowadays, beauty has become a significant part of individuals' lives. People pay more attention to beautify themselves. The importance of beauty differs from one group to another. For example, teenagers pay attention to their beauty because they believe that the beauty helps boost their self-esteem and makes them more attractive, outstanding and being better accepted by their peers. For working aged people, beauty is important for enhance their personality to be confident which is advantages to their careers.

Thai people place a great importance on beauty, which can be supported by an increase of imported cosmetic and cosmetic produced in Thailand from 2001 to 2003 (Cosmetic Control Division. 2004 : Online). Wittavat Rungreungphon (ทีมช่องทางทำกิน.

2005 : 36), an instructor in marketing major, Thammasart University, stated that beauty business was booming in 2004 and it is one of the five kinds of businesses expected to be successful in 2005. The five kinds of businesses are beauty business, design and decoration, retail shop (particular product), education, and pet shop.

In an Informational Age, consumers receive information from both nonpersonal sources and personal sources. Nonpersonal sources are advertising media such as television commercials, print media, outdoor advertising, radio advertising. Consumers face a huge amount of information which is broadcast via a broad array of media. Each consumer may be exposed to more than fifteen hundred advertisements every day (Rosen. 2000 : 14). Personal sources can occur from interpersonal communication. Interpersonal communication is the basic unit of communication which is the human interaction. This form of communication occurs everyday from the time we wake up until the time we go to bed. It is because human being cannot live alone in the society because they have to communicate with other people.

Word-of-mouth (hereafter WOM) communication is interpersonal communication between two or more consumers who communicate directly about products or services performance (Assael. 1998 : 604; & McCroskey; Richmond; & Stewart. 1986 : 269). This WOM communication can be information which influences people surrounding the consumers. This is because consumers view WOM communication as a credible source which seems to have little commercial vested interest in persuading someone else to use

product or service. In addition, WOM source has no particular incentive to distort the truth of the product or service as well as provide detailed information about the product or service (Silverman. 2001 : 25-26).

So far, it is explicitly observed that beauty is significant for teenagers and working aged people and the beauty business has been successful. Thus the beauty business has been growing in the high competitive market. As a result, to stay competitive in the beauty business, companies have to promote their products or services to potential consumers by advertising. In Thailand, companies have to spend a lot of money for advertisement. In 2004, more than eighty thousand million baht was spent on promoting products and services in order to reach as many consumers as possible (Nielson Media Research. 2005 : Online). Although a large amount of advertisements are launched each day, these advertisements may not reach the consumers. It is because consumers may not have time to explore all advertisements. Therefore, the companies need to find a communicational tool which is cost-effective and accessible to reach their consumers.

Since the beauty treatment is a service which relies on high experience quality of results and side effects, consumers seek out recommendations from others before deciding to purchase the service. Therefore, WOM communication becomes significant in the process of purchasing decision.

## 1.2 Objectives of the study

The objectives of this study are:

1. To investigate the influence of WOM communication on consumers' purchasing decision on beauty treatment among other advertising media.

2. To explore the process of WOM communication on consumers' purchasing decision of different groups of consumers.

## 1.3 Research Questions

The research questions are:

1. Is word-of-mouth communication the most influential factor on consumers' purchasing decision on beauty treatment among other advertising media?

2. How do different groups of consumers receive and spread the information through word-of-mouth communication?

## 1.4 Significance of the Study

Compared to other advertising media, WOM sources are low cost (Kotler. 2000 : 560). They can access to consumers because communicating with other people is a basic activity of individuals' lives. This study shows the influence and process of WOM communication on consumers' purchasing decision among other advertising media.

Business operators can be aware of WOM behaviors of different groups of consumers and

the factors of WOM communication that influence consumers to purchase beauty treatment more obviously. The business operators can use WOM communication as one of marketing communicational tool together with other marketing activities in order to increase the efficiency of delivering business information and decrease the advertising expenditure.

### **1.5 Scope of the Study**

This study explored a relationship between WOM communication and consumers' purchasing decision on beauty treatment. The researcher chose Nitipon Clinic because this clinic promotes its services through various advertising media which are radio advertising, print advertising, and transit advertising. This study focused on a role of WOM communication on consumers' purchasing decision among the advertising media of different groups of consumers. Data were obtained from consumers of Nitipon Clinic, aged above 15 years old. The ages between 15 - 22 years and above 22 years were grouped into teenagers and working aged people respectively. The data of this study were one hundred copies of questionnaire, which were distributed randomly to 50 teenagers and 50 working aged people of five selected branches of Nitipon Clinic.

## 1.7 Definitions of terms

The definitions of terms used in this study are listed as follows:

### **Beauty treatment**

Beauty treatment is curing facial skin and body shape problems, including nourishing healthy facial skin.

### **WOM communication**

WOM communication involves two or more consumers communicating directly with each other regarding product or service performances. This study focuses on the WOM communication between consumers of Nitipon Clinic.

### **Advertising Media**

Advertising media are channels of advertising to convey information to audiences: televisions, radios, newspapers, magazines, outdoor media, and transit media.

## CHAPTER 2

### RELATED LITERATURE

This chapter presents the importance of WOM Communication, and WOM communication as interpersonal communication. Typical products leading to WOM communication and the process of consumers' purchasing decision are also discussed. In addition, the limitations of WOM communication and other advertising media are compared.

#### 2.1 The Importance of WOM Communication

One of the most powerful forms of communication in the market today is WOM communication which is an informal communication about product performance and service quality between consumers who are independent of the company (Charlett; Garland; & Marr. 1995 : 42; Rosen. 2000 : 7; & Silverman. 2001 : 25).

Charlett; Gerland; & Marr (1995) studied the negative and positive WOM on consumers' purchasing decision. The research concluded that both positive WOM and negative WOM can predict purchasing behaviors of consumers. The samples of the study were sixty undergraduates in purchasing personal computer. The samples divided into three groups based on three different conditions which were 'positive WOM', 'negative WOM', and 'no WOM'. One member of each group was a confederate: a student who delivered the information through WOM according to the three mentioned conditions. None of the samples knew the confederate. The result showed that 'positive WOM' affected

consumers' purchasing decision-making in the personal computer most followed by 'no WOM' and 'negative WOM' respectively.

According to the research mentioned above, WOM communication seems to be a persuasive and powerful communication on consumers' purchasing decision, so the main characteristics of WOM communication are reviewed.

### 2.1.1 Characteristics of WOM Communication

WOM sources spread information about a product or a service which affect the choice of product, and service providers (Rosen. 2000 : 5-6; & Arpa. 2002 : 102). The three main characteristics of WOM communication are credibility, experience delivery, and saving time (Silverman. 2001 : 26; Assael. 1998 : 605; & Rosen. 2000 : 35).

2.1.1.1 WOM communication is credible because the information is a direct experience from previous consumers who do not have commercial interest in persuading someone else to use or buy a product.

2.1.1.2 Previous consumers talk with other people about their experiences. The direct experiences of previous consumers are spread to other people who are ready to get the information about a product or a service.

2.1.1.3 Consumers do not spend much time to search for information because they can ask for information from their friends or acquaintances who experienced a product or a service.

From the three main characteristics of WOM communication, this kind of communication occurs from the right sources who are independent of a company and experienced a product or a service to the right receivers who are interested in the information at the right time.

### 2.1.2 Factors Increasing the Importance of WOM Communication

Companies are not selling a product or a service to individual consumers but rather to networks of consumers. Compared to conventional marketing, WOM communication is thousands of times as powerful on consumers accessibility and consumers' purchasing decision (Silverman. 2001 : 22). The factors increasing importance of WOM communication are information overload, skepticism, and connectivity (Rosen. 2000 : 14-15).

Due to a large number of commercial messages a day, consumers cannot attend to all of these and may ignore the messages they are exposed. Consumers are more likely to select messages related to their current needs, and the easier way to get these needed messages is listening to acquaintances.

Consumers are suspicious. When individuals doubt about something, they usually search for more information, often by asking other people. Their suspect of consuming a product or a service, especially high involvement products (see more detail in section 2.3) can be decreased by receiving the information from previous consumers (Asseal. 1998 : 245; Rosen. 2000 : 25; & Arpa. 2002 : 102).

Consumers always talk to each other. Ten experiences by ten people can be forwarded to more than 10,000 people (Silverman. 2000 : 31). At present, consumers can give information and ask for advice easier via the Internet than before. They can communicate with not only acquaintances but also strangers.

Thai people seem to search for more information before making a purchasing decision and spread the information to many people. This is because Thai culture is characterized as high uncertainty avoidance and collectivist (Hofstede. 2001 : 172, 230). Uncertainty avoidance refers to being threatened by ambiguous situations and trying to avoid challenging experiences. Collectivist reflects people in the society are interdependent between one another. They prefer to communicate with in group, and they rely so much on family, friends, or co-workers.

The research of Money; Gilly; & Graham (1998) supported the behaviors in searching and spreading information of uncertainty avoidance and collectivism. The research aimed to study the relationship between national culture and WOM referral behavior, comparing between Japanese and American service industry. The results indicated that Japanese companies use more WOM referral sources than American companies do, both in the United States and in Japan. This is because Japanese culture is highly collectivist and risk avoidance. This research pointed out that national culture has a strong effect on WOM referral behavior.

## 2.2 WOM Communication as Interpersonal Communication

Interpersonal communication is the basic communication between two or more people to share information, ideas, or perception (McCroskey; Richmond; & Stewart. 1986 : 13; & Tubbs. 2003 : 17). This form of communication can persuade others to try a new idea or to adopt a change (McCroskey; Richmond; & Stewart. 1986 : 269).

Three essential components of interpersonal communication are the source, the receiver, and the message (Lehman. 1996 : 7). The source of interpersonal communication is the person who originates a message, and the receiver is the person who acquires the source's message. It is a two-way communication that allows for clarification and immediate feedback. The purpose of communicating with others may be to express feeling, to share ideas and information about each other, or to persuade other people to think, or act as we want.

This study aims to study the consumers' receiving and spreading the information through WOM communication. The researcher adopts the Schramm Models (Figure 1) to clarify the interpersonal communication form and the relationship between interpersonal communication and WOM communication. These Models describe the procedure of spreading information from a source to a destination and sharing information between a source and a destination.

The Schramm Models consist of three models, which proceeds from a simple human communication to a more complicated model. The first model shows one-way

communication from a source to a destination. The source encodes a message and transmits it to its destination via some signal, where the message is received and decoded. The second model describes that an understanding to take place between a source and a destination, they must have similar experience. The source shares his/her own experience which is similar to the experience of the destination. Therefore, both the source and the destination can understand each other. The last model emphasizes the circular nature of communication. This process is exchanging information between a source and a destination. Both parties are encoder and decoder.

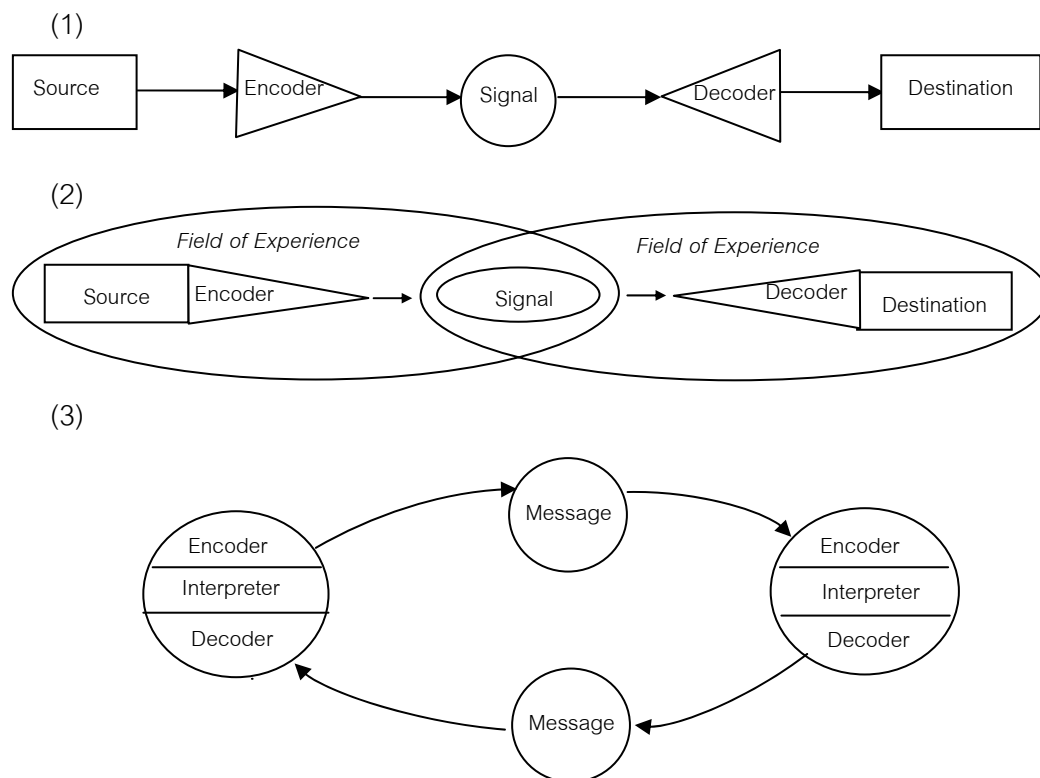


Figure 1 The Schramm Models

Source: Schramm (1954, cited in Severin; & Tankard, Jr. 1992). *Communication Theories:*

*Origins, Method, and Uses in the Mass Media* p. 47.

For WOM communication, the first model describes that an experienced person in a product or a service spreads a message either positive or negative about it to other people. The second model shows two experienced persons sharing their own experiences about a product or a service to each other. The third model presents an experienced person delivers information about a product or a service to other people, and then feedback delivers to the experienced person who originated the information. This process is a two-way communication.

### **2.3 Typical Products Leading to WOM Communication**

Some types of products do not lead to WOM communication because they are not risky for consumers and there is nothing to mention about them to other people. The high involvement products affect consumers to seek and spread information through WOM communication (Asseal. 1998 : 245; Rosen. 2000 : 25; & Arpa. 2002 : 102). If a consumer perceives risks in a product or a service and pays attention to purchase a product, then it is considered as a high involvement product. The typical products lead consumers to search for more information and spread their information regarding the product or the service are as follows:

#### **2.3.1 High perceived risks**

It is a kind of products that make consumers feel insecure in purchasing a product or a service. The types of perceived risk are financial, functional, social, psychological, time

and physical risk. Consumers search more information from personal sources when a risk is high (Assael. 1998 : 245). Personal experience is needed to assess the product or the service and decrease the risks.

### 2.3.2 Emotional Involvement

Consumers are more involved with a product that arouses their emotion. People talk about a product or a service that makes them excited, impressed, or even dissatisfied.

A beauty treatment can be grouped into the high involvement product. As the treatment fee of the beauty treatment is quite expensive and the treatment concerns physical risks, consumers may perceive risks such as physical and financial risks. The consumers do not want to take the risk so they talk to the previous consumers to assess the service. Besides, after experiencing the service, the consumers might feel impressed or dissatisfied which make them spread their experiences regarding the service to other people.

The high involvement product affects the consumers' purchasing decision is supported by the study of Arpa (2002). The study focused on the lasik surgery which is a high-risk service and Harry Potter book which is a low involvement product. The results showed that the consumers searched for more information of high involvement products or services and took a long time to make decision in order to reduce a risk. On the other hand, the consumers searched less information and did not take much time to make a purchasing decision in low involvement products or services.

## 2.4 Process of Consumers' Purchasing Decision

The process of consumers' purchasing decision occurs when a consumer selects which product or service to purchase and where to do it. The consumer moves through five stages when making a purchase decision. A five-stage process includes problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Kotler. 2000 : 179). This process is illustrated in Figure 2 below.

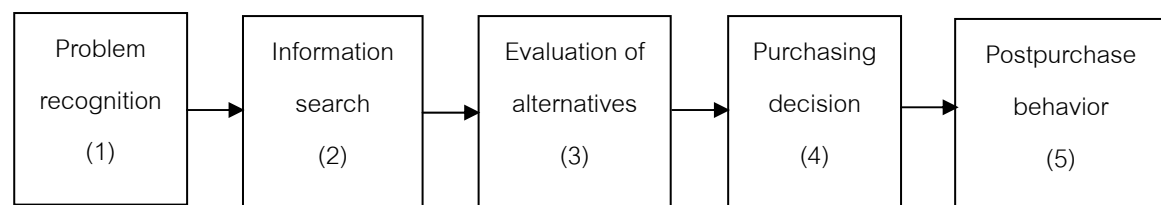


Figure 2 Five-Stage Model of the Process of Consumers' Purchasing

Source: Kotler, Philip. (2000). *Marketing Management* p.179.

In Figure 2, the purchasing process starts when a consumer recognizes a problem or need. At the next level, the consumer may look for information from various sources. When the consumer gets enough information, he/she selects from various alternatives before making a decision. The decision depends on price, convenience, brand reputation, and product characteristics. After evaluating from various alternatives, the consumer decides which alternative to purchase. After purchasing the product, the consumer will experience the level of satisfaction or dissatisfaction. Satisfaction or dissatisfaction with the product will influence the consumer to purchase or not to purchase a particular product the next time.

From the process of consumers' purchasing decision, WOM communication plays a significant role at stage two, stage three, and stage five. At stage two, consumers gather information by making a conversation or asking questions with acquaintances or other experienced persons. From this stage consumers receive information through WOM communication. The information from Stage Two is significant at Stage Three because this information is used to evaluate alternatives. At Stage Five, after consumers experience a product or a service, they spread their experience to other people. Dissatisfied consumers spread their negative experiences to more people than they do when they have positive experiences (Rosen. 2000 : 40). The spread of information through WOM communication occurs at Stage Five can be the information for a decision making for other people.

## **2.5 Comparison between Limitations of WOM Communication and Other**

### **Advertising Media**

Companies use an impersonal medium to deliver a message from a sponsor to many people. An advertising media is a channel that advertisers use in mass communication. The major advertising media in Thailand are television, radio, newspapers, magazines, outdoor media, and transit media (Nielson Media Research. 2005 : Online). However, characteristics of advertising media have limitations when they are compared to WOM communication. The limitations of advertising media as follows:

2.5.1 Television. The sight and sound of the television advertising is gone instant and limited-time broadcast. The audiences usually switch a channel when the television advertising is broadcast.

2.5.2 Radio. It is the lack of visual component. Although radio is a mobile media which reaches audiences everywhere, it does not mean that anyone is paying attention. Audiences may be doing other activities such as driving, reading, or exercise while they are listening to the radio.

2.5.3 Newspapers. Newspaper advertising encounters a lot of distractions from competing ads and news stories.

2.5.4 Magazines. Magazine advertising may not be suitable for making news announcement and reacting to current marketing situations because most magazines required that an advertising copy handed in six to eight weeks prior to publication (Russel; Verill; & Lane. 1988 : 261) and it is published monthly or every two weeks. Magazine can select target audience because magazines are published for virtually every market segment.

2.5.5 Outdoor Media. Outdoor media is limited to reach a segmented market and billboard copy messages. It can be told seven to ten words (Russell; & Lane. 1996 : 376) because readers have limited time to read billboards. This kind of media is limited to reach a segmented audience because there are many people travel in the same route.

2.5.6 Transit Media. Transit media is similar to billboard, and it appears as both interior and exterior displays on mass transit vehicles and at terminal and station platforms, such as buses, subways, skytrain, taxis, bus shelters, even telephone booths. The number of words is limited like outdoor media.

From the limitations of each advertising media mentioned above, the different characteristics of each advertising media can be compared to WOM communication (WOMC) in Table 1.

Media	Rented	Distraction	Detail of information	Widespread audience	Selective audience	Up-dated information	Personal medium	Visualness
WOMC	-	-	/	/	/	/	/	-
Television	/	/	-	/	/	/	-	/
Radio	/	/	-	-	/	/	/	-
Newspapers	/	/	/	/	/	/	/	/
Magazines	/	/	/	-	/	-	/	/
Outdoor	/	/	-	/	-	-	-	/
Transit	/	/	-	/	-	-	-	/

Table 1 The Different Characteristics of WOMC and Other Advertising Media

Table 1 shows the limitation of WOM communication which is the lack of visualness. That is the audiences cannot see a clear picture of a product or a service by their own eyes. The audiences only get the information from words. The limitation of other advertising media is the cost because the companies have to spend money for advertising to promote products or services. In addition, the effectiveness of advertising media is reduced by the limited attention of audiences, for example, audiences cannot concentrate on listening to the radio because they are reading a book.

In summary, WOM communication, both positive and negative, is a crucial role on consumers to purchase products or services. The kinds of product involvement affect consumers to search for more information before making a purchasing decision.

## CHAPTER 3

### RESEARCH METHODOLOGY

This chapter presents the research methodology of the current research. It contains four sections which are subjects, research instrument, procedures, and data analysis.

#### 3.1 Subjects

The subjects in this study were one hundred consumers of Nitipon Clinic, which were grouped into 50 teenagers and 50 working aged people. The groups of consumers were categorized by age regardless of the occupation. The age of 15 – 22 years was grouped into teenagers, and above 22 years was grouped into working aged people. This study selected five branches of Nitipon Clinic where are located in central part of Bangkok. Twenty copies of questionnaires were distributed to the each selected branch of Nitipon Clinic. Five branches of Nitipon Clinic were as follows:

1. Ram kam heang branch
2. Bangkapi branch
3. Siam Square branch
4. Silom branch
5. Victory Monument branch

### 3.2 Research Instrument

The research instrument in this study was a questionnaire which translated into Thai. The questionnaire was designed to find out consumers' WOM behaviors in purchasing decision process at stage two, three and five: information search, evaluation of alternatives, and postpurchase behavior respectively (see section 2.4). The questionnaire consists of three parts (see Appendix A).

Part 1 surveys the personal background of the respondents. Age and occupation will help to categorize groups of consumers and to identify consumers' behaviors in receiving and spreading information.

Part 2 explores consumers' behaviors in receiving and spreading information through WOM communication.

Part 3 measures consumers' attitude toward WOM communication.

The questions in the first and second part are closed-ended. The questions in the last part are rating scales.

### 3.3 Procedures

The researcher conducted a pilot study of questionnaire to examine whether the respondents understand all the questions. The 20 respondents were selected randomly from current consumers, and previous consumers of beauty clinics: Nitipon Clinic and where else. Then, the questionnaire was revised. The questions in part 2 were improved by

adjusting the alternatives of each question from two columns into one in order to make the questionnaire easy to read. The questions order was also re-arranged so that the respondents were not confused when completing the questionnaire. In part 3, some statements were eliminated because it overlapped other statements.

In this study, the researcher visited five selected branches of Nitipon Clinic to distribute the questionnaire to one hundred consumers after they finished their services.

### **3.4 Data Analysis**

The data were analyzed based on the second stage, the third stage, and the fifth stage of the process of consumers' purchasing decision. Moreover, the different groups of subjects were studied to illustrate the different WOM behaviors. Finally, the results of questionnaires were analyzed in percentage in accordance with the research questions.

## CHAPTER 4

### FINDINGS AND DISCUSSION

This chapter presents and discusses the research findings. The findings are presented in percentage with a description. According to the questionnaire, the presentation is divided into three parts: general information of the subjects, consumers' behaviors in receiving and spreading information, and consumers' attitude toward word-of-mouth communication.

#### 4.1 General Information of the Consumers

One hundred copies of questionnaire were distributed to consumers in five selected branches of Nitipon Clinic during 8 – 12 October 2005. The consumers consisted of 50 teenagers (15-22 years old) and 50 working aged people (above 22 years old).

The result reveals that most consumers of Nitipon Clinic were female. This shows that women pay more attention to the beauty than men do. This is similar to the findings on body image of Fox (1997 : Online) that women are much more critical of their appearance than men. It is because women are judged on their appearance more than men, and standards of female beauty are considerably higher and more inflexible. The majority of teenagers were students and the majority of working aged people were employees.

## 4.2 Consumers' Behaviors in Receiving and Spreading Information through WOM

### Communication

This part points out the difference of behaviors between teenagers and working aged people in receiving and spreading information through WOM communication. The result shows that WOM communication created consumers' brand awareness, and played the role from the stage of information search to the stage of postpurchase behavior (see Figure 3 to Figure 12).

#### 4.2.1 WOM communication creates brand awareness

Creating consumers' brand awareness is one of the roles of advertising (Kotler, 2000 : 580). Figure 3 shows that Nitipon Clinic was recognized by most consumers through WOM communication.

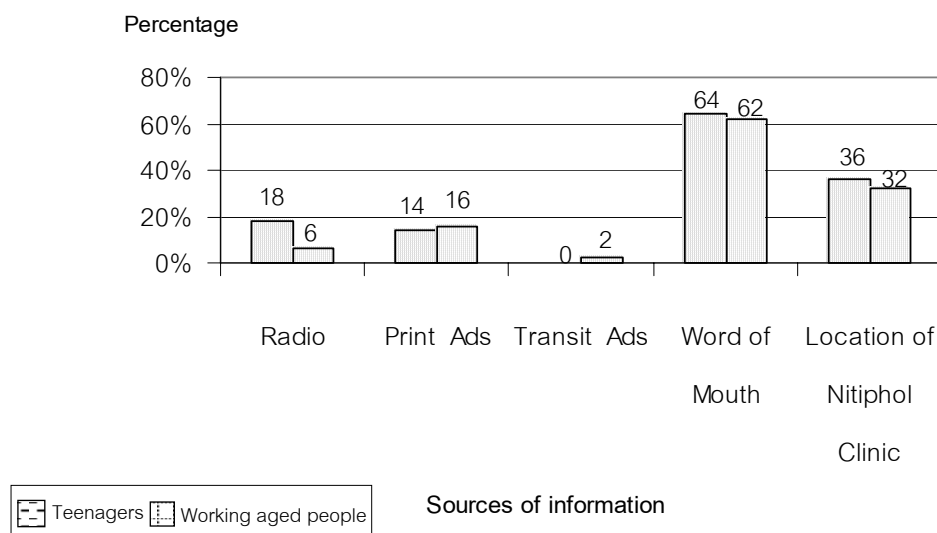


Figure 3 Sources of information that consumers recognize Nitipon Clinic

Figure 3 shows that teenagers and working aged people recognized the existence of Nitipon Clinic from various sources of information. The majority of teenagers (64%) and working aged people (62%) recognized the existence Nititpon Clinic from word of mouth. This may be because consumers did not have time to explore all commercial messages; whereas, communicating with other people is a basic activity in daily life. The second source of information was location of Nitipon Clinic from which 32% of teenagers and 31% working aged people recognized the existence Nitipon clinic. The result shows that although various sources of information were broadcast, most consumers recognized the existence Nitipon Clinic from WOM sources.

Besides, sources of information provided detailed information to consumers in order to persuade them to purchase the service. Each source of information provided different kinds of information (see Figure 4).

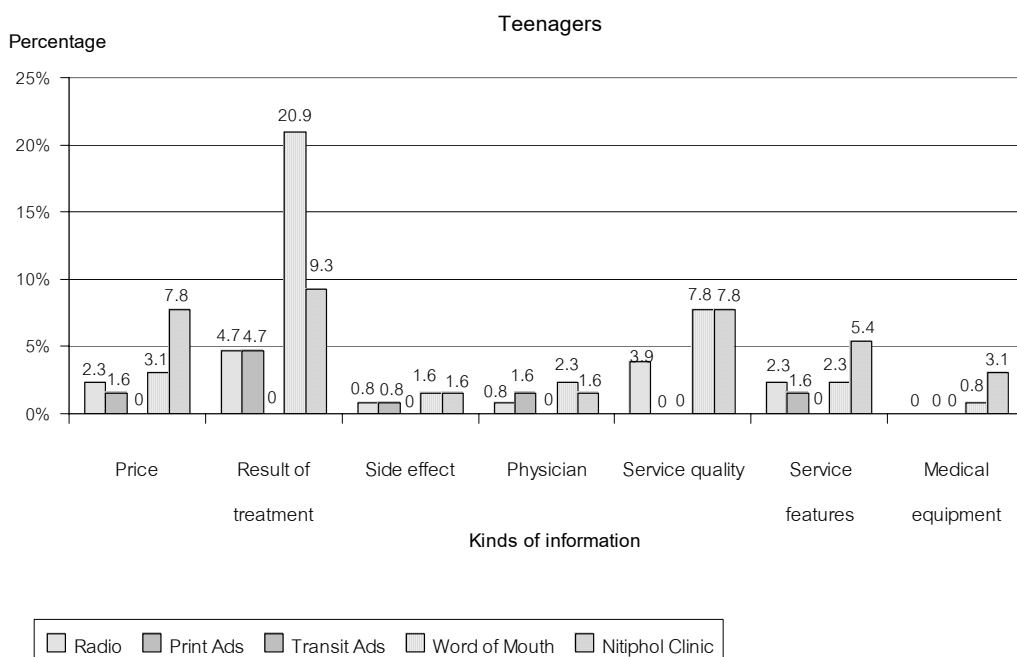


Figure 4 Kinds of information from different sources in both groups

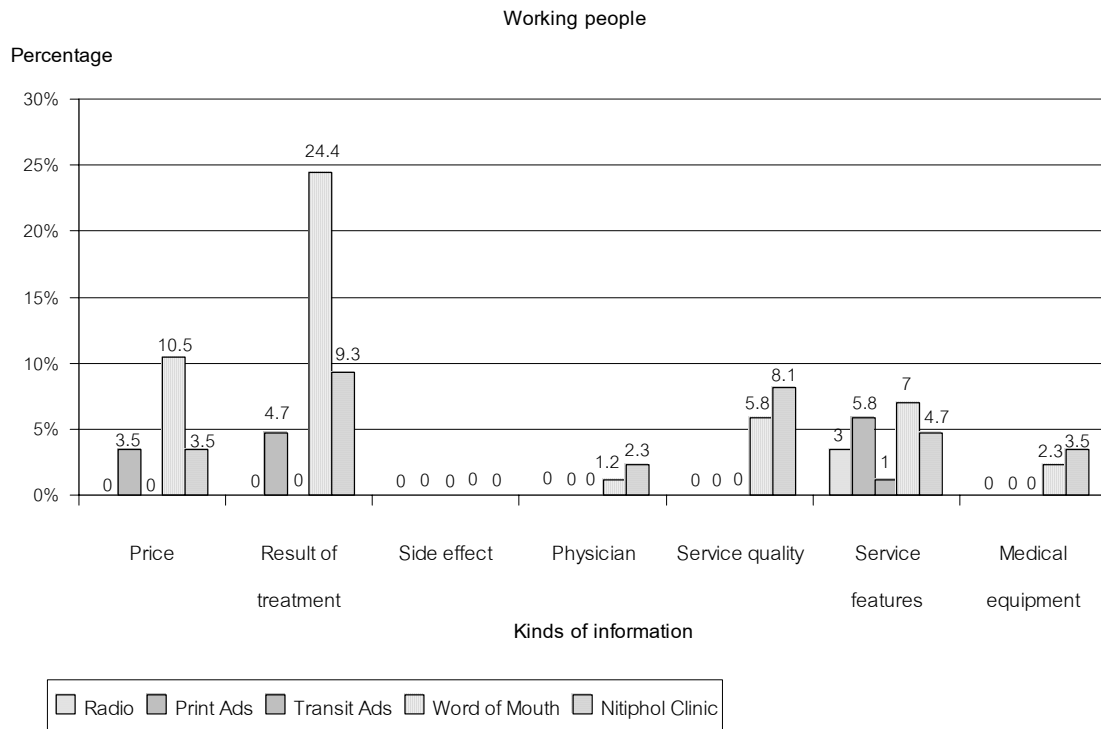


Figure 4 (Continued)

Compared to other sources of information, kinds of information from the WOM source which two groups of consumers received were pointed out. Teenagers (20.9%) and working aged people (24.4%) had a similar opinion that the WOM source were the best source to provide the information about the result of the treatment, which caused two groups of consumers made a first visit to Nitipon Clinic (see Figure 5). This WOM source also provided some kinds of information which were helpful for consumers to make a purchasing decision. Radio ads, print ads, and transit ads which were broadcast by Nitipon Clinic could not provide enough information to consumers. This may be because those sources had more limitation in terms of broadcasting the information than WOM communication (see details in section 2.5).

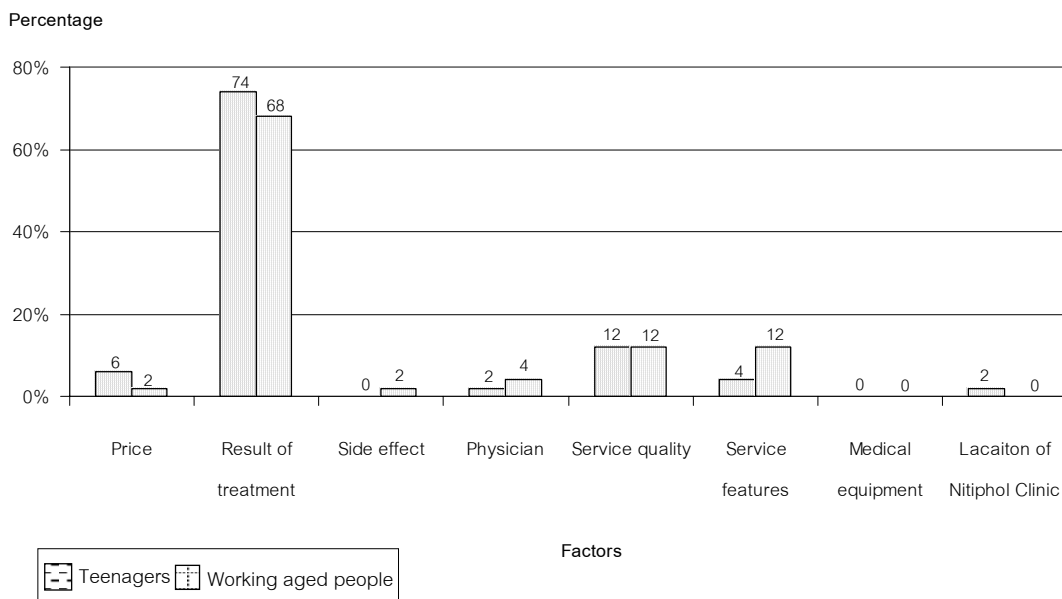


Figure 5 Factors causing consumers first visit to Nitipon Clinic

According to Figure 4 and Figure 5, it seems that a source of information which provided interesting detailed information to consumers can persuade consumers to purchase a product or a service. Therefore, companies should create marketing strategies or advertisements to meet consumers' need.

According to the five-stage model of the process of consumers' purchasing (Kotler, 2000 : 179), WOM communication plays a significant role at stage two (information search), stage three (evaluation of alternatives), and stage five (postpurchase behavior).

#### 4.2.2 WOM communication on the information search stage

The role of WOM communication may start with searching for information from various sources after consumers recognized their own needs. The WOM source is one of the sources of information.

The result shows that 58% of teenagers searched for more information from other people before making a purchasing decision, while 48% of working aged people did the same thing. Since the majority of teenagers were students who had no income, their ability to afford the service was limited. Teenagers had to manage their money appropriately. As a result, teenagers had to pay much more attention to a quality of a product or a service before they made a purchasing decision.

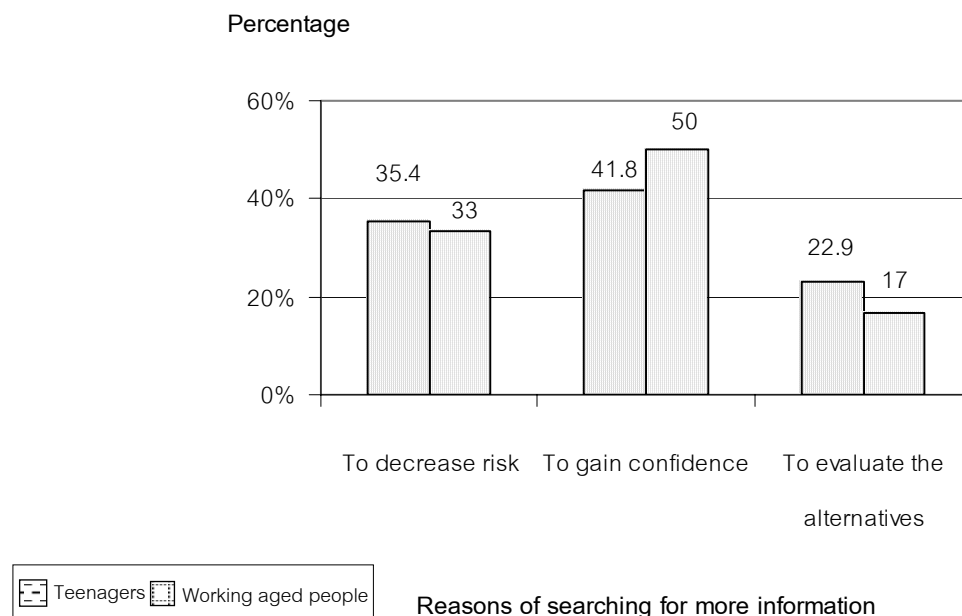


Figure 6 Reasons of searching for more information from WOM communication

The result shows that teenagers searched for more information before deciding to purchase the service than working aged people did. The reasons of searching for more information from personal source in both groups were the same. These reasons were to gain confidence, to reduce risk, and to evaluate the alternatives respectively. These reasons

were consistent with highly collectivist and risk-averse culture of Thai people (Hofstede,

2001 : 172, 230). That kind of Thai culture could be reflected in searching for more

information from other people before deciding to purchase the service.

#### 4.2.3 WOM communication on the evaluation of alternatives stage

The information from various sources will help consumers to select the most appropriate alternative. The most influential source of information can persuade consumers to purchase the service. The information from WOM source also has a role at this stage.

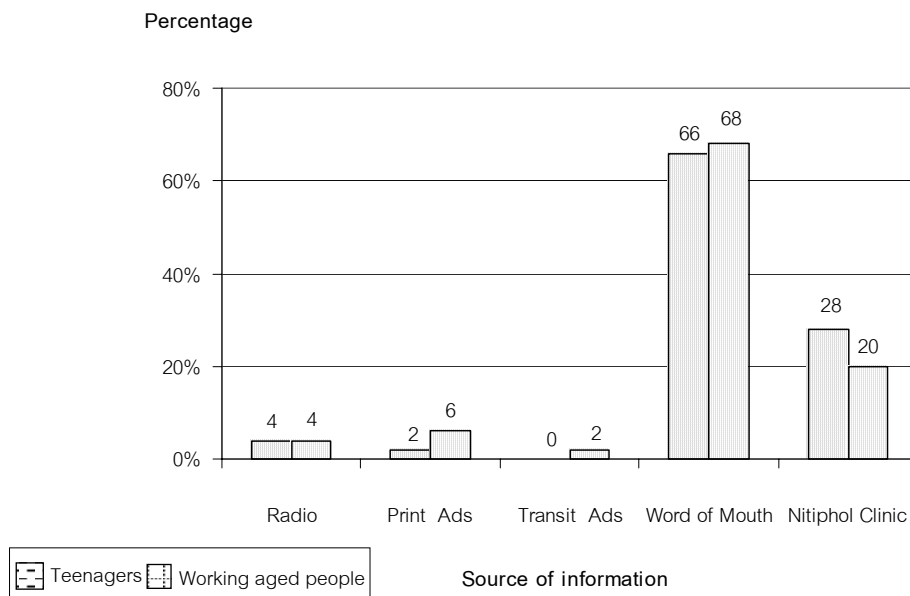


Figure 7 The most influential source of information on consumers' purchasing decision

The result indicates that most teenagers (66%) and working aged people (68%) thought that word of mouth was the most influential factor on their purchasing decision. The next section will explore the reasons that made the word of mouth be the most influential source of information on consumers' purchasing decision.

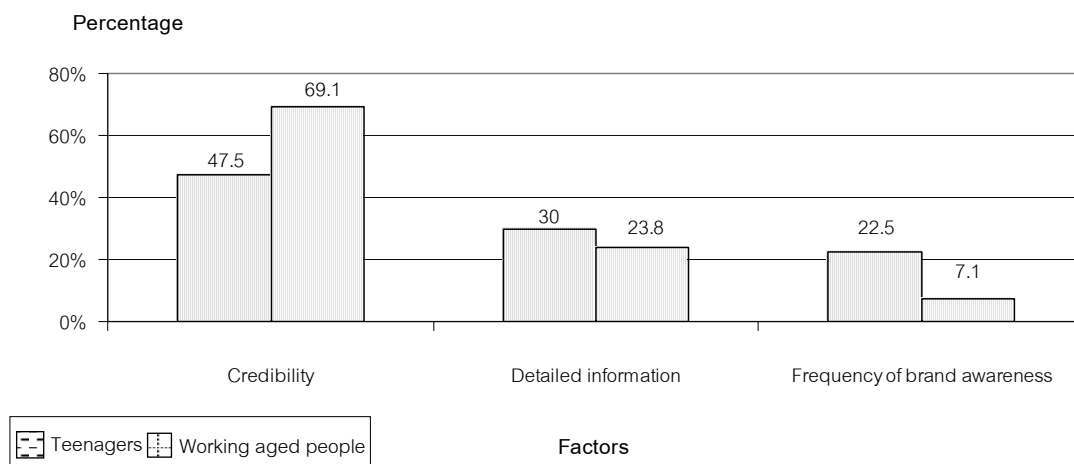


Figure 8 Reasons of WOM communication influencing consumers' purchasing decision

In figure 8, credibility was the main reason that made WOM communication the most influential factor on purchasing decision of many teenagers (47.5%) and working aged people (69.1%). Detailed information of WOM source was the next factor that influenced 30% of teenagers and 23.8% of working aged people to purchase the services. Teenagers (22.5%) thought that frequent receiving the information from WOM source had a role on their purchasing decision, while only 7.1% of working aged people agreed with that idea. Therefore, we can conclude that teenagers received the information from WOM communication more often than working aged people did, while working aged people trusted the received information from the WOM source more than teenagers.

Other sources of information by Nitipon Clinic had less influence on consumers' purchasing decision than the WOM source. This is because of credibility and detailed information of other sources of information. Although Nitipon Clinic provided various kinds of

information to consumers (see Figure 4), the consumers relied on the information from Nitipon Clinic less than one from the WOM source. This is because the information from radio ads, print ads, and transit ads, including Nitipon Clinic associated with the marketing tactics which try to persuade audiences to use a service. This reason was consistent with the statement of Assael (1998 : 247) and Silverman (2001 : 30) that WOM source was the most powerful. Consumers were likely to rely on information from acquaintances as more credible and trustworthy than a salesperson or commercial sources of information.

#### 4.2.4 WOM communication on the postpurchase behavior stage

After consumers experienced a service of Nitipon Clinic, the majority of consumers, 82% of teenagers and 78% of working aged people, spread information to other people after they experienced services of Nitipon Clinic (see Figure 9).

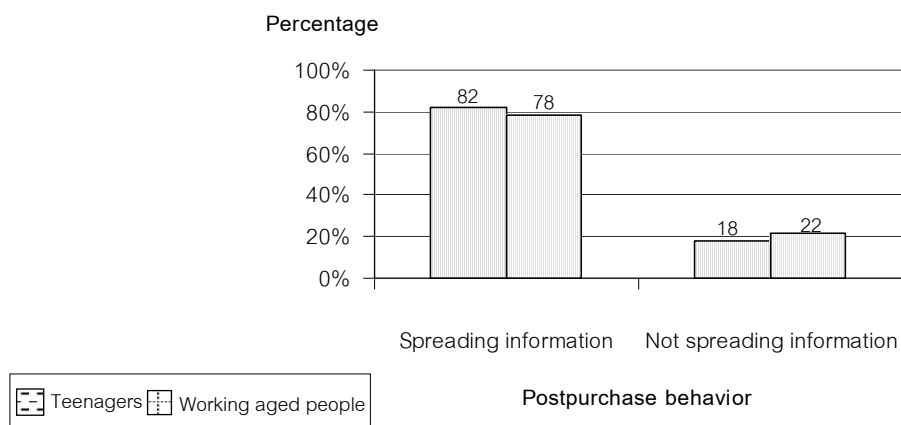


Figure 9 Consumers' postpurchase behavior

The levels of consumers' satisfaction affected the spreading information through WOM communication (see Figure 10).



Figure 10 The relationship between levels of consumers' satisfaction and spreading information after experiencing services

As can be seen in Figure 10, teenagers spread information to other people when they were “very satisfied” (84.4%), “most satisfied” (83.3%), and “about average” (66.6%) respectively. Working aged people spread less information to other people when the level of satisfaction fell. The result indicates that both groups of consumer had high levels of satisfaction, and many satisfied consumers spread the information to other people. Satisfied consumers tend to spread positive experience to other people. This result was inconsistent with the statement of Rosen (2000 : 40) that if consumers were dissatisfied with products or services, they spread their negative experience to more than people when they were satisfied.

If consumers were satisfied with the service, they tend to spread positive experiences to other people and become royal to a company. Similar to Siripong and Phayat (2004 : 96), they studied the impact of customer loyalty on WOM in relation to levels

of satisfaction. The research pointed out that when consumers were more satisfied with a product or a service, they would use more positive WOM and then became loyal to a company.

In postpurchasing stage, the relationship between levels of consumers' satisfaction and WOM network was also significant (see Figure 11).

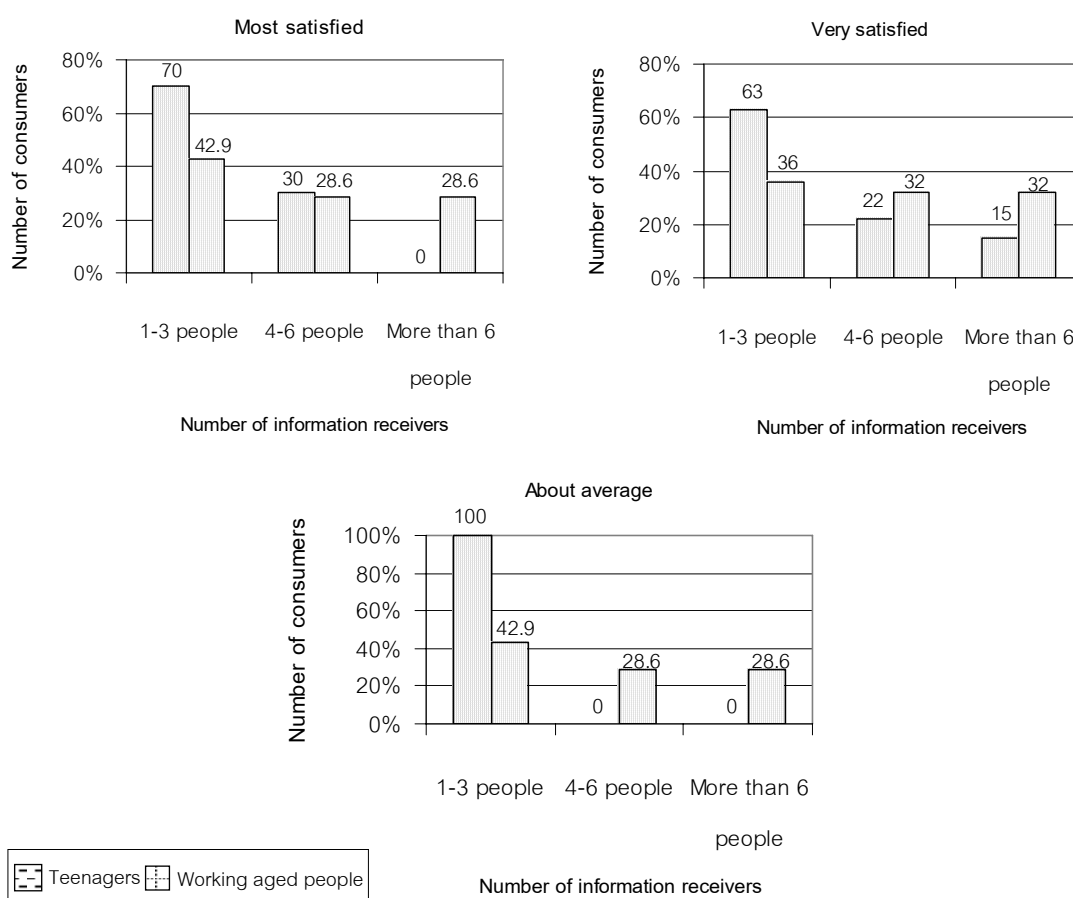


Figure 11 The relationship between consumers' satisfaction levels and WOM network

Figure 11 shows that whether consumers were satisfied with a service of Nitipon Clinic, both groups spread information to one to three people. The information might be

spread continuously because the first three receivers may continue spreading information to other people. This was consistent with ten experiences of ten consumers can be spread to more than 10,000 people (Silverman. 2000 : 31). Companies can encourage consumers to have positive WOM communication by impressing consumers and improving their services. The information that consumers usually spread to other people was shown in Figure 12.

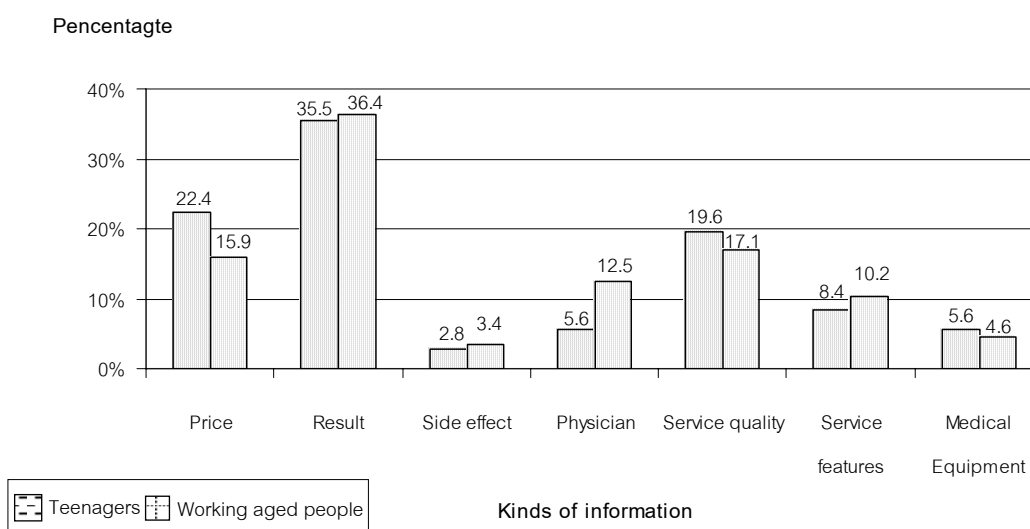


Figure 12 Information spread after experiencing services

The top-three kind of information that were spread by teenagers and working aged people was the result of the treatment, price of services, and its service quality respectively. Since the result of the treatment was the most important factor that made consumers visit Nitipon Clinic (see Figure 5), most teenagers (35.5%) and working aged people (36.4%) spread the information about the result to other people. The price of services was more spread by teenagers (22.4%) than working aged people (15.9%). This is because teenagers

concentrate on the price more than working aged people did as discussed earlier (see section 4.2.2). Service quality was one of the top-three kinds of information that consumers passed on to other people. This result may be useful to beauty businesses to improve its service quality. In addition, companies can conduct practicing program to enhance their employee performance in order that consumers who are satisfied with the service quality will spread positive information to other people continuously. Furthermore, employees should encourage consumers to spread appropriate information to other people.

### 4.3 Consumers' Attitude toward WOM Communication

The attitude of teenagers and working aged people toward the importance of WOM communication is discussed and compared. The result of the study is presented in Figure 13.

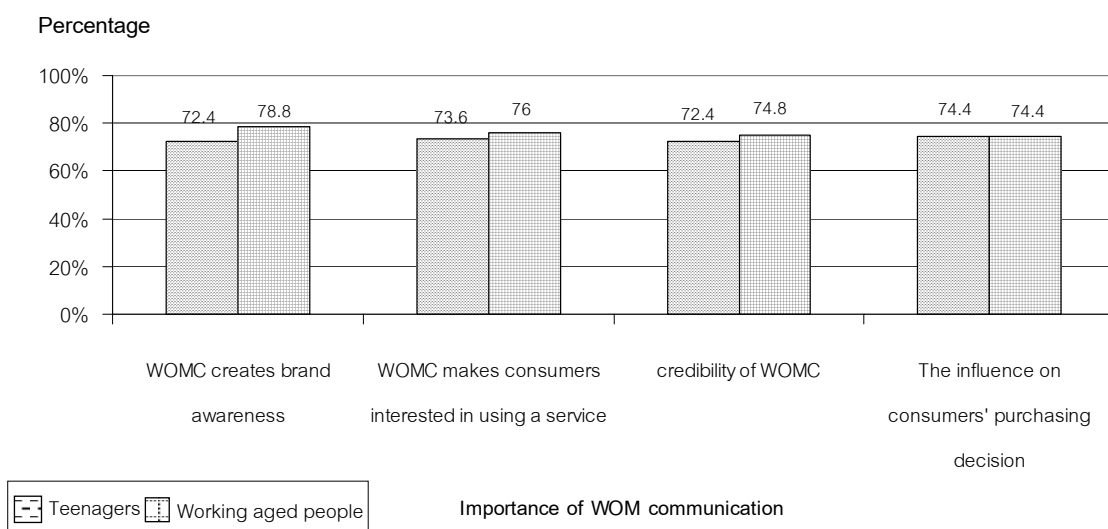


Figure 13 Consumers' attitude toward WOM communication (WOMC)

In Figure 13, teenagers and working aged people had different attitude toward WOM communication. For teenagers, the most significant role of WOM communication was on their purchasing decision (74.4%), while working aged people thought that WOM communication played the most significant role on creating brand awareness (78.8%). Although these two groups of consumers had different attitude toward WOM communication, they had good attitude toward WOM communication, which can be considered from the high percentage (over 70%) of each importance of WOM communication. The attitude of teenagers and working aged people on WOM communication was slightly different. It can be concluded that teenagers and working aged people judged the importance of WOM communication in a similar opinion.

Teenagers and working aged people agreed that WOM communication was the most influential factor on their purchasing decision. Age differences and occupations were the factors of the different behaviors.

## CHAPTER 5

### CONCLUSION

This chapter presents a conclusion and limitations of the study. Recommendations for further studies are also provided.

#### 5.1 Conclusion

Nowadays individuals are aware of good appearance and beauty, so they spend much money on improving their beauty and appearance. Due to expecting a huge benefit, beauty businesses have been growing in the high competitive market. This has led a huge amount of advertisements to be broadcast everyday to persuade people to purchase products or services. Consequently, companies have to spend money on their advertisements. This study was undertaken to investigate the influence of WOM communication on consumers' purchasing decision on beauty treatment among other advertising media, and the different WOM behaviors of teenagers and working aged people. The subjects of this study were 100 consumers of five selected branches of Nitipon Clinic: 50 teenagers and 50 working aged people.

The findings revealed that credibility of WOM communication was the most influential factor on purchasing decision of the two groups, followed by the ability of providing more detailed information. In addition, WOM communication also acted as a communicational tool which introduced a brand to consumers. The majority of two groups in

this study recognized the existence of Nitipon Clinic in the market from the WOM communication, therefore business operators or marketers can divert their focus from advertising to WOM communication to introduce their brands.

This study revealed not only the most influential factor on consumers' purchasing decision but also the different behaviors between teenagers and working aged people in receiving and spreading information through WOM communication. Teenagers searched and spread more information than working aged people. This was because teenagers spend more time to have a connection with their friends. However, teenagers and working aged people agreed that the information from other people ensured their purchasing decision that was the most appropriate alternative.

The majority of teenagers and working aged people had positive attitude after experiencing the services of Nitipon Clinic which led them to spread the information to other people. Levels of consumers' satisfaction affected spreading information.

In summary, due to a high advertising expenditure, WOM communication may become the important marketing communicational tool for marketing strategies. WOM communication is a simple but effective tool to create consumers' brand awareness and persuade people to purchase a product or a service with low cost. Understanding different groups of consumers' WOM behaviors is very important to business operators and marketers in creating effective marketing strategies. As a result, they are able to stimulate their consumers to spread the positive information to new potential consumers.

## 5.2 Limitations of the Study

The study has the following limitations:

5.2.1 The subjects of this study were limited in five selected branches of Nitipon Clinic located in the central part of Bangkok only. People in different areas may have different WOM behaviors.

5.2.2 The present study did not limit the range of ages of working aged people. There are different groups of working aged people, such as young adults or adults. It should be noted that different groups of working aged people may have different WOM behaviors.

5.2.3 This study focused only on the influence of WOM communication in purchasing the beauty treatment of the beauty clinic where facial skin and body shape treatment, and nourishment. The beauty businesses actually cover a wide range of services: beauty salon, spa, plastic surgery clinic.

## 5.3 Recommendations for Further Studies

The present study recommends the following studies:

5.3.1 The language used in WOM communication that influences consumers' purchasing decision is interesting to investigate. Further study may focus on language styles, or use of catchy words of WOM communication, which are mostly used. The information will help companies design words campaign that grab consumers' interest, persuade them to purchase a product or a service, and start word-of-mouth activities.

5.3.2 A further study should be conducted on WOM communication as one of marketing strategies in order to explore how a company promotes its products or services through WOM communication. Companies can use the information to adapt or improve their marketing activities to encourage people to talk about a product or a service. Consequently, people decide to purchase products or services.

5.3.3 It is interesting to study the relationship between levels of consumers' satisfaction and the spread of positive or negative information. Companies can be aware of kinds of information that are spread by satisfied and dissatisfied consumers in order that the companies can encourage consumers to spread positive information and harness the spread of negative information.

5.3.4 In an era of globalization, with the advancement of the Internet, people are currently connected worldwide. It would be advantage for companies to analyze WOM communication on the Internet. Consumers gather and spread messages on the Internet via various methods: personal emails, discussion forums, chat rooms, blogs, and search engines. An awareness of the method of transmission and barriers to the Internet word of mouth, companies can design their marketing campaign via the Internet effectively.

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## APPENDICES

APPENDIX A  
QUESTIONNAIRE

## Questionnaire

This questionnaire is a part of Master's Project, Srinakharinwirot University. The objective of the research is to find out the influence of word-of-mouth communication on consumers' purchasing decision on beauty treatment. Your answers would be a very valuable contribution to my research.

**Direction:** Please answer the questions below by marking ( ✓ ) in front of the alternatives which most match you.

The questionnaire is divided into three parts.

Part I: General Information

Part II: Consumers' behaviors in receiving and spreading information

Part III: Consumers' attitude toward word-of-mouth communication

### Part I: General Information

1. Age

( ) 15 – 22 years old

( ) Above 22 years old

2. Gender

( ) Male

( ) Female

3. Occupation

( ) Student

( ) Working aged people

( ) Other (Please specify).....

**Part II: Consumers' behaviors in receiving and spreading information**

4. Which source(s) of information make(s) you know Nitipon Clinic at the first time? (You may check more than one)

- Radio
- Print Ads (e.g. magazine, brochure)
- Transit Ads (e.g. taxi, bus)
- Word of Mouth
- Location of Nitipon Clinic
- Other (please specify).....

4.1 What kind(s) of information do you receive? (You may check more than one)

- Price
- Result
- Side Effect
- Physician
- Service Quality
- Service Features
- Medical Equipment
- Other (please specify).....

5. From the source(s) of information you received in No.4, which one MOST influences you to go to Nitiphol Clinic? (Please check only ONE answer)

- Radio
- Print Ads (e.g. magazine, brochure)
- Transit Ads (e.g. taxi, bus)
- Word of Mouth
- Location of Nitipon Clinic
- Other (please specify).....

5.1 What is the reason(s) of source of information in No.5 most influences you to go to Nitipon Clinic? (You may check more than one)

- The source is credible
- The source gives information in detail
- The source is launched to customers frequently
- Other (please specify).....

6. Before making a purchasing decision, do you search for more information of Nitiphon Clinic?

Yes.  No. (Please skip questions No.6.1 and No.6.2)

If your answer is "Yes",

6.1 what kind(s) of information of Nitiphon Clinic do you search for?

(You may check more than one)

Price

Result

Side Effect

Physician

Service Quality

Medical Equipment

Other (please specify).....

6.2 why do you search for more information before making a purchasing decision?

(You may check more than one)

to decrease risk

to gain confidence

to evaluate the alternatives

Other (please specify).....

7. What is the MOST important factor that makes you first visit Nitiphon clinic?

(Please check only ONE answer)

Price

Result

Side Effect

Physician

Service Quality

Medical Equipment

Reputation of a beauty clinic

Other (please specify).....

8. What is your satisfaction level about the treatment at Nitiphon Clinic?

Most satisfied

Very satisfied

About average

Somewhat dissatisfied

Very poor

9. Do you forward the information about the Nitipon Clinic to other people after the treatment?

- ( ) Yes. ( ) No. (Please skip question No.9.1 and No.9.2)

If your answer is "Yes",

9.1 how many people do you forward the information to?

- ( ) 1-3 persons
- ( ) 4-6 persons
- ( ) More than 6 persons

9.2 what kind(s) of information do you forward to other people? (You may check more than one)

- ( ) Price
- ( ) Result
- ( ) Side Effect
- ( ) Service Quality
- ( ) Medical Equipment
- ( ) Other (please specify).....

**Part III: Consumers' attitude toward word-of-mouth communication**

Statement	a lot (5)	Somewhat (4)	Average (3)	Little (2)	No (1)
10. Word-of-mouth communication creates brand awareness.					
11. Word-of-mouth communication makes you interested in using a service of a beauty clinic.					
12. Word-of-mouth communication is credibility.					
13. Word-of-mouth communication has an influence on your purchase decision.					

Thank you very much for your cooperation.

### แบบสอบถาม

แบบสอบถามนี้เป็นส่วนหนึ่งของสารนิพนธ์ นิสิตระดับปริญญาโท มหาวิทยาลัยศรีนครินทรวิโรฒ หัวข้อ อิทธิพลการสื่อสารแบบบอกต่อการตัดสินใจของผู้บริโภคในการรับบริการจากคลินิกความงาม โดยมีวัตถุประสงค์ เพื่อศึกษาอิทธิพลของการบอกต่อการตัดสินใจรับการรักษาที่คลินิกความงาม คำตอบของท่านจะเป็นประโยชน์ต่อการวิจัยในครั้งนี้ ขอขอบคุณที่ให้ความร่วมมือในการตอบแบบสอบถาม

คำสั่ง : กรุณาเติมเครื่องหมาย ( ✓ ) หน้าคำตอบที่ตรงกับท่านมากที่สุด

แบบสอบถามประกอบด้วย 3 ส่วน ดังนี้

ส่วนที่ 1: ข้อมูลทั่วไป

ส่วนที่ 2: พฤติกรรมการรับข้อมูลและถ่ายทอดข้อมูลโดยการสื่อสารแบบบอกต่อ

ส่วนที่ 3: ทัศนคติเกี่ยวกับการสื่อสารแบบบอกต่อ

#### ส่วนที่ 1: ข้อมูลทั่วไป

1. อายุ

( ) 15 – 22 ปี

( ) มากกว่า 22 ปี

2. เพศ

( ) ชาย

( ) หญิง

3. อาชีพ

( ) นักเรียน/ นักศึกษา

( ) คนทำงาน

( ) อื่นๆ (โปรดระบุ).....

**ส่วนที่ 2: พฤติกรรมการรับข้อมูลและถ่ายทอดข้อมูลโดยการสื่อสารแบบบอกต่อ**

4. ท่านรู้จักนิติพลคลินิกครั้งแรกจากแหล่งข้อมูลใด (ตอบได้มากกว่า 1 ข้อ)
- ( ) สื่อวิทยุ
  - ( ) สื่อเคลื่อนที่ (เช่น แท็บเล็ต, รถโดยสาร)
  - ( ) สื่อสิ่งพิมพ์ (เช่น โบปลิว, นิตยสาร)
  - ( ) ผู้ที่มีประสบการณ์ในการรักษา
  - ( ) นิติพลคลินิก
  - ( ) อื่นๆ โปรดระบุ.....
- 4.1 ท่านได้รับข้อมูลเกี่ยวกับเรื่องใด
- ( ) ราคา
  - ( ) ผลการรักษา
  - ( ) ผลข้างเคียง
  - ( ) แพทย์ผู้รักษา
  - ( ) คุณภาพการบริการ
  - ( ) ลักษณะการบริการ
  - ( ) อุปกรณ์การรักษา
  - ( ) อื่นๆ โปรดระบุ.....
5. จากแหล่งข้อมูลที่ท่านได้รับในข้อ 4 แหล่งข้อมูลใดมีอิทธิพลต่อการตัดสินใจรับบริการที่นิติพลคลินิกมากที่สุด (กรุณาตอบเพียง 1 คำตอบ)
- ( ) สื่อวิทยุ
  - ( ) สื่อเคลื่อนที่ (เช่น แท็บเล็ต, รถโดยสาร)
  - ( ) สื่อสิ่งพิมพ์ (เช่น โบปลิว, นิตยสาร)
  - ( ) ผู้ที่มีประสบการณ์ในการรักษา
  - ( ) นิติพลคลินิก
  - ( ) อื่นๆ โปรดระบุ.....
- 5.1 เพราะเหตุใดแหล่งข้อมูลในข้อ 5 จึงมีอิทธิพลต่อการตัดสินใจของท่านมากที่สุด (ตอบได้มากกว่า 1 ข้อ)
- ( ) น่าเชื่อถือ
  - ( ) ให้รายละเอียดข้อมูลชัดเจน
  - ( ) ได้รับข้อมูลบ่อยครั้ง
  - ( ) อื่นๆ โปรดระบุ.....

6. ท่านหาข้อมูลเพิ่มเติมเกี่ยวกับนิติพลคลินิกก่อนท่านตัดสินใจรับบริการหรือไม่
- ( ) หาข้อมูลเพิ่มเติม ( ) ไม่หาข้อมูลเพิ่มเติม (กรุณาข้ามคำถามข้อ 6.1 และ ข้อ 6.2)
- ถ้าคำตอบคือ “หาข้อมูลเพิ่มเติม”
- 6.1 ท่านหาข้อมูลเพิ่มเติมเกี่ยวกับเรื่องใด (ตอบได้มากกว่า 1 ข้อ)
- ( ) ราคา
- ( ) ผลการรักษา
- ( ) ผลข้างเคียง
- ( ) แพทย์ผู้รักษา
- ( ) คุณภาพการบริการ
- ( ) ลักษณะการบริการ
- ( ) อุปกรณ์การรักษา
- ( ) อื่นๆ โปรดระบุ.....
- 6.2 เพราะเหตุใดท่านจึงหาข้อมูลเพิ่มเติมอีกก่อนการตัดสินใจ (ตอบได้มากกว่า 1 ข้อ)
- ( ) ลดความเสี่ยง
- ( ) เพิ่มความมั่นใจ
- ( ) เปรียบเทียบกับคลินิกความงามอื่นๆ
- ( ) อื่นๆ โปรดระบุ.....
7. อะไรคือปัจจัยสำคัญที่สุดของท่านในการเลือกรับบริการที่นิติพลคลินิก (กรุณาตอบเพียง 1 คำตอบ)
- ( ) ราคา
- ( ) ผลการรักษา
- ( ) ผลข้างเคียง
- ( ) แพทย์ผู้รักษา
- ( ) คุณภาพการบริการ
- ( ) ลักษณะการบริการ
- ( ) อุปกรณ์การรักษา
- ( ) อื่นๆ โปรดระบุ.....
8. ท่านพอใจผลการรักษาที่นิติพลคลินิกในระดับใด
- ( ) พอใจที่สุด
- ( ) พอใจ
- ( ) ปานกลาง
- ( ) ไม่พอใจ
- ( ) ไม่พอใจที่สุด

9. ท่านบอกต่อข้อมูลเกี่ยวกับการรักษาที่นิติพลคลินิกไปยังบุคคลอื่นหรือไม่

( ) บอกต่อ ( ) ไม่บอกต่อ (กรุณาข้ามคำถามข้อ 9.1 และ ข้อ 9.2)

ถ้าคำตอบ คือ “บอกต่อ”

9.1 ท่านบอกต่อข้อมูลเกี่ยวกับการรักษาประมาณกี่คน

( ) 1 – 3 คน

( ) 4 – 6 คน

( ) มากกว่า 6 คน

9.2 ท่านบอกต่อข้อมูลเกี่ยวกับเรื่องใด (ตอบได้มากกว่า 1 ข้อ)

( ) ราคา

( ) ผลการรักษา

( ) ผลข้างเคียง

( ) แพทย์ผู้รักษา

( ) คุณภาพการบริการ

( ) ลักษณะการบริการ

( ) อุปกรณ์การรักษา

( ) อื่นๆ โปรดระบุ.....

### ส่วนที่ 3: ทัศนคติเกี่ยวกับการสื่อสารแบบบอกต่อ

คำถาม	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
10. การบอกต่อจากบุคคลอื่นทำให้รู้จักคลินิกความงาม					
11. การบอกต่อจากบุคคลอื่นทำให้สนใจรับการรักษาที่คลินิกความงาม					
12. การบอกต่อจากบุคคลอื่นน่าเชื่อถือ					
13. การบอกต่อจากบุคคลอื่นมีอิทธิพลต่อการตัดสินใจเลือกคลินิกความงาม					

APPENDIX B  
ESTIMATED TOTAL THAI ADVERTISING EXPENDITURE BY MEDIA  
IN THE YEAR 2004

## Estimated Total Thai Advertising Expenditure by Media in the Year 2004

Media	Expenditure (Million Baht)
Television	47,172
Radio	6,743
Newspapers	17,741
Magazines	5,973
Outdoor	4,051
Transit	579
Total	83,561

*Source: Nielson Media Research. (2005) Estimated Total Advertising Expenditure by Medium. (Online)*

APPENDIX C  
PERMISSION LETTER

VITAE

## VITAE

Name: Ms. Rujinan Kachenchart  
Date of Birth: October 13, 1978  
Place of Birth: Nakhonrachasima  
Home Address: 210 Moo 5 Mukkhamontri Rd. Tambon Banmai  
Muang district, Nakhonrachasima 30000, Thailand

### Educational Background:

2006	M.A. (Business English for International Communication) Srinakharinwirot University
2001	B.A. (English) Mahasarakham University, Mahasarakham
1995	Suranaree Wittaya School