

STUDYING OF MALE ADOLESCENT'S PERCEPTION IN BANGKOK TOWARDS FACIAL SURGERY

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Abstract

Studying of male adolescent's Perception in Bangkok towards facial surgery. There are the objectives as the following:

1. *Study of male adolescent's Perception in Bangkok towards facial surgery*
2. *Study of male adolescent's factors in Bangkok towards facial surgery.*

This study is a survey research of male group age range between 12 – 22 years old in Bangkok metropolitan area. The population is 400, which is a sample group and sampling by probability and multistage sampling. Data collecting by Self-Administered Questionnaire and the sampling data have been analyzed through SPSS for Windows computer program, by dividing the analysis results into 2 parts. Descriptive analysis data, using percentage and average frequency statistic in order to describe the demographic characteristics, psychological factors, social factors, and the behavior of male youth exposure to media in Bangkok metropolitan area. The hypotheses testing is done by using inferential inform statistics, which include the average of two independent populations comparison (T-Test) and the Pearson's coefficients analysis (Pearson's Product Moment Correlation Coefficient). Results are presented as follows.

Most male youth are satisfied with their facial appearance and are not likely to have a surgery for their faces. However, most male youth have attitudes that a good look will enhance their personality. The internet media is the most recognized male adolescent perception of surgery. The frequency of perception about the surgery 1-2 times a week.

To receive information about facial surgery of male adolescent individuals as an actor the most. However, the image of an actor who has surgery no affect in making the decision. The family is the crucial influence in making the decision on such surgery. This concludes that the family and any surgery clinics should provide accurate and adequate knowledge of the surgery to the male youth to ensure that they have a good understanding of surgery and also to increase the confidence level and leverage for the surgery business in Thailand market.

Keyword : Facial surgery, Male adolescent, Perception

Introduction

Nowadays, trend of Thai's society has been changed rapidly. Many Thais pay a lot of attention to the good personality and body image. Body image, then, becomes one of the factors to make people feel more confident and being more attractive. If someone does not have a good body image, they would lose of self-confident. Cosmetic surgery is, therefore, one of the solutions to raise self-confident of those people.

The role of cosmetic or plastic surgery is initially started from medical treatment, with the aim to cure infection on face or an injury from accident. This will make patients can live normally in society. When there is a significant growth of technology, the new medical treatment is developed. Plastic surgery on face is then shifted from medical treatment to cosmetic surgery.

“In the past, cosmetic surgery was popular in the group of people who work in the beauty salon or people who need to have a good looking as stars, artists or beauticians. Now, the trend of doing cosmetic surgery is expanded to people who aged 18-80 years and they are students, housekeepers, and elderly. Moreover, cosmetic surgery aims to enhance appearance of people, and need to be done perfectly as most people cannot notice that it is a cosmetic surgery” (Dr.Choltis Sinrattanon, 2009).

Dull and West has studied the reasons of one who will do the cosmetic surgery and the clarification of surgeons to inform patients. The results explained that patients and surgeons were attached to cosmetic surgery. They both gave the meaning of surgery from reconstructive surgery to cosmetic surgery, by considering most on face more than the whole body (Diana dull & Candace West, 1991, pp.54-69 cited in Kohchamon Vibolchan, 2006).

In the past, most people who did the cosmetic surgery were 35 years old and above, which their main purpose to do facial rejuvenation. Now, the aged of people who would like to do the cosmetic surgery is decreasing. The results from Dek-D poll show that cosmetic surgery is more popular and has reliable information. The poll also finds that there are 57.77% of teenagers who are interested to do cosmetic surgery. This confirms that the younger aged is willing to do the cosmetic surgery. When considering in aged group, one can see that 66.88% of teenagers who are 18-22 years old are interested to do cosmetic surgery.

One of the motivated factors for teenagers to do the cosmetic surgery is they would like to have a good looking, fear of imperfect body, and be ready to change their appearance whatever it will be. Not only girls are interested, male adolescents also pay attention to cosmetic surgery and the trend is continuously growing by 10% per year. Although the economic is deflation, the cosmetic surgery business is contrast, as they call "be poor but not be ugly". This reflects the adolescents are the most target group for cosmetic surgery (Nuttagrakta Prongprecha, 2007).

The market share of cosmetic surgery business in 2012 was 20,000 million baht. The average economic growth was 20% per year (Society of Plastic and Reconstructive Surgeons of Thailand, 2012).

For these reasons mentioned above, the researcher is interested to explore the perception on cosmetic surgery of male teenagers in Bangkok. The expected outcome will be benefit to develop the business of cosmetic surgery, aiming to meet the demand of customers and target group. Moreover, the outcome can be useful information for family members to do safe cosmetic surgery.

Objectives

1. To explore the perception on cosmetic surgery of male teenagers in Bangkok
2. To study the influenced factors on perception on cosmetic surgery of male teenagers

Methodology

This study was a quantitative research, a survey research. It was a non-experiment design by using a cross-sectional design. The data collection was done by using questionnaire as a tool in this study.

Population and sample

Population in this study was teenagers who were male, aged between 12-22 years old, and lived in Bangkok. The total populations were 431,219 (Department of Provincial Administration, Ministry of Interior, 2013).

The sample was male teenagers who aged 12-22 years old and lived in Bangkok. The sample size was calculated by using Taro Yamane's formula with 95% of confidence level of and 5% of acceptable sampling error. From the calculation, the sample was 399.63 or 400.

Sampling method

This study used a probability sampling. The multistage sampling, including cluster sampling, simple random sampling, quota sampling and accidental sampling, was also applied to recruit the samples

Tool

A self-administered questionnaire was used to explore the perception on cosmetic surgery of male teenagers in Bangkok. The questionnaire consisted of close-ended and open-ended questions.

Validity and reliability of tool

The tool was tested for a validity and reliability, by taking a statistical analysis to find the quality of the questionnaire. Alpha coefficient of Cronbach was applied. The researcher developed the questionnaire to meet the high quality standard.

Data analysis

Data was analyzed by using description statistics, including frequency, percentages, mean and standard deviation. Moreover, the inferential statistics such as Independent T-test, Chi-Square test, and Independent T-test, Chi-Square test and Pearson's Product Moment Correlation Coefficient, with statistically significant as 0.05, were used to test the hypothesis of the study.

Results**Part 1 Demographic information**

The majority of sample was a group of male teenager who aged 20-22 years old, as they were 180 samples, or 45% in average. 195 samples (48.7%) were in a bachelor degree. The average of family income per month was 40,001 or higher baht per month (200 samples, or 50%).

Part 2 Psychological factor influenced the perception of cosmetic surgery in men

328 samples (82%) were satisfied with their own body image. 343 of samples (85.8%) believed that having a good looking would make them have a good character. There were 262 samples (65.5%) who would never thought to do the cosmetic surgery or do anything to change their own looking.

Part 3 Social factor influenced the perception of cosmetic surgery in men

There were 251 samples (62.8%) have no related persons who do cosmetic surgery. 109 samples (60.56%) had friends who do the cosmetic surgery. 44% of teenagers (215 samples) got the information about cosmetic surgery from television/movie stars. 176 (44%) samples thought that the appearance of stars who do the cosmetic surgery did not influence the decision to do the cosmetic surgery. 37.7% of the sample thought that family members were the most influenced person to do the cosmetic surgery.

Part 4 Experienced factors influenced the perception of cosmetic surgery in men

312 samples (78%) never had experienced with cosmetic surgery. 33.2% of the sample noticed the information about cosmetic surgery from the internet. 234 samples (58.4%) got the information about the cosmetic surgery 1-2 times per week. Most of sample (242 samples, 60.5%) had less confident about the safety of cosmetic surgery in Thailand. More than half of the sample (55%) never received information or got negative information about cosmetic surgery less than 1 time per week.

Part 5 Decision trend to do cosmetic surgery in men

143 samples (35.7%) answered that the highest budget that teenagers or their parents would be able to pay was 10,001-25,000 baht. Almost third of the samples (71%) was thinking to do cosmetic surgery 0-25% in the next 2 years.

Part 6 Hypothesis tests

Hypothesis 1 The difference of demographic factors (including age, educational level and family income) had influenced on the perception on cosmetic surgery of male teenagers

Hypothesis 1.1 Age of male teenagers was related with perception on cosmetic surgery of male teenagers

Table 1 Association of age and perception on cosmetic surgery of male teenagers

Age good personality	Having a good looking (beautiful/handsome) will supp		Total
	Yes	No	
12-15 years	44 (80.0)	11 (20.0)	55(100.0)
16-19 years	130 (78.8)	35 (21.2)	165(100.0)
20-22 years	169 (93.9)	11 (6.1)	180(100.0)
Total	343 (85.7)	57 (14.3)	400(100.0)

Chi-Square = 17.791 df = 2 Sig = 0.000

From table 1, one can see that the statistically significant was 0.000. It was lower than statistically significant at 0.05. Thus, H₀ (null hypothesis) was rejected and we accepted H₁. It can be explained that age was associated with perception on cosmetic surgery of male teenagers, with statistically significant at 0.05.

Table 2 Level and trend of association between age and perception on cosmetic surgery of male teenagers

Value	Asymp. Std. Error(Approx. T(b)	Approx. Sig.		
Interval by Interval	Pearson's R	-.182	.046	-3.693	.000(c)
Ordinal by Ordinal	Spearman	-.195	.045	-3.961	.000(c)

Correlation

N of Valid Cases 400

* Statistically significant at 0.05

Table 2 showed the result from Pearson's Correlation Coefficient was -0.182. It can be concluded that age was associated with perception on cosmetic surgery of male teenagers in low level and in opposite way.

Hypothesis 1.2 Educational level was associated with perception on cosmetic surgery of male teenagers

Table 3 Association of educational level and perception on cosmetic surgery of male teenagers

Educational levels good personality	Having a good looking (beautiful/handsome) will supp		Total
	Yes	No	
Lower than secondary school	0(0.0)	1(100.0)	1(100.0)
Secondary school	42(82.4)	9(17.6)	51(100.0)
High school /Diploma	120(80.0)	30(20.0)	150(100.0)
Bachelor degree	178(91.3)	17(8.7)	195(100.0)
Higher than Bachelor degree	3(100.0)	0(0.0)	3(100.0)
Total	343(85.7)	57(14.3)	400(100.0)

Chi-Square = 15.940 df = 4 Sig = 0.003

From table 3, one can see that the statistically significant was 0.000, it was lower than statistically significant at 0.05. Thus, we accepted H₁. It can be seen that educational level was associated with perception on cosmetic surgery of male teenagers, with statistically significant at 0.05.

Table 4 Level and trend of association between educational level and perception on cosmetic surgery of male teenagers

Value	Asymp. Std. Error(Approx. T(b)	Approx. Sig.		
Interval by Interval	Pearson's R	-.150	.050	-3.025	.003(c)
Ordinal by Ordinal	Spearman	-.154	.048	-3.103	.002(c)
Correlation					
N of Valid Cases		400			

* Statistically significant at 0.05

Table 4 showed the result from Pearson's Correlation Coefficient was -0.150, meaning that educational level was associated with perception on cosmetic surgery of male teenagers in low level and in an opposed way.

Hypothesis 1.3 Family income was associated with perception on cosmetic surgery of male teenagers

Table 5 Association of family income and perception on cosmetic surgery of male teenagers

Average of family income (per month)	Having a good looking (beautiful/handsome) will support good personality		Total
	Yes	No	
Lower than 10000 baht	36(81.8)	8(18.2)	44(100.0)
10001-25000 baht	65(85.5)	11(14.5)	76(100.0)
25001-40000 baht	66(82.5)	14(17.5)	80(100.0)
40001 baht and higher	176(88.0)	24(12)	200(100.0)
Total	343(85.7)	57(14.3)	400(100.0)

Chi-Square = 2.080 df = 3 Sig = 0.556

Table 5 presented the statistically significant was 0.556, which was higher than statistically significant at 0.05. Thus, we accepted null hypothesis and rejected H₁. This can be seen as family income had no association with perception on cosmetic surgery of male teenagers, with statistically significant at 0.05.

Hypothesis 2 The difference of psychological factors (including body image and personality) had influenced on the perception on cosmetic surgery of male teenagers**Hypothesis 2.1** Body image of male teenagers were associated with perception on cosmetic surgery in men

Table 6 Association between body image and perception on cosmetic surgery in men

Satisfaction in body image	Having a good looking (beautiful/handsome) will support good personality		Total
	Yes	No	
Satisfied	278(84.8)	50(15.2)	328(100.0)
Not satisfied	65(90.3)	7(9.7)	72(100.0)
Total	343(85.7)	57(14.3)	400(100.0)

Chi-Square = 1.473 df = 1 Sig = 0.225

Table 6 illustrated the statistically significant was 0.225, which was higher than 0.05. Therefore, we accepted null

hypothesis and rejected H₁. It concluded that body image had no association with perception on cosmetic surgery of male teenagers, with statistically significant at 0.05.

Hypothesis 2.2 Personality was associated with perception on cosmetic surgery in men

Table 7 Association between personality and perception on cosmetic surgery in men

Have thought to do change th appearance	Having a good looking (beautiful/handsome) will support good personality		Total
	Yes	No	
Yes	130(94.2)	8(5.8)	138(100.0)
Never	213(81.3)	49(18.7)	262(100.0)
Total	343(85.7)	57(14.3)	400(100.0)

Chi-Square = 12.320 df = 1 Sig = 0.000

Table 7 showed the statistically significant at 0.000, meaning that H₀ was rejected and H₁ was accepted. In other words, personality was associated with perception on cosmetic surgery in men, with statistically significant at 0.05.

Table 8 Level and trend of association between personality and perception on cosmetic surgery in men

	Value	Asymp. Std. Error(a)	Approx. T(b)	Approx. Sig.	
Interval by Interval	Pearson's R	.175	.040	3.556	.000(c)
Ordinal by Ordinal	Spearman Correlation	.175	.040	3.556	.000(c)
N of Valid Cases		400			

The result from table 8 illustrated that Pearson's Correlation Coefficient was 0.175. Thus, personality was associated with perception on cosmetic surgery of male teenagers in low level and in the same way.

Hypothesis 3 The difference of social factors (consisting of family, friends and stars/artists) had influenced on the perception on cosmetic surgery in men

Hypothesis 3.1 Family of male teenagers was associated with the perception on cosmetic surgery in men

Table 9 Association between family and perception on cosmetic surgery in men

Family support good personality	Having a good looking (beautiful/handsome) w		Total
	Yes	No	
Family has influenced on cosmetic surger	151(81.3)	24(18.7)	175(100.0)
Total	151(81.3)	24(18.7)	175(100.0)

Chi-Square = 0.073 df = 1 Sig = 0.787

The results from table 9 showed that the statistically significant was 0.787, as a result in accepting H_0 and rejecting H_1 . It was noted that family had no association with perception on cosmetic surgery of male teenagers, with statistically significant at 0.05.

Hypothesis 3.2 Friends was associated with the perception on cosmetic surgery in men

Table 10 Association between friends and the perception on cosmetic surgery in men

Friends good personality	Having a good looking (beautiful/handsome) will supp		Total
	Yes	No	
Friends has influenced on cosme surgery	146(81.3)	23(18.7)	169(100.0)
Total	146(81.3)	23(18.7)	169(100.0)

Chi-Square = 0.098 df = 1 Sig = 0.754

From table 10, one can see that the statistically significant was higher than 0.05 (Sig. = 0.754). Hence, we accepted H_0 , meaning that friends had no association with perception on cosmetic surgery of male teenagers, with statistically significant at 0.05.

Hypothesis 3.3 Stars or artists was associated with the perception on cosmetic surgery in men

Table 11 Association between stars or artists and the perception on cosmetic surgery in men

Having a good looking (beautiful/handsome) will supp good personality	Stars or artists		Total
	Yes	No	
Stars or artists has influenced cosmetic surgery	77(88.5)	10(11.5)	87(100.0)
Total	77(88.5)	10(11.5)	87(100.0)

Chi-Square = 0.691 df = 1 Sig = 0.406

The statistically significant was 0.406, as shown in table 10, thus H_0 was accepted. It was noted that stars or artists had no association with perception on cosmetic surgery of male teenagers, with statistically significant at 0.05.

Hypothesis 4 The difference of media exposure behavior (type of media and frequency of media exposure) of male teenagers had influenced on the perception on cosmetic surgery in men

Hypothesis 4.1 Media types was associated with the perception on cosmetic surgery in men

Table 12 Association between media types and the perception on cosmetic surgery in men

Type of media good personality	Having a good looking (beautiful/handsome) will suppo		Total
	Yes	No	
Suggested from friends	72(91.1)	7(8.9)	79(100.0)
Newspaper	12(85.7)	2(14.3)	14(100.0)
Billboard	20(90.9)	2(9.1)	22(100.0)
Radio/Television	91(84.3)	17(15.7)	108(100.0)
Magazine	28(80.0)	7(20.0)	35(100.0)
Internet	112(84.2)	21(15.8)	133(100.0)
Others	8 (8 9 . 9)	1 (1 1 . 1)	9 (1 0 0 . 0)
Total	343(85.7)	57(14.3)	400(100.0)
Chi-Square = 3.831 df = 6 Sig = 0.700			

Table 12 showed the statistically significant at 0.700, thus the H_0 was accepted. The result presented that type of media had no association with perception on cosmetic surgery of male teenagers, with statistically significant at 0.05.

Hypothesis 4.2 Frequency of media exposure was associated with the perception on cosmetic surgery in men

Table 13 Association between frequency of media exposure and the perception on cosmetic surgery in men

Frequency of media exposure cosmetic surgery	Having a good looking (beautiful/handsome) will suppo		Total
	Yes	No	
None	91(83.5)	18(16.5)	109(100.0)
1-2 times/week	200(85.5)	34(14.5)	14(100.0)
3-4 times/week	14(87.5)	2(12.5)	22(100.0)
More than 4 times/week	3 8 (9 2 . 7)	3 (7 . 3)	9 (1 0 0 . 0)
Total	343(85.7)	57(14.3)	400(100.0)
Chi-Square = 2.125 df = 3 Sig = 0.547			

It was clearly seen that statistically significant was higher than 0.05 (Sig. = 0.547), from table 13, and H_0 was accepted. It concluded that frequency of media exposure had no association with perception on cosmetic surgery of male teenagers, with statistically significant at 0.05.

Conclusions

Hypothesis 1 The difference of demographic factors (including age, educational level and family income) had influenced on the perception on cosmetic surgery of male teenagers.

The results suggested that age and educational level of male teenagers was associated with the perception on cosmetic surgery in men, while family income was not.

Hypothesis 2 The difference of psychological factors (including body image and personality) had influenced on the perception on cosmetic surgery of male teenagers

The study showed that personality was associated with the perception on cosmetic surgery in men, and this hypothesis was not applied to body image.

Hypothesis 3 The difference of social factors (consisting of family, friends and stars/artists) had influenced on the perception on cosmetic surgery in men

The concluding results illustrated that social factors, including family, friends and stars/artists had no association with perception on cosmetic surgery of male teenagers.

Hypothesis 4 The difference of media exposure behavior (type of media and frequency of media exposure) of male teenagers had influenced on the perception on cosmetic surgery in men

The results from the study presented that media exposure behavior such as type of media and frequency of media exposure had no association with the perception on cosmetic surgery of male teenagers.

Discussions

The results from this study can be discussed as follow. Though, there is a positive on the perception on cosmetic surgery of male teenagers. The trend of male teenagers in Bangkok who are interested to do cosmetic surgery in the next 2 years is in a low level, as most of them are satisfied with their body image and do not want to change anything. Most of male teenagers acknowledge that having a good appearance would support their personality. However, one reason that support this fact can be the safety of cosmetic surgery in Thailand, as there is not much supporting and promoting from the government. This rationale is supported by the article "The differences between Thai and Korean cosmetic surgery, real expert or good promoting" by Dr. Bhudit Puengjuntaradej, a surgeon. Dr. Puengjuntaradej mentioned that "Thailand has a difficulty to improve a better cosmetic surgery. The government has been often changed, we cannot do a lot of promotion as tourism. If we can do more promotion, the growing up on cosmetic surgery business can be seen, as Thai surgeons are also experts and professional" (ASTV Manager Online, 2013)

Recommendations

The results from this study suggested that male teenagers in Bangkok would not be interested to do cosmetic surgery in the next 2 years. Most of them were satisfied with their own body image. However, male adolescents perceived that having a good looking (handsome) would support their personality. Additionally, family was the most influenced factors of male teenagers to decide to do cosmetic surgery. Therefore, it is the main responsibility of family to advise, suggest and observe teenagers in all activity relating to cosmetic surgery.

Most male adolescents are searching more information on cosmetic surgery. The source of information is from the internet. This implies that the owner of cosmetic surgery business should promote their program and courses on the internet, as teenagers use the most and it is easily to access.

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