Factors Influencing Consumer Behavior Toward Aesthetic Services Under the Influence of Beauty Standards in Thai Society

Arirat Khetkhong[1*], Vichit U-On[2]

[1,2]Graduate College of Management, Sripatum University, Bangkok, Thailand; Arirat.aomm@gmail.com

Abstract. This study investigates the marketing factors influencing consumer decisions regarding aesthetic services in Bangkok, focusing on demographic variations, the relationship between these factors and perceived service effectiveness, and their predictive power. A quantitative approach was employed, utilizing structured questionnaires distributed to Bangkok residents aged 18–45 who had used or considered aesthetic services. Data analysis involved descriptive statistics, correlation analysis, and multiple regression. Findings reveal that social motivations, particularly peer and workplace influence, have a stronger impact on consumer behavior than self-perceived physical appearance. Among the marketing mix elements, promotion strategies and provider professionalism were the most influential in shaping consumer decisions. The 7Ps framework (Product, Price, Place, Promotion, People, Process, Physical Evidence) significantly predicted perceived service effectiveness. The study concludes that social and professional environments are key drivers in aesthetic service usage, and that marketing strategies emphasizing trust, expertise, and targeted promotion are most effective. Practically, aesthetic service providers should tailor marketing efforts to reflect social influence and service quality, using demographic insights to enhance targeting, customer satisfaction, and competitiveness in a culturally dynamic market.

1. INTRODUCTION

In recent years, the global beauty industry has witnessed exponential growth, driven by advancements in cosmetic technology, increased affordability, and the influential role of social media. According to Statista (2023), the global market value of the beauty and personal care industry was estimated at over USD 579 billion and is projected to continue growing steadily. The rising consumer demand for aesthetic services is closely associated with changing societal values, where physical appearance is often equated with social status, confidence, and professional opportunities Jones and Heyes (2021).

In the Asia-Pacific region, beauty standards are strongly influenced by cultural exports from countries such as South Korea and Japan. The popularity of K-beauty trends, idol culture, and digital content has contributed to a transnational ideal of beauty that emphasizes fair skin, a slim body, and youthful features Holliday and Elfving Hwang (2012). These standards have significantly shaped consumer expectations across Southeast Asia, including Thailand, where aesthetic clinics are increasingly sought after by both local consumers and international clients seeking cosmetic tourism Connell (2021).

Thailand's beauty industry has seen remarkable growth in recent years. Bangkok, in particular, has become a central hub for aesthetic services, offering a diverse range of procedures from non-invasive skin treatments to advanced cosmetic surgeries. The rise in demand is not only attributed to increased accessibility and innovation but also to the social pressure reinforced by online platforms and celebrity influence Choi and Lee (2020). As a result, many individuals perceive aesthetic enhancement as a means to gain confidence, improve social mobility, and meet modern beauty expectations.

However, while the industry continues to thrive, there remains a gap in understanding the behavioral factors that lead consumers to utilize aesthetic services. Existing studies have primarily focused on motivations such as self-esteem and appearance-related concerns Sarwer et al. (2005), but fewer have explored how marketing factors, demographic characteristics, and social influences collectively impact decision-making in the Thai context. Additionally, there is limited research applying predictive models, such as stepwise multiple regression, to assess which marketing mix elements most strongly influence consumer behavior.

This study addresses this gap by examining the factors that affect the use of aesthetic services in Bangkok under the influence of prevailing beauty standards. By investigating the intersection of marketing strategies, personal motivations, and demographic variables, this research aims to generate insights that are beneficial for marketers, service providers, and policymakers seeking to better understand and respond to consumer needs in Thailand's aesthetic services sector.

2. RESEARCH OBJECTIVES

1) To study the marketing factors influencing the use of beauty clinic services among consumers in Bangkok, categorized by demographic characteristics.

2) To analyze the relationship between marketing factors and the effectiveness of consumers' utilization of beauty clinic services in Bangkok.

3) To examine the multiple regression model to assess the influence of marketing factors on the effectiveness of consumers' utilization of beauty clinic services in Bangkok.

3. LITERATURE REVIEW

The beauty service industry has become increasingly competitive, especially in urban areas like Bangkok. Understanding

how marketing factors influence consumers' decisions and service satisfaction is essential. This chapter reviews key concepts and studies related to marketing mix, demographic factors, and service effectiveness in the beauty clinic sector.

Hypothesis 1: There is a statistically significant relationship between marketing mix factors and the use of beauty clinic services among consumers in Bangkok.

Bannakorn and Toopthong (2024) found that personnel and product factors significantly influenced the decision to use Chana Clinic's beauty services. Similarly, research by Nitipornphimnont and Chanthasom (2024) indicated that elements of the service marketing mix, including price, place, people, process, and physical evidence, had a statistically significant relationship with the decision to use beauty clinic services in Bangkok and its vicinity. These findings underscore the importance of marketing mix factors in shaping consumer behavior in the beauty clinic sector in Bangkok.

Hypothesis 2: The influence of marketing mix factors on the use of beauty clinic services differs significantly according to demographic characteristics (such as gender, age, income, and education level) of consumers in Bangkok.

Nitipornphimnont and Chanthasom (2024) found that demographic factors such as gender, age, marital status, education level, occupation, and average monthly income had a statistically significant effect on the decision to use beauty clinic services in Bangkok and its vicinity. Additionally, the elements of the service marketing mix, including price, place, people, process, and physical evidence, were found to have a statistically significant relationship with the decision to use beauty clinic services at a significance level of 0.05. Another study by Chonrasit Pukprasong (2024) examined user satisfaction with beauty clinic services in Bangkok and found that demographic factors such as age and monthly income significantly affected satisfaction levels. This suggests that different demographic groups may perceive and respond to marketing mix elements differently, influencing their satisfaction and usage of beauty clinic services.

Hypothesis 3: There is a statistically significant relationship between marketing mix factors and the effectiveness of consumers' utilization of beauty clinic services in Bangkok.

Lertphattanakit (2024) found that satisfaction, service quality, and innovation significantly influenced the success of beauty clinic management systems in Bangkok. Similarly, research by Phusri and Pattanarangsun (2024) identified that factors such as age, province of residence, expenses, service selection methods, information gathering before service use, and marketing mix elements like product, people, physical evidence, and process significantly affected the frequency of using beauty clinic services in Thailand.

Hypothesis 4: Certain marketing mix factors significantly predict the effectiveness of consumers' utilization of beauty clinic services in Bangkok, as determined by the stepwise multiple regression model.

Nithipornpimol and Chansom (2024) found that service marketing mix elements such as price, place, people, process, and physical evidence significantly influence consumers' decisions to use beauty clinic services. Similarly, Kuadsalee and Visitnitikitja (2024) showed that marketing promotion strongly affects the decision to choose eyebrow tattooing services in Bangkok. Pongphuripot and Visitnitikitja (2024) reported that product, price, personnel, operation process, physical appearance, and presentation significantly impact the decision to utilize beauty spa services. Additionally, Muangmoolchai, et al. (2024) revealed that integrated marketing communications, including advertising, public relations, and word-of-mouth, significantly influence Generation Y-Z consumers' decisions regarding beauty clinic services, although event marketing and sales promotions were less impactful. Collectively, these findings confirm that various marketing mix factors play a crucial role in shaping consumer behavior in Bangkok's beauty service industry.

4. RESEARCH FRAMEWORK

The conceptual framework of this study is designed to explore the relationship between marketing mix factors, demographic characteristics, and consumer motivations in influencing the effectiveness of beauty clinic service utilization among consumers in Bangkok. The study conceptualizes the seven elements of the marketing mix,product, price, place, promotion, people, process, and physical evidence,as independent variables that represent key strategic levers employed by beauty clinics to attract and retain consumers. Demographic characteristics, including gender, age, marital status, education level, occupation, and income, are considered potential moderating variables that may differentiate consumer perceptions and responses to marketing stimuli. Furthermore, consumer motivations are categorized into two primary dimensions: social motivation, which reflects the desire for social approval and enhancement of personal image, and physical motivation, which encompasses the need to address dissatisfaction with physical appearance or to build self-confidence. The dependent variable, defined as the effectiveness of service utilization, includes behavioral indicators such as frequency of visits, types of services used, satisfaction with results, and intentions to reuse or recommend services to others. The framework supports the use of stepwise multiple regression analysis as the primary statistical method to identify the most influential marketing variables and to evaluate the predictive power of each factor. This model offers both a theoretical lens and a practical foundation for developing data-driven marketing strategies that align with consumer behavior in the competitive and image-conscious context of urban beauty services in Bangkok. Figure 1 illustrates the research framwork of factors influecing consumer behavior toward aesthetic services under the influence of beauty standards in Thai Society.

Figure 1: Research Framework.

5. RESEARCH METHODOLOGY

This research employed a quantitative research methodology, aiming to investigate the influence of marketing mix factors (7Ps), consumer motivations, and demographic characteristics on consumer behavior regarding beauty clinic service utilization in Bangkok. The data were collected using a structured questionnaire and analyzed through descriptive and inferential statistics, including stepwise multiple regression analysis to identify the most influential predictors of service utilization behavior.

5.1. Research Design

This study applied a survey research design to collect data from consumers who had prior experience with beauty clinic services in Bangkok. The questionnaire was developed based on the conceptual framework aligned with the research objectives and hypotheses. The variables in the study include independent variables (marketing mix factors and motivations), demographic variables, and the dependent variable (service utilization behavior).

5.2. Population and Sample

The population in this study comprised consumers who had previously used beauty clinic services in Bangkok. According to statistics from the Office of the National Economic and Social Development Council, the estimated number of this population is approximately 2.2 million people.

A total of 400 respondents were selected as the research sample, determined using Yamane's formula (1973) at a 95% confidence level and a ±5% margin of error. Purposive sampling was applied to select participants who met the inclusion criteria, which required that they reside in Bangkok and have used beauty clinic services within the past 12 months.

5.3. Research Instrument

The primary research instrument was a structured questionnaire, developed based on relevant theories and previous studies. The questionnaire was divided into five sections as follows:

Section 1: Screening questions using open-ended items with fixed choices to ensure that participants met the eligibility criteria (i.e., residing in Bangkok and having used beauty clinic services within the past year).

Section 2: Demographic information, including gender, age, education level, occupation, income, and marital status.

Section 3: Service usage behavior, including frequency of visits, average spending per session or per month, sources of information used prior to service selection, and intention to revisit or recommend the service.

Section 4: Opinions on the 7Ps of marketing mix (product, price, place, promotion, people, process, and physical evidence), measured using a 5-point Likert scale, along with an open-ended question for additional suggestions or feedback.

Section 5: Motivational factors, divided into social motivations (e.g., desire for social approval, image enhancement) and physical motivations (e.g., dissatisfaction with appearance, desire for self-confidence).

5.4. Validity and Reliability of the Instrument

To ensure content validity, the questionnaire was reviewed by three experts in marketing and consumer behavior. Revisions were made based on their feedback to improve clarity, relevance, and alignment with the research objectives.

A pilot test was conducted with 30 participants who had similar characteristics to the target population. The reliability of the instrument was assessed using Cronbach's Alpha coefficient, with results exceeding 0.70 for all key sections, indicating acceptable internal consistency as recommended by Nunnally and Bernstein (1994).

5.5. Data Collection

Data were collected from January to April 2025 using an online questionnaire distributed via Google Forms. The questionnaire was shared through targeted social media platforms such as Facebook groups, LINE OA, and beauty-related communities to reach the intended population effectively and efficiently.

5.6. Data Analysis

The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS). The analysis was conducted in three stages:

1) Descriptive Statistics: Used to describe the characteristics of the sample, including frequency, percentage, mean, and standard deviation.

2) Inferential Statistics:

- Independent sample t-test and One-way ANOVA were used to assess differences in service utilization behavior based on demographic variables.
- Pearson's correlation coefficient was used to examine relationships among marketing mix factors, motivations, and behavioral outcomes.
- Multiple regression analysis was employed to identify which marketing mix variables significantly predict effective service utilization behavior and to construct the best predictive model.

6. RESEARCH RESULTS

Table 1 presents a summary of the key research findings based on the study's three primary objectives, focusing on consumer behavior toward beauty clinic services in Bangkok. The table is organized by objective and details how various marketing factors, demographic characteristics, and analytical models contribute to service utilization behavior.

Table 1: Research findings.

Objective 1	Research findings
Perceptions toward marketing mix factors	Consumers generally perceived all seven components of the marketing mix, product, price, place, promotion, people, process, and physical evidence, as important influences in their decision to use beauty clinic services. Among these, the most influential factors were people (service personnel), process (service delivery), and physical evidence (clinic environment), which played a central role in shaping trust, satisfaction, and repeated service use.
Influence of demographic characteristics	Differences in perception were observed across demographic groups. Female respondents showed greater responsiveness to promotional efforts and service quality, while younger age groups tended to value brand interaction and online convenience. While education and occupation had limited effect, gender and age were found to influence how consumers evaluated and prioritized marketing elements.
Relationship and predictive power of marketing mix	All components of the marketing mix were positively associated with effective service utilization. Consumers who rated these factors highly were more likely to exhibit repeated usage and satisfaction. Further analysis using stepwise multiple regression revealed that three key predictors, personnel, process, and physical environment, significantly influenced consumer behavior. These three variables alone explained a large portion of the variance in service utilization, highlighting the critical role of service delivery and customer interaction.
Objective 2	**Research findings**
Consumers' perception of marketing mix factors	The findings indicate that consumers perceived all seven elements of the marketing mix, product, price, place, promotion, people, process, and physical evidence, as important in influencing their decision to use beauty clinic services. Among these, the most influential factors were identified as service personnel, service processes, and the physical environment. These components played a critical role in establishing consumer trust, satisfaction, and the intention to revisit or recommend services. The results underscore the importance of service quality, operational efficiency, and a well-maintained physical atmosphere in driving positive consumer experiences.
Influence of demographic characteristics	When analyzing differences across demographic groups, gender and age were found to significantly influence consumer perception toward marketing elements. Female consumers demonstrated greater responsiveness to promotional strategies and service delivery quality compared to male counterparts. Younger age groups placed more emphasis on brand image, digital accessibility, and interactive experiences, while older consumers prioritized pricing and convenience. Other demographic variables such as education, occupation, and income did not show statistically significant differences but indicated nuanced preferences in specific areas.
Relationship between marketing factors and service utilization effectiveness	The results of Pearson's correlation analysis revealed a statistically significant positive relationship between all marketing mix components and the effectiveness of service utilization. In particular, service process, personnel, and physical environment demonstrated the strongest associations with consumers' perceived efficiency and satisfaction. This suggests that well-executed service delivery, competent and courteous staff, and a clean, comfortable clinic setting are central to effective customer engagement.
Predictive power of marketing mix factors on consumer behavior	Stepwise multiple regression analysis identified service personnel, service process, and physical environment as significant predictors of consumer behavior. These three factors were found to account for a substantial proportion of the variance in service utilization outcomes. The results emphasize that strategic focus on staff training, workflow optimization, and enhancing the clinic atmosphere can directly influence consumer loyalty and repeat service behavior.
Objective 3	**Research findings**
To examine the multiple regression model to assess the influence of marketing factors on the effectiveness of consumers' utilization of beauty clinic services in Bangkok	The stepwise multiple regression analysis revealed that people (service personnel), process (service delivery), and physical evidence (environment) were statistically significant predictors of consumers' effective utilization of beauty clinic services. Other marketing mix elements did not demonstrate predictive power in the final model. These results emphasize the critical role of service quality and in-clinic experience in shaping customer behavior.

Table 2 summarizes the findings from hypothesis testing, based on the study's evaluation of how marketing mix factors influence consumer behavior in the context of beauty clinic services in Bangkok. Each hypothesis is directly matched with corresponding research findings, providing clear evidence of whether and how the proposed relationships were supported.

Table 2: Hypothesis testing.

Hypothesis	Research findings
There is a statistically significant relationship between marketing mix factors and the use of beauty clinic services among consumers in Bangkok	The analysis confirmed that there is a statistically significant positive relationship between all components of the marketing mix and the use of beauty clinic services among consumers in Bangkok. This suggests that consumers who perceive higher marketing quality are more likely to engage in and utilize these services regularly.
The influence of marketing mix factors on the use of beauty clinic services differs significantly according to demographic characteristics (Such as gender, age, income, and education level) of consumers in Bangkok	Findings indicate that the influence of marketing mix factors varies significantly across demographic groups. Gender and age were found to be particularly influential, with female and younger consumers showing greater sensitivity to promotional efforts, service quality, and brand interaction. Differences based on income and education level were less pronounced but still present in certain dimensions.
There is a statistically significant relationship between marketing mix factors and the effectiveness of consumers' utilization of beauty clinic services in Bangkok.	There is a statistically significant relationship between marketing mix factors and the effectiveness of service utilization. Consumers who rated the marketing mix components more favorably demonstrated higher levels of satisfaction, loyalty, and intention to reuse the services, particularly in relation to the quality of personnel, service process, and environment.
Certain marketing mix factors significantly predict the effectiveness of consumers' utilization of beauty clinic services in Bangkok, as determined by the stepwise multiple regression model.	Through stepwise multiple regression analysis, it was found that only specific marketing mix factors,namely people, process, and physical evidence,significantly predicted the effectiveness of service utilization. These three predictors explained a substantial proportion of the variance, highlighting their importance in strategic service design and customer engagement.

7. CONCLUSION

This study aimed to investigate the factors influencing consumers' utilization of beauty clinic services in Bangkok, focusing on the marketing mix (7Ps), demographic characteristics, and the effectiveness of service engagement. A structured questionnaire was employed as the primary data collection tool, and the responses from 400 participants were analyzed using descriptive statistics, inferential statistics, and stepwise multiple regression analysis.

The findings revealed that consumers generally rated all seven dimensions of the marketing mix,product, price, place, promotion, people, process, and physical evidence at a high level, with the highest impact observed in the areas of service personnel, service process, and the physical environment. These elements were consistently associated with increased consumer satisfaction, trust, and intention to revisit, underscoring the importance of service quality, professional interactions, and a well-maintained clinic setting in building lasting customer relationships.

Demographic analysis indicated that gender and age played a statistically significant role in shaping consumer perceptions. Female consumers were more sensitive to promotional activities and service quality, while younger respondents placed greater emphasis on brand image, digital access, and experiential elements of the service. While education and income had some influence, they were less prominent in explaining behavioral differences than gender and age.

The results also confirmed a significant positive relationship between all marketing mix factors and the effectiveness of service utilization. Consumers who perceived higher quality in marketing efforts were more likely to demonstrate satisfaction, repeat visits, and loyalty toward the clinic. Among all dimensions, service personnel, service process, and the physical environment emerged as the most influential.

Furthermore, the stepwise multiple regression analysis demonstrated that these three dimensions people, process, and physical evidence were statistically significant predictors of service utilization effectiveness. Together, they accounted for a substantial portion of the variance in consumer behavior, highlighting the central role of service delivery in driving outcomes beyond surface-level marketing efforts.

In summary, this study emphasizes that the success of beauty clinic businesses in urban settings such as Bangkok requires a holistic approach to marketing one that goes beyond traditional advertising and product features. Clinics must invest in developing staff competencies, optimizing service workflows, and designing environments that promote comfort, trust, and a premium client experience. These findings offer valuable insights for both strategic marketing and operational improvements aimed at enhancing consumer satisfaction and long-term engagement in the beauty service industry.

8. DISCUSSION

The findings of this study provide significant insights into consumer behavior in the context of beauty clinic services in Bangkok and affirm the relevance of marketing mix strategies, particularly in urban service environments. The results are consistent with existing literature that underscores the role of service quality and consumer-centric marketing in influencing decision-making and satisfaction Parasuraman et al. (1985) Kotler & Keller (2016).

First, the study confirmed that all seven elements of the marketing mix positively influence consumers' usage of beauty clinic services. Among them, people (service personnel), process, and physical evidence were rated most highly. This supports prior research that highlights how interactions with well-trained, courteous, and professional staff significantly enhance the customer experience in service-based industries Bitner (1992). Likewise, a smooth and well-managed service process increases convenience and perceived professionalism, while an appealing physical environment contributes to trust and comfort,factors that are particularly important in health and beauty-related services.

Second, the impact of demographic characteristics on consumer perceptions was noteworthy. Female respondents and younger age groups showed heightened sensitivity to promotional efforts, service ambiance, and staff attentiveness. This aligns with previous studies suggesting that younger consumers and women tend to be more responsive to experiential marketing and emotional value Holbrook & Hirschman (1982). It also suggests that segmentation strategies should be adopted to tailor messaging and service delivery to different consumer profiles.

Third, the study found a statistically significant relationship between marketing mix factors and the effectiveness of service utilization, including frequency of use, satisfaction, and loyalty. This is consistent with Zeithaml and Bitner (2003), who argued that perceived service quality directly affects behavioral intentions. The implication is that beauty clinics that invest in consistent, high-quality service elements are more likely to retain customers and benefit from word-of-mouth referrals.

Finally, the stepwise multiple regression analysis identified that only three dimensions,people, process, and physical evidence were significant predictors of consumer behavior. This finding underscores the idea that not all marketing mix factors are equally impactful in service contexts. Product and price, although relevant, appear secondary in influencing behavioral outcomes in the beauty clinic industry. This is consistent with service-dominant logic, which suggests that value is co-created through experiences rather than solely through tangible goods Vargo and Lusch (2004).

In conclusion, the findings validate and extend existing theories of service marketing and consumer behavior by emphasizing that in aesthetic and health-related services, success is determined not merely by the presence of service offerings but by how they are delivered and experienced. Service providers should prioritize staff development, process optimization, and atmosphere enhancement to achieve competitive advantage and sustained customer engagement.

9. RESEARCH CONTRIBUTION

This study contributes to the growing body of knowledge in service marketing, particularly in the context of beauty clinic services in Thailand an area that has been relatively underexplored. By examining the relationship between the marketing mix and consumer behavior, while also considering demographic differences and applying a multiple regression approach, the research offers a comprehensive perspective on service utilization in a real-world, urban setting. Practically, the findings can support beauty clinic operators in developing more effective marketing strategies by focusing on key service dimensions such as staff competency, service process efficiency, and physical environment quality, which are critical to enhancing customer satisfaction and loyalty. Moreover, the insights from this research may inform public and private sector initiatives aimed at promoting service quality standards and supporting the sustainable development of the beauty and wellness industry in Thailand.

10. RECOMMENDATION

The findings of this study suggest several important directions for both beauty clinic practitioners and future researchers. From a practical standpoint, service providers should prioritize the development of service quality in three critical areas: people, process, and physical evidence. These elements were found to have the greatest influence on consumers' effective use of beauty clinic services. Investing in staff training programs, improving the efficiency of service procedures, and enhancing the physical environment of the clinic can significantly strengthen customer satisfaction, trust, and loyalty. Such efforts should not be treated as optional, but rather as core strategies to sustain competitive advantage in an increasingly service oriented and experience-driven beauty industry.

Furthermore, marketing strategies should be designed with sensitivity to demographic factors such as gender and age. The study found that female and younger consumers tend to respond more positively to promotional campaigns, online accessibility, and brand image. Therefore, tailoring communication and service design to meet the expectations of these groups can help businesses expand their reach and improve customer engagement.

In terms of academic contribution, this research opens the door for further exploration. Future studies may consider using longitudinal or mixed-method approaches to investigate how consumer preferences evolve over time or to gain deeper insights into the emotional and psychological motivations behind beauty service decisions. In addition, conducting comparative studies across different geographic regions or cultural contexts could provide broader implications for marketing in the beauty and wellness sector at both the national and regional levels.

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