

## Video Content Marketing Consumption about Plastic Surgery

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### Abstract

Plastic surgery is becoming popular. The study aimed to study consumer behavior on being exposed to video content marketing about plastic surgery. The questionnaires were distributed to at 337 people living in Bangkok area. Their ages were 20 years of age and above. The questionnaires were pilot tested and its reliability was 0.902. Percentage, mean, standard deviation, and One-way Analysis of Variance: One-way ANOVA were used to analyze the data collected. The study revealed that the majority of the respondents were females, aged between 31 and 40 years of age, obtained undergraduate degree, working as private company employees, and earned 20,001 – 40,000 Baht a month. They were mostly exposed to the video content marketing about plastic surgery sometimes, i.e. 3 – 4 times a week, from 12.00 to 18.00 via YouTube channel and from the beginning to the end of the clips. They also fancied the video content marketing that the persons who had experienced plastic surgery were reviewing. Without doubts, the plastic surgery experiencers were, therefore, the most common source of information. Appropriate plastic surgery content marketing and platform selections to the specific target audience are the research contribution.

### Introduction

Content marketing, more concerned among marketers nowadays, focuses on developing and creating non-direct-sale content, i.e. make public impressed and remembered a brand (Yamtin, 2016) and lead generation and online engagement (Retrieve from *www.zociality.info*, 2016). The author classifies content marketing into four forms, i.e. articles, photos, videos, and social networks.

Keywords: video content marketing, plastic surgery, consumer behavior

## Video Content Marketing

Video content marketing is the most popular form, retrieve from [www.zociality.info](http://www.zociality.info) (2016), a number of users watching videos is currently four-time higher than normally surfing the internet and it is expected to increase more about 10 per cent each year. This website also reports that more than half of businessmen, brands, and marketing professionals are very fond of video content marketing especially mobile video content marketing, i.e. upgrading quality in pictures and content as well as downloading functions (Anonymous, 2015).

By considering the influence of video content marketing on consumer behavior, it is revealed that more confidence and tendency on buying a product and/or service online are enlarged (Retrieve from Thumbsupteam, 2016). Frequency of video content marketing cannot also be ignored. Based on the customer behavior, it revealed that prior to decision making, consumers spends at least 2 minutes watching video content marketing and more than twice.

No matter what forms video content marketing are, i.e. live streaming video, online course, interactive content, long form social media, and serialized content they trend to drive a successful video content marketing, Kee and Yazdanifard (2015) recommended six strategies. First, changing a process of a product and/or service to meet the locals' needs, or called localization strategy. Second, not a one-size fit all idea is applied. Instead, a tailor-made video content marketing to a particular consumer is highlighted or so-called Personalization strategy. As it is named, emotion strategy thirdly, consumer's emotion is particularly aroused. Fourth, diversification of approach strategy is to create or launch new product and/or service in new and different form to the market.

Next is to encourage and build up an online community that called Co-creation and trust. Last but not least, using ethical and honesty strategy generates truth and reliable video content marketing. Being a frog in a nutshell, nevertheless, is obstructing the development of video content marketing (Harad, 2016).

Unsurprisingly, video content marketing is famous in a large number of businesses, especially plastic surgery because it can provide audience vivid audio and visual pictures, explanation, and process. Sharing and liking is their predictable behavior and result. Unlike the past, online advertisements nowadays help strengthen consumers' reliability on plastic surgery, according to the study of Youngsabai (2015).

The objectives of this study were, therefore, to study consumer behavior on being exposed to video content marketing about plastic surgery and their patterns of watching plastic surgery video content marketing.

It was important to elaborate this point that, video content marketing consumption referred to frequency, period of time, platform (i.e., YouTube, Facebook, website, etc.), and way of being exposed to video content marketing about plastic surgery (i.e., watching 30-second content before ending, watching 1-minute content before ending, skipping, from the beginning to the end, and skipping to watch only real surgery). The inclusions of patterns of watching plastic surgery video content marketing were content types of video content marketing and its source.

### Methodology

The sample of this study was at 337 population, based on G\*Power programme. Their age was 20 years of age and above and they had decision power on their own plastic surgery. The questionnaires were divided into three parts, i.e. screening questions, personal data, and behavior and patterns about being exposed to video content marketing. It was important to say that the questionnaires were pilot tested with 34 persons whose background was as same as the population needed in reality and its reliability was 0.902. Percentage, mean, standard deviation, t-test, and F-test were presented to answer the three hypotheses including whether or not personal data affected on video content marketing consumption and whether or not video content marketing affected on patterns of consuming plastic surgery video content marketing.

### Findings

The respondents were females, aged between 31 and 40 years of age (at 61.7 per cent), received undergraduate degree (at 70.6 per cent), private company employees (at 52.5 per cent), and earned Baht 20,001 – 40,000 a month (42.4 per cent). They were exposed to video content marketing about plastic surgery as high as 3 – 4 times a week (at 64.7 per cent) and between noon and 18.00 hours (at 38.0 per cent).

Table 1: Number and Percentage of the respondents classify by number of watching VDO Content

Number of watching VDO		
Content (per week)	Number	Percentage
1-2 times	39	11.6
3-4 times	218	64.7
4-6 times	54	16
Everyday	26	7.7
<b>Total</b>	<b>337</b>	<b>100.0</b>

Table 2: Number and Percentage of the respondents classify by watching period of VDO Content

VDO Content Watching		
Period	Number	Percentage
8.00 AM – 12.00 PM	41	12.2
12.00 PM – 6.00 PM	128	38.0
6.00 PM – 12.00 AM	100	29.7
12.00 AM – 8.00 AM	68	20.1
<b>Total</b>	<b>337</b>	<b>100.0</b>

Youtube (at 47.5 per cent) was the most popular channel the respondents were exposed to and they were watching the content from the beginning to the end (at 44.2 per cent), particularly those showing persons who were reviewing and experiencing plastic surgery (at 38.3 per cent).

Table 3: Number and Percentage of the respondents classify by VDO Content Watching Channel

VDO Content		
Watching Channel	Number	Percentage
Youtube	160	47.5
Facebook	76	22.5
Website	101	30.0
<b>Total</b>	<b>337</b>	<b>100.0</b>

Table 4: Number and Percentage of the respondents classify by most watching VDO Content category related to Plastic Surgery

VDO Content Category related to Plastic Surgery	Number	Percentage
Live Plastic Surgery Operation	39	11.6
Plastic Surgery Review from the experience people	149	44.2
Plastic Surgery Interview by Hospital/Clinic	125	37.1
Advertisement	24	7.1
<b>Total</b>	<b>337</b>	<b>100.0</b>

By considering video content marketing consumption, surprisingly, different genders and educational backgrounds definitely had no influences on behavior on being exposed to video content marketing about plastic surgery. There were statistical differences between age, occupation, and monthly income and consumption on watching video content marketing about plastic surgery, not all manners were found, though. In other words, in terms of age and occupation, only frequency of watching the video content marketing was included, i.e.  $P = 0.006$  and  $P = 0.018$  respectively. Apart from these factors, one more variable, i.e. period of watching the content was caused by different ranges of monthly income, i.e.  $P = 0.029$  for frequency of being exposed to plastic surgery video content marketing and  $P = 0.011$  for period of watching the content.

In terms of patterns of being exposed to plastic surgery video content marketing the respondents favored, statistical differences were discovered only in age, occupation, and monthly income while the rest, i.e. gender and education level did not show such consequences.

### Conclusion and Discussion

The study revealed that the majority of the respondents were females, aged between 31 and 40 years of age, obtained undergraduate degree, working as private company employees, and earned 20,001 – 40,000 Baht a month. They mostly were exposed to the video content marketing about plastic surgery 3 – 4 times a week,

from 12.00 to 18.00, via YouTube channel, and from the beginning to the end. Their consumption patterns were as follows: they fancied the video content marketing that the persons who had experienced plastic surgery were reviewing. The study of Youngsabai (2015) revealed that especially females living in Bangkok thrived on information seeking from credible sources. Even different channels and platforms, audio and visual components, like television helped increase people’s credibility on plastic surgery and lessen their fear of pain resulting from plastic surgery (Paladechapong, 2009).

Different demographic profiles somewhat generated different video content marketing consumption and its patterns. This could be explained that different demographics indicate different attitudes, perceptions, and decision-making (Belch & Belch, 2005). No statistical differences were found between genders and educational backgrounds and behavior on being exposed to video content marketing about plastic surgery. The rest of demographic profiles had influences on some factors including frequency of watching the video content marketing, types, and sources of the content. Further to these variables, different levels of education also provided difference in period of watching the content. The study of Sukkeow (2013) also revealed that different gender, age, occupation, and monthly income impacted on different decision-making on nose surgery in clinics and hospitals.

This study contributes communication marketers, especially in the field of plastic surgery in selecting video content marketing and platforms appropriately.

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