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PERSONAL FACTORS, PERCEIVED VALUE AND INTENTION TO USE THE FACIAL AESTHETIC TREATMENT

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ABSTRACT

This study intends to examine the effect of personality on perceived value, and to analyze the relationship between perceived value and intention to use the facial aesthetic treatment in Yangon. The data are collected from 125 women at Junction City during October, 2019. It is found that individualism and femininity cultural values positively influence on perceived enjoyment. The three personality traits: extraversion, consciousness, and openness negatively affect perceived enjoyment. It is similarly found that the neuroticism culture and the openness personality traits positively influence on performance risk. The masculinity culture positively influence on security risk. The extroversion personality and the three cultures: power distance and uncertainty avoidance and femininity positively influence on financial risk. The individualism culture positively influences on social risk. The neuroticism personality trait negatively affect social with risk with facial aesthetic treatment. Lastly, it is found that there is no relationship between perceived risk and intention to use the facial aesthetic treatment. As well, perceived enjoyment significantly and positively related to intention to use the facial aesthetic treatment.

ACKNOWLEDGEMENTS

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CHAPTER 1

INTRODUCTION

All human beings feel the inner desire for beauty. As the limits of the meaning of "disease" became bigger among specialists and intelligent people, they began to express that a person's physical defects would really show their inner mental issues, and based on this, they reasoned that if the way a person looks does not match certain criteria of beauty, he or she is, truth be told, experiencing some sort of illness. This is where cosmetic specialists played their role to show the internal magnificence of a person and therefore treating these patients. (Golshani, et al., 2015)

In recent years, the facial aesthetics industry has been growing and is currently worth over £2 billion globally. The market developed by 40 percent in 2015 and estimates show that this development is guessed to proceed. In an ongoing by the American Society of Plastic Surgeons, they detailed that 14.2 million non-insignificantly invasive facial aesthetics treatments completed in the USA in 2014. Botox was a clear most favorite with over 6.3 million procedures (47.8% market share). This was followed by Dermal Fillers[1] with 2.2 million procedures altogether. It's not simply the USA that's blasting. Brazil, Japan, South Korea, Germany are presently all enormous clients of facial aesthetics with the UK, Europe and the Middle East catching up fast with more clinics opening each day. (Derma Medical, 2016).This trend would likewise be seen in other Asia countries including Myanmar. Notwithstanding, it is not be clearly observed the psychological factors of Myanmar people with the facial aesthetic treatment.

In line with the worldwide trend the interest for cosmetic surgery is expanding in Asia. Regardless of this, very little examination exists on the mental profile of Asian cosmetic surgery clients. This is dangerous thinking about that the self-perception has a cultural and racial/ethnic context. (Cash & Henry, 1995). As per inquire about (Admin, 2014),the Euromonitor International ranks Myanmar as one of the 20 markets of the future. With a middle class that will twofold in number by 2020 and a potential client base of about 60 million crosswise over age gatherings, almost every player in the

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[1] Face and lip **fillers** (**dermal fillers**) are substances injected into your face. They fill lines and wrinkles and add volume to areas such as your lips or cheeks. **Fillers** are not permanent.

worldwide beauty and personal grooming industry is waiting to step into the country. The money-making potential separated, this will create job opportunities for competitors, and contribute significantly towards capability building through training programs that will take the recruits to worldwide standards of service and execution. In the long run, as the country turns increasingly cosmopolitan, there will be a need to provide world class services, comparable to what neighboring countries offer. (For example, Myanmar teenagers' life style and behaviors are overwhelmed by Korean wave.)

In Myanmar, it tends to be said that the facial aesthetic treatment industry is one of the developing industries. In Yangon, the quantity of facial clinic opening has been expanding time by time. The present examination explores what mental profile and personality traits of women are driving to seek the facial aesthetic treatment in Yangon.

1.1   Rationale of the Study

There are many reasons for the facial aesthetic treatment. (Derma Medical, 2016). The first reason is that it shifts away from surgical to non-surgical; with the increasing discovery of nonsurgical procedures there has been a drop-in people wanting to go under the knife and instead opting for minimally invasive cosmetic procedures. These treatments are quick and simple, far cheaper and not permanent making them far lower risk and a good first step. It has also attracted a huge following from patients who would never have considered cosmetic surgery but are happy with a quick and easy short-term solution. Second reason would be it's popularity with celebrities: in recent years, more and more celebrities have revealed they use facial aesthetics and fans are now following suit with more media coverage making it more socially acceptable. Examples are Nay Chi Oo and Kylie Jenner Kylie Jenner (Kylie Lipstick Brand's owner) who have been widely credited with the explosion of demand for lip fillers.

Third reason is that more choice of treatments: patients are now demanding a wider range of products to treat more and more areas and the average spend per patient in clinics is rising such as not only face botox area but also neck & platysma band botox, jawline botox and hand fillers. Fourth reason is that peer group encouragement: more and more people would like to tell about the facial aesthetic treatment they bought to their friends and colleagues. They also endorse with the results shown on their face. It is a

great advertising to show others the results that can be achieved. They often offer support to each other and share the experience. In recent years there has been a big rise in Botox[2] Parties with more and more people talking to their peer group about the treatments they have.

The last reason is that it's repeat business because facial aesthetics treatments are non-permanent, it means people need to keep going back regularly to maintain the look. Botox usually lasts around 3 months and so patients will need to come back 4 times a year. Fillers[3] will typically last 6-9 months but again patients will still need to come back at least once a year. This means the base of regular clients continues to increase and the overall number of treatments is increasing rapidly.

The present study investigates what psychological profile and personality traits of women are driving to seek the facial aesthetic treatment in Yangon. According to this study, it can be seen what culture value and what personality will impact on the women's perceived value and lead to make decision to use the facial aesthetic treatment.

1.2   Objectives of the Study

The objectives of the study are:

1.   To examine the effect of cultural values and personality traits on perceived value towards the facial aesthetic treatment.
2.   To analyze the relationship between perceived value and intention to use the facial aesthetic treatment

1.3   Scope and Method of the Study

The descriptive and analytical research method are used in this study. The sample size of this research is 125 respondents who are the women aged between 25 to 40 and who lived in Yangon. Primary data are collected at the downtown area (Junction City) during October, 2019. Data are received from 125 respondents. The structured

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[2] a drug prepared from botulin, used medically to treat certain muscular conditions and cosmetically to remove wrinkles by temporarily paralyzing facial muscles
[3] Injectable **filler** (injectable **cosmetic filler**, injectable facial **filler**) is a soft tissue **filler** injected into the skin to help fill in facial wrinkles, restoring a smoother appearance. Most of these wrinkle **fillers** are temporary because they are eventually absorbed by the body.

questionnaire is used and personal interview method is practiced. The secondary data are collected from text books, internet websites, previous research paper and international research paper. Multiple Linear regression method is applied to analyze the relationship the relationships among variables

1.4   Organization of the Study

This paper is organized with five chapters. Chapter one comprises rationale of the study, objectives of the study, scope and method of the study, and organization of the study. Chapter two reports on the theoretical background concerned with the personality traits, culture values and perceived value with the acceptance of the facial aesthetic treatment. Chapter three includes the perceived value of the women towards the facial aesthetic treatment. Chapter four is an analysis chapter presenting the relationships among variables. Chapter five is concluded with the findings and discussions, suggestions and recommendations, and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter focuses on the theories and empirical studies associated with personal factors, culture values, perceived value, perceived risk, intention to use and conceptual framework of the study.

2.1   Personal Factors

The personal factors are the individual variables to the customers that firmly impacts their expectation to utilize practices. These factors shift from person to person that outcomes in an alternate arrangement of perceptions, attitudes and behavior towards specific goods and services. In this examination, the impacting factors on the facial aesthetic treatment are estimated by two classes: they are cultural value and personality.

2.1.1   Cultural Value

The most broadly acknowledged cultural framework is based on the research of Hofstede (Hofstede, Geert, 1980). Hofstede set that cultural differences show themselves through various parts of the national culture. He took a gander at the qualities and frames of mind of laborers and administrators in more than forty nations in a global organization. Based on a study using nationality as an antecedent of culture, he recognized Individualism, Power Distance, Uncertainty Avoidance and Masculinity as significant cultural value measurements. Following a time of further investigation, he proposed a fifth measurement - time orientation (Hofstede, Cultures and Organizations-Software of the Mind., 1991). In this examination, this investigation embraced Individualism, Power Distance, Uncertainty Avoidance and Masculinity to qualify the affecting factors of cultural value on perceived value.

a.   Power Distance

This measurement is tended to by (Hofstede, Cultures Consequences, 1984) pursues: power distance is the degree to which the individuals acknowledge that power in institutions and organizations is conveyed inconsistent. This influences the less powerful

just as the more dominant individuals from society. Individuals in huge Power Distance societies acknowledge a hierarchical request in which everybody has a spot, which needs no further legitimization. Individuals in little Power Distance societies strive for power equalization and request justification for power imbalances. The central issue tended to by this measurement is the manner by which a society handles disparities among individuals when they happen. This has clear ramifications for the way individuals build their establishments and associations.

Power distance is a center cultural value particular in the work environment (Hofstede, Geert, 1980), catching the degree to which inconsistent appropriation of power in associations is acknowledged. High power distance societies tend to be hierarchically requested, while low power distance societies tend to be populist (Hao, Raman, & Watson, 1989). In a high PD culture, bosses and subordinates think of each as inconsistent in power, and contacts between bosses and subordinates are to be initiated distinctly by bosses. (Watson, Ho, & Raman, 1994)

In a low PD culture, fairness between subordinates and bosses is accepted and bosses are available to subordinates (Hofstede, Geert, 1980) ; (Robichaux & Cooper, 1998)). According to (Hofstede, Geert, 1980), high PD values show that progressive structures and centralized decision making are the organizational norm that help save the current social request and its related conveyance of power.

b. **Individualism and Collectivism**

This dimension is tended to by (Hofstede, Cultures Consequences, 1984) as pursues: individualism stands for a preference for a distant social strucutre in society wherein individuals are supposed to take care of themselves and their immediate families solely. Its opposite, Collectivism, represents for a preference for a tight-knit social structure in which individuals can expect their relatives, clan, or different in-group to look after them in exchange for unquestioning loyalty. The fundamental issue tended to by this dimension is that the degree of interdependence a society maintains among individuals. It identifies with people's self-concept: 'I' or 'we'.

Regarding to (Hofstede, Cultures Consequences, 1984), it takes note of that in individualistic cultures people tend to place greater emphasis on personal time, passionate autonomy from their work. Individualists usually esteem challenge and autonomy on the job and encourage individual activity. Paralleling with their search for their self-

actualization, individuals high in individualist value tend to be a lot of non-conformist and fewer loyal to the group than people from collectivistic cultures. In conclusion, a more individualistic culture tends to encourage personal initiative, where people tend to be more non-conformist, searching for personal fulfillment and emotional independence.

The contrary of individualism is collectivism. Collectivism is how much individual center more on working together in groups instead of working as individuals. This cultural dimension is accepted to be profoundly enduring. For example, different ideologies have done little to break down the traditional collectivist Chinese culture ((McGrath, MacMillan, Yang, & Tsai, 1992) ; (Head, T. C; Sorensen, P. F, 1993). (Tan, Watson, McLean, Wei, & Clapper, 1998) found that the collectivist culture persisted even with the use of GSS, while the more individualistic Western managers took advantage of the technology to practice independence on decision making. As indicated by (Singelis & Brown, 1995), it contended that individualism versus collectivism is an essential distinction among cultures. They proposed and examined a model expressing that "culture affects the development of an individual's psychological makeup (such as the self-conception), which, thus, influences communication behavior".

c. Uncertainty Avoidance

This dimension is tended to by (Hofstede, Cultures Consequences, 1984) as below: uncertainty avoidance is how much the members of a society feel uncomfortable with uncertainty and ambiguity. This feeling drives them to beliefs promising certainty and to keeping up institutions securing conformity. Strong uncertainty avoidance societies preserve unbending codes of belief and behavior and are intolerant towards deviant persons and ideas. Weak uncertainty avoidance societies maintain a more relaxed environment in which practice checks more than standards and abnormality is all the more effectively endured. The essential issue tended to by this dimension is the mean by which a society responds on the way that time only runs one way and that the future is unknown: regardless of whether it attempts to control the future or to allow it to occur.

Just like Power Distance, Uncertainty Avoidance has consequences for the way individuals construct their establishments and associations. Since extraordinary uncertainty makes intolerable anxiety, human culture has created ways including innovation to ease this anxiety. Uncertainty avoidance captures the level of risk accepted, which could be a wellspring of anxiety.

Uncertainty avoidance is believed to lead to a decrease of vagueness and predictable structures. In uncertainty avoiding societies there are many formal laws as well as casual principles controlling the rights and obligations in the work place. Individuals with low uncertainty avoidance tend to have low pressure and thusly higher in their emotional sentiment of well-being, while individuals with high uncertainty avoidance tend to have high feelings of anxiety and therefore the subjective feeling of anxiety (Hofstede, Cultures and Organizations-Software of the Mind., 1991).

d. **Masculinity and Femininity**

This dimension is addressed by (Hofstede, Cultures Consequences, 1984) as follows: Masculinity stands for a reference in society for achievement, heroism, assertiveness, and material success. Its opposite, Femininity, stands for a preference for relationships, modesty, caring for the weak, and the quality of life. The fundamental issue addressed by this dimension is the way in which a society allocates social roles to the sexes.

Masculinity/femininity is linked to the sex roles society assigns to its people. It captures the extent to which "masculine" values such as assertiveness and success prevail over "feminine" values that focus more on the quality of life. (Rouibah, 2009). (Hoffman, 1972) points out that men are motivated by achievement needs to a greater extent than women. (Hofstede, Geert, 1980) found men usually rate the two classic extrinsic motivators of "advancement" and "earning power" as more important than women, while women rate the importance of service aspects and physical environment more highly than men.

Socio-linguistic research has also shown that men tend to focus discourse on hierarchy and independence, while women focus on intimacy and solidarity. Supporting evidence indicates that women are more strongly motivated by affiliation needs (Hoffman, 1972). People from feminine cultures tend to be more concerned with maintaining personal relationships and with getting along with others than people from masculine cultures (Hofstede, Cultures Consequences, 1984).

2.1.2 Personality Trait

What makes someone who they are? (Pappas, 2017) Each person has an idea of their own personality type — if they are bubbly or reserved, sensitive or thick-skinned. Psychologists who try to tease out the science of who we are defined personality as individual differences in the way people tend to think, feel and behave. There are many ways to measure personality, but psychologists have mostly given up on trying to divide humanity neatly into types. Instead, they focus on personality traits.

The most widely accepted of these traits are the Big Five:

- Openness
- Conscientiousness
- Extraversion
- Agreeableness
- Neuroticism

In this study, the personality trait of women profile is measured only by Openness, Conscientiousness, Extraversion and Neuroticism.

a. Extraversion

This factor has two familiar ends of its spectrum: extraversion and introversion. It concerns where an individual draws their energy from and how they cooperate with others. As a rule, extroverts draw vitality from or energize by collaborating with others, while introverts get tired from communicating with others and replenish their energy with isolation. The traits (socialness, talkativeness, ability to be articulate, fun-loving nature, tendency for affection, friendliness, social confidence) associated with extroversion are: people high in extroversion tend to seek out opportunities for social interaction, where they are often the "life of the party." They are comfortable with others, are gregarious, and are prone to action rather than contemplation (Lebowitz, 2016). People low in extraversion are more likely to be people of few words who are quiet, introspective, reserved, and thoughtful.

b. Conscientiousness

Conscientiousness is a trait that can be labelled as the propensity to control driving forces and act in socially adequate manners, practices that encourage goal-directed behavior (John & Srivastava, 1999). Conscientious people excel in their capacity to postpone delight, work within the standards, and design and sort out effectively. Individuals high in conscientiousness are probably going to be successful in school and in their professions, exceed expectations in leadership positions, and to doggedly seek their goals with determination and forethought (Lebowitz, 2016). Individuals low in conscientiousness are much more likely to hesitate and to be erratic, reckless, and hasty. These traits (Persistence, Ambition, Thoroughness, Self-discipline, Consistency, Predictability, Control, Reliability, Resourcefulness, Hard work, Energy, Perseverance, Planning) are included in Conscientiousness traits.

c. Neuroticism

Neuroticism is not a factor of nastiness or unskillfulness, but one of confidence and being relaxed in one's own skin. It incorporates one's passionate constancy and overall displeasure. Individuals high in neuroticism are commonly likely to to nervousness, blues, concern, and low self-confidence. They may be unpredictable or easily annoyed, and they are likely to be embarrassed and uncertain of themselves (Lebowitz, 2016).Individuals who score on the low end of neuroticism are more likely to feel self-assured, certain of themselves, and bold. They may also brave and unencumbered by worry or self-doubt. These traits (Awkwardness, Pessimism Moodiness, Jealousy, Testiness, Fear, Nervousness, Anxiety, Timid, Wariness, Self-criticism, Lack of confidence) are commonly associated with neuroticism.

d. Openness

Openness to experience has been labelled as the wisdom and complication of an individual's psychological life and knowledges (John & Srivastava, 1999). It is also occasionally named intelligence or imagination. Openness to experience alarms individuals' readiness to attempt to innovative things, their capacity to be vulnerable, and their capability to think outside the box. An individual who is high in openness to practice is likely someone who has passionate of learning, appreciates the arts, participates in a creative profession or interest, and enjoys meeting new people (Lebowitz, 2016). An

individual who is low in openness to experience perhaps favors tedious over change, sticks to what he or she knows, and prefers fewer intellectual arts and entertaining. These traits (Imagination, Insightfulness, Varied interests, Originality, Daringness, Preference for variety, Cleverness, Creativity, Curiosity, Perceptiveness, Intellect, Complexity/depth) are included as relating to openness to experience.

2.2   Perceived Value

Explaining in Business Dictionary, perceived value is defined as an individual's view of a product's value to him or her. It probably have little or nothing concerning with the product's market price, and depends on the product's ability to satisfy his or her desires or necessities. In spite of the fact that the subject about perceived value has countless examinations, this study will research the perceived value would be some copoperation with the two components: perceived risk and perceived enjoyment.

2.2.1   Perceived Enjoyment

As indicated by (Kim & Moon, 2001)and (van der heijden, 2003), they understand perceived enjoyment as an inherent source of motivation, referring to the performance of an activity for no seeming reason other than the process of performance itself. Their research proves that perceived enjoyment has an outcome on both attitude and consumers' behavioral intention toward using a specified source. An individual can experience immediate enjoyment or fun from using a specific system, and perceive any active any dynamic participation in using new technology to be enjoyable in its own right [(Davis F. D., Perceived usefulness, perceived ease of use, and user acceptance of information technologies, 1989); (Igbaria, Schiffman, & Wieckowski, 1994)].

2.2.2   Perceived Risk

Decisions to do risk are complex in that the risks of an activity, product, or technology are hardly their only consequences; the alternatives wouldn't exist if they

didn't provide some help to someone. Risky decisions do not concern risk in isolation; rather, they arc choices of alternatives, alternatives that have a variety of related features, only one of which is risk. Thus, when an alternative is chosen it does not necessarily mean that it has a desirable level of risk ((Fischhoff, Slovic, Lichtenstein, Read, & Combs, 1978); (Otway & Winterfeldt, 1982); (Green & Brown, 1980)). A risky product may be so beneficial that it is judged as acceptable despite the risks involved.

What is more, there exists a variety of psychological states that may arise as a result of consideration of a risky option, for example, the concern over threatening events that plague people even if they never happen. Concern about events can cause a variety of responses, both beneficial (e.g., the creation of innovative, safer alternatives), and detrimental (e.g., stress-related illnesses) (Fischhoff B. , 1984)

This essential has been recognized in consumer behavior, in the acknowledgement that there are many kinds of risk, for example, psychological, social, financial, safety, and performance risks. These types of risk are commonly referred to in the literature as components of risk ((Jacoby & Kaplan, 1972); (Kaplan, Szybillo, & Jacoby, 1974); (Shimp & Bearden, 1982)). Furthermore, as there are a variety of psychological states that may arise as an outcome of thought of a risky option (as discussed above), so are there a variety of possible social consequences, financial consequences, and so on. Of the many types of risk, this research focuses on performance, security, financial and safety risks specifically.

a. Performance Risk

Performance risk is well-defined as an anxiety of damage that may be experienced when a brand, product or supplier does not achieve as predictable [(Horton, 1976)cited on (Ha, 2002)].

b. Security Risk

Perceived security risk states that consumers' perceptions of the likelihood of becoming a prey of misconduct (Rader, May, & Goodrum, 2007). Consumers' perception of the danger of illegal ill-treatment and related emotional anxiety may extremely distress their day-to-day breathes and behavior (Rader, May, & Goodrum, 2007).

c. Financial Risk

Financial risk is well-defined as a net financial loss to an buyer, counting the likelihood of that the product may need to be fixed, substituted or the purchase price repaid [(Horton, 1976)cited on (Ha, 2002)]. Losing of money is an important thought, financial risk is supposed to be high (Ha, 2002).

d. Social Risk

Social risk is where individuals are concerned with what others such as reference or peer groups may think. Peer groups exert a large amount of pressure to conform to the rest of the group beliefs (Mitchell V. W., 1992).The social risk that if the shopping process outcome is negative in some way the perceived image of the consumer from others' viewpoints will be negative and as such consumers affected by this pressure abandon their carts.

2.3   Intention to Use

Behavioral intention to use is a measure of the likelihood that an individual will implement the application, whereas the TAM uses real usage to represent a self-report measure of time or frequency of accepting the application (Bere, 2014). Though, it is not easy or practical to obtain an objective Measurement of an individual's intention to engage in behavior. Several researches have shown that the relationship between the intention to use decision and perceived value. This study will explore more about the relationship between perceived value and intention to use the facial aesthetic treatment.

2.4 Previous Studies

The previous study is to introduce an extended technology acceptance model (TAM) model as a tool for examining the factors that have a significant impact on customers' online banking acceptance.

Figure (2.1) The Factors Affecting Consumer Acceptance of Online Banking
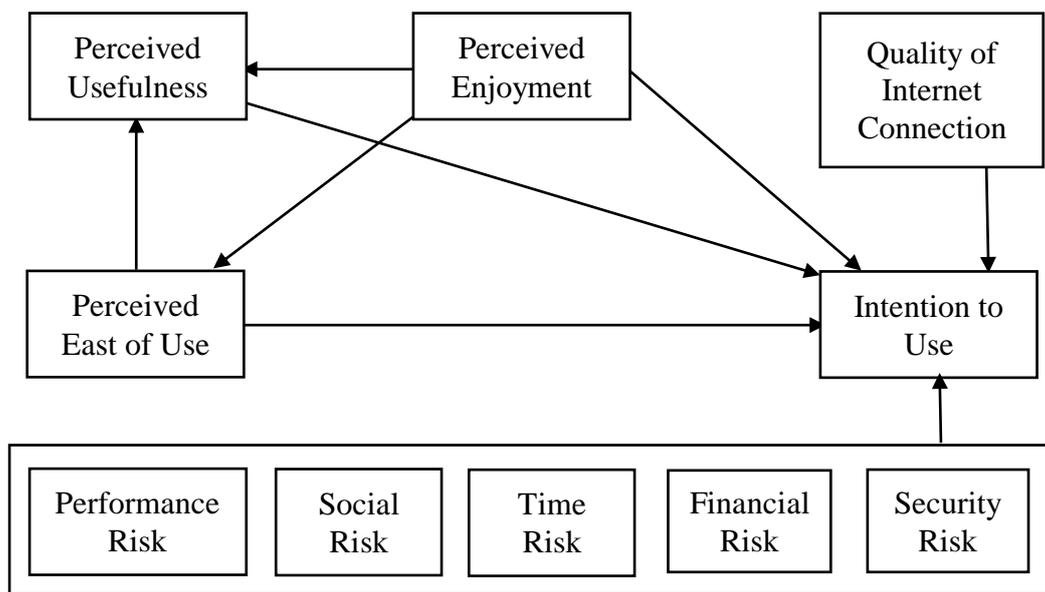
Source: Dimitrios, Dimitrios, & Laxaros, 2013

The previous study focused on exploring the determinants of online banking acceptance, adopting the TAM as the most widespread, appropriate and useful path of examination (Cheng, Lam, & Yeung, 2006). The extended TAM examines the causal relationship between six research constructs: (1) Perceived usefulness, (2) Perceived ease of use, (3) Perceived enjoyment, (4) Quality of internet connection, (5) Perceived risk: Performance risk, Social Risk, Time Risk, Financial Risk, and Security Risk, (6) Intention to use (online banking).

The technology acceptance model (TAM) is an information systems theory that models how users come to accept and use a technology.

Figure (2.2) The Technology Acceptance Model
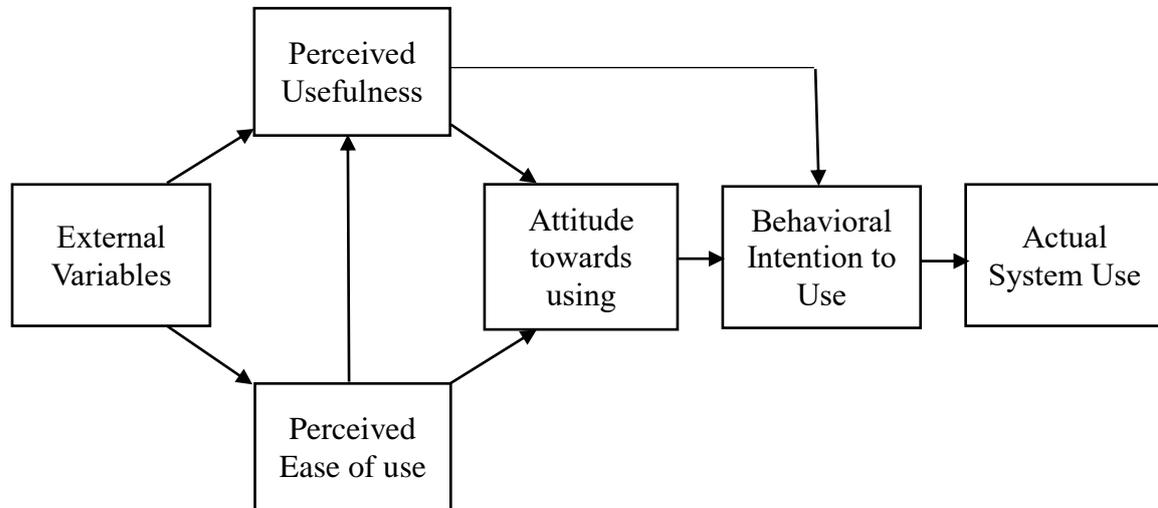
Source: Davis, Bagozzi, & Warshaw, 1989

According to (Davis, Bagozzi, & Warshaw, User acceptance of computer technology: A comparison of two theoretical models, 1989). They developed the Technology Acceptance Model which deals more specifically with the prediction of the acceptability of an information system. The purpose of this model is to predict the acceptability of a tool and to identify the modifications which must be brought to the system in order to make it acceptable to users. This model suggests that the acceptability of an information system is determined by two main factors: perceived usefulness and perceived ease of use.

2.5   Conceptual Framework of the Study

This study focuses on the effects of personal factors and perceived value towards the facial aesthetic treatment. The conceptual framework of this study is shown in Figure (2.3). In this study, personal factors and perceived value are independent variable and intention to use is dependent variable. As it can be seen in the figure, the independent variable: personal factors include 2 dimensions namely cultural values and personality, and perceived value includes perceived enjoyment and perceived risk.

Each of the 2 personal factors dimensions are further represented by a number of facets. For instance, cultural values are represented by such facets: power distance, individualism and collectivism, uncertainty avoidance, masculinity and femininity. The personality dimensions include such facets as extroversion, consciousness, neuroticism and openness. As for the perceived risk, it is measured in four factors which are performance risk, security risk, financial risk and social risk.

Figure (2.3) Conceptual Framework of the Study

Personal Factors   **Perceived Value**

Cultural Value
- Power Distance
- Individualism and Collectivism
- Uncertainty Avoidance
- Masculinity and Femininity

Personality
- Extroversion
- Consciousness
- Neuroticism
- Openness

Perceived Enjoyment

Perceived Risk
- Performance Risk
- Security Risk
- Financial Risk
- Social Risk

Intention to Use
- The Facial Aesthetic
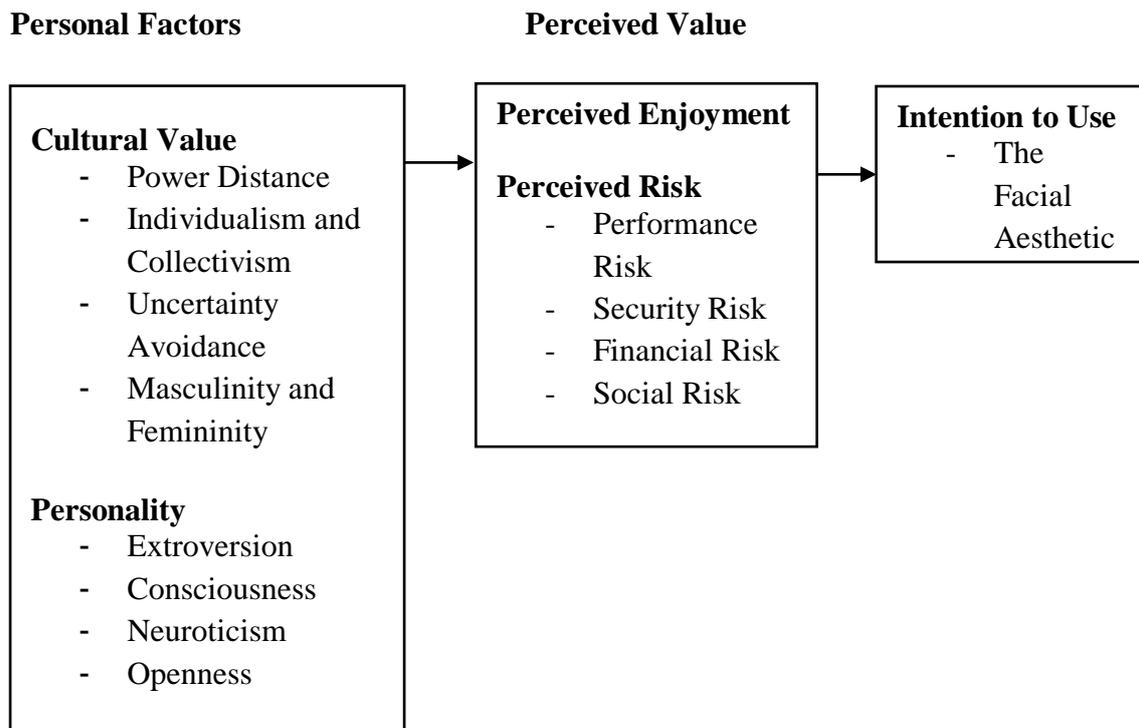
Source: Own Compilation

The conceptual framework is adapted from the work of (Dimitrios, Dimitrios, & Lazaros, 2013). Moreover, this study adopted (Hofstede, Geert, 1980) and big five personality to measure the personal factors and adopted perceived enjoyment and perceived risk: performance risk, security risk, financial risk and social risk to measure the perceived value.

CHAPTER 3

PERSONAL FACTORS AND PERCEIVED VALUE OF WOMEN TOWARDS FACIAL AESTHETIC TREATMENT

This chapter presents women's personal factors and perceived value on facial aesthetic treatment in Yangon. Data are collected from. 125 women in Yangon. It also examines the personal factor dimensions, dimensions of perceived enjoyment and perceived risk towards the facial aesthetic treatment.

3.1   Personal Factors

In this study, as the personal factors, cultural values and personality are included in analysis. The four cultural values such as (1)power distance, (2)individualism and collectivism, (3)uncertainty avoidance, and (4)masculinity and femininity; and four personality traits are included in this study as (5)extraversion, (6)consciousness, (7)neuroticism and (8)openness. To explore these dimensions, the women were requested to rate their level of agreement or disagreement with the statements on cultural value on a seven-point Liker's scale. Each dimension will be explained by the use of descriptive statistics as follows. The overall mean values of each dimension are calculated as well.

3.1.1   Cultural Values

In this study, the cultural values of 125 women are analyzed by descriptive approach. The women are asked to rate the level on how much they agree about the statements regarding the cultural values. There are four factors of cultural value. They are power distance, collectivism and individualism, uncertainty avoidance and masculinity and femininity. These facets all indicate what the women are.

The power distance of women includes five facets. These facets all indicate how a woman thinks about power in terms of personality. Respondents are asked to rate the level on how much they agree about the statements regarding the power distance of women.

Table (3.1) Power Distance of Respondents

Sr. No.	Cultural Values	Mean Value
1	The importance of every opinions	2.66
2	The importance of taking guaranteed	5.46
3	The importance of creating own space	2.32
4	The importance of questioning the actions of the boss.	2.24
5	The importance of right	2.26
	Overall Mean	**2.99**

Source: Survey Data, 2019

Table (3.1) shows that the aggregate mean is 2.99. The lowest mean value 2.24 of respondents strongly agree that they prefer always questioning the actions of the superiors. Followed by a mean value of 2.26 which indicates that they thought everyone should have the right to do their decisions. It's also believed by the women that people should create their own function/place in organization. Moreover, the highest mean value reveals that children should be taught to not take things for granted, in the family or other institutions. According to the Table (3.1), the women are low in power distance so that they want to minimize inequalities between people and their ideal leadership is democratic. They thought that all should have equal rights. The overall mean value of power distance is 2.99 which indicate that the low in power distance is influence on the perceived value towards intention to use the facial aesthetic treatment.

This dimension is individualism and collectivism of women and the women were asked to rate their perception towards if women are individualism or not. In order to do marketing, the women towards the facial aesthetic treatment in Yangon, it is important to know whether the women are individualism so that the organization can do promotion and can pressure women using towards the facial aesthetic treatment. The results from the descriptive analysis on individualism and collectivism are shown in Table (3.2).

Table (3.2) Individualism and Collectivism of Respondents

Sr. No.	Cultural Values	Mean Value
1	Not being sensitive to another person	3.56
2	Not being a helpful person	3.42
3	Don't enjoying giving aids	3.09
4	Not taking care of other people's personal needs	4.90
5	Not coming to the aid of others	4.54
6	Avoiding the emotionally upset people	3.58
	Overall Mean	**3.85**

Source: Survey Data, 2019

Table (3.2) shows that the aggregate mean is 3.85. Therefore, the mean value is less neutral, implying that collectivism factor influences the women purchase decision of facial aesthetic treatment to a certain extent. According to the mean value of 4.90, they believe it's not best to get involved in taking other people's personal needs. The mean value of 4.54 reveals that they are not the sort of person who often comes to the aid of other. The lowest mean value of 3.09 reveals that the women don't especially enjoy giving other aids. The overall mean value 3.85 reveals that the women are collectivism and get influenced by societies towards the facial aesthetic treatment.

This dimension is uncertainty avoidance of women and respondents are asked to rate whether they are high in uncertainty avoidance. Uncertainty avoidance is about how cultures differ on the amount of tolerance they have of unpredictability. They uncertainty avoidance dimension relates to the degree to which individuals of a specific society are comfortable with uncertainty and unknown. Doing the facial aesthetic treatment has the unpredictable performance so that this dimension plays an essential role that respondents are asked to rate whether they agree with the dimension whether they are uncertain in avoidance. The results from the descriptive analysis on uncertainty avoidance can be seen in the Table (3.3).

Table (3.3) Uncertainty Avoidance of Respondents

Sr. No.	Cultural Values	Mean Value
1	Job requirements and instructions in detail	5.68
2	Being better in uncertain situation than bad situation.	5.50
3	The importance of rules and regulations	5.49
4	Better avoiding making chances.	4.39
	Overall Mean	**5.27**

Source: Survey Data, 2019

As shown in Table (3.3), it is found that most of the women have high uncertainty avoidance cultural value, it implies that most women agree that uncertainty avoidance influence the women purchase decision of facial aesthetic treatment. The mean value of 4.39 states that people should avoid making chances because things could get worse. The study revealed that the highest mean of 5.5 of respondents strongly agree that it is better to have a bad situation to know about, than to have an uncertain situation that might be better.

Moreover, the mean value of 5.49 represents that rules and regulations are important because the worker will know the expectation. The overall mean value of 5.27 reveals that the women are trying to minimize the occurrence of unknown and unusual circumstances and to proceed with careful changes step by step by planning. According to the over mean value of this dimension negatively effects on perceived value towards the facial aesthetic treatment.

This dimension is masculinity and femininity of women and women were asked to rate whether they are high in masculinity or high in femininity. The facets' mean values can be seen in the table below. In this dimension, masculinity tend to prefer in society for achievement, heroism, assertiveness and material rewards for success. The femininity culture tend to prefer for cooperation, modesty, caring for the weak and quality of life". Women in the respective societies tend to display different values. In feminine societies, they share modest and caring views equally with men. In more masculine societies, women are somewhat assertive and competitive, but notably less than men. Doing the facial aesthetic treatment can lead to the quality of life so that this dimension plays an

essential role that respondents are asked to rate whether they agree with the dimension whether they are masculinity. The results from the descriptive analysis on uncertainty avoidance can be seen in the Table (3.4) below.

Table (3.4) Masculinity and Femininity of Respondents

Sr. No.	Cultural Values	Mean Value
1	Better matching professional career with men other than women	3.88
2	Better promoting men than women	2.74
3	Better being man in high level position than women	3.39
4	More capability being men in some jobs than women	4.63
	Overall Mean	**3.66**

Source: Survey Data, 2019

According to Table (3.4), it can be witnessed that the overall mean value being 3.66 indicates that the women are feminism which means they care for the weak and the quality of life when they make the purchase decision of facial aesthetic treatment. The lowest mean value of 2.74 reveals that women do not have value recognition and promotion in their work as much as men do.

3.1.2 Personality Traits

In this study, the personality traits of 125 women are analyzed by descriptive approach. The women are asked to rate the level on how much they agree about the statements regarding the personality. There are four factors of personality traits. These facets all indicate what the women's personality traits are.

This dimension is women personality extroversion and respondents were asked to rate whether they are extrovert. An extroverted person is likely to enjoy time spent with people and find less reward in time spent alone. The extrovert tends to be energized when around other people. Moreover, Introversion is the state of being predominantly interested in one's own mental self. Introverts are typically perceived as more being reserved. The results from descriptive method analyzing extroversion of women are shown in Table (3.5).

Table (3.5) Extraversion of Respondents

Sr. No.	Personality Traits	Mean Value
1	Life of the party.	3.06
2	Don't talk a lot	4.42
3	Comfortable around people	4.10
4	Keeping in background	3.48
5	Conversation starter	4.56
6	Saying little	4.04
7	Talkative at parties	3.78
8	Drawing attention	3.67
9	Center of attention	3.90
10	Quiet around stranger	3.77
	Overall Mean	**3.88**

Source: Survey Data, 2019

As shown in Table (3.5), the aggregate mean value being 3.88 reveals that women tend to be very thoughtful when they make the purchase decision of facial aesthetic treatment. The highest mean value of 4.56 reveals that the women started conversation. Moreover, there is the lowest mean value of 3.06 that reveals they are not life of the party. According to this overall mean value, they are more independent of their social world than extraverts. This doesn't not mean that they are unfriendly or antisocial; rather, they are reserved in social situation. Their decisions are not depended on the social when they make purchase decision towards the facial aesthetic treatment.

This dimension is consciousness of women and respondents were asked to rate whether they are high in consciousness. As the explanation in previous chapter, the individual high in consciousness are likely to be successful in their environment while the low in consciousness are more likely to be impulsive. The results from descriptive method analyzing conscientiousness of the women are shown in (3.6).

Table (3.6) Consciousness of Respondents

Sr. No.	Personality Traits	Mean Value
1	Preparing as always	4.94
2	Leaving belonging things around	3.92
3	Attention to detail	5.06
4	Making things mess	4.97
5	Chores done right away	4.91
6	Forgetting to put things back	4.18
7	Enjoying order	3.46
8	Shrinking duties	3.22
9	Following schedules	4.34
10	Exacting in work	4.94
	Overall Mean	**4.39**

Source: Survey Data, 2019

Table (3.6) indicates that the aggregate mean of women consciousness is 4.39 which implies that most respondents moderately agree with the fact that the women are likely to be successful in their careers to excel in leadership positions when they make the purchase decision of facial aesthetic treatment. The highest mean value of 5.06 reveals that they tend to pay attention in detail. According to the overall mean value of women consciousness, it indicates they prefer for planned rather than spontaneous behavior.

This dimension is neuroticism of women and respondents were asked to rate their perception towards what the women are. Woman with higher levels of neuroticism tend to have worse psychological well-being. Neuroticism of women plays an essential role that women are asked whether they are higher in neuroticism. The facets' mean values can be seen in the table below. The results from descriptive method analyzing Neuroticism of the women are shown in (3.7).

Table (3.7) Neuroticism of Respondents

Sr. No.	Personality Traits	Mean Value
1	Stressing out easily	4.06
2	Relaxing most of the time	3.66
3	Worrying about things.	5.08
4	Seldom feeling blue.	5.29
5	Easily getting disturbed	3.14
6	Getting upset easily	4.42
7	Mood swinging a lot.	4.35
8	Frequently mood swings.	4.37
9	Getting irritated easily.	4.50
10	Often feeling blue.	4.63
	Overall Mean	**4.35**

Source: Survey Data (2019)

Table (3.7) shows that the aggregate mean is 4.35 so as the mean value is more than neutral, it implies that the women are most likely to display more skin-conductance reactivity so that it positively influences on the purchase decision of facial aesthetic treatment. They mostly make decision to satisfy their needs. The mean value of 5.08 reveals that they tend to worry about things. Moreover, the highest mean value of 5.29 shows that they seldom feel blue but also the mean value of 4.64 shows that they often feel blue.

This dimension is the women openness and women were asked to rate whether they are higher openness. People who are highly open to experience are intellectually curious, open to emotion, sensitive to beauty and willing to try new things so that the dimension of women openness are one of the essential roles towards the facial aesthetic treatment. The results from descriptive method analyzing openness of the women are shown in (3.8).

Table (3.8) Openness of Respondents

Sr. No.	Personality Traits	Mean Value
1	Rich vocabulary.	4.47
2	Difficulty understanding abstract ideas.	3.63
3	Vivid imagination.	4.59
4	Not interesting in abstract ideas.	4.52
5	Excellent ideas.	5.02
6	Not good imagination.	4.83
7	Quickly understanding things.	5.22
8	Usage of difficult words.	3.50
9	Spending time reflecting on things.	3.17
10	Full of ideas.	4.87
	Overall Mean	**4.38**

Source: Survey Data, 2019

According to Table (3.8), it is found that the overall mean value being 4.38 indicates that it influences the intention to use the facial aesthetic treatment such as they want to try new things on their face. The table shows that the highest mean value of 5.22 reveals that they are quick to understand things. Followed by a mean value of 5.02 which indicates that they have excellent ideas. They will make the purchase decision of the facial aesthetic treatment by the time they thought the facial aesthetic treatment is new inspirational thing.

3.2 Perceived Value of Women Towards Facial Aesthetic Treatment.

Perceived value is a woman's opinion of a product's value to her. It may have little or nothing to do with the product's market price, and depends on the product's ability to satisfy her needs or requirement. The basic underlying concept of perceived value is human needs. Both culture and individual personality shape human needs in what is known as wants. They become intention to use when wants are backed by buying

power. The key perceived value variables for this study are perceived enjoyment and perceived risk.

3.2.1 Perceived Enjoyment

The results from the descriptive analysis on perceived value of women with facial aesthetic treatment are shown in Table (3.9).

Table (3.9) Perceived Enjoyment of Respondents

Sr. No.	Perceived Enjoyment	Mean Value
1	The enjoyment of doing the facial aesthetic treatment	3.50
2	The fun of doing the facial aesthetic treatment	3.31
3	The pleasant of doing the facial aesthetic treatment	3.34
4	The confidence of doing the facial aesthetic treatment	3.61
	Overall Mean	**3.44**

Source: Survey Data, 2019

According to Table (3.9), it can be witnessed that the overall mean value being 3.44 indicates that the women don't perceived that doing facial aesthetic treatment is enjoyable. The highest mean value is 3.61, being less than neutral, which implies that they will not be confident when they do the facial aesthetic treatment. The lowest mean value of 3.31 reveals that they will not be fun when they do the facial aesthetic treatment. According to the overall mean value, they will do the facial aesthetic treatment, not because of perceived enjoyment on doing the facial aesthetic treatment, but because they have their own reasons.

3.2.2 Perceived Risk

Perceived risk is measured by performance risk, safety risk, financial risk and security risk in this study. Perceived value can be gained or lost when taking risk resulting from a given action or inaction, foreseen or unforeseen. Risk is an aspect of action taken in spite of uncertainty; it's a potential, unpredictable, and uncontrollable

outcome. The first dimension of perceived risk is performance risk. Performance risk plays an essential role in perceived risk because the women are likely to have new face which is the important part of women, when they make purchase decision of facial aesthetic treatment.

The results from the descriptive analysis on perceived risk of respondents with facial aesthetic treatment are shown in table

Table (3.10) Perceived Risk of Respondents

Sr. No.	Particular	Mean Value
1	**Performance Risk**	
	Losing expectation	5.12
	Not delivering as expected	4.80
	Difficulty to get the demand	4.77
	Not delivering the expected image	4.28
	Not trustworthy	3.78
	Not delivering the expected result	4.78
2	**Security Risk**	
	Safety	3.33
	Security	3.25
3	**Financial Risk**	
	Costing a lot of money	5.06
	Losing money indirectly	4.77
4	**Social Risk**	
	Frightening the questions of relatives and friends	5.46
	Losing the self-esteem	3.58
	Feeling not cool	3.30
	Feeling show off	3.70
	Harming self-image	3.91
	Social isolating	2.90
	Overall Mean	**4.17**

Source: Survey Data, 2019

Regarding to the above table, it can be witnessed that the overall mean value being 4.17 indicates that the women concerns about risk of doing the facial aesthetic treatment. According to the Table (3.10), the highest mean value of performance risk 5.12 reveals that they thought there is a chance that it may not perform as expected. According

to the overall mean value of performance risk of women, it can be said that most of the women are agree with the facts that doing the facial aesthetic treatment may be incurred loss when the facial aesthetic treatment does not perform as expected.

Doing the facial aesthetic treatment has side effects like difficulty swallowing and chewing, neck weakness, and trouble with vision and speech. The women are asked to know whether their perceptions towards doing facial aesthetic treatment is secure on their health/body/life. The highest mean value of security risk reveals that the women moderately concern about the side effects of doing facial aesthetic treatment. It is less than neutral of perceiving risk of doing the facial aesthetic treatment.

The highest mean value of financial risk 5.06 reveals that they are concerned and worried about extra charges since they know one time is not enough. The price of the facial aesthetic treatment is more that the basic one-month salary in Myanmar. For example, to do filler on cheek, normally it needs to be done once per month for 12 times.

The highest mean value of social risk 5.46 reveals that they are concerned and worried about the questions from their relatives and friends. The lowest mean value of social risk shows that doing the facial aesthetic treatment will not lead to too much social isolation. Many celebrities have done the facial aesthetic treatment and some let people know it but some not. According to the overall mean value, most of the people seen that it is acceptable to do the facial aesthetic treatment.

CHAPTER 4

ANALYSIS ON EFFECT OF PERCEIVED VALUE ON

INTENTION TO USE THE FACIAL AESTHETIC TREATMENT

This chapter is an analysis chapter including the findings from two stages of analysis: the analysis on effect of personal factors on perceived value and the analysis on effect of perceived value on intention to use the facial aesthetic treatment. This includes the results of the collected data from the women aged between 25 and 40 years old in Yangon which is further analyzed and interpreted by using regression analysis software.

4.1   Analysis on Effect on Personal Factors on Perceived Value

This section analyses the effects of personal factors on perceived value towards the facial aesthetic treatment. The women, respondents, gave ratings on 7-point Likert type questions which are Strongly Disagree, Very Disagree, Little Disagree, Neutral, Little Agree, Very Agree and Strongly Agree. The women who are aged between 25 and 40 years old were asked to answer their personal factors, their perceived value towards the facial aesthetic treatment which further lead to intention to use the facial aesthetic treatment.

4.1.1   Effect of Culture Value on Perceived Enjoyment

The women rated according to their own personal factors how they perceived on doing the facial aesthetic treatment and make decision to use the facial aesthetic treatment. As explained previously, the women were given questionnaires to rate their culture value dimensions: power distance, individualism and collectivism, uncertainty avoidance, masculinity and femininity. All the ratings from 125 women are summarized and calculated using statistical software to get mean values, regression consequences and other required values. The regression results to test the effects of cultural value on perceived enjoyment are presented in the following table.

Table (4.1) Effect of Cultural Value on Perceived Enjoyment

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
Constant	2.865	1.284	2.232	.027	
Power Distance	-.062	.297	-.210	.834	1.213
Individualism and Collectivism	.581***	.169	3.429	.001	1.410
Uncertainty Avoidance	-.025	.138	-.179	.858	1.318
Masculinity and Femininity	-.364***	.122	-2.983	.003	1.288
R Square	.112				
Adjusted R Square	0.082				
F Value	3.742***				
Durbin Watson	2.022				

Source: Survey Data (2019)

Notes: ***Significant at 1% Level, **Significant at 5% Level, *Significant at 10%Leve

The results of the analysis are presented in Table (4.1). As can be found in this table, the values of R square and adjusted R square are weak as they are 11 percent and 8 percent respectively. Nevertheless, the overall significance of the models, value turned out highly significant at 1% Level. The Durbin Watson value is over 2 (2.022). Hence, it indicates that there is negative correlation in the sample. All VIF values of four independent variables: power distance, individualism and collectivism, uncertainty avoidance, masculinity and femininity are less than 10. Where the variance inflation factors (VIF) are more than 10, at that point there is cause for worry since it means that multicollinearity. In this manner, as indicated by the outcome appears, all the VIF esteems are under 10 so there is no multicollinearity issue for this situation. This means that there are no correlations among the variables.

By the regression analysis, it can be seen that two cultural values dimensions are negative and highly significant out of four dimensions. As above Table (4.1), it can be

seen that one of the cultural values: individualism and collectivism is positively highly significant at 1% levels. Therefore, one unit of increase in individualism: perceived enjoyment can lead to 0.581 increase in perceived enjoyment of the facial aesthetic treatment.

Throughout survey, most of the women are likely to be collectivists so that they do not perceive as it is enjoyable to do the facial aesthetic treatment. The collectivist women's priority is the group over the self. The individualist women focus on their selves so that other's opinions do not impact on her decision. Moreover, the interdependent women use the unexpressed thoughts, feelings, and beliefs of another person with whom they have a relationship, as well as the other person's behaviors, to make decisions about their own internal attributes and actions. The interdependent women make purchase decision on the facial aesthetic treatment only by the time the interdependent women feel they enjoy it. In other wise, the collectivism women do the facial aesthetic treatment not because of only reason there is perceived enjoyment towards doing the facial aesthetic treatment. The collectivism women will need other reasons to do the facial aesthetic treatment.

It tends to be found in Table (4.1) that cultural value: femininity is positively highly important at 1% level. This means that an increase in one unit of femininity can lead to 0.364 increase in the perceived enjoyment of the facial aesthetic treatment. It can be supposed that the masculism women will not perceive it is the enjoyment of changing the facial appearance. It may be superficial for them. Moreover, the masculism women thinks that changing the facial appearance is not the success of life but it is doing the facial appearance. As long as the feminism women care the quality of life, indirectly the happiness of life, doing the facial aesthetic treatment can be the happiness of life for them. The other cultural values: power distance and uncertainty avoidance are not significant at any level. It means that they do not have impact on the purchase decision of facial aesthetic treatment in Yangon.

4.1.2 Effect of Personality on Perceived Enjoyment

Table (4.2) Effect of Personality on Perceived Enjoyment

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
Constant	10.109	1.604	6.303	0.00	
Extraversion	-.471**	.233	-2.018	.046	1.017
Consciousness	-.509***	.171	-2.978	.004	1.052
Neuroticism	-.122	.141	-.870	.386	1.043
Openness	-.455*	.237	-1.918	.057	1.016
R Square	.143				
Adjusted R Square	.114				
F Value	4.971***				
Durbin Watson	2.419				

Source: Survey Data (2019)

Notes: ***Significant at 1% Level, **Significant at 5% Level, *Significant at 10%Level

The results of the analysis are introduced in Table (4.2). As can be seen in this above table, the values of R square and adjusted R square are weak as they are 14 percent and 11 percent respectively. However, the overall significance of the models, value turned out highly significant at 1% Level. The Durbin Watson value is over 2 (2.419). In this way, it demonstrates that there is negative relationship among the variables. All VIF values of four independent variables: extroversion, consciousness, neuroticism and openness are less than 10. If the variance inflation factors (VIF) are more than 10, at that point there is cause for worry since it means that multicollinearity. In this manner, as indicated by the outcome appears, all the VIF esteems are under 10 so there is no multicollinearity issue for this situation.

By the regression analysis, it tends to be seen that personality dimensions are negative and highly significant out of four dimensions. Regarding to above table, it tends to be seen that the personalities: individualism and collectivism is negatively highly significant at 5% levels. Therefore, one unit of increase in extraversion: perceived enjoyment can lead to 0.471 decrease in perceived enjoyment of the facial aesthetic

treatment. It can be said that the extravert women worry if it will be questioned by their friends and relatives if the facial aesthetic treatment is done. They thought doing the facial aesthetic treatment may lead to too much social isolation so that the perception of doing the facial aesthetic treatment does not depend on their own's self only. Nevertheless, the introvert does not think such this way and they are predominantly interested in one's own mental self. The extravert cannot enjoy doing the facial aesthetic treatment even with their own thought.

The personality: consciousness is negatively highly significant at 1% level. This means that an increase in one unit of consciousness can lead to 0.509 decrease in perceived enjoyment of the facial aesthetic treatment. It's revealed by that the women who are higher consciousness do not enjoy doing the facial aesthetic treatment, as long as they thought it cannot lead to bring the success in their careers and their goals. The women who are lower consciousness enjoy doing the facial aesthetic treatment because it can be said that they do not consider the consequence of doing the facial aesthetic treatment as the current emotion win them. Moreover, the women who are high in consciousness do not perceive the facial aesthetic treatment as pleasure because they are thoroughness.

The last personality, openness is negatively highly significant at 10% level. This means that one unit of openness can lead to 0.455 decrease in perceived enjoyment of the facial aesthetic treatment. It can be said that the women who are low in openness perceived doing the facial aesthetic treatment is enjoyable. According to survey, the respondents are the women who are aged between 25 to 40 years old. Most of Myanmar women career focus on house working and earning money for house warming. The traditional responsibility of typical Myanmar women is to build the home sweet home. By analyzing the married Myanmar woman, they have to care house working and they have to catch their partner's interest on them so that doing facial aesthetic treatment helps their daily routine life. By examining, Myanmar typical women are likely to be lower in consciousness, lower in openness and lower in extroversion can be obviously seen during survey.

4.1.3 Effect of Culture Value on Perceived Risk

Table (4.3) Cultural Value on Performance Risk

Model	Unstandardized Coefficients		t	Sig	VIF
	B	**Std. Error**			
Constant	1.164	1.548	.752	.454	
Power Distance	.355	.271	1.310	.193	1.134
Individualism and Collectivism	.213	.188	1.134	.259	1.009
Uncertainty Avoidance	.244	.153	1.597	.113	1.212
Masculinity and Femininity	.095	.171	.553	.581	1.080
R Square	.042				
Adjusted R Square	.009				
F Value	1.294				
Durbin Watson	1.632				

Source: Survey Data (2019)

Notes: ***Significant at 1% Level, **Significant at 5% Level, *Significant at 10%Level

The results of the analysis are introduced in Table (4.3). As can be seen in this table, the values of R square and adjusted R square are weak as they are 4 percent and 1 percent respectively. Moreover, the value of F-test, the overall significance of the models, did not turn out significant. The Durbin Watson value is close to 2 (1.632). Therefore, it indicates that there is no auto correlation among the variables. All VIF values of four independent variables: Power Distance, Individualism and Collectivism, Uncertainty Avoidance, Masculinity and Femininity are less than 10. If the variance inflation factors (VIF) are more than 10, at that point there is cause for worry since it means that multicollinearity. In this manner, as indicated by the outcome appears, all the VIF esteems are under 10 so there is no multicollinearity issue for this situation. Regarding to the regression analysis, the cultural value does not impact on performance risk of facial aesthetic treatment because it can be said that Myanmar women culture are not familiar with the performance risk of the facial aesthetic treatment such as the detail of consequences of doing the facial aesthetic treatment.

Table (4.4) Cultural Value on Security Risk

Model	Unstandardized Coefficients		t	Sig	VIF
	B	**Std. Error**			
Constant	4.404	1.124	3.917	0.000	
Power Distance	-0.377	0.260	-1.450	0.150	1.213
Individualism and Collectivism	-0.154	0.142	-1.081	0.282	1.370
Uncertainty Avoidance	-0.077	0.120	-0.640	0.524	1.297
Masculinity and Femininity	0.285***	0.106	2.681	0.008	1.273
R Square	0.072				
Adjusted R Square	0.041				
F Value	2.299*				
Durbin Watson	2.2196				

Source: Survey Data (2019)

Notes: ***Significant at 1% Level, **Significant at 5% Level, *Significant at 10%Level

The results of the analysis are introduced in Table (4.4). As can be seen in this table, the values of R square and adjusted R square are weak as they are 7 percent and 4 percent respectively. Moreover, the value of F-test, the overall significance of the models, turned out significant at 10 % level. The Durbin Watson value is over 2 (2.2196). Therefore, it indicates that there is negative correlation in the sample. All VIF values of four independent variables: power distance, individualism and collectivism, uncertainty avoidance, masculinity and femininity are less than 10. If the variance inflation factors (VIF) are more than 10, at that point there is cause for worry since it means that multicollinearity. In this manner, as indicated by the outcome appears, all the VIF esteems are under 10 so there is no multicollinearity issue for this situation.

Regarding the regression analysis, it can be seen that one cultural values dimension is negative and highly significant out of four dimensions. As seen as above table, it can be said that cultural value: masculinity and femininity is positively highly significant at 1% levels. Therefore, one unit of increase in masculinity: security risk can

lead to 0.285 increase in security risk of the facial aesthetic treatment. Furthermore, the women with masculinism culture perceived that it is not safe to do the facial aesthetic treatment. Moreover, the femininity culture rates the importance of physical appearance and physical environment more highly than the masculinity culture while the masculinity culture rates the extrinsic motivators of "advancement" and "earning power" as more important. While the women with feminism culture comparing the more importance between the physical appearance and the safety on the facial aesthetic treatment, the women with feminism culture will take the physical appearance otherwise than the women with masculinism culture.

Table (4.5) Cultural Value on Financial Risk

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
Constant	1.240	1.481	.837	.404	
Power Distance	.5859**	.277	2.116	.036	1.119
Individualism and Collectivism	.220	.197	1.118	.266	1.004
Uncertainty Avoidance	.372***	.136	2.734	.007	1.135
Masculinity and Femininity	-.243*	.130	-1.872	.064	1.023
R Square	.094				
Adjusted R Square	.063				
F Value	3.070**				
Durbin Watson	1.648				

Source: Survey Data (2019)

Notes: ***Significant at 1% Level, **Significant at 5% Level, *Significant at 10%Level

The results of the analysis are introduced in Table (4.5). As can be found in this table, the values of R square and adjusted R square are weak as they are 9 percent and 6

percent respectively. Moreover, the value of F-test, the overall significance of the models, turned out significant at 5% level. The Durbin Watson value is closed to 2 (1.648). Therefore, it indicates that there is no auto correlation in the sample. All VIF values of four independent variables: power distance, individualism and collectivism, uncertainty avoidance, masculinity and femininity are less than 10. If the variance inflation factors (VIF) are more than 10, at that point there is cause for worry since it means that multicollinearity. In this manner, as indicated by the outcome appears, all the VIF esteems are under 10 so there is no multicollinearity issue for this situation.

As reported by the regression analysis, it can be found that two cultural values dimensions are positive and highly significant out of four dimensions. According to the table, it can be seen that cultural value: positive distance is positively highly significant at 5% levels. Therefore, one unit of increase in power distance can lead to 0.608 increase in financial risk of the facial aesthetic treatment. The women with the hierarchical rule tends to perceive the financial risk of the facial aesthetic treatment other than the women with lower power distance because the money is one of the powerful members of society. Doing the facial aesthetic treatment is indirectly losing money, indirectly losing their powerful member of society because doing one time is not enough, it's needed doing every quarter. Moreover, the powerful women do care the financial than the facial appearance.

As reported by the above table, that cultural value: uncertainty avoidance is positively highly significant at 1% level. This means that an increase in one unit of uncertainty avoidance can lead to 0.313 increase in the perceived risk (financial risk) of the facial aesthetic treatment. As explaining as before, uncertainty avoidance is believed to lead to a reduction of ambiguity and predictable structures. Still and all, doing the facial aesthetic treatment has extra charges such as unpredictable consequences because doing one time is not enough when it is not affected. Such unpredictable procedures significantly impact on the women with higher uncertainty avoidance.

The cultural value: uncertainty avoidance is negatively highly significant at 10% level. This means that an increase in one unit of femininity can lead to 0.243 increase in the perceived risk (financial risk) of the facial aesthetic treatment. All the respondents of this survey are 125 women. As the saying goes, the women are stingier than the men. It can be said that the women with higher feminism perceived the financial risk of doing the

facial aesthetic treatment. The women who do the facial aesthetic treatment need to see doctors every month or every quarter because it has unpredictable consequences.

Table (4.6) Cultural Value on Social Risk

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
Constant	.751	1.130	.665	.508	
Power Distance	.329	.211	1.560	.121	1.119
Individualism and Collectivism	.298**	.150	1.980	.050	1.004
Uncertainty Avoidance	.154	.104	1.481	.141	1.135
Masculinity and Femininity	.074	.099	.744	.459	1.023
R Square	.066				
Adjusted R Square	.035				
F Value	2.105*				
Durbin Watson	1.873				

Source: Survey Data (2019)

Notes: ***Significant at 1% Level, **Significant at 5% Level, *Significant at 10%Level

The results of the analysis are introduced in Table (4.6). As reported by the above table, the values of R square and adjusted R square are weak as they are 6 percent and 3 percent respectively. Moreover, the value of F-test, the overall significance of the models, turned out significant at 10% level. The Durbin Watson value is close to 2 (1.873). Therefore, it indicates that there is no auto correlation in the sample. All VIF values of four independent variables: Power Distance, Individualism and Collectivism, Uncertainty Avoidance, Masculinity and Femininity are less than 10. If the variance inflation factors (VIF) are more than 10, at that point there is cause for worry since it means that multicollinearity. In this manner, as indicated by the outcome appears, all the VIF esteems are under 10 so there is no multicollinearity issue for this situation.

As reported by the regression analysis, it can be seen that one of four cultural values dimensions are positively significant out of four dimensions at 5% level. This means that an increase in one unit of individualism can lead to 0.298 increase in the perceived risk (social risk) of the facial aesthetic treatment. The individualist women do not follow one particular philosophy, rather creates an amalgamation of elements of many, based on personal interests in particular aspects that she finds of use.

Furthermore, the individualist women are not likely to do the facial aesthetic treatment will be questioned by my friends and relatives if the facial aesthetic treatment is done. As reported by the table, the individualist women are more alert with the social risk towards the facial aesthetic treatment since doing the facial aesthetic treatment is not the ordinary thing such as cosmetic but it is changed from ordinary face to customized face. The other culture values: power distance, uncertainty avoidance, masculinism and feminism do not impact on social risk towards the facial aesthetic treatment. As the explanation in previous chapter, power distance is the extent to which the members of a society accept that power in institutions and organizations is distributed unequally.

As well, the power distance culture value does not affect social risk of the facial aesthetic treatment because in this power distance culture dimension, the women are overwhelmed by the power volume but not by the society. As same as power distance culture affecting on social risk, the uncertainty avoidance culture dimension is overwhelmed by avoiding unpredictable consequences and the masculinism culture dimension is overwhelmed by martial rewards for success and the feminism culture dimension is overwhelmed by quality of life.

4.1.4 Effect of Personality on Perceived Risk

Table (4.7) Effect of Personality on Performance Risk

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
Constant	1.471	1.325	1.110	.269	
Extroversion	-.247	.193	-1.284	.202	1.017
Consciousness	.000	.141	-.003	.997	1.052
Neuroticism	.603***	.116	5.193	.000	1.043
Openness	.338*	.196	1.725	.087	1.016
R Square	.212				
Adjusted R Square	.185				
F Value	7.982***				
Durbin Watson	1.502				

Source: Survey Data (2019)

Notes: ***Significant at 1% Level, **Significant at 5% Level, *Significant at 10%Level

The results of the analysis are introduced in Table (4.7). As reported by the above table, the values of R square and adjusted R square are weak as they are 21 percent and 18 percent respectively. Moreover, the value of F-test, the overall significance of the models, turned out significant at 1% level. The Durbin Watson value is closed to 2 (1.502). Therefore, it indicates that there is no auto correlation in the sample. All VIF values of four independent variables: extraversion, consciousness, neuroticism and openness are less than 10. If the variance inflation factors (VIF) are more than 10, at that point there is cause for worry since it means that multicollinearity. In this manner, as indicated by the outcome appears, all the VIF esteems are under 10 so there is no multicollinearity issue for this situation.

As reported by the regression analysis, it can be seen that two personalities dimensions are positive and highly significant out of four dimensions. The personality: neuroticism is positively highly significant at 1% levels. Therefore, one unit of increase in neuroticism: perceived enjoyment can lead to 0.603 increase in perceived risk (performance risk) of the facial aesthetic treatment. In nature, the individual with higher

neuroticism personality tend to be very sensitive and nervous. Previous research in large samples has shown that levels of neuroticism are higher in women than men. This study is about women and it is very clear that the women with higher neuroticism tend to scary of loss on their face that may be incurred when doing the facial aesthetic treatment does not perform as expected. It can be unfortunate that doing the facial aesthetic treatment may damage their facial appearance.

As reported by the regression analysis, the personality: openness is positively highly significant at 10% level. This means that an increase in one unit of consciousness can lead to 0.338 increase in perceived risk (performance risk) of the facial aesthetic treatment. As explaining as previous in this study, openness to experience concerns people's willingness to try to new things, their ability to be vulnerable, and their capability to think outside the box. According to previous studies, openness has moderate positive relationships with creativity, intelligence and knowledge. It can be said that the women who are higher openness to experience are highly knowledgeable about doing the facial aesthetic treatment. Doing the facial aesthetic may incur loss on face when it is not performed expected such as it can lead to damage their facial appearance.

The other personalities: extraversion and consciousness do not impact on performance risk towards the facial aesthetic treatment. As the explanation in previous chapter, people high in extraversion tend to seek out opportunities for social interanion while people low in extroversion are reserved. Furthermore, the extravert personality does not affect performance risk of the facial aesthetic treatment. In this extraversion personality's dimension, the women high in extraversion tend to be overwhelmed by the social interaction and the women low in introversion are likely to overwhelmed by replenishing their energy with solitude. As long as extraversion dimension influencing on performance risk, the women conscientiousness personality's dimension tends to be overwhelmed by their goal with determination and forethought while the low in conscientiousness personality are likely to be overwhelmed by hesitating.

Table (4.8) Effect of Personality on Security Risk

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
Constant	2.786	.857	3.252	.001	
Extroversion	-.153	.079	-1.933	.056	1.032
Consciousness	-.006	.084	-.070	.945	1.037
Neuroticism	-.007	.096	-.075	.940	1.026
Openness	.034	.062	.557	.579	1.006
R Square	.033				
Adjusted R Square	.001				
F Value	1.029				
Durbin Watson	1.703				

Source: Survey Data (2019)

Notes: ***Significant at 1% Level, **Significant at 5% Level, *Significant at 10% Level

The results of the analysis are introduced in Table (4.8). The values of R square and adjusted R square are weak as they are 3 percent and 0 percent respectively. The Durbin Watson value is closed to 2 (1.703). Therefore, it indicates that there is no auto correlation among the variables. All VIF values of four independent variables: extraversion, consciousness, neuroticism and openness are less than 10. If the variance inflation factors (VIF) are more than 10, at that point there is cause for worry since it means that multicollinearity. In this manner, as indicated by the outcome appears, all the VIF esteems are under 10 so there is no multicollinearity issue for this situation. Besides, the value of F-test, the overall significance of the models, did not turn out significantly. It can be said that the personality dimensions do not impact on the security risk of facial aesthetic treatment.

Table (4.9) Effect of Personality on Financial Risk

Model	Unstandardized Coefficients		t	Sig	VIF
	B	**Std. Error**			
Constant	.198	1.533	.129	.897	
Extraversion	.581***	.223	2.605	.010	1.017
Consciousness	.264	.163	1.614	.109	1.052
Neuroticism	.180	.134	1.338	.183	1.043
Openness	.120	.227	.530	.597	1.016
R Square	.094				
Adjusted R Square	.064				
F Value	3.103**				
Durbin Watson	1.791				

Source: Survey Data (2019)

Notes: ***Significant at 1% Level, **Significant at 5% Level, *Significant at 10%Level

The results of the analysis are introduced in Table (4.9). As can be seen in this table, the values of R square and adjusted R square are weak as they are 9 percent and 6 percent respectively. Moreover, the value of F-test, the overall significance of the models, turned out significantly at 5% level. The Durbin Watson value is closed to 2 (1.791). Therefore, it indicates that there is no auto correlation among the variables. All VIF values of four independent variables: extraversion, consciousness, neuroticism and openness are less than 10. If the variance inflation factors (VIF) are more than 10, at that point there is cause for worry since it means that multicollinearity. In this manner, as indicated by the outcome appears, all the VIF esteems are under 10 so there is no multicollinearity issue for this situation.

As reported by the regression analysis, it can be seen that one personality dimension is negative and highly significant out of four dimensions. According to the table (4.9), it can be seen that personalities: extroversion is positively highly significant at 1% levels. Therefore, one unit of increase in extraversion: perceived risk (financial risk) can lead to 0.581 increase in financial risk of the facial aesthetic treatment.

Conforming to (Crouch, 2018), research showed that extraverts are as investors. Typically, extraverts are more willing to take financials risks and seize opportunities that can be lucrative in the long run. They also tend to have higher incomes than introverts and they are more likely to be CEOS. The women high in extraversion perceived more the financial risk of doing facial aesthetic treatment other than the women low in extraversion. In addition, the women high in extroversion calculate between financial risk of the facial aesthetic treatment and opportunities of the financial aesthetic treatment. At last but not least, they come up with the decision taking the financial risk when they think doing the facial aesthetic treatment has opportunities such as being able to catching up the social interaction.

The other personalities: consciousness, neuroticism, and openness are not significant at any level. It means that they do not have impact on the financial risk of facial aesthetic treatment in Yangon. The women conscientiousness personality's dimension tends to be overwhelmed by their goal with determination and forethought while the low in conscientiousness personality are likely to be overwhelmed by hesitating. Besides, the women higher neuroticism or lower neuroticism do not work on perceiving the financial risk of doing the facial aesthetic treatment. Still, the women higher openness or lower openness do not perceive the financial risk of the facial aesthetic treatment.

Table (4.10) Effect of Personality on Social Risk

Model	Unstandardized Coefficients		t	Sig	VIF
	B	**Std. Error**			
Constant	5.369	1.177	4.562	.000	
Extroversion	.059	.171	.345	.731	1.017
Consciousness	.067	.125	.535	.594	1.052
Neuroticism	-.199	.103	-1.933	.056	1.043
Openness	-.268	.174	-1.541	.126	1.016
R Square	.055				
Adjusted R Square	.023				
F Value	1.734				
Durbin Watson	1.799				

Source: Survey Data (2019)

Notes: ***Significant at 1% Level, **Significant at 5% Level, *Significant at 10%Level

The results of the analysis are introduced in Table (4.10). The values of R square and adjusted R square are weak as they are 5 percent and 2 percent respectively. The Durbin Watson value is closed to 2 (1.799). Therefore, it indicates that there is no auto correlation among the variables. All VIF values of four independent variables: extraversion, consciousness, neuroticism and openness are less than 10. If the variance inflation factors (VIF) are more than 10, at that point there is cause for worry since it means that multicollinearity. In this manner, as indicated by the outcome appears, all the VIF esteems are under 10 so there is no multicollinearity issue for this situation.

As reported by the regression analysis, the value of F-test, the overall significance of the models, did not turn out significantly. Any personality does not affect the social risk of facial aesthetic treatment. During survey, most of the women would like to try the facial aesthetic treatment for once and their friends have done one of the facial aesthetic treatments. When their friends do the facial aesthetic treatment, they also want to do. It is so called peer pressure. Moreover, some women are very confident about their facial appearance since their partner accepts the current.

4.2   Analysis on the Relationship between Perceived Value and Intention to Use the Facial Aesthetic Treatment

As the final step, this study analyzed the effect of perceived value (perceived enjoyment, performance risk, security risk, financial risk, perceived risk) on intention to use the facial aesthetic treatment. The multiple linear regression analysis is conducted.

Table (4.11) Relationship between Perceived Value and Intention to Use

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
Constant	8.34	.690	1.163	0.247	
Perceived Enjoyment	.586***	.119	4.919	.000	1.315
Perceived Risk (Performance risk)	.803	.171	1.219	.225	1.218
Perceived Risk (Security risk)	.208	.153	-1.173	.243	1.187
Perceived Risk (Financial risk)	-.179	.135	1.340	.183	1.461
Perceived Risk (Social risk)	.182	.165	-.494	.622	1.272
R Square	.221				
Adjusted R Square	.188				
F Value	6.695***				
Durbin Watson	1.920				

Source: Survey Data (2019)

Notes: ***Significant at 1% Level, **Significant at 5% Level, *Significant at 10%Level

The results of the analysis are introduced in Table (4.11). The values of R square and adjusted R square are high as above table. The Durbin Watson value is closed to 2 (1.920). The F value turned out highly significant as above as 1% level. All VIF values of four independent variables: perceived enjoyment, performance risk, security risk, financial risk and social risk are less than 10. If the variance inflation factors (VIF) are more than 10, at that point there is cause for worry since it means that multicollinearity. In this manner, as indicated by the outcome appears, all the VIF esteems are under 10 so there is no multicollinearity issue for this situation.

The perceived enjoyment positively impacts on intention to use the facial aesthetic treatment. Relating to survey, the women moderately agreed with that they enjoy doing facial aesthetic treatment. The believed that their emotion got better on their facial appearance after doing the facial aesthetic treatment. Aside from any performance consequences resulting from doing the facial aesthetic treatment, the women tend to be enjoyable towards doing the facial aesthetic treatment in its own rights. The women are likely to experience immediate enjoyment or fun from using the facial aesthetic treatment, and tends to perceive any dynamic participation in using the facial aesthetic treatment.

The perceived risk: financial risk, performance risk, security risk, and social risk are not significant at any level. As it was designed within an aggressive schedule, the women tend to not significantly perceive the performance risk of doing facial aesthetic treatment because nowadays the facial aesthetic treatments have less damage to the face and the performance are so good enough that the rich celebrities even put the facial aesthetic treatment on their face. As long as the facial clinics booming and competing prices day to day, the financial risk of doing the facial aesthetic treatment do not affect intention to use.

Throughout survey, women choose the fun of changing facial appearance other than the loss of money since nowadays the cost of facial aesthetic treatment is cheaper day to day and the facial clinics are competing to decline the cost to attract customer. Additionally, it can be seen many rich celebrities do the facial aesthetic treatment and the women feels it is safe to do it so that perceived risk does not impact on intention to use towards the facial aesthetic treatment. The social risk does not impact on intention to use the facial aesthetic treatment because doing the facial aesthetic treatment is acceptable in society.

CHAPTER 5

CONCLUSION

This chapter is composed of three parts. They are findings and discussions, recommendation and suggestions and needs for further research. The purpose of this study is to examine the impact of cultural values and personality traits on perceived value towards the facial aesthetic treatment and to analyze the relationship between perceived value and intention to use the facial aesthetic treatment.

5.1   Findings and Discussions

This study established the impact of cultural values and personality traits on perceived value towards the facial aesthetic treatment and the relationship between perceived value and intention to use the facial aesthetic treatment. The objectives were achieved through the used to descriptive design and analytical research design.

As the explanation in previous chapter, the individualist perceived doing the facial aesthetic treatment is enjoyable and the feminist tends to consider the same towards the facial aesthetic treatment. There are many reasons that these women enjoy doing the facial aesthetic treatment such as the interdependent women's the unexpressed thoughts, feelings, and beliefs and also intention to use decision depend on them only. Other suggestion will not work on their decision. Otherwise, the collectivist women account on other thoughts to use the facial aesthetic treatment. The collectivist women tend to need other reason to do the facial aesthetic treatment except perceived enjoyment. There are reasons why the feminism women perceived enjoyment towards the facial aesthetic treatment such as they tend to be motivated by affiliation needs and they are likely to more concerned with getting along with others than women from masculine culture. The feminist women tends to get affiliation from other people and they are likely to be more easily getting along with other when they become more beautiful. Myanmar women personalities: higher in individualism and higher in feminism perceived enjoyment of doing the facial aesthetic treatment.

As reported by the survey result, the extrovert women tend to concern whether it will be questioned about the facial aesthetic treatment by their friends and relatives. The facial aesthetic treatment will lead to too much social isolation for doing the facial aesthetic treatment as long as the extravert women does not depend on their own's self only. Yet the introverts are not likely to consider the same and they are predominantly interested in one's own mental self. The extraverts cannot enjoy doing the facial aesthetic treatment with their own thought.

As long as the women in higher consciousness think doing the facial aesthetic treatment cannot lead to bring the success in their careers and their goals, they do not perceive the enjoy of doing the facial aesthetic treatment. Otherwise, the women in lower consciousness perceive the enjoy of doing the facial aesthetic treatment as far as the women in lower consciousness are beat against current emotion. Still, the women who are high in consciousness do not perceive the facial aesthetic treatment as pleasure because they are thoroughness.

Throughout the survey, the traditional responsibilities of typical Myanmar women can be obviously found. The traditional responsibility of Myanmar women is to build the home sweet home. As if the women are married in Myanmar, they have to do house working and care their partner's interest on them at the moment , sometimes they have to earn money for family, so that doing the facial aesthetic treatment can help their beauty in which they do not need to take care of every days after doing it quarterly. It saves the time for them. The women lower in consciousness, lower in openness, and lower in extraversion are likely to be the typical Myanmar women. The typical Myanmar women are likely to enjoy doing the facial aesthetic treatment.

Based on the regression analysis, the cultural value does not impact on performance risk because the Myanmar women culture are not familiar with consequences of doing the facial aesthetic treatment. The masculinist women tend to feel not safe towards doing the facial aesthetic treatment. Otherwise, the feminist women rate the importance of physical appearance and physical environment more highly than the masculinist women as long as the masculinism rate the extrinsic motivators of "advancement" and "earning power". While the feminist women comparing the more importance between the physical appearance and the safety on the facial aesthetic

treatment, the feminist women are supposed to rate the highest towards the physical appearance.

As stated by the regression analysis on culture value on financial risk, it can be said that the women with the hierarchical rule perceived the financial risk of the facial aesthetic treatment other than the women with lower power distance because the money is one of the powerful members in society. Doing the facial aesthetic treatment is indirectly losing money, indirectly losing their powerful member of society because doing on time is not enough, it's needed doing every quarter. As explaining as before, uncertainty avoidance is believed to lead to a reduction of ambiguity and predictable structures. Still and all, doing the facial aesthetic treatment has extra charges such as unpredictable consequences because doing one time is not enough when it is not affected. Such unpredictable procedures significantly impact on the women higher uncertainty avoidance. As the saying goes, the women are stingier than the men. It can be said that the women with higher feminism perceived the financial risk of doing the facial aesthetic treatment. Doing facial aesthetic treatment has the ultimate price of the facial treatment because there are extra charges such as doing one time is not enough, it is needed doing every quarter. After doing the facial aesthetic treatment, the women need to see doctors every month or every quarter because it has unpredictable consequences.

The individualist women do not follow one particular philosophy, rather creates an amalgamation of elements of many, based on personal interests in particular aspects that she finds of use. Furthermore, the individualist women tend to concern social risk of doing the facial aesthetic treatment. According to the table, the individualism women are more alert with the social risk towards the facial aesthetic treatment since doing the facial aesthetic treatment is as different as cosmetic since it is changed from ordinary face to customized face.

In nature, the individual with higher neuroticism personality tend to be very sensitive and nervous. Previous research in large samples has shown that levels of neuroticism are higher in women than men. This study is about women and it is very clear that the women with higher neuroticism tend to scary of loss on their face that may be incurred when doing the facial aesthetic treatment does not perform as expected. It can be unfortunate that doing the facial aesthetic treatment may damage their facial appearance.

As explaining as previous in this study, openness to experience concerns people's willingness to try to new things, their ability to be vulnerable, and their capability to think outside the box. According to previous studies, openness has moderate positive relationships with creativity, intelligence and knowledge. It can be said that the women who are higher openness to experience are highly knowledgeable about doing the facial aesthetic treatment. Doing the facial aesthetic may incur loss on face when it is not performed expected such as it can lead to damage their facial appearance.

Conforming to (Crouch, 2018), research showed that extraverts are as investors. Typically, extraverts are more willing to take financials risks and seize opportunities that can be lucrative in the long run. They also tend to have higher incomes than introverts and they are more likely to be CEOS. The women high in extraversion perceived more the financial risk of doing facial aesthetic treatment other than the women low in extraversion. In addition, the women high in extroversion calculate between financial risk of the facial aesthetic treatment and opportunities of the financial aesthetic treatment. At last but not least, they come up with the decision taking the financial risk when they think doing the facial aesthetic treatment has opportunities such as being able to catching up the social interaction.

Any personality does not impact on the social risk of facial aesthetic treatment. Throughout survey, most of the women are likely to try the facial aesthetic treatment for once as long as their friends have done one of the facial aesthetic treatments. When their friends do the facial aesthetic treatment, they also want to do. It is so called peer pressure. Additionally, some women are very confident about their facial appearance since their partner accepts the current.

The perceived enjoyment positively influences on intention to use the facial aesthetic treatment. Relating to survey, the women moderately agreed with that they enjoy doing facial aesthetic treatment. The believed that their emotion got better on their facial appearance after doing the facial aesthetic treatment. Aside from any performance consequences resulting from doing the facial aesthetic treatment, the women perceived to be enjoyable in its own rights.

The other culture values: power distance, uncertainty avoidance, masculinism and feminism do not impact on social risk towards the facial aesthetic treatment. As the

explanation in previous chapter, power distance is the extent to which the members of a society accept that power in institutions and organizations is distributed unequally. To add, the power distance culture value does not effect on social risk of the facial aesthetic treatment because in this power distance culture dimension, the women are overwhelmed by the power volume but not by the society. As same as power distance culture affecting on social risk, the uncertainty avoidance culture dimension is overwhelmed by avoiding unpredictable consequences and the masculinism culture dimension is overwhelmed by martial rewards for success and the feminism culture dimension is overwhelmed by quality of life.

The perceived enjoyment positively impacts on intention to use the facial aesthetic treatment. Relating to survey, the women moderately agreed with that they enjoy doing facial aesthetic treatment. The believed that their emotion got better on their facial appearance after doing the facial aesthetic treatment. Aside from any performance consequences resulting from doing the facial aesthetic treatment, the women tend to be enjoyable towards doing the facial aesthetic treatment in its own rights. The women are likely to experience immediate enjoyment or fun from using the facial aesthetic treatment, and tends to perceive any dynamic participation in using the facial aesthetic treatment.

The perceived risk: financial risk, performance risk, security risk, and social risk are not significant at any level. As it was designed within an aggressive schedule, the women who do not care the cost of the facial aesthetic treatment are willing to use the facial aesthetic treatment. It can be said that the women thought the performance risk is less than the financial risk of doing facial aesthetic treatment because nowadays the facial aesthetic treatments has less damage to the face and the performance are so good enough that the rich celebrities even put the facial aesthetic treatment on their face.

Throughout the survey, the women tends to the opportunity of changing facial appearance other than the loss of money since nowadays the cost of facial aesthetic treatment is cheaper day to day and many clinics compete to decline the cost to attract money customer. Additionally, it can be seen many rich celebrities do the facial aesthetic treatment and the women feels it is safe to do it so that perceived risk does not impact on intention to use towards the facial aesthetic treatment. The social risk does not impact on intention to use the facial aesthetic treatment because doing the facial aesthetic treatment is acceptable in society.

5.2 Suggestions and Recommendations

Based on the finding of culture value on perceived enjoyment of the facial aesthetic treatment, the type of marketing should peer influence in marketing since the collectivism women and the women who are likely to focus on intimacy and solidarity perceived the enjoyment of facial aesthetic treatment. This conclusion is drawn from the findings of this study, as it was only three personality traits that affects the perceived enjoyment of the facial aesthetic treatment. What this means is that marketers should always reflect these personality traits in marketing of the facial aesthetic treatment. (For example; the independence women (the working women), the thoughtful women, the women who prefers routine, the impulsive women).

Throughout the survey research, the marketers should target to the women who are seeking achievement in leadership position, are likely to be the working women. The best way to advertising is one of the pull marketing is that to let the influencer review their before facial aesthetic treatment and after facial aesthetic treatment. The marketers should highlight on the fun occurring where before and after appearance changes. The fun leads women to do the facial aesthetic treatment.

5.3 Needs for Further Research

As this study was limited to 125 women who were coming to Junction City in Yangon, further research should be made to other shopping mall as well as a wider public who are employees and has different background. Therefore, this survey does not cover the whole country or not even the whole city's women intention to use the facial aesthetic treatment. Therefore, it will be great if a larger sample size should be used to carry out for any further research study in this filed to better understand the women personalities and perceived value on the facial aesthetic treatment. In future research, other factors such as self-confidence and peer pressure should be used as the measurement tools towards intention to use the facial aesthetic treatment.

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YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

SURVEY QUESTIONNAIRE

This questionnaire is a part of MBA program from Yangon University of Economics. This is designed for the study of Personal Factors, Perceived Value and Intention to Use the Facial Aesthetic Treatment in Yangon. It is not related with any other business purpose. Your participation is highly appreciated. All information provided will not be revealed to any other person.

Please tick the appropriate box or complete the answer. There is no right or wrong answer, therefore please choose the answer that represents your opinion. Thank you for your valuable time.

Section A Personal Factors

Please indicate your level of agreement to the following statements by encircling the number that corresponds to your choice.

1 = Strongly Disagree, 2 = Very Disagree, 3 = Little Disagree 4 = Neutral,

5 = Little Agree. 6 = Very Agree, 7= Strongly Agree

Personal Factors

No.	Statement	1	2	3	4	5	6	7
Power Distance								
1.	Children should be taught that their opinion is as important as their parents´.							
2.	Children should be							

	taught to not take things for granted, in the family or other institutions.							
3.	In a company/organization, people must be able to create their own place/function.							
4.	People must not take the boss decisions for granted. Always question the actions of the boss.							
Individualism and Collectivism								
1.	Not especially sensitive to other people's feelings.							
2.	Don't consider to be a particularly helpful person.							
3.	Don't especially enjoy giving other aids.							
4.	believe it's best not to get involved in taking care of other people's personal needs							
5.	Not the sort of person who often comes to the aid of others							
6.	When people get emotionally upset, tend to avoid them							
Uncertainty Avoidance								
1.	It is important to have job requirements and instructions spelled out in detail so people know what they are expected to do							

No.	Statement	1	2	3	4	5	6	7
2.	It is better to have a bad situation to know about, than to have an uncertain situation that might be better.							
3.	Rules and regulations are important because they inform workers what the organization expects of them.							
4.	People should avoid making chances because things could get worse							
5.	Not the sort of person who often comes to the aid of others							
6.	When people get emotionally upset, tend to avoid them							
Masculinity and Femininity								
1.	It is more important for men to have a professional career than it is for women to have a professional career.							
2.	Women do no value recognition and promotion in their work as much as men do.							
3.	It is preferable to have a man in high level position than a woman.							
4.	There are some jobs in which a man can always do better than a woman.							

No.	Statement	1	2	3	4	5	6	7
Extraversion								
1	Am the life of the party.							
2	Don't talk a lot.							

3	Feel comfortable around people.							
4	Keep in the background.							
5	Start conversations.							
6	Have little to say.							
7	Talk to a lot of different people at parties.							
8	Don't like to draw attention to myself.							
9	Don't mind being the center of attention.							
10	Am quiet around strangers.							

Consciousness

1	Am always prepared.							
2	Leave my belongings around.							
3	Pay attention to detail.							
4	Make a mess of things.							
5	Get chores done right away.							
6	Often forget to put things back in their proper place.							
7	Like order.							
8	Shirk my duties.							
9	Follow a schedule.							
10	Exacting in my work.							

Neuroticism

1	Get stressed out easily.							
2	Am relaxed most of the time.							
3	Worry about things.							
4	Seldom feel blue.							
5	Am easily disturbed							
6	Get upset easily							
7	Change my mood a							

No.	Statement	1	2	3	4	5	6	7
	lot.							
8	Have frequent mood swings.							
9	Get irritated easily.							
10	Often feel blue.							
Openness								
1	Have a rich vocabulary.							
2	Have difficulty understanding abstract ideas.							
3	Have a vivid imagination.							
4	Am not interested in abstract ideas.							
5	Have excellent ideas.							
6	Do not have good imagination.							
7	Am quick to understand things.							
8	Use difficult words.							
9	Spend time reflecting on things.							
10	Am full off ideas.							

Section B Perceived Value

Please indicate your level of agreement to the following statements by encircling the number that corresponds to your choice.

1 = Strongly Disagree, 2 = Very Disagree, 3 = Little Disagree 4 = Neutral,

5 = Little Agree. 6 = Very Agree, 7= Strongly Agree

Perceived Value

No.	Statement	1	2	3	4	5	6	7
Perceived Enjoyment								
1	If do the Aesthetic Facial Treatment, will be enjoyable							
2	If do the Aesthetic Facial Treatment, will be fun.							

3	If do the Aesthetic Facial Treatment, will be pleased about my face.							
4	If do the Aesthetic Facial Treatment, will be confident.							

Perceived Risk

Performance Risk

1	If do it, there is a chance that it may not perform as expected.							
2	Am concerned that the result delivered may not be exactly as it appeared on advertising.							
3	It is difficult to ascertain the detail of image such as nose, lips, and size just by looking at its demand provided by doctor.							
4	Am concerned that the image will not be what thought it would be.							
5	Doing facial aesthetic may not deliver the result that hope fully							
6	Am afraid that doing facial aesthetic will not be delivered when expected.							

Security Risk

1	Do not think it is safe to do facial aesthetic treatment.							
2	Feel it is safe to do facial aesthetic treatment.							

Financial Risk

1.	Am concerned about the ultimate price of the facial treatment because there may be extra charges such as doing one time is not enough, it's needed doing every							

No.	Statement							
	quarter.							
2.	Doing facial aesthetic treatment is indirectly losing money because it's not affected.							
Social Risk								
1.	It will be questioned by my friends and relatives if the facial aesthetic treatment is done.							
2.	Doing the facial aesthetic treatment will lower my esteem amongst my friends.							
3.	If did, think my friends would think that am not cool.							
4.	If did, some friends would think that am trying to show off.							
5.	Think doing facial aesthetic treatment will harm my self-image.							
6.	Doing the facial aesthetic treatment will lead to too much social isolation.							

Section C Intention to Use

Please indicate your level of agreement to the following statements by encircling the number that corresponds to your choice.

1 = Strongly Disagree, 2 = Very Disagree, 3 = Little Disagree 4 = Neutral,

5 = Little Agree. 6 = Very Agree, 7= Strongly Agree

Intention to Use

No.	Statement	1	2	3	4	5
Innovativeness						
1.	Assuming I have access to do the facial aesthetic, I intend to use it					

2.	Assuming I have access to do the facial aesthetic, I intend to use it					

APPENDICES

Regression Analysis Results for Perceived Value on

Intention to use

Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Change Statistics		Durbin-Watson
					R Square Change	F Change	
1	.421	.177	.143	1.24458	.177	36.623	2.143

a.Predictors: (Constant), Perceived Enjoyment, Performance Risk, Security Risk, Financial Risk, Social Risk

b. Dependent Variable: Intention to Use

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	39.437	5	7.887	5.092	.000
Residual	182.780	118	1.549		
Total	222.218	123			

a.Dependent Variable: Intention to Use

b.Predictors: (Constant), Perceived Enjoyment, Performance Risk, Security Risk, Financial Risk, Social Risk

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.650	1.267		1.302	.195		
Perceived Enjoyment	.053	.122	.431	4.736	.000	.840	1.190
Performance Risk	.091	.193	.040	.471	.639	.946	1.058
Security Risk	-.141	.156	-.083	-.906	.367	.831	1.203
Financial Risk	-.074	.156	-.041	-.473	.637	.948	1.055
Social Risk	.073	.160	.041	.457	.649	.850	1.177

a. Dependent Variable: Intention to Use

Regression Analysis Results for Culture Value on

Perceived Enjoyment

Model Summary

| Model | R | R Square | Adjusted R Square | Std Error of the Estimate | Change Statistics | | Durbin-Watson |
					R Square Change	F Change	
1	.334a	.112	.082	1.80548	.112	3.742	2.022

a. Predictors: (Constant), Power Distance, Individualism and Collectivism, Uncertainty

Avoidance, Masculinism and Feminism

b. Dependent Variable: Perceived Enjoyment

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	48.788	4	12.197	3.742	.007b
Residual	387.911	119	3.260		
Total	436.699	123			

a. Dependent Variable: Perceived Enjoyment

b. Predictors: (Constant), Power Distance, Individualism and Collectivism,
Uncertainty Avoidance, Masculinism and Feminism

Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.865	1.284		2.232	.027		
Power Distance	-.062	.297	-.020	-.210	.834	.824	1.213
Individualism and Collectivism	.581	.169	.352	3.429	.001	.709	1.410
Uncertainty Avoidance	-.025	.138	-.018	-.179	.858	.759	1.318
Masculinism and Feminism	-.364	.122	-.292	-2.983	.003	.776	1.288

a. Dependent Variable: Perceived Enjoyment

Regression Analysis Results for Culture Value on

Performance Risk

Model Summary

| Model | R | R Square | Adjusted R Square | Std Error of the Estimate | Change Statistics | | Durbin-Watson |
					R Square Change	F Change	
1	.204a	.042	.009	1.61540	.042	1.294	1.632

a. Predictors: (Constant), Power Distance, Individualism and Collectivism, Uncertainty Avoidance, Masculinism and Feminism

b. Dependent Variable: Performance Risk

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	13.510	4	3.377	1.294	.276b
Residual	310.534	119	2.610		
Total	324.044	123			

a. Dependent Variable: Performance Risk

b. Predictors: (Constant), Power Distance, Individualism and Collectivism, Uncertainty Avoidance, Masculinism and Feminism

Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.164	1.548		.752	.454		
Power Distance	.355	.271	.125	1.310	.193	.882	1.134
Individualism and Collectivism	.213	.188	.102	1.134	.259	.991	1.009
Uncertainty Avoidance	.244	.153	.158	1.597	.113	.825	1.212
Masculinism and Feminism	.095	.171	.052	.553	.581	.926	1.080

a. Dependent Variable: Performance Risk

Regression Analysis Results for Culture Value on

Security Risk

Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Change Statistics		Durbin-Watson
					R Square Change	F Change	
1	.225a	.050	.019	.79522	.050	1.580	1.878

a. Predictors: (Constant), Power Distance, Individualism and Collectivism, Uncertainty Avoidance, Masculinism and Feminism

b. Dependent Variable: Security Risk

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.996	4	.999	1.580	.184[b]
Residual	75.252	119	.632		
Total	79.248	123			

a. Dependent Variable: Security Risk

b. Predictors: (Constant), Power Distance, Individualism and Collectivism, Uncertainty Avoidance, Masculinism and Feminism

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.043	.762		5.305	.000		
Power Distance	-.248	.134	-.177	-1.859	.066	.882	1.134
Individualism and Collectivism	.035	.093	.034	.381	.704	.991	1.009
Uncertainty Avoidance	-.143	.075	-.187	-1.903	.059	.825	1.212
Masculinism and Feminism	.118	.084	.131	1.407	.162	.926	1.080

a. Dependent Variable: Security Risk

Regression Analysis Results for Culture Value on

Financial Risk

Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Change Statistics		Durbin-Watson
					R Square Change	F Change	
1	.306a	.094	.063	1.69622	.094	3.070	1.648

a. Predictors: (Constant), Power Distance, Individualism and Collectivism, Uncertainty Avoidance, Masculinism and Feminism

b. Dependent Variable: Financial Risk

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	35.327	4	8.832	3.070	.019b
Residual	342.382	119	2.877		
Total	377.710	123			

a. Dependent Variable: Financial Risk

b. Predictors: (Constant), Power Distance, Individualism and Collectivism, Uncertainty Avoidance, Masculinism and Feminism

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.240	1.481		.837	.404		
Power Distance	.585	.277	.195	2.116	.036	.894	1.119
Individualism and Collectivism	.220	.197	.098	1.118	.266	.996	1.004
Uncertainty Avoidance	.372	.136	.254	2.734	.007	.881	1.135
Masculinism and Feminism	-.243	.130	-.165	-1.872	.064	.978	1.023

a. Dependent Variable: Financial Risk

Regression Analysis Results for Culture Value on

Social Risk

Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Change Statistics		Durbin-Watson
					R Square Change	F Change	
1	.257[a]	.066	.035	1.29354	.066	2.105	1.873

a. Predictors: (Constant), Power Distance, Individualism and Collectivism, Uncertainty Avoidance, Masculinism and Feminism

b. Dependent Variable: Social Risk

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	14.091	4	3.523	2.105	.084[b]
Residual	199.116	119	1.673		
Total	213.207	123			

a. Dependent Variable: Social Risk

b. Predictors: (Constant), Power Distance, Individualism and Collectivism, Uncertainty Avoidance, Masculinism and Feminism

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.751	1.130		.665	.508		
Power Distance	.329	.211	.146	1.560	.121	.894	1.119
Individualism and Collectivism	.298	.150	.176	1.980	.050	.996	1.004
Uncertainty Avoidance	.154	.104	.140	1.481	.141	.881	1.135
Masculinism and Feminism	.074	.099	.067	.744	.459	.978	1.023

a. Dependent Variable: Social Risk

Regression Analysis Results for Personality on

Perceived Enjoyment

Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Change Statistics		Durbin-Watson
					R Square Change	F Change	
1	.378 [a]	.143	.114	1.77322	.143	4.971	2.419

a. Predictors: (Constant), Openness, Neuroticism, Extroversion, Consciousness

b. Dependent Variable: Perceived Enjoyment

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	62.527	4	15.632	4.971	.001 [b]
Residual	374.172	119	3.144		
Total	436.699	123			

a. Dependent Variable: Perceived Enjoyment

b. Predictors: (Constant), Openness, Neuroticism, Extroversion, Consciousness

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	10.109	1.604		6.303	0.00		
Extroversion	-.471	.233	-.173	-2.018	.046	.984	1.017
Consciousness	-.509	.171	-.259	-2.978	.004	.951	1.052
Neuroticism	-.122	.141	-.075	-.870	.386	.959	1.043
Openness	-.455	.237	-.164	-1.918	.057	.985	1.016

a. Dependent Variable: Perceived Enjoyment

Regression Analysis Results for Personality on

Performance Risk

Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Change Statistics		Durbin-Watson
					R Square Change	F Change	
1	.460ᵃ	.212	.185	1.46526	.212	7.982	1.502

a. Predictors: (Constant), Openness, Neuroticism, Extroversion, Consciousness

b. Dependent Variable: Performance Risk

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	68.552	4	17.138	7.982	.000ᵇ
Residual	255.492	119	2.147		
Total	324.044	123			

a. Dependent Variable: Performance Risk

b. Predictors: (Constant), Openness, Neuroticism, Extroversion, Consciousness

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.471	1.325		1.110	.269		
Extroversion	-.247	.193	-.105	-1.284	.202	.984	1.017
Consciousness	.000	.141	.000	-.003	.997	.951	1.052
Neuroticism	.603	.116	.432	5.193	.000	.959	1.043
Openness	.338	.196	.141	1.725	.087	.985	1.016

a. Dependent Variable: Performance Risk

Regression Analysis Results for Personality on

Security Risk

Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Change Statistics		Durbin-Watson
					R Square Change	F Change	
1	.183 [a]	.033	.001	.84047	.033	1.029	1.703

a. Predictors: (Constant), Openness, Neuroticism, Extroversion, Consciousness

b. Dependent Variable: Security Risk

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.906	4	.727	1.029	.395 [b]
Residual	84.061	119	.706		
Total	86.968	123			

a. Dependent Variable: Security Risk

b. Predictors: (Constant), Openness, Neuroticism, Extroversion, Consciousness

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.786	.857		3.252	.001		
Extroversion	-.153	.079	-.177	-1.933	.056	.969	1.032
Consciousness	-.006	.084	-.006	-.070	.945	.964	1.037
Neuroticism	-.007	.096	-.007	-.075	.940	.974	1.026
Openness	.034	.062	.050	.557	.579	.994	1.006

a. Dependent Variable: Security Risk

Regression Analysis Results for Personality on

Financial Risk

Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Change Statistics		Durbin-Watson
					R Square Change	F Change	
1	.307 a	.094	.064	1.69537	.094	3.103	1.791

a. Predictors: (Constant), Openness, Neuroticism, Extroversion, Consciousness

b. Dependent Variable: Financial Risk

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	35.672	4	8.918	3.103	.018 b
Residual	342.038	119	2.874		
Total	377.710	123			

a. Dependent Variable: Financial Risk

b. Predictors: (Constant), Openness, Neuroticism, Extroversion, Consciousness

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.198	1.533		.129	.897		
Extroversion	.581	.223	.229	2.605	.010	.984	1.017
Consciousness	.264	.163	.144	1.614	.109	.951	1.052
Neuroticism	.180	.134	.119	1.338	.183	.959	1.043
Openness	.120	.227	.047	.530	.597	.985	1.016

a. Dependent Variable: Financial Risk

Regression Analysis Results for Personality on

Social Risk

Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Change Statistics		Durbin-Watson
					R Square Change	F Change	
1	.235[a]	.055	.023	1.30115	.055	1.734	1.799

a. Predictors: (Constant), Openness, Neuroticism, Extroversion, Consciousness

b. Dependent Variable: Social Risk

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	11.740	4	2.935	1.734	.147[b]
Residual	201.467	119	1.693		
Total	213.207	123			

a. Dependent Variable: Social Risk

b. Predictors: (Constant), Openness, Neuroticism, Extroversion, Consciousness

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	5.369	1.177		4.562	.000		
Extroversion	.059	.171	.031	.345	.731	.984	1.017
Consciousness	.067	.125	.049	.535	.594	.951	1.052
Neuroticism	-.199	.103	-.176	-1.933	.056	.959	1.043
Openness	-.268	.174	-.138	-1.541	.126	.985	1.016

a. Dependent Variable: Social Risk