

# Causal Model of Customer Intention to using Anti-Aging Business in Thailand

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**Abstract**—This conceptual paper explores the causal relationships among the components of the customer relationship management and proposes a causal model using the theory of planned behavior. The context of investigation is the anti-aging business which is expected to be growing in response to the increasing trend of aging society in Thailand. The data collection is design for the online platform, disseminating the questionnaire through social media. The total sample is 500. The causal relationship will be investigated using structural equation model.

**Index Terms**— Anti-aging business, customer intention, customer relationship management, theory of planned behavior

## I. INTRODUCTION

The ‘Million Birth Cohort’ during 1963-1983 representing the Thai population tsunami has brought to Thailand a great number of elderly population during the 21 century [1]. Thailand is embarking on the “complete aged society”. In 2037 with the population aged 53-73 will be around one third, Thailand will then become the “Super Aged Society” [2]. Preparations for health care and early disease prevention are therefore a challenging task. When this group of people eventually becomes older persons, they will have an enormous demand for various health services and other related welfare from the government [3].

In this regard, the Ministry of Public Health has formulated a strategic plan for the health service business to serve the aging society as a part of the Thailand 4.0 scheme. Anti-aging business is deemed to play a major role in the healthcare service.

Anti-aging is a dimension of the body care using the knowledge of the aging science which is a science about a holistic approach to obtain the optimal health with a healthy dietary, proper exercise, relaxation, and maintaining a clear mind. It is actually considered as the health care from the inside.

Anti-aging business is a business that serves the different needs of customers for appropriate products and services in relation to anti-aging activities. Maintaining the long-term relationships with customers is crucial to the success of the business as customers will need continuing services. Therefore, anti-aging business managers must give high priority to customer knowledge management and customer information management process in order to maintain the customer base as well as to acquire new customers. This includes good customer interactions by listening to the

comments and applying information to improve customer services. Additionally, the anti-aging business has to be able to present suitable products and services to each customer group to improve products and services customization using customer relationship management [4]. Towards such aim, insight into the factors influencing customers' purchasing decisions is indispensable. Even in the same purchase, different customer has different purchasing decision.

Knowledge about customers' purchasing behavior customers can be explained by the theory of planned behavior [5]. The theory defines behavior as the intention of action which is the need of the person to perform that behavior under control. The intention can therefore predict the behaviors. That is, the more people are determined to act, the more likely they will act. Therefore, if we are able to understand and find important factors underlying the needs and intentions of customers, we have a better chance to predict their behaviors.

As a consequence, anti-aging business entrepreneurs have to understand customer behavior in order to develop and offer services that can properly meet customer needs and satisfaction in the highly competitive environment. Since current customers are looking for better opportunities and the availability of service information including contact channels through various platforms, such as Website, Facebook, Instagram, these allow customers to change or choose services from other sources at any time. This forces entrepreneurs to keep adapting themselves to the changing needs of customers and search for new strategies to comprehend the factors determining consumer behaviors. The trend of aging society offers both opportunities and challenges to the anti-aging business entrepreneurs. The newness of the business provides limited knowledge about the purchasing decisions of potential customers. This article resorted to the theory of planned behavior aims to explicate this purchasing complication.

## II. RESEARCH OBJECTIVES

To explore the level of customers' opinions on customer relationship management, attitudes, subjective norm, perceived behavioral control and intention regarding anti-aging business in Thailand.

To examine the causal relationship among the customer relationship management, attitudes, subjective norm, perceived behavioral control and intention in the anti-aging business in Thailand.

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### III. LITERATURE REVIEW

#### A. Customer Relationship Management: CRM

The concept of customer relationship management (CRM) originated in the early 1980s, formerly known as "Contact Management" which is a collection and documentation of information about business organizations and customers paying attention to maintaining valuable customers with business organizations [6]. Many scholars have defined the concept of customer relationship management. Generally the customer relationship management is an activity to enhance the strategic process together with a viewpoint to manage knowledge of technology, both academic and practical applications of technology in order to have two-way communication channels, able to understand customers as well as respond to the needs of each customer for building customer loyalty and increasing profits in the long run [4], [7]-[9]. However, the difference are the guidelines for supporting operations such as partnering with customers [10], satisfying customers with the highest satisfaction or customer experience management [9], [11], building relationships with customers and those having the potential to become customers [10], [12].

From the synthesis of variables regarding customer relationship management (CRM) appearing in various research projects, it was found that despite the use of different words, the meaning is similar. For example, customer awareness in [13] is referred as the knowledge that the customer has about the company, vendor and product or service, is similar to customer knowledge in [6], [14]-[15]. While customer knowledge includes knowledge about customers, knowledge for customers and knowledge from customers. However, [16] uses "customer intelligence" which means gaining knowledge about the customers using technology to collect information from customers. Customer Intelligence is therefore not different from "customer knowledge management capability" in [14], [17]-[18] mentioning the knowledge infrastructure capability with the application of organizational technology in data collection analysis and communication of information to suit customers. Regarding the ability to manage customer knowledge discussed in [6] and [14], the function of knowledge process capability that facilitate the knowledge management can be found both inside as well as outside the business organization. Another term with similar meanings is "customer interaction" in [14], and customer retention in [6]. However, customer interaction has a broader meaning that also includes customer retention. Customization is a term that is similarly defined in many literatures [14], [16], [17].

In this study, the components of the customer relationship to be investigated include customer knowledge, customer knowledge management capability (CKM capability), customer interaction and customization.

#### B. Theory of Planned Behavior: TPB

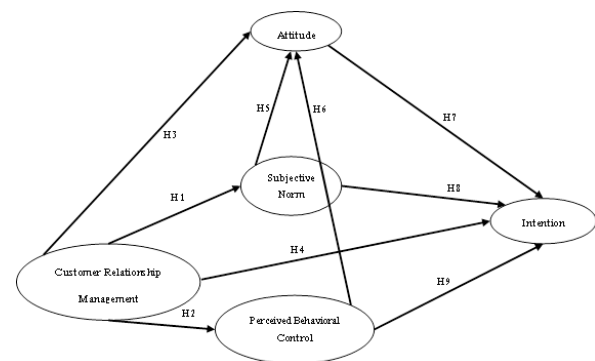
The Theory of planned behavior was developed from the flaw of the theory of reasoned action which limits to the belief that most social behaviors are under complete validation control. Behavioral intention is assumed to be a motivating factor influencing behavior, therefore, the

behavioral intention can predict whether the behavior will eventually occur. It can be explained that if the person has sufficient intention, he will have more effort to lead himself as he intends. In fact, there are many behaviors that are not under incomplete validation control because the complete actions must rely on factors other than motivation factors, including resources and opportunities (ie time, money, skills, ability, cooperation from others, etc.). As in 1991, Reference [5] developed the theory of planned behavior based on the belief that the person will decide to behave due to the use of existing information contain with behavioral belief, attitudinal belief, normative belief, and control belief. All of these beliefs affect behavior through attitude, subjective norm, perceived behavioral control (PBC) and behavioral intention. This theory presents the PBC as the determination of intention to behave as well as determines behavior. Consequently, the success of the action depends on the behavioral intention and the perceived behavioral control (PBC) thus making this theory different from the original theory and is appropriate for explaining and predicting behaviors that cannot be fulfilled more completely [5].

Theory of Planned Behavior is recognized as a testing tool for measuring most of the consumer behavior [19]. It is employed to predict or explain behavior and intention related to many health conditions, such as vaccination against disease, organic food consumption, consumption of dietary supplements, Halal food consumption, and exercise [20] - [23]. The results of most studies support the benefits of the theory of planned behavior, ie, behavioral intention, an effective behavior prediction [24] - [25].

In this paper, the theory of planned behavior is used as a framework to investigate the causal relationship among the components of the customer relationship management in the anti-aging business context.

### IV. CONCEPTUAL FRAMEWORK



## V. RESEARCH HYPOTHESIS

- Hypothesis 1: Customer relationship management positively influences the subjective norm.
- Hypothesis 2: Customer relationship management is related to perceived behavioral control.
- Hypothesis 3: Customer relationship management is related to attitude.
- Hypothesis 4: Customer relationship management is related to the intention to using anti-aging business.
- Hypothesis 5 Subjective norm are related to attitude.
- Hypothesis 6: The perceived behavioral control is related to attitude.
- Hypothesis 7: Attitude is related to the intention to use the business of anti-aging.
- Hypothesis 8: Subjective norm is related to the intention to use the business of anti-aging.
- Hypothesis 9: The perceived behavioral control is related to the intention to use the business of anti-aging.

## VI. RESEARCH METHODOLOGY & RESULTS

### A. Population and sample group

The population of this study is Thai people aged 35-55 years old. The survey is restricted to those whom can be accessed through internet. As the exact number of the population is unknown, this study used the unknown population sampling method of [26] which the sample size that is considered to be sufficient at 500 people. Inclusion criteria of the sample are 1) is a Thai citizen age from 35-55 years living in Thailand during 2019, 2) use internet, 3) have experience of using anti-service business, 4) agree to participate in the research, and 5) are able to answer the selection questions correctly. Sampling method employed the Stratified Random Sampling: 1) Sample size covers Bangkok and the 4 regions according to the criteria of the population and housing census [27]. Quota Sampling is randomly selected for each region, which will obtain 100 samples in each region and 100 in Bangkok. The total sample is 500. 2) 25 provinces are randomly selected from each region, including Northern region 6 provinces, Northeastern region 6 provinces, Central Region 8 provinces and Southern region 5 provinces. 3) Then, the researcher calculated the sample by using the quota sampling method in each province 4) Based on the framework and the literature, an online questionnaire was developed. The questionnaire URL was placed on social media networks requesting cooperation from the sample group to respond to the questionnaire.

### B. Research Instruments

The research instrument is an online questionnaire consisting of 2 parts: (1) demographic data of respondents and (2) four component of variables derived from the literature review, namely customer relationship management, attitude, subjective norm the perceived behavioral control, and intention to using of anti-aging business. The instrument obtained the ethical approval PPH No.005/2662 from the Phrae Provincial Health Office.

### C Data Collection

Data are collected through online questionnaires. At this stage, the researcher designed the data collection process using online media to ensure that the information from online surveys is truly information representing the population based on the criteria of Gaiseric and Schreiner [28] as follows: 1) Sampling: since there are no methods used to randomize sampling among the internet users population. Therefore, sending an online questionnaire by using random sampling methods that use nonprobability sampling is, therefore, the most suitable method for data collection [29]. According to many literature reviews, it was found that the technique of random sampling using nonprobability sampling can obtain more reliable data. The non-response bias will be tested [29]. 2) Data will be tested for content validation, reliability, and the confirmatory factor analysis will be performed. 3) In order to obtain accurate information, the researcher set the criteria for selecting samples clearly. There are 2 screening questions to which the answers must be consistent before accepting as a qualified response ready to be analyzed.

### D. Data analysis

Data analysis will be performed using descriptive statistics, i.e., mean, standard deviation, and inferential statistics using structural equations to explore the causal relationships among the investigated components.

## VII. CONTRIBUTION OF THE FINDINGS

*Contributions of the finding can be of two folds:*

### A Contributions to theory

1. The findings will add to and expand the knowledge on customer relationship management, attitude, subjective norm, and the perceived behavioral control in the anti-aging business setting.

### B Contribution to business

Anti-aging business entrepreneurs can apply the knowledge gained from the research finding to properly develop the customer relationship management system that effectively focuses on responding to customer needs in anti-aging business. Moreover, the findings can be used in planning as well as applying in the management to create an efficient service system and promoting the exchange of goods and services according to the demand and supply in the health market as well as being able to apply to continue business succession.

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