

The Sparks When Integrated Marketing Communications Meets Word-of-Mouth Marketing and Experience Marketing

Tai-Liang Lin

Department of Business Administration, Cheng Shiu University, Kaohsiung, Taiwan
csu_taylen@yahoo.com.tw

Abstract: This study explored the relationships among integrated marketing communication (IMC), word-of-mouth marketing and experience marketing on the medicine cosmetology industry. It also explored on the attraction and influence of the marketing of the medicine cosmetology industry on people. Similarly, it proposed concrete suggestions to improve the marketing of the medicine cosmetology industry. The value brought by integrated marketing communication (IMC), word-of-mouth marketing and experience marketing to consumers exceeds the product itself and it can create a brand new economic worth. However, medicine cosmetology entrepreneurs don't understand how to apply this knowledge or ignore the importance of the feelings of the consumers. Due to the development of communication media and the frequent exchanges among cultures, the plastic surgery culture and demands of people on beauty rapidly affects Taiwan society. In addition, the progress and quality promotion of Taiwan's medical beauty technology, masses, the discussion of the media and beauty shows on plastic surgery or beauty experience and reports and the improvement in the economy and living quality of the people made the medicine cosmetology industry grew vigorously these recent years. This study used the potential customers of medicine cosmetology as subjects and obtained the results through survey and analysis. The results showed that integrated marketing communication (IMC), word-of-mouth marketing and experience marketing have positive correlation. In the integrated marketing communication (IMC), anything that can achieve publicity is worth to be given importance. Word-of-mouth is the most important factor that affects the intention of consumers to undergo medicine cosmetology. Because the services obtained from the medicine cosmetology clinic are to be paid by the customer him/herself, aside from properly adopting word-of-mouth to mould the image of the clinic and the products, experiment marketing can make customers have the desire the experience medicine cosmetology and can create better word-of-mouth results.

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1. Introduction

Medicine cosmetology is considered to be one of the rapidly growing industries that help people beautify their appearance. Moreover, the income of this industry increases greatly every year. Thus, exploring the key factors that affect the medicine cosmetology industry is quite important. Following the improvement of consumption level and the quality of life of Taiwanese, people give more importance to beauty care increasingly. Aside from improving the appearance and social activities, people also hope to make oneself more beautiful and healthy through the improvement of biomedical technology to increase one's self-confidence. The "Beauty Book II" of the Dove Self-Esteem Fund (DSEF) in 2006 indicated that 11 to 17 years old Taiwanese girls care about their appearances very much. 100% of the girls are troubled by their looks. Because of the dream of being a Barbie doll look-alike, almost half of the girls (48%) hate themselves or felt inferior about themselves due to their

problems in their appearances (looks and weights). Moreover, due to the influence of the "supermodel craze", 45% of the girls wished to have a model-like appearance. If they consider themselves not beautiful enough, 36% of the girls considered undergoing plastic surgery but only 2% out of the 36% girls would actually undergo plastic surgery. This ratio is the highest among all the ratios of the countries in Asia (Chen, 2010). Women are more easily dissatisfied with their appearances than men and this tendency increases as the age increases. The aging of women has a negative characterization in the modern society so women need to exert a lot of effort in maintaining their youth to avoid losing their charm (Lee, 2009). This proves that women give importance to their appearance and most of them are not satisfied reveals that the potential demand of the medicine cosmetology market is quite high.

Medicine cosmetology has already become the pronoun of new look improvement technology. The development of the medicine cosmetology

technology and medical market has an inseparable relationship. The rise of this industry drives people to give importance on one's beauty. For consumers who have to face the public for a living, their looks and body can be obtained through make-up and medicine cosmetology and they would choose the method according to age, social rank or ethnicity. Thus, this social trend is worth observing and be given importance (Lee, 2009; Hsu, 2006). Similar studies indicate that people with good looks shows significant advantages when negotiating, in interviews and applying for jobs (Rosenblat & Mobius, 2006). Advanced technologies, keen competition and increase in wealth made people have the ability to spend more money on their looks. Sarwer et al. (2003) indicated that the reasons that made plastic surgery universal probably include the promotion of beauty technology, reduce in the fees, a freely budgeted income and a social environment that gives much importance to a person's appearance. Moreover, people believed that medicine cosmetology treatment not only can make oneself felt better, it can also enhance social skills, promote self-esteem, stabilize emotions and feelings and even become more self-confident (Stokes & Frederick, 2003). At present, people give importance to beauty more and more everyday and the viewpoint on beauty varies according to the values of the social culture. The trend of pursuing a beautiful appearance does not lessen. However, it motivates people to develop excellent technologies to broaden the choices of beautifying oneself and one of the choices is medical cosmetology/medical aesthetics (Lee, 2009).

In 2009 alone, 17 million Americans have undergone medicine cosmetology operations which show 8% increase than of in 2008. In 2010, the *Globe and Mail*, a well-known Canadian newspaper, estimated that the medicine cosmetology market in Taiwan is about NTD 60 billion among which anti-aging cosmetics products were approximately NTD 4.6 billion, occupying 8% of the whole market. Experts estimated that the development for anti-aging medicine cosmetology of Taiwan in 2011 will rapidly increase from NTD 4.6 billion to NTD 16.8 billion, among which, the annual growth rate of the hyaluronic acid micro-cosmetic surgery is expected to increase by 20%. The demand for hyaluronic acid wrinkle remover is that the treatment and the recovery period after the surgery is short and it has the most natural and noticeable result (Wang, 2011; Yang, 2011). The medicine cosmetology industry became an emerging industry. Being a good prospect for study, researches on consumption behavior of medicine cosmetology is very valuable. Thus, this study used the medicine cosmetology industry as the research background.

However, compared to the other industries, the medicine cosmetology industry belongs to the high restriction industries especially since the marketing of medicine cosmetology has been limited or controlled by the medical laws for a long time which made medical or cosmetic institutions have more misgivings in medicine cosmetology marketing and the use of marketing strategies are not as free as the other industries. The traditional marketing methods of past relevant industries include exposure on electronic media, publishing information on books, newspapers and magazines, creating websites, keyword marketing and designing various brochures and flyers. Through the development of the market economy and modern medicine, the market mechanism introduced medicine cosmetology industry. The competition between these institutions became more intense, making traditional marketing faced a transition revolution (Chang, 2010).

At present, the rise of globalization and the development of localized marketing accelerated the decline of traditional marketing. Especially in the era with diversified information circulation and media channels, the way that people absorb information is no longer only confined to spoken or written media or even printed media like posters. Gradually, cognitions of psychological attitudes such as sounds, images, visions and even the images consumers visualize in their hearts indirectly affect their consumption intentions. Moreover, integrated marketing communication (IMC) replaced the tradition concept of emphasizing on "product" and correctly integrating various media information to develop the periodic and goal-congruent "synergy". Therefore, the present free economy and competitive market mechanism expanded the concept of IMC (Huang, 2011). Burnett and Moriarty (1998) believed that the function of IMC already replaced the sales promotion of the traditional marketing. Product, price and channel with marketing communication form marketing mix. Marketing communication can emphasize characteristics of the product, price and channel in the marketing mix to deepen the effect on consumers. Moreover, if the concept of communication is used to continue with integrated marketing communication, the emphasis of the implementation should be on the control and influence of all the transmitted information in order to integrate all the marketing purposes and thus, would develop better results than traditional marketing transmission plans.

Cheong & Morrison (2008) discovered that customers believed more on word-of-mouth than on the information marketers send out about the product and it even has more impact than traditional advertising methods (Goldsmith & Horwitz, 2006).

Word-of-mouth can easily capture consumer's attention compared to other marketing methods. Many researches proved that word-of-mouth affects consumer behavior (Bansal & Voyer, 2000; Godes & Mayzlin, 2004; Hughes, 2005; Hsu, 2009; Tang, 2009; Wang, 2011).

Word-of-mouth is quite important to marketing activities. It is generally acknowledged by people that word-of-mouth is not intended for commercial purposes so their level of acceptance on word-of-mouth is higher compared to advertisement (Herr et al., 1991). Tang (2009) indicated that the influence word-of-mouth is three times greater than that of traditional advertisement. Compared to traditional advertisement, word-of-mouth has 90% effectiveness of converting the dislike or neutral attitude of consumers on a product into positive attitude. In addition, Bansal & Voyer (2000) stated that consumers are dependent on the accepted word-of-mouth information in making decisions. Because consumers have high reliability and acceptance on word-of-mouth, this shows that word-of-mouth is quite important in the transfer of data in the market and entrepreneurs should give importance to it.

Pine II & Gilmore (1998) indicated that the development of economic attitude has already entered the experiential economic era. Schmitt (1999) indicated that the concept of experience marketing includes sense, feel, think, act and relate, these five strategic experience module and believed that the focus of experience marketing is on customer experience. Emphasizing on consumer's situations, diverse methods are needed to observe consumers' experiences to drive them rationally and emotionally at the same time and with the help of media to successfully obtain the marketing goal of attracting the consumers. Many researchers explore on the consumer experience these past few years (Holbrook, 2000; Lee, 2011; Chang, 2011). The philosophy of experience marketing has already been imprinted in each consumption industry and medicine cosmetology industry is not exempted.

The value brought by integrated marketing communication (IMC), word-of-mouth marketing and experience marketing to consumers exceed the product itself and it creates new economic value. However, the medicine cosmetology industry doesn't know how to apply this knowledge or ignored the feelings consumers want. This study conducts an analysis to improve and look into these problems. The purpose of this study is to explore the effects among integrated marketing communication (IMC), word-of-mouth marketing and experience marketing. It also investigates whether integrated marketing communication (IMC), word-of-mouth marketing and experience marketing have any effects on the

medicine cosmetology industry. Lastly, this study organizes the important factors that affects the choices of consumers on medicine cosmetology and proposes conclusions and suggestions for references.

2. Literature Review and Research Hypotheses

2.1 The development analysis of the medicine cosmetology industry

The beauty market is divided into two types: general cosmetology and medicine cosmetology. The difference between these two is that general cosmetology is a cosmetology practice that does not involve medical applications such as face massage. Medical cosmetology/medical aesthetics is the combination of the professional background of medicine and the technical service of cosmetology to provide safe and reliable integrated service. Medicine cosmetology implements invasive or non-invasive medical technology to improve or change the physical appearance and style of people to satisfy their beauty purposes through the help of professional doctors and nurses with the guidance of physicians and the application of medical technology, such as surgery, drugs, medical equipment, biotechnological materials (Lee, 2009).

Chang (2010) indicated that medicine cosmetology can be divided into five sub-areas initially according to the invasive degree from shallow to deep, namely, external application, internal use, injection, import of instrument and surgical repair and further categorized into two major categories, facial rejuvenation and plastic surgery among which facial rejuvenation includes: (1) botulinum toxin injection and hypodermic implantation, (2) non-surgical wrinkle treatment, for example, laser, electric wave and photodynamic therapy, (3) non-surgical resurfacing such as laser, micro-oxide crystal and chemical resurfacing. Plastic surgery includes breast surgery, liposuction, face lift, oculoplastic and rhinoplasty. Other body parts that can undergo plastic surgery also include cheek, jaw, lips and teeth. Aside from botulinum toxin injection and hypodermic implantation, most facial rejuvenation belongs to non-invasive medicine cosmetology and plastic surgery belongs to invasive medicine cosmetology. In addition, the study of Wang (2011) divided medicine cosmetology based on the type of surgery into invasive plastic surgery and non-invasive micro-plastic surgery. These recent years, the medicine cosmetology industry emphasize on the concept of micro-plastic surgery. Because there are limitations in the results of non-surgical micro-plastic surgery, it can't completely replace traditional plastic surgery but for the modern people who races against the time, micro-plastic surgery

already became the prioritized choice of medicine cosmetology.

The development of plastic surgery is also transformed from the traditional surgery method to the micro-plastic surgery under the non-surgical method. Now, a person can improve his/her look with a simple injection. Aside from the basic invasive plastic surgery, micro-plastic surgery made the annual growth rate of medicine cosmetology increased by 30% and continuously increasing each year where botulinum toxin, hyaluronic acid and pulsed light/flashlamp are the top three favorite products of the Taiwanese (Lee, 2009). This item is a combination of medical treatment and beauty treatment, two types of professional medicine cosmetology, to complete the people's dream of staying beautiful and young to make them look more perfect (Su, 2006). The progress of biotechnology and medical technology drove the development of medicine cosmetology, enabling it to be safe, convenient and accessible. With the help of multiple sophisticated technologies such as biotechnology, biochemistry and gene immunization, the elements causing skin problems can be found and can effectively solve the skin illness and deficiencies to obtain the purpose of medicine cosmetology. Hyaluronic acid and botulinum toxin are mostly applied in wrinkle removing, repairing of indent skin, facelift, improving nasolabial folds, nose jobs and full lips. The advancement of laser and light wave, electric and fraxel laser treatment (FLT) made non-invasive treatment gradually have the results of invasive treatment (Wu, 2009).

Chang (2010) indicated that the global medicine cosmetology market scale in 2008, including the services and products of medicine cosmetology where the scope of the statistics includes the instruments, implants, injection materials and other related products of medicine cosmetology, was USD 31.7 billion and is estimated to reach USD 40.1 billion in 2013. According to the 2007 American medicine cosmetology users statistics of the American Academy of Cosmetic Surgery (AACS), the results showed that about 1.3 million people have used the medicine cosmetology service among which, 80% were women and 20% were men. The invasive beauty treatment used by the majority was liposuction (68,756 people, about 76.4%) and the non-invasive beauty treatment mostly selected was botulinum toxin (BTX) (267,294 people, about 97.1%). The statistics from 2002 to 2007 showed that under non-invasive beauty treatment, the ratio of laser resurfacing users increased significantly (128.7%). With regards to gender, the analysis showed that the ratio of the microdermabrasion users, both men and women, has an increase trend

especially for men (158.9%) (Lee, 2009). In the 2009 survey of the medicine cosmetology treatments from 25 countries and regions all over the world conducted by The International Society of Aesthetic Plastic Surgery (ISAPS), the results showed that non-surgical operation (belongs to micro-plastic surgery) already exceeds plastic surgery where the top five were botulinum toxin injection (Botox and Dysport) (32.7%), hyaluronic acid injection (20.1%), laser hair removal (13.1%), autologous fat injection (5.9%) and light therapy resurfacing (4.4%) (Wang, 2011).

In Taiwan, doctors providing non-surgical medicine cosmetology treatments (micro-plastic surgery) and dermatologists are the priority plastic surgery doctors because their exchange in knowledge is fast thus, the current medicine cosmetology treatment abroad can also be found in Taiwan making it popular (Wang, 2011). According to the 2009 statistics of Taiwan's Institute for Biotechnology and Medicine Industry, there are about NTD 500 billion medicine cosmetology business opportunities. Kalorama Information, a leading publisher of market research in medical markets, estimated that the population of people accepting medicine cosmetology exceeds 70 million people (Chang, 2010). Furthermore, according to Wang (2010), the annual production value of the various medicine cosmetology market was about NTD 5 billion and NTD 125 billion above. Moreover, it is subdivided into 5 categories: (1) provide the manufacturing or trading industry of medical equipment, injection, drugs or dressings needed for the medical cosmetology services where the market production value is about NTD 5 billion; (2) provide the medical care services of medical cosmetology where the production value is about NTD 10 to 18 billion; (3) the manufacturing or trading industry of skin care product including cosmeceuticals where the market production value is about NTD 30 billion; (4) the overall cosmetics and skin care product industry where the market production value is about NTD 60 billion; (5) the first category, the fourth category plus the beauty service industry where the domestic market production value reached NTD 125 billion. The development of the medical cosmetology service market in Taiwan certainly promoted the expansion of the medical cosmetology's equipment, injection and skin care markets.

2.2 Integrated marketing communication (IMC)

Following the development of information technology and new mass media since 1990, the online business system is more common and the circulation and acquiring of information in the market became faster, more convenient and interactive. Not only that marketers can have more channels to obtain more accurate information on the needs and

behaviors of their consumers and potential consumers, consumers can also obtain the information and give their responses through the diverse approaches. This made the impact of the common method of using advertisement to communicate with consumers decrease (Tseng, 2006). Duncan & Moriarty (1998) believed that marketing strategies should be re-integrated for this is the exact purpose of integrated marketing. Integrated marketing was the result of the business environment of the 21st century. It is used to maintain the consistency of the brand communication strategy through the interaction in operating a beneficial brand relationship that drives people and the companies to common learning. In addition, IMC can also improve the positive discussions among companies, customers and other relationship beneficiaries and drive the company's task of promoting brand reliability. Chen (2011) indicated that integrated marketing communication (IMC) is the concept of a marketing communication plan. This concept acknowledged the value added of an omnibearing plan. This omnibearing plan refers to the strategic role of the plan that used to evaluate various professional communication fields (ex. advertisement, public relations, sales promotion and direct marketing) and combining these professional fields to easily provide a clear, consistent and biggest mass media impact. Moreover, it should include the four basic types of communication, advertisement, public relation, sales promotion and direct marketing.

Schultz (1997) indicated that the main purpose of integrated marketing communication (IMC) is to make consumers understand the popularity of a company or the product itself to attract more consumers. IMC is defined as the building of a positive and lasting relationship with customers and important relationship beneficiaries through the integrated management of all the company's communication. In other words, it's the strategic method of the persuasive communication plan companies used to develop, implement and evaluate the consumers, clients, potential clients and other internal and external relating target audiences in the long run. Duncan and Moriarty (1998) indicated that "planned integration" should have a well-coordinated Cross-Functional IMC Team. Aside from marketing personnel, communication personnel and the organization, this team should even include the most important member, which is the customer. Its job is to create a marketing communication plan where communication is the key point of the whole plan. It is used to make all the members engaged in marketing and communication agglomerate common views and perspectives using IMC to transfer consistent information communication to consumers

so that resources can be effectively adopted to obtain synergy.

Choosing the right marketing communication tool is the key in obtaining effective IMC. Due to the development of the technology and channels, the roles of every communication tools became vaguer but basically, they still have their own distinct function and characteristics. Advertisement, public relation, direct marketing, event marketing and sales promotion play important roles and functions in IMC. Shimp (2000) believed that IMC is a process that develops and implements a series of communication strategies in a period of time emphasizing on the consumers. Its source is the consumers or potential consumers and its communication strategy is the integrated application of the five main communication tools including advertisement, public relation, direct marketing, event marketing and sales promotion. Chen (2011) indicated that integrated marketing communication (IMC) is the process of developing and implementing various types of persuasive communication program to attract consumers and potential consumers. The goal of IMC is to directly or indirectly affect the behavior of the communication subjects through brands and company resources contacted by the products and services on the consumers and potential consumers. IMC is viewed as the potential channel for transferring communication information and further apply the types of communication accepted by the consumers or potential consumers. In short, the process of IMC starts with consumers or the potential consumers using reverse operation to decide or choose the form or plan of the development of the persuasive communication plan.

After referring to related literatures (Duncan & Moriarty, 1998; Shimp, 2000; Chang, 2007; Chen, 2011), this study divided the integrated marketing communication (IMC) into advertisement, public marketing, service marketing and personal selling. Advertisement uses the various channels of the media of communication, such as television, newspapers and magazines, to communicate with customers. Public marketing is based from the medical cosmetology information provided by public activities. Service marketing is the managerial activity of the software and hardware of customer orientation through phone consulting services and large-scale portal site. Personal selling is successfully obtaining the sales promotion purpose through the interaction between service personnel and customers that leads to communication.

2.3 Word-of-mouth marketing

Arndt (1967) is the first person to provide a clear definition on word-of-mouth marketing. Word-of-mouth is the verbal transfer of information or

discussion of a brand, product and service between a disseminator and a receiver without any business intention. Bone (1995) believed that word-of-mouth is a communication between two people where the either party of the communication process has no marketing source. Based from the definition shown above, it discovered that the main reason word-of-mouth has a great impact on people is that it is based from the experiences and opinions of consumers and in not affected by any business intention (Herr et al., 1991; Keller, 2007). Relatively, word-of-mouth is believed to possess a higher reliability and trustworthiness (Banerjee, 1992; Derbaix & Vanhamme, 2003). Word-of-mouth is produced based on the comparison between the consumption expectation and the actual experience of a customer. When the actual experience is higher than the expectation, positive word-of-mouth will occur but when the actual experience is lower than the expectation, negative word-of-mouth will occur. Regardless whether the word-of-mouth is positive or negative, it will affect the judgment and decision of the consumers. Positive word-of-mouth can help a company create a good reputation and image and negative word-of-mouth might cause harm to the company. The most important benefit of word-of-mouth to a company is that the receiver of the word-of-mouth information can pass his/her positive feelings on to others and can further convert this good feelings into actual consumption behavior which can let consumers have better cognition and attitude toward this specific brand and would impact the marketing activity quite greatly (Herr et al., 1991; Tang, 2009). Wang (2011) generalized the characteristics of word-of-mouth into three types: (1) the content of the information is about the product, service or the company itself; (2) non-commercial information; (3) consumers spread the information through verbal face to face method. The verbal face to face communication method is generalized as traditional word-of-mouth.

Everyone knows the importance of creating word-of-mouth. Well-known marketing experts all over the world gave a high evaluation on word-of-mouth marketing (Sweeney et al., 2008). Word-of-mouth behavior is the transfer of positive or negative information of consumers based on their experience on the product but without any commercial purposes through face to face contact or through phone, fax machine, internet message board. Generally, word-of-mouth behavior is considered to be an informal exchange of related consumption information and consume the related information shared between consumers. Usually, word-of-mouth has two types of general attitudes, positive and negative word-of-mouth (Söderlund & Rosengren, 2007). The nature of

the motive of word-of-mouth, regardless the reason word-of-mouth is produced, is classified into two major categories: (1) satisfy one's internal desire through word-of-mouth and, (2) expecting that the word-of-mouth can help oneself obtain some things (Wirtz & Chew, 2002). Chen (2009) indicated that word-of-mouth, according to the disseminator's identity, can be classified into experience WOM, analyzing WOM and voting WOM. Experience WOM is the transmitted information provided by the consumers based on their actual consumption experiences and product information. These experiences and information are affected by the subjective cognition and attitude of the consumers. Although analyzing WOM can provide a more objective and concrete product evaluation information, most analyzing WOM needs the help of the mass media to be able to transmit the information to consumers. The impact of the analyzing WOM on consumers is then, easily interfered by the environmental factor of the media.

The studies of the persuasive effect of word-of-mouth showed that the reliability of the word-of-mouth is the important factor that affects consumer's acceptance of information and change of attitude. The higher the reliability of the word-of-mouth, the greater and more significant the effect on the attitude and the consumption behavior of the consumers thus, showing the importance of word-of-mouth reliability on the persuasive impact (Hsu, 2009; Chen, 2009; Tang, 2009; Wang, 2011). In addition, the collector of the word-of-mouth information would tend to inquire the person with a higher professional knowledge on the product and because of the expertise of the disseminator, the probability of the shared word-of-mouth being searched and read is more frequent and thus, producing greater word-of-mouth impact (Bansal & Voyer, 2000). In conclusion, the expertise of the disseminator and the promotion of the expertise and attraction of the information are, considered by many researchers, the key points of promoting the reliability of word-of-mouth.

Companies uses word-of-mouth marketing to bring in new customers and by combining with the five dimension of experience marketing namely, sense, feel, think, act and relate, can create a value greater than the product itself to affect consumer's consumption intention (Schmitt, 1999). The number of consumers increase daily and traditional marketing methods can't retain consumer's loyalty anymore thus, establishing a stable and long-term relationship with the consumers is the factor to increase the performance of the medicine cosmetology industry. With the help of word-of-mouth marketing, the best product promotion method now is word-of-mouth

that comes naturally between consumers (Sweeney, Soutar & Mazzarol, 2008). Companies can increase the image of the consumers on the product to affect consumption intention through the voluntary spreading of the consumers of the positive word-of-mouth to create a positive word-of-mouth on the product and through word-of-mouth marketing to initiate the consumption desire of the consumer.

2.4 Experiential marketing

Schmitt (1999) first defined experiential marketing as the feeling of excitement of an individual customer that induce a motive and produce recognition or consumption behavior after observing or participating in an event. The source of the argument of experiential marketing is based from experiential economics. Pine II and Gilmore (1998) indicated that the gradual progress in the economic stage is from agricultural economics, industrial economics, service economics to experiential economics and the products provided by the companies changed from a concrete product to shapeless product. The key attribute of a product is changed from natural products to personalized service. The supply method became memories continuously stored in the mind of customer instead of a large quantity of concrete items stored with the provider. The internal needs of the customers are from chasing product characteristics to being affected by their desire. Its different from the past is that experience is from the interaction between an individual's mental state and the event. To a consumer, products and services are all external factor but the experience found within every person internally would show differences. Every experience is unique. It is considered providing an experience as long as the consumer has a feeling or the product would leave an image on the consumers (Mcluhan, 2000). Experiential marketing, this type of emphasized ambiance, perceptual and cultural consumption duties, has formed into an agitation. Domestic and international companies classified this concept as an important element of marketing strategy (Tseng, 2009; Chang, 2011).

Pine and Gilmore (1999) believed that experience is when a person's emotions, strength and even spirit have reached a certain level which produces a good feeling subconsciously. Pine and Gilmore (1998) has indicated that experiential economic era has arrived where the economic value has gradually progress from commodities, products, services to experiences and the concept of experiential marketing is often extensively applied in a typical commercial activity and is incorporated in the life of the consumer. Schmitt (1999) argued that consumption behavior not only covers a rational decision-making process, but it also includes the

pursuit of experience and the last goal of marketing is still providing customers a valuable experience. He also proposed that experiential marketing can serve as the direction of the companies on creating experience on behalf of the consumers. Experience gives importance to the on-site experience provided in a period of time. They will review how much money and time did they spend in their service to provide an unforgettable and valuable experience. When the job of the experience provider disappears, the value of experience is lost extensively. Thus, the tourists give importance to the provided products and services and enjoyed the last experience which is full of emotional power to give customers a memorable and happy experience (Pine & Gilmore, 2003).

Schmitt (1999) indicated that experiential marketing includes the following five items: (1) Sense experience: creates the feeling of perceptual experience that triggers the customer's motives, increases product value and separate the company from the product through the sense of sight, hearing, smell, taste and touch. (2) Feel experience: has two elements: mood and emotions. Mood is a kind of state with unidentified reason while an emotion is a kind of state with an identified reason which includes anger, jealousy and envy. Mood not only changes due to time and situation, its time is very short and very unstable. (3) think experience: demands intelligence. The goal is to provide the things that attract consumer's attention and interest could excite the consumer and produces surprising and inspiring creative thoughts. The possibility of thinking increases when information receiver's thinking ability and motive increases. The knowledge of the consumer should facilitate the forming of think experience. (4) act experience: the experience provider initiates the experience from the actual participation and interaction of the consumers and is already outside the range of personal feeling and perception that further change an individual's living pattern. For example, through the help of the idols or movie icons and social norms. (5) relate experience: It can make consumers produce relations through experience providers and obtain social recognition and belongingness that exceeds the sense, feel, think and act.

Lee (2011) indicated the tool of experience marketing is the experience provider. It includes communication, verbal identity and signage, product presence, co-branding, spatial environment, electronic media and people. Experience marketing should be looked at two research angles. One is from the angle of the industry and a company, exploring methods on how to apply experience marketing (Pine & Gilmore, 1998; Schmitt, 1999) and the other is from the angle of consumers, exploring through the

strategic experiential module table established by Schmitt (1999) to undergo survey to analyze the experience of the consumers. Most of the researches are of these types. Aside from exploring the meaning of experience marketing to understand, predict the future trend of the consumers or the company's good performance, it is usually through experiential value that the perceptual experience obtained by the consumers can be understood to further explore on the issues of the attitude and behaviors of the consumers such as satisfaction, loyalty and behavior trend (Lin, 2009; Lee, 2010; Lee, 2011; Chang, 2011).

2.5 The relationships of integrated marketing communication (IMC), word-of-mouth marketing and experience marketing

Integrated marketing communication (IMC) is a thought based on the angle of the consumers on how to integrate consistent information obtained from different communication tools to integrate marketing strategy into the brand image in the mind of the consumer. Then, produce brand loyalty to obtain the company's goal of sales growth (Burnett & Moriarty, 1998; Duncan & Moriarty, 1998; Shimp, 2000). Communication is planning the whole marketing through the angle of customers and potential consumers using various tools to transmit the philosophy of the organization and the brand image. The result affects customer behavior and establishes brand loyalty. However, comparing experiential marketing and word-of-mouth marketing, experiential marketing is more on the direct marketing where it can make customers be interested and trust the products directly and at the same time mold a brand image. Based from the understanding on the literatures, integrated marketing communication (IMC) is established based from experience marketing. Thus, H1 is established:

H1: Integrated marketing communication (IMC) has a significant and positive effect on experience marketing.

The marketing communication plan of the companies nowadays integrated the new demands. The company's needs on word-of-mouth transformed according to the marketing strategies. The internal marketing strategy of the company and its competitors might affect word-of-mouth. The reason word-of-mouth has a deep impact on consumers is because it's the experience and opinion of other consumers and is not the result of any commercial intention (Herr et al., 1991; Keller, 2007); Relatively, word-of-mouth is believed to have better reliability and dependence (Banerjee, 1992; Derbaix & Vanhamme, 2003). Channels, advertisements, sales promotion and other traditional marketing activities can be integrated and transformed into word-of-

mouth and further affect marketing behaviors to promote consumption intention. Thus, H2 is established:

H2: Integrated marketing communication (IMC) has a significant and positive effect on word-of-mouth marketing.

The demand of experiential marketing is basically the unforgettable consumption experience. It is through the sense of sight, hearing, smell, taste and touch that triggers the motive and desire of the consumers to buy a product and obtain the purpose of marketing. Furthermore, it is important to let consumers feel and retain a good image in their mind through sense, think, feel, act and relate experiences for them to buy the product or through the word-of-mouth of their friends and families, colleagues and well-known experts to affect their decisions. As shown in the research model, experience marketing affects word-of-mouth marketing (Lin, 2009; Lee, 2010; Lee, 2011; Chang, 2011). Thus, H3 is established:

H3: Experience marketing has a significant and positive effect on word-of-mouth marketing.

3 Research Methodology

Based on the research purpose and motives and through the results and information from the literatures, this study proposed research hypotheses and develop a questionnaire to explore the interrelationship among integrated marketing communication (IMC), experiential marketing and word-of-mouth marketing of the medical cosmetology market.

3.1 Questionnaire design

The question in the questionnaire is divided into five parts namely "medical cosmetology questions", "experiential marketing", "integrated marketing communication (IMC)", "word-of-mouth marketing" and "personal data" among which the data under "integrated marketing communication (IMC)", "experiential marketing" and "word-of-mouth marketing" used 7-point Likert scale to measure the data.

3.1.1 Medical cosmetology: questions include reason for buying, consumption purpose and main source of information and other hypothetical plastic surgery demand questions. Closed question and answer method is used on this part. The consumers should answer the topic according to the actual conditions.

3.1.2 Integrated marketing communication (IMC): the goal of the questions of integrated marketing communication (IMC) focused on communication. It's about obtaining the set communication goals and good results through the selection of communication tools or media strategy

arrangement during the implementation process. Thus, the real results of the integrated marketing communication (IMC) can be measured and confirmed by establishing this measurement. In this part, the questionnaire of Chang (2007) was used as prototype and also used the questionnaires of Duncan (1998) and Shimp (2000) as references to develop appropriate questionnaire for this study. With a KMO value of 0.901 and Cronbach's α of 0.85~0.89, this study selected "personnel service marketing" and "advertising marketing" as dimensions.

3.1.3 Word-of-mouth marketing: word-of-mouth refers to the image of the consumers on the market or a free discussion and transfer of information on the consumption events. The force that made word-of-mouth possible is because it's an alive, direct, experiential and face-to-face process. It possesses a basic element which is reliable source of information. People would believe the information shared by their families, friends, colleagues or known experts more easily because they are people closed to them and not some strangers thus, would affect the decision-making process. This part mostly referred to the questionnaire of Chen (2004) and revised the questions to suit this study. It also referred to the studies of Sweeney(2008) and Chen (2009) to develop a more appropriate questionnaire to fit this study. With a KMO value of 0.831 and Cronbach's α of 0.70~0.85, this study selected "spreading of word-of-mouth" and "choice behavior" as dimensions.

3.1.4 Experiential marketing: This part of the questionnaire focus on understanding the opinions of potential consumers on medical cosmetology. The questionnaire of Su (2005) was used as prototype and revised according to the needs of this study. The questionnaires of Schmitt (1999) and Lin (2009) were also used as references. With a KMO value of 0.916 and Cronbach's α of 0.82~0.92, this study selected "sense experience", "feel experience", "think experience", "act experience" and "relate experience" as the five dimensions.

3.1.5 Basic data: This part of the questionnaire inquired about the gender, age, marital status, occupation, educational attainment, average monthly income and area of residence of the respondents and other medical cosmetology related questions such as the motive of medical cosmetology, favored hospital or clinic and source of information. This study also designed hypothetical medical cosmetology needs questions for respondents to answer. The questions were classified into the facial part, body, skin and teeth. The questions in the facial part include double-fold eyelids, lower blepharoplasty, augmentation rhinoplasty, facelift, lip augmentation, ptosis surgery, dimple and face liposuction. The body part includes breast augmentation, breast reduction, nipple plasty

and areola plasty, arm lift, tummy tuck, buttock liposuction, leg liposuction and bromhidrosis treatment. The skin part includes wrinkle treatment, ruby laser, waxing, acne treatment, dermabrasion and skin whitening. The teeth part includes teeth whitening, teeth correction and tooth implantation.

3.2 Research subject and method

The purpose of this study is to explore the perceptive integrated marketing communication (IMC), experiential marketing and word-of-mouth marketing of the potential consumers in selecting medical cosmetology clinic in the present medical cosmetology market. The subject of this study is the potential Kaohsiung City consumers of the medical cosmetology market. The study extracted factors using second-order factor analysis where the Varimax rotation method of the principal component analysis was first applied to conduct an exploratory factor analysis to verify the internal consistency of the questions and the dimensions. Then, confirmatory factor analysis was applied to confirm the result. Because of the limitation in time and budget, non-random sampling was used for data collection. A total of 500 questionnaires were distributed to the crowds around Kaohsiung City and 432 copies were returned having a returned rate of 86.4%. There are 68 unreturned questionnaires. After deleting 29 incomplete and invalid questionnaires, there are 403 valid questionnaires with a valid return rate of 80.6%. SPSS for Windows 15.0 was then used for analysis.

4. Empirical Results

According to the research purpose and motive, this study established the hypotheses and developed an appropriate questionnaire accordingly to explore on the interrelationship among integrated marketing communication (IMC), experiential marketing and word-of-mouth marketing of the medical cosmetology market.

4.1 Descriptive analysis

The results of the valid returned questionnaires (403 copies) was organized according to gender, age, marital status, occupation, educational attainment, average monthly income and area of residence. The results are shown below:

4.1.1 Demographical variables

- a.) On age, there are 123 male respondents (30.5%) and 280 female respondents (69.5%). The ratio of the respondents is about 1:2 which means that majority of the respondents are female showing that the acceptance of the medical cosmetology issues of females is quite high.
- b.) As for age, half of the respondents are ages 20 and below (50.4%) and one-fourth is ages 21~25 (27.8%). Overall, the ages of the respondents are concentrated on ages 25 and below (78.2%)

which is a very young group. It means that the younger generation tends to go to crowded places.

- c.) As for marital status, 87.1% are singles and 12.9% are married. This result is related to the location where the questionnaires were distributed. The majority of the crowd is young single people.
- d.) Majority of the respondents are students (69.2%). Very few respondents are of other occupations (30.8%). The reason why most respondents are students is also due to the location where the questionnaires were distributed. The older group of people might mainly go to indoor places.
- e.) As for educational attainment, majority are junior college students or graduates (86.6%). There are very few respondents who are master's degree graduates (4.7%). The reason why most respondents are junior college students or graduates is also due to the location where the questionnaires were distributed. The group of people with higher educational attainment might mainly go to indoor places.
- f.) As for the average monthly income, most of the respondents have an income of less than NTD 30,000 (81.9%). A total of 10.4% of the respondents have an average monthly income of NTD 30,001~50,000 and only 1.0% has an average monthly income of NTD 90,001~110,000 and NTD 110,001 and above. Overall, this result is due to the occupation of the respondents especially for the students and housewives. The results showed that the high charges for medical cosmetology are not applicable in Southern Taiwan.

4.1.2 Consumption opinions on medical cosmetology

- a.) With regards to medical cosmetology motive, the motive for medical cosmetology of the majority is because of beauty (69%) and only a few answered it's because of medical purposes (31%). This shows that wanting to be beautiful is a natural instinct. The future development of the medical cosmetology market is unlimited.
- b.) Majority responded that they would choose medical cosmetology clinics (59%) instead of medical centers (11%) or other choices (4%). This shows that the consumers of Southern Taiwan prefer the services of the medical cosmetology clinics better than that of the medical centers.
- c.) As for source of information, majority obtained their information from the "experience of friends and families" (42%). Only a few obtained their information from medical cosmetology websites, public reports, medical cosmetology launch press and promotion activities of hospitals. This shows

that word-of-mouth marketing has an important impact on the medical cosmetology industry.

- d.) For the facial part, majority of the respondents would do a lower blepharoplasty (16%). The next facial part they would consider would be face liposuction, double-fold eyelids and dimple (13%) and lip augmentation (4%), respectively. As for skin care, acne treatment has the most (29%) followed by skin whitening (27%) and dermabrasion (5%), respectively. The body part the respondents would like to improve the most is leg liposuction (24%) and breast reduction as the least (2%). These results can serve as a reference for the service development of the medical cosmetology industry companies.

4.2 Correlation analysis

4.2.1 The correlation between integrated marketing communication (IMC) and word-of-mouth marketing

The personnel service marketing and advertising of integrated marketing communication (IMC) and the spreading of word-of-mouth and choice behavior of word-of-mouth is shown in Table 1. This shows that integrated marketing communication (IMC) and word-of-mouth marketing has a significant positive correlation ($r=0.326\sim0.440$). This means that the spreading of information of the medical cosmetology clinics and the word-of-mouth of consumers is related.

Table 1. Correlation between integrated marketing communication (IMC) and word-of-mouth marketing

		Word-of-mouth marketing	
		Spreading of word-of-mouth	Choice behavior
Integrated marketing communication (IMC)	Personnel service marketing	0.365**	0.326**
	Advertising marketing	0.440**	0.391**

* $p < .05$. ** $p < .01$

4.2.2 The correlation between experiential marketing and integrated marketing communication (IMC)

The personnel service marketing and advertising of integrated marketing communication (IMC) and the five dimensions of experiential marketing is shown in Table 2. Aside from personnel service marketing and think experience ($r = -0.035$) and feel experience ($r = -0.048$) which did not have a significant correlation, the correlation coefficient of the other dimensions all have significant correlation. The correlation coefficient of act experience and

personnel service marketing ($r = 0.415$) is the highest, showing that enhancing the service training of the clinic employees can promote the service quality of the personnel. By giving importance to the feelings of the consumers, employees can monitor the condition of the body and heartbeat of the patients at anytime during the process to provide the best service. It is also through the personnel service marketing that the clinic can effectively obtain experiential marketing and more revenue in the future.

Table 2 The correlation between experiential marketing and integrated marketing communication

		Experiential marketing ^o				
		Think experience ^o	Feel experience ^o	Sense experience ^o	Act experience ^o	Relate experience ^o
Integrated marketing communication (IMC) ^o	Personnel service marketing ^o	-0.035 ^o	-0.048 ^o	0.119* ^o	0.415** ^o	0.262** ^o
	Advertising marketing ^o	0.205** ^o	0.147** ^o	0.324** ^o	0.396** ^o	0.264** ^o

(IMC)

* $p < .05$. ** $p < .01$

4.2.3 The correlation between word-of-mouth marketing and experiential marketing

A shown in Table 3, the spreading of word-of-mouth marketing and choice behavior of word-of-mouth marketing and the five dimensions of experiential shows significant positive correlation ($r=0.209 \sim 0.467$). The correlation between sense experience and choice behavior is the highest ($r = 0.467$). This shows that giving more importance to the feelings and other needs of the consumers would improve the word-of-mouth of the clinic.

Table 3 The correlation between word-of-mouth marketing and experiential marketing

		Experiential marketing ^o				
		Think experience ^o	Feel experience ^o	Sense experience ^o	Act experience ^o	Relate experience ^o
Word-of-mouth marketing	Spreading of word-of-mouth ^o	0.209** ^o	0.226** ^o	0.374** ^o	0.324** ^o	0.277** ^o
	Choice behavior ^o	0.392** ^o	0.283** ^o	0.467** ^o	0.460** ^o	0.466** ^o

* $p < .05$. ** $p < .01$

4.2.4 The correlation among integrated marketing communication (IMC), word-of-mouth marketing and experiential marketing

Table 4 shows the correlation among the three variables. The results showed that integrated marketing communication (IMC), word-of-mouth marketing and experiential marketing show significant and positive correlation ($r = 0.137 \sim 0.522$) among which the correlation coefficient of word-of-mouth marketing and experiential marketing

is the highest ($r = 0.522$). The second highest is integrated marketing communication (IMC) and word-of-mouth marketing ($r = 0.479$). This means that word-of-mouth is quite important to the people.

Table 4 The correlation among integrated marketing communication (IMC), word-of-mouth marketing and experiential marketing

Variables	Variables	Pearson correlation
integrated marketing communication (IMC)	word-of-mouth marketing	0.479**
	experience marketing	0.317**
word-of-mouth marketing	integrated marketing communication (IMC)	0.479**
	experience marketing	0.522**
experience marketing	integrated marketing communication (IMC)	0.137**
	word-of-mouth marketing	0.522**

* $p < .05$. ** $p < .01$

4.3 Regression analysis

4.3.1 Integrated marketing communication (IMC) and word-of-mouth marketing

This study conducted regression analysis on word-of-mouth marketing and integrated marketing communication (IMC) exploring whether it will affect the customer's intention. As shown in Table 5, this study found that word-of-mouth marketing has a significant effect on integrated marketing communication (IMC) ($R^2=0.229$, $t=10.925$, $F=119.352$ and $p<0.001$). The results proved that word-of-mouth marketing affects integrated marketing communication (IMC).

Table 5 Regression analysis between integrated marketing communication (IMC) and word-of-mouth marketing

Model	Unstandardized coefficient		Standardized coefficient	R ²	\bar{R}^2	F-test	t-test	significance
	B	Standard error						
(constant)	3.127	0.151					20.681	0.000**
Integrated marketing communication (IMC)	0.400	0.037	0.479	0.229	0.227	119.3	10.925	0.000**

The result of the stepwise regression analysis of the independent variables (personnel service marketing and advertising marketing) on the dependent variable (word-of-mouth marketing) is shown in Table 6. The results showed that personnel service marketing and advertising marketing have significant effect on word-of-mouth marketing (F-test=63.894>4). Moreover, the personnel service marketing and advertising marketing both has positive causal relationship with word-of-mouth marketing (R²=0.242, p-value=0.002 and coefficient=0.116 and 0.307). This proves that the more the consumer is affected by personnel service marketing and advertising marketing, the higher word-of-mouth marketing level would be where the effect of advertising marketing is higher.

Table 6 Regression analysis among the dimensions of integrated marketing communication (IMC) on word-of-mouth marketing

Model ^o	Unstandardized coefficient ^o		Standardized coefficient ^o	R ² ^o	\bar{R}^2 ^o	ΔR ^o	Significance ^o
	Estimated value of B ^o	Standard error ^o	Beta distribution ^o				
(constant) ^o	2.968 ^o	0.162 ^o	^o	0.242 ^o	0.238 ^o	0.018 ^o	0.000** ^o
Advertising marketing ^o	0.307 ^o	0.045 ^o	0.370 ^o				0.000** ^o
Personnel service marketing ^o	0.116 ^o	0.037 ^o	0.170 ^o				0.002** ^o

4.3.2 Integrated marketing communication (IMC) and experiential marketing

This study conducted regression analysis on experiential marketing and integrated marketing communication (IMC) exploring whether it will affect the customer's intention. As shown in Table 7, this study found that experiential marketing has a significant effect on integrated marketing communication (IMC) (R²=0.100, t=6.692, F=44.780 and p<0.001). The results proved that experiential marketing affects integrated marketing communication (IMC).

Table 7 Regression analysis of integrated marketing communication (IMC) on experiential marketing

Model ^o	Unstandardized coefficient ^o		Standardized coefficient ^o	R ² ^o	\bar{R}^2 ^o	F-test ^o	t-test ^o	significance ^o
	Estimated value of B ^o	Standard error ^o	Beta distribution ^o					
(constant) ^o	4.537 ^o	0.145 ^o	^o	^o	^o	^o	31.266 ^o	0.000** ^o
Integrated marketing communication (IMC) ^o	0.235 ^o	0.035 ^o	0.317 ^o	0.100 ^o	0.098 ^o	44.780 ^o	6.692 ^o	0.000** ^o

The result of the stepwise regression analysis of the independent variables (personnel

service marketing and advertising marketing) on the dependent variable (experiential marketing) is shown in Table 8. The results showed that personnel service marketing and advertising marketing have significant effect on experiential marketing (F-test=64.585>4). Moreover, advertising marketing has positive causal relationship with experiential marketing (R²=0.137 and p-value=0.000). This proves that the more the consumer is affected by advertising marketing, the higher experiential marketing level would be.

Table 8 Regression analysis among the dimensions of integrated marketing communication (IMC) on experiential marketing

Model ^o	Unstandardized coefficient ^o		Standardized coefficient ^o	R ² ^o	\bar{R}^2 ^o	ΔR ^o	Significance ^o
	Estimated value of B ^o	Standard error ^o	Beta distribution ^o				
(constant) ^o	4.286 ^o	0.152 ^o	^o	0.139 ^o	0.137 ^o	^o	0.000** ^o
Advertising marketing ^o	0.274 ^o	0.034 ^o	0.372 ^o				0.000** ^o

Source: this study

4.3.3 Experiential marketing and word-of-mouth marketing

This study conducted regression analysis on experiential marketing and word-of-mouth marketing exploring whether it will affect the customer's intention. As shown in Table 9, this study found that experiential marketing has a significant effect on word-of-mouth marketing (R²=0.272, t=12.245, F=149.942 and p<0.001). The results proved that experiential marketing affects word-of-mouth marketing.

Table 9 The regression analysis of experiential marketing on word-of-mouth marketing

Model ^o	Unstandardized coefficient ^o		Standardized coefficient ^o	R ² ^o	\bar{R}^2 ^o	F-test ^o	t-test ^o	Significance ^o
	Estimated value of B ^o	Standard error ^o	Beta distribution ^o					
(constant) ^o	1.516 ^o	0.265 ^o	^o	^o	^o	^o	5.720 ^o	0.000** ^o
Experiential marketing ^o	0.587 ^o	0.048 ^o	0.522 ^o	0.272 ^o	0.270 ^o	149.942 ^o	12.245 ^o	0.000** ^o

The result of the stepwise regression analysis of the independent variables (think experience, feel experience, sense experience, act experience and relate experience) on the dependent variable (word-of-mouth marketing) is shown in Table 9. The results showed that sense experience, act experience and relate experience have significant effect on word-of-mouth marketing (F-test=64.933>4). Moreover, sense experience, act experience and relate experience have positive causal

relationships with experiential marketing ($R^2=0.328$, p -value=0.000 and coefficients=0.322, 0.186 and 0.118). This proves that the more the consumer is affected by sense experience, act experience and relate experience, the higher word-of-mouth marketing level would be where the effect of sense experience is higher..

Table 9. Stepwise regression analysis of word-of-mouth marketing and experiential marketing

Model ^o	Unstandardized coefficient ^o		Standardized coefficient ^o	R ² ^o	\bar{R}^2 ^o	ΔR ^o	Significance ^o
	Estimated value of B ^o	Standard error ^o	Beta distribution ^o				
(constant) ^o	1.492 ^o	0.238 ^o	^o	0.328 ^o	0.323 ^o	0.021 ^o	0.000** ^o
Sense experience ^o	0.322 ^o	0.042 ^o	0.336 ^o				0.000** ^o
Relate experience ^o	0.186 ^o	0.039 ^o	0.233 ^o				0.000** ^o
Act experience ^o	0.118 ^o	0.033 ^o	0.174 ^o				0.000** ^o

5. Conclusion

This study used the potential customers of medical cosmetology as subject to explore on the causal relationships among integrated marketing communication (IMC), word-of-mouth marketing and experiential marketing. The results showed that integrated marketing communication (IMC), word-of-mouth marketing and experiential marketing each have a positive correlation. In integrated marketing communication (IMC), any method of publicity that can obtain the necessary results should be given importance. Advertising marketing and personnel service marketing are the source of information that most people has encountered and are the most accepted methods by the consumers. Although newspapers and magazines can also provide high results, people need to spend more time on reading these publications rather than watching the advertisements on TV. Thus, it will affect the time consumption of the people. As for service marketing, this method can provide a thoughtful service and a friendly conversation to obtain the information they want. That is the reason why they prefer this two methods the most. The results of this study also found that word-of-mouth is a key factor in the purchase intention of consumers in the medical cosmetology market. Thus, medical cosmetology clinics should make use of the word-of-mouth of the doctors and other customers to promote the image of their clinics and products. If the doctors of the clinics can provide a good word-of-mouth to the first time patients, it will bring great advantages to the medical cosmetology market in the future. Once the word-of-mouth of the clinic and the doctor is established, the good word-of-mouth in the mind of the consumers

can serve as the first brand and would make the position of the clinic more stable.

This study also found that people, regardless of their characteristics, would prioritize clinics with abundant experience. Then, they would consider the clinics they already have accepted some treatments or services. This proved that the purchase intention of consumers is greatly influenced by the information provided by the medical cosmetology clinics and it's the key factor of their purchase intention, whether the information is from the personal experience of the doctors, the experience of the consumers themselves or the experiences of their families and friends. Thus, if the medical cosmetology clinic can provide adequate information to help patients decide easily, it would also help get other potential customers. Similarly, with regards to the treatment process, the nurses would often contact the patients through caring words and inquiries to improve their interaction experience and establish a deeper and longer customer relationship to promote customer loyalty and recommendation of new customers.

With regards to the medical cosmetology problems, the results showed that customers would rather go to medical cosmetology clinics regardless whether its for medical purposes or beauty purposes. This is a great opportunities for medical cosmetology clinics. With regards to the analysis of the source of information, the information the consumers obtain are mostly from the experiences of friends and family members. Aside from friends and families, the next sources they would get the information from are doctors, from personal experiences, newspaper and magazine advertisements. However, the media people always encounter daily such as TV advertisements, TV news and even the fastest information provider, the internet, would not gain the full trust of the consumers. This study focused on the face, body, skin and teeth care of medical cosmetology. For the facial part, the order of treatment consumers would prefer is lower blepharoplasty, ace liposuction and double-fold eyelids, accordingly. As for the body, the order is from leg liposuction to tummy tuck and last is buttock liposuction, accordingly. As for the skin, the order is acne treatment, skin whitening and ruby laser, accordingly. As for the teeth, the order is teeth whitening, teeth correction and tooth implantation, accordingly.

6. Managerial Implication

This study found that majority of the consumers of medical cosmetology is female. People believed that being beautiful is a natural instinct of females that is why majority who would undergo a medical cosmetology treatment are mostly women. At present, medical cosmetology is gradually opening

its market to male consumers. It hopes to change the concept of the people about medical cosmetology. In other advanced countries, medical cosmetology is common to both genders and treats it with a respectful attitude. This study found that in Kaohsiung City, many still can't accept medical cosmetology and can't treat this industry with respect. Thus, some potential consumers of this industry won't try medical cosmetology in the end is because of the fear of being looked at differently by others. In conclusion, medical cosmetology should think of a way of correcting the concept and perception of the people regarding this industry and improving the reputation of the medical cosmetology clinics.

With regards to advertisement and publication, majority of the information is obtained from mass media, newspaper and magazines and experiences of families and friends. Among all these sources, obtaining information from the experiences of families and friends is the most trusted source. Although asking known experts to advertise and recommend on medical cosmetology can improve its reliability, most of the consumers would still prioritize the recommendation of their families and friends before even considering medical cosmetology. Thus, aside from correcting the perception of the consumers and providing correct advertisement and education, the industry should make use of word-of-mouth marketing to create a better value instead of cutting back prices and spending a lot of money in advertisements.

6.1 Understanding the market

The concept of the typical consumers on medical cosmetology is that it's an expensive process. That is why people have the concept that only rich people can undergo medical cosmetology making it have middle age customers more. Because most of the respondents of this study are of the younger generation, the results can help the medical cosmetology know the concepts and perceptions of the younger generation on this industry so they can think of new strategies to fit the younger generation.

6.2 Create a strategy according to the differences in advertisement

The research model of this study is composed of integrated marketing communication (IMC), word-of-mouth marketing and experiential marketing. These three constructs can provide different marketing strategies and develop their own results.

6.2.1 Integrated marketing communication (IMC)

In terms of integrated marketing communication (IMC), the range of integrated marketing communication (IMC) is very wide so people tend to complicate it. It can also through the

differences in strategies that integrated marketing communication (IMC) can be further defined such as personnel promotion or sales promotion. These are within the range of integrated marketing communication (IMC) but companies can choose the part where they want to promote on and make it as a root of their strategy and further develop a more detailed strategy to increase the profit of the companies.

6.2.2 Word-of-mouth marketing

Word-of-mouth marketing is the verbal spreading or transfer of information between two people or more. These information, with regards to companies, can be a living advertisement or an information created by consumers themselves. Companies tend to ignore the effects of these sources and this information. For example, potential customers exist in the market more often than not and are waiting to be developed by the companies. Businesses that both doing well and not doing well would like to increase the number of their customers but companies with extra money can advertise their companies but the companies with lesser capital can just only wait for customers to come to their doorsteps. Actually, as long as the companies can effectively use the verbal transfer of information to their benefit, they will surely gain the customers they want and would surely have a smooth development.

6.2.3 Experiential marketing

Experiential marketing is the experience of the customers. Companies frequently just want customers to experience medical cosmetology and ignored the follow-up of the experience. Companies can think of other series of treatments that might attract their existing consumers. Companies can also think outside the box and don't just limit their services or marketing methods. Although it can't guarantee a big improvement in the performance but it can still promote the performance of the company and could obtain more profit from this method.

Corresponding Author:

Tai-Liang Lin
Department of Business Administration
Cheng Shiu University, Kaohsiung, Taiwan
E-mail: csu_taylen@yahoo.com.tw

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