

# Ethical Promoting Guidelines For Preventing And Solving Service Problems Of Skin Beauty Clinics In Bangkok Metropolitan Region

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## Abstract

The purposes of this research article were to study complaints of service users towards the ethics of skin beauty clinics and propose guidelines for promoting ethical protection and solving service problems of the skin beauty clinics in Bangkok Metropolitan region. The samples used in this study were 429 respondents and in-depth interview was conducted with 13 key informants. The research findings showed that complaints are related to service and service provider, product, marketing and service venue respectively. Guidelines for promoting, preventing and solving ethical problems of skin beauty clinics in Bangkok and its vicinity are: (1) Persons involved in legal formulation and regulations must facilitate policy guidelines, procedures and communication in order to reduce the number of complaints. (2) Beauty clinic business operators must be aware of product quality in details and clear indications. (3) Consumers must understand and be aware of the effects that may occur due to the difference in chemical reactions in each person's body.

Keywords: Ethical Promoting, Guidelines, Service Problems, Skin Beauty Clinics, Bangkok Metropolitan Region.

## Introduction

Nowadays, beauty enhancement in this era becomes easier than before. Most people today turn their attention to beauty. Therefore,

most people are interested in beauty enhancement to make themselves look more beautiful, look better and more attractive to the others. Beauty enhancement is attributed to confidence. And before undergoing any form of beauty treatment, service users should consult with a trusted medical professional and strictly follow the instructions of the Code of Conduct for the most satisfactory and safe results. Each decision should be made by a customer with due diligence and consideration of necessity and most importantly be consistent with the customer's self-confidence. As a result, there will not be any pain and excessive cost incurred for surgery (Channuwong et al., 2023; Thanaporn, 2017). However, it was discovered in the supervision of the beauty clinic business that there were increasing complaints from beauty clinic service users that many advertisements exaggerated simply because the clinics wished to attract the service users. There were problems in overseeing the beauty clinic business that over commercialized their services. They sometime even neglected health and safety of their service users. Accordingly, there is a lack of attention to monitor and control those service users who were provide with treatment services by a person who was not a doctor (Ungprapan, 2008; Vincenzo, 2016; Weiss, 2021). In addition to the standards of beauty clinics, there are no clear standard criteria and thus a great number of beauty clinics do not have clear standards that are credible and clinically correct. According to the information from all complaints related to health products received by the Center for Complaints Management and Suppression of Illegal Acts relating to Health Products, the Food and Drug Administration in fiscal year 2015 to fiscal year 2017, it was found that complaints of exaggerated or unauthorized advertising of health products is the main subject of complaint contributing to the most complaints. Most beauty businesses used exaggerated advertising to attract service users (Kasikorn Research Center, 2011).

In the medical context, a beauty clinic service medical personnel who performs the examination and prescribe medication plays an important role in terms of confidence in the image and the professionalism in relation to the ethics of the business as a whole. It is necessary to use both science and art to solve problems both physically and mentally under ethical care professional ethics and as required by law. It is important to take into account potential impact on the stakeholders including service users, employees, business associates and society because this is a type of business that deals with the treatment of physical activities. At present, the values of people in society, including the attitudes and high expectations of service users towards the treatment, have changed constantly. While beauty clinics should adjust

their practices accordingly, there has not yet appeared to be any particular beauty clinic ethics. If beauty clinic businesses are only operated predominantly for profits, this may give physicians an opportunity to take risks for unethical practices. This is likely to defame the prestige of decent professional groups. Therefore, in order to prevent ethical violations that may lead to prosecution or a legal case which will ruin the doctor's reputation, it is imperative that beauty clinics follow ethical principles by adhering to the theory of popular principles which consist of four respects: self-respect, benefit, harmlessness and the principle of justice.

## **Literature Review**

### **Concept of skin beauty clinic service center**

Skin beauty clinics are classified as hospitals that do not accept patients to be admitted overnight. According to the Hospital Act 1998, beauty clinics must have a permission to establish in the same manner as a general medical clinic. They must comply with the methods, rules and conditions prescribed by the Department of Health Service Support Ministry of Health and the license must be renewed every year. The operation must be done in accordance with the established standards under the supervision of the relevant officials. It is required that the person who can apply for a license to operate a beauty clinic must be a doctor with a license in the art of healing. During operation, there must be at least one doctor stay present at the clinic (Denla, 2007; Thanaporn, 2017; Phonprasert, 2015)

In summary, the treatment services in the skin beauty clinics have an emphasis on maintaining beautiful skin and facilitating both physical and mental skin problems with therapeutic method, drug or medical procedure (Medical procedure). This means treatment that use tools or equipment medicines and products that are taken into the body such as injections, needle piercings suturing wounds and various surgeries and so forth. The beauty clinic will provide services, examination and treatment for skin care, treatment of acne, freckles, dark spots, scars, wrinkles, sagging and uneven orange peel skin. Most clinics create firm skin care, add cheek grooves, fill forehead, adjust the shape of a slender face, nourish and whiten the skin, stimulate radiance and slow down aging, etc. The clinics achieve these by bringing in modern medical innovations to help such as injections, Botox, fillers, the use of lasers to treat varicose veins and clogged arteries. They use equipment such as vacuum machine for suctioning acne, liposuction abdomen, upper arm, thigh, HI Fu machine. For lifting and tightening machine for reducing wrinkle, the clinics use Iontophoresis and radio frequency (RF) to make a difference. All these services become widely popular because most people consider these as their unique attributes or physical appearance

attractions. Most consumers expect to receive modern, cutting-edge and good quality services that are standardized and certified by relevant agencies such as the Food and Drug Administration (FDA) (Jongnaworachai, 2018; Tantipitaka, 2019).

### **Concepts and Theories of Ethical Principles**

Byars and Stanberry (2018) explained that ethics is a guide for proper living. It is a part of the ethics course which is a subject that emphasizes how human beings should make the right choices in life. And ethics is a subject that argues that why people should choose to take certain actions and refrain from doing some actions. In other words, humans should know how to choose to do good and refrain from doing something evil. Conrad (2018) defined ethics as a characteristic of human experience and duties relating to rules for cooperation on social arrangements of interests and the health of the individual. Their relationship is mutual in the form of actions and rights. Ethics is way or rule for appropriate behavior that the society needs. It creates benefits for individuals, others and society as a whole. It can be seen that the meaning of both morality and ethics will be consistent in the same direction. When it comes to morality, it also includes ethics. It can be said that a person who behave according to any of these meanings will be a person who has both morals and ethics within himself/herself. It is accepted and respected by people in the society to use in the normal life as a quality person every society wishes to have.

Beauchamp and Childress (2013) provided four principles: (1) Respect for autonomy means respecting a person's right to choose an action. A person's independence is placed on individual values and beliefs. Therefore, a person is free to make decisions without coercion or the intervention of others (Beauchamp & Childress, 1990). It can be concluded that this Code of Ethics provides a conceptual recognition of the rights and choices of individuals' freedom. Information on alternative treatment options within the organization should be complete and accurate enough for people to make a decision including the good, the bad, and the side effects. All doctors and practitioners must maintain the privacy and confidentiality of the service users without disclosing to the public, (2) Benefit principle or beneficence refers to the importance of doing good for physical, mental and social well-being. It should be the responsibility of all physicians and practitioners to maintain the benefits to the users in all aspects with assistance, prudence, safety; giving importance to the availability and cleanliness of equipment and tools. All parties involved must not prioritize business benefits over good governance. (Bangbon, 2023; Channuwong, 2018; Likert, 1961; Thalan et al., 1994). (3) No harm

principle (Non-Maleficence) means that a person should not do any harm to others, both physically and mentally from the word “First Do No Harm”, which is part of the Hippocratic Oath that medical professionals should not perform any treatment that may harm patients including efforts to reduce the risk. When considering ethics, the practical non-harm principle has the same goal as the utilitarian principle. By following this principle, ethics is somewhat a balanced risk-benefit management (risk-benefit balanced), for which physicians need to be competent professionally enough to prevent potential harm. (4) Justice means focusing on the importance of justice, equality and non-discrimination regardless of gender, status, race, religion and fair distribution of resources (Distributive Justice) to individuals who are eligible for those resources. In business context, the concept of justice is to consider the fairness (the business relationship) where no party should take advantage of the relationship (Interactional Justice). As for communication process, every party should provide accurate information (accuracy of information) such as telling the truth (Ferrell et al., 2021; Weiss, 2021). Practitioners should provide fair care services that are worth the cost of treatment paid, set reasonable prices for treatment or services, and not to take any advantage of the exorbitant cost of treatment (Freud, 1949; Government Gazette, 1998; Government Gazette, 2015; Consumer Foundation, 2019).

In addition, the Department of Protection of Rights and Liberties Ministry of Justice (2017) explained the code of ethics of the medical profession of Thailand which can be categorized into the following issues: (1) Patients have the right to know the cause and their symptoms and choose a treatment as appropriate (Autonomy); (2) Focus on the benefit of the patient as much as possible (beneficence); (3) Confidentiality must be ensured in which the patient is not exposed to any additional harm (non-maleficence); (4) Treatment must rely on purity and fairness according to the actual hypothesis of each patient’s disease (Justice); (5) Both the healer or the caregiver and the patient are honored and deserve to be treated with dignity; and (6) Doctors must not cover up sickness to patients and should allow the patient to perceive the severity of the illness as fact while patient’s mental condition (Truthfulness and Honesty) must be reassured (Jongnaworachai, 2018; Kasikorn Research Center, 2011)

In summary, the four principles of ethical theory are mentioned above. It is the heart and an important tool for all professional physicians and practitioners in aesthetic skin clinics. It is like a shield that can help physicians perform their work ethically. Therefore, it is imperative that a medical professional perform a duty of providing adequate, complete

and accurate information related to the patient or service user so that they can make independent choices in the best interest. Without causing harm or justification, the treatment can only be carried out with informed consent and should be kept confidential and private, not to disclose any information to the public unless the customer permit with the beauty clinic. And physician practitioners should strictly implement these ethical principles, not to violate medical ethics or professional ethics but to maintain reputation, honor and dignity.

### **Concepts of Business Ethics**

Business ethics refers to the intention of each party involved in business. They should treat each other with rationality and trust. It is the application of ethical principles to the business. In order to achieve the correct conduct of business, it is based on a moral guideline. In other words, the moral principles that guide behavior in the business world for individual decision-making within the organization under the conflict between organizational objectives and values, ethical standards and distance is all about practicing good habits (Lindell & Whitney, 2001; Komsan & Kanda, 2016). A truly virtuous behavior must be exhibited by a person who has some good feeling at all times. Most social influences tend to induce ethics in the individual. Humans learn ethical practices from society that is in line with the structure of society until it becomes their habits that conforms the needs of society. Ethics are important because it benefits people's development, peace and progress. An ethical society encourages people to take good actions for the country. There are several aspects of ethical behavior towards customers. The Foundation for the Institute of Management Studies of Thailand (2006) has summarized the principles of business conduct, customers should be treated with honesty and fairness. Businessmen cannot keep their customers by themselves if they cannot maintain their own business. Every business should treat customers with honesty and fairness (1) Goods and services at fair prices with profits in proportion to the quality of the goods and services; (2) The product must be sold correctly according to the quantity, quality and price agreed upon; (3) Equal service must be provided to customers without discrimination, giving equal opportunities to purchase goods and receive services under any circumstances e.g. in short supply conditions; (4) The business must refrain from any action that manipulates the customer's decision to purchase such as over bargaining or creating some false conditions requiring customers to follow; (5) The business must refrain from any action that causes the product to be priced higher for no reason such as hoarding and spreading false news for customers to believe that they must buy or must not buy goods in improper or unnecessary conditions; and (6) The

business must treat customers and provide them with service with graciousness to maintain good relationship (Patrachai, 2008).

### **Purposes of the Study**

1. To study and collect complaints of service users regarding the ethics of skin beauty clinics in Bangkok Metropolitan region
2. To propose guidelines for promoting ethical protection and solving service problems of the skin beauty clinics

### **Methodology**

This research is a mixed method research combining both quantitative and qualitative researches.

The sample group used in the quantitative research in this study was drawn using random sampling technique. Characteristics of the sample group were determined with special reference to skin beauty clinic users in Bangkok and its vicinity and a group of beauty clinic business organizations of 22 locations totaling 152 branches. The clinics were used on the basis of three sizes which are: (1) a large clinic located in a beauty hospital, (2) a medium size clinic with branches and services that were strong in the brands in the category that provided a variety of services in department stores, and (3) clinics that provided general skin beauty services, all of which were located in Bangkok and its vicinity. The sampling calculated from Taro Yamane's Table which is a tool for survey research to determine the sample size. The population consisted of more than 100,000 people. The number of samples used in this research was 400 people in order to prevent incomplete questionnaires. Therefore, the sample size was increased by 10% and thus the research established a total sample of 440 which obtained a return of 429 complete questionnaires.

As for qualitative research, in-depth interviews with a specific subject were conducted with 13 experts to provide important information. The main research instrument used to collect the quantitative data was a semi-structured survey questionnaire while an interview question guideline was used to collect qualitative data. Questionnaire, a semi-structured survey questionnaire was designed using self-administered questionnaire format to collect primary data regarding customer complaints about the ethics of skin beauty clinics, while secondary data were obtained from the review of literature review and related researches. In-depth Interview, the qualitative data from opinions of 15 clients were analyzed to reflect their insights.

Data collected through the questionnaire survey were analyzed in accordance with the purpose of the research. This involved a survey on viewpoints and to study the personal characteristics of the users of the skin beauty clinics as well as to find answers on the level of service users' opinions on the current situation of problems as related to the ethics of skin beauty clinics. Descriptive statistics were used to describe data and characteristics collected from a sample or population which consisted of frequency distribution table, percentage, ratio, mean, standard deviation and various charts. While inferential statistics including One-way analysis (Analysis of Variance - ANOVA), Independent Sample t-test and f-test were used to group product complaint problems and analyze data collected from service providers, service premises and marketing by studying the differences of service users of beauty clinics with complaints in four aspects.

## Research Findings

### Complaints of service users regarding the ethics of skin beauty clinics in Bangkok and its vicinities.

The researchers analyzed the consumer attitudes towards problematic situations at present about the skin beauty clinic. The research results showed that the consumer attitudes towards problematic situations at present about the skin beauty clinic, total, was at high level (M = 3.59, SD = 0.44). In particular, service and service provider had the highest level (M = 4.00, SD = 0.41), followed by product (M = 3.88, SD = 0.42), marketing (M = 3.87, SD = 0.40), service venue (M = 3.59, SD = 0.44) respectively (Table 1).

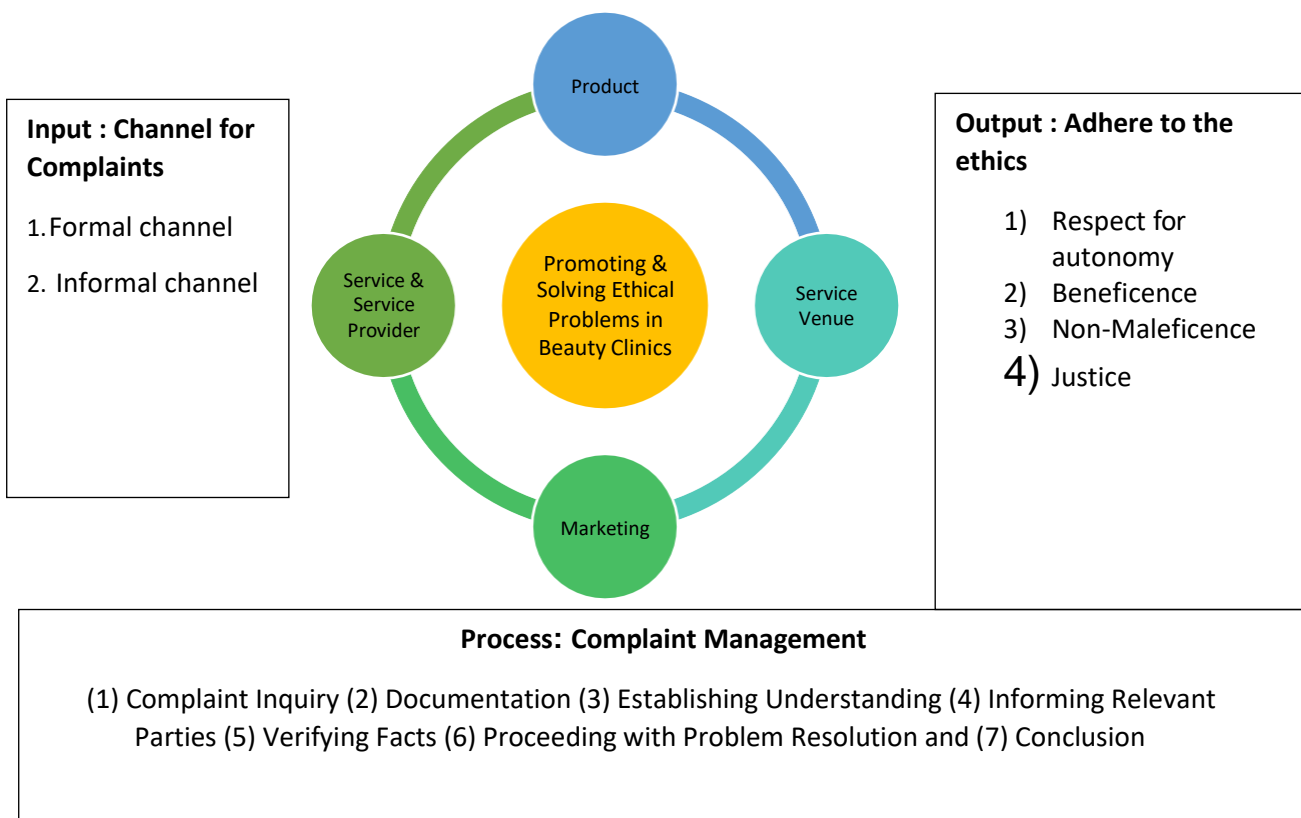
**Table 1.** Consumer attitudes towards problematic situations at present about the skin beauty clinic in overall

Complaint Issues	$\bar{x}$	S.D.	Interpretation	Rank
Service and Service Provider (X <sub>2</sub> )	4.00	.41	High	1
Product (X <sub>1</sub> )	3.88	.42	High	2
Marketing (X <sub>4</sub> )	3.87	.40	High	3
Service Venue (X <sub>3</sub> )	3.59	.44	High	4
<b>Grand Mean</b>	<b>3.84</b>	<b>.30</b>	<b>High</b>	

### Guidelines for promoting ethical protection and solving service problems of the skin beauty clinics



To process this, an extensive review of documents, articles and publications in relation to the impact of creating awareness in society was conducted. This included the collection of qualitative data from in-depth interviews with service recipients. When synthesizing them together with perspective survey data and quantitative study of personal characteristics of skin beauty clinic service users, it led to the process of proposing guidelines for promoting, preventing and solving clinical ethical problems to enhance skin beauty. A draft guideline was presented to gather opinions from 13 experts and academics in beauty clinic services as shown in Figure 1.



**Figure 1.** Draft process for proposing guidelines for promoting, preventing and solving ethical problems of skin beauty clinics for presentation to experts

According to the first stage of the process, it was found that complaints of ethical problems and dissatisfaction led to problems about the promotion and resolution of ethical problems of skin beauty service providers. There should be a systematic management approach from relevant agencies in both legal dimensions. Global ethical dimension including the protection of consumer rights supports the awareness of sustainable ethical business practices in the beauty clinic service center.

The overall factor in synthesizing a draft proposal for promoting, preventing and solving the ethical problems of cosmetic skin clinics were identified in order to receive additional advice from experts. There were two components that were taken into account for the synthesis of presentation issues as follows.

Firstly, the complaint handling service can be managed under the client's dissatisfaction response if the client presents and reflects as such to protect their rights in relation to the service. The service providers should be able to mediate and offer services that can be substituted between each other. As a result, decision-making power to satisfy customers can be managed under the structure or internal factors such as business owners.

Secondly, handling complaints that have uncontrollable impact both in terms of broad communication and awareness of the impact on society. This leads to serious consequences where regulatory and legal implications have to be taken into account. It also creates audits by external parties responsible for licensing and controlling the provision of services.

When considering the factors affecting the management of ethical complaints in the aspect of providing beauty services in the skin business, it was found that there were effects indicating that participating roles in handling complaints and conducting service activities had to take into account in terms of both internal and external factors.

In summary, this study focused on the decent operation of the business of providing beauty clinic services. There were conditions for success that required additional factors to create standards and provide quality services in terms of legal compliance and control from relevant agencies. Focusing on services that take into account the promotion of ethics must be carried out in conjunction with the awareness of the care in the internal management of the skin beauty clinic. This may include listening to opinions from service users which is an important part of conducting business activities sustainably.

**The researchers adopted recommendations from experts in multidisciplinary fields related to medicine and ethics including academics and business entrepreneurs**

It can be summarized as a guideline for promoting, preventing and solving ethical problems of cosmetic skin clinics in Bangkok and its vicinity as detailed in the guidelines for promoting, preventing and

solving ethical problems of cosmetic skin clinics in Bangkok and its vicinity. By considering the components related to complaints related to all 4 aspects, namely the product aspect, service and service providers, location and marketing as illustrated as follows.

**Table 2.** Guidelines for promotion and prevention and product problem resolution

<b>Promotion</b>	<b>Problem Resolution</b>
<ol style="list-style-type: none"> <li>1. Show the lottery, product registration number clearly and correctly.</li> <li>2. Provide product details and caution dangerous taboo</li> <li>3. Show consumers reasonable and fair prices for decision-making.</li> <li>4. Provide details of product registration and authorized symbols.</li> <li>5. Relevant agencies have a role in proactively promoting and supporting access to information for accurate understanding.</li> </ol>	<ol style="list-style-type: none"> <li>1. The complaints and problem solving unit can quickly and promptly access and respond to complaints.</li> <li>2. Be able to investigate and provide details about the product to respond to such complaints and follow up and take action if the complaint leads to the next level of prevention and resolution.</li> <li>3. Complaints must have personal information management for information security and not violating consumer ethics.</li> </ol>

**Table 3.** Guidelines to promote, prevent and remedy services and service providers

<b>Promotion and Prevention</b>	<b>Problem Resolution</b>
<ol style="list-style-type: none"> <li>1. Service providers adhere to legitimate standards as specified by law both in terms of personnel qualities and tools used in providing services.</li> <li>2. Enhance understanding of business operators to realize the value of the profession and taking into account the qualifications of practitioners who are not in breach of medical discipline and medical ethics.</li> <li>3. Promote and support services that take into account service and professional standards.</li> </ol>	<ol style="list-style-type: none"> <li>1. Take strict measures and prosecute violators of the rules including professional discipline for service providers who willfully violate.</li> <li>2. Responsible units carry out systematic controls and audits that have the power to provide advice and proactively manage problems.</li> <li>3. Use penalties in case of unauthorized service and take legal action against those involved in the wrongdoing.</li> </ol>

**Table 4.** Guidelines for Promotion, Prevention and Correction in Areas

<b>Promotion and Prevention</b>	<b>Problem Resolution</b>
<ol style="list-style-type: none"> <li>1. Show business license number</li> <li>2. Personnel and professional practitioners are stationed in the service premises.</li> <li>3. Identify the qualifications of personnel who work and communicate openly to service recipients.</li> </ol>	<ol style="list-style-type: none"> <li>1. Always have communication channels and receive complaints from service recipients for improvement.</li> <li>2. Obtain a quality assessment from a regulatory body and do not violate compliance with the ethical framework</li> </ol>

<p>4. The equipment and premises are safe and pass the quality inspection according to the standard framework.</p>	<p>of services including misuse of premises. Expedite inspections and shutdowns when problems are found that pose risks to health and hazards of workers and stakeholders.</p>
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**Table 5.** Guidelines for promotion, prevention and correction in marketing

<b>Promotion and Prevention</b>	<b>Problem Resolution</b>
<ol style="list-style-type: none"> <li>1. Take into account the value and price of the services that pass on the satisfaction of the service recipients.</li> <li>2. Do not present exaggerated information as a strategy to attract customers.</li> <li>3. Raising awareness and understanding of the correct and reasonableness of the quality and price offered.</li> <li>4. Consider and respect decisions when rejected by customers. Awareness of privacy rights by not infringing on the use of motivational advertising images by people who are influential in creating understanding and directing marketing, etc. The use of images and media of celebrities from various media without permission</li> </ol>	<ol style="list-style-type: none"> <li>1. There is a work plan for communicating the truth when a complaint occurs. Develop business based on the benefits that will occur to customers with professional potential and strive to develop service excellence to create sustainable value and economic value.</li> </ol>

To create the guidelines for promoting ethics to prevent and solve the service problems of skin beauty clinics in Bangkok and its vicinities developed, experts, academics and beauty business operators gave opinions on the use of strategies and suggested approaches. This can be divided into 3 groups as follows.

Firstly, representatives of the honorable group and professional practitioners commented in a quest to seek the ways to promote and solve ethical problems in the context of professional qualification. There are already professional ethical procedures and procedures. In addition, the requirements are consistent with the conduct of business activities in collaboration with each other to prevent ethical issues from arising. This is to avoid unnecessary blame on practitioners or medical actors. Because decision making is based on social ethical frameworks which is complex and may cause some misunderstanding. There was a commitment to adhering to the advice of experts in service is also imperative. The physician or service provider must be professional and willing to be scrutinized for deliberate actions. Most of what was found

is the negligence in professional practice. In the professional context, there has already been some penalties and requirements which should be able to help build confidence in the operation of the business. But it may not include the special activities on an individual basis to build trust in their business and other perceptions. It is necessary to rely on cooperation and feedback from service recipients or people working together to improve. However, regulatory mechanisms directly related to roles such as the Medical Council still serves to develop and prevent ethical problems in this area. It is an ongoing important issue.

Secondly, representative from the ethical academic group and social scholars were invited to provide viewpoints on the aspect of practitioners. It is the basic ethics for activities in the profession. When the business or professional activities were conducted, it may or may not affect feelings and susceptibility to the overall perception of the society. Because complaints are likely to occur, it might inevitably affect the image of the service provider at different levels. This also depends on the composition and confidence of the business place. If there is a mechanism to participate in activities to truly promote prevention and reduce the level of problems, this should raise awareness in all parties. For example, the government introduced some laws that controlled and issued some regulations for entrepreneurs with a focus on business activities and social responsibility. And the service recipients must understand and study by themselves. This involves possible consequences and decisions and preserving the rights to go about the problems if there is an adverse effect from the service. However, there should be a systematic form of corrective action whether the complaint is formal or not.

Lastly, representatives from a group of operators who provided services to beauty clinics provided the comment that entrepreneurs were indeed committed to forwarding services for the benefit and value that the service recipient would receive. In the context of a market mechanism, it may be seen as a service that has a high or expensive service value which would surely create some high expectation. The service recipient wants quality service and the service provider must understand such matters and must allow any lack of knowledge and communication in order to build mutual trust. In the context of service delivery, it is accepted that professional practitioners are important to create a good image for driving business with high quality and standards to satisfy service recipient needs and thus avoiding delays. Problems and complaint management and resolution involved with service users are at the heart of business development, should severe conflicts be prevented.

Furthermore, the reputation of beauty clinics also affected the understanding and awareness of the value that the service recipients trusted. The service impression affected re-use of working women at cosmetic clinics in Bangkok. Trust in the reputation of the service facility and service impression affected the return of service among working women at a beauty clinic in Bangkok. The study found that most of the target audience provided the greatest importance to trust in the reputation of the service facility and the impression of the service. In addition, the respondents were quite agreeable to re-entering beauty clinics for various reasons. For the hypothesis testing, it was found that the impression of service and trust in the reputation of the establishment resulted in the return to the beauty clinic in order of influence. With a statistically significant level of 0.05, these reflected competition in marketing and also affected the engagement of service recipients to decide to use the service again.

In summary, guidelines for promoting, preventing and solving ethical problems of skin beauty clinics in Bangkok and its vicinity may not begin to manage complaints which have already been a problem but in the way of promotion and prevention. There are three conditions and contextual factors of the stakeholders:

(1) Persons involved in legal formulation and regulations including those from government agencies that must facilitate policy guidelines and proactively are the people who spread awareness of the implementation of the management service plan in terms of personnel knowledge regulation of procedures and communication in order to reduce the number of complaints. They also participated in the defense of more parties.

(2) Beauty clinic business operators were aware of product quality by specifying details and clear indications. This reassures standard audits and leads to potential penalties. In addition, forwarding services with standards and taking into account the safety of service users is important.

(3) Consumers or service recipients must understand and be aware of the effects that may occur due to the difference in chemical reactions in each person's body.

## **Conclusions and Discussions**

Complaints of service users regarding the ethics of skin beauty clinics in Bangkok and its vicinities. According to the information report of the Office of the Consumer Protection Board (Office of Consumer Protection, 2019), it was found that although receiving the service is a value promotion for beauty and personality enhancement: medical procedures and complaints are grouped into categories of therapeutic

problems. Also, it has also been found that value-oriented services rather than values-based services can lead to ethical shortcomings, lack of honesty and responsibility both on duty and to the profession, lack of compliance with human rights and lack of respect for human dignity. Bangbon (2023), Channuwong (2014) and Jintana (2011) found that service establishments should also emphasize the importance of ethics that affected business sustainability of service. In addition, interesting information was found from the research. Phonprasert (2015) and Nathaphat (2009) found that the overall service purchase decision at the highest level affected the purchase decision of customers of acne and blemish treatment clinics in Bangkok and its vicinity. The sample group focused on a variety of services, cleanliness and safety of equipment and providing of services that meet the needs of customers. As for the physical environmental factors, they affected the overall service purchase decision at the highest level. The sample group focused on the image and good reputation of the clinic, while the property looked outstanding and felt good.

From the results of the study, it was found that the service recipients understood and were able to express their feelings when they were not satisfied with the service in a variety of channels. This is relevant to the study of Beauchamp and Childress (2001), Benjawan (2018) and Lomloy, (2019) who found that the effectiveness of the Internet Health Product Advertising Complaint Management System of the Provincial and Local Health Products Consumer Protection Division. It was seen that the number was increasing rapidly. Most of the complaints were caused by exaggerated advertisements on the internet (80.44%). A total of 431 health products were advertised to violate the law, of which the most were food products (60.79%) and prosecution against advertisers accounted for a total of 135 violations of the law under the Food Act causing: (1) a large increase in the complaints have increased, (2) lack of staff skills in handling complaints, (3) lack of budget for luring products, and (4) lacks of a system to monitor management throughout the process. The strength of complaint handling was that the law allowed power to the officers of the CCP to handle complaints and weaknesses such as (a) lack of cooperation between networks, (b) mild advertising penalties, (3) regional authorities without pragmatic authority to deal with online media complaints and for the effectiveness of the complaint management system from the interview. Most of the complainants agreed that there was a delay in handling complaints. And everyone still viewed the product complained from the original complaint media as well as more and more advertisements for health products on the internet.

To propose guidelines for promoting ethical protection and solving service problems of the skin beauty clinics. When considering the factors affecting the management of ethical complaints in the aspect of providing beauty services in the skin business, it was found that there were effects indicating that participating roles in handling complaints and conducting service activities had to take into account in terms of both internal and external factors. This is consistent with Byars and Stanberry (2018), Channuwong et al. (2023), Rinthanalert (2018) and Kaewkrue (2014) who studied business ethics promotion model for the development of small and medium business organizations indicating that internal factors included the role of the organization, the role of the leader of the organization, the role of structure and work within the organization that can promote and prevent problems. At the initial level, ethical practices can be managed to an extent that will result in good business management in the field of prevention and promotion. However, external factors caused by the impact on the service would affect the image of the business organization both in terms of business and social responsibility. For this reason, to create an understanding of entrepreneurs in order to develop their business towards goals and success, it was found that business ethics were applied during the management process and the indirect application of ethical principles which complemented and ran in parallel with the relevant quality standards of the entire system. This is the system that comprises the organizational management system, organizational leadership system development system, structure and work and financial system within the organization mentioned above. It is something that has been regulated by laws and regulations before being overseen by government agencies. Paying attention to internal quality control systems would help reduce risk factors that may cause negative impacts on the society in terms of health, environment, and quality of life of external stakeholders. This is consistent with findings from a study by Channuwong (2018), Conrad (2018) and Duncan (2010) on the effects of leadership on trust, knowledge management and performance of the organization. The research aimed to create a research model that examined the impact of leadership on trust, knowledge management, and organizational performance. The results showed that there was a positive and significant linear link between leadership and trust, knowledge management and performance of the organization. These findings indicated effective leadership. It generated more trust among people, promoted the successful implementation of knowledge management processes and, in turn, improved the efficiency of the organization.



## Recommendations

Guidelines for promoting, preventing and solving ethical problems of skin beauty clinics in Bangkok and its vicinity may not begin to manage complaints which have already been a problem but in the way of promotion and prevention. There are three conditions and contextual factors of the stakeholders: (1) Persons involved in legal formulation and regulations including those from government agencies that must facilitate policy guidelines and proactively are the people who spread awareness of the implementation of the management service plan in terms of personnel knowledge regulation of procedures and communication in order to reduce the number of complaints. They also participated in the defense of more parties. (2) Beauty clinic business operators were aware of product quality by specifying details and clear indications. This reassures standard audits and leads to potential penalties. In addition, forwarding services with standards and taking into account the safety of service users is important. (3) Consumers or service recipients must understand and be aware of the effects that may occur due to the difference in chemical reactions in each person's body.

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