



EXAMINING THE MARKETING ELEMENTS INFLUENCING THE UTILIZATION OF HYPHNOTHERAPY IN THE CONSUMER MARKET

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Abstract

Addressing emotional issues is a significant societal concern impacting overall well-being, and academic research supports the effectiveness of hypnotherapy for emotional healing. Despite its efficacy, hypnotherapy faces challenges due to its limited popularity and public misconceptions about hypnosis. Therefore, this study aims to identify the influential factors that shape consumer decisions regarding hypnotherapy, utilizing the modified Delphi method and analytical hierarchical process (AHP). Survey analysis revealed that the top five significant factors were word of mouth, brand image, professionalism, service quality, and personal image. A comparative study was conducted between individuals exposed to hypnosis and those unexposed, using an independent t-test. The findings indicate no significant differences in the primary dimensions and secondary criteria of the factors impacting consumer choices.

Key Words: hypnosis, emotion, stress relief, modified Delphi method, analytical hierarchical process

Introduction

Clinical hypnosis is a psychological, social, and spiritual healing aid. Several studies provide evidence of the effectiveness of psychological healing, and numerous studies have shown that hypnotherapy is effective in alleviating acute and chronic pain, cancer-related pain, anxiety, and severe chronic illness. Hypnosis and self-hypnotherapy are therefore a rapid and effective complementary alternative therapy for the management of psychosomatic and emotional symptoms (Satsangi & Brugnoli, 2018). Severe mood disorders (anxiety, depression etc.) can make interpersonal interactions prone to friction, lead to cognitive impairment, behavioral impulsivity due to reduced behavioral control, and even physical health imbalance resulting in medical problems. All of these can cause social problems and increase the burden on society, and should be taken seriously. Therefore, it is necessary to relieve emotions and stress from the very beginning of stress or emotions. International medical studies have proven that hypnosis has a significant effect on relieving stress and easing emotions.

A Pakistani scholar has found in his studies that the popular belief that a hypnotist deprives a person of consciousness, disrupts their mind and puts them into a trance-like state is a preconceived image of a fictitious hypnotist inspired by movies, television programs and books. This is opposed to real hypnosis where the hypnotized persons have absolute free will and are actually more aware of what is happening to them because they are in a state of extreme concentration at the moment (Shakil, 2020). Since hypnotherapy is not widespread in Taiwan, and the stereotypical misconceptions of hypnosis are consistent with the misconceptions of hypnosis in the above studies, people are always afraid of hypnosis because they think that hypnosis is a way to be controlled by the hypnotist. This study aimed to understand the factors influencing people to accept hypnotherapy and to investigate whether there were differences in the factors influencing people to accept hypnosis between those who had been exposed to hypnosis and those who had not. It can be used as a guideline to promote hypnotherapy in the future.

Literature Review

Stress and Emotion

The main role of stress is to stimulate adaptive behaviors and stress originates from the fight- or -flight response of animal instincts. Prolonged exposure to stressful situations may affect the brain and physical health problems once the body's capacity is exceeded (McEwen & Akil, 2020). Variable and unstable mood may constitute mood disorders and anxiety disorders (Lamers et al., 2018). Negative emotions can cause the problem of insomnia (Yurasek et al., 2020). Levenson's (2019) research on stress and diseases often considers emotions as the cause (e.g., anger, sadness, and embarrassment) and diseases as the effect (e.g., cardiovascular disease and musculoskeletal disorders). It has been confirmed by strong research that interpersonal relationships and emotions correlate with physical health outcomes (Uchino & Rook, 2020). Negative emotions (e.g., anxiety) can stimulate the incidence of disease (Lam et al., 2020). Unpleasant mood can cause long-term disturbing phenomena on working memory (WM) (Figueira et al., 2017). A correlation between changes in negative emotions and changes in physical disease states has been observed, with those

with generally high negative emotions having more severe disease (Kunzmann et al., 2019). Hope in positive expectation is considered an important therapeutic factor for health and disease (Katsimigos, O'Beirne & Harmon, 2021).

Hypnotherapy

Hypnosis is a cognitive- behavioral process of experiencing a state in which the mind becomes focused and the body is fully relaxed. In medicine, hypnotherapy involves teaching the patient to enter a trance state of self-awareness, concentration, selective awakening, and suggestions that reinforce specific goals, such as relaxation, pain or anxiety relief, or psychological symptom relief (Satsangi & Brugnoli, 2018). Hypnosis is defined as a state of consciousness that includes focused attention and reduced awareness of the periphery, characterized by increased acceptance and responsiveness to the hypnotist's suggestions (Elkins et al., 2015). Hypnotherapy has gained increasing attention in Western psychology for the relief of a variety of psychological or physical symptoms and disorders. Six weeks of self-hypnosis training can boost autoimmunity, improve mood, and reduce feelings of worry and

anxiety (Gruzelier, 2002). Hypnosis was particularly important in reducing depression when used in conjunction with cognitive-behavioral therapy (Shakil, 2020). The clinical use of hypnosis as an adjunctive therapy can be a cost-effective way to improve cognitive behavior (Ramondo et al., 2021). Studies have demonstrated that anxiety was effectively improved in up to 84% of participants experiencing seven hypnosis sessions (Valentine et al., 2019). Hypnosis had a significant positive effect on stress reduction (Fisch, Brinkhaus & Teut, 2017).

Marketing Promotion

Promotion must be attractive and encourage consumers to continue buying and consuming products (Sudari, Tarofder, Khatibi, & Tham, 2019). Promotion is a part of the marketing mix, a tool that helps to spread information, encourage purchase and influence the purchase decision-making process (Išoraitė, 2016). The desired marketing objectives of salespeople are to increase brand awareness, attract new consumers, reinforce consumer loyalty, engage in interactions, and generate new website traffic (Kuo, 2014). Word of mouth is considered by some studies to be the informal

transfer of information about a product or service from person to person (Lin, 2019). Word of mouth represents the absence of commercial interests between consumers and brands, and is therefore considered reliable and trustworthy (Erkan & Evans, 2016; Huete-Alcocer, 2017). Virtual communities are online virtual spatial environments whose purpose is to facilitate people to communicate and interact with each other (Lynn et al., 2017). Virtual communities are seen as a learning medium to increase member engagement. However, technological advances have changed the traditional social channels, as groups of people with common interests are brought together to socialize simply through virtual communities only (Laux et al., 2016). Content marketing is a marketing strategy that does not interfere with consumers. Instead of marketing any commodities in a compulsory manner, it creates and delivers valuable content that attracts and retains people who share the same resonance with the product, and ultimately triggers voluntary buying behaviors (Pulizzi & Barrett, 2009). The cornerstone of a company's success is content marketing, which creates value for the company and perceived value for the customer (Kose & Sert, 2017). Content

marketing has a low cost for content production but is very effective in terms of publicity (Brenner, 2019).

Professional Image

Professional image is defined as the thoughts, words, behaviors and attitudes of professionals in the profession, as well as the impression they give to the public, or the public's general image of the professional community (Lu, 2009). Professional image is the impression that the thoughts, words, behaviors and attitudes of professionals in the field of specialization give to the public, or the public's overall image of the profession, and it has the three characteristics of subjective and objective unity, multi-directionality and stability. The establishment of professional image is divided into tangible and intangible. The tangible professional image is called external professional image, which can be seen. The intangible professional image is called the inner professional image, which means professional concepts are gradually internalized and formed by the professional's understanding of the profession, and professional behavior is generated under the guidance of professional concepts, and professional image is generated after the interaction with

the public. Thus, professional competence and professional beliefs are the inner professional image (Su, 2018). Brand image is defined as a variety of brand perceptions such as in-person customer experience, market information flow and word of mouth, verifying that a single brand attribute cannot significantly form a brand image. Instead, it must include message evaluation, benefit evaluation, brand feature evaluation and purchase context, etc., as only a combination of more associations and perceptions can form a strong brand image (Jenni and Byron, 2003). Consumers' perception of brand image is the association related to brand in consumers' memory, and a perceptual phenomenon formed by a collection of brand-related associations in consumers' memory (Chao & Chao, 2017). By creating a state of frenzy and obsession with a brand, the consumer is no longer a consumer but a loyal fan (Cui, Mrad, & Hogg, 2018). Branding is the creation of unique images and associations in the mind of the recipient that generate economic benefits (American Marketing Association, 2020). Personal image construction includes an integrated and comprehensive process of external messaging value judgment and evaluation (Su, 2016). Personal

image is used to attract the attention of followers (Chae, 2021), while generating social influence and persuasion, making a person more trustworthy (Shareef et al., 2019). The specific knowledge, skills, and attitudes that an individual possesses to meet the needs of the job and enable him or her to perform the job tasks effectively to a certain extent are collectively referred to as professionalism (Chang, 2017). Professional competence refers to all the internal conditions required to perform a profession, including the potential personal attributes of the practitioner and the presentation of professional work effectiveness (Chen, 2011). Trust refers to finding out what you expect from others, which means you have confidence in them (Gaudiello et al., 2016). Trust is defined by situational and personality traits, expectations and feelings (Chiu, 2018).

Perceived Value

Perceived value is the consumer's satisfaction with consumption, which in turn influences the overall experience for purchasing goods (Chang and Huang, 2021). Perceived value is the difference between the cost consumers pay to maintain a relationship with a service

provider and the profit they receive (Sirdeshmukh et al., 2002). When people's perceived value is higher, their relative willingness to consume is higher (Kung, Hung, and Wang, 2019). Service quality is achieved through polite behavior, personal attention, empathy, responsiveness, and the ability to handle customer complaints (Yuen & Thai, 2017). Price is the main determinant of consumer engagement or purchase (Fang, 1998). Product price has a positive relationship effect on customer satisfaction (Tsai & Chen, 2018). It was found in the study results that price promotions and discounts had a positive significant effect on purchase intention with significantly different effects (Liu & Kuo, 2016). People who received hypnosis as an adjunctive treatment experienced significant reductions in pain and anxiety symptoms (Brugnoli et al., 2018). Since stress can trigger headaches, effective techniques are needed to cope with stress, and progressive muscle relaxation exercises in hypnotherapy can clinically significantly reduce both headache and pain medication use (Jong et al., 2019). Hypnosis is effective for both emotional relaxation and relief of physiological states.

Personal Factors

Social support comes from the attention, care and help of parents, family members and friends so that an individual can receive emotional, material and informational support from the environment, which can make the individual feel self-affirmed and valued (Ma, 2017). When long-distance runners received family, emotional, informational and instrumental support, it greatly increased their motivation to participate (Cheng, Hsu, and Hsu, 2017). Chen (2018) noted that parental expectations are correlated with children's values, children's choice of participation behaviors are influenced by family members, and children's expectations of participating in events are supported by their parents' support. Curiosity is defined as the exploratory behavior of the possibility of acquiring new knowledge or senses (Litman & Spielberger, 2003). It has also been noted through research studies that if salespeople can arouse curiosity in consumers, it can lead to the most consuming behavior (Hill, Fombelle & Sirianni 2016). The primary task of adolescents is self-discovery in psycho-

logical development (Steinberg, 2014). Adolescents' exploration, awareness, identification and regulation of their emotions can profoundly affect their life resilience, interpersonal interactions and mental health status (Morrish, Rickard, Chin & Vella-Brodrick, 2018).

Method

Research Subjects

A survey of the general public over 20 years of age, whether they had been exposed to hypnosis or not, was conducted and analyzed.

Modified Delphi method

The expert questionnaire was sorted, consolidated and analyzed according to Chen's (2023) two-round modified Delphi method, the primary dimensions and secondary criteria with "mean ≤ 3.75 " and "standard deviation ≥ 1 " were retained, or they were deleted if the criteria were not met, and the final results were obtained.

Table 1. Results of Deleting or Retaining Primary Dimensions and Secondary Criteria of Modified Delphi Method

Target	Primary dimensions (influencing dimensions)	Mean	Standard deviation	Retained or deleted	Secondary criteria (evaluation criteria)	Mean	Standard deviation	Retained or deleted
Key factors affecting public acceptance of hypnotherapy	Marketing promotion	4.27	0.59	Retained	1A Word of mouth	4.87	0.35	Retained
					1B Virtual community	4.07	0.59	Retained
					1C Content marketing	4.27	0.80	Retained
	Professional image	4.73	0.46	Retained	2A Brand image	4.40	0.74	Retained
					2B Personal image	4.72	0.46	Retained
					2C Professionalism	4.6	0.63	Retained
					2D Trust	4.87	0.35	Retained
	Perceived value	4.47	0.52	Retained	3A Service quality	4.40	1.06	Retained
					3B Price	3.67	0.90	Retained
					3C Emotional relief	4.53	0.64	Retained
					3D Relief of physiological state	4.47	0.52	Retained
	Personal factors	4.47	0.52	Retained	4A Support system	4.27	0.80	Retained
					4B Curiosity	4.33	0.82	Retained
					4C Retrospect of previous lives	3.33	1.29	Deleted
4D Self-exploration					4.47	0.64	Retained	

Source: Chen, 2023

Analytic Hierarchy Process (AHP)

Based on the results of Hui-Chun Chen's modified Delphi method in 2023, this study obtained a hierarchical questionnaire structure (Figure 1), and the hierarchical ques-

tionnaires were distributed to explore the marketing factors of hypnotherapy in the consumer market. The four main dimensions were "marketing promotion, professional image, perceived value, and personal factors", and 14 secondary criteria were "word of mouth, virtual community,

content marketing, brand image, personal image, professionalism, trust, service quality, price, emotional relief, relief of physiological state, support system, curiosity, and self-exploration". The analysis and research on the distributed questionnaires were carried out. After the questionnaires were hierarchical, the factors were compared with each other in pairs, and the evaluation method was divided into 1-9 grades,

including (1) equally important (3) slightly important (5) relatively important (7) extremely important (9) absolutely important, plus the strength between the two as 2, 4, 6, 8. There were a total of 9 grades (Saaty, 1990). The relative importance ratio of each factors was found out, and the weights and ranking of decision-making factors were obtained.

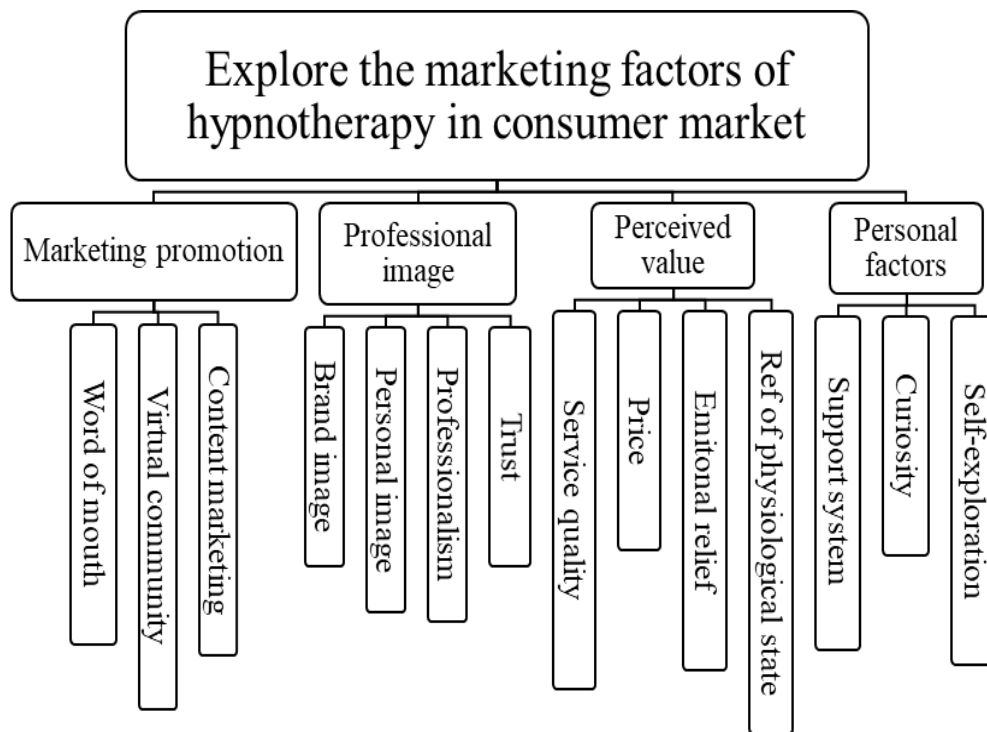


Figure 1. Hierarchical Questionnaire Structure

Source: Chen, 2023

Definition (Table 2) of primary dimensions and definition (Table 3) of secondary criteria in this study

Table 2. Definition of Primary Dimensions

Target	Primary dimensions	Notes (definition of evaluation criteria)
Key factors affecting public acceptance of hypnotherapy	1. Marketing promotion	Promotion to target customers of hypnosis-related contents and services, or message communication activities to evoke their favorable reactions and to inform or explain.
	2. Professional image	Hypnotists' thoughts, behaviors and attitudes in the hypnotic profession and their impression to the public.
	3. Perceived value	An overall assessment of the effectiveness of a product or service after measuring the benefits of hypnotic perception and the cost paid, that is, the cost performance (CP).
	4. Personal factors	Personal factors including support system, curiosity, and self-exploration.

Source: Compiled by this study

Table 3. Definition of Secondary Criteria

Target	Primary dimensions	Secondary criteria	Notes to definition
Key factors affecting public acceptance of hypnotherapy	1. Marketing promotion	1A Word of mouth	After receiving services, consumers informally and verbally communicate their assessment of hypnosis or services to other consumers.
		1B Virtual community	Consumers share their interest in hypnosis through interaction in online media, so that consumers can be motivated and be willing to choose hypnotherapy.
		1C Content marketing	Hypnotherapy is not sold in a coercive way, but with an innovative marketing approach to attract people.

2. Professional image	2A Brand image	The association of the brand name with the hypnosis profession.
	2B Personal image	The personal image of the hypnotist is its own connotation, including the attitude, expectation, impression and affinity to the hypnotist.
	2C Professionalism	Hypnotists are licensed professional hypnotists with the expertise, skills and ability to perform their tasks effectively.
	2D Trust	The overall behavior of the hypnotist is of integrity and trustworthiness.
3. Perceived value	3A Service quality	Hypnotherapists can provide efficient, personal and helpful services to their clients.
	3B Price	The price of hypnotherapy is set in relation to the quality of the hypnotherapy session.
	3C Emotional relief	Hypnosis is effective in relieving emotional stress and achieving a relaxing effect.
	3D Relief of physiological state	In the formal medical system, hypnotherapy is used to assist in relieving physical discomfort (e.g. relaxing muscles, reducing physical pain, improving sleep quality, etc.).
4. Personal factors	4A Support system	The power of social support (parents, family members and friends) serves as a motivation to choose hypnotherapy.
	4B Curiosity	The interest in hypnotherapy is based on a sense of novelty and newness.
	4C Self-exploration	Through hypnotic self-awareness, one becomes more aware of one's feelings, emotions, thoughts, attitudes, beliefs, values, desires, expectations, etc.

Source: Compiled by this study

Statistical Analysis Method

The hierarchical analysis results of the returned questionnaires were analyzed with EXCEL operation to explore the top five factors that were most attractive for hypnotherapy in the consumer market. Finally, SPSS software was used to analyze whether there was a difference in the choice of hypnotherapy in consumer marketing factors between the groups of " who had been exposed to hypnosis" and " who had not been exposed to hypnosis"

with the independent sample t-test.

Results & Discussion

The questionnaires were distributed by Google Forms, and a total of 82 valid questionnaires were recovered, from 27% (22) male and 73% (60) female respondents, aged between 22 and 71 years, with a mean age of 47.63 (\pm 9.73) years. 48% (39) of the respondents had been exposed to hypnosis and 52% (43) had not.

Table 4. Basic Information Statistics (n=82)

Item		Person	Percentage
Gender	Male	22	27%
	Female	60	73%
Age	20-30	2	2.44%
	31-40	17	20.73%
	41-50	33	40.24%
	51-60	19	23.17%
	61-70	10	12.20%
	71 (inclusive) or older	1	1.22%
Exposed to hypnosis	Yes	39	48%
	No	43	52%

Source: Compiled by this study

Hierarchical Analysis

The returned questionnaires were collated and analyzed. The

element values of the pairwise comparison matrix were used, and the judgment values were geometrically

averaged to create a pairwise comparison matrix (Eq. 1).

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parison matrix were used, and the judgment values were geometrically averaged to create a pairwise comparison matrix (Eq. 1).

$$A = [a_{ij}] = \begin{bmatrix} \frac{w_1}{w_1} & \frac{w_1}{w_2} & \dots & \frac{w_1}{w_n} \\ \frac{w_2}{w_1} & \frac{w_2}{w_2} & \dots & \frac{w_2}{w_n} \\ \dots & \dots & \dots & \dots \\ \frac{w_n}{w_1} & \frac{w_n}{w_2} & \dots & \frac{w_n}{w_n} \end{bmatrix} = \begin{bmatrix} 1 & w_1/w_2 & w_1/w_3 & w_1/w_4 \\ w_2/w_1 & 1 & w_2/w_3 & w_2/w_4 \\ w_3/w_1 & w_3/w_2 & 1 & w_3/w_4 \\ w_4/w_1 & w_4/w_2 & w_4/w_3 & 1 \end{bmatrix} \quad (\text{Eq. 1})$$

Through the comparison matrix analysis, we set "marketing promotion" as w_1 , "professional image" as w_2 , "perceived value" as w_3 , and "personal factor" as w_4 , to obtain the pairwise comparison matrix data (Table 5).

The weights of primary dimensions (Eq. 2) were obtained through the calculation, which means the analysis of the "dimension matrix / column sum" to calculate the ranking result (Table 6).

Table 5. Comparison Matrix of Primary Dimensions

	Marketing promotion	Professional image	Perceived value	Personal factors
Marketing promotion	1	1.206	1.325	1.252
Professional image	0.829	1	2.187	2.626
Perceived value	0.755	0.457	1	2.024
Personal factors	0.799	0.381	0.494	1
Column sum	3.383	3.044	5.005	6.902

Source: Compiled by this study

Table 6. Weight Analysis and Ranking of Primary Dimensions

	Weight	Ranking
Marketing promotion	0.284	2
Professional image	0.348	1

Perceived value	0.217	3
Personal factors	0.151	4
Column sum	1	

Source: Compiled by this study

$$W_i = \frac{1}{n} \sum_j \frac{a_{ij}}{\sum_{i=1}^n a_{ij}} \quad (\text{Eq. 3})$$

$$\text{Marketing promotion } W_i = \frac{1}{4} \left(\frac{1}{3.383} + \frac{1.206}{3.044} + \frac{1.325}{5.005} + \frac{1.252}{6.902} \right) = 0.284$$

$$\text{Professional image } W_i = \frac{1}{4} \left(\frac{0.829}{3.383} + \frac{1}{3.044} + \frac{2.187}{5.005} + \frac{2.626}{6.902} \right) = 0.348$$

$$\text{Perceive value } W_i = \frac{1}{4} \left(\frac{0.755}{3.383} + \frac{0.457}{3.044} + \frac{1}{5.005} + \frac{2.024}{6.902} \right) = 0.217$$

$$\text{Personal factors } W_i = \frac{1}{4} \left(\frac{0.799}{3.383} + \frac{0.381}{3.044} + \frac{0.494}{5.005} + \frac{1}{6.902} \right) = 0.151$$

The formula (Eq. 3) was used to calculate the consistency of the primary dimensions and calculate the consistency vector data.

$$V_i = \sum_{j=1}^n w_j a_{ij} / w_i \quad (\text{Eq. 3})$$

$$\text{Marketing promotion } V_i = \frac{0.284 \times 1 + 0.348 \times 1.206 + 0.217 \times 1.325 + 0.151 \times 1.252}{0.284(\text{weight})} = 4.158$$

$$\text{Professional image } V_i = \frac{0.284 \times 0.829 + 0.348 \times 1 + 0.217 \times 2.187 + 0.151 \times 2.626}{0.348(\text{weight})} = 4.184$$

$$\text{Perceive value } V_i = \frac{0.284 \times 0.755 + 0.348 \times 0.457 + 0.217 \times 1 + 0.151 \times 2.024}{0.217(\text{weight})} = 4.129$$

$$\text{Personal factors } V_i = \frac{0.284 \times 0.799 + 0.348 \times 0.381 + 0.217 \times 0.494 + 0.151 \times 1}{0.151(\text{weight})} = 4.086$$

The consistency vector values of the four primary dimensions (Table 7) were calculated in order, and the average value was the λ_{\max} value.

$$\lambda_{\max} = \frac{(4.158 + 4.184 + 4.129 + 4.086)}{4} = 4.139$$

Consistency index (C.I.):

Saaty (1990) suggested that $CI \leq 0.1$ is an acceptable tolerance value.

$$C.I. = \frac{\lambda_{\max} - n}{n - 1} \quad (\text{Eq. 4})$$

$$= \frac{4.139 - 4}{4 - 1} = 0.046$$

Table 7. Analysis Results of Consistency Vector of Primary Dimensions

	Consistency vector V_i	λ_{\max}
Marketing promotion	4.158	4.139
Professional image	4.184	
Perceived value	4.129	
Personal factors	4.086	

Source: Compiled by this study

Consistency ratio (C.R.):

Saaty (1990) proposed that C.R. < 0.1 means the high and acceptable consistency of pairwise comparison matrix.

$$C.R. = \frac{C.I.}{R.I} \quad (\text{Eq. 5})$$

$$= \frac{0.046}{0.9} = 0.051$$

From the calculation results, it was known that C.I. = 0.046 < 0.1 and C.R. = 0.051 < 0.1, which were both in line with the consistency target.

In this study, there were four primary dimensions of the questionnaire hierarchy, and there were 14 secondary criteria. The weights and ranking of the results of the questionnaire are as follows:

(1) Marketing promotion: Word of mouth > virtual community > content marketing (Table 8).

(2) Professional image: brand image > professionalism > personal image > trust (Table 9).

(3) Perceived value: service quality > emotional relief > price > relief of physiological state (Table 10).

(4) Personal factors: support system > curiosity > self-exploration (Table 11).

The weight and ranking of primary dimensions and secondary criteria were obtained after the comprehensive scoring of the questionnaires recovered (Table 12).

Table 8. Weight and Ranking of Word of Mouth, Virtual Community and Content Marketing

(Marketing promotion)	Word of mouth	Virtual community	Content marketing	Weight	Ranking
Word of mouth	1	4.2951	3.184	0.644	1
Virtual community	0.233	1	1.349	0.187	2
Content marketing	0.314	0.741	1	0.169	3
Column sum	1.547	6.036	5.533	1	
$\lambda_{max}=3.040$ C.I.=0.020 C.R.=0.035 meeting consistency criteria.					

Source: Compiled by this study

Table 9. Weight and Ranking of Brand Image, Professionalism, Personal Image and Trust

(Professional image)	Brand image	Personal image	Professionalism	Trust	Weight	Ranking
Brand image	1	2.212	1.401	1.110	0.330	1
Personal image	0.452	1	1.439	1.104	0.224	3
Professionalism	0.714	0.695	1	2.064	0.250	2
Trust	0.901	0.906	0.484	1	0.196	4
Column sum	3.067	4.812	4.324	5.278	1	
$\lambda_{max}=4.203$ C.I.=0.068 C.R.=0.075 meeting consistency criteria.						

Source: Compiled by this study

Table 10. Weight and Ranking of Service Quality, Emotional Relief, Price and Relief of Physiological State

(Perceived value)	Service quality	Price	Emotional relief	Relief of physiological state	Weight	Ranking
Service quality	1	2.805	1.425	1.473	0.368	1
Price	0.356	1	1.368	1.341	0.215	3
Emotional relief	0.702	0.731	1	2.353	0.254	2
Relief of physiological state	0.679	0.746	0.425	1	0.163	4
Column sum	2.737	5.283	4.218	6.167	1	
$\lambda_{max}=4.210$ C.I.=0.070 C.R.=0.078 meeting consistency criteria.						

Source: Compiled by this study

Table 11. Weight and Ranking of Support system, Curiosity and self-exploration

(Personal factors)	Support system	Curiosity	Self-exploration	Weight	Ranking
Support system	1	2.326	1.350	0.465	1
Curiosity	0.430	1	1.416	0.274	2
Self-exploration	0.741	0.706	1	0.261	3
Column sum	2.171	4.032	3.766	1	
$\lambda_{max}=3.089$ C.I.=0.045 C.R.=0.077 meeting consistency criteria.					

Source: Compiled by this study

Table 12. Weight and Ranking of Primary Dimensions and Secondary Criteria

	Criterion	Criterion weight	Ranking	Secondary criterion	Secondary criterion weight	Secondary ranking	Overall weight	Overall ranking
Key factors affecting public acceptance of hypnotherapy	Marketing promotion	0.284	2	Word of mouth	0.644	1	0.183	1
				Virtual community	0.187	2	0.053	9
				Content marketing	0.169	3	0.048	10
	Professional image	0.348	1	Brand image	0.330	1	0.115	2
				Personal image	0.224	3	0.078	5
				Professionalism	0.250	2	0.087	3
				Trust	0.196	4	0.068	7
	Perceived value	0.217	3	Service quality	0.368	1	0.080	4
				Price	0.215	3	0.047	11
				Emotional relief	0.253	2	0.055	8
				Relief of physiological state	0.163	4	0.035	14
	Personal factors	0.151	4	Support system	0.465	1	0.070	6
				Curiosity	0.274	2	0.041	12
Self-exploration				0.261	3	0.039	13	

Source: Compiled by this study

From this, we can further understand that "word of mouth" ranked the first, followed by "brand image", then by "professionalism", "service quality" and "personal image", which can be used as the top five important factors as the basis for evaluating the promotion of "exploring the marketing factors of hypnotherapy in the consumer market", so that the most suitable decision-making model can be established.

Analysis of Difference in Selection Factors between Those Who Had Been Exposed to Hypnosis and Those Had Not

The weight and ranking of those who had been exposed to hypnosis

(Table 13) and those who had not been exposed to hypnosis (Table 14) were obtained by EXCEL operation. From the analysis results, it was found that the ranking of the primary dimensions of the comprehensive group was the same as that of the group with exposure to hypnosis, while there were differences in those not exposed to hypnosis in the 1st and 2nd places of the primary dimensions. In terms of the secondary criterion weights, word of mouth and brand image ranked the first and second, and the rest were all different. The weight distribution of primary dimensions (Figure 2) and secondary criteria (Figure 3) can be understood more clearly through the radar chart.

Table 13. Weight and Ranking of Those Who Had Been Exposed to Hypnosis

	Criterion	Criterion weight	Ranking	Secondary criterion	Secondary criterion weight	Secondary ranking	Overall weight	Overall ranking
Key factors affecting public acceptance of hypnotherapy	Marketing promotion	0.227	2	Word of mouth	0.654	1	0.148	1
				Virtual community	0.143	3	0.033	14
				Content marketing	0.203	2	0.046	10
	Professional image	0.394	1	Brand image	0.299	1	0.118	2
				Personal image	0.227	4	0.090	5
				Professionalism	0.236	3	0.093	4

	Perceived value	0.213	3	ism				
				Trust	0.238	2	0.094	3
				Service quality	0.356	1	0.076	6
				Price	0.182	4	0.039	13
				Emotional relief	0.260	2	0.055	8
	Relief of physiological state	0.203	3	0.043	11			
	Personal factors	0.166	4	Support system	0.430	1	0.072	7
				Curiosity	0.238	3	0.039	12
				Self-exploration	0.332	2	0.055	9

Source: Compiled by this study

Table 14. Weight and Ranking of Those Who Had Not Been Exposed to Hypnosis

	Criterion	Criterion weight	Ranking	Secondary criterion	Secondary criterion weight	Secondary ranking	Overall weight	Overall ranking
Key factors affecting public acceptance of hypnotherapy	Marketing promotion	0.330	1	Word of mouth	0.624	1	0.206	1
				Virtual community	0.218	2	0.072	5
				Content marketing	0.158	3	0.052	11
	Professional image	0.310	2	Brand image	0.354	1	0.110	2
				Personal image	0.220	3	0.068	6
				Professionalism	0.257	2	0.080	4
				Trust	0.169	4	0.052	10
	Perceived	0.220	3	Service qual-	0.370	1	0.082	3

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value			4	ity				
				Price	0.239	3	0.053	9
				Emotional relief	0.253	2	0.056	8
				Relief of physiological state	0.137	4	0.030	14
Personal factors	0.140	4	4	Support system	0.483	1	0.068	7
				Curiosity	0.298	2	0.042	12
				Self-exploration	0.219	3	0.031	13

Source: Compiled by this study

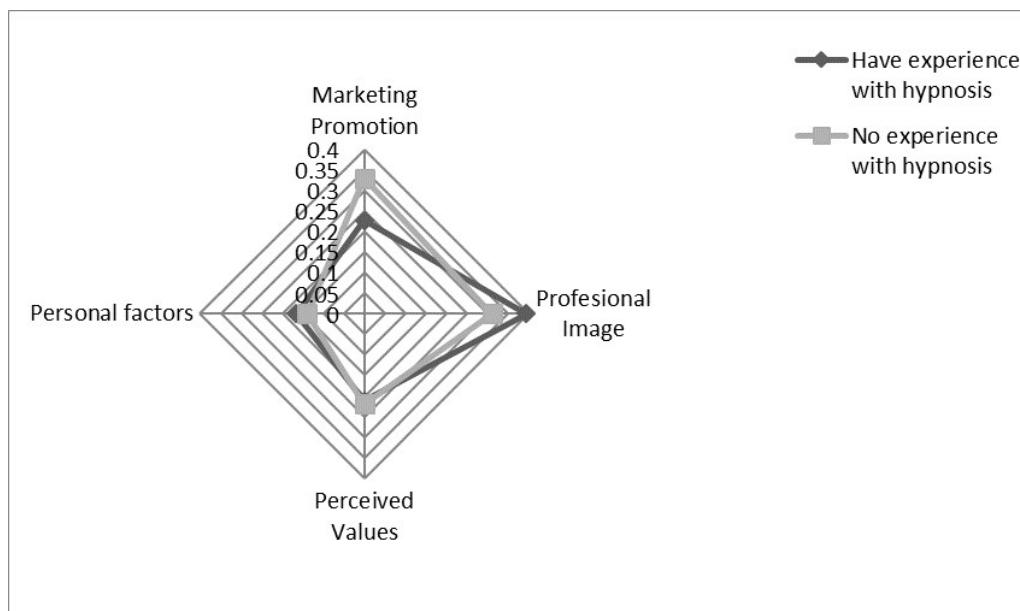


Figure 2. Radar Chart of Weights of Primary Dimensions

Source: Compiled by this study

The independent sample T test was conducted by SPSS for the questionnaires collected for the two groups of "exposed to hypnosis" and

"not exposed to hypnosis". The smaller the mean in the results, the more the result was biased towards the left option, and the larger the

value, the more the result was biased towards the right option. However, there was no significant difference in people's choice whether it was the primary dimension (Table 15) or the secondary criterion (Table 16). Through the scatter map, we can

clearly understand the difference in the choice of the primary dimensions and secondary criteria between those who had not been exposed to hypnosis and those who had been exposed to hypnosis.

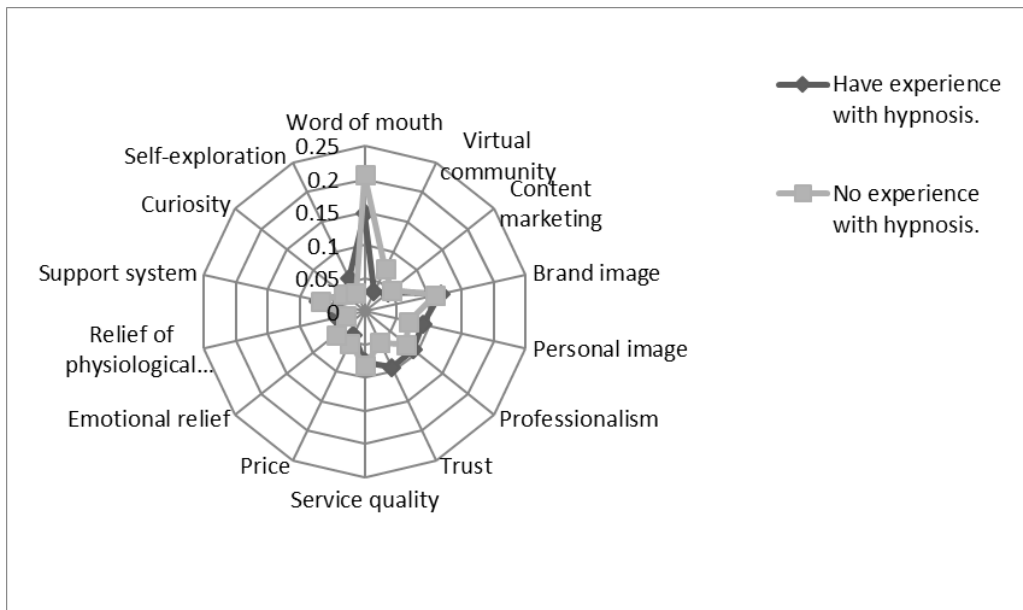


Figure 3. Radar Chart of Weights of Secondary Criteria
 Source: Compiled by this study

Table 15. Independent Sample T Rest Results of Primary Dimensions

Item	Exposed to hypnosis or not	Mean	Standard deviation	Significance (two-tailed)
Marketing promotion VS Professional image	No	6.02	2.314	.249
	Yes	6.56	1.847	
Marketing promotion VS Perceived value	No	5.88	2.228	.256
	Yes	6.41	1.902	
Marketing promotion VS Personal factors	No	5.95	2.225	.245
	Yes	6.49	1.862	
Professional image VS	No	5.51	2.208	.139

Perceived value	Yes	4.79	2.130	
Professional image VS	No	4.95	2.278	.519
Personal factors	Yes	4.64	2.071	
Perceived value VS Per-	No	5.37	2.381	.721
sonal factors	Yes	5.21	1.824	

Source: Compiled by this study

Table 16. Independent Sample T Rest Results of Secondary Criteria

	Exposed to hypnosis or not	Mean	Standard deviation	Significance (two-tailed)
Word of mouth VS Virtual community	No	3.72	2.282	.787
	Yes	3.59	2.087	
Word of mouth VS Content marketing	No	4.67	2.368	.124
	Yes	3.95	1.791	
Virtual community VS Con- tent marketing	No	5.49	2.261	.089
	Yes	6.21	1.454	
Brand image VS Personal image	No	5.26	2.479	.878
	Yes	5.18	1.998	
Brand image VS Profession- alism	No	6.23	2.297	.841
	Yes	6.33	2.228	
Brand image VS Trust	No	6.40	2.269	.247
	Yes	6.95	1.999	
Personal image VS Profes- sionalism	No	6.12	2.280	.280
	Yes	5.62	1.844	
Personal image VS Trust	No	6.33	2.168	.969
	Yes	6.31	1.922	
Professionalism VS Trust	No	4.95	2.390	.138
	Yes	5.69	2.041	
Service quality VS Price	No	4.42	2.130	.829
	Yes	4.51	1.775	
Service quality VS Emo- tional relief	No	5.91	1.937	.200
	Yes	5.36	1.899	
Service quality VS Relief of physiological state	No	5.42	2.107	.297
	Yes	5.87	1.765	
Price VS Emotional relief	No	5.53	2.197	.119

	Yes	6.23	1.754	
Price VS Relief of physiological state	No	5.47	2.051	.173
	Yes	6.03	1.581	
Emotional relief VS Relief of physiological state	No	4.63	2.012	.730
	Yes	4.77	1.646	
Support system VS Curiosity	No	5.14	2.178	.455
	Yes	4.79	1.963	
Support system VS Self-exploration	No	5.58	2.073	.089
	Yes	6.33	1.854	
Curiosity VS Self-exploration	No	5.44	2.119	.059
	Yes	6.28	1.820	

Source: Compiled by this study

Conclusions

This study conducted questionnaire analysis to explore the marketing factors of hypnotherapy in the consumer market. The results showed that word of mouth, brand image, and professionalism are the top three factors. There is no significant difference between the primary dimensions and secondary criteria in the selection factors between those who had been exposed to hypnosis and those who had not been exposed to hypnosis.

In this study, the proportion of female respondents was higher than that of male respondents, so future studies can be conducted to analyze the differences between male and female respondents.

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