

Factors Influencing Consumer Behavior in Selecting Service of Thai Massage and Spa

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Abstract— The research on factors in factors influencing consumer behavior in selecting service of Thai massage and spa targets at studying consumer behavior and marketing mix that has influences on the consumer behavior. Population of the study is 100 customers who have used the service and questionnaire was used as an instrument for data collection. Descriptive statistics applied to describe the collected data include Percentage and Mean; and inferential statistics are used to analyze the data.

Most of the questionnaire respondents are female, age 41-50, graduated with bachelor's degree, working for government offices/private company, monthly income 20,001-30,000 Baht. The reason to use Thai massage and spa service is to relax; select the service on their own; timing is between 18:01-20:00; price paid are 501 Baht up; aware of the service because of the sign board in front of the shop; frequency to use the service is 3-4 times per month; the place of service is general health massage shop. For marketing mix that affects consumer behavior, overall mean of significance for all 7 marketing mix factors is in a high level. Hypothesis test result shows that demographic factors including gender, age, occupation, education level, and monthly income are related to the consumer behavior at a statistical significance level of 0.05; and for marketing mix, price is related to the consumer behavior.

The research results recommend that the Thai massage and spa entrepreneurs pay attention to all 7 aspects of marketing mix including 1) experienced masseurs with certificate of massage from Wat Pho

2) various types of service 3) location is in the area with large number of people and easy and convenient to travel 4) reasonable price comparing with competitors and payment is easy to make 5) clear and outstanding sign board 6) staffs are ready to serve and take care customers equally and quickly and 7) attractive shop decoration, cleanliness, quiet atmosphere, filled with aromatic smell, nice music, and private massage room.

Keywords— Consumer behavior, Thai massage and spa.

I. INTRODUCTION

Today there are many problems in Thai lifestyle such as competing with times, family problems, environmental problems, and many other factors that result in stress. People turn to take care of themselves more in terms of exercising and massage to help relaxing body and mind. In addition, Thai people are becoming more health conscious; therefore, the needs for Thai massage and spa are also rising. This result in severe competition among entrepreneurs in terms of personnel, quality of service, and price in order to lead the market, to maintain current customer and attract the new ones by attempting to adjust their strategy to match with customer needs.

From the fact above, researcher is interested to study factors that affect consumer behavior in selecting the service of Thai massage and spa. Findings shall be useful to entrepreneurs and can be applied to business plan in the same direction with consumer behavior.

Research objectives

1. To study consumer behavior in selecting service of Thai massage and spa.
2. To study marketing mix factor that affects customer decision.

Literature review

The researcher has studied related theories and writings including 6W+1H concept of consumer behavior and theories related to marketing mix.

II. RELATED STUDIES

S. Baray (2012), marketing mix has influences on Chinese tourists in choosing the spa in Thailand. The study found that physical environment of the spa had the highest significance level. Quiet atmosphere had the first priority affecting customer decision; followed by popularity and reliability; clear pricing and easy mode of payment; discount during low season; polite staffs; and confidence in safety when using the service.

P. Khongnantha (2010), factors affecting foreign tourist decision for Thai massage service on Khaosarn road, Bangkok. The study indicated that most of the tourists were male, age 20-35, bachelor's degree education, working in private companies. For their behavior in using the service, timing is between 16:01-18:00 on any convenient day and they tended to come back again in the future for the service. Factors affecting their choice of Thai massage are: products are certified to be safety for the body, products are natural, and are derived from local intellectual; services are various and additional services are available; prices are standard, reasonable, and are identified clearly before choosing the service, payment can be easily made; personnel are experienced, decent looking, friendly, and service-minded; space is appropriate, safe, easy to travel, and near community; marketing promotion are conducted through medias, there are interesting promotions such as free nail painting. Physical condition factor includes proper lay out, enough rooms, nice

music to build pleasant atmosphere but not noisy, clean equipment, attractive decoration, and herbal smell filled in the air.

III. RESEARCH METHODOLOGY

The research applied questionnaire as data collection instrument to study the population. 100 samples are drawn from Thai massage and spa customers.

Questionnaires are divided into 3 parts as follow.

Part1. Demographic data

Part2. Data on consumer behavior

Part3. Data on marketing mix that affects consumer decision

Researcher uses Percentage and Mean for descriptive statistics; and for hypothesis testing, inferential statistics including Chi square and Regression are used.

IV. RESEARCH FINDINGS

From the study, researcher finds interesting points to be discussed as follows.

For consumer behavior, the study shows that most customers buy body massage service on a regular basis. This is similar to the research of C. Duangmanee (2012) which found that customer choose the service because of being tired and need to relax. The decision is made by the customers themselves, which is in accordance with the research of H. Sitthichoke (2010) stating that customers solely decided to use the service by themselves. Customers use the service on the day which is convenient for them, and the time is between 18:01-20:00. This finding resembles that of C. Duangmanee (2012) saying that convenient time for customers is between 18:01-20:00 and the spending each session is 501 Baht or more. Customers are aware of the shop because of sign board which is compatible with the study of H. Sitthichoke (2010) showing that customers comes to know the shop because of sign board more than any other media. Customers go to Thai massage and spa 3-4 times per month, similar to the study of C. Duangmanee (2012) which found that frequency for using the service is 3-4 times per month and customers decide to go to Thai massage and spa as well as health massage shop.

Marketing mix factor that affects customer decision to use Thai massage and spa service is found to have high level of mean with the following details. For product/service aspects, customers pay attention to experience of masseurs, similar to the research of P. Khongnantha (2010) which finds that customers are content with experience and skill of masseurs. Price aspect shows that customers emphasize on reasonable price, clear information on the price, and not much different from competitors. This resembles the research of C. Duangmanee (2012) that finds price should be reasonable and not higher than other shops. Location of the shop needs to be in a community area and easy to travel.

This finding is same as C. Duangmanee's (2012) study that shows location should be in a strategically crowded area and convenient for traveling. Regarding promotion, customers give importance to a clear sign board which is in accordance with the study of H. Sitthichoke (2010) that shows data on customer awareness mostly comes from sign board than any

other media. For personnel aspect, customer emphasizes on readiness of staffs to serve and treating customers equally. This finding resembles the study of C. Duangmanee's (2012) that finds significance of staff's good serving, caring, and service. Customers paid attention to promptness of the service. This finding is in accordance with marketing mix theory of S. Serirat and others (2003) that defines procedure to be part of standard setting for speed and quality of the service. For physical appearance and presentation, customers emphasize on beautiful decoration, cleanliness, quiet atmosphere, and the place filled with pleasant fragrance. This is similar to the research of P. Khongnantha (2010) that finds appropriate music, attractive decoration, and fragrance to be significant.

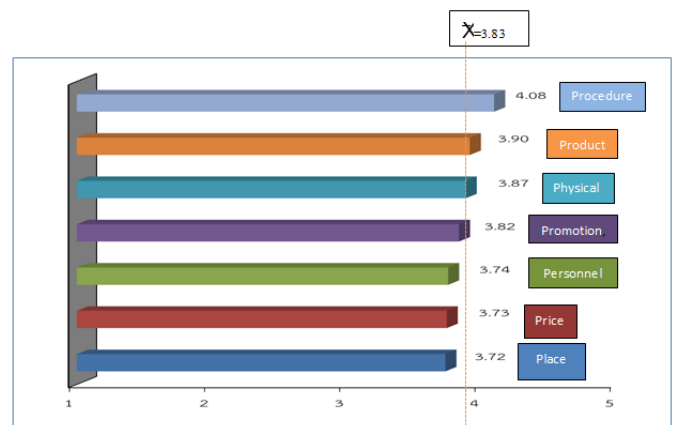


Fig. 1. Shows significance level of marketing mix.

The study finds that overall mean of significance of all 7 marketing mix influencing decision on Thai massage and spa service at a high level of significance (mean = 3.83) including procedure(4.08), product(3.90), physical appearance and presentation(3.87), promotion(3.82), personnel (3.74), price (3.73), and place (3.72) respectively.

V. CONCLUSION

The research on factors influencing consumer behavior in selecting service of Thai massage and spa is the study of factors related to customer satisfaction in the service of Thai massage and spa shop. Findings can be applied to the business in order to improve the service to best match customer needs. From the study, Thai massage and spa entrepreneurs should focus on all 7 aspects of marketing mix which are: experienced masseurs with certificate of massage from Wat Pho; various types of service available; location is in the area with large number of people while easy and convenient to travel; reasonable price comparing with competitors and payment mode is simple; clear and outstanding sign board ; staffs are ready to serve and take care customers equally and quickly; and attractive shop decoration, cleanliness, quiet atmosphere, filled with aromatic smell, nice music, and private massage room with comfortable color for customer's eyes.

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this research will be useful to interested people. Researcher would like to apologize if there is any mistake in this research paper.

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