

# Marketing Factors Affect the Choice of Spa Services in Thailand by Chinese Tourists

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**Abstract:** *The purpose of study is to investigate the personal factors affecting consumers' choice of spa services in Thailand by Chinese tourists and also to study the marketing mix that affects the selection of spa services in Thailand by Chinese tourists. The 385 questionnaires were used as a tool to collect data and used statistics to analyze data such as statistic value, percentage, mean and test hypothesis of chi-square T-test One Way Anova and regression analysis. The study indicated that most of respondents are female aged of 20-30 years and having bachelor degrees. There is marketing mix factor of products and services which focuses on the reputation of the spa which is credible. The price is very important and location of spa center determines the price. Marketing promotion focuses on lowering the price of service during the low season. Marketing personnel focus on good manners of the staff and the service process emphasizes on ensuring safety. The physical aspect is emphasized on the tranquility of the spa. The perception plays important role in decision making in spa service even single shop of spa and spa service in hotel. There is the motivating factor in choosing spa in order to relax from work. The customers seek the information on spa either self-informed otherwise by friends and acquaintances. The choice of massage is 2 hour per weekend. Suggestions from the Study This study suggests that entrepreneurs should sell more spa products and services for example herbal oil massage for compressing to the customers. There should be reasonable price of products and services and should be shops for foreign customers and might be at the higher price for them. There should be standard, well organize channel distribution and clear marketing policy for promotion. Entrepreneurs should focus on tours by agencies and it will helpful to contact tourists to use spa services and it may be possible for the tour operators to bring the spa package into the travel package. Personnel should be developed in the manner of quality and encourage employees to learn more foreign languages. There should be teachers teach to employees when they are free from providing services and should focus on welcoming attitude of employees for customers. There should be clean physical environment with spa facilities in term of cleanliness and drinking water and they are generally focused on service only and ignore these elements. The service providers should attention on environment because this creates image of service for long.*

**Keywords:** *Spa, marketing, promotion, motivation, price, etc.*

## 1. Introduction

Chinese people praised Thailand as a paradise for spa lovers. The famous Thai spa in the eyes of the Chinese, such as the Chao Phraya (Hua Hin's favorite Chinese health spa)The Dheva Spa Chiangmai Province Northern Spa Banyan Tree (Phuket Resort & Spa) and Let's Relax (Phuket Province) Best Thai Spa)This is the result of the vote of Chinese tourists who visited Thailand through the annual website BE2558 (Suchart lentsangto: BE 2558).Chinese tourists love Thai Spa Three reasons First of all, the style, decor and atmosphere of the place. Thai Spa is not in the building with just warm lanterns. With gentle music. But shady with trees And in a truly natural landscape. Open air, overlooking the natural view all calming.No tall buildings to be annoying. Some Thai spaes have a sea vibe mixed with sound waves. Some of the atmosphere in the mountains. Among the nature of tropical rainforest Or field Hear the sound of birds singing.

It is a true paradise of relaxation, two full Thai spa to one place full of taste, smell, touch and satisfaction. The fresh aroma of Thai herbs. Immerse yourself in Thai culture. Worship and friendly hospitality. The beauty of the smile that comes from within. There are also elephants, carvings, Buddha images, silverware, curtains, vases, candles, all of which are decorated with the Thai way. It is a beautiful atmosphere. Feel the simplicity and peace of mind. Third, product reliability and care. Most Thai Spa Products. All made from herbs and flowers. The Chinese use the product is made of natural, because it is gentle, does not contain chemicals harmful to the skin. Thai Spa is not just a massage. It is a memorable experience. From the care of a princess or prince, silence, beauty, slow paced, gentle touch. As you step into another world Abandon the chaos and burdens. Later, Thai spa is popular among Chinese customers (Suchart lentsangto: BE.2558).

So it is said. The study participants were interested in studying the factors of hair marketing in the selection of spa services in Thailand by Chinese tourists. The results of the study will be used as a guideline to improve the service of the spa business to meet the needs of the users.

## **2. Purpose of Study**

1. To study the personal factors affecting the decision to choose spa services in Thailand of Chinese tourists.
2. To study the marketing mix that affects the choice of spa services in Thailand by Chinese tourists.
3. To study the decision-making process of Thai spa tourists in Thailand.

## **3. Hypothesis**

1. Different personal factors affect the choice of spa services in Thailand among Chinese tourists.
2. Personal factors correlated with the decision to use spa services in Thailand of Chinese tourists.
3. Marketing Mix Factors Influencing Decision to Choose Spa Service in Thailand of Chinese Tourists

## **4. Scope of Study**

- 1 The content, concept and theory of marketing mix consists of product, price, place, and promotion. (Promotion), Process, People and Physical Evidence, and Decision Process.
2. The population and sample used in this study are Study of Chinese tourists in Bangkok 385 samples were selected.
3. The duration of study during November BE 2559 - BE2560

## **5. The benefits of the Study**

1. Know the personal factors of consumers that affect the decision to choose the spa services in Thailand of Chinese tourists.
2. Know the marketing mix that influences decision making. The decision to choose spa services in Thailand of Chinese tourists.
3. Make a decision to choose spa services in Thailand of Chinese tourists.
4. The information obtained from the study can be used to develop and improve the distribution and use of spa services in Thailand by Chinese tourists to meet the needs of consumers.

## **6. Resources used in the Study**

1. Primary data is the data collected from the data collection questionnaire. The questionnaire responded by sampling from sampling using probability sampling from 385 Chinese tourists in Bangkok. Answer the questionnaire by filling out the questionnaire. And collect the questionnaire and bring down the code. After that, the data to the computer to process. Using statistical packages.

Secondary data is the information obtained from the textbook. Study Report Related Documents And Internet

## **7. Population and Sample used in the Study**

Population used in education The population is surveyed from the base of Chinese tourists in Bangkok. 385 samples were selected.

## **8. Procedures Data Collection**

1. Data collected from various sources, including textbooks, papers and other research. associated
2. Information obtained from Response of the target group. And get yourself back. Complete the check. To ensure that the questionnaire is complete and can be analyzed for further information.

## **9. Data processing and Analysis**

Processed data from the questionnaire by computer program by Percentage and Mean. Microsoft Excel, a program for pie chart and bar chart. Describe the result The results from the chart are presented for analysis of the variables.

## **10. Statistics used in data Analysis**

Descriptive Statistics the statistics used are percentage, mean, to describe the demographic data of respondents and variables. Inferential Statistics the statistics used are the T-test, ANOVA, and Regression to test the hypothesis.

## **11. The Analysis of Data**

The study indicated that Most of them are female, 20-30 years old. And have a bachelor degree. Marketing Mix Factor Products and services, with a focus on the reputation of the spa, is credible. The price is very important to have a clear price display. Distribution channels focus on the location of the spa. Marketing promotion focuses on lowering the price of service during the low season. Personnel focus on good manners of the staff. The service process emphasizes on ensuring service safety. The physical aspect places emphasis on the tranquility of the spa.

Spa decision making process Perception of the need. Standalone Spa, followed by Spa in hotel. The motivating factor in choosing a spa is to relax from work. Information seeking Participants in spa decision-making are self-informed, informed by friends and acquaintances. The evaluation of the choice of massage is the most. 2-hour weekend

## **12. Spa Decision Making Process Perception of the Need**

Standalone Spa, followed by Spa in hotel. The motivating factor in choosing a spa is to relax from work. Information seeking Participants in spa decision-making are self-informed, informed by friends and acquaintances. The evaluation of the choice of massage is the most. 2-hour weekend.

## **13. Discussion of Results**

1. Different personal information influences the decision to choose spa services in Thailand of different Chinese tourists. It is found that the majority of respondents had different sexes. Spa in Thailand of different Chinese tourists In accordance with research by nachar suchanad (BE.2558). Marketing mix factors affecting the selection of spa services of consumers in Bangna. The sample was sexually abstinent. Differentiates focus on the marketing mix factors that affect the choice of spa services.

2. Personal factors related to the decision to choose spa services in Thailand of Chinese tourists. What is the most common type of sexual preference? What motivates you to choose a spa? Who is involved in the decision to use your spa? What type of spa services do you use most? The number of times you have used the spa in a year less than 5 times and the satisfaction for spa services in Thailand. Relationship with decision of choosing spa services in Thailand of Chinese tourists. In accordance with the research of aorawan satongma (BE.2558). Marketing factors affecting the behavior of the Thai beauty salon in Bangkok revealed that personal factors affecting the decision making behavior of the spa in all aspects. Personal factors Age What kind of spa treatment do you prefer? What motivates you to choose a spa? Who is involved in the decision to use your spa? What kind of media information you get from the spa? What type of spa do you prefer? How do you like the spa? Relationships with decision making. Spa in Thailand of Chinese tourists In accordance with the research of aorawan satongma (BE.2558). Marketing factors affecting the behavior of the Thai beauty spa in Bangkok revealed that personal factors affecting the decision making behavior of the spa were as follows: The person who influences the decision to use the spa. Spa treatment Key Factors for Using Spa Services And spa time. Personal occupational factors found the most kind of spa services. Get information about spa from any media. What type of spa services do you use most? How to use spa services at any time. How long do you use the spa? How to book or choose spa? The number of times you have used the spa in less than 5 times a year. Relationship with decision of choosing spa services in Thailand of Chinese tourists. Comply with the research. Personal factors at the level of the study found that any incentive to help you decide to use the spa. How long does the spa last? And satisfaction for spa services Thailand. Relationship with decision of choosing spa services in Thailand of Chinese tourists. In accordance with the research of aorawan satongma (BE.2558). Marketing factors affecting the behavior of the Thai beauty spa in the Bangkok metropolis revealed that the level of education affected the use of spa services. The average monthly spa usage.

3. Marketing Mix Factors Influence the Decision to Choose Spa Services in Thailand of Chinese Tourists. Products and services found that the reputation of spa in Thailand is that. And other hidden services? In accordance with research by nachar suchahnad (BE.2558). Marketing mix factors affecting the selection of spa services of consumers in Bangna. It was found that the samples with different occupations focused on the specific marketing mix, product and service process. The process of providing services is attentive to all your needs. And aromatic spa. Influence of decision making on the use of spa services in Thailand by Chinese tourists. In accordance with research by natawan chankit (BE.2558). The selection of spa services in Surat Thani showed that the marketing promotion. Product Pricing Services Physical characteristics And personnel An analysis of the relationship between personal factors and the behavior of choosing spa services of tourists in Surat Thani Province. Sex, age, status, religion, nationality, income level were correlated with the behavior of choosing spa services of tourists in Surat Thani province. The selected service. Selected places for spa services Duration of spa services. Why Choose Spa? Those who decide to use the spa. The relationship between marketing factors and the behavior of choosing spa services. In Surat Thani Price products for distribution channels. Promotion of human resources in service process. Physical characteristics Relationship between behavior and choice of spa services in Surat Thani.

## **14. Suggestions from the Study**

Product or service Entrepreneurs should sell more spa products. For example, herbal compress used to bake. For the customers who come to use the service back to the price should improve the price reasonably. Some shops, when they see foreign customers, will be more expensive. Should be set to standard. Distribution channels and marketing promotion. Entrepreneurs should focus on agency tours. It may be contact through the tour operator to bring tourists to use. It may be that the tour operator will take the spa package into the travel package as well. Or encourage employees to learn more about foreign languages. The teachers may be taught at the time of no service. Should focus on having employees to welcome customers. Most of them use the staff to welcome the spa. At the time, there was no customer service. Customers do not receive service data. Physical environment One of the problems with spa facilities is cleanliness and drinking water, as they are generally

focused on service. Ignore these. Service providers should turn to attention because of the image of the service ever.

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