

**THE INVESTIGATION OF CUSTOMER BEHAVIOR
AT WELLNESS CENTERS IN BANGKOK**



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THE DEGREE OF MASTER OF MANAGEMENT
(TOURISM AND HOSPITALITY MANAGEMENT)
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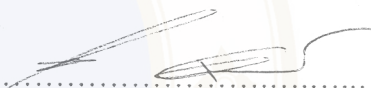
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Thesis
entitled
**THE INVESTIGATION OF CUSTOMER BEHAVIOR
AT WELLNESS CENTERS IN BANGKOK**



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**THE INVESTIGATION OF CUSTOMER BEHAVIOR AT WELLNESS CENTERS
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ABSTRACT

This research aims to study motivational factors that influence the behavior of the wellness center customer, to investigate which of the marketing mix that wellness center should be used and to evaluate the customer satisfaction, specifically whether or not the customer was satisfied with their services from a wellness center; a case study of wellness center in Bangkok, Thailand.

Three hundred customers, including 150 Thais and 150 foreigners who received services from a wellness center are the respondents who filled out the questionnaires. The results show the motivational factors that influence behavior of wellness center customers; it was found that the most influential was the individual factor, wanting to look good and healthy. The least influential factor was the cultural factor, being influenced by having other family receive wellness service. In addition, concerning marketing mix, the results showed the most effective factors to the customers were the following: quality of program, reasonable price, cleanliness and tidiness, internet advertising for the product, price, place and promotion respectively. Lastly the results also indicated that overall the 300 customers mostly had a high expectation before receiving any wellness services, and the actual experience after services were received mostly showed they were slightly satisfied. Substantial recommendations are provided about customer, wellness center and related concerns.

**KEY WORDS: WELLNESS CENTER / WELLNESS TOURISM / CUSTOMER
BEHAVIOR/ MOTIVATION / SATISFACTION**

162 pages

การวิจัยเรื่องพฤติกรรมของลูกค้าที่ใช้บริการศูนย์สุขภาพในเขตกรุงเทพมหานคร

THE INVESTIGATION OF CUSTOMER BEHAVIOR AT WELLNESS CENTERS IN BANGKOK

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บทคัดย่อ

งานวิจัยนี้มีจุดประสงค์สามข้อ คือ 1) เพื่อระบุปัจจัยที่มีผลต่อการชักจูงให้มาใช้บริการศูนย์สุขภาพ 2) เพื่อค้นคว้าหาส่วนผสมทางการตลาดที่ศูนย์สุขภาพควรใช้เพื่อให้ได้ประสิทธิภาพที่สุด 3) เพื่อประเมินผลความพึงพอใจของลูกค้า ว่าพึงพอใจหรือไม่หลังจากใช้บริการศูนย์สุขภาพ วิทยาลัยสุขภาพ เขต กรุงเทพมหานคร

เนื่องด้วยปัจจุบันธุรกิจเชิงสุขภาพได้รับความนิยม และแพร่หลายในกลุ่มคนส่วนมาก ทั้งกลุ่มคนไทยและคนต่างชาติต่างให้ความสำคัญและต่างแสวงหาความสุข ด้วยการผ่อนคลายจากความตึงเครียดและความกังวล ศูนย์สุขภาพจึงเริ่มเป็นที่นิยมของคนไทยและคนต่างชาติผู้รักสุขภาพ เมื่อความนิยมของผู้บริโภคเพิ่มมากขึ้นช่องทางและโอกาสทางการตลาดก็เกิดขึ้น นั่นหมายถึงการแข่งขันทางการตลาดก็เพิ่มมากขึ้นตามไปด้วย ซึ่งความเข้าใจและความต้องการระหว่างลูกค้าและผู้ประกอบการอาจยังไม่ตรงกันเสมอไป เป็นเหตุให้ผู้ประกอบการบางแห่งต้องปิดตัวลง ดังนั้นวิจัยเรื่องการศึกษาด้านพฤติกรรมการใช้บริการของลูกค้าจึง

ทั้งนี้กลุ่มตัวอย่างประกอบด้วยลูกค้าที่มาใช้บริการศูนย์สุขภาพจำนวน 300 คน คนไทย 150 คน และคนต่างชาติ 150 คน เก็บข้อมูลโดยใช้แบบสอบถาม ผลวิจัย การวิจัยพบว่า ปัจจัยที่มีอิทธิพลสูงสุดคือ ปัจจัยส่วนบุคคล คือ ฉันต้องการมีสุขภาพที่ดีและดูดี และปัจจัยที่มีอิทธิพลน้อยสุดคือ ปัจจัยด้านวัฒนธรรม คือ ฉันเห็นครอบครัวอื่นไปใช้บริการที่ศูนย์สุขภาพจึงเป็นแรงจูงใจทำให้ฉันต้องการไปใช้บริการ และการวิจัยส่วนผสมทางการตลาดที่ศูนย์สุขภาพควรนำไปใช้เพื่อให้ได้ประสิทธิภาพสูงสุด คือ ปัจจัยด้านผลิตภัณฑ์ - คุณภาพของโปรแกรมและการบริการ , ด้านราคา - ราคาเหมาะสม สมเหตุสมผล ด้านช่องทางการจัดจำหน่าย - ความสะอาดเรียบร้อยของศูนย์สุขภาพ ด้านการส่งเสริมการขาย - โฆษณาทางอินเทอร์เน็ต ผลการวิจัยความพึงพอใจของลูกค้าทั้งหมด 300 คน ส่วนมากมีความคาดหวังสูงก่อนใช้บริการ และมีความพึงพอใจเล็กน้อยหลังจากได้ใช้บริการ

CONTENTS

	Page
ACKNOWLEDGEMENTS	iii
ABSTRACT (ENGLISH)	iv
ABSTRACT (THAI)	v
LIST OF TABLES	ix
LIST OF FIGURES	xii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Statement of the Problem	4
1.3 Rational of the Problem	5
1.4 Objective of the Research	5
1.5 Scope of the Research	6
1.6 Conceptual Framework	7
CHAPTER II LITERATURE REVIEW	8
2.1 Concept and Definition of Wellness	8
2.2 Wellness Tourism	11
2.3 Customer Behavior	14
2.4 Customer-Focused Marketing	24
2.5 Marketing Mix	25
2.6 Related Research	31
CHAPTER III METHODOLOGY	33
3.1 Research Design	33
3.2 Selection of the Study Area	36
3.3 Sample Size	37
3.4 Data Collection and Methods	39
3.5 Data Analysis	42

CONTENTS (cont.)

	Page
CHAPTER IV RESULTS	45
4.1 Demographic Characteristics and Personal Data of the Respondents	45
4.2 Customer Behavior	54
4.3 Customer Information Search	70
4.4 Marketing mix affecting decision making of using Wellness Center	72
4.5 Expectation and Experience	80
4.6 Statistical analysis of the relationship between the specific variables of gender and factor that influence customers' behavior	89
4.7 Statistical analysis of the relationship between the specific variables of nationality and factor that influence customer's behavior	93
4.8 Statistical analysis of the relationship between the specific variables of age and factor that influence customers' behavior	97
4.9 Statistical analysis of the relationship between the specific variables of education and factor that influence customers' behavior	109
4.10 Statistical analysis of the relationship between the specific variables of occupation and factor that influence customers' behavior	112
4.11 Statistical analysis of the relationship between the specific variables of income and factor that influence customers' behavior	114
CHAPTER V DISCUSSION	132
5.1 Motivational factors that influence behavior of Wellness Center's customers	132
5.2 Investigate the marketing mix that wellness center should be use	134
5.3 Evaluate the customer satisfaction	137

CONTENTS (cont.)

	Page
CHAPTER VI CONCLUSION	140
6.1 Conclusion	140
6.2 Recommendations for Wellness Centers	141
6.3 Recommendations for Future Research	142
REFERENCES	144
APPENDIX	150
BIOGRAPHY	162

LIST OF TABLES

Table	Page
3-1 Registered Wellness center of each districts in Bangkok, Thailand	38
3-2 The number of questionnaire being distributed to each district	39
4-1 Frequency and percentages of demographic characteristics of the respondents	46
4-2 Frequency and percentage of demographic characteristics of the Foreigner respondents	48
4-3 Frequency and percentage of demographic characteristics of the Thai respondents	52
4-4 The overall 300 respondents indicated whether the customer is a member or non member of currently Wellness Center	54
4-5 The foreigner respondents indicated whether the customer is a member or non member of currently Wellness Center	55
4-6 The Thai respondents indicated whether the customer is a member or non member of currently Wellness Center	55
4-7 Type of program that the total 300 respondents have take	55
4-8 Type of program that foreigner respondents have taken	57
4-9 Type of program that Thai respondents have taken	58
4-10 Cost of services that overall 300 respondents have paid per time in THB currency	59
4-11 Cost of services that foreigner respondents have paid per time in THB currency	59
4-12 Cost of services that Thai respondents have paid per time in THB currency	60
4-13 Frequency of overall 300 respondents received services	61
4-14 Frequency of foreigner respondents received services per month	61
4-15 Frequency of Thai respondents received services per month	62

LIST OF TABLES (cont.)

Table	Page
4-16 The loyalty of customers for overall 300 respondents base on the questionnaire survey: Will you comeback to receive services again with the current Wellness center	62
4-17 The loyalty of the foreigner customer base on the questionnaire survey: Will you comeback to receive services again with current Wellness center	62
4-18 The loyalty of the Thai customer base on the questionnaire survey: Will you comeback to receive services again with current Wellness center	63
4-19 Factors that influence behavior of Wellness Center's customer	63
4-20 Factors that influence behavior of Wellness Center's customer (foreigner respondent only)	65
4-21 Factors that influence behavior of Wellness Center's customer (Thai respondent only)	68
4-22 The customers' information search in finding a wellness center for overall 300 respondents including foreigner and Thai respondent	70
4-23 The customers' information search in finding a wellness center (Foreigner respondent only)	71
4-24 The customers' information search in finding a wellness center (Thai respondent only)	72
4-25 The factor of marketing mix affecting buying decision making of the Wellness Center (for overall 300 respondents including foreigner and Thai)	73
4-26 The factor of marketing mix affecting buying decision making of the Wellness Center (foreigner respondents only)	75

LIST OF TABLES (cont.)

Table	Page
4-27 The factor of marketing mix affecting buying decision making of the Wellness Center (Thai respondents only)	77
4-28 Guidelines for understanding the means of satisfaction level	80
4-29 The expectation and actual experience of overall 300 respondents	81
4-30 The expectation and actual experience of foreigner respondents	84
4-31 The expectation and actual experience of Thai respondents	87
4-32 Mean, Standard Deviation and “t-test” on influencing factors of the sample identified by gender	90
4-33 Mean, Standard Deviation and “t-test” on influencing factors of the sample identified by nationality	93
4-34 Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by age	97
4-35 Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by education	109
4-36 Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by occupation	112
4-37 Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by income	114
4-38 Post hoc test for demographic characteristic of wellness center customer significant differences of cultural factor	120
4-39 Post hoc test for demographic characteristic of wellness center customer significant differences of social factor	123
4-40 Post hoc test for demographic characteristic of wellness center customer significant differences of individual factor	128
4-41 Post hoc test for demographic characteristic of wellness center customer significant differences of psychological factor	130

LIST OF FIGURE

Figure	Page
1-1 Conceptual Framework of the research	7
2-1 Wellness Model	9
2-2 The stage model of Consumer Buying Decision Process	16
2-3 Factors that affect the consumer decision-making process	19
2-4 The product life cycle	26
2-5 Effective Communication	28
3-1 Research Process	33
4-1 Cultural factor influenced by Ages	104
4-2 Social factor influenced by Ages	105
4-3 Individual factor influenced by Ages	107
4-4 Psychological factor influenced by Ages	108

CHAPTER I

INTRODUCTION

1.1 Background

The continuing growth of the travel industry has reflected the increasing importance and interest that people place on traveling. The advents of low-cost airlines, in addition to increased competition in the tourism sector, have made it easier for people to travel for leisure and personal experiences. Whereas traveling to other countries may have been a luxury before, nowadays a trip could just be a click of a mouse away. Traveling might have mainly for business purposes, but nowadays, people could travel for leisure and other personal experiences. Recently, people have been traveling for another new reason, too: healthcare.

Healthcare costs around the world are rising and consumers are looking for the best value-for-money location that they can go to. In the world today, healthcare spending exceeds the aggregate profits of the Fortune 500 and is expected to make up 19 percent of world GDP by 2017. Each year, developed nations record more and more “lifestyle” diseases such as hypertension and diabetes. The existing healthcare system appears unable to prevent these cases from happening. In this connection, it seems that people are become aware and are taking ‘preventive’ measures instead: demand for products and services promoting ‘wellness’ is rising rapidly, spreading across the socioeconomic spectrum. There has been a boom in products relating to wellness and well-being, evident in the rise of advice books, health supplements, wellness and spa centers, etc. This preference for personal wellness over population-based sick care has become a middle class aspiration; individuals increasingly see the need to give personal attention to their wellbeing rather than depend on a “sick care” system that now appears reactive and unaffordable. Capital markets are now beginning to respond to these trends.

Business Affair (2009) forecasts that wellness centers will become the next trillion dollar industry. Whether sick or well, a consumer will spend time making

independent decisions that will affect his or her health outside of the physician's office and does so with appropriate training and information from doctor/specialist. This is particularly true for 40.5 million uninsured Americans under the age of 65 who have very limited access to hospital service; Many Americans could enjoy 5–7 additional years of healthy life and avoid the high costs (VDF In corporate with the state Board of Health, 2003).

Wellness was first used by a physician named Halbert L. Dunn, who published a small booklet entitled “High Level Wellness” in 1961. Dr. Dunn saw wellness as a lifestyle approach for pursuing elevated states of physical and psychological well-being (Donald, 2000). As a special state of health comprising an overall sense of wellbeing which sees “Man” as consisting of body, spirit, and mind and being dependent on his environment. Muller and Kaufmann (2001) later made an attempt to combine the understanding of wellness in North America and Europe, suggesting that ‘Wellness’ is a state of health featuring the harmony of the body, mind, and spirit, self-responsibility, mental activity, education, environment sensitivity, and social contacts as fundamental elements. The National Wellness Institute, University of Wisconsin at Stevens Point, divides wellness into six dimensions: Social, Physical, Intellectual, Occupational, Emotional, and Spiritual. Wellness, a positive approach to life and health, maximizes the individual's potential. It involves the “whole” person - physically, emotionally, and on a psychological basis. A personal wellness lifestyle is associated with good physical health, emotional stability, improved personal relationships, as well as increased career satisfaction.

Bangkok, Thailand is one of the destinations where Thais and foreigners see as a premier location for wellness centers due to product, price, place, and promotion. In this connection, nowadays, ‘city life’ is rapid and oftentimes hectic; thus, changes in lifestyle patterns in Thailand demonstrate a significant impact on the shifting pattern of disease burden of the population (Kosulwat, 2002). These lifestyle changes should be monitored carefully and should be reversed, or at least mitigated, through appropriate behavior modification and the promotion of appropriate eating practices and physical activities. With rapid changes in social and economic circumstances of the country, including influx of western culture, lifestyles are altering, in particular food consumption culture. A study conducted by Prapapen

Suwan (1999) shows that in Thailand, youths, housewives and factory workers have adopted unhealthy eating habits, including ingesting food of no nutritional value. Increasingly, the major content of dietary intake includes high carbohydrate and sugar (in Thailand, sugar intake per person per year has increased from 12.7 in 1983 to 29.1 kilograms per person per year in 2001.) It seems to be that case that unfavorable health problems come hand in hand as developing countries grow. Vice versa, the growing number of health problems as new people's need or new market opportunity for health provider business.

Wellness centers are cropping up all over Bangkok and they are ultra-popular with young urban professionals, housewives, working women and those just looking for a place to feel rejuvenated, relaxed and healthy. Unlike in the U.S., wellness centers in Bangkok are relatively inexpensive and emphasize the soundness of mind, body, and spirit in addition to physical health. In fact, every wellness center advertisement's central message seems to be that when feeling a bit rundown or tired, visiting a wellness center will rejuvenate one's outlook on life. According to Manager News (2006), presently, there are many centers that offer wellness services. In 2002, the wellness business included 100 centers all over the Thailand; now, however, there are approximately 700 wellness centers registered with Ministry of Public Health of Thailand. Fortunately, the Thai government has noticed the growth potential of Thai wellness industry, and thus the government has set a goal to become a health hub of Asia during period 2003-2011 (Press Release, 2005).

There are many wellness centers all over country, but the majority is located in Bangkok, perhaps because the majority of Thais who visit wellness centers are the Bangkok urbanites, and because foreigners would prefer Bangkok due to the other attractions such as traditional attraction, shopping highlights, business and technology center. Moreover, Bangkok's cosmopolitan makeup and its influence in art, politics, fashion, education, and entertainment makes the city one of the world's top tourist destinations, which attracts visitors.

The high concentration of wellness centers in Bangkok results in a competitive markets for the industry. Each center then may try to differentiate themselves through different services, programs, and spa offers, as well as fees. Each center must have their own marketing strategy or key action for attracting customers

as well as employees (which, in this service industry, should preferably be experienced and specialized). Therefore, a wellness center's success relies on knowing and understanding customers' needs and behaviors. In this connection, marketing mix plays an important role in identification and selection of target markets. It influences and directly determines all of the ensuing decision regarding types of services, pricing, and communication (John, 1983). Several companies have failed in the market because their products were too complex or too expensive. Lack of understanding may lead the firm to failing to offer any value advantage to customer (Sheth and Mittal, 2004). Understanding consumer behavior is critical for market success.

1.2 Statement of the Problem

As the world becomes more focused on health and wellbeing, many Thais and foreigners increasingly seek of wellness center to provide holistic personal care. Rising consumer demand will continue to create opportunities for wellness center industry. Without a deep understanding of customers it is impossible to meet their expectations.

The purpose of this research is to investigate consumer behavior in regards to wellness center services in Bangkok. The research will focus on consumers both Thai and foreign. Consumer behavior in this research includes the pattern of consumption and motivational factors that influence customer to consume wellness services; additionally, the research will investigate which marketing mix factors the wellness centers should use. The outcome of the above investigation would be able to evaluate customer satisfaction, i.e. whether or not the customer was satisfied with their services from a wellness center. This research is ultimately for the benefit of management and owners of wellness center, who can discover what they can do as a service provider to understand customers' needs and wants based on the assessment of customer patronage behavior in order to be success in retaining existing customer as well as gaining a new customer in currently competitive market. Finally, it is hoped that this research will function as a guide for customers who are curious and wish to use wellness services as it would provide information in depth based on former customers' experiences and perceptions.

1.3 Rationale of the Problem

Since many customers have shown interest in wellness services, it inevitably leads to interest and investigation in the following matters: major factors that influences customers to consume a wellness services; patronage behavior of wellness center's customer; marketing mix of each wellness center; source of information of the wellness center; customer expectations and the center's ability to meet those expectations; problems that occur when receiving the services. Therefore the findings of this research will be useful to the following group:

1) Owner/manager of Wellness Center can create the best benefits based on the assessment of customer patronage behavior, customers' need and wants, customers' satisfaction; can play an important role in identifying a weak point that can contribute to the improvement of their business that they should not overpromise or exaggerate their advertisement which may cause customers to easily believe in their program and services, realizing these aspects could motivate Wellness Center to improve the program and prevent the unpleasant experiences.

2) Customer will be aware and gain better understanding regarding wellness center services. In addition, this research will function as a guide for customers who are curious and wish to have wellness services as it would provide a both side of information in depth based on former customers' experiences and perceptions.

3) Tourism-related institutions such as the Tourism Authority of Thailand and its branches in local area can use this research as a guideline for developing, promoting and advertising Wellness Tourism in Thailand.

1.4 Objective of the Research

The objectives of this research are:

- 1) To identify the motivational factors that influence behavior of wellness center's customers.
- 2) To investigate which of the marketing mix that the wellness center should be use.
- 3) To evaluate customer satisfaction, i.e. whether or not the customer was satisfied with their services from a Wellness center.

1.5 Scope of the Research

The research focuses on the assessment of customer behavior of wellness center in Bangkok, Thailand. Bangkok is divided into 50 districts or *khet* (Bangkok Metropolitan Administration, 2007). According to nationwide data collection there are 28 districts that contain registered wellness centers. However the target districts in this research was considered only top seven districts ranked by concentration: (1)Wattana, (2)Khlong Toei, (3)Sai Mai, (4)Chatuchak, (5)Lak Si, (6)Sathon, and (7)Suan Luang. Different kinds of data were gathered, including motivational factors that influence behavior of Wellness Center's customers for both Thai and foreign customers. Moreover this research also studies which of the marketing mix that the Wellness center should be use and the evaluation of the customer's satisfaction, whether or not the customer both Thai and foreigner were satisfied with their services from a Wellness center.

1.6 Conceptual Framework

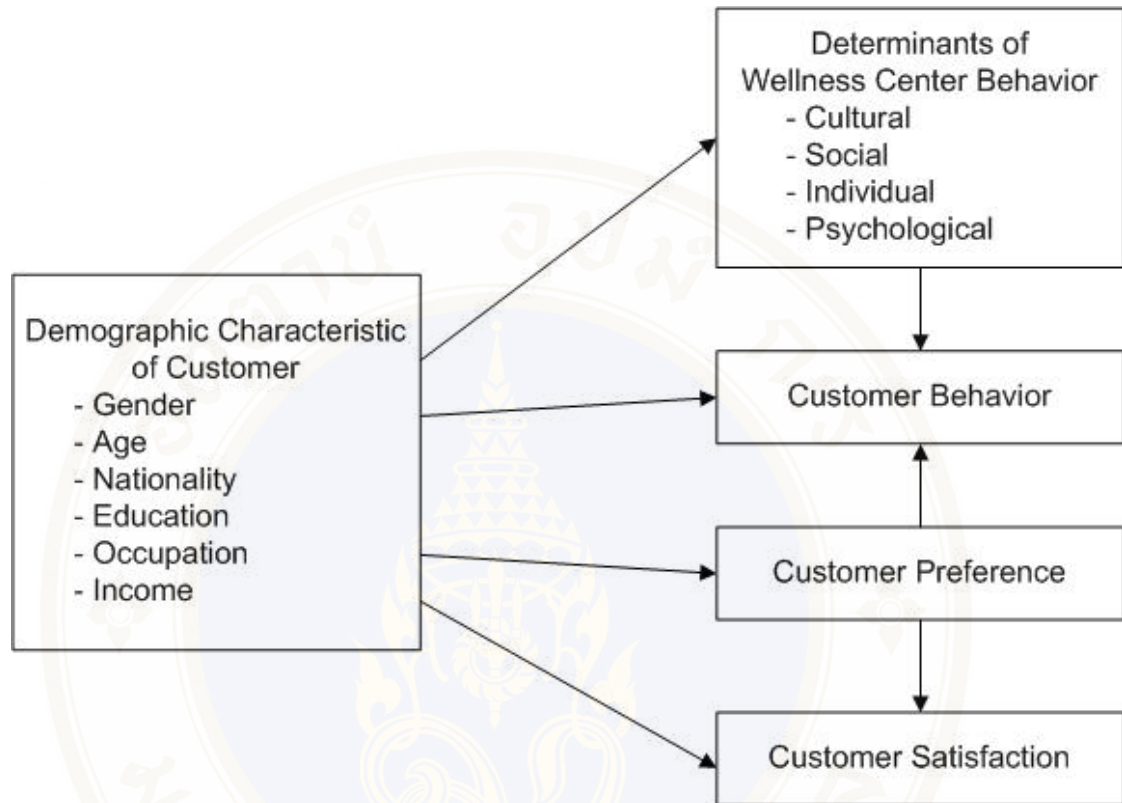


Figure 1-1: Conceptual Framework of the research

CHAPTER II

LITERATURE REVIEW

Before investigating the customer behavior of wellness center in Bangkok, this chapter takes a look at the literatures and researches based on the various concepts and theories of different relevant documents and related research. The definition and concept of wellness, customer behavior, customer-focused marketing, marketing mix and related research are discussed below.

2.1 Concept and Definition of Wellness

The concept of Wellness was first used by a physician named Halbert L. Dunn, who published a small booklet entitled “High Level Wellness” in 1961 (Donald, 2000). In it, he defined wellness as a special state of health comprising an overall sense of wellbeing which sees “Man” as consisting of body, spirit, and mind and being dependent on his environment. In 1976, Dr. Bill Hettler illustrated the concept of wellness using a hexagonal model. Referred to as the ‘6 Dimensions of Wellness’, this model identifies the following dimensions: Social, Physical, Intellectual, Occupational, Emotional, and Spiritual. This holistic view of wellness is shared by Hatfield (1989), who defined wellness as: “the conscious and deliberate process by which people are actively involved in enhancing their well-being: intellectual, physical, social, emotional, occupational and spiritual”, considered to be the positive component of good health which reflects how one feels as well as one’s ability to function effectively.

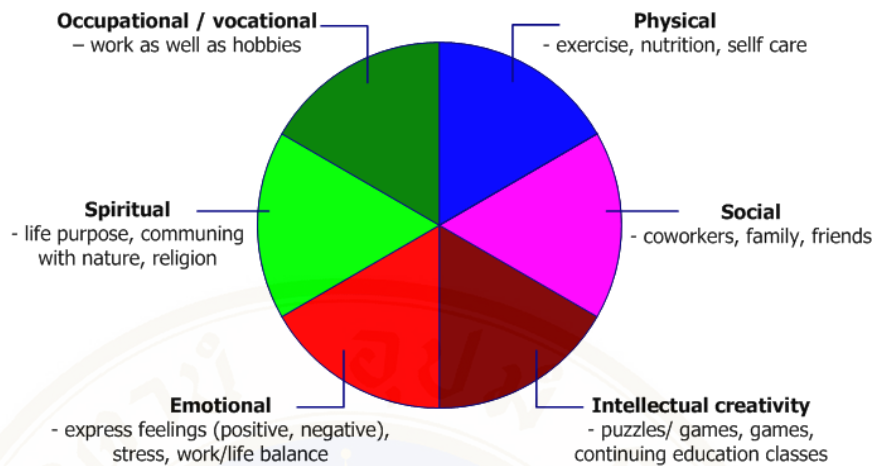


Figure 2-1: Wellness Model (Hettler, 1976)

1. Social

The social dimension emphasizes interdependence with others, making friends and having meaningful relationships. Happier, satisfying and stable relationships with others and a stronger community are some potential results.

2. Physical

The physical dimension measures how one maintains cardiovascular fitness and strength, and also looks at behaviors that help one to prevent or detect early illnesses. Moreover, the physical aspect measures the degree to which one chooses foods which are nourishing and balanced. Exercise, nutrition and safety encourage not only freedom from illness but also feelings of vitality, energy and enthusiasm.

3. Intellectual

The intellectual dimension measures the degree that one engages in creative, stimulating mental activities. An intellectually well person uses the resources available to expand his/her knowledge to improve skills along with expanding potential for sharing with others. Benefits include improved job performance, better problem solving, more knowledge and a better chance at being successful in life.

4. Occupational

The occupational dimension measures the satisfaction gained from one's work and the degree to which one is enriched by the work. The satisfaction gained is related to individual attitudes about work, a sense of direction and goals, and a feeling of achievement.

5. Emotional

The emotional dimension measures the degree of awareness and the acceptance that one has of one's feelings. This includes the extent to which one feels positive and enthusiastic about one's self and life. It measures the capacity to appropriately control one's feelings and related behaviors, including the realistic assessment of one's limitations, and the capacity to cope with stress.

6. Spiritual

The spiritual side measures one's ongoing involvement in seeking meaning and purpose in human existence. It includes a deep appreciation for the depth and expanse of life and natural forces that exist in the universe.

Lutz Hertel of the German Wellness Association concludes that the numerous definitions of wellness in the American-English language region share certain common features: the key importance of life style, self-responsibility for health, the multi-factoral roots of health as well as the exploitation of our potential for a better quality of life.

The complexity of customers' priorities is difficult to understand, and it appears that providers of wellness centers do not always try "to cover every base" in terms of their provision. So whilst it seems that optimum wellness is to be achieved at the personal level, through synergies of body-mind-spirit-environment. Overall state of health is closely associated with lifestyle choices, and includes health essentials as good nutrition, proper weight control, exercise, stress management, and controlling risk factors.

Muller and Kaufmann (2001) later made an attempt to combine the understanding of wellness in North America and Europe, suggesting that Wellness is a state of health featuring the harmony of the body, mind, and spirit, self-responsibility, mental activity, education, environment sensitivity, and social contacts as fundamental elements. Adams (2003) also refers to four main principles of Wellness:

1. Wellness is multi-dimensional
2. Wellness research and practice should be oriented towards identifying causes of wellness rather than cause of illness
3. Wellness is balance
4. Wellness is relative, subjective or perceptual

2.2. Wellness tourism

Wellness tourism is a rapidly growing industry. Since it is relatively a new sector and not a traditional 'tourism' sub-category, it merits further study. Kris Krueger, regional director of employee relations with Covenant Healthcare in Milwaukee stated that "Wellness has been around for a long time, but no one took notice of it until costs started to go up (Eric, 2006). Wellness Center has been forecast to become the next trillion dollar industry (Business Affair, 2009), recently become one of the fastest growing fields of the tourism industry in a number of developing countries.

The term 'wellness' is widely used in European tourism, the principal observations regarding the wellness industry concern an expanding supply of and an insufficiently researched demand for wellness programs. The quality dimension of wellness services is increasingly becoming the decisive competitive factor. For this reason quality management plays an important role. The wellness industry market in developed countries is now one of the leading markets around the world; \$1.5 trillion of the U.S. economy today is devoted to the healthcare business, what Paul Zane Pilzer (2005) refers to as the "Sickness Industry." However, by the year 2010, an additional \$1 trillion of the economy will be devoted to products and services that keep people healthy make people look or feel better, slow down the effects of aging, and prevent diseases from developing altogether. However there are some tourist decided to come to Thailand for a purpose of Wellness due to the reason such as price and place. The extension of globalization beyond emerging worldwide markets in goods, labor and capital, to additional spheres, such as information flows, technology transfer, and professional training has had a significant impact on the expansion of Wellness business. The emergence of wellness business can be seen as one instance of the relocation of such services, not dissimilar to the relocation of retirement homes or geriatric services abroad (Ball, 1971). Compounding these factors is the development of relatively cheap air transportation that has made remote destinations easily accessible and affordable to foreigners seeking wellness treatment.

Segment of wellness tourism is closely related to segments for health services. It is very interesting to refer to the research by Natural Marketing Institute in the USA (Forgen, 2005) on health personalities. Regarding the segments and targets

in health and wellness tourism, it makes sense to analyze the attitude and practice the segments represent towards health. The study revealed that the American society can be categorized into five groups according to their health personalities:

- Food actives (26%): who believe in creating healthy lifestyle through balance of diet, exercise, and nutrition
- Well-being (23%): who focus on achieving good health through all means, e.g. diet, nutritional supplements or changing lifestyle
- Eat, drink, and be merry's (21%): who know that they probably should live a more healthy lifestyle, but are not that concerned about it
- Fence sitters (18%): who are neutral about health issues, knowing what to do, but would not do it
- Magic bullets (12%): who are looking for the one pill, diet, procedure, etc. that would solve a particular health issue

Certainly, the first two personalities could make the base for the permanent demand in health tourism, where as the “Eat, Drink and Be Merry's”, and the “Magic Bullets” could form the impulse demand, which, for whatever reason, may become quests. But their interest does not stay for long. Most Wellness tourists have the motivation to optimize their physical and mental health. Depending on their personal circumstances, they may be seeking escapism from stress; rest and relaxation; a spiritual experience; to be in nature; self-development or improvement; meeting like-minded people and forming communities; and emotional or creative expression.

The term ‘wellness’ in this research is all-inclusive. The generally accepted definition of wellness in this research is to stay in good condition physically, mentally, and spiritually, especially through healthy choices in those areas, a balanced state of these parts of the psyche (Joanna, 2009). And to include not just being healthy physically but embraces a holistic concept of health that encompasses our whole being body, mind and spirit.

2.2.1 Wellness centers

Wellness centers are a type of business that typically focuses on alternative and integrative medicine that is intended to heal the mind and body. Wellness centers usually offer a skin and body services such as massage, spa, physical therapy, nutrition

consulting is included. Additional services of wellness centers include chiropractic, acupuncture, holistic medicine, detoxification, chiropractic care, acupuncture, natural healing, hydro therapy, and hydro aerobic. Program/services of Wellness Center are customized for each customer individual's lifestyle through the integration of naturopathic and conventional medicines. Whether sick or well, people can receive services as they want and suit themselves with a doctor/specialist' advise and offered a complimentary Health and Wellness consultation. It takes more than physical exercise to maintain good health. Balance is the key to leading a healthy lifestyle. Wellness is the dynamic process of becoming aware of, taking responsibility for, and making choices that directly contribute to one's well being and that of the common good. It is the integration of body, mind and spirit and the ongoing development of one's own meaning in life.

2.2.2 Wellness Center in Thailand

The rapid changes of our planet today bring us a more challenging era. The world has changed, both in positive and negative ways, and the most worrying development for mankind is the development of sickness. In other words, sickness has no barriers, anyone living in anywhere in this world would have chance to experience any kind of sickness or diseases. Improved technology and medicine nowadays allow people to have a preventive, rather than corrective, means of maintaining their wellness.

As the world becomes more modernized, however, there seems to be a trend that makes people look back into the past and look for what people utilized to maintain wellness before the advent of technology and advanced medicine. In this connection, nowadays, ayurvedic, ancient forms of healing have become more common. People are more interested in herbal and natural treatments and preventions than long, chemical medicinal formulas. This leads to countries with a tradition of holistic healthcare – many located in Asia – to become popular as a leading source of wellness center and therapy. Thailand is one such country.

Apart from ancient heritages, breathtaking temples and palaces, wonderful beaches, friendly people and delectable cuisine, people from all corners of the world come to Thailand to us wellness services. The promise of low-cost, high quality

healthcare is attracting more than 1.3 million tourists a year. Bangkok Post 2004 Mid-Year Review states that healthcare costs in Thailand are 50 % cheaper than in Singapore, three times cheaper than in Hong Kong, and five to ten times cheaper than in Europe and the USA. In addition unique healing procedures, some of Thailand's Wellness Center has been known for performing outstanding treatments for various procedures whilst producing excellent outcomes. Thailand is also amazing for relaxing, comfort, whilst looking over attractive beaches or verdant jungles and mountains. Moreover, with the constant growth of health-related research and the sector itself, Thailand is fast become a prime location for investors interested in this industry.

The Thai government is constantly pushing for Thailand to be Asia's regional healthcare hub. Thailand is one country which has demonstrated outstanding growth in this area and continues to drive significant amount of tourism based revenue each year for the country.

2.3 Customer Behavior

In Wellness business competition, understanding customer behavior is important. Perner (2008) stated that "The study of customers helps firms and organizations improve their marketing strategies by understanding issues" such as

- The psychology of how customers think, feel, reason, and select between different alternatives (e.g., brands, products)
- The psychology of how the customer is influenced by his or her environment (e.g., culture, family, signs, media)
- The behavior of customers while shopping or making other marketing decisions
- Limitations in customer knowledge or information processing abilities influence decisions and marketing outcome

- How customer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the customer
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the customer

One definition of customer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the customer and society." Customer Behaviors focuses on three sections as follows: the definition of customer behavior, the stages of the buying decision process, and factors affecting customer buying decisions (Jerry & Paul, 2006).

2.3.1 Definition of Customer Behaviors

There are many varying definitions and classifications of customer behaviors. Firstly, customer behavior is sometimes defined overall as the study of buying decisions. It is a subcategory of marketing that blends elements from psychology, sociology, anthropology, and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual customers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the customer from groups such as family, friends, reference groups, and society in general. Belch (1998) defines customer behaviors as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and service so as to satisfy their needs and desires. The American Marketing Association defines the term "customer behaviors" as the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives (Peter and Olson, 1996). Customers' product and service preferences are constantly changing. Creating a proper marketing mix or a strategy for a well-defined market, marketing managers must have knowledge of customer behaviors. Therefore, customer behaviors are

studied in order to understand perceptions, attitudes, and activities in which person responds to his or her environments. This understanding can provide guidelines to develop marketing approaches and activities to encourage people to purchase products.

2.3.2 The Stages of the Buying Decision Process

The American Marketing Association has developed a “stages model” of the buying decision process as shown below. The customer passes through five stages: need recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase behavior.

Customers engage in a decision-making process when they make purchases. The complexity of the decision-making process can range from careful analysis to pure impulse. While an impulse buy, such as adding additional services or products to an existing appointment, can take place instantaneously, complex purchase decisions usually stretch over a long period of time. This buying process is an iterative process, where the customer may collect information from different sources and repeatedly return to re-evaluate and compare the information they have found. Women are particularly adept at this and consider any number of points that business owner may not be aware of in this decision making process. One of the most important of these could be described as 'feel'.



Figure 2-2: The stage model of Consumer Buying Decision Process (Hardesty & Bearden, 2003)

Hardesty and Bearden imply that consumers pass through all the above five stages in buying a product, however this is not the case: consumers may skip or reverse some stages as follows:

Need recognition: the buying process starts when the buyer recognizes a problem or need. Need recognition occurs when customers are faced with an imbalance between actual and desired states. It is triggered when a customer is exposed to either an internal or an external stimulus (William, 2002).

Information search: after recognizing a need or want, customers search for an information about the various alternatives available to satisfy it. An information search can occur internally, externally, or both. An internal information search is the process of recalling information from previous experiences with a product. In contrast, an external information search seeks information in the outside environment divided into four groups (Clow & Baack, 2001).

- Personal sources: Family, friends, neighbors, and acquaintances
 - Commercial sources: Advertising, salespersons, dealers, and packaging
 - Public sources: Mass media and customer-rating organization
 - Experiential sources: Handling, examining, and using the product
- The customer's information search should yield a group of brands, sometimes called the buyer's evoked set (or consideration set), which are customer's most preferred alternatives

Evaluation of alternatives: after getting information and constructing an evoked set of alternative products and/or services, the customers perform comparison among brands, product characteristics or services. The capability of solving problems among various products and/or services is then identified. The products and/or services which can fulfill needs or motives, which initiated the decision-making process will be selected. Brands, which will be selected to group purchase options, will also be considered during the alternative evaluation process (Hawkins, Roger & Kenneth, 1998).

Purchase decision: this step occurs when the "evoked set" has been considered and been narrowed down to one. This is where the customer decides the purchase location. In addition, customers may also form an intention to buy the most preferred brand. However, two serious factors can intervene between the purchase

intention and the purchase decision. The first factor is attitudes of other people. A buyer's preference for a brand will increase if someone he or she respects favors the same brand strongly. The second factor is the unpredictable situational factor that may erupt to change the purchase intention (William, 2002).

Postpurchase behavior: when buying product, customers expect certain outcomes from the purchase. They will experience some level of satisfaction or dissatisfaction. This action influences a customer's subsequent behavior. If the customer is satisfied, he or she will exhibit a higher probability of purchasing again. The importance of postpurchase satisfaction suggests that product claims must truthfully represent the product's likely performance. Dissatisfaction may lead customers to form negative attitudes toward the brand, and even eliminates the brand from the customer's purchase options. To understand the stage of buying decision process; need recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior, helps marketers create the best strategy to retain the customer and repurchase in the future.

2.3.3 Factors affecting customer buying decisions

People buy different products from different brands to satisfy their needs. Purchases are strongly influenced by cultural, social, individual and psychological characteristic. There are both internal and external factors that will affect a consumer's decision-making process.

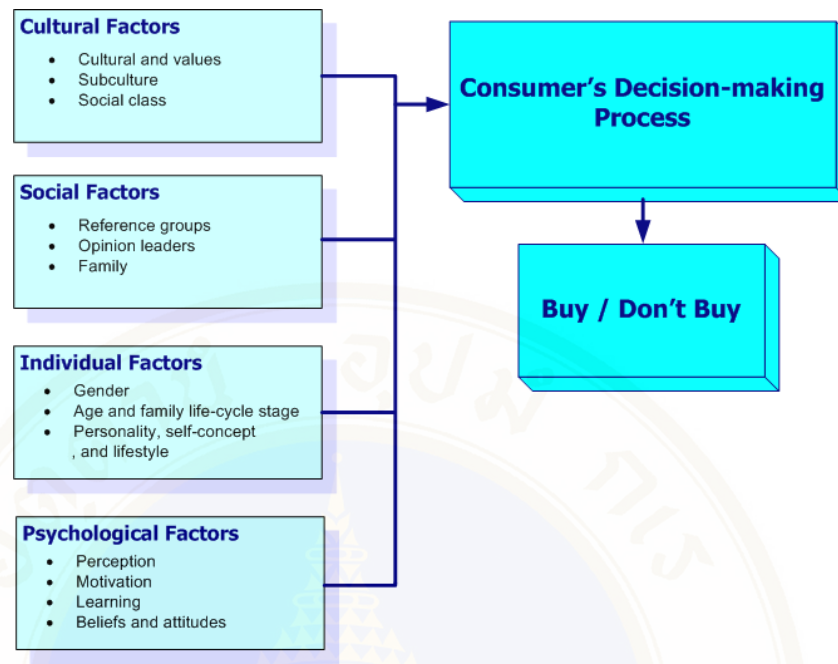


Figure 2-3: Factors that affect the consumer decision-making process

(Lamb&Hair&McDaniel, 2004)

According to Lamb, Jr., Hair, Jr.; & McDaniel's theory, defines four factors that affect consumer's Decision-making Process; consist of Cultural, Social, Individual, and Psychological factors.

2.3.3.1 Cultural factors – This includes values, perception, wants and behaviors learned by a member of society from family and other institutions. Every group or society has a cultural influence on buying behavior that varies from country to country, or even neighborhood to neighborhood. Each culture contains smaller subcultures which consist of a group of people with shared value system based on common life experiences and situations. Subcultures also include nationalities, religions, racial groups, and geographic regions. But even across cultures, people have always recognized that good health is important because it allows them to focus on their interests and obligations. Poor health, in the form of injuries, disabilities, chronic pain, mental illness or disease, prevents millions of people from supporting, caring for or expressing themselves effectively (Russel, 2002). People in good health are also able to interact better and are, therefore, able to form a more stable community. In the larger picture, it is important that people, belonging to any community, should work together in certain respects, to keep all of

its members healthy, to prevent illnesses and such. The way this is done is by focusing on sanitation and keeping everything clean; by education or teaching individual members of the community to maintain good health through proper hygiene.

2.3.3.2 Social Factors - Almost every society has some forms of social class structure, permanent and ordered divisions whose members share similar values, interest, and behaviors. In terms of marketing, social classes show distinct product and brand preferences in areas such as clothing, home, furnishing, leisure activity, and automobiles. Most consumers are likely to seek out the opinions of others to reduce their search and evaluation. They may also seek out others' opinions for guidance on new products or services. That is, consumers interact with others in society, categorized broadly into the 'reference group' and the 'membership group'. The former serves as direct or indirect points of comparison or reference in forming consumers' attitudes or behaviors. The latter has direct influence and to which a person belongs are called membership groups. Reference groups frequently include individuals known as group leader, or opinion leader. Opinion leaders are persons who influence others because of their special skills, knowledge, personality, or other characteristics. Also, marketers may use buzz marketing by enlisting or even creating opinion leaders to spread the word about their brands. Family members can strongly influence a consumer's behavior. Importantly, people often choose products that show their status in society (Kotler, 2000).

Refer to the Social factor, in Wellness term, now a day majority of people more concern in their health than previous time, one of the reasons is because of the changing Trends. The trend for healthcare in the world has been changed because there have been more technological inventions, people gained more knowledge, people learn how to live and survive with health care. Good health is recognized as important because it allows people to focus on their interests and obligations. Poor health, in the form of injuries, disabilities, chronic pain, mental illness or disease, prevents millions of people from supporting, caring for or expressing themselves effectively (Russel, 2002). Since people know more regarding a cause and effect of being ill, they have more choices in how to maintain their lives and maintaining good health is an important matter, both for the individual and for the community. It is important that people, belonging to any community, should work together in certain respects, to keep

all of its members healthy, for the reason that disease can spread from one person to another. The way this is done is by focusing on sanitation and keeping everything clean and by educating or teaching individual members of the community to maintain good health through proper hygiene. This is not only for sickness but also for rejuvenation/relaxation; even after tired work, exhausted, people still need to cure themselves by different way; some people choose to receive wellness services, some people choose to be at home.

Wellness trends are always affected by larger forces, not only in the huge health care system, but also by nationwide social trends, changing economics and even global developments. Wellness is increasingly seen as a personal approach to self-managing one's existence in an effective manner. Source of the Trend would come from channel such as news or advertising which can play an important role in decision making process of customers (Koltz, 2005). If there is news or advertisement that reports and emphasizing a positive or negative outcome of Wellness Center, it is strongly believed that people tend to focus on issues which is currently a trend that some group of people will consider. Therefore, *Trend issue* will be considered in this research.

Social factors also include news or advertising which can play an important role in decision making process of customers (Koltz, 2005). If there is news or advertisement that reports and emphasizing a positive or negative outcome of Wellness Center, it is strongly believed that people tend to focus on issues which is currently a trend that some group of people will consider. Therefore, *Trend issue* will be considered in this research.

2.3.3.3 Individual Factors - A person's buying decision is also influenced by unique personal characteristics: age, life-cycle stage, personality, self-concept, lifestyle, and gender. For example, trends in gender marketing are influenced by the changing roles of men and women in society. For instance, as women around the world are working and earning more, many industries are attracting new customers by marketing to women (Lamb, Jr., Hair, Jr.; & McDaniel. 2004: 165). The age and family life-cycle stage of a consumer can have a significant impact on consumer behavior. People change the goods and services they buy over their lifetimes. Taste in food, clothes, furniture, and recreation are often age related. Buying is also shaped by

the stage of family life-cycle. Traditional family life-cycle stages include young singles and married couples with children. Young singles spend more than average on alcoholic beverages, education, and entertainment. New parents typically increase their spending on health care, clothing, housing, and food. Household with children spend more on food, entertainment, personal care products, and education, as well as cars and gasoline. A consumer's occupation also affects the goods and services bought. Blue collar workers tend to buy more rugged work clothes, whereas executives buy more business suits. Economic situation will affect product choice. If economic indicator point to recession, marketers can take steps to redesign, reposition, and re price their products closely. Each consumer's distinct personality influences his or her buying behavior. Personality is a broad concept that can be thought of as a way of organizing and grouping how an individual typically reacts to situations. It combines psychological makeup and environment forces. Self-concept, or self-perception, is how consumers perceive themselves. It includes attitudes, perceptions, beliefs, and self-evaluation. Personality and self-concept are reflected in lifestyle. A lifestyle is a mode of living, as identified by a person's activities, interests, and opinions. People coming from the same subculture, social class, and occupation may have different lifestyles.

Additionally, *Personal Health issue* should be concern as a sub factor of the Individual factor. As customers tend to decide which program or services they need base on their personal health according to the program/services of Wellness Center designed to support each type of customers' desire, some customers tend to consider only a spa or massage for their rejuvenation while the other tend to do a colon cleansing or detoxification which seen as a more effective curing mode. Hence, it is all up to the individual.

2.3.3.4 Psychological Factors - An individual's buying decisions are further influenced by psychological factors: perception, motivation, learning, beliefs and attitudes. These factors are what consumers use to interact with their world. They are the tools consumers use to recognize their feeling, gather and analyze information, formulate thoughts and opinions, and take action. Motivation is always changing in reaction to life experiences. Many human motivation theories have been developed by many psychologists. One popular theory belongs to Dr. Abraham

Maslow. His theory, which is based on universal hierarchy of human needs, explains five basic levels of human needs, sequencing in order from lower-level needs to higher-level needs. Five needs of Maslow's Hierarchy of Needs are psychological needs, safety and security needs social needs, ego needs and self-actualization (Schiffman and Kanuk, 2000). A motivated person is ready to act. How the person acts is influenced by his or her perception of the situation; perception is how we see the world around us and how we recognize that we need some help in making a purchasing decision. The perceptual process is also influenced by characteristics of a stimulus such as size, color, or intensity and the context in which it is seen or heard. Almost all consumer behaviors result from learning which describe changes in individual's behavior arising from experience and practice. It is not possible to observe learning directly, but we can infer when it has occurred by person's actions. Most human behaviors are learned. Learning theorists believe that learning is produced through the interplay of drives, stimuli, cues, responses, and reinforcement (Kotler et al., 2003).

Through doing and learning, people acquire beliefs and attitudes, especially in making a decision for wellness services. For this research, 'belief' is defined as a descriptive thought that a person has about something. Marketers are interested in the beliefs that people formulate about specific products and services, because these beliefs make up product and brand images that affect buying behavior. An attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, and actions toward some object or idea (Krech et al., 1999). Attitudes put consumers into a frame of mind of liking or disliking things, or moving toward or away from them.

In conclusion, the aim of wellness business marketing is to meet and satisfy target customer's needs and wants. Understanding the factors affecting consumer buying process will help marketers adapt and improve their marketing campaigns and marketing strategies more effectively reach the consumer. As such, this research will use the aforementioned factors to analyze consumer behavior, (Lamb, Jr. et al., 2003).

2.4 Customer-Focused Marketing

Marketing is an on-going conversation occurring between businesses and customers, the latter group forming the basis of marketing strategy. It is necessary for businesses to gain in-depth knowledge of their relative customers so that the best marketing strategies can be employed in order to attract these potential buyers. This can effectively be done by performing activities such as customer behavior analysis to ensure customer retention (Shiv, 2009). Listed below are a number of tips to aid businesses striving towards customer retention through marketing efforts:

2.4.1 Marketing as a Conversation

Direct interaction with customers is necessary to essentially find out what it is that they are wanting. Businesses need to be willing to take the time to listen to their customers as this can ensure a business of putting something up for offer which is of great worth amongst their targeted consumers, and is relative to their particular needs and desires. It is required for businesses to constantly perform marketing promotion so that these customers will come back for more. Giving satisfaction to first-time buyers can prove effective for a business in the long-run for the reason that by giving customers what they desire the first time round, customer retention is encouraged through this form of customer loyalty.

2.4.2 Active Customers

Making customers feel as though they are in control is an effective strategy in customer-focused marketing. This is done by transforming consumers into active customers who are given the ability to make choices for themselves by actively engaging in promotions and deciding on the best possible products and services their money can buy. Customer retention is encouraged through this interaction with customers which aids in customer loyalty. Businesses need to make each and every one of their customers feel good about them by giving them something to do. Therefore, retaining customer means keeping them happy by keeping them active.

2.4.3 Determining Future Customer Behavior

This is most effectively done through an analysis of the actual behavior of past and present customers. Actual behavior needs to be differentiated from demographic behaviors (which are implied consumer characteristics). Actual behavior is, as such, better at predicting the future which is done by keeping a watch over the actions customers perform with regard to online purchases and the products they purchase over the Internet.

2.4.4 Allocating Resources for Marketing

Businesses need to take their budget into consideration when allocating resources for promotions. It is well-known among businesses that some marketing activities will generate higher profits than others and data therefore needs to be created by interacting with customers in order to consequentially identify the most profitable promotions, which will be delivered to the right customer at the right time, without wasting time or money. Hereby, effective marketing means avoiding unprofitable promotion which will as such mean not reaching the right customers and wasting money.

2.5 Marketing Mix

The term marketing mix refers to the four major areas of decision making in the marketing process that are blended to obtain the results desired by the organization. The planning process takes this consumer focus into account by addressing the elements of the "marketing mix." This refers to decisions about 1) the conception of a Product, 2) Price, 3) Place, and 4) Promotion. These are often called the "Four Ps" of marketing. Social marketing also adds a few more "P's." (Kotler et al., 2003).

Product - The first element in the marketing mix is the product. A product is any combination of goods and services offered to satisfy the needs and wants of customers. The important thing to remember when offering a program or services to customers is that they have a choice. They have a huge number of ways of spending their money and places to spend it. Therefore, Wellness Center should considerable

emphasis on developing program/services which customers want. Market research establishes exactly what this is.

However, customers' requirements change over time. What is fashionable and attractive today may be discarded tomorrow. Marketing continuously monitors customers' preferences. Care is taken not to adversely affect the sales of one choice by introducing a new choice, which will cannibalize sales from the existing one (trade off). Wellness Center should know that program/services will vary in popularity. Their ability to generate profits will vary at different points in their life cycle. Products go through a life cycle, which is illustrated below:

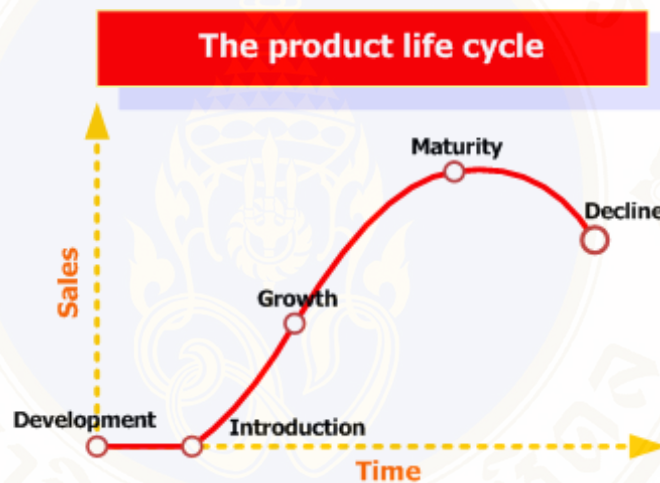


Figure 2-4: The product life cycle (Don, 2007)

The type of marketing undertaken and the amount invested will vary, depending on the stage a product has reached. For example, the launch of a new product will typically involve television and other advertising support. At any time a company will have a portfolio of products each in a different stage of its lifecycle.

A product is anything tangible or intangible that can be offered for purchase or use by customers. A tangible product is one that customers can actually touch, such as a Thai herb, medicine, oil massage. An intangible product is a service that cannot be touched, such as cordiality.

Price - The second element in marketing mix is price. Price is simply the amount of money that customers are willing to pay for a product or service. In price setting, companies should estimate customer reactions to possible prices. Companies

should also estimate the preferable profit margin and possible discounts in the future. Companies must be aware of legal restrictions on pricing. There are different prices for different customers depending on each health case.

The customer's perception of value is an important determinant of the price charged. In setting the price there are many issues to consider. If the product is priced too low, or provided free of charge, the consumer may perceive it as being low in quality. On the other hand, if the price is too high, some will not be able to afford it. Social marketers must balance these considerations, and often end up charging at least a nominal fee to increase perceptions of quality and to confer a sense of "dignity" to the transaction. These perceptions of costs and benefits can be determined through research, and used in positioning the product.

Place (Distribution Channel) - Place encompasses the management of a range of processes involved in bringing products to the end consumer. This proper placement of products is done through middle people called the channel of distribution. The channel of distribution is comprised of interdependent manufacturers, wholesalers, and retailers. These groups are involved with making a product or service available for use or consumption. Example as follows: Website, Radio and television program, Magazine and Newspaper, TV Program, Billboard/poster.

Promotion - Promotion is a communication process that takes place between a business and its various publics. Publics are those individuals and organizations that have an interest in what the business produces and offers for sale. In order to be effective, businesses need to plan promotional activities with the communication process in mind.

The promotions aspect of the marketing mix covers all types of marketing communications. The methods include advertising, sometimes known as 'above the line' activity. Advertising is conducted on TV, radio, cinema, online, poster sites and in the press (newspapers, magazines). What distinguishes advertising from other marketing communications is that media owners are paid before the advertiser can take space in the medium. Other promotional methods include sales promotions, point of sale display, merchandising, direct mail, telemarketing, exhibitions, seminars, loyalty schemes, door drops, demonstrations, etc. A thorough understanding of what the brand represents is the key to a consistent message. The purpose of most marketing

communications is to move the target audience to some type of action: buy the product, visit a wellness center, recommend the choice to a friend or increase purchase of the program/services. Key objectives of advertising are to make people aware of an item, feel positive about it and remember it.

The more a wellness center knows about the people it is servicing, the more it is able to communicate messages which appeal to them. Messages should gain customers' attention and keep their interest. The next stage is to get them to want what is offered. Showing the benefits which they will obtain by taking action, is usually sufficient. The right messages must be targeted at the right audience, using the right media.



Figure 2-5: Effective Communication (MCD Marketing, 2008)

The elements of the communication process are: sender, encoding, message, media, decoding, receiver, feedback, and noise. A sales promotion can be process via example; exhibition, website, radio program, television program, cable television, and periodic publications. The following are the examples of possible promotion activities for wellness centres:

- The Exhibition/Road show: normally there is free of charge to consult the specialist/doctor of each booth/brand. In addition, some center will set a promotion such as: buy one package within today get one more package free.

- Website: customer will get 10% off for treatment course when online shopping.
- TV Program/advertisement: once on-air, normally companies always offer a free product such as books or CD for customer who first 20 call.

Marketing Mix plays an important role of Wellness competition, Marketers are interested in the beliefs that people formulate about specific products and services, because these beliefs make up product/services that affect buying behavior. An attitude is a person's enduring favourable or unfavourable evaluations, emotional feelings, and actions toward some object or idea (Krech, Crutchfield, & Ballachey, 1999). Attitudes put consumers into a frame of mind of liking or disliking things, or moving toward or away from them. The aim of marketing is to meet and satisfy the target customer's needs and wants base on information of behaviour. Once the owner/manager of Wellness Centre understanding the factors affecting customer buying process: cultural factors, social factors, individual factors and psychological factors, this will help marketers adapt and improve their marketing campaigns and marketing strategies more effectively reach the customer.

The 4 P's are considered the basis of any marketing process, and will be used in this research to evaluate the marketing contexts. With regards to this, marketing professionals and specialist use many tactics such as the above 4Ps to attract and retain their customers. Nonetheless, the 4Ps marketing mix has increasingly come under attack with the result that different marketing mixes have been put forward for different marketing.

In this connection, it may perhaps be informative to recognize the recently added 3Ps of the marketing mix: People, Process and Physical evidence. Many felt that although most of the success or failure of a product depended largely on its price, product structure and characteristics, promotional efforts and the place the other factors such as people, process and physical evidence could not be ignored. This is because although their contributions do not seem that apparent, they do play a subtle yet critical role in ensuring the success of the product/service.

People - An essential aspect of any service provision is the use of appropriate staff and people. Recruiting the right staff and training them appropriately

in the delivery of their service is essential if the organization wants to obtain a form of competitive advantage. Consumers make judgments and deliver perceptions of the service based on the employees they interact with. Staff should have the appropriate interpersonal skills, attitude, and service knowledge to provide the service that consumers are paying for. Many British organizations aim to apply for the Investors. In People accreditation, which tells consumers that staff are taken care of by the company and they are trained to certain standards.

Process – This is the system used to assist the organization in delivering the service. For example; walking into a Burger King and order a Whopper Meal and the customer get it delivered within 2 minutes. What was the process that allowed customer to obtain an efficient service delivery? Banks that send out Credit Cards automatically when their customers' old ones have expired again require an efficient process to identify expiry dates and renewal. An efficient service that replaces old credit cards will foster consumer loyalty and confidence in the company.

Physical Evidence - Physical Evidence is the element of the service mix which allows the consumer again to make judgments on the organization. For example; walking into a restaurant, the expectations are clean, friendly environment. On an aircraft if travel first class, customer will expect enough room to be able to lie down. Physical evidence is an essential ingredient of the service mix; consumers will make perceptions based on their sight of the service provision which will have an impact on the organizations perceptual plan of the service.

It is believed that the success of a product will also vary depending on how well these elements can function together in the same conditions. Combined together, the 7Ps mix for services should be extended to other areas of marketing (Booms & Bitner, 1981). It is essential to balance the 4Ps and the 7Ps of the marketing mix. The concept of 4Ps has been long used for the product industry while the latter has emerged as a successful proposition for the services industry (Behera, 2010).

This research, however, uses only the first 4Ps, especially to analyze one of the research objective regarding which of the marketing mix that wellness center should be use and concern as a first priority in order to attach their wellness customer

as well as maintain the existing customer. Even if today, with marketing more integrated into organizations and with a wider variety of products and markets, some authors have attempted to extend its usefulness by proposing a 7Ps, it is still heavily based on the 4 P's. That is, the inclusion of the latter three factors has not diminished the importance of the four former ones. Despite its limitations and because of its simplicity, the use of this framework remains strong and many marketing textbooks have been organized around it.

2.6 Related Research

People study customer behavior for a variety of reasons and in a variety of contexts, benefits of studying consumer behavior, specifically, to improve business performance and to educate and help customers make better decisions.

In a study of sales promotion and customer behavior by Lindholm (2008), the influence of sales promotion was studied by observing the credit card purchases before, during and after the promotional periods. The subject was of interest for the case company as they had challenged the Finnish credit card markets by introducing new product features aimed at persuading customers to use credit card as a daily payment method. The results in the context of opening promotion showed statistically significant variation between promotion and behavior but the constitution of the cumulative sales illustrated possibilities of alternative explanations. After all, the most active customer group was customers age 18 to 37 and they were also the most influential group to sales promotion. The results showed that most of the purchases are very small, that is between 0-25€ These could indicate that the card was actually used in small daily purchases. When evaluating services, consumers first rely on personal sources, after which they seek quality cues mainly from price and from physical aspects of the service. In addition, also add that consumers rely on brand loyalty and toward a relationship with the service provider (Howcroft et al., 2003).

According to House of Lords Report (2000), in terms of customer demand, wellness tourists are likely to be "Active Health Seekers", who are highly motivated

and determined to play a role in their own health. They frequently choose alternatives to medicine and are not afraid to experiment. Many of the authors in journal have identified the main market for wellness tourism as being 'baby boomers' (aged late 30s to mid-50s) and predominantly female. There may be some need in the future to encourage younger people and men to partake of the flourishing wellness tourism sector, especially given the worrying statistics on young male depression (Mullholland, 2005). However, the way in which wellness centers are promoted and the activities contained therein may have to change somewhat for this to be possible (Monteson & Singer 2004).

In addition, value-adding promotions do not change the price or quantity, but instead, add value to the overall offering by bundling something extra to it. Examples of value adding promotions are free gifts, complementary products (Wakefield and Bush, 1998). Loyal customers who are involved in the category may not feel that price discounts are very useful. Instead, they might prefer value adding promotions that give them something extra and thus increase the overall value of the service. Value adding promotions in general might prove as an attractive alternative in the quest for differentiating services, attracting new customers and rewarding existing customers (Peattie, 1994).

Moreover, the study of the marketing mix of the related research, Chupayuk (1999) worked studied regarding opinions toward food supplements of consumers in Bangkok. The outcome showed that, Promotion mix showed consumers with different age, education, occupation, and income had different health concerns. The results revealed that more than half of the respondents were married women with average age of 39.2 years old, with bachelor's degree, owned private businesses, and average income of 22,428.10 baht, more than half of the respondents consumed food supplements prior to the research. Also other important factors of purchase were media and friends. The research concluded that opinions toward food supplements depended on gender and marital status.

CHAPTER III METHODOLOGY

3.1 Research Design

A research design is a way of proceeding through the research process. By breaking the process down into logical step, details the procedures necessary for obtaining the information needed to structure and/or solve the research problems, research design help each step work more efficiency and effectively. It is a plan for collecting and utilizing data so that desired information can be obtained with sufficient precision. Refer to the overall paper; a process of this research can be defined as a following diagram.

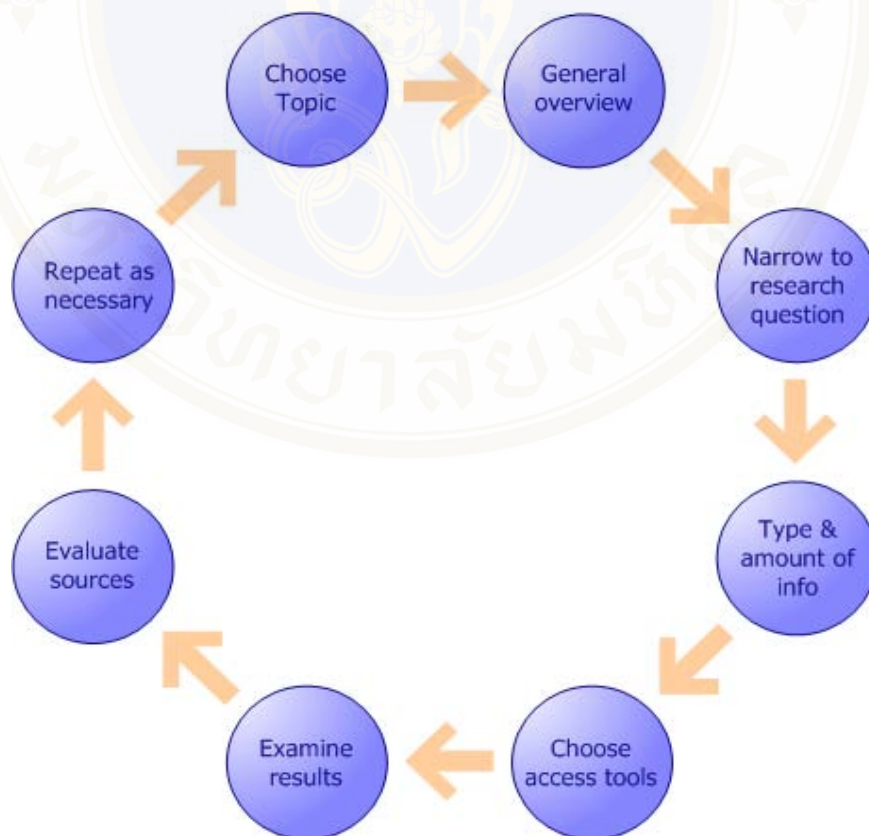


Figure 3-1: Research Process (SDCC/SCS LIBRARY PUBLICATION, 2008)

1) *Choose a topic.* The chosen topic, “The Investigation of Customer Behaviors at Wellness Centers in Bangkok”, will study and increasingly popular trend that has forecasted growth. Since Wellness is becoming popular in term of business but not developing in Academic term yet, therefore this research is aiming to investigate both Thais and foreigner’s customers in Bangkok, Thailand; focuses on the customers’ behaviors in regards to wellness centers’ services in Bangkok; such as the pattern of customer using services and to identify the motivational factors that influence customer to consume Wellness services, also to discover factor which the Wellness center should use as a marketing mix. The outcome of this research is ultimately for the benefit of owners of wellness center in Bangkok, as it provides a better understanding of customers’ behaviors and needs. Therefore, the wellness centers’ owners could improve their managing strategy in order to be success in retaining existing customer as well as gaining a new customer in currently competitive market. The results may also be useful and advantageous for people who are interested in the wellness center industry. Also, it will function as a guide for customers who are curious and wish to use a wellness services since. It would provide information in depth based on former customers’ experiences and perceptions.

2) *Gain a general overview/Reference Collection.* Reference works are valuable resources that quickly provide background information about a topic. In this research “The Investigation of Customer Behaviors at Wellness Centers in Bangkok”, the key words are: Wellness Center, Wellness tourism, Customer behavior, Motivation, Satisfaction.

3) *Narrow to specific research questions.* Since many customers show their interests in this Wellness services, this circumstance leads to many questions: what is the major factor that influences customers to consume a Wellness services? What is the patronage behavior of Wellness Center’s customer? What is marketing mix of each Wellness Center? How customers find the source of information of those Wellness Center? What do customers expect to receive from the services? And after customers have received the services, do the experiences match their expectations? Are they satisfied? If not, what are the problems that occur when receiving the services? Specific research questions regarding information seeking are:

1. To identify the motivational factors that influence behavior of wellness center's customers
2. To investigate which of the marketing mix that wellness center should be use
3. To evaluate the customer's satisfaction, whether or not the customer was satisfied with their services from a wellness center

4) *Decide what type of books, articles, essays, reports, studies, statistics, primary sources, conference proceedings, etc (GradSchools, 2010).* The reference of this research that the researcher had study consists of books, journal, news, articles, existing researches, internet (using search engine such as <https://login.ejournal.mahidol.ac.th>, <http://www.docstoc.com>)

5) *Choose appropriate "access" tools, develop a search strategy for each tool and conduct a search (GradSchools, 2010).* In this step, a questionnaire survey was constructed according to the purpose and objectives of the research.

6) *Examine the results and select the most relevant and credible ones.*

7) *Read, take notes, evaluates sources (GradSchools, 2010).* All information, whatever its format or means of distribution, needs to be evaluated for authority, accuracy, content, and usefulness.

8) *Revise, refine and repeat steps 1-7 as needed (corrections, adjustments or backtrack) (GradSchools, 2010).*

Refer to *STEP5- conduct a questionnaire*; the research mainly focuses on behavior of both Thai and foreigners' wellness center's customer in Bangkok, Thailand. The method used in this research is conducting a quantitative and qualitative questionnaire. There are two kinds of data will be obtained: primary data and secondary data. In primary data collection, primary data are data that are obtained through interviews and questionnaires. The key point is that the data that collect is unique to the research and, in secondary data - secondary data will be used to gather background information and literature review needed from previous studies, which has been collected by individuals for the purposes other than the immediate research. The

secondary data are sources that are gathered mostly from academic journals, textbooks regards customer behavior and marketing mix.

The questionnaire survey will be use to gather information, there are 2 techniques that will use in this research: self administer and interview technique. The advantages of self administer technique is; there is no need to set up interview appointments; No interviewer is present to inject bias in the way questions are asked. Able to explore consumer feelings in depth; more independent than focus groups (Lars, 2010), the second techniques is the interview technique, typically, involves a face-to-face meeting in which an interviewer asks an individual a series of questions (Pitakthesombat, 2007), in this research. The interview will occur when the respondents waiting to receive services or after finish the services. The researcher will fillout the questionnaire herself while the customer being interview would respond verbally to its questions. This method will allow the researcher to ask for and make notes of specific explanations to answers elicited from each respondent. In addition, the method will help decrease the potential incomplete questionnaires so time will not be wasted (Ticehurst, 2000).

3.2 Selection of the Study Area

The study area for this research was the wellness center in Bangkok, Thailand. Bangkok consist of 50 districts or *khet* (Bangkok Metropolitan Administration, 2007), which mark the administrative subdivisions under the authority of the Bangkok Metropolitan Administration. However, there are only 28 districts which have registered Wellness Center. In this research, only seven districts were selected for investigation customer behavior of wellness centers. Regarding seven districts which selected are from a high number of registered wellness centers as a legal company. Name of top seven districts as follows: 1)Wattana, 2)Khlong Toei, 3)Sai Mai, 4)Chatuchak, 5)Lak Si, 6)Sathon, and 7)Suan Luang. Hence customers of wellness center in seven districts are the target study. Therefore in this research, the findings are to identify the motivational factors that influence behavior of Wellness Center's customers, to investigate which the Wellness center should be use as a

marketing mix and to evaluate the customer's satisfaction, whether or not the customer was satisfied with their services from a Wellness center.

3.3 Sample Size

In this research, 300 customers participated in the questionnaire. According to a HealthStream Research (2007) indicated that a sample size of 300 provides the best combination of statistical reliability and project investment for consumer studies. This keeps the error range well within comfortable limits. At the 95% level of confidence, the maximum expected error range for a sample of 300 respondents would be $\pm 5.7\%$. In other words, if 300 samples of 300 consumers each were randomly chosen from the entire population of a defined service area, 95 times out of 100 the total results obtained would vary by no more than ± 5.7 percentage points from the results that would be obtained if all consumers were surveyed. A sample size of 300 generally provides the best mix of statistical validity and value.

The target customers are the customer who received wellness services from different seven district area. 300 customers are divided into two groups; 50% which is 150 questionnaires was distributes to Thai customers and other 50% which is 150 questionnaires was distributes to foreign customer in Bangkok area. The target districts in this research was consider only top seven districts which has Wellness Center registered as company with Department of Business Development, Ministry of Commerce. The Ministry is in charge of trade, prices of important agricultural goods, consumer protection, entrepreneurship, Insurance, Intellectual property protection, exports and representing Thailand at the World Trade Organization (DBD, 2009). As a result of nationwide data collection, there are 28 districts which have registered Wellness Center showing below:

Table 3-1: Registered wellness center of each districts in Bangkok, Thailand

District	No. of registered Wellness Center
Wattana	30
Khlong Toei	20
Sai Mai	14
Chatuchak	8
Lak Si	8
Sathon	5
Suan Luang	5
Bang Phlat	4
Din Daeng	4
Ratchathewi	4
Buang Kum	3
Huai Khwang	3
Don Mueang	3
Wang Thonglang	3
Bang Na	3
Khlong San	2
Bang Sue	2
Bang Kho Laem	2
Prawet	2
Chom Thong	2
Lat Phrao	2
Khan Na Yao	2
Taling Chan	1
Bangkok Noi	1
Phasi Charoen	1
Rat Burana	1
Bang Khae	1
Thawi Watthana	1
TOTAL	137

As mentioned above, this research selected only the top seven districts; the number of Wellness Center within seven districts is 90 out of 137; account for 65.69% of the totals figure (100%), the number (65.69%) is more than a half of the grand total number. Refer to a sample size: 300 equal to 65.69%, the researcher strongly believes that, the result of this research can be trust, accurate and quality assured.

Refer to top seven districts that questionnaire will be distributed, the number of questionnaire of each district arranged as following:

Table 3-2: The number of questionnaire being distributed to each district

District	No. of Wellness Center	No. of Questionnaire
Wattana	30	100
Khlong Toei	20	67
Sai Mai	14	47
Chatuchak	8	26
Lak Si	8	26
Sathon	5	17
Suan Luang	5	17

According to Table 3-2, the calculation regarding the number of questionnaire which was distributed to each district is from:

$$[\text{No. of Wellness Center of each district} / 90(\text{sum of 7 district})] \times 300 (\text{sample size})$$

$$\text{For example; Wattana district: } (30/90) \times 300 = 100$$

$$\text{Klong Toei district: } (20/90) \times 300 = 67$$

3.4 Data Collection Methods

The research collected both primary and secondary data. Primary data was obtained from wellness center's customer from seven districts. The primary data collected was useful to identify the motivational factors that influence behavior of

Wellness Center's customers, to investigate which the Wellness center should be use as a marketing mix and to evaluate the customer's satisfaction, whether or not the customer was satisfied with their services from a Wellness center. Information was obtained from a questionnaire which distributed to wellness center's customer.

3.4.1 Questionnaire survey

Since this research aims to study both Thai and foreign customers, there are both Thai and English versions of the questionnaire that was filled by wellness center customers. The questionnaire asked both qualitative and quantitative factors.

As abovementioned, there are two data-collection techniques in this research as follows: self-administration and interview. In using the self-administering technique, the questionnaire was left at wellness centers, and respondents answered at their convenience. The interview will be conducted while the target respondents (customers) are waiting to receive services or after they have finished the services; this method will allow the researcher to ask for and make notes of specific explanations to answers elicited from each respondent. In addition, the method will help decrease the potential incomplete questionnaires so time will not be wasted (Ticehurst, 2000).

The five-page questionnaire survey is divided into six parts and the questions focused on the research topic to make this questionnaire more effective. The questionnaire starts with general information and then move on to Customer Behavior Information, Customers' Information Search, Factors of marketing mix affecting buying decision making of the Wellness Center, and Expectation and Experience. The questionnaire will begin with the Introduction to the Wellness Center's Customer Questionnaire. The researcher tried to make the introduction of the questionnaire as clear as possible. The questionnaire was designed in the way that when the respondents read the introduction, they would know exactly what it is about and what they have to do, the introduction as following:

“This questionnaire is part of a Master's Project entitled “The Investigation of Customer Behavior at Wellness Centers in Bangkok”. Please take a few minutes of your time to choose the response which best describes your opinion.

The survey will take approximately 3-5 minutes and your individual response will be kept confidential. Thank you for your co-operation.”

There are six parts of the questionnaire as follows:

Part 1; Personal information - these questions are designed to collect customer' personal data. In the Personal Information Part consist of gender, age, nationality, highest educational achieved occupation, and income of the respondents.

Part 2; Customer Behavior Information - the questions in this part focusing on behavior of customer when using a Wellness services such as frequency of time using a services per month, type of the program that customer mostly use, cost per time and loyalty. This part also question the influence factor that customer use when make a decision before use Wellness services, comprising of seven-level of important factors, on a scale of 1-7; 1 = Very Uninfluential and 7 = Very Influential. Main four influence factors will be base on a literature review, factor that effect the consumer decision-making process which consist of cultural, social, individual, and psychological. The outcome of these measure can measure what factor mostly influence customers decision making.

Part 3; The Information - this part inquires how the customer found the particular wellness center; what media that customer mostly use which the result can indicate what channel is most effective to the Wellness's customer, the scale will be range 1-7; 1 = Very Unimportant and 7 = Very Important.

Part 4; Factors affecting buying decision of the customers in this part focuses in term of marketing mix(4Ps). The question will be asking “How influential are the factors of the Marketing Mix when deciding to receive a Wellness services?”, the answer request customer to range the level of influence in each Ps (Product, Price, Place, Promotion) on a scale of 1-7; 1 = Very Uninfluential and 7 = Very Influential.

Part 5; The Expectation and Experience – this part asks whether the experiences meet the expectation. This part categorize into 4 categories of marketing mix (4Ps) The questions will first ask for the level of expectation which ranged from 1= High expectation to 2 = Low expectation then second ask for the actual experience which ranged from 1-7; 1 = Very Dissatisfied, 2 = Dissatisfied, 3 = Slightly

Dissatisfied, 4 = Indifferent, 5 = Slightly Satisfied, 6 = Satisfied, and 7 = Very Satisfied. The result of this part will indicate/measure the customer satisfaction regarding a comparing of before and after receiving a Wellness Services.

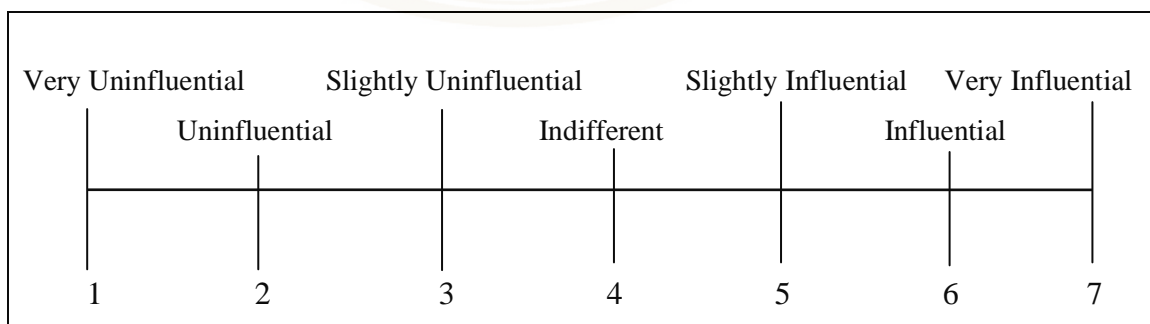
Part 6; the last part is an open-ended question. This part also customer to feel free to write any recommendation and other comment into the questionnaire. Finally this last part of the questionnaire, end with the short sentence of Thank you for your co-operation.

3.5 Data Analysis

3.5.1 Quantitative Analysis

The main software; the statistical software package of SPSS (Statistical Program for Social Science) was used to analyze the result of the data collection.

1) Descriptive statistics will be used to describe basic features of the data in the study (Ary *et al.*, 2002). Descriptive statistics such as frequencies, percentages, means and standard deviation will also be used to describe the data. The analysis will also determined the mean responses, which will measure how important are each factors when customer make their decision before receive a wellness services. Based on the 7-level of Likert scale as follows:



Calculation for level width to obtain the results:

$$I = \frac{(\text{Highest Score} - \text{Lowest Score})}{\text{Number of Level}}$$

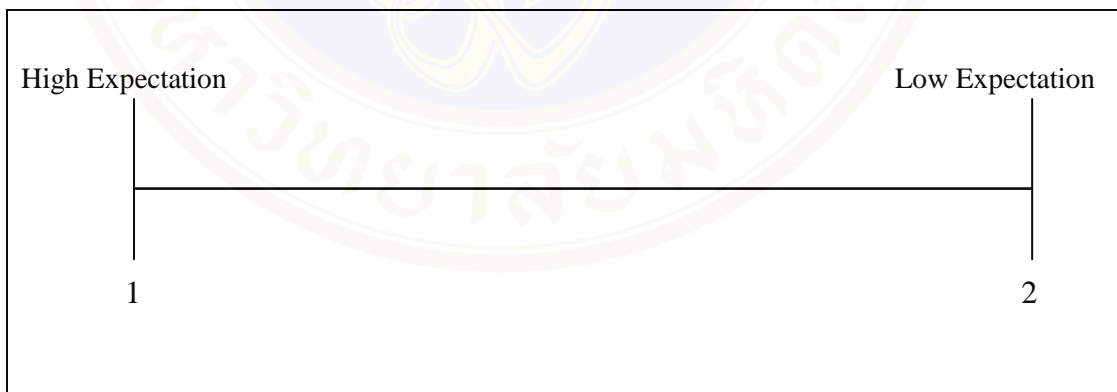
$$= \frac{7 - 1}{7}$$

$$= 0.86$$

Score Level Interpretation:

6.22 – 7.00	=	Very Satisfied
5.35 – 6.21	=	Satisfied
4.48 – 5.34	=	Slightly Satisfied,
3.61 – 4.47	=	Indifferent,
2.74 – 3.60	=	Slightly Dissatisfied,
1.87 – 2.73	=	Dissatisfied,
1.00 – 1.86	=	Very Dissatisfied,

The questionnaire also asked respondents to compare their experience and perception before and after they received a wellness service. For the experience respondents are required to choose high or low expectation (1, 2 respectively). Therefore the scale as follows:



Calculation for level width to obtain the results:

$$I = \frac{(\text{Highest Score} - \text{Lowest Score})}{\text{Number of Level}}$$

$$= \frac{2 - 1}{2}$$

$$= 0.5$$

Score Level Interpretation:

1.00 – 1.50	=	High Expectation
1.51 – 2.00	=	Low Expectation

For “after received a wellness service”, the actual experience base is measured on a 7-level Likert scale as above.

2) Analytical Statistics: t-test and ANOVA used in this thesis. The t-test is the most commonly used method to evaluate the differences in means between two groups. Theoretically, the t-test can be used even if the sample sizes are very small, as long as the variables are normally distributed within each group and the variation of scores in the two groups is not reliably different. This is a simpler test that is helpful for compare only two groups and the ANOVA is a statistical method used to compare data from multiple groups to determine whether differences exist. ANOVA test is determines differences among group averages. It compares the amount of variance within each group to the amount of variance among the different groups. According to Heidi (2010), in order to use an ANOVA test, must have data that is normally distributed for each group and the groups must have equal variances. The data for a group should be a representative sample, and the process itself must be stable. A stable process does not show trends or other special causes but instead displays only random variation due to factors inherent in the process itself (Heidi, 2010).

The data from the survey will be categorized in each section, and then construct a graph or tables depend on the data possibility to illustrate the result. The answer from open-ended questions will be analyzed by an inductive analysis. Inductive analysis is extensive in research because it allows the researcher expanded details and understanding of the attitudes and points of view of the respondents. The open-ended questions will be analyzed in the way of grouping the similar answer, categorizing and labeling of the various descriptions which provided by the respondents (Ibrahim and Gill, 2005).

CHAPTER IV

RESULTS

The data collection component was done by using questionnaires to survey and conducted during October 12th to November 11rd, 2010 at Wellness Centers in Bangkok. The investigation had the following objectives: to identify motivational factors that influence behavior of wellness center's customers, to investigate the process of wellness center marketing by customers and to evaluate the customer's satisfaction with the services at the wellness center.

This chapter provides background information of the behavior and demographics of Thai and Foreigner customers, followed by how the customer search the information regarding wellness center, and lastly, the analysis of how marketing mixes affect the customer's use of wellness center. Moreover this research also identifies customer's expectation and experiences before and after using the wellness services.

4.1 Demographic Characteristics and Personal Data of the Respondents

The demographic characteristics and descriptive statistics of over 300 Thai and Foreigner respondents are presented in Table 4-1, 4-2, and 4-3. The demographics of Thai and Foreigner respondents are arranged according to gender, age, nationality, education level, occupation, and income. In addition, the descriptive statistics of the respondent's demographic data will be demonstrated.

Table 4-1: Frequency and percentage of demographic characteristics of the respondents**(n = 300)**

Characteristic	Frequency (person)	Percentage
Gender		
Male	108	36.0
Female	192	64.0
Age (in year)		
≤ 20	11	3.7
21-30	32	10.7
31-40	112	37.3
41-50	102	34.0
51-60	32	10.7
> 60	11	3.7
Nationality		
Thai	150	50.0
Non-Thai	150	50.0
Highest Educational Achieved		
Lower than Bachelor's degree	146	48.7
Bachelor Degree	135	45.0
Higher than Bachelor Degree	19	6.3
Occupation		
Student	19	6.3
Government officer	55	18.3
Private company office	148	49.3
Business owner	78	26.0

Table 4-1: Frequency and percentage of demographic characteristics of the respondents (Cont.)**(n = 300)**

Characteristic	Frequency (person)	Percentage
Income (per month in THB)		
≤ 10000	19	6.3
10,001-30,000	43	14.3
30,001-50,000	48	16.0
50,001-70,000	11	3.7
70,001-100,000	51	17.0
>100,000	128	42.7

The characteristics analyses of all 300 respondents are discussed below:

Gender The sample comprises more female respondents (192) than male respondents (108). Female survey participation rate accounts for 64.0% of total respondents while the male only accounts for 36.0% of total respondents. The data obviously suggests that female most likely use the wellness services more than male.

Age 37.3% of the respondents fell between the age group of 31 – 40 years old followed by the age group of 41 – 50 years old (34.0%). The rate of respondents between the age group of 21-30 years old and 51 – 60 years old are both 32%. And follow by the age group of less than 20 years old and greater than 60 which had 11 respondents. The age frequency suggests that middle-aged people were more likely to use the wellness services than people in other age group.

Nationality In this research, respondents are equally divided into two broad control groups of Thai and Foreigner where the Foreigner group comprises of different nationalities. (This is further discussed below)

The Highest Educational Achieved The majority of the respondents has an education lower than a Bachelor's degree forming 48.7% of total respondents, followed by 45.0% of total respondents who hold a Bachelor's degree. The rest of 6.3% had obtained a Higher than a Bachelor's degree.

Occupation Majority occupation of respondents are private company officers (49.3%) followed by business owners (26.0%) and government officers (18.3%). The smallest respondent group is the student group (6.3 %).

Income The result shows that 42.7% of total respondents had an income more than 100,000 THB, follow by 17.0% who had 70,001-100,000 THB income, 16.0% had 30,001-50,000 THB income, 14.3% had 10,001-30,000 THB income, 6.3% had less than 10,000 THB income and 3.7% had 50,001-70,000 THB income. From this data, respondents with higher income are more likely to use the service at the wellness center.

Table 4-2: Frequency and percentage of demographic characteristics of the Foreigner respondents

(n = 150)

Characteristic	Frequency (person)	Percentage
Gender		
Male	66	44.0
Female	84	56.0
Age (in year)		
≤ 20	0	0
21-30	0	0
31-40	61	40.7
41-50	83	55.30
51-60	6	5.0
> 60	0	0
Nationality		
Indian	44	29.3
Chinese	11	7.3
Turkish	10	6.7
Japanese	8	5.3
American	7	4.7

Table 4-2: Frequency and percentage of demographic characteristics of the Foreigner respondents (Cont.)**(n=150)**

Characteristic	Frequency (person)	Percentage
Nationality		
Taiwanese	6	4
German	6	4
English	6	4
French	5	3.3
Korean	4	2.7
Welsh	3	2
Vietnamese	3	2
Scottish	3	2
Malaysian	3	2
Chinese Taipei	3	2
Swedish	2	1.3
Spanish	2	1.3
Mexican	2	1.3
Irish	2	1.3
British	2	1.3
Brazilian	2	1.3
Syrian	1	0.7
Serbian	1	0.7
Russian	1	0.7
Polish	1	0.7
Peruvian	1	0.7
Jamaican	1	0.7
Italian	1	0.7
Israeli	1	0.7

Table 4-2: Frequency and percentage of demographic characteristics of the Foreigner respondents (Cont.)**(n=150)**

Characteristic	Frequency (person)	Percentage
Nationality		
Indonesian	1	0.7
Icelandic	1	0.7
Greek	1	0.7
Dutch	1	0.7
Danish	1	0.7
Columbian	1	0.7
Canadian	1	0.7
Australian	1	0.7
Total	150	100.0
Highest Educational Achieved		
Lower than Bachelor's degree	113	75.3
Bachelor Degree	36	24.0
Higher than Bachelor Degree	1	0.73
Occupation		
Student	4	2.7
Government officer	25	16.7
Private company office	79	52.7
Business owner	42	28.0
Income (per month in THB)		
≤ 10000	0	0
10,001-30,000	0	0
30,001-50,000	0	0
50,001-70,000	2	1.3
70,001-100,000	43	28.7
>100,000	105	70.0

The characteristics analyses of Foreigner respondents are discussed below:

Gender The sample comprises more female respondents with the female frequency of 84 or about 56.0% of total respondents while male had 66 respondents or about 44.0% of total respondents.

Age The majority of the respondents ranged between 41-50 years (55.30%), followed by the age group of 31-40 years (40.7%) and the rest of the respondents ranged between 51-60 years (5.0%). This suggests that the Foreigner people in the age ranged between 41-50 years are more likely to use the wellness services than people in other age group.

Nationality The Foreigner sample comprises of 37 nationalities of respondents. The top five highest frequencies are summarized sequentially as follows; Indian (44 respondents, 29.3%), Chinese (11 respondents, 7.3%), Turkish (10 respondents, 6.7%), Japanese (8 respondent, 5.3%), and American (7 respondents, 4.7%)

The Highest Educational Achieved The majority of the respondents has an education lower than a Bachelor's degree forming 75.3% of total foreign respondent, followed by 24.0% with a Bachelor's degree. The rest (0.73%) had obtained education higher than a Bachelor's degree .

Occupation Majority of the Foreigner respondents are private company officers (52.7%) followed by business owners (28.0%), government officers (16.7%) , and students (2.7%).

Income The result shows that there are only three groups of income which are 50,001-70,000, 70,001-100,000 and more than 100,000 that Foreigner respondents belong to at 70.0%, 28.7% and 1.3% of total Foreigner respondents, respectively. This data suggests Foreigner respondents had a higher income compared to Thai respondents and are likely to come use services at the wellness center.

Table 4-3: Frequency and percentage demographic characteristic of Thai respondents**(n = 150)**

Characteristic	Frequency (person)	Percentage
Gender		
Male	42	28.0
Female	108	72.0
Age (in year)		
≤ 20	11	7.3
21-30	32	21.3
31-40	51	34.0
41-50	19	12.7
51-60	26	17.3
> 60	11	7.3
Nationality		
Thai	150	100.0
Non Thai	0	0
Highest Educational Achieved		
Lower than Bachelor's degree	33	22.0
Bachelor Degree	99	66.0
Higher than Bachelor Degree	18	12.0
Occupation		
Student	15	10.0
Government officer	30	20.0
Private company office	69	46.0
Business owner	36	24.0

Table 4-3: Frequency and percentage demographic characteristic of Thai respondents (Cont.)**(n = 150)**

Characteristic	Frequency (person)	Percentage
Income (per month in THB)		
≤ 10000	19	12.7
10,001-30,000	43	28.7
30,001-50,000	48	32.0
50,001-70,000	9	6.0
70,001-100,000	8	5.3
>100,000	23	15.3

The characteristics analyses of Thai respondents are discussed below:

Gender The sample comprises more female respondents at a frequency of 108 or about 72.0% of total Thai respondents and 42 male respondents or 28.0% of total Thai respondents.

Age The highest frequency age group is the 31-40 years range, followed by the age group of 21-30 with 21.3%, 51-60 with 17.3%, and 41-50 years with 12.7. Lastly the age group range of 20 or less and 60 or more each accounts for 11% of total Thai respondents. The middle-age range accounts for the highest respondents and suggests the most likely age-group to use the wellness services.

Nationality As this group is the Thai respondent control group; hence all respondents had a Thai nationality.

The Highest Educational Achieved Highest Educational Achieved of Thai respondents was different from Foreigner, Highest Educational Achieved that Thai respondent were highest frequency at Bachelor Degree level (99 respondents, 66%) comparing to Foreigner, the Highest Educational Achieved is highest frequency at lower than a Bachelor's degree level. Follows by Lower than Bachelor's degree with 22% and Higher than Bachelor Degree with 12.0%

Occupation Majority of the respondents are a private company officer with 46.0% follows by the business owner with 24.0%, government officer with 20.0%, and 10.0 % for a student.

Income Demographic Monthly income of Thai respondents is strikingly shift downward to 30,001 – 50,000 THB range or 32.0% as a highest frequency comparing to Foreigner Monthly income highest frequency were more than 100,000 THB. Follows by 10,001-30,000 with 28.7%, more than 100,000 THB with 15.3%, less than or equal to 10000 THB with 12.7%, 50,001-70,000 THB with 6.0% and 70,001-100,000 THB with 5.3%.

4.2 Customer Behavior

According to the survey questionnaire, this section of the paper identifies customer behavior base in using wellness services. The descriptive statistics including frequency and percentage of various measures of these behaviors are given in this section.

Table 4-4: The overall 300 respondents indicated whether the customer is a member or non member of currently Wellness center

(n=300)		
Characteristic	Frequency (person)	Percentage
Member	73	20.2
Non Member of Wellness center	227	62.9

Table 4-4 shows the customer patronage behavior of respondents. The result shows that the number of Non-member of wellness center (227) or 62.9% comprises more than member of wellness center (73) or 20.0% of all respondents.

Table 4-5: The Foreigner respondents indicated whether the customer is a member or non member of currently Wellness center

(n=150)

Characteristic	Frequency (person)	Percentage
Member	22	14.7
Non Member of Wellness center	128	85.3

Customer patronage behavior for foreign respondents shows that most Foreigner respondents are joining into wellness program as a non-member customer. These nonmember respondents comprises up to 85.3% comparing to only 14.7% of Foreigner member customers.

Table 4-6: The Thai respondents indicated whether the customer is a member or non member of currently Wellness center

(n=150)

Characteristic	Frequency (person)	Percentage
Member	51	34.0
Non Member of Wellness center	99	66.0

The customer behavior for Thai respondents shows that most Thais (99) or 66% participate in wellness program as a non-member customer, similar to the trend of Foreigner respondents. The Thai non-member respondents comprises of only 34% of total Thai respondents.

Table 4-7: Type of program that the total 300 respondents have taken

According to the questionnaire survey, this section allows respondent to choose more than one answer. This means that the number of person or the frequency of each program will not be equal to exactly 300.

Program	Frequency (person)	Percentage
Massage program	174	58.0
Spa program	141	47.0
Ozone or oxygen therapy	73	24.3
Detoxification course	61	20.3
Diet & life style counseling	51	17
Classes in Yoga	45	15
Cancer treatment course	34	11.3
Thai traditional medicine	25	8.3
Acupuncture	24	8
Classes in music therapy	15	5
Colon cleansing	12	4
vitamin and herbal therapy	8	2.7
Classes in Qigong	8	2.7
Homeopathy	5	1.7
Classes in hydro-aerobics	5	1.7
Physical therapy, bone and joint manipulation	4	1.3
Oral organo-peptide therapy	4	1.3
bio-energy medicine	2	0.7

Regarding 300 respondents, ordered by the amount of the Program attendance, Massage program (174 respondents, 58%), Spa program (141 respondents, 47%), Ozone and Oxygen therapy (73 respondents, 24.3%), were the top three most popular programs that customer mostly received from the wellness center.

Table 4-8: Type of program that Foreigner respondents have taken

This section allows Foreigner respondent to choose more than one answer. This allows the possibility of total frequency to be greater than 150 responses.

Program	Frequency (person)	Percentage
Massage program	110	73.3
Spa program	85	56.7
ozone or oxygen therapy	69	46.0
Detoxification course	45	30
Classes in Yoga	24	16
Diet & life style counseling	11	7.3
Classes in music therapy	8	5.3
Cancer treatment course	5	3.3
vitamin and herbal therapy	2	1.3
Classes in hydro-aerobics	2	1.3
Acupuncture	1	0.7
bio-energy medicine	1	0.7
Thai traditional medicine	1	0.7
Classes in Qigong	1	0.7
Colon cleansing	0	0
physical therapy, bone and joint manipulation	0	0
Homeopathy	0	0
Oral organo-peptide therapy	0	0

For Foreigner respondents, the frequency of program usage still shows similar popularity of wellness programs with the three highest frequencies from Massage program (110 respondents, 73.3%), Spa program (85 respondents, 56.7%), and Ozone or Oxygen therapy (69 respondents, 46%).

Table 4-9: Type of program that Thai respondents have taken

This section allows Thai respondent to choose more than one answer. This allows the possibility of the frequency to be more than 150 responses.

Program	Frequency (person)	Percentage
Massage program	64	42.7
Spa program	56	37.3
Diet & life style counseling	40	26.7
Cancer treatment course	29	19.3
Thai traditional medicine	24	16
Acupuncture	23	15.3
Classes in Yoga	21	14
Detoxification course	16	10.7
Colon cleansing	12	8
Classes in music therapy	7	4.7
Classes in Qigong	7	4.7
vitamin and herbal therapy	6	4
Homeopathy	5	3.3
physical therapy, bone and joint manipulation	4	2.7
Oral organo-peptide therapy	4	2.7
ozone or oxygen therapy	4	2.7
Classes in hydro-aerobics	3	2
bio-energy medicine	1	0.7

Thai respondents have two equally highest programs taken: the massage program (64 respondents, 42.7%), and Spa program (56 respondents, 37.3%) similar to the Foreign respondents group. The primary difference between the two groups is Diet & life style counseling (40 Foreigner respondents, 26.7%). According to the result, Foreigner and Thai respondents had similar wellness concerns with the

one exception being the diet issues where Thai respondents seemingly had more concerns.

Table 4-10: Cost of services that overall 300 respondents have paid per time in THB currency

(n=300)

Cost of Services	Frequency (person)	Percentage
≤ 500	4	1.3
501-1,000	45	15.0
1,001-3,000	145	48.3
3,001 – 5,000	100	33.3
5,001-10,000	5	1.7
10,001 – 30,000	1	0.3
30,001-50,000	0	0.0
≥ 50,001	300	100.0

Respondents pay for their wellness services and accordingly the survey found highest frequency at 1,001 – 3,000 THB level (145 respondents, 48.3%) follow by 3,001 – 5,000 THB (100 respondents, 33.3%) and 501-1,000 THB (45 respondents, 15.0%).

Table 4-11: Cost of services that Foreigner respondents have paid per time in THB currency

(n=150)

Cost of Services	Frequency (person)	Percentage
≤ 500	0	0.0
501-1,000	0	0.0
1,001-3,000	68	45.3
3,001 – 5,000	80	53.3
5,001-10,000	2	1.3

Table 4-11: Cost of services that Foreigner respondents have paid per time in THB currency (Cont.)**(n=150)**

Cost of Services	Frequency (person)	Percentage
10,001 – 30,000	0	0.0
30,001-50,000	0	0.0
≥ 50,001	0	0.0

The table shows the cost paid by Foreigner people. The highest frequency fell in the range between 3,001 – 5,000THB cost of service (80 respondents, 53.3%) followed by 1,001-3,000 THB (68 respondents, 45.3%) and only 2 respondents or 1.3% fell in the range 5,001-10,000 THB cost of service.

Table 4-12: Cost of services that Thai respondents have paid per time in THB currency**(n=150)**

Cost of Services	Frequency (person)	Percentage
≤ 500	4	2.7
501-1,000	45	30.0
1,001-3,000	68	45.3
3,001 – 5,000	29	19.3
5,001-10,000	3	2.0
10,001 – 30,000	1	.7
30,001-50,000	0	0.0
≥ 50,001	0	0.0

Thai respondents most frequently paid in the range of 1,001-3,000 THB for wellness services (68 respondents, 45.3%), a smaller respondent group than the Foreigner subgroup. This is followed by 501-1,000 THB (45 respondents, 30.0%), and 3,001 – 5,000 THB (29 respondents, 19.3%). As a result, this may suggest a

reasonable explanation in reflection of the higher income of Foreigner respondents than Thais.

Table 4-13 Frequency of overall 300 respondents received services

(n=300)

	Frequency (person)	Percentage
1 time /month	233	77.7
2-3 times /month	61	20.3
4-5 times /month	4	1.3
> 5 times /month	2	0.7

Overall 300 respondents' frequency of Wellness usage is highest populated at 1 time / month (233 respondents, 77.7%) follow with 2-3 times / month (61 respondents, 20.3%), two of these usage comprise the majority of the sample group frequencies.

Table 4-14: Frequency of Foreigner respondents received services per month

(n=150)

	Frequency (person)	Percentage
1 time /month	124	82.7
2-3 times /month	25	16.7
4-5 times /month	1	0.7
> 5 times /month	0	0.0

Foreigner analysis shown the same result as overall 300 respondents of Wellness usage frequency, highest population is still 1 time / month use (124 respondents, 82.7%) together with 2-3 times / month uses (25 respondents, 16.7%) comprise majority of Foreigners subgroup.

Table 4-15: Frequency of Thai respondents received services per month**(n=150)**

	Frequency (person)	Percentage
1 time /month	109	72.7
2-3 times /month	36	24.0
4-5 times /month	3	2.0
> 5 times /month	2	1.3

Similar to Foreigners subgroup, majority of Thai people frequency usage was 1 time / month uses (109 respondents, 72.7%) and 2-3 times / month uses (36 respondents, 24.0%).

Table 4-16: The loyalty of customers for overall 300 respondents base on the questionnaire survey: Will you comeback to receive services again with the current Wellness center**(n=300)**

Answer	Frequency (person)	Percentage
Yes	256	85.3
No	44	14.7

On the question regarding the retention of wellness activities, most of the respondents will to go back for Wellness services at the same Wellness center (256 respondents, 85.3%) more than the group which claims will not go back (44 respondents, 14.7%).

Table 4-17: The loyalty of the Foreigner customer base on the questionnaire survey: Will you comeback to receive services again with current Wellness center**(n=150)**

Answer	Frequency (person)	Percentage
Yes	147	98.0
No	3	2.0

There are more loyal respondents in the Foreigners subgroup (147 respondents, 98.0%) comparing to non-loyal Foreigner group which is much smaller (3 respondents, 2.0%).

**Table 4-18: The loyalty of the Thai customer base on the questionnaire survey:
Will you comeback to receive services again with current Wellness center**

(n=150)

Answer	Frequency (person)	Percentage
Yes	109	72.7
No	41	27.3

In contrast, loyalty to the program seems to be less attractive to Thai respondents (109 respondents) which made up only 72.7% comparing to “Yes” group of Foreigners that made up over 98.0% of total foreign respondents. However, loyal respondents for the Thai subgroup are still dominating the non-loyalty respondents (41 respondents, 27.3%).

Table 4-19: Factors that influence behavior of Wellness center’s customer

(n=300)

Factors	Mean	Standard Deviation
CULTURAL		
▪ It is popular in our country and I think I should receive once.	3.37	1.879
▪ I saw other family receive Wellness services so it influent me.	3.05	1.671

Table 4-19: Factors that influence behavior of Wellness center's customer (Cont.)
(n=300)

Factors	Mean	Standard Deviation
SOCIAL		
▪ Former customers of Wellness center suggest me.	5.09	1.484
▪ The staff/owner of Wellness center suggests me.	5.17	1.637
▪ My family suggests me.	5.18	1.592
▪ Surrounding Health Trend in nowadays influence me	5.95	1.387
INDIVIDUAL		
▪ I want to look good and healthy	6.12	1.064
▪ I think my age at this time should receive Wellness services	6.03	1.224
▪ I just want to have a relaxation time	6.04	1.097
▪ My personal health needs it.	5.96	1.236
PSYCHOLOGICAL		
▪ Because Wellness services make me feel good about myself	6.02	1.184
▪ When I am thinking about Wellness center, I felt an urge to go	6.04	1.265
▪ I have learned that there is a course at Wellness center which is good for my health	5.98	1.165
▪ I believe that I will have a healthy life after receiving a service	6.00	1.164

Table 4.19 summarized the overall motivational factors influencing behavior of wellness center's customers including Cultural, Social, Individual, and Psychological. The level of influence is measured on a scale of 1-7; with 1 being Very Uninfluential and 7 being Very Influential, The results of each factor are as follows:

Cultural Factor The most influential sub-factor in the cultural factor is the “It is popular in our country and I think I should receive once” with mean value (\bar{X}) equals to 3.37. On the other hand, sub -actor of “I saw other family receive wellness services so it influences me to get wellness services” shown less influence with mean value (\bar{X}) of only 3.05

Social Factor The most influential sub-factor in social factor is the “The surrounding health trend nowadays influence me” with mean value (\bar{X}) of 5.95 follow by “My family suggests me” with mean value (\bar{X}) of 5.18, “The staff/owner of wellness center suggests me” with mean value (\bar{X}) of 5.17, and “Former customers of wellness center suggest me” with mean value (\bar{X}) of 5.09

Individual Factor The most influential sub-factor in individual factor is “I want to look good and healthy” with mean value (\bar{X}) of 6.12 follow by “I just want to have a relaxation time” with mean value (\bar{X}) of 6.04, “I think my age at this time should receive Wellness services” with mean value (\bar{X}) of 6.03, and “My personal health needs it.” with mean value (\bar{X}) of 5.96

Psychological Factor The most influential sub-factor in psychological factor is “When I am thinking about Wellness center, I felt an urge to go” with mean value (\bar{X}) =6.04 follow by “Because Wellness services make me feel good about myself” with mean value (\bar{X}) of 6.02, “I believe that I will have a healthy life after receiving a service” with mean value (\bar{X}) of 6.00 and “I have learned that there is a course at Wellness center which is good for my health” with mean value (\bar{X}) of 5.98

As a result, the finding indicated that the least motivational factor that influences behavior of Wellness center’s customer is the Cultural factor which is “I saw other family received Wellness services so it influent me” with the mean value (\bar{X}) of 3.05 and the factor which respondents consider most influential is “I want to look good and healthy” with mean value (\bar{X}) of 6.12

Table 4-20: Factors that influence behavior of Wellness center’s customer (Foreigner respondent only)

(n=150)

Factors	Mean	Standard Deviation
CULTURAL		
▪ It is popular in our country and I think I should receive once.	2.53	1.44
▪ I saw other family receive Wellness services so it influent me.	2.59	1.66
SOCIAL		
▪ Former customers of Wellness center suggest me.	5.89	0.88
▪ The staff/owner of Wellness center suggests me.	6.05	1.21
▪ My family suggests me.	5.87	1.16
▪ Surrounding Health Trend in nowadays influence me	6.17	1.03
INDIVIDUAL		
▪ I want to look good and healthy	6.18	0.73
▪ I think my age at this time should receive Wellness services	6.15	0.81
▪ I just want to have a relaxation time	6.15	0.73
▪ My personal health needs it.	6.07	0.79
PSYCHOLOGICAL		
▪ Because Wellness services make me feel good about myself	6.18	0.71
▪ When I am thinking about Wellness center, I felt an urge to go	6.31	0.81
▪ I have learned that there is a course at Wellness center which is good for my health	6.15	0.68
▪ I believe that I will have a healthy life after receiving a service	6.09	0.82

Table 4-20 summarizes the level of influences of motivational factors that relates to Foreigner behavior. These include Cultural, Social, Individual, and Psychological factors. The level of influences are measured on a scale of 1-7, with 1 being very uninfluential and 7 being very influential. The results of each factor are as follows:

Cultural Factor The most influence sub-factor in cultural factor is “It I saw other family receive Wellness services so it influent me” with mean value (\bar{X}) = 1.66. On the other hand, sub-factor of “It is popular in our country and I think I should receive once.” shown less influence to the wellness center customer with mean value (\bar{X}) only = 2.53

Social Factor The most influence sub-factor in social factor is “Surrounding Health Trend in nowadays influence me” with mean value (\bar{X}) = 6.17 follows by “The staff/owner of Wellness center suggests me” with mean value (\bar{X}) = 6.05, “Former customers of Wellness center suggest me” with mean value (\bar{X}) = 5.89, and “My family suggests me.” with mean value (\bar{X}) = 5.87

Individual Factor The most influence sub-factor in individual factor is “I want to look good and healthy” with mean value (\bar{X}) = 6.18 follows by “I just want to have a relaxation time” and “I think my age at this time should receive Wellness services” with the same mean value (\bar{X}) = 6.15, and “My personal health needs it.” with mean value (\bar{X}) = 6.07

Psychological Factor The most influence sub-factor in psychological factor is “When I am thinking about Wellness center, I felt an urge to go” with mean value (\bar{X}) of 6.31 follow by “Because Wellness services make me feel good about myself” with mean value (\bar{X}) of 6.18, “I have learned that there is a course at Wellness center which is good for my health” with mean value (\bar{X}) of 6.15 and “I believe that I will have a healthy life after receiving a service” with mean value (\bar{X}) of 6.09

As a result, the most influential factor for Foreigner sub-group is the psychologically factor with mean value (\bar{X}) of 6.31 for answer “When I am thinking about Wellness center, I felt an urge to go”). Culture seems the least influential over decisions to join Wellness activity for Foreigners “It is popular in our country and I think I should receive once” is least agree with mean value (\bar{X}) of 2.53

Table 4-21: Factors that influence behavior of Wellness center's customer (Thai respondent only)**(n=150)**

Factors	Mean	Standard Deviation
CULTURAL		
▪ It is popular in our country and I think I should receive once.	4.21	1.89
▪ I saw other family receive Wellness services so it influent me.	3.52	1.56
SOCIAL		
▪ Former customers of Wellness center suggest me.	4.29	1.53
▪ The staff/owner of Wellness center suggests me.	4.28	1.52
▪ My family suggests me.	4.48	1.66
▪ Surrounding Health Trend in nowadays influence me	5.72	1.64
INDIVIDUAL		
▪ I want to look good and healthy	6.07	1.31
▪ I think my age at this time should receive Wellness services	5.90	1.52
▪ I just want to have a relaxation time	5.93	1.36
▪ My personal health needs it.	5.85	1.56
PSYCHOLOGICAL		
▪ Because Wellness services make me feel good about myself	5.85	1.50
▪ When I am thinking about Wellness center, I felt an urge to go	5.78	1.55
▪ I have learned that there is a course at Wellness center which is good for my health	5.81	1.48
▪ I believe that I will have a healthy life after receiving a service	5.91	1.43

Table 4-21: Factors that influence behavior of Wellness center's customer (Thai respondent only) (Cont.)**(n=150)**

Factors	Mean	Standard Deviation
PSYCHOLOGICAL		
▪ Because Wellness services make me feel good about myself	5.85	1.50
▪ When I am thinking about Wellness center, I felt an urge to go	5.78	1.55
▪ I have learned that there is a course at Wellness center which is good for my health	5.81	1.48
▪ I believe that I will have a healthy life after receiving a service	5.91	1.43

Table 4-21 summarizes the motivational factors influencing Thai respondent's behavior in each 4 factors, Cultural, Social, Individual, and Psychological. These factors are measured on a scale 1 to 7 with 1 being very uninfluential and 7 being very influential. The results of each factor are as follows:

Cultural Factor The most influence sub-factor in cultural factor is "It is popular in our country and I think I should receive once" with mean value (\bar{X}) of 4.21. On the other hand, sub-factor of "I saw other family receive Wellness services so it influent me" shown less influence to the Thai wellness center customer with mean value (\bar{X}) of only 3.52

Social Factor The most influence sub-factor in social factor is "Surrounding Health Trend in nowadays influence me" with mean value (\bar{X}) of 5.72 follow by "My family suggests me" with mean value (\bar{X}) = 4.48, "Former customers of Wellness center suggest me" with mean value (\bar{X}) of 4.29, and "The staff/owner of Wellness center suggests me" with mean value (\bar{X}) of 4.28

Individual Factor The most influence sub-factor in individual factor is "I want to look good and healthy" with mean value (\bar{X}) of 6.07 follow by "I just want to have a relaxation time" with the mean value (\bar{X}) of 5.93, "I think my age at this time

should receive Wellness services” with the same mean value (\bar{X}) of 5.90, and “My personal health needs it.” with mean value (\bar{X}) of 5.85

Psychological Factor The most influence sub-factor in psychological factor is “I believe that I will have a healthy life after receiving a service” with mean value (\bar{X}) of 5.91, follow by “Because Wellness services make me feel good about myself” with mean value (\bar{X}) of 5.85, “I have learned that there is a course at Wellness center which is good for my health” with mean value (\bar{X}) of 5.81 and “When I am thinking about Wellness center, I felt an urge to go” with mean value (\bar{X}) of 5.78.

As a result, the Thai subgroup’s decision to join Wellness activity is primarily based on individual factors (mean value (\bar{X}) = 6.07 for answer “I want to look good and healthy”), and the least influential factor is the family (mean value (\bar{X}) = 3.52 for answer “I saw other family receive Wellness services so it influent me”).

4.3 Customer Information Search

According to the questionnaire survey, the result shows the channel which is the most effective in searching for information on a wellness center. Table 4-22 exhibits the descriptive statistics including the mean and standard deviations.

Table 4-22: The customers’ information search in finding a wellness center for overall 300 respondents including Foreigner and Thai respondent

(n=300)

Factors	Mean	Standard Deviation
Friends	4.48	2.066
Internet	4.93	1.997
Magazines/Newspaper	3.97	1.836
Brochure/flyer	3.11	1.860
Poster/Billboard	3.14	1.833
TV	3.65	2.077
Radio	3.40	1.998

Table 4-22 shows the factor that 300 customers including Foreigner and Thai search for information when finding a wellness center through media channels, the result are as follow: Friends (mean value/ \bar{X} = 4.48), Internet (mean value/ \bar{X} = 4.93), Magazines/Newspaper (mean/ \bar{X} = 3.97), Brochure/flyer (mean value/ \bar{X} = 3.11), Poster/Billboard (mean value/ \bar{X} =3.14), TV (mean value/ \bar{X} = 3.65), Radio (mean value/ \bar{X} = 3.40)

Customer's information search of wellness center indicated that the least effective channel amongst respondents is the "Brochure/Flyer" with the mean value/ \bar{X} of 3.11 and the factor which respondents consider most influential when finding a Wellness center was the "Internet" with mean value/ \bar{X} of 4.93

Table 4-23: The customers' information search in finding a wellness center (Foreigner respondent only)

(n=150)

Factors	Mean	Standard Deviation
Friends	3.45	1.86
Internet	4.27	1.97
Magazines/Newspaper	3.69	1.73
Brochure/flyer	2.25	1.42
Poster/Billboard	2.36	1.40
TV	2.85	1.57
Radio	3.00	1.83

Table 4-23 shows the factor that Foreigner customer use to search for a wellness center. The results are as follow: Friends (mean value/ \bar{X} = 3.45), Internet (mean value/ \bar{X} = 4.27), Magazines/Newspaper (mean/ \bar{X} = 3.69), Brochure/flyer (mean value/ \bar{X} = 2.25), Poster/Billboard (mean value/ \bar{X} =2.36), TV (mean value/ \bar{X} = 2.85), Radio (mean value/ \bar{X} = 3.00). Foreigners subgroup information search is based more on individual search such as Internet (mean value/ \bar{X} = 4.27) but least likely from Brochure/flyer (mean value/ \bar{X} = 2.25)

Table 4-24: The customers' information search in finding a wellness center (Thai respondent only)**(n=150)**

Factors	Mean	Standard Deviation
Friends	5.51	1.73
Internet	5.58	1.81
Magazines/Newspaper	4.24	1.91
Brochure/flyer	3.96	1.86
Poster/Billboard	3.92	1.89
TV	4.45	2.22
Radio	3.81	2.08

Table 4-24 shows the channels that Foreigner customer use to search for a wellness center. The results are as follow: Friends (mean value/ \bar{X} = 5.51), Internet (mean value/ \bar{X} = 5.58), Magazines/Newspaper (mean/ \bar{X} = 4.24), Brochure/flyer (mean value/ \bar{X} = 3.96), Poster/Billboard (mean value/ \bar{X} =3.92), TV (mean value/ \bar{X} = 4.45), Radio (mean value/ \bar{X} = 3.81) For Thai subgroup, Individual data search as Internet (value/ \bar{X} = 5.58) is still be the most effective approach but least likely for mass and one way communication as Radio (value/ \bar{X} = 3.81)

4.4 Marketing mix affecting decision making of using Wellness center

According to the questionnaire survey part4, the question asked: How influential is each of the 4Ps factors of the marketing mix when you decide to receive a Wellness services. The customer's answers from the questionnaire survey are rated on a scale of 1-7; 1 being very uninformal and 7 being very influential. The outcome is further presented by descriptive statistics including mean and standard deviations as follows:

Table 4-25: The factor of marketing mix affecting buying decision making of the Wellness center (for overall 300 respondents including Foreigner and Thai)
(n=300)

Marketing Mix(4Ps)	Mean	Standard Deviation
PRODUCT		
-Menu of program/services	5.84	1.17
-Quality of the program/services	6.05	1.20
-Quality of Equipment & tools	6.00	1.10
-Reputation and credibility of Wellness Company	5.94	1.13
-Reputation and credibility of Wellness program/services	5.94	1.11
PRICE		
-Reasonable Price	5.83	1.30
-Term of payment; e.g. partial payment	4.97	1.99
-Reasonable price compared with other centers	5.71	1.40
PLACE		
-Location of Wellness center	5.90	1.18
-Transportation, easy access	5.92	1.13
-Convenient Parking lot	5.60	1.40
-Nice decoration of Wellness center	5.86	1.11
-Clean and tidy	6.03	1.00
PROMOTION		
-Internet advertising	5.82	1.40
-Radio advertising	5.57	1.53
-Television advertising	5.64	1.50
-Magazine advertising	5.56	1.52
-Billboard advertising	5.40	1.57
-Occasional Booth advertising	5.40	1.57
-Special discount	5.64	1.50
-Coupon	5.59	1.48
-Voucher	5.59	1.57

Table 4-25 summarizes factors of marketing mix affecting the decision on which Wellness center to use (300 respondents including Foreigner and Thai). Marketing mix composed of 4 factors comprising of product, price, place, and promotion. The respondents are required to answer on a scale of 1-7; with 1 being very uninformative and 7, being very informative. The results of each factor are as follow:

Product The most influential sub-factor in the product factor is the “Quality of the program/service” with mean value (\bar{X}) of 6.05, follows by “Quality of Equipment & Tools” with mean value (\bar{X}) of 6.00, “Reputation and credibility of Wellness Company” and “Reputation and credibility of Wellness program/services” with the same mean value (\bar{X}) of 5.94 and mean value (\bar{X}) of 5.84 for Menu of program/services.

Price The most influential sub-factor in the Price factor is “Reasonable Price” with mean value (\bar{X}) of 5.83, follow by “Reasonable price compared with other centers” with mean value (\bar{X}) of 5.71, “Term of payment; e.g. partial payment” with the same mean value (\bar{X}) of 4.97

Place The most influential sub-factor in Place factor is “Clean and tidy” with mean value (\bar{X}) of 6.03 follows by “Transportation, easy access” with mean value (\bar{X}) of 5.92, “Location of Wellness center” with mean value (\bar{X}) of 5.90, “Nice decoration of Wellness center” with mean value (\bar{X}) of 5.86 and “Convenient Parking lot” with mean value (\bar{X}) of 5.60

Promotion The most influential sub-factor in Promotion factor is “Internet Advertising” with mean value (\bar{X}) of 5.82 follow by “Television advertising” and “Special discount” with the same mean value (\bar{X}) of 5.64, “Coupon” and “voucher” with the same mean value (\bar{X}) of 5.59, “Radio advertising” with mean value (\bar{X}) of 5.57, “Magazine advertising” with mean value (\bar{X}) of 5.56, “Billboard advertising” and “Occasional Booth advertising” with the same mean value (\bar{X}) of 5.40

The most effective factor for buying decision for PRODUCT is the Quality of the program/services (mean value/ \bar{X} = 6.05), for PRICE is Reasonable Price (mean value/ \bar{X} = 5.83), for PLACE is Clean and tidy (mean value/ \bar{X} = 6.03), for PROMOTION is Internet advertising (mean value/ \bar{X} =5.82). In contrast, the least influential market mix for PRODUCT is Menu of program/services (mean value/ \bar{X} = 5.84), for PRICE is Term of payment; e.g. partial payment (mean value/ \bar{X} = 4.97), for

PLACE is Convenient Parking lot (mean value/ \bar{X} = 5.60), for PROMOTION is Billboard advertising & Occasional Booth advertising (mean value/ \bar{X} = 5.40).

Table 4-26: The factor of marketing mix affecting buying decision making of the Wellness center (Foreigner respondents only)

(n=150)

Marketing Mix(4Ps)	Mean	Standard Deviation
PRODUCT		
-Menu of program/services	6.29	0.72
-Quality of the program/services	6.51	0.76
-Quality of Equipment & tools	6.31	0.73
-Reputation and credibility of Wellness Company	6.18	0.89
-Reputation and credibility of Wellness program/services	6.20	0.77
PRICE		
-Reasonable Price	5.78	1.24
-Term of payment; e.g. partial payment	4.30	2.24
-Reasonable price compared with other centers	5.67	1.45
PLACE		
-Location of Wellness center	6.25	0.83
-Transportation, easy access	6.11	0.95
-Convenient Parking lot	5.48	1.55
-Nice decoration of Wellness center	5.90	0.98
-Clean and tidy	6.13	0.85

Table 4-26: The factor of marketing mix affecting buying decision making of the Wellness center (Foreigner respondents only) (Cont.)

(n=150)

Marketing Mix(4Ps)	Mean	Standard Deviation
PROMOTION		
-Internet advertising	5.78	1.55
-Radio advertising	5.45	1.48
-Television advertising	5.47	1.54
-Magazine advertising	5.67	1.55
-Billboard advertising	5.39	1.64
-Occasional Booth advertising	5.35	1.66
-Special discount	5.38	1.63
-Coupon	5.35	1.60
-Voucher	5.31	1.71

Table 4-26 summarizes the factor of marketing mix affecting the decision to use Wellness center (150 Foreigner respondents). Marketing mix comprises 4 factors which are product, price, place, and promotion. The respondents are required to answer on a scale of 1 to 7, 1 being very uninfluential and 7, being very influential. The results of each factor are as follow:

Product The most influential sub-factor for Product factor is “Quality of the program/service” with mean value (\bar{X}) of 6.51, follow by “Quality of Equipment & Tools” with mean value (\bar{X}) of 6.31, “Menu of program/services” with mean value (\bar{X}) of 6.29, “Reputation and credibility of Wellness program/services” with the same mean value (\bar{X}) of 6.20 and “Reputation and credibility of Wellness Company” mean value (\bar{X}) of 6.18

Price The most influential sub-factor in Price factor is “Reasonable Price” with mean value (\bar{X}) of 5.78, follow by “Reasonable price compared with other centers” with mean value (\bar{X}) of 5.67, “Term of payment; e.g. partial payment” with the same mean value (\bar{X}) of 4.30

Place The most influential sub-factor in Place factor is “Location of Wellness center” with mean value (\bar{X}) of 6.25 follow by “Clean and tidy” with mean value (\bar{X}) of 6.13, “Transportation, easy access” with mean value (\bar{X}) of 6.11, “Nice

decoration of Wellness center” with mean value (\bar{X}) of 5.90 and “Convenient Parking lot” with mean value (\bar{X}) of 5.48

Promotion The most influential sub-factor in Promotion factor is “Internet Advertising” with mean value (\bar{X}) of 5.78 follows by “Magazine advertising” with the same mean value (\bar{X}) of 5.67, “Television advertising” with mean value (\bar{X}) of 5.47, “Radio advertising” with mean value (\bar{X}) of 5.45, “Billboard advertising” with mean value (\bar{X}) of 5.39, “Special discount” with mean value (\bar{X}) of 5.38, “Occasional Booth advertising” and “Coupon” with the same mean value (\bar{X}) of 5.35, and “Voucher” with the mean value (\bar{X}) of 5.31

For the foreigners subgroup, the most effective factor for the buying decision for PRODUCT is Quality of the program/services (mean value/ \bar{X} = 6.51), for PRICE is Reasonable Price (mean value/ \bar{X} = 5.78), for PLACE is Location of Wellness center (mean value/ \bar{X} = 6.25), for PROMOTION is Internet advertising (mean value/ \bar{X} = 5.78). On the other hand, least influential market mix for each P includes: for PRODUCT is the Reputation and credibility of Wellness Company (mean value/ \bar{X} = 6.18), for PRICE is the Term of payment; e.g. partial payment (mean value/ \bar{X} = 4.30), for PLACE is the Convenient Parking lot (mean value/ \bar{X} = 5.48), and lastly, for PROMOTION is the Voucher (mean value/ \bar{X} = 5.31).

Table 4-27: The factor of marketing mix affecting buying decision making of the Wellness center (Thai respondents only)

(n=150)

Marketing Mix(4Ps)	Mean	Standard Deviation
PRODUCT		
-Menu of program/services	5.39	1.35
-Quality of the program/services	5.59	1.38
-Quality of Equipment & tools	5.69	1.30
-Reputation and credibility of Wellness Company	5.69	1.28
-Reputation and credibility of Wellness program/services	5.68	1.32

Table 4-27: The factor of marketing mix affecting buying decision making of the Wellness center (Thai respondents only) (Cont.)

(n=150)

Marketing Mix(4Ps)	Mean	Standard Deviation
PRICE		
-Reasonable Price	5.88	1.35
-Term of payment; e.g. partial payment	5.64	1.43
-Reasonable price compared with other centers	5.75	1.35
PLACE		
-Location of Wellness center	5.55	1.36
-Transportation, easy access	5.73	1.25
-Convenient Parking lot	5.72	1.22
-Nice decoration of Wellness center	5.82	1.23
-Clean and tidy	5.94	1.14
PROMOTION		
-Internet advertising	5.87	1.24
-Radio advertising	5.69	1.58
-Television advertising	5.82	1.44
-Magazine advertising	5.46	1.49
-Billboard advertising	5.41	1.50
-Occasional Booth advertising	5.46	1.48
-Special discount	5.90	1.30
-Coupon	5.83	1.32
-Voucher	5.87	1.35

Table 4-27 summarizes the factor of marketing mix affecting buying decision making of the Wellness center (150 Thai respondents). Marketing mix comprises of 4 factors which are product, price, place, and promotion. The respondents are required to answer on a scale of 1 to 7; with 1 being very uninfluential and, 7 being very influential. The results of each factor are as follow:

Product The most influential sub-factor in the Product factor are “Quality of Equipment & Tools” and “Reputation and credibility of Wellness Company” with the same mean value (\bar{X}) of 5.69 follow by “Reputation and credibility of Wellness program/services” with mean value (\bar{X}) of 5.68, “Quality of the program/services” with mean value (\bar{X}) of 5.59 and “Menu of program/services” with mean value (\bar{X}) of 5.39

Price The most influential sub-factor in Price factor is “Reasonable Price” with mean value (\bar{X}) of 5.88, follow by “Reasonable price compared with other centers” with mean value (\bar{X}) of 5.75, “Term of payment; e.g. partial payment” with the same mean value (\bar{X}) of 5.64

Place The most influential sub-factor in Place factor is “Clean and tidy” with mean value (\bar{X}) of 5.94 follow by “Nice decoration of Wellness center” with mean value (\bar{X}) of 5.82, “Transportation, easy access” with mean value (\bar{X}) of 5.73, “Convenient Parking lot” with mean value (\bar{X}) of 5.72, “Location of Wellness center” with mean value (\bar{X}) of 5.55

Promotion The most influential sub-factor in Promotion factor is “Special discount” with mean value (\bar{X}) of 5.90 follow by “Voucher” and “Internet Advertising” with the same mean value (\bar{X}) of 5.87, “Coupon” with the mean value (\bar{X}) of 5.83, “Television advertising” with mean value (\bar{X}) of 5.82, “Radio advertising” with mean value (\bar{X}) of 5.69, “Occasional Booth advertising” and “Magazine advertising” with the same mean value (\bar{X}) of 5.46, “Billboard advertising” with mean value (\bar{X}) of 5.41

For the Thai subgroup, the most effective factor for buying decision for PRODUCT is Quality of Equipment & tools and Reputation and credibility of Wellness Company (mean value/ \bar{X} = 5.69), for PRICE is Reasonable Price (mean value/ \bar{X} = 5.88), for PLACE is Clean and tidy (mean value/ \bar{X} = 5.94), for PROMOTION is Special discount (mean value/ \bar{X} = 5.90). On the other hand, least influential market mix for each P for PRODUCT is the Menu of program/services (mean value/ \bar{X} = 5.39), for PRICE is the Term of payment; e.g. partial payment (mean value/ \bar{X} = 5.64), for PLACE is the Location of Wellness center (mean value/ \bar{X} = 5.55), and lastly for PROMOTIOO is the Billboard advertising (mean value/ \bar{X} = 5.41).

4.5 Expectation and Experience

Part 5 of the questionnaire gauges customer expectation and experience and corresponds to the research objective³: To evaluate the customer's satisfaction, whether or not the customer was satisfied with their services from a wellness center before and after receiving wellness services. The result first shows the level of customer's expectation whether high or low then the actual experience are evaluated along a scale from 1 to 7. The 7-point Likert scale was used to measure the respondent's satisfaction after experience of the wellness service. The scores are coded as: Very Dissatisfied = 1, Dissatisfied = 2, Slightly Dissatisfied = 3, Neither or Nor Satisfied = 4, Slightly Satisfied = 5, Satisfied = 6 and Very Satisfied = 7. The descriptive statistics of the result of the actual experience is presented.

Table 4-28: Guidelines for understanding the means of satisfaction level

Means score of satisfaction	Definition
6.22 – 7.00	Very Satisfied
5.35 – 6.21	Satisfied
4.48 – 5.34	Slightly Satisfied
3.61 – 4.47	Neither or Nor Satisfied
2.74 – 3.60	Slightly Dissatisfied
1.87 – 2.73	Dissatisfied
1.00 – 1.86	Very Dissatisfied

Table 4-29: The expectation and actual experience of overall 300 respondents**(n=300)**

Factor	Expectation		Actual Experience	
	High Expectation (Percentage)	Low Expectation (Percentage)	Mean	Standard Deviation
PRODUCT				
-Menu of program/services	94.3	5.7	5.50	0.91
-Quality of the program/services	95.0	5.0	5.54	1.01
-Quality of Equipment & tools	91.3	8.7	5.33	1.11
-Reputation and credibility of Wellness Company	75.7	24.3	5.53	1.18
-Reputation and credibility of Wellness program/services	81.0	19.0	5.53	1.10
PRICE				
-Reasonable Price	76.3	23.7	5.36	1.17
-Term of payment; e.g. partial payment	61.0	39.0	5.01	1.49
-Reasonable price compared with other centers	63.3	36.7	5.25	1.33

Table 4-29: The expectation and actual experience of overall 300 respondents (Cont.)**(n=300)**

Factor	Expectation		Actual Experience	
	High Expectation (Percentage)	Low Expectation (Percentage)	Mean	Standard Deviation
PLACE				
-Location of Wellness center	56.7	43.3	5.24	1.30
-Transportation, easy access	79.7	20.3	5.49	1.16
-Convenient Parking lot	52.7	47.3	5.50	1.21
-Nice decoration of Wellness center	82.7	17.3	5.74	1.15
-Clean and tidy	86.3	13.7	5.74	1.06
PROMOTION				
-Internet advertising	54.3	45.7	5.14	1.29
-Radio advertising	51.7	48.3	5.12	1.37
-Television advertising	57.0	43.0	5.11	1.26
-Magazine advertising	55.7	44.3	5.03	1.29
-Billboard advertising	47.7	52.3	4.93	1.32
-Occasional Booth advertising	51.3	48.7	4.96	1.31
-Special discount	55.7	44.3	4.98	1.41
-Coupon	54.7	45.3	4.97	1.44
-Voucher	52.7	47.3	5.01	1.48

Table 4-29 summarizes the expectation and actual experience of 300 respondents, comparing before and after experiences of receiving wellness services from a wellness center. Customers are required to choose high or low for the expectation before receiving a wellness services and also to choose only a unique choice to answer one out of seven scale for the actual experience. Factors are categorized as 4P: Product, Price, Place and Promotion. The results of each factor are follows:

Product People mostly show their high expectation in all sub-factors of Product factor. The highest expectation is “Quality of the program/services” (95.0%) with the congruous highest actual experience as well (mean value/ \bar{X} = 5.54)

Price “Reasonable Price” seems to be the highest expectation in the Price factor (76.3%) with consistent high satisfaction for the actual experience as well. The majority of customers are mostly satisfied with the reasonable price (mean value/ \bar{X} = 5.36) compared to other factors.

Place A Majority of customer has a high expectation in “Clean and tidy” (86.3%) with consistent high level of actual experience reported. Customer reported satisfaction with the “Clean and tidy” (mean value/ \bar{X} = 5.74) and surprisingly that “Nice decoration of Wellness center” is one of the sub-factor that customer are most satisfied with, has a mean value/ \bar{X} = 5.74 as well.

Promotion “Television advertising” is the highest expectation compared to other sub-factor in Promotion (57.0%). For the actual experience, the result shown that customers are mostly satisfied with Internet advertising (mean value/ \bar{X} = 5.14). This is fairly consistent with the advertisement and special promotion available online in many wellness websites.

Table 4-29 present a guideline for understanding the mean of customer satisfaction for the entire 300 respondents. It can be concluded that the overall satisfaction level of the given statement was at slightly satisfied level.

**Table 4-30: The expectation and actual experience of Foreigner respondents only
(n=150)**

Factor	Expectation		Actual Experience	
	High Expectation (Percentage)	Low Expectation (Percentage)	Mean	Standard Deviation
PRODUCT				
-Menu of program/services	95.3	4.7	5.65	0.64
-Quality of the program/services	95.3	4.7	5.46	0.86
-Quality of Equipment & tools	91.3	8.7	5.41	0.87
-Reputation and credibility of Wellness Company	60.7	39.3	5.58	1.13
-Reputation and credibility of Wellness program/services	70.0	30.0	5.61	0.87
PRICE				
-Reasonable Price	64.7	35.3	5.36	0.95
-Term of payment; e.g. partial payment	24.7	75.3	4.61	1.52
-Reasonable price compared with other centers	37.3	62.7	5.11	1.23

Table 4-30: The expectation and actual experience of Foreigner respondents only (Cont.)**(n=150)**

Factor	Expectation		Actual Experience	
	High Expectation (Percentage)	Low Expectation (Percentage)	Mean	Standard Deviation
PLACE				
-Location of Wellness center	34.7	65.3	5.14	1.18
-Transportation, easy access	80.0	20.0	5.57	0.95
-Convenient Parking lot	27.3	72.7	5.53	1.05
-Nice decoration of Wellness center	78.0	22.0	5.92	0.72
-Clean and tidy	86.0	14.0	5.89	0.62
PROMOTION				
-Internet advertising	64.0	36.0	5.13	1.24
-Radio advertising	33.3	66.7	5.13	1.23
-Television advertising	36.7	63.3	5.03	1.03
-Magazine advertising	53.3	46.7	5.11	1.17
-Billboard advertising	30.0	70.0	5.02	1.20
-Occasional Booth advertising	38.0	62.0	5.12	1.13
-Special discount	34.0	66.0	5.05	1.25
-Coupon	36.7	63.3	5.01	1.28
-Voucher	33.3	66.7	5.05	1.30

Table 4-30 summarized the expectation and actual experience of 150 Foreigner respondents, comparing the before and after experiences in receiving wellness services from a wellness center. Customers are required to choose high or

low for the expectation before receiving a wellness services and also to choose only one choice answer out of the one to seven scale for the actual experience. Factors are categorized as 4P: Product, Price, Place and Promotion. The results of each factor are as follow:

Product Foreigner customers mostly show high expectation in all sub-factors of Product factor. The highest expectation are “Menu of program/services” and “Quality of the program/services” (95.3%) but the highest actual experience go to “Menu of program/services” (mean value/ \bar{X} = 5.65) while the mean value/ \bar{X} of actual experience of “Quality of the program/services” is equal to 5.46

Price “Reasonable Price” seems to be the highest expectation in Price factor (64.7%) congruent to the actual experience. A majority of customer are mostly satisfied with the reasonable price (mean value/ \bar{X} = 5.36) compared to other factors.

Place Majority of customer has a high expectation in “Clean and tidy” (86.0%) but for the actual experience, surprisingly that customer mostly do not show their satisfaction for “Nice decoration of Wellness center” (mean value/ \bar{X} = 5.92) with a higher mean value than “Clean and tidy” / \bar{X} = 5.89

Promotion “Internet advertising” is the highest expectation compared to other sub-factor in Promotion (64.0%). For the actual experience, there are two high mean value/ \bar{X} of 5.13 for “Internet advertising” and “Radio advertising”.

Table 4-31: The expectation and actual experience of Thai respondents only**(n=150)**

Factor	Expectation		Actual Experience	
	High Expectation (Percentage)	Low Expectation (Percentage)	Mean	Standard Deviation
PRODUCT				
-Menu of program/services	93.3	6.7	5.35	1.09
-Quality of the program/services	94.7	5.3	5.62	1.13
-Quality of Equipment & tools	91.3	8.7	5.25	1.31
-Reputation and credibility of Wellness Company	90.7	9.3	5.31	1.29
-Reputation and credibility of Wellness program/services	92.0	8.0	5.37	1.32
PRICE				
-Reasonable Price	88.0	12.0	5.36	1.36
-Term of payment; e.g. partial payment	88.7	11.3	5.41	1.34
-Reasonable price compared with other centers	89.3	10.7	5.39	1.41

Table 4-31: The expectation and actual experience of Thai respondents only (Cont.)**(n=150)**

Factor	Expectation		Actual Experience	
	High Expectation (Percentage)	Low Expectation (Percentage)	Mean	Standard Deviation
PLACE				
-Location of Wellness center	78.7	21.3	5.33	1.42
-Transportation, easy access	79.3	20.7	5.40	1.34
-Convenient Parking lot	78.0	22.0	5.46	1.36
-Nice decoration of Wellness center	87.3	12.7	5.56	1.44
-Clean and tidy	86.7	13.3	5.59	1.35
PROMOTION				
-Internet advertising	76.7	23.3	5.15	1.35
-Radio advertising	70.0	30.0	5.11	1.50
-Television advertising	77.3	22.7	5.19	1.45
-Magazine advertising	68.7	31.3	4.95	1.39
-Billboard advertising	65.3	34.7	4.84	1.43
-Occasional Booth advertising	64.7	35.3	4.80	1.45
-Special discount	77.3	22.7	4.91	1.56
-Coupon	72.7	27.3	4.93	1.58
-Voucher	72.0	28.0	4.97	1.64

Table 4-31 summarizes the expectation and actual experience of 150 Thai respondents, comparing before and after experiences in receiving wellness services

from a wellness center. Customers are required to choose high or low for the expectation before receiving a wellness services and also to choose only one choice answer out of the seven level scale for the actual experience. Factors are categorized as 4P: Product, Price, Place and Promotion. The results of each factor are as follow:

Product As a result, people mostly shows their high expectation in all sub-factors of Product factor and the highest expectation go to “Quality of the program/services” (94.7%) with the highest actual experience as well (mean value/ \bar{X} = 5.62)

Price “Reasonable Price compared with other centers” seems to be the highest expectation in Price factor (89.3%). After using a wellness service, Thai people are mostly satisfied with “Term of payment; e.g. partial payment” as customers does not have to pay big amount of money in one time but can spread the payment over time, with the mean value/ \bar{X} = 5.41

Place Majority of customer has a high expectation in “Nice decoration of Wellness center” (87.3%) on the other hand, customers are also satisfied with the “Clean and tidy” in the actual experience (mean value/ \bar{X} = 5.59)

Promotion “Television advertising” and “Special discount” are the highest expectation (77.3%) compared to other sub-factor in Promotion but for the actual experience, the result show that customers are satisfied with the “Television advertising” (mean value/ \bar{X} = 5.19)

Furthermore, this research also finds relationships between genders, nationality, age, education, occupation and income with factors that influence customer behaviors in order to support the study analysis. Each pair is accepted to have significant relationship when $p < 0.05$. The statistical analysis of mean, standard deviation, t-test and analysis of variance (ANOVA) analyses were used to investigate these relationships from the data obtained.

4.6 Statistical analysis of the relationship between the specific variables of gender and factor that influence customers' behavior

Table 4-32: Mean, Standard Deviation and “t-test” on influencing factors of the sample identified by gender**(n=300)**

Factors	Gender				t	p-value
	Male		Female			
	\bar{X}	SD	\bar{X}	SD		
CULTURAL						
▪ It is popular in our country and I think I should receive once.	2.94	1.825	3.61	1.870	3.023	0.030 *
▪ I saw other family receive Wellness services so it influent me.	2.63	1.604	3.29	1.665	3.349	0.001 *
SOCIAL						
▪ Former customers of Wellness center suggest me.	5.29	1.374	4.98	1.535	1.730	0.085
▪ The staff/owner of Wellness center suggests me.	5.54	1.609	4.96	1.621	2.977	0.003 *
▪ My family suggests me.	5.37	1.489	5.07	1.641	1.585	0.114
▪ Surrounding Health Trend in nowadays influence me	5.88	1.432	5.98	1.363	0.627	0.531
INDIVIDUAL						
▪ I want to look good and healthy	6.14	0.981	6.11	1.110	0.190	0.850
▪ I think my age at this time should receive Wellness services	6.01	1.336	6.04	1.159	0.184	0.854
▪ I just want to have a relaxation time	5.98	1.136	6.07	1.076	0.693	0.489
▪ My personal health needs it.	5.90	1.207	6.00	1.253	0.685	0.494

*Significant at 0.05 level

Table 4-32: Mean, Standard Deviation and “t-test” on influencing factors of the sample identified by gender (Cont.)

(n=300)

Factors	Gender				t	p-value
	Male		Female			
	\bar{X}	SD	\bar{X}	SD		
PSYCHOLOGICAL						
▪ Because Wellness services make me feel good about myself	5.95	1.171	6.05	1.192	0.690	0.490
▪ When I am thinking about Wellness center, I felt an urge to go	6.08	1.298	6.02	1.249	0.410	0.682
▪ I have learned that there is a course at Wellness center which is good for my health	5.93	1.266	6.01	1.107	0.602	0.547
▪ I believe that I will have a healthy life after receiving a service	5.84	1.239	6.08	1.113	0.446	0.085

*Significant at 0.05 level

According to Table 4-32, gender is classified into two groups: male and female. The result has statistically significant difference on Cultural factor and Social factor. The sub-factor of Cultural factor are “It is popular in our country and I think I should receive once” with p-value < 0.030 and “I saw other family receive Wellness services so it influences me” with p-value < 0.001. The sub-factor of the Social factor is “The staff/owner of Wellness center suggests me” with p-value < 0.003 illustrates the significant difference.

Hence the answer “It is popular in our country and I think I should receive once.” for male respondent ($\bar{X} = 2.94$, SD = 1.825) is less than female respondent ($\bar{X} = 3.61$, SD = 1.870) with statistically significant (p-value < 0.03). This means that

cultural popularity can affect women to enter wellness service but has less effect for men group.

Second answer reflects culturally influential factors, “I saw other family receive Wellness services so it influent me”, resembles former question that its impact over male respondent ($\bar{X} = 2.63$, $SD = 1.604$) is significantly ($p\text{-value} < 0.001$) less than female respondent ($\bar{X} = 3.29$, $SD = 1.665$). Both question lead to the conclusion that female decision to attend wellness activity is quite cultural affected more than the male decision.

On social factors, only one out of 4 questions delivered to respondents has shown statistical differences in gender.

The significant differences in answer between men and women is “The staff/owner of Wellness center suggests me”, male ($\bar{X} = 5.54$, $SD = 1.609$) which is more influential than female ($\bar{X} = 4.96$, $SD = 1.621$) with statistical significance of ($p\text{-value} < 0.003$). This means that male is more affected by social factors than female.

However, when it comes to Individual factors and Psychological factors, none of the correspondence question shows different effect between male and female respondents leading to the conclusion that mental or internal factor such as Individual and Psychological factors are of the same nature in men and women.

4.7 Statistical analysis of the relationship between the specific variables of nationality and factor that influence customers' behavior

Table 4-33: Mean, Standard Deviation and “t-test” on influencing factors of the sample identified by nationality

(n=300)

Factors	Nationality				t	p-value
	Thai		Non-Thai			
	\bar{X}	SD	\bar{X}	SD		
CULTURAL						
▪ It is popular in our country and I think I should receive once.	4.21	1.894	2.53	1.441	8.645	0.000 *
▪ I saw other family receive Wellness services so it influent me.	3.52	1.557	2.59	1.656	5.029	0.000 *
SOCIAL						
▪ Former customers of Wellness center suggest me.	4.29	1.534	5.89	0.876	11.139	0.000 *
▪ The staff/owner of Wellness center suggests me.	4.28	1.524	6.05	1.214	11.145	0.000 *
▪ My family suggests me.	4.48	1.662	5.87	1.160	8.420	0.000 *
▪ Surrounding Health Trend in nowadays influence me	5.72	1.643	6.17	1.028	2.865	0.005 *

Table 4-33: Mean, Standard Deviation and “t-test” on influencing factors of the sample identified by nationality (Cont.)**(n=300)**

Factors	Nationality				t	p-value
	Thai		Non-Thai			
	\bar{X}	SD	\bar{X}	SD		
INDIVIDUAL						
▪ I want to look good and healthy	6.07	1.314	6.18	0.733	0.922	0.357
▪ I think my age at this time should receive Wellness services	5.90	1.523	6.15	0.809	1.799	0.073
▪ I just want to have a relaxation time	5.93	1.364	6.15	0.727	1.690	0.092
▪ My personal health needs it.	5.85	1.556	6.07	0.787	1.545	0.124
PSYCHOLOGICAL						
▪ Because Wellness services make me feel good about myself	5.85	1.499	6.18	0.715	2.409	0.017 *
▪ When I am thinking about Wellness center, I felt an urge to go	5.78	1.554	6.31	0.811	3.681	0.000 *
▪ I have learned that there is a course at Wellness center which is good for my health	5.81	1.482	6.15	0.683	2.602	0.010 *
▪ I believe that I will have a healthy life after receiving a service	5.91	1.425	6.09	0.819	1.341	0.181

*Significant at 0.05 level

Cultural factor, as expected, has explains the large degree of differences in how Thai and Non-Thai respondents answer the questionnaire relating to cultural factors.

According to the answer of “It is popular in our country and I think I should receive once” question, Thai respondents gave agreeing answers with mean score of over $\bar{X} = 4.21$, $SD = 1.894$ but only $\bar{X} = 2.53$, $SD = 1.441$ score from Non-Thai respondents. The different of these means score is large enough to give a yield of $p\text{-value} = 0.000$. Hence, it can be confidently concluded that Thai respondents are more likely to influence cultural factor than Non-Thai respondents.

Similar to former question, “I saw other family receive Wellness services so it influent me” gives a clear picture of how Thais and Foreigners think differently. For this question related to cultural factor, Thai respondents agree with this question ($\bar{X} = 3.52$, $SD = 1.557$) more than Non-Thai respondents ($\bar{X} = 2.59$, $SD = 1.656$). The different between these mean score is great enough to give $p\text{-value} = 0.000$ smaller than 0.05. Hence it can be confidently concluded that there are differences culturally between Thais and Foreigners.

The significance of questions related to cultural motivation is stark. Thais are more to decide to join Wellness services by other Thais while for Foreigners make these decision individually. This conclusion can suggest a strategic marketing plan. For Thais marketing plan may focus on making Wellness service popular socially, using for example; words of mouth. However, for Foreigners, marketing in this way may not be as attractive. Vice-versa, according to Social factor related questions, it seems quite clear that Foreigners value social factors more than Thais because all of means score of Non-Thai respondents given from these question categorized as Social related are significantly greater than Thai respondents.

As seen in the first answer choice of this category, “Former customers of Wellness center suggest me”, Thai respondents has a mean score of $\bar{X} = 4.29$, $SD = 1.534$ which is significantly less than Non-Thai respondents score ($\bar{X} = 5.89$, $SD = 0.876$) with $p\text{-value} = 0.000$

Second answer choice, “The staff/owner of Wellness center suggests me”, Thai respondents again has a mean score of only $\bar{X} = 4.28$, $SD = 1.524$ which is

significantly (p -value = 0.000) less than Non-Thai mean score of (\bar{X} = 6.05, SD = 1.214).

Third answer choice, “My family suggests me”, has significant difference (p -value = 0.000) between Thai respondents (\bar{X} = 4.48, SD = 1.662) and Foreigner respondents (\bar{X} = 5.87, SD = 1.160).

Last answer choice in this category, “Surrounding Health Trend in nowadays influence me”, again show more impact to Non-Thai respondents (\bar{X} = 6.17, SD = 1.028) than Thai respondent (\bar{X} = 5.72, SD = 1.643) with p -value = 0.005

All of the four answers are pointing to the same tendency that Non-Thais are more influenced by Social factors than Thais. This may lead to different strategic marketing plan. For Foreigner customers, the implementation of person to person contact may be more effective. Individual factors has been analyzed, and found no differences in influential factors between Thais and Non-Thais.

Last factors group categorized as Psychological related, again found to differences in nature between both Thais and Non-Thais group.

According to the answer choice “Because Wellness services make me feel good about myself”, Thais has a score of (\bar{X} = 5.85, SD = 1.499) less than Non-Thais (\bar{X} = 6.18, SD = 0.715) with statistic significant (p -value = 0.017).

Second answer choice “When I am thinking about Wellness center, I felt an urge to go”, (p -value = 0.000) showing statistical difference between Thais (\bar{X} = 5.78, SD = 1.554) and Non-Thais (\bar{X} = 6.31, SD = 0.811). Thai respondents have fewer tendencies to agree with the factor than Foreigner respondents.

Later answer choice “I have learned that there is a course at Wellness center which is good for my health”, Thais group still show less mean score of agreement (\bar{X} = 5.81, SD = 1.482) than Foreigners group (\bar{X} = 6.15, SD = 0.683). This different in score is large enough to give p -value = 0.010 lesser than 0.05

Last answer choice of the category, “I believe that I will have a healthy life after receiving a service”, conflicts with all former three answer choices. Thais respondents (\bar{X} = 5.91, SD = 1.425) show some differences than Non-Thais respondents (\bar{X} = 6.09, SD = 0.819) but the difference is not statistically significant (p -value = 0.181 greater than 0.05).

Three out of four answers related to Psychological factors have shown that Foreigners have a tendency to follow their individual value in choosing wellness services than Thais. This conclusion can lead to specific strategic marketing plan that delivers certain information to Non-Thai to assist in informing their decisions catered to their individual values. Such a marketing plan can be more effective than using the Thai marketing plan on non-Thais.

4.8 Statistical analysis of the relationship between the specific variables of age and factor that influence customers' behavior

Table 4-34: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by age

(n=300)

Factors	Age						F	p-value
	≤ 20		21-30		31-40			
	X	SD	X	SD	X	SD		
CULTURAL								
▪ It is popular in our country and I think I should receive once.	6.18	1.47	3.72	1.69	3.28	1.99	6.73	0.00*
▪ I saw other family receive Wellness services so it influent me.	4.18	1.33	3.47	1.32	3.16	1.71	2.73	0.02*

*Significant at 0.05 level

Table 4-34: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by age (Cont.)**(n=300)**

Factors	Age						F	p-value
	41-50		51-60		> 60			
	\bar{X}	SD	\bar{X}	SD	\bar{X}	SD		
CULTURAL								
▪ It is popular in our country and I think I should receive once.	2.98	1.60	3.53	1.80	3.55	1.97	6.73	0.00*
▪ I saw other family receive Wellness services so it influent me.	.66	1.69	3.09	1.69	3.18	1.54	2.73	0.02*

*Significant at 0.05 level

Table 4-34 Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by age (Cont.)

(n=300)

Factors	Age						F	p-value
	≤ 20		21-30		31-40			
	\bar{X}	SD	\bar{X}	SD	\bar{X}	SD		
SOCIAL								
▪ Former customers of Wellness center suggest me.	4.45	1.04	3.84	1.57	5.11	1.43	9.43	0.00*
▪ The staff/owner of Wellness center suggests me.	4.55	1.04	3.72	1.37	5.19	1.57	11.64	0.00*
▪ My family suggests me.	4.27	1.27	4.13	1.62	5.13	1.46	7.62	0.00*
▪ Surrounding Health Trend in nowadays influence me	6.45	1.51	5.38	1.72	5.95	1.33	2.66	0.02*

*Significant at 0.05 level

Table 4-34: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by age (Cont.)

(n=300)

Factors	Age						F	p-value
	41-50		51-60		> 60			
	\bar{X}	SD	\bar{X}	SD	\bar{X}	SD		
SOCIAL								
▪ Former customers of Wellness center suggest me.	5.66	1.21	4.75	1.78	4.91	0.94	9.43	0.00*
▪ The staff/owner of Wellness center suggests me.	5.85	1.48	4.53	1.76	5.27	1.01	11.64	0.00*
▪ My family suggests me.	5.77	1.39	4.75	2.03	5.27	1.27	7.62	0.00*
▪ Surrounding Health Trend in nowadays influence me	6.19	1.05	5.53	1.87	6.09	1.38	2.66	0.02*

*Significant at 0.05 level

Table 4-34: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by age (Cont.)

(n=300)

Factors	Age						F	p-value
	≤ 20		21-30		31-40			
	X	SD	X	SD	X	SD		
INDIVIDUAL								
▪ I want to look good and healthy	6.91	0.30	5.59	1.62	6.27	0.89	4.57	0.00*
▪ I think my age at this time should receive Wellness services	6.36	1.57	5.00	1.97	6.25	0.88	6.74	0.00*
▪ I just want to have a relaxation time	6.45	1.21	5.63	1.34	6.21	1.02	3.04	0.01*
▪ My personal health needs it.	6.45	1.51	5.31	1.73	6.13	1.12	3.26	0.01*

*Significant at 0.05 level

Factors	Age						F	p-value
	41-50		51-60		> 60			
	X	SD	X	SD	X	SD		
INDIVIDUAL								
▪ I want to look good and healthy	6.20	0.82	5.72	1.37	5.91	1.30	4.57	0.00*
▪ I think my age at this time should receive Wellness services	6.18	0.92	5.72	1.35	5.91	1.76	6.74	0.00*
▪ I just want to have a relaxation time	6.10	0.79	5.66	1.36	5.64	1.91	3.04	0.01*
▪ My personal health needs it.	6.06	0.87	5.63	1.56	5.82	1.66	3.26	0.01*

*Significant at 0.05 level

Table 4-34: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by age (Cont.)**(n=300)**

Factors	Age						F	p-value
	≤ 20		21-30		31-40			
	\bar{X}	SD	\bar{X}	SD	\bar{X}	SD		
PSYCHOLOGICAL								
▪ Because Wellness services make me feel good about myself	6.82	0.60	5.09	1.75	6.20	0.93	8.07	0.00*
▪ When I am thinking about Wellness center, I felt an urge to go	6.55	1.04	5.13	1.74	6.21	1.11	6.84	0.00*
▪ I have learned that there is a course at Wellness center which is good for my health	6.45	1.51	5.31	1.60	6.13	1.05	4.62	0.00*
▪ I believe that I will have a healthy life after receiving a service	6.64	0.92	5.44	1.58	6.11	1.09	2.91	0.01*

*Significant at 0.05 level

Table 4-34: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by age (Cont.)

(n=300)

Factors	Age						F	p-value
	41-50		51-60		> 60			
	\bar{X}	SD	\bar{X}	SD	\bar{X}	SD		
PSYCHOLOGICAL								
▪ Because Wellness services make me feel good about myself	6.19	0.85	5.47	1.72	6.09	0.94	8.07	0.00*
▪ When I am thinking about Wellness center, I felt an urge to go	6.29	0.91	5.47	1.68	5.91	1.30	6.84	0.00*
▪ I have learned that there is a course at Wellness center which is good for my health	6.14	0.77	5.50	1.48	5.82	1.54	4.62	0.00*
▪ I believe that I will have a healthy life after receiving a service	6.08	0.95	5.72	1.17	5.91	1.81	2.91	0.01*

*Significant at 0.05 level

According to Table 4-34 can be describe as Figure 4-1 – 4-4 for a better understanding. Refer to Figure 4-1, 4-2, 4-3, 4-4 for Cultural Factor, Social Factor, Individual Factor, and Psychological Factor respectively.

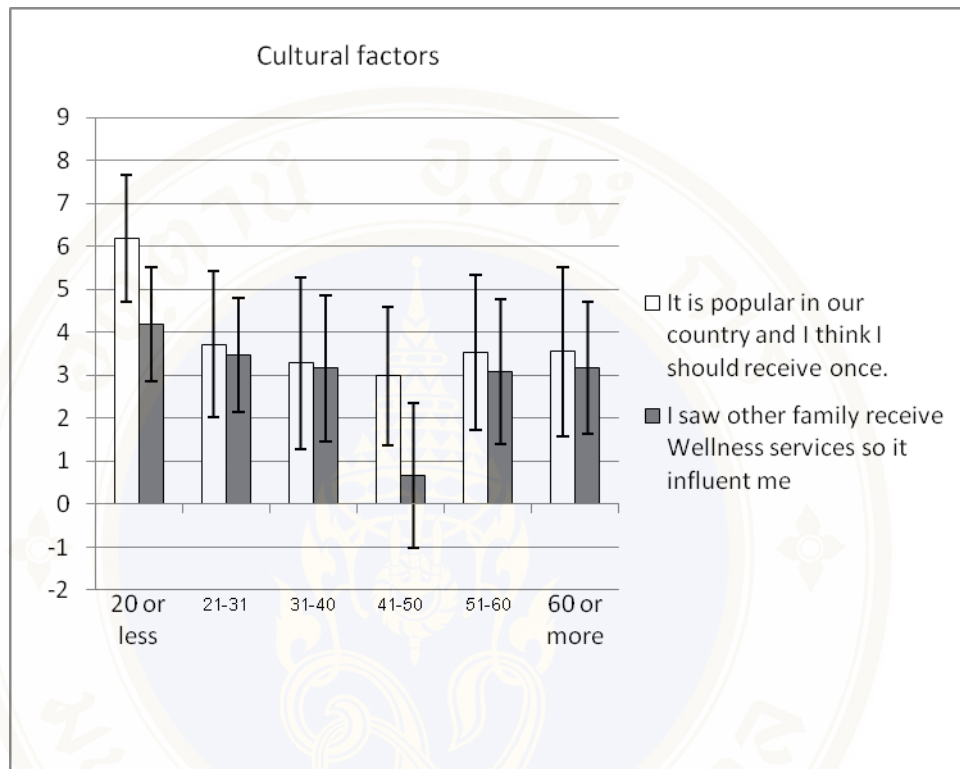


Figure 4-1: Cultural factor influenced by Ages.

“It is popular in our country and I think I should receive once” was most agreed by respondents age 20 years old or younger age ($\bar{X} = 6.18$, $SD = 1.47$) which produce 95% confidence interval score range between 4.71-7.65, while it was the smallest amount of respondents aged between 41-50 years old ($\bar{X} = 2.98$, $SD = 1.6$) which give rise 95% confidence interval score range between 1.38-4.58.

As shown in Graph 4-1, there is no intersection or overlapping of most influential respondents group’s 95% Confident Interval (20 years old or younger age) and the least influential respondents group’s 95% Confident Interval (Age 41-50 years old). This leads to the finding that there is significant degree of Age factor for being a Wellness customer.

Second culture answer, “I saw other family receive Wellness services so it influent me”, has similar result. Again, this question agreement has been demonstrated

to be maximum in respondents age 20 years old or younger ($\bar{X} = 4.18$, $SD = 1.33$) and again minimal in respondents age 41-50 years old ($\bar{X} = 0.66$, $SD = 1.69$).

Respondents age 20 and younger contribute 95% Confident Interval agreement score 2.85 to 5.51 compare to age range 41-50 years 95% Confident Interval score -1.03 to 2.35. There is no overlapping between two age group confident interval which leads to the conclusion that there is significant influence of ages over how people choose Wellness services. People younger than 20 years old tend to respond well with Cultural factors.

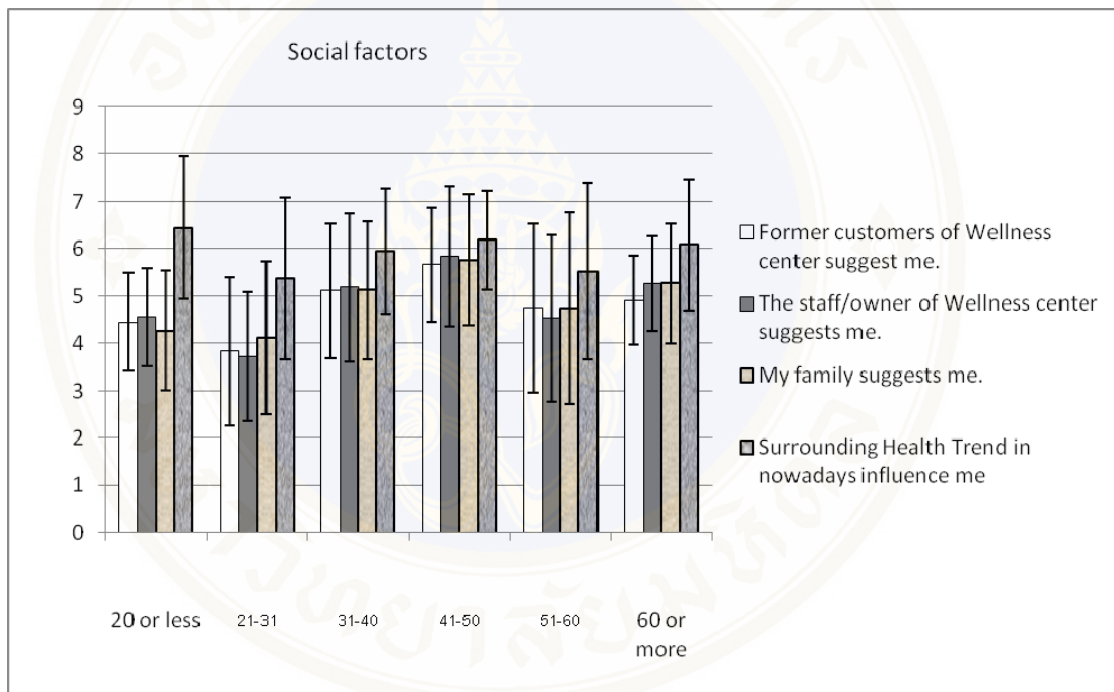


Figure 4-2: Social factor influenced by Ages.

Again, social factors have been analyzed with ANOVA method and have given rise to significant p-value of (p-value smaller than 0.05) for all of four analyzed factors. However, considering p-value may not sufficiently dictate validity of social factors influence on respondents decision and possible overlapping between all pairs of age range within 95% Confidence Interval, it is inconclusive to reject H_0 . In this case it remains inconclusive whether there is a different amongst respondent ages over various social factors.

For the first question of Social related category, “Former customers of Wellness center suggest me”, each of the age range gives rise to 95% Confidence Interval, 3.41 - 5.49, 2.27 - 5.41, 3.68 - 6.54, 4.45 - 6.87, 2.97 – 6.53, 3.97 – 5.85 for age ranges younger than 20, 21 - 30, 31 – 40, 41 – 50, 51 – 60, 60 and older respectively. Even overall age p-value = 0.00, suggest that there is no Confidence Interval paring that is uniquely discriminatory from other Interval groups. This is problematic to the conclusion that there is influences of Age over Social factor. To correct this, sample size of future research should be increased to narrow the 95% Confidence Interval of each age range down and if there is any influence of Age over Social factor a discriminatory 95% Confidence Interval of age range pair should be observed.

Inconclusiveness of 95% the overlapping Confidence Interval despite p-value of smaller than 0.05 are present to the remaining answer categories, “The staff/owner of Wellness center suggests me”, “My family suggests me”, “Surrounding Health Trend in nowadays influence me”.

With the limitation of small sample data, at age range 41 – 50 years old respondents are likely influenced by Social factors such as “Former customers of Wellness center suggest me”, “The staff/owner of Wellness center suggests me”, “My family suggests me”. Vice-versa, younger age range of 20 years old group show more ability to be influenced by “Surrounding Health Trend in nowadays influence me”.

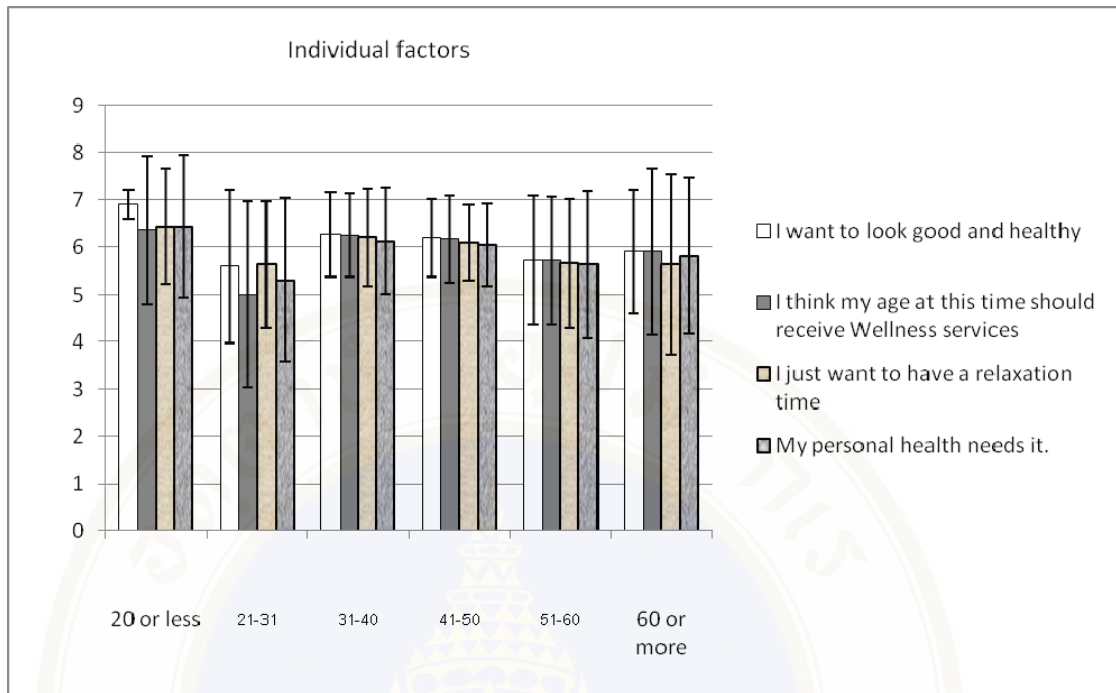


Figure 4-3: Individual factor influenced by Ages.

Despite each p-value of the 4 answer choice in Individual factors category showing significant value (0.00, 0.00, 0.01, and 0.01 respectively), a 95% Confidence interval of each age ranges still exhibit high standard error which makes the interval too wide for conclusive results.

For the first answer of this category, “I want to look good and healthy”, the p-value is 0.00. However, 95% Confidence Interval of the age group younger than 20 years old respondents = 6.61 to 7.21, 21-30 age range 95% CI = 3.97 to 7.21, 31-40 age range 95% CI = 5.38 to 7.16, 41-50 age range 95% CI = 5.38 to 7.02, 51-60 age range 95% CI = 4.35 to 7.09, age older than 60 range 95% CI = 4.61 to 7.21, all of these 95% Confidence interval ranges intersects with each other and leads to uncertainty of age influence over individual factor.

On the other hand, there is no difference between people of various ages amongst individual value related factor. At this point, repetitive research with bigger sample size can be done to show discriminatory 95% Confidence Interval of some age range.

The tendency of 95%CI to overlap despite a significant p-value is also presented in other three answer choice e.g. “I think my age at this time should receive Wellness services”, “I just want to have a relaxation time”, “My personal health needs it”.

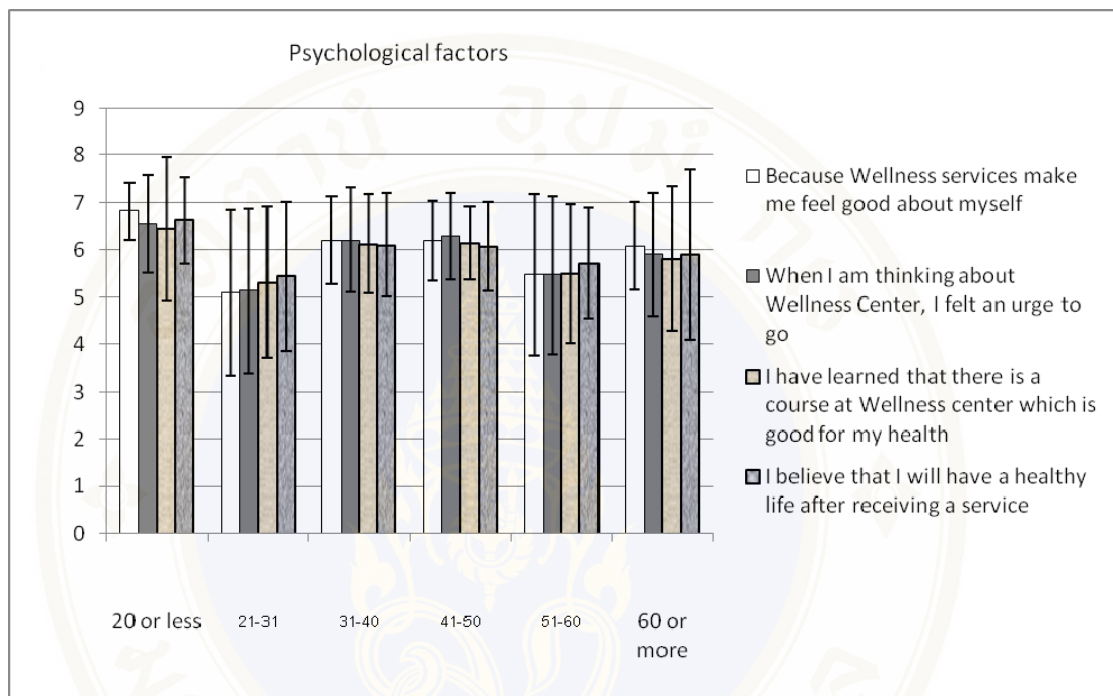


Figure 4-4: Psychological factor influence by Ages.

Similar to the methods for all other categories, Psychological related question have been analyzed in the same way. The result shows no definite influences between age range over psychological factors.

Despite the p-value = 0.00 which is statistical significant, 95%CI analysis still not clear to conclude that “Because Wellness services make me feel good about myself” has been influenced from age. As can be seen from graph 4-35.4 each age range give rise 95% CI value 6.22 to 7.42, 3.34 to 6.84, 5.27 to 7.13, 5.34 to 7.04, 3.75 to 7.19, 5.15 to 7.03 from age less than 20 years old, 21-30 years old, 31-40 years old, 41-50 years old, 51 to 60 years old, and more than 60 years old respectively, all of these 95% Confidence interval are overlapping with one another.

The remaining question in the same category, “When I am thinking about Wellness center, I felt an urge to go”, “I have learned that there is a course at Wellness

center which is good for my health”, “I believe that I will have a healthy life after receiving a service” show the same properties of non-discriminatory p-value. It is postulated that some significant P-value with a distinguishable 95% confidence interval can be observed by increasing the sample size. Furthermore, it is postulated that the younger than 20 years old age group may be influenced by psychological factors.

4.9 Statistical analysis of the relationship between the specific variables of education and factor that influence customers’ behavior

Table 4-35: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by education

(n=300)

Factors	Education						F	p-value
	< Bachelor’s degree		Bachelor’s degree		>Bachelor’s degree			
	<i>X</i>	SD	<i>X</i>	SD	<i>X</i>	SD		
CULTURAL								
▪ It is popular in our country and I think I should receive once.	3.01	1.82	3.69	1.90	3.79	1.78	5.18	0.01*
▪ I saw other family receive Wellness services so it influent me.	2.86	1.72	3.20	1.58	3.53	1.81	2.32	0.10

*Significant at 0.05 level

Table 4-35: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by education (Cont.)**(n=300)**

Factors	Education						F	p-value
	< Bachelor's degree		Bachelor's degree		> Bachelor's degree			
	X	SD	X	SD	X	SD		
SOCIAL								
▪ Former customers of Wellness center suggest me.	5.67	1.10	4.56	1.61	4.42	1.43	25.46	0.00*
▪ The staff/owner of Wellness center suggests me.	5.83	1.27	4.54	1.73	4.53	1.54	27.35	0.00*
▪ My family suggests me.	5.75	1.23	4.70	1.69	4.16	1.80	21.89	0.00*
▪ Surrounding Health Trend in nowadays influence me	6.22	1.09	5.78	1.56	5.05	1.61	8.14	0.00*
INDIVIDUAL								
▪ I want to look good and healthy	6.28	0.70	6.03	1.29	5.58	1.39	4.73	0.01*
▪ I think my age at this time should receive Wellness services	6.25	0.89	5.84	1.44	5.63	1.50	5.26	0.01*
▪ I just want to have a relaxation time	6.17	0.79	6.01	1.23	5.26	1.69	6.07	0.00*
▪ My personal health needs it.	6.17	0.88	5.84	1.40	5.21	1.87	6.44	0.00*

*Significant at 0.05 level

Table 4-35: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by education (Cont.)

(n=300)

Factors	Education						F	p-value
	< Bachelor’s degree		Bachelor’s degree		>Bachelor’s degree			
	X	SD	X	SD	X	SD		
PSYCHOLOGICAL								
▪ Because Wellness services make me feel good about myself	6.23	0.73	5.92	1.39	5.05	1.78	9.74	0.00*
▪ When I am thinking about Wellness center, I felt an urge to go	6.35	0.79	5.88	1.46	4.84	1.80	15.27	0.00*
▪ I have learned that there is a course at Wellness center which is good for my health	6.18	0.79	5.91	1.32	4.89	1.73	11.49	0.00*
▪ I believe that I will have a healthy life after receiving a service	6.15	0.84	5.93	1.34	5.32	1.63	4.90	0.01*

*Significant at 0.05 level

According to Table 4-35, education was classified into three groups: less than Bachelor degree, Bachelor degree, and higher than Bachelor degree. The result has statistically significant difference on all factors with p-value < 0.05, except for the sub-factor: “I saw other family receive Wellness services so it influent me” in Cultural factor with p-value > 0.05

4.10 Statistical analysis of the relationship between the specific variables of occupation and factor that influence customers' behavior

Table 4-36: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by occupation

(n=300)

Factors	Occupation								F	p-value
	Student		Gov't officer		Private Company officer		Business Owner			
	X	SD	X	SD	X	SD	X	SD		
CULTURAL										
▪ It is popular in our country and I think I should receive once.	4.37	2.29	3.35	1.98	3.24	1.86	3.38	1.68	2.06	0.11
▪ I saw other family receive Wellness services so it influent me.	3.58	1.46	2.95	1.87	2.93	1.67	3.23	1.55	1.26	0.29
SOCIAL										
▪ Former customers of Wellness center suggest me.	4.47	1.22	4.96	1.69	5.09	1.52	5.32	1.27	1.87	0.13
▪ The staff/owner of Wellness center suggests me.	4.47	1.43	5.05	1.85	5.18	1.65	5.38	1.47	1.70	0.17
▪ My family suggests me.	4.42	1.61	4.93	1.85	5.18	1.57	5.53	1.35	3.20	0.02*
▪ Surrounding Health Trend in nowadays influence me	6.05	1.75	5.62	1.62	5.85	1.31	6.33	1.18	3.40	0.02*

*Significant at 0.05 level

Table 4-36: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by occupation (Cont.)

(n=300)

Factors	Occupation								F	p-value
	Student		Gov't officer		Private Company officer		Business Owner			
	X	SD	X	SD	X	SD	X	SD		
INDIVIDUAL										
▪ I want to look good and healthy	6.11	1.20	5.96	1.36	6.15	0.95	6.19	1.01	0.55	0.65
▪ I think my age at this time should receive Wellness services	5.79	1.55	5.78	1.44	6.06	1.20	6.19	0.98	1.49	0.22
▪ I just want to have a relaxation time	6.00	1.25	6.07	1.21	6.00	1.05	6.10	1.08	0.17	0.91
▪ My personal health needs it.	6.05	1.35	5.87	1.35	5.88	1.29	6.17	1.00	1.07	0.36
PSYCHOLOGICAL										
▪ Because Wellness services make me feel good about myself	6.26	0.99	5.51	1.37	6.06	1.21	6.23	0.92	4.74	0.00*
▪ When I am thinking about Wellness center, I felt an urge to go	6.11	1.05	5.53	1.51	6.09	1.29	6.29	0.95	4.31	0.01*
▪ I have learned that there is a course at Wellness center which is good for my health	6.05	1.31	5.55	1.46	5.99	1.16	6.26	0.76	4.17	0.01*
▪ I believe that I will have a healthy life after receiving a service	6.26	0.99	5.71	1.34	5.93	1.23	6.27	0.85	3.13	0.03*

*Significant at 0.05 level

According to Table 4-36, occupation was classified into four groups: student, government officer, private company officer, and business owner. The result indicated that there is no significant different on cultural factor and individual factor. On the other hand, sub-factor: “My family suggests me” and “Surrounding Health Trend in nowadays influence me” have a p-value of less than 0.02 in social factor showing a significant difference. Moreover, all sub-factor in psychological factor all showed a significant difference with “Because Wellness services make me feel good about myself”(p-value < 0.00), “When I am thinking about Wellness center, I felt an urge to go”(p-value < 0.01), “I have learned that there is a course at Wellness center which is good for my health” (p-value < 0.01), “I believe that I will have a healthy life after receiving a service” (p-value < 0.03).

4.11 Statistical analysis of the relationship between the specific variables of income and factor that influence customers’ behavior

Table 4-37: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by income

(n=300)

Factors	Income (THB)						F	p-value
	≤ 10,000		10,001-30,000		30,001-50,000			
	\bar{X}	SD	\bar{X}	SD	\bar{X}	SD		
CULTURAL								
▪ It is popular in our country and I think I should receive once.	4.74	2.02	4.35	1.80	4.13	1.81	13.86	0.00*
▪ I saw other family receive Wellness services so it influent me.	3.84	1.46	3.44	1.44	3.65	1.66	6.40	0.00*

*Significant at 0.05 level

Table 4-37: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by income (Cont.)

Factors	Income (THB)						F	p-value
	50,001-70,000		70,001-100,000		>100,000			
	\bar{X}	SD	\bar{X}	SD	\bar{X}	SD		
CULTURAL								
▪ It is popular in our country and I think I should receive once.	4.64	1.86	2.76	1.89	2.68	1.48	13.86	0.00*
▪ I saw other family receive Wellness services so it influent me.	4.27	1.74	2.71	1.72	2.62	1.59	6.40	0.00*

Table 4-37: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by income (Cont.)

(n=300)

Factors	Income (THB)						F	p-value
	≤ 10,000		10,001-30,000		30,001-50,000			
	\bar{X}	SD	\bar{X}	SD	\bar{X}	SD		
SOCIAL								
▪ Former customers of Wellness center suggest me.	4.32	1.49	3.79	1.61	4.27	1.45	25.33	0.00*
▪ The staff/owner of Wellness center suggests me.	4.26	1.48	3.72	1.40	4.31	1.60	24.69	0.00*
▪ My family suggests me.	4.37	1.64	4.02	1.64	4.52	1.66	17.30	0.00*
▪ Surrounding Health Trend in nowadays influence me	6.16	1.74	5.53	1.65	5.23	1.63	5.28	0.00*

*Significant at 0.05 level

Table 4-37: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by income (Cont.)**(n=300)**

Factors	Income (THB)						F	p-value
	50,001-70,000		70,001-100,000		>100,000			
	X	SD	X	SD	X	SD		
SOCIAL								
▪ Former customers of Wellness center suggest me.	4.45	1.13	5.61	1.22	5.80	0.99	25.33	0.00*
▪ The staff/owner of Wellness center suggests me.	4.55	1.29	5.71	1.42	5.95	1.27	24.69	0.00*
▪ My family suggests me.	4.18	1.47	5.47	1.43	5.90	1.16	17.30	0.00*
▪ Surrounding Health Trend in nowadays influence me	6.18	1.25	6.02	1.27	6.27	1.04	5.28	0.00*

*Significant at 0.05 level

Table 4-37: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by income (Cont.)

(n=300)

Factors	Income (THB)						F	p-value
	≤ 10,000		10,001-30,000		30,001-50,000			
	<i>X</i>	SD	<i>X</i>	SD	<i>X</i>	SD		
INDIVIDUAL								
▪ I want to look good and healthy	6.32	1.06	5.81	1.55	6.21	1.13	0.95	0.45
▪ I think my age at this time should receive Wellness services	6.05	1.47	5.44	1.91	5.96	1.34	2.68	0.02*
▪ I just want to have a relaxation time	6.26	1.15	5.74	1.57	5.90	1.28	1.54	0.18
▪ My personal health needs it.	6.32	1.34	5.42	1.85	5.73	1.53	3.20	0.01*

*Significant at 0.05 level

Factors	Income (THB)						F	p-value
	50,001-70,000		70,001-100,000		>100,000			
	<i>X</i>	SD	<i>X</i>	SD	<i>X</i>	SD		
INDIVIDUAL								
▪ I want to look good and healthy	6.09	1.30	6.18	0.87	6.15	0.88	0.95	0.45
▪ I think my age at this time should receive Wellness services	6.36	0.81	6.14	0.85	6.17	0.93	2.68	0.02*
▪ I just want to have a relaxation time	6.55	0.69	6.06	0.95	6.11	0.87	1.54	0.18
▪ My personal health needs it.	6.45	0.69	6.02	1.03	6.12	0.84	3.20	0.01*

*Significant at 0.05 level

Table 4-37: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by income (Cont.)**(n=300)**

Factors	Income (THB)						F	p-value
	≤ 10,000		10,001-30,000		30,001-50,000			
	\bar{X}	SD	\bar{X}	SD	\bar{X}	SD		
PSYCHOLOGICAL								
▪ Because Wellness services make me feel good about myself	6.26	1.05	5.40	1.72	5.73	1.65	4.29	0.00*
▪ When I am thinking about Wellness center, I felt an urge to go	6.16	1.07	5.42	1.82	5.58	1.71	5.40	0.00*
▪ I have learned that there is a course at Wellness center which is good for my health	6.11	1.33	5.42	1.75	5.73	1.58	3.52	0.00*
▪ I believe that I will have a healthy life after receiving a service	6.26	1.05	5.63	1.72	5.79	1.49	1.82	0.11

*Significant at 0.05 level

Table 4-37: Mean, standard Deviation and “ANOVA” on influencing factors of the sample identified by income (Cont.)**(n=300)**

Factors	Income (THB)						F	p-value
	50,001-70,000		70,001-100,000		>100,000			
	X	SD	X	SD	X	SD		
PSYCHOLOGICAL								
▪ Because Wellness services make me feel good about myself	6.18	1.08	6.22	0.78	6.20	0.78	4.29	0.00*
▪ When I am thinking about Wellness center, I felt an urge to go	6.00	1.00	6.22	0.86	6.34	0.86	5.40	0.00*
▪ I have learned that there is a course at Wellness center which is good for my health	6.09	1.04	6.16	0.88	6.16	0.66	3.52	0.00*
▪ I believe that I will have a healthy life after receiving a service	6.00	0.89	6.02	1.21	6.15	0.71	1.82	0.11

*Significant at 0.05 level

According to Table 4-37, income was classified into six groups: less than or equal to 10,000 THB, 10,001-30,000 THB, 30,001-50,000 THB, 50,001-70,000 THB, 70,001-100,000 THB, more than 100,000 THB. The result indicated that there is a significant different mostly on all factor except for the sub-factor of “I want to look good and healthy” and “I just want to have a relaxation time” in individual factor with same $p\text{-value} > 0.45$, “I believe that I will have a healthy life after receiving a service” in psychological factor with $p\text{-value} > 0.11$

Moreover post hoc test also identified in this chapter as Table 4-38 for cultural factor, Table 4-39 for social factor, Table 4-40 for individual factor and Table 4-41 for psychological factor.

Table 4-38: Post hoc test for demographic characteristic of wellness center customer significant differences of cultural factor

Factor	Age	Nationality	Highest Education	Income
It is popular in our country and I think I should receive once.	≤20* and 21-30	Thai	< BA and BA*	≤ 10000* and 50001-70000
	≤20* and 31-40			≤ 10000* and 70001-100000
	≤20* and 41-50			≤ 10000* and >100000
	≤20* and 51-60			10001-30000* and 70001-100000
	≤20* and > 60			30001-50000* and 70001-100000
				50001-700000* and 70001-100000
				30001-50000* and > 100000

Table 4-38: Post hoc test for demographic characteristic of wellness center customer significant differences of cultural factor (Cont.)

Factor	Age	Nationality	Education	Income
I saw other family receive Wellness services so it influent me.	≤20* and 21-30	Thai	< BA and BA* BA*	≤ 10,000* and
	≤20* and 31-40			> 100,000
	≤20* and 41-50			30,001-50,000*
	≤20* and 51-60			and > 100,000
	≤20* and > 60			50,001-70,000* and > 100,000

Table 4.38 showed the post-hoc test of cultural factors identifying in details which demographic characteristic had the statistical significant differences on the factor “It is popular in our country and I think I should receive once” and factor “I saw other family receive Wellness services so it influent me.” In addition, gender and occupation did not show a significant relationship with cultural factor.

For factor “It is popular in our country and I think I should receive once,” the results show that this factor motivates respondent with the age group less than or equal to 20 to decide to receive a wellness service more than any other age group. In addition, the same factor motivates Thai respondent to decide to receive wellness services more than it motivate non-Thai respondents. Moreover, this factor motivates respondent who has a Bachelor degree and higher than Bachelor degree to decide to receive a wellness service more than respondent with an education of lower than Bachelor degree. For income, this factor motivate respondent with an income of less than or equal to 10,000 to receive a wellness service more than respondent with an income of 50,001-70000, 70,001-100,000 and more than 100,000. Also, this factor motivate respondent with an income of 10,001-30,000, 30,001-50,000 and 50,001-700,000 to receive a wellness service more than respondent with an income 70,001-100,000. Furthermore, this factor motivate respondent with an income of 30,001-

50,000 to receive a wellness service more than respondent with an income of more than 100,000.

For factor “I saw other family receive Wellness services so it influences me,” the results showed that, this factor motivates respondent with the age group less than or equal to 20 to decide to receive a wellness service more than any other age group. In addition, the same factor motivates Thai respondent to decide to receive the wellness service more than it motivates non-Thai respondent. Moreover, this factor motivates respondent who has a Bachelor degree and higher than Bachelor degree to decide to receive a wellness service more than respondent with an education of lower than Bachelor degree. For income, this factor motivates respondent with an income of less than or equal to 10000, 30,001-50,000 and 50,001-70,000 to receive a wellness service more than respondent with an income of more than 100,000.

Table 4-39: Post hoc test for demographic characteristic of wellness center customer significant differences of social factor

Factor	Age	Nationality	Education	Income
Former customers of Wellness center suggest me.	31-40* and 21-30	Non-Thai	< BA* and BA	70,001-100,000* and ≤ 10,000
	41-50* and 21-30		< BA* and >BA	70,001-100,000* and 10,001-30,000
	41-50* and 51-60			70,001-100,000* and 30,001-50,000
				> 100,000* and ≤ 10,000
				>100,000* and 10,001-30,000
				> 100,000* and 30,001-50,000
				> 100,000* and 50,001-70,000

Table 4-39: Post hoc test for demographic characteristic of wellness center customer significant differences of social factor (Cont.)

Factor	Age	Nationality	Education	Income
The staff/owner of Wellness center suggests me.	31-40* and	Non-Thai	< BA* and BA	70,001-100,000* and \leq 10,000
	21-30			70,001-100,000* and 10,001-30,000
	41-50* and			70,001-100,000* and 30,000-50,000
	21-30			> 100,000* and \leq 10,000
	\leq 20* and			> 100,000* and 10,001-30,000
	51-60			> 100,000* and 30,001-50,000
				> 100,000* and 50,001-70,000

Table 4-39: Post hoc test for demographic characteristic of wellness center customer significant differences of social factor (Cont.)

Factor	Age	Nationality	Education	Occupation	Income
My family suggests me.	31-40* and 21-30	Non-Thai	<BA* and BA	Business owner* and Student	30,001-50,000* and ≤ 10,000
	41-50* and ≤20		<BA* and > BA	Business Owner*	70,001-100,000* and 10,001-30,000
	41-50* and 21-30			and Government officer	70,001-100,000* and 30,001-50,000
	41-50* and 31-40			Business owner* and Private comp officer	> 100,000* and ≤ 10,000 >100,000* and 10,001-30,000
				Private comp officer* and Government officer	> 100,000* and 30,001-50,000 > 100,000* and 50,001-70,000
Surrounding Health Trend in nowadays influence me	-	Non-Thai	< BA* and BA <BA* and >BA	Business owner* and Government officer	>100,000* and 10,001-30,000 > 100,000* and 30,001-50,000

Table 4.39 showed the post-hoc test of social factor identifying in details which demographic characteristic had the statistical significant differences on the factor “Former customers of Wellness center suggest me,” “The staff/owner of Wellness center suggests me,” “My family suggests me,” and factor “Surrounding Health Trend in nowadays influence me” In addition, gender did not show a significant relationship with social factor.

For factor “Former customers of Wellness center suggest me,” the results show that this factor motivates respondent with the age group between 31-40 years old to decide to receive a wellness service more than the age group of 21-30 years old. Moreover with the age group of 41-50 years old, respondents decide to receive a wellness service more than the age group of 21-30 and 51-60 years old. In addition, the same factor motivates non-Thai respondent to decide to receive the wellness service more that it motivates Thai respondents. Furthermore, this factor motivates respondent who has a Bachelor degree and higher than Bachelor degree to decide to receive a wellness service more than respondents with an education of lower than Bachelor degree. For income, this factor motivates respondent with an income of 70,001-100,000 to receive a wellness service more than respondents with an income of less than or equal to 10,000, 10,001-30,000, 30,001-50,000. Also, this factor motivates respondent with an income of more than 100,000 to receive a wellness service more than respondent with an income of less than 10000, 10,001-30,000, 30,001-50,000 and 50,001-70,000.

For factor “The staff/owner of Wellness center suggests me,” the results indicated that, this factor motivates respondent with the age group between 31-40 years old and 41-50 years old to decide to receive a wellness service more than the respondent in the age group of 21-30 years old. On the other hand the respondents with the age group less than or equal to 20 decide to receive a wellness service more than the respondent between the age group of 51-60 years old. In addition, the same factor motivates non-Thai respondent to decide to receive the wellness service more that it motivated Thai respondents. For education factor, this factor motivates respondent who has a Bachelor degree and higher than Bachelor degree to decide to receive a wellness service more than respondents with an education of lower than

Bachelor degree. Furthermore, for income factor respondents are motivated with an income of 70,001-100,000 to receive a wellness service more than respondents with an income of less than or equal to 10,000, 10,001-30,000 and 30,000-50,000. Furthermore, respondent with an income of more than 100,000 receive a wellness service more than respondents with an income of less than or equal to 10,000, 10,001-30,000, 30,001-50,000 and 50,001-70,000.

For factor “My family suggests me,” the results show that, this factor motivates respondent with the age group between 31-40 years old more than the respondent in the age group of 21-30 years old to decide to receive a wellness service. In addition, this factor also motivates respondent with the age group between 41-50 years old to decide to receive a wellness service more than the respondent in age group less than or equal to 20, 21-30 and 31-40 years old. In addition, the same factor motivates non-Thai respondent to decide to receive the wellness service more than it motivated Thai respondent. For education factor, this factor motivates respondent who has a Bachelor degree and higher than Bachelor degree to decide to receive a wellness service more than respondents with an education of lower than Bachelor degree. In addition, social factor show a significance relationship with occupational factor; the results shows that this factor motivates respondent who is a business owner to decide to receive a wellness service more than the student, government officer and private company officer. On the other hand, this factor motivates respondent who is a private company officer more than the respondent who is a government officer to decide to receive a wellness service. For income factor, this factor motivates respondent with an income of 30,001-50,000 to receive a wellness service more than respondent who has income less than or equal to 10,000, this factor also motivates respondent with an income 70,001-100,000 to decide to receive a wellness service more than respondent with income of 10,001-30,000 and 30,001-50,000. Moreover, this factor motivates respondent with an income more than 100,000 to receive a wellness service more than respondent who has income less than or equal to 10,000, 10,001-30,000, 30,001-50,000 and 50,001-70,000.

For factor “Surrounding Health Trend in nowadays influence me,” the results show that, there is no significant with age group. On the other hand, the same

factor motivates non-Thai respondent to decide to receive the wellness service more than that it motivated Thai respondent. For educational factor, this factor motivates respondent who has a Bachelor degree and higher than Bachelor degree to decide to receive a wellness service more than respondent with an education of lower than Bachelor degree. For occupation factor, this factor motivates respondent who is a business owner to decide to receive a wellness service more than the respondent who is a government officer. Furthermore, respondent with an income more than 100,000 decide to receive a wellness service more than a respondent with an income of 10,001-30,000 and 30,001-50,000.

Table 4-40: Post hoc test for demographic characteristic of wellness center customer significant differences of individual factor

Factor	Age	Education	Income
I want to look good and healthy	$\leq 20^*$ and 21-30 $\leq 20^*$ and 51-60 31-40* and 21-30	< BA* and BA	-
I think my age at this time should receive Wellness services	$\leq 20^*$ and 21-30 31-40* and 21-30 41-50* and 21-30	< BA* and BA	> 100,000* and 10,001-30,000
I just want to have a relaxation time	-	<BA* and > BA	-
My personal health needs it.	21-30 and 31-40* 21-30 and 41-50*	BA* and >BA	> 100,000* and 10,001-30,000

Table 4-40 showed the post-hoc test of individual factor identifying in detail which demographic characteristic has statistical significant differences on all sub-factors. In addition, gender nationality and occupation did not show a significant with individual factor.

For factor “I want to look good and healthy,” the results shows that, this factor motivates respondent with the age group less than or equal to 20 to decide to receive a wellness service more than respondent with age group of 21-30 and 51-60 years old. In addition, the same factor motivates respondent in age group of 31-40 more than the respondent with age group 21-30 in order to make a decision to receive a wellness service. For education factor, respondent who has a Bachelor degree decide to receive a wellness service more than respondent with an education of lower than Bachelor degree.

For factor “I think my age at this time should receive Wellness services,” the results indicated that, this factor motivates respondent with the age group less than or equal to 20, 31-40 and 41-50 to decide to receive a wellness service more than a respondent with an age group of 21-30. For an education factor, respondent with lower than a Bachelor degree decide to receive a wellness service more than respondent with an education of Bachelor degree. In addition for the income factor, respondent who has an income more than 100,000 correspondingly receive a wellness service more than 10,001-30,000 in cost.

For factor “I just want to have a relaxation time,” this factor shows significant relationship with educational factors only with the respondent who has higher than a Bachelor degree deciding to receive a wellness service more than respondent who has a lower than Bachelor degree.

For factor “My personal health needs it,” the results indicated that the respondent with an age group of 31-40 and 41-50 are motivated to receive a wellness service more than the respondent with age group of 21-30 years old.

Table 4-41: Post hoc test for demographic characteristic of wellness center customer significant differences of psychological factor

Factor	Age	Education	Income
I want to look good and healthy	≤20* and 21-30 ≤20* and 51-60 31-40* and 21-30	< BA* and BA	-
I think my age at this time should receive Wellness services	≤20* and 21-30 31-40* and 21-30 41-50* and 21-30	< BA* and BA	> 100,000* and 10,001-30,000
I just want to have a relaxation time	-	<BA* and > BA	-
My personal health needs it.	21-30 and 31-40* 21-30 and 41-50*	BA* and >BA	> 100,000* and 10,001-30,000

Table 4-41 showed the post-hoc test of psychological factor identifying in detail which demographic characteristic had the statistical significant differences on all sub-factors. In addition, gender nationality and occupation did not show a significant with individual factor.

For factor “I want to look good and healthy,” the results show that, this factor motivates respondent with the age group less than or equal to 20 to decide to receive a wellness service more than respondent in the age group of 21-30 and 51-60 years old, moreover, the respondent with the age group of 31-40 years old also decide to receive a wellness service more than respondent in the age group of 21-30 years old. For education factor, respondent who has a Bachelor degree decide to receive a wellness service more than respondent with an education of lower than Bachelor

degree. In addition, there is no significant difference on the sub-factor of “I want to look good and healthy”.

For factor “I think my age at this time should receive Wellness services” the results shows that, this factor motivates respondent with the age group less than or equal to 20 to decide to receive a wellness service more than respondent with the age group 21-30 years old. In addition the same factor motivates respondent with age group of 31-40 and 41-50 to decide to receive a wellness service more than respondent with the age group of 21-30 years old. Moreover, this factor motivates respondent who has a Bachelor degree to decide to receive a wellness service more than respondent with an education of lower than Bachelor degree. For income, this factor motivates respondent with an income of more than 100,000 to receive a wellness service more than respondent with an income of 10,001-30,000.

For factor “I just want to have a relaxation time,” the results indicate that there is only one significant relationship on education. This factor motivates respondent who has a higher than Bachelor degree to decide to receive a wellness service more than respondent with an education of lower than Bachelor degree.

For factor “My personal health needs it,” the results shows that, this factor motivates respondent with the 31-40 and 41-50 years old group to decide to receive a wellness service more than respondents with the age group of 21-30 years old. In addition, this factor motivates respondent who has a higher than Bachelor degree to decide to receive a wellness service more than respondent with an education of a Bachelor degree. For income, this factor motivates respondent with an income of more than 100,000 to decide to receive a wellness service more than the respondent who has an income between 10,001-30,000.

CHAPTER V

DISCUSSION

This research investigates customer behaviors at wellness centers in Bangkok in order to identify motivational factors that influence behavior of wellness center customers and thus formulate or forecast the best marketing mix for these centers. The results and finding of this study would possibly be beneficial advice for an owner/manager of Wellness Centers which are doing this business base on the assessment of customer patronage behavior, needs and wants, and satisfaction. In addition, this research will function as a guide for customers who are curious and wish to have Wellness services as it would provide a both side of information in depth based on former customers' experiences and perceptions. The findings of the research through questionair survey are discussed in the following sections.

5.1 Motivational factors that influence behavior of wellness center customers (Objective1)

In this research, there are four factors that influence a customer: Cultural, Social, Individual and Psychological. With regards to the results, from the overall 300 wellness center customers (Thai and Foreign), the most influential was the individual factor, i.e. wanting to look good and healthy. This shows that individual/personal thinking comes before other surrounding issue; a rationale would be that a wellness center is one of customer choice or a destination as its offer many services/treatment to try once when feeling that "I should enhance the way I look and feel", these can be motivating customer to use a wellness service especially for female customers. Women are more conscious about health issues than men. In terms of demand, wellness tourists are likely to be 'Active Health Seekers' (House of Lords Report, 2000), This may explain why more women than men currently engage in wellness

services, as men may be less inclined to share their personal feelings in a public forum (Gray, 2002). As a result trends in gender marketing are influenced by the changing roles of men and women in society. For instance, as women around the world are working and earning more, many industries are attracting new customers by marketing to women (Lamb, Jr., Hair, Jr.; & McDaniel. 2004: 165).

On the other hand, the least influential factor is the cultural factor, being influenced by having other family receive wellness service, normally every group or society has a cultural influence on buying behavior that may vary greatly from country to country, or even neighborhood to neighborhood but for motivational factors that influence behavior of Wellness Center's customers, in this research showed that the family issue did not play an important role in motivating people to use a services at wellness center.

The result also differences in the motivational factor for Thais and Foreigners. For Thai people, the result shows the same as overall 300 customers while the Foreigner indicated the different as Foreigner being motivated mostly by the psychology. It is a motivation that is a dynamic factor which is always changing in reaction to life experiences. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to direct the person to seek satisfaction (Schiffman & Kanuk. 2000). As the word "Wellness" represents the way of being physically well and not just being healthy physically but embraces a holistic concept of health that encompasses our whole being - body, mind and spirit, hence the meaning of its seem to be a positive thing (Donald, 2000). Therefore the feeling of theses motivation is one of the reasons that people feel an urge to go to wellness center.

On the other hand, the lowest mean value of the Foreigner customer is "It is popular in our country and I think I should receive one" which in Cultural factor. Means that majority of the Foreigner customer likely to travel to anther country for a wellness center, not within their home country according to it is may not popular in their country compared to other location and other reasons such as price (the price difference remains the prime motivator for most people), service, quality, availability and tourism. Rising health care costs in the US is one of the reason that push people to

seek wellness treatment elsewhere, while facilities in developing countries have not only caught up to western standards but also in many ways exceeded them. Since the result indicated the influence factor of wellness center customer of both Thai and Foreigner people, therefore the manager/owner of wellness center or the related organization should use above factors as a guide to improve or adapt to a real business by using factor of marketing mix base on a real customer behavior and perception. Without a deep understanding of customers it is impossible to meet their expectations.

5.2 Investigate the marketing mix that wellness center should be use (Objective2)

Marketing mix has an important role in the identification and selection of target markets which is a key marketing decision. It influences and directly determines all of the ensuring decision regarding types of services, pricing, and communication (John, 1983). Several companies/business have failed in the market because their products were too complex or too expensive; in short, because they did not have customer orientation, and consequently did not offer any value advantage to customer (Sheth and Mittal, 2004), means that understanding customer behavior is critical for market success. Therefore this finding of marketing mix factor affecting buying decision making of the Wellness Center can be use as a solution or guideline for a wellness business in order to survive in the market. As marketing mix composed of four factors which are product, price, place, and promotion, from the result (300 respondents including Foreigners and Thais), majority of customer are thought that the Quality of program /services is the most important thing to them which in Product factor. This implies that, perhaps customers look for services that match the advertisement, that don't let them down, and really achieves what it claims.

Since understood that mostly customer expected a good quality of wellness service then the wellness center should take advantages of these result to improve their quality of program/services as it is a fastest way to increase customer loyalty. When wellness center take a good care of their customers, customer tell others, then those wellness center have delivered remarkable service. The first impressions are the most

important, when do that consistently, with every customer, every time, then the customer loyalty occurred, retention and referrals go straight through the roof.

The second important sub factor is “Clean and tidy”, which is part of the marketing ‘Place’ factor. The wellness center area should always clean and tidy as it shows to the customer at first sight since customer walk in. Not only for the place or the center area but also people who work at wellness center. Personal hygiene is the first step to a good grooming and good health. Cleaning regularly decreases a chance of contracting and spreading diseases and illness to the customer. For a first impression of customer experience, the wellness center must always keep their area clean and tidy. It is clearly undeniable proof that being clean means being healthier, which is an image that wellness centers should aim to project in any case.

The third important sub-factor is “Reasonable price” which is in the ‘Price’ factor. Price is important nowadays, especially, since the recent economic crises have thought people to become more value conscious. As customers seek for a reasonable price of wellness services then the wellness center need to create a reasonable price match with the services of wellness. However wellness center must ultimately choose how to position itself. One can compete on price or one can compete on features and differentiation.

The forth important sub-factor is ‘Internet advertising’ which in ‘Promotion’ factor. The Web is a great tool for information research. Studies show that the Internet is now the primary means by which people get key information. This counts for commerce in particular. People expect to be able to find information about products they are considering buying, even if a company doesn't sell its products online.

With over 60% of Americans now having Internet access and 40% of Americans having been online for more than three years, the Internet has become a mainstream information tool (Hames, 2008). It has become a part of many people's lives and many are foregoing other traditional media for the internet. More and more people getting their information, hence it only makes sense for businesses to use the internet as a marketing tool. The internet can be one of the most efficient and cheapest ways to promote company, product and services of wellness center. The internet is continually breaking barriers everyday, anyone can reach anybody from anywhere

practically for free. Aside from the distance, the internet also allows entrepreneurs to reach more people for less money.

Since the outcome shows the high value placed on Internet advertising, therefore the wellness center should take an advantaged of it to attack the online customer. The most important reason that businesses should consider using the internet as a marketing tool is because it is here to stay. In the next few years, millions more will get connected to the internet.

With regards to the marketing mix factor affecting buying decision making of the Wellness Center, Foreigners and Thais have different reasons. For the Foreigner the first important sub factor is a Quality of the program/services which in Product factor while Thai people considers Clean and tidy which in Place factor. The second important factor of the Foreigner is Location of wellness services which in Place factor. Since Thailand is not their home country for a Foreigner, hence understanding road direction and rule is quite difficult, the transportation methods in Thailand may not be as convenient for foreigners as Thais. For example, Thais have access to public buses, taxis, motorcycles, while foreigners may utilize only the sky-train and taxis. Therefore Location of wellness center concerns to be one of important factors for the Foreigner, travel for a short distant is prevent an accident and more convenient.

Moreover, Thai people consider a Special discount as the second important sub-factor of Promotion factor. It is our common perception that we are getting better value with lesser amount of investment, offering discount is a well renowned popular marketing tool. For a marketer, discount is a great way to market the product. When offer a discount, customer feels that they are being valued and given better value at lesser cost. Discounts are a great way of enhancing word of mouth marketing. One of the reasons that Thai people more likely to consider a special discount than Foreigner may be that the income of Thai and foreigners are quite different. Even if the foreigners work in Thailand, they are usually paid in dollars, or relatively more than Thai people because of the 'foreign' premium; as a result, wellness center treatments may be seen as relatively 'low' expense while for Thais, it might be a substantial amount of their salary.

Reasonable price and Internet advertising tie for the third important sub factor for Foreigners while Thais also considered a reasonable price of a third

important factor and considered quality of equipment & tools and reputation and credibility of wellness Company as a last important sub factor.

5.3 Evaluating customer satisfaction (Objective3)

For the customer's expectation, the result mostly shows a high expectation in all the 4Ps. From the 300 respondents, the majority of customer first expected in Product factor with highest percentage of Quality of the program/services and customer also satisfied with the actual experience. The second expectation is Place factor with the highest percentage of Clean and Tidy, customer also satisfied with the actual experience. The third expectation factor is Price factor with the highest percentage of Reasonable price, customer also satisfied with the actual experience as well. Lastly the expectation is Promotion with the highest percentage of Television advertising but for the actual experience showed the slightly satisfied with it, according to an over promise issue. Since this study was investigated both Thai and Foreigner, therefore the result indicated that there is a different between two groups as follows:

Foreigner customers have a first high expectation in Product factor with a highest percentage of both Menu of program/services and Quality of the program/services. But the outcome of the actual experience showed that Foreigner customer satisfied with selection of program/services than the quality of the program/services. According to the Foreigner customers shows an opinion regards tourist who travel across the continent for a wellness service normally did not travel alone but with a group of friends, spouse, or a relatives with them, Traveling as a group, is becoming increasingly popular. It always sounds like a great idea at the start but if the destination does not offer something for everyone, it can turn in to a disaster quickly (Hardegree, 2011). Based on the results, foreign customers found out that the wellness center offer a variety of program which matches each person as they expected. These might be one of the reasons why Foreigner obviously satisfied with the Menu of program/services. The second expectation factor is Place factor with the highest percentage of Clean and tidy and customer also satisfied with the actual

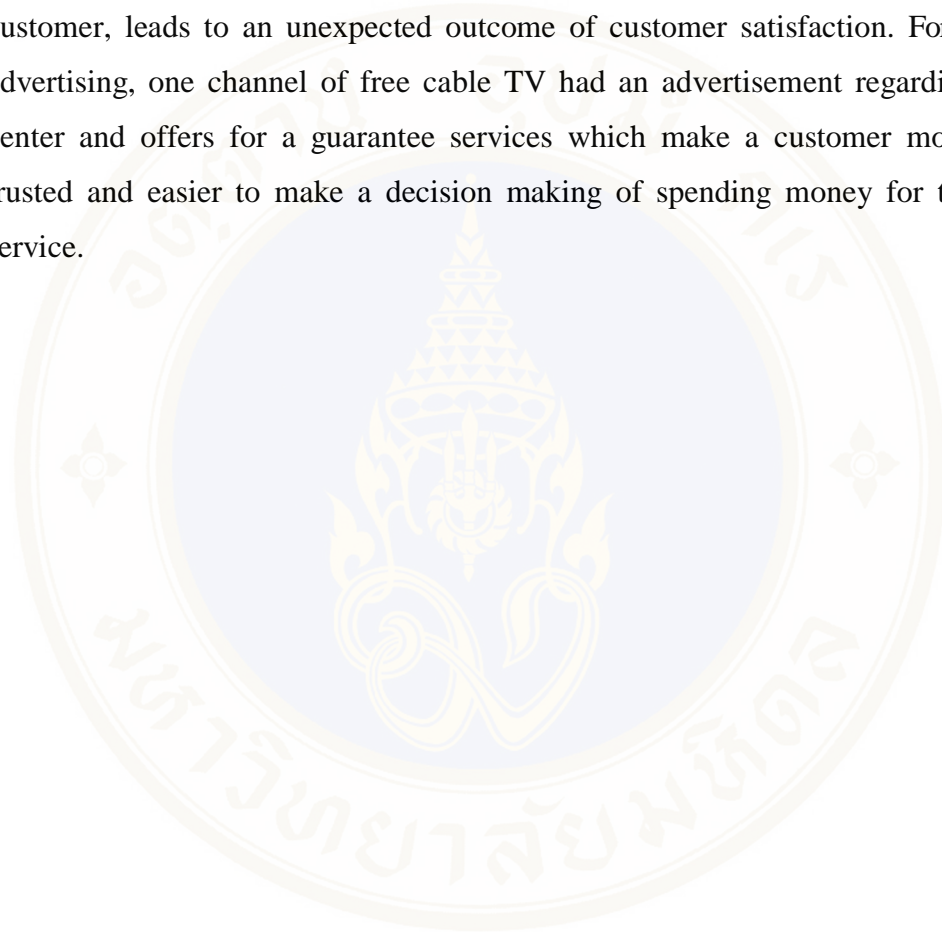
experience. Surprisingly that there is another satisfied of customer's actual experience with a bit higher of mean value (difference = 0.03) which is Nice decoration of Wellness center, Foreigner's opinion showed that Clean & tidy and Nice decoration of Wellness center are both satisfied but a bit higher for the nice decoration because of the feeling of being not at home country, they can experience a new culture as some of wellness center have a Thai style of decoration showing such as elephants, handmade stuffs, Thai silk, picture of temples or even a picture of the King of Thailand. Moreover a warm hospitality and famous cuisine are paying an important role in term of tourist attraction.

The third expectation factor is Price, with the highest percentage of Reasonable price and customer also satisfied with the actual experience. Lastly for the Promotion factor, the highest percentage is Internet advertising and the outcome for the actual experience are slightly satisfied for the Internet advertising, moreover Radio advertising also has a same number of mean value which showed a slightly satisfied as well. In addition, Foreigner customer's opinion show that Internet and radio might differentiate group of customer as adult customers mostly does not use Internet often compared to younger people and more likely to listen to the radio.

Regarding Thai customers' expectations and experiences, the majority of Thai customers have a first high expectation in Product factor with a highest percentage of Quality of the program/services and the actual experience is accordingly with satisfied. The second expectation is Reasonable price compared with others which in Price factor and the actual experience is also satisfied, but there is another satisfied actual experience with a bit higher mean value (difference = 0.02) is Term of payment; e.g. partial payment, some wellness center offers a separate payment for their customer in order to gain the number on circulation. These offers make a flexible payment for customers who do not have a big amount of money to pay in one time as can spread out the amount of full price for a different time. For example, a customer may want to purchase a massage program for 20,000 THB, the partial payment is separated into 10 times, and therefore customers have to pay only 2,000 THB per time.

The third expectation of Thai customer is décor and appearance of the wellness centers. The satisfied experience has a higher mean value (difference = 0.03) for Clean and tidy. Finally for the Promotion factor, television advertising and special

discounts are indicated a high expectation for Thai customer. The actual experience also indicated both expectations as a slightly satisfied. By the number of Television advertising is higher than Special discount with a bit different (difference = 0.28). Thai customers show their opinion regarding Special discount that sometime the condition of using a special discount did not shows a clearly explanation which confused customer, leads to an unexpected outcome of customer satisfaction. For Television advertising, one channel of free cable TV had an advertisement regarding wellness center and offers for a guarantee services which make a customer more satisfied, trusted and easier to make a decision making of spending money for the wellness service.



CHAPTER VI

CONCLUSION AND RECOMMENDATION

In conclusion, this study identified the motivational factor that influences the behavior of Wellness Center's customers in order to discover customer need and wants. Also it investigated which marketing mix that wellness center should use. Moreover this study also evaluated the customer's satisfaction.

This customer behavior research delivers result as promised in the research objectives. The researcher strongly believes that this study is ultimately advantageous for the management and owners of Wellness Center finding out what they can do as a service provider to understand customers' need and wants base on the assessment of customer patronage behavior; with that information, Wellness Centers then can be successful in retaining existing customer as well as gaining a new customer in currently competitive market. In addition, the research provides marketers with relevant information for making better decisions and reducing uncertainty. Finally, it is hoped that this study will function as a guide for customers who are curious and wish to use a Wellness services as it would provide information in depth based on former customers' experiences and perceptions since the data was collected by questionnaire survey.

6.1 Conclusion

This research was perhaps the first of its kind to gather information regarding wellness center in area of seven districts of Bangkok. Since there was no prior information available, extensive preliminary work was done, to gain familiarity with the area therefore the researcher chose to use non-probability sampling. The results of the study discovered that people acquire beliefs and attitudes, especially in making a decision for wellness services. The majority of wellness customers have a goal of wanting to look good and; wellness program/services are an action that will effect to customers' body and mind. One of the most important things revealed in the

questionnaire is that a customer must trust in those program/services before making a decision. Marketers are interested in the beliefs that people formulate about specific products and services, because these beliefs make up product and brand images that affect buying behavior of the customer.

In sum, this study identified the motivational factors of wellness center customers, evaluated them, and proceeded to investigate the marketing mix that a wellness center should use. In this connection, this research can be used by management and owners of wellness centers in understanding customers' need and wants and thus formulate marketing plans and gain new customers in the competitive market accordingly. Also, the research provides marketers with relevant information for making better decisions and reducing uncertainty. Thus, it is hoped that this study will function as a guide for customers who are curious and wish to use wellness services as it would provide information in depth based on former customers' experiences and perceptions, the data was collected by questionnaire survey.

6.2 Recommendations for Wellness Centers

Increased competition in the wellness center industry is leading businesses to pay much more attention to satisfying customers in order to gain a new wellness customer as well as retain an existing customer; strategies are recommended for a business owner as follows:

6.2.1 Promotion and strategies implementation

6.2.2 After-service evaluation

6.2.1 Promotion and strategies implementation

According to the results, special discount plays an important decision-making role, especially for Thai customers. Therefore, business owners should implement a new promotion in order to retain their customer as much as possible. More specifically, this research showed a demographic regarding female customer comprised more than male, with age group between 31-40 years old; therefore promotion strategies which related for females of that age group will perhaps be most effective.

This study also finds that customer loyalty program should be actively pursued as currently there are an extremely high number of customers who decided *not* to be a member of wellness center that they used. However, having a loyal customer base would be beneficial in an industry where there are new competitors emerging. According to Wakefield & Bush (1998), loyal customers prefer value adding promotions that give customer something extra and thus increase the overall value of the service. As a result, wellness centers should adapt these theories to a real time business in regards value added.

For a marketer, making a customer feel that they are special and being valued is attractive and draws the customer back. Hence, if these strategies are put in place properly, wellness center would be able to minimize customer loss as well as gain new customer.

6.2.2 After-service evaluation

Based on the findings, there are many motivational factors which wellness customers consider important in their decision making process. The researcher would suggest that the owners or the management team of wellness center conduct an evaluation after received a service so as to receive a more specific evaluation. The purpose of an after service evaluation is to gather customer's feedback from their actual experience. The result from the customer's evaluation would be advantageous for the wellness center's owner in order to improve their quality of product and service, a recommendation and suggestion part should be provided for customer to write down any comment/opinion. Therefore any evaluation should include performing quality improvement evaluations, perform research and data analysis functions, and assists in the development of policies, plans and strategies that support wellness center. Once the customer experience is understood, the business owner can improve company performance and increase customer retention and company value.

6.3 Recommendations for Future Research

This research focused on investigating customer behavior at wellness centers collected from seven districts in Bangkok. As a result, since the data was based

only from a few wellness centers in Bangkok, the ability to generalize the findings to encompass the country, the region, or the world trend, is severely limited. Thus while the results may be beneficial for Bangkok-based wellness centers, others might not be able to use it.

In this connection, further research should explore to investigate the Customers Behavior of Wellness Center in other area/other provinces. On the other hand, further research could also gain more information on customer behavior trends and study the same sample and same variables over time.

Furthermore, other than raw data conclusion, applying statistical analysis to each marketing mix factor is not distinguishable due to in their standard deviation value of maximal influential factor and minimal influential factor are overlapped lead to statistically inconclusive. For data clarification, bigger sample size of respondents is needed to include into future survey. The current diversification of this sector is, therefore, a welcome development and one which is worthy of close observation and dedicated research. In addition, wellness is not a static concept and is subjective and relative. The needs of wellness customers will clearly vary enormously at different times and stages of their lives, so research has to be ongoing.

In sum, marketing research is important and should be improved. Marketers who understand their customers and keep up with their changing wants and needs can create better products and services, promote their products and services more effectively, and develop marketing plans and strategies that foster sustainable competitive advantages. This understanding enables marketers to predict the factors that motivate people to buy and then to deliver products that respond to those motivations, thereby successfully meeting and exceeding customer expectations over time.

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| <input type="checkbox"/> Classes in music therapy | <input type="checkbox"/> Classes in hydro-aerobics |
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2.3 Cost of services (per time in THB):

- | | | | |
|---------------------------------------|--|--|--|
| <input type="checkbox"/> ≤ 500 | <input type="checkbox"/> 501-1,000 | <input type="checkbox"/> 1,001-3,000 | <input type="checkbox"/> 3,001 – 5,000 |
| <input type="checkbox"/> 5,001-10,000 | <input type="checkbox"/> 10,001 – 30,000 | <input type="checkbox"/> 30,001-50,000 | <input type="checkbox"/> ≥ 50,001 |

2.4 Frequency of receiving a services: 1 time /month 2-3 times /month
 4-5 times /month > 5 times /month2.5 Will you comeback to receive services again with current Wellness Center:
 Yes No (please specify) _____

2.6 How influences are the following factors when deciding to receive a Wellness services?

(On a scale of 1-7; 1 = Very Uninfluential and 7 = Very Influential):

Factors	Level of influence						
	1	2	3	4	5	6	7
CULTURAL							
<input type="checkbox"/> It is popular in our country and I think I should receive once.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I saw other family receive Wellness services so it influent me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SOCIAL							
<input type="checkbox"/> Former customers of Wellness center suggest me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> The staff/owner of Wellness center suggests me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> My family suggests me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Surrounding Health Trend in nowadays influence me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INDIVIDUAL							
<input type="checkbox"/> I want to look good and healthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I think my age at this time should receive Wellness services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I just want to have a relaxation time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> My personal health needs it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PSYCHOLOGICAL							
<input type="checkbox"/> Because Wellness services make me feel good about myself	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> When I am thinking about Wellness Center, I felt an urge to go	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I have learned that there is a course at Wellness center which is good for my health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I believe that I will have a healthy life after receiving a service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART 3: Information Search

Please mark ✓ in the provided boxes. Please choose only one answer that best describes your opinion.

3.1 According to a customers’ information search; How important are the following factors (On a scale of 1-7; 1 = Very Unimportant and 7 = Very Important):

Factors	Level of important						
	1	2	3	4	5	6	7
Friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines/Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brochure/flyer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poster/Billboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART 4: Factors of marketing mix affecting buying decision making of the Wellness Center

Please mark ✓ in the provided boxes. Please choose only one answer that best describes your opinion.

4.1 How influences are the following factors of the Marketing Mix when deciding to receive a Wellness services? (On a scale of 1-7; 1 = Very Uninfluential and 7 = Very Influential):

Marketing Mix(4Ps)	Level of influence						
	1	2	3	4	5	6	7
PRODUCT							
- Menu of program/services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Quality of the program/services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Quality of Equipment & tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Reputation and credibility of Wellness Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Reputation and credibility of Wellness program/services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRICE							
- Reasonable Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Term of payment; e.g. partial payment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Reasonable price compared with other centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PLACE							
- Location of Wellness Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Transportation, easy access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Convenient Parking lot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Nice decoration of Wellness Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Clean and tidy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PROMOTION							
- Internet advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Radio advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Television advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Magazine advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Billboard advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Occasional Booth advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Special discount	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Coupon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Voucher	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART 5: Expectation and Experience

Please mark ✓ in the provided boxes. Please choose only one answer that best describes your opinion.

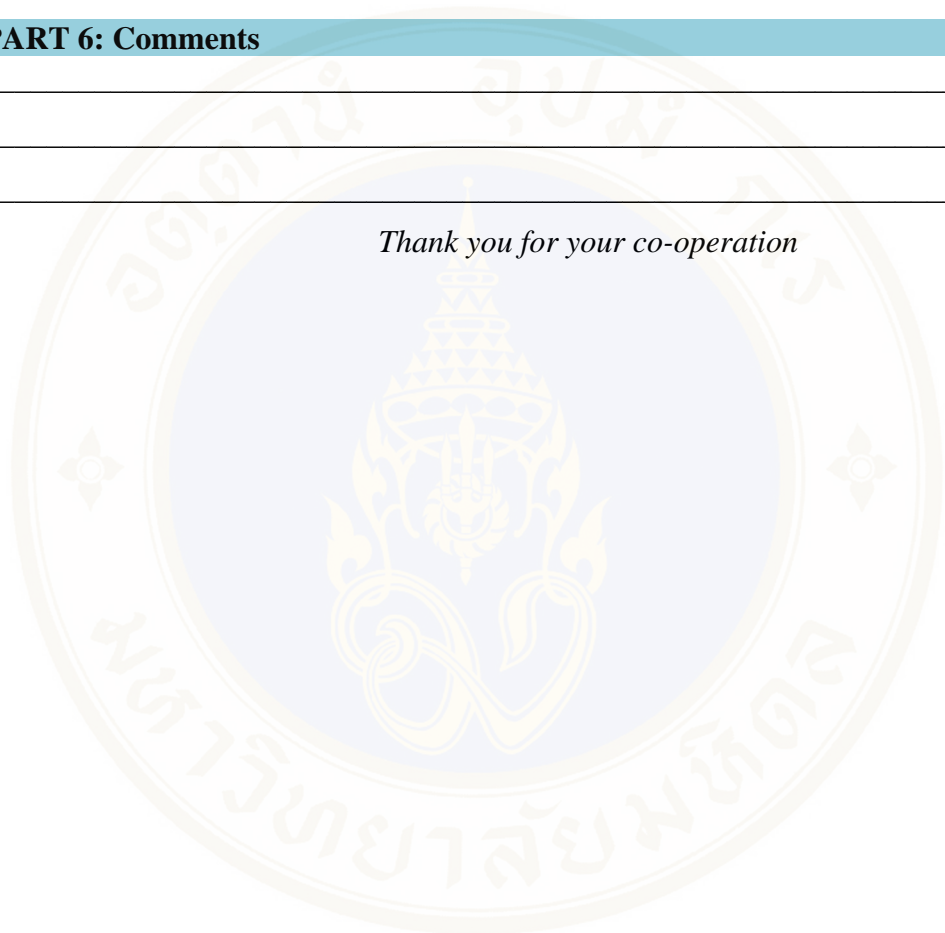
5.1 According to your expectations and actual experience regarding a comparing of before and after receiving a current Wellness Services. (Please choose High or Low expectation of before receive a services and range on a scale of 1-7; 1 = Very Unsatisfied and 7 = Very Satisfied for after experience a services)

Factors	Expectation		Actual Experience						
	High Expectation	Low Expectation	1	2	3	4	5	6	7
PRODUCT									
- Menu of program/ services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Quality of the program/ services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Quality of Equipment & tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Reputation and credibility of Wellness Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Reputation and credibility of Wellness program/services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRICE									
- Reasonable Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Term of payment; e.g. partial payment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Reasonable price compared with other centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PLACE									
- Location of Wellness Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Transportation, easy access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Convenient Parking lot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Nice decoration of Wellness Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Clean and tidy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PROMOTION									
- Internet advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Radio advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Television advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Magazine advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Billboard advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Occasional Booth advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Special discount	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Coupon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Voucher	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART 6: Comments

Thank you for your co-operation



แบบสอบถามการวิจัยเรื่อง
การวิจัยเรื่องพฤติกรรมของลูกค้าที่ใช้บริการศูนย์สุขภาพในเขต
กรุงเทพมหานคร

ลำดับที่: _____
วันที่: ____/____/2010
วัน เดือน

แบบสอบถามนี้จัดทำขึ้นเพื่อเป็นเครื่องมือในการรวบรวมข้อมูลเกี่ยวกับการวิจัยศึกษาพฤติกรรมของลูกค้าในการใช้บริการศูนย์สุขภาพในกรุงเทพมหานคร จึงขอความกรุณาในการตอบแบบสอบถาม และขอขอบพระคุณในความร่วมมือ

ส่วนที่ 1: คำถามเกี่ยวกับผู้ตอบแบบสอบถาม

คำชี้แจง กรุณาทำเครื่องหมาย ลงในช่อง ที่ท่านเลือก

- 1.7 เพศ: ชาย หญิง
- 1.8 อายุ: ≤ 20 21-30 31-40
 41-50 51-60 > 60
- 1.9 สัญชาติ: ไทย อื่นๆ(โปรดระบุ) _____
- 1.10 ระดับการศึกษา: ต่ำกว่าปริญญาตรี ปริญญาตรี สูงกว่าปริญญาตรี
- 1.11 อาชีพ: นักเรียน-นักศึกษา ข้าราชการ/รัฐวิสาหกิจ พนักงานบริษัทเอกชน
 ธุรกิจส่วนตัว อื่นๆ(โปรดระบุ) _____
- 1.12 รายได้ส่วนตัว (เฉลี่ยต่อเดือน / หน่วย บาท): ≤ 10,000 10,001-30,000 30,001-50,000
 50,001-70,000 70,001-100,000 ≥ 100,000

ส่วนที่ 2: พฤติกรรมการใช้บริการ

คำชี้แจง กรุณาทำเครื่องหมาย ลงในช่อง ที่ท่านเลือก

- 2.7 ขณะนี้คุณเป็น: สมาชิก ของ Wellness Center ที่ใช้บริการอยู่
 ไม่ได้เป็นสมาชิก ของ Wellness Center ที่ใช้บริการอยู่
- 2.8 คุณมาใช้บริการประเภทใดที่ Wellness Center นี้: (สามารถตอบได้มากกว่า 1 ข้อ)
- | | |
|---|---|
| <input type="checkbox"/> โปรแกรมปรึกษาน้ำหนัก | <input type="checkbox"/> โปรแกรมฝังเข็ม |
| <input type="checkbox"/> โปรแกรมสวนล้างลำไส้ | <input type="checkbox"/> โปรแกรมกายภาพบำบัด/ปรับกระดูก |
| <input type="checkbox"/> โปรแกรมบำบัดโดยโฮมิโอพาธี | <input type="checkbox"/> bio-energy medicine |
| <input type="checkbox"/> โปรแกรมเซลล์บำบัด (แบบรับประทาน) | <input type="checkbox"/> โปรแกรมโอโซนบำบัด |
| <input type="checkbox"/> โปรแกรมแพทย์แผนไทยบำบัด | <input type="checkbox"/> โปรแกรมวิตามินและสมุนไพรจีนบำบัด |
| <input type="checkbox"/> โปรแกรมดนตรีบำบัด | <input type="checkbox"/> โปรแกรมกายบริหารในน้ำ |
| <input type="checkbox"/> โปรแกรมโยคะ | <input type="checkbox"/> โปรแกรมออกกำลังกายเชิง |
| <input type="checkbox"/> โปรแกรมล้างพิษ /Detox | <input type="checkbox"/> โปรแกรมรักษามะเร็ง |

โปรแกรมสปา

โปรแกรมนวด/ Massage

อื่นๆ(โปรดระบุ) _____

2.9 ค่าใช้จ่ายในการใช้บริการโดยประมาณ (ต่อครั้ง):

- <500 บาท 501-1,000 บาท 1,001-3,000 บาท 3,001 – 5,000 บาท
 5,001-10,000 บาท 10,001 – 30,000 บาท 30,001-50,000 บาท >50,001 บาท

2.10 ความถี่ในการใช้บริการ: 1 ครั้ง/เดือน 2-3 ครั้ง/เดือน
 4-5 ครั้ง /เดือน > 5 ครั้ง /เดือน

2.11 คุณจะกลับมาใช้บริการ Wellness Center ปัจจุบันนี้: ใช่ ไม่ใช่ (โปรดระบุ) _____

2.12 ปัจจัยที่มีผลต่อการตัดสินใจเลือกใช้บริการ Wellness Center

คำชี้แจง: กรุณาทำเครื่องหมาย เพียงคำตอบเดียวในช่อง ที่ตรงกับความคิดเห็นของท่านมากที่สุด (โดยให้ระดับ 1-7 ดังนี้; 1 = มีอิทธิพลต่อการตัดสินใจน้อยที่สุด และ 7 = มีอิทธิพลต่อการตัดสินใจมากที่สุด):

ปัจจัยด้านต่างๆ	ระดับความมีอิทธิพลต่อการตัดสินใจ						
	1	2	3	4	5	6	7
ปัจจัยด้านวัฒนธรรม							
▪ ฉันเห็นว่า Wellness Center เป็นที่นิยมในประเทศขณะนี้ ฉันจึงคิดว่าฉันน่าจะลองซักครั้ง	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ ฉันเห็นครอบครัวอื่นไปใช้บริการที่ Wellness Center จึงเป็นแรงจูงใจทำให้ฉันต้องการไปใช้บริการ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ปัจจัยด้านสังคม							
▪ ลูกค้าที่เคยใช้บริการ Wellness Center แนะนำฉัน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ เจ้าของ/พนักงาน ของ Wellness Center แนะนำฉัน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ ครอบครัวของฉัน แนะนำฉัน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ ความนิยมในปัจจุบันทางด้านสุขภาพ(Healthy Trend) จูงใจฉันให้ใช้บริการ Wellness Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ปัจจัยส่วนบุคคล							
▪ ฉันต้องการมีสุขภาพที่ดี และดูดี	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ ฉันคิดว่า อายุของฉันขณะนี้ ควรใช้บริการ Wellness Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ ฉันต้องการมีเวลาที่ผ่อนคลายบ้าง	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ ด้วยสุขภาพส่วนตัวของฉัน ฉันจึงต้องใช้บริการ Wellness Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ปัจจัย ทางด้านจิตวิทยา							
▪ บริการของ Wellness Center ทำให้ฉันรู้สึกมั่นใจในตนเอง	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ เมื่อฉันนึกถึง Wellness Center ฉันรู้สึกอยากไปใช้บริการ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪ ฉันได้เรียนรู้ว่า ที่ Wellness Center มีคอร์สที่ดีเหมาะแก่	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

สุขภาพของฉัน							
■ ฉันเชื่อว่า ฉันจะมีสุขภาพที่ดีหลังจากได้รับบริการ Wellness Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ส่วนที่ 3: การสืบค้นข้อมูล

คำชี้แจง กรุณาทำเครื่องหมาย ✓ เพียงคำตอบเดียวในช่อง ที่ตรงกับความคิดเห็นของท่านมากที่สุด

3.2 การสืบค้นข้อมูลของลูกค้าก่อนใช้บริการ Wellness Center; คุณคิดว่าปัจจัยต่างๆในตารางด้านล่างนี้มี ความสำคัญมากน้อยเพียงใด ในการตัดสินใจใช้บริการ (โดยให้ระดับความสำคัญ 1-7 ดังนี้; 1 = สำคัญน้อย ที่สุด และ 7 = สำคัญมากที่สุด):

ปัจจัยต่างๆ	ระดับความสำคัญ						
	1	2	3	4	5	6	7
เพื่อน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
อินเทอร์เน็ต	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
นิตยสาร/หนังสือพิมพ์	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
แผ่นพับโฆษณา/ใบปลิว	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ป้ายประกาศ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
โทรทัศน์	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
วิทยุ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ส่วนที่ 4: ปัจจัยด้านการสื่อสารการตลาดที่มีผลต่อการตัดสินใจใช้บริการ Wellness Center

คำชี้แจง กรุณาทำเครื่องหมาย ✓ เพียงคำตอบเดียวในช่อง ที่ตรงกับความคิดเห็นของท่านมากที่สุด

4.1) คุณคิดว่าปัจจัยต่างๆด้านการสื่อสารการตลาดในตารางด้านล่างนี้มีอิทธิพลต่อการตัดสินใจมากน้อยเพียงใด (โดยให้ระดับ 1-7 ดังนี้; 1 = มีอิทธิพลต่อการตัดสินใจน้อยที่สุด และ 7 = มีอิทธิพลต่อการตัดสินใจมากที่สุด)

ปัจจัยทางการสื่อสารการตลาด	ระดับความมอิทธิพลต่อการตัดสินใจ						
	1	2	3	4	5	6	7
ด้านผลิตภัณฑ์							
- รายการโปรแกรม บริการ แบบต่างๆมีความหลากหลาย	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- คุณภาพของโปรแกรมและการบริการ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- คุณภาพของอุปกรณ์เครื่องมือ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- ความมีชื่อเสียงและความน่าเชื่อถือของ Wellness Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- ความมีชื่อเสียงของและความน่าเชื่อถือ ของรายการโปรแกรม แบบต่างๆและบริการ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ด้านราคา							
- ราคาเหมาะสม สมเหตุสมผล	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- เงื่อนไขการชำระเงิน เช่น มีการแบ่งจ่าย	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- ราคาสมเหตุสมผล เมื่อเปรียบเทียบกับWellness Center อื่นๆ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ด้านช่องทางการจัดจำหน่าย							
- ทำเลที่ตั้งของ Wellness Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- มีความสะดวกในการเดินทาง	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- มีความสะดวกในการจอดรถ (มีพื้นที่จอดรถ)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Wellness Center ตกแต่งสวยงาม นำใช้บริการ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Wellness Center มีความสะอาด เรียบร้อย	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ด้านการส่งเสริมการขาย							
- โฆษณาทางอินเทอร์เน็ต	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- โฆษณาทางวิทยุ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- โฆษณาทางโทรทัศน์	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- โฆษณาทางนิตยสาร	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- โฆษณาทางป้ายประกาศต่างๆ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- โฆษณาจากการออกบูท	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- ส่วนลดพิเศษ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- 쿠폰	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Voucher	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ส่วนที่ 5: ความคาดหวัง และ ผลที่ได้รับ

คำชี้แจง กรุณาทำเครื่องหมาย ✓ เพียงคำตอบเดียวในช่อง ที่ตรงกับความคิดเห็นของท่านมากที่สุด

5.1 คุณมีความคิดเห็นอย่างไรเมื่อเปรียบเทียบระดับความคาดหวังก่อนใช้บริการ และความพึงพอใจหลังใช้
บริการWellness Center (โดยก่อนใช้บริการ คุณให้ระดับความคาดหวังสูง หรือ ต่ำ และหลังใช้บริการ คุณมี
ความพึงพอใจมากน้อยเพียงใด โดยให้ระดับ 1-7 ดังนี้; 1 = พึงพอใจน้อยที่สุด และ 7 = พึงพอใจมากที่สุด):


ปัจจัยทางการสื่อสารการตลาด	ความคาดหวัง ก่อนใช้บริการ		ผลที่ได้รับหลังใช้บริการ						
	คาดหวัง สูง	คาดหวัง ต่ำ	1	2	3	4	5	6	7
ด้านผลิตภัณฑ์									

- รายการ โปรแกรม บริการ แบบต่างๆมี ความหลากหลาย	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- คุณภาพของโปรแกรมและบริการ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- คุณภาพของอุปกรณ์เครื่องมือ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- ความมีชื่อเสียงและความน่าเชื่อถือของ Wellness Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- ความมีชื่อเสียงของและความน่าเชื่อถือ ของรายการ โปรแกรมแบบต่างๆและ บริการ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ด้านราคา										
- ราคาเหมาะสม สมเหตุสมผล	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- เงื่อนไขการชำระเงิน เช่น มีการแบ่งจ่าย	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- ราคาสมเหตุสมผล เมื่อเปรียบเทียบกับ Wellness Center อื่นๆ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ด้านช่องทางการจัดจำหน่าย										
- ทำเลที่ตั้งของ Wellness Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- มีความสะดวกในการเดินทาง	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- มีความสะดวกในการจอดรถ (มีพื้นที่ จอดรถ)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Wellness Center ตกแต่งสวยงาม น่าใช้ บริการ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Wellness Center มีความสะอาด เรียบร้อย	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ด้านการส่งเสริมการขาย										
- โฆษณาทางอินเทอร์เน็ต	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- โฆษณาทางวิทยุ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- โฆษณาทางโทรทัศน์	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- โฆษณาทางนิตยสาร	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- โฆษณาทางป้ายประกาศต่างๆ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- โฆษณาจากการออกบูท	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- ส่วนลดพิเศษ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- คูปอง	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Voucher	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ส่วนที่ 6: ความคิดเห็น

ขอขอบคุณที่ให้ความร่วมมือในการตอบแบบสอบถาม



BIOGRAPHY

NAME	Miss Krongkan Paiboonsin
DATE OF BIRTH	November 25, 1984
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INSTITUTIONS ATTENDED	Sirindhorn International Institute of Technology, Thammasat University, 2002-2006 Bachelor of Science (Information Technology) Mahidol University International College, 2008-2010 Master of Management (Tourism and Hospitality Management)
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