

**KEY FACTORS INFLUENCING THE PEOPLE TO CONSUME
THAI SPA & MASSAGE IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2015**

COPYRIGHT OF MAHIDOL UNIVERSITY

Thematic paper
entitled
**KEY FACTORS INFLUENCING THE PEOPLE TO CONSUME
THAI SPA & MASSAGE IN THAILAND**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
May 2, 2015



Miss Sumitra Chumchuen
Candidate

Dr. Poomporn Thamsatitdej,
Ph.D.
Advisor

Assoc. Prof. Vichita Ractham,
Ph.D.
Chairperson

Assoc. Prof. Annop Tanlamai,
Ph.D.
Dean
College of Management
Mahidol University

Asst. Prof. Randall Shannon,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

The researcher would like to thank you for all of their time, effort, and support on our behalf. They have all been a big part of this dissertation achievement at Mahidol University.

Firstly, the authors would like to thank you for Dr. Poomporn and Dr. Pornkasem who are our supervisor as supporting, advises, and providing continual guidance in pursuit of excellence and quality about this dissertation. The researcher sincerely appreciate your detailed feedback during the dissertation process. Second, thank you for all my friends that helps to fulfilled to our questionnaire, they are all have provided us a continuous provision of encouragement to the successful pursuit of this study.

Finally, the authors dedicate this work to our beloved family who shared our life spirit that their ambition and drive continually inspire us to achieve and accomplish our goals. Without them this would not have been possible.

Sumitra Chumchuen

KEY FACTORS INFLUENCING THE PEOPLE TO CONSUME THAI SPA & MASSAGE IN THAILAND

SUMITRA CHUMCHUEN 5549184

M.M. (GENERAL MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE : DR. POOMPORN
THAMSAITITDEJ, D.B.A., ASSOC. PROF. VICHITA RACTHAM, PH.D., ASSOC.
PROF. ANNOP TANLAMAI, PH.D., ASST. PROF. RANDALL SHANNON, PH.D.

ABSTRACT

The purpose of this research is to investigate and describe attitude of consumers toward Thai spa & Massage in Thailand according to consumer behavior, needs, perception and motivation in order to know about consumer attitude toward Thai spa & Massage.

The main motivation of consumer is relaxation with spa because the Brand Name of Product & ambivalent decision. They perceive that Thai spa & Massage is good from the brand name because they trust from the product and reputation or reviews. For ambivalent decision is people not plan to go to Thai Spa & Massage, therefor in that situation convenience, nothing to do or want to relax. It is sort of situation sudden happen. Their attitudes, they have positive attitudes toward every attributes of Thai spa. In term of segmentation based on income and in term of marketing mix, for this survey group has the main perspective similarly and that they can be determined as one group since their basic needs are similar.

KEYWORD: Thai Massage, Spa in Thailand, Cultural, Experience

63 Pages

CONTENT

	Page
ACKNOWLEDGEMENT	ii
ABSTRACT	iii
LIST OF FIGURES	vi
LIST OF TABLES	vii
CHAPTER I INTRODUCTION	1
1.1 Background	2
1.2 Problem Statement	3
1.3 Purpose	3
1.4 Research Question	4
CHAPTER II LITERATURE REVIEW	5
2.1 Introduction	5
2.2 Culture /Heritage	5
2.2.1 Definition of culture/Heritage	5
2.2.2 The Importance of Cultural /Heritage	6
2.3 Experience	9
2.3.1 Skill and Experience	12
2.4 Brand Product Perception	12
2.4.1 Framework for branded product emotions	13
2.4.2 Brand preference	15
2.4.3 Branding	16
2.5 Ambivalent Decision	17
2.5.1 Motivation and Opportunity as Determinants (MODE)	18
CHAPTER III METHODOLOGY	19
3.1 Research Methods	20
3.1.1 The Questionnaire / Measures	20
3.1.2 Study Population and data collection /sample	20
3.1.3 Questionnaire reliability and validity	20

CONTENT (cont.)

3.2 Data Collection	20
3.3 Data Analysis	21
CHAPTER IV FINDING	22
4.1 Result and Analysis	22
4.2 Analysis of Variance Anova	24
4.3 Descriptive	28
4.4 Factor Analysis	29
4.4.1 Total Variance Explained	29
4.5 Scree Plot	31
4.6 Rotated Component Matrix	32
4.7 Regression	35
4.8 Model Summary	36
CHAPTER V CONCLUSION AND LIMITATION	40
5.1 Conclusion	40
5.1.1 Brand Reputation	40
5.1.2 Ambivalent Decision	41
5.1.3 Thai Cultural	41
5.1.4 Therapeutics	41
5.2 Recommendation	42
5.3 Limitations	42
5.4 Future Research	43
REFERENCE	44
APPENDICS	47
Appendix A Questionnaire English Version	48
Appendix B Questionnaire Thai Version	55
BIOGRAPHY	63

LIST OF FIGURES

Figures	Page
2.1 Circumflex model of core affect with product relevant emotion	10
2.2 Framework of product experience	11
2.3 Framework of new brand product emotion	14
2.4 Intersection, reinforcement of brand image and Kansei concepts	15
4.1 Preference the Type of Thai Spa & Massage	22
4.2 The reason to consume Thai Spa & Massage	23
4.3 The Key factor to consume Thai Spa & Mas	24
4.4 Scree Plot	31

LIST OF TABLES

Table	Page
4.1 Anova one way Analysis for Gender	25
4.2 Anova one way Analysis for Nationality	25
4.3 Anova one way Analysis for Age	26
4.4 Anova one way Analysis for Income	27
4.5 Descriptive Analysis Factor: Illustrate the income	28
4.6 Total Variance from Key factor	32
4.7 Rotate Component Matrix	33
4.8 Regression Analysis Factor	35
4.9 Model Summary	36
4.10 Coefficients	37
4.11 Anova Summary of squares	38
4.12 Model summary	38
4.13 Coefficients Beta	39

CHAPTER I

INTRODUCTION

Nowadays, the world's economy and political situation are the cause of stressful which can occurs with people in Thailand. From the previous causes, Thai people more concern with their health, relaxing from stressful, and also care for their skin. Therefore, there are many ways to decrease these causes such as take vacation, do the sport, and see the interesting movie, and so on. As the result, the science of therapy (Spa) once of the method which can relieve people from stressful, achieve a healthy life style, and also maintain the optimum health as well.

At the beginning, spas in Thailand were chiefly located in luxurious hotels. They were established around the year 1994 to meet the needs of foreign visitors at that time and the services gained popularity very soon. That is why new spas have sprung up like mushroom in cities and famous attractions. Many of them have developed with advanced techniques such as hydrotherapy and aromatherapy (Thaiways, 2002). Due to the steady increase in spa business the Government has taken on a role in spa regulation for consumer protection. This ensures the highest efficacy and safety of the services, making sure that they are given in adequate facilities by skilled personnel in hygienic premises. The spa, therefore, needs to be certified by the Ministry of Public Health and registered as a "Certified spa" (Patin et al., 2009).

According to "Thai spa" does not mean only tradition Thai massage to relieve symptom or restore health, it means holistic health care too. The country prides itself in countless spas offering the highest world class service. Herbs also play an important role in the Thai spa industry today and Thai massage industry and Thai massage, that helps relax tense muscles and stimulate blood circulation. Therefore, Thai spas are not only quantity, but also quality. The success of Thai spas lies in the beauty of Thai culture which cannot be copied anywhere else.

Many tourism researchers (e.g., Crompton and McKay, 1997; Fodness, 1994) have emphasized the importance of investing efforts into understanding tourist

motivations. First, this is the key to designing new spa offerings for tourists. Second, an understanding of these motivations is closely related to the ability to meet customer demands, thus resulting in customer satisfaction. Third, identifying and prioritizing motivations is the key to understanding tourists' decision process making travel plans. With these taken into consideration, target markets based on benefits sought can be determined to aid in devising and facilitating a more effective marketing campaign.

Despite the rapid expansion of the spa sector in many Asian countries, a review of available literature on the subject reveals a paucity of studies that examine Asian spa goers. Asian spa-goers' perceptions and motivations as well as their socio-demographic characteristics have not been well documented. Furthermore, principal observations of the Asian spa industry suggest a growing concern regarding increasing supply, but the demand aspects of Asian spa destinations have been insufficiently examined. Douglas (2001) cites that indeed, most of the studies done on the subject primarily focused on the supply side rather than the demand side.

Growth in the spa business also depends on the creative services, new opportunities in new markets, and the ability to create new trends to answer lifestyle needs with value for money service (Thailand hotel guide, 2009). For the business of Spa for healthy and beauty, Thai massage which have got standard license from Ministry of Public Health that have the amount of spa around 1,076 places in Thailand, 347 places in Bangkok and other provinces around 729 places. However, in Thailand have global standard around 590 places contained 43% for Day spa in 2005 with 14,500 million baht per year generated 80% of foreigner that stay in Thailand and tourists (Depthai, 2005).

1.1 Background

The growth rate of Thai spa found the 743 spas operating in Thailand and expected to generate 9.1 billion baht (approximately USD 275 million) in revenue during 2009. Likewise, spa industry was forecast to employ over 10,600 people in 2009 (Prlog, 2009). Therefore, health care tendency in Thailand also increase in the middle level of Thai people as 70% of all Thai population. From this reason, Thai spa

business can have the opportunity to expose middle level market of Thai consumers and also foreigners who live in Thailand including tourists as well (Handbtoday, 2005) Moreover, I have Thai Spa & Massage at Donmueng District. The name is Bunbura Spa. www.bunburaspa.com. I would like to research this topic because I can see the influence which are impact for Thai Spa and Massage business. Therefore I am a part of business as well.

I would like to know, what is the key factor to influence people to consume Thai Spa & Massage? There are different factors such as Experiences, Environment, and Services, Thai culture, Brand name of products, Therapeutics and skill of Therapeutics.

1.2 Problem Statement

As the researcher mentioned from above that Thai spa is very popular recently. Therefore, the researcher would like to research for Thai people and foreigner that what are attitudes toward Thai spa in order to stimulate them and gain more attention and satisfaction to come to Thai Spa & Massage.

1.3 Purpose

The aim of this research is to investigate and describe attitude of consumers toward Thai spa & Massage in Thailand according to consumer behavior, needs, perception and motivation in order to know about consumer attitude toward Thai spa & Massage.

The researcher would like to find the key factors which affect to Thai Spa & Massage business in Thailand. Therefore the researcher would like to identify the ways to improve Thai Spa & Massage in Thailand. Moreover the researcher would like to find the best solution in which marketing strategy that can attract to local Thai people and increase growth rate in Thai spa as well.

1.4 Research Question

“What is the key factor to influences the people to consume Thai Spa & Massage?” In order to achieve the final research objective, the following questions are also formulated

-What are consumer’s motivations to choose Thai spa & Massage



CHAPTER II

LITERATURE REVIEW

2.1 Introduction

The theoretical framework of the study focuses on the attributes affecting tourists' satisfaction with cultural/heritage destinations and on analyzing the relationship among these attributes and tourists' satisfaction in terms of their demographic and travel behavior characteristics.

First, this chapter discusses the definitions of cultural/heritage tourism, as well as explains the benefits of cultural/heritage tourism.

Second, the chapter discusses previous research on cultural/heritage tourism, including such issues as the attributes of cultural/heritage destinations and the characteristics of tourists.

Finally, the chapter identifies the attributes of cultural/heritage destinations, tourists' characteristics, satisfaction, and the relationship among the attributes of cultural/heritage destinations and tourists' satisfaction.

2.2 Cultural / Heritage

2.2.1 Definition of Cultural / Heritage

As defined the term “heritage” as not only landscapes, natural history, buildings, artifacts, cultural traditions and the like that are literally or metaphorically passed on from one generation to the other, but those among these which can be promoted as tourism products. He also suggested that heritage sites should be differentiated in terms of types of heritage: built, natural, and cultural heritage. Furthermore, Hall and Zeppel (1990) supply definitions for cultural tourism and heritage tourism. The former is tied with visual attractions, performing arts, and festivals, whereas the latter involves visits to historical sites, buildings, and

monuments. Heritage tourism is referred to as experiential tourism because visitors often wish to immerse themselves in the historical environment and experience. In her study of the connection between heritage and tourism, Peterson (1994) reveals three major reasons for visiting historic sites: to experience a different time or place, to learn to enjoy a cerebral experience, and to share with others or teach children the history of the site. Heritage tourism is also described as a segment of travelers who are highly motivated by performing and visual arts, cultural exhibitions, and other related attractions. As tourists are becoming more sophisticated, their need to recapture the past has been increasing. Tourists have been visiting cultural/heritage sites more frequently. Cultural/heritage tourism offers several benefits to tourists and residents, as well as governments. First of all, cultural/heritage tourism protects historic, cultural, and natural resources in communities, towns, and cities. People become involved in their community when they can relate to their personal, family, community, regional, or national heritage. This connection motivates residents to safeguard their shared resources and practice good stewardship. Second, cultural/heritage tourism educates residents and tourists about local/regional history and traditions. Through the research about and development of heritage/cultural destinations, residents will become better informed about local/regional history and traditions which can be shared with tourists. Third, cultural/heritage tourism builds closer, stronger communities. Knowledge of heritage provides continuity and context for communities, which instills respect in their residents, strengthens citizenship values, builds community pride, and improves quality of life. Fourth, cultural/heritage tourism promotes the economic and civic vitality of a community or region.

2.2.2 The Importance of Cultural / Heritage

Why Local Thai herbs for branding Redefining ‘Made in Thai Herbs’ In today’s competitive and marketing savvy world, branding is accepted as a fundamental strategy for competitive advantage and success. And countries, like companies, are beginning to use branding to help them market themselves for investment, tourism and exports. ‘Made in Thai Herbs’ which denotes an association with the place of origin. The objectives of this Future Brand study are to understand how consumers define ‘Thai Herbs’, and how important Country of Origin is to a brand’s strength, story and

differentiation. It includes a ranking of the strongest Countries of Origin overall, as well as in key consumer categories. Understanding how consumers define Country of Origin and its level of importance, allows us to forecast the future role of origin to both branded goods, and to the brand strength of countries. For country brand leaders and private enterprise brand managers, the information and insights provided in this report are invaluable for creating future brand and business strategy decisions. Consumers' insights on how much 'Made in Thai Herbs' affects their purchase decisions, in which industries and by what Countries of Origin will help brand managers to understand the level of strength of 'Made in Thai Herbs' in their categories. In a similar manner, country brand leaders will benefit from this report by understanding how a country brand is perceived by consumers and the correlations between a country's reputation, its brand and how commercial brands are understood. Thai Herbs made in can define a brand's tangible and intangible factors. The words 'Made' and 'in' convey important information about a product and a brand, and this can influence consumer preference. 'Made' refers to the manufacturing aspect of the origin of a product. It is often related to legal certifications, the technologies involved, ingredients and techniques as well as work ethics and safety standards. 'In' refers to the provenance and the geographical dimension of origin such as the location of the manufacturing process and the source of ingredients. 'Made in' therefore conveys information and associations that are both tangible and intangible, rational and emotional. Depending upon the associations with, and perceptions of the location or country that follows the term 'Thai Herbs made in...' perception of products, goods or brands will be affected. The 'In' and the emotional factors it represents used to be the primary driver of consumers' preference in the 20th Century. More specifically, the reputation of a country and the relationship between the product and the country's expertise was originally the ultimate reason to buy the product. Today, things have changed. Consumers understand that legal and safety issues are equally as important. In today's world, consumers need to trust both 'Made' and 'in' in order to make their purchase decision. 'Future Brand ©Made in Differentiation that is both rational and emotional 'Made in' is more important than ever.

Country of Origin is a driver of consumer choice Consumers were asked to rank the importance of origin when it comes to their purchase decisions. Surprisingly,

Country of Origin, design and manufacture were all ranked higher than traditional drivers of choice like price, availability and style. In fact, Country of Origin, Country of Design and Country of Manufacture were ranked 2nd, 3rd and 4th respectively after 'Safety', which was positioned at number 1. A closer look at the data shows that 'where' a brand is seen to be from in terms of broad associations – for example, 'British' or 'French' – is the most important of those drivers. This is reinforced by an awareness of where the product is designed, or where the ideas or intellectual property driving the brand are located. But perhaps most strikingly, the country of manufacture itself is more important than ever to consumers in their purchase decisions. Where something is physically made is now one of the significant influencing factors in consumer choice.

The definition of Country of Origin is getting sharper. Consumers increasingly choose brands based on their Country of Origin, but the concept of 'Made In' is becoming sharper. Consumers have always made strong associations between brands and particular countries, especially by category – for example, Italy for design, France for fashion or the USA for entertainment – and the data reinforces these connections. But where these might have been broad and arbitrary before, getting the credit for 'Made In' is now more dependent on a combination of factors from heritage, to design and physical manufacturing. In other words, it's no longer enough to simply be identified with a country – e.g. Italy with fashion – brands now need to show that they have a stronger connection with a country or place of origin to leverage for competitive advantage. A company needs to be physically present in the country or the design and patents need to have emerged from talent in the country, or the brand needs to have factories or parts of the production process in the origin nation. Where it might have been enough in the past to 'borrow' associations from a country for pure marketing purposes, consumers are less ready to accept Country of Origin as a choice driver unless it is authentic.

2.3 Experience

Experience is shaped by the characteristics of the user (e.g., personality, skills, background, cultural values, and motives) and those of the product (e.g., shape, texture, color, and behavior). All actions and processes that are involved, such as physical actions and perceptual and cognitive processes (e.g., perceiving, exploring, using, remembering, comparing, and understanding), will contribute to the experience (see also Dewey, 1980). In addition, the experience is always influenced by the context (e.g., physical, social, economic) in which the interaction takes place.

The words ‘affect’ and ‘experience’ have been used interchangeably in the introduction, because we use ‘product experience’ to refer to an experience that is affective. In psychology, the term affect, or affective state, is generally used to refer to all types of subjective experiences that are valenced, that is, experiences that involve a perceived goodness or badness, pleasantness or unpleasantness. In experimental research, valence is traditionally used as a bipolar dimension to describe and differentiate between affective states (e.g., Bradley & Lang, 1994; Plutchik, 1980; Wundt, 1905). Russell (1980, 2003) introduced the concept of ‘core affect’ by combining the affect dimension with physiological arousal into a circular two dimensional model. According to Russell, the experience of core affect is a single integral blend of those two dimensions, describable as a position on the circumflex structure in Figure 2.1. The horizontal axis represents valence (from unpleasant to pleasant), and the vertical axis represents arousal (from calm to excitement). The various positions on the circumflex structure are illustrated with examples of affective responses that can be experienced in the user-product interaction.

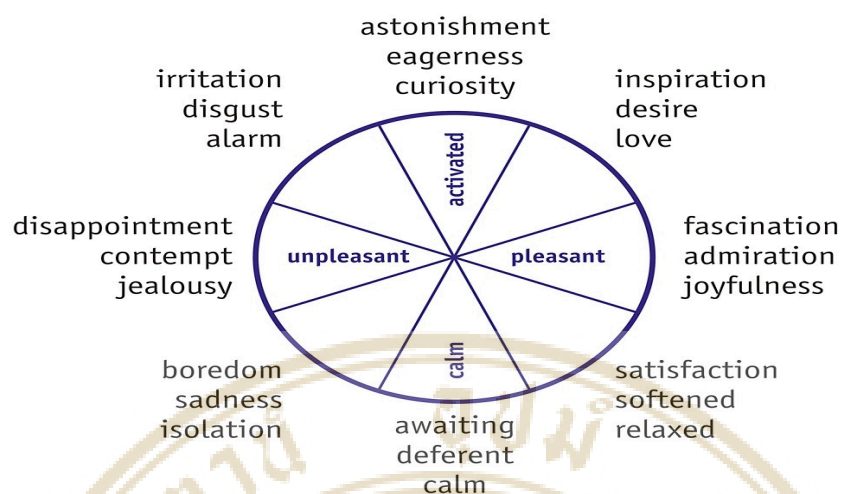


Figure 2.1 circumflex model of core affect with product relevant emotions (Desmet, 2008; adapted from Russell, 1980)

We constantly experience core affect: from the moment we wake up to the moment we fall asleep, our core affect moves about in Figure 2.1, responding to a wide variety of internal (e.g., hormonal changes, nutritional deficiencies) and external causes (e.g., events, people, objects, weather).

Core affect can be neutral (the central point), moderate, or extreme (the periphery). Changes can be short lived or long lasting, and can be in the focus of attention (in the case of intense core affect), or a part of the background of a person's experience (in the case of mild core affect). Core affect theory offers a simple, yet powerful, way to organize product experience, because all possible experiences involved in the user-product interaction can be described in terms of core affect. The activated unpleasantness from the heated irritation in response to a failing computer, the calm pleasantness from the soothing experience of sliding into a warm bath, the activated pleasantness from the exhilaration of ice skating, and the calm unpleasantness from the sadness in remembering a broken crystal vase, can all be plotted on the circumflex model.

Product experience Core affect can be experienced without relating to a particular stimulus. Moods, for example, are typically not elicited by a particular stimulus but by combinations of internal and external causes, like, for example, being grumpy because of the bad weather, a lack of sleep, and the traffic jam. We usually

undergo these types of changes in core affect without knowing why. In other cases, the change in core affect is elicited by a single and identifiable cause. When someone offends a person, the offended person's anger is clearly elicited by the behavior of the offender. Also, human-product interaction can be (or involve) a cause of change in core affect. Interacting with a stimulating computer game can cause the experience of exhilaration, whereas interacting with a slow computer can cause the experience of frustration. In line with these examples, we define product experience as a change in core affect that is attributed to human-product interaction. We use the word 'attributed' instead of 'caused' because a change in core affect due to a particular cause is sometimes misattributed to another, imagined, cause (see Schwarz & Clore, 1983). One can, for example, be disappointed with a colleague for a mistake for which he was actually not responsible. Or, one can be angry with the television set, because it appears to be broken as it shows a white signal, when in fact one should actually blame oneself for accidentally disconnecting the signal cable. The anger experienced in this situation is considered to be a product experience because it is believed to be caused by, or attributed to, the television.

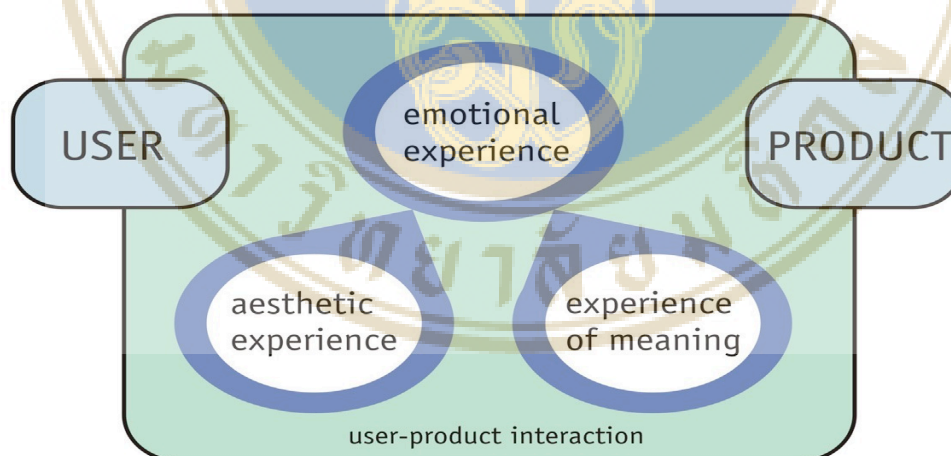


Figure 2.2 Framework of product experience

2.3.1 Skill and Experience

Expertise Differentiation Authenticity Quality standards the ‘Made In’ research indicates that the strongest Countries of Origin are defined by their performance in four key areas: When combined, strength in these dimensions can be a powerful driver of differentiation and authenticity for a product or service. The more a brand is associated with a Country of Origin that has unique products, a differentiated message, genuine expertise in the category and the highest quality standards, the more likely it is that a consumer will consider it. When they do this, brands can expect to enjoy better awareness and reputation, command a higher price premium and out-perform competitors with a less complete Country of Origin story. The four dimensions of a strong Country of Origin What makes a strong Country of Origin? The four dimensions of a strong Country of Origin Authenticity Producing unique products or services with unique standards that can be connected with the country’s history, people or geographical situation. Differentiation demonstrating difference from its competitors through approach, heritage or culture. Quality standards showing commitment to safety, craftsmanship, manufacturing excellence and transparency. Expertise being identified as the ‘best’ in a category or having created or defined it. What makes a strong Country of Origin? Made In’ as a legal and marketing asset to be protected

2.4 Brand Product Perception

The Visual product experience (VPE) of Warell (2008) is inspired by the basic product emotion model of Desmet and provides a model for perceptual and visual product experience. In VPE model the product experience is composed of sensorial, cognitive and affective modes. Crilly et al., (2004) propose a framework for the consumer response to the visual form of product, using the basic element of Shannon theory of communication (Shannon, 1948). In the model of Crilly et al. (2004), the design process is seen as a process of communication in which the intention of the designer or the design team is embedded in the product. The product is perceived by the consumers within an environment. This perception leads to cognitive,

affective and behavioral responses, where cognitive response is composed of aesthetic, semantic and symbolic aspects. Response to the design message takes place within the consumer's culture context. The pragmatic-based approaches aim to identify and capture the direct link between the consumers' emotional responses and the product properties (Desmet & Hekker, 2002; Nagamachi, 1995). Many of pragmatic-based approaches rely on verbal and non-verbal questionnaires such as the classic Kansei Engineering approach (Nagamachi, 1995). Alternative techniques such as facial expression coding and infrared thermography (Jenkins et al., 2009) are also helpful to capture emotional responses. Desmet (2002) use a non-verbal self-reporting approach that is implemented in a software called product motion measure (PrEmo). Although these approaches are very useful to understand the factors contributing to the emotional responses (theory-based approaches) and help to build links between the consumer perception and physical properties (pragmatic-based approaches), they do not provide a clear insight into the relation between emotional responses to the brand and to the consumer perception of the physical product.

2.4.1 Framework for branded product emotions

In order to better understand the relation between brand and Kansei we presents a framework (Figure2.3) inspired from the "Visual Product Experience (VPE)" model of (Warell 2008) and Desmet's model of product emotion (Desmet 2003, Desmet and Hekkert 2007) as well as the "Semantic Transformation" model of (Karjaleinan 2004) described before.

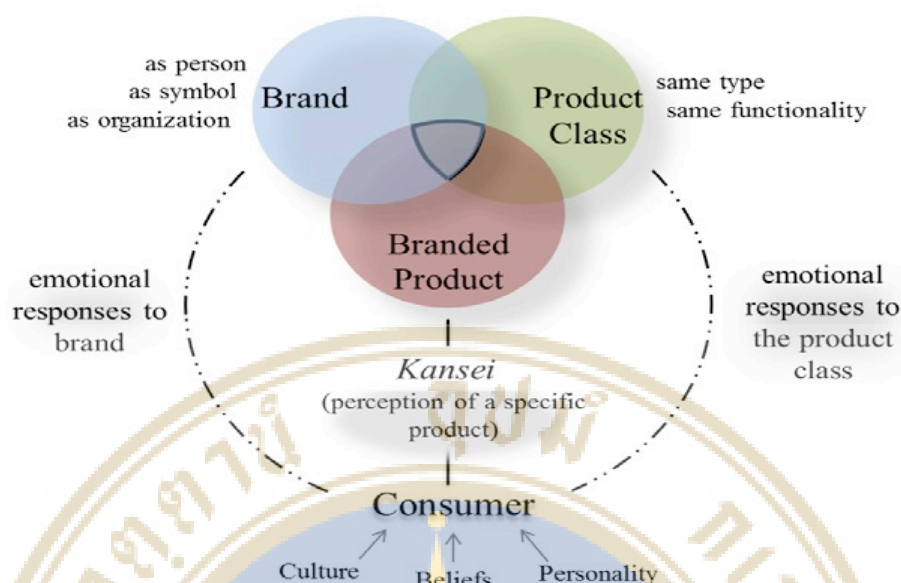


Figure 2.3 Framework of new branded product emotion

According to this model the consumer's emotional responses to a new branded product can be evoked by the consumer's perception of the physical properties of that specific product, by the associations to the brand and by the association to the product class. In addition, according to (Crilly et al., 2008) factors such as the consumers' cultural background, beliefs, values and personalities are also important to be taken into account, because these affect their emotional responses. In this model Kansei concepts are semantic words to describe the consumer's perception of product's physical properties such as shape, weight, specific features or its packaging. Product class is the label for all the products with the same core functionality (e.g. all the sport shoes, all the mobile phones). Products that are grouped in the same class share typical basic elements and similar functions. They may have variations of color, shape or brand name. The product class elicits emotional responses through the expectation it creates in the mind of consumers and through the evaluation of the new product compared to other products that perform the same or comparable functionality or have similar elements. The range of products grouped in the same class is dependent on how broad the definition is. For example for foot wear products, a product class may include sport shoes whereas a broader classification may include

all type of sport and party shoes as well as slippers. The consumers emotional responses can be generated through the attachments users have to brand and their experience of previous products of the same brand. It can be related to the image that consumers have of the brand personality, the organization and what the brand symbolizes for consumers (for example the feeling of buying and using the best). When the consumer perception of physical properties of product aligns with the emotional responses to the brand value, the brand values and the brand's image is reinforced in consumer's mind. For example if honesty is a brand value (Figure 2.3), a large clear window on a plastic bag that shows the actual product, is a visual indicator that the product and the brand are trustworthy and honest (Kang & Satterfield, 2009).



Figure 2.4 Intersection, reinforcement of brand image and Kansei concepts

2.4.2 Brand Preference

Brand preference is significant for a business as a part of brand loyalty (Rundle-Thiele and Mackay, 2001). Thus, brand preference is an approach to enhance sales. From business point of view, the challenge is that consumers could change their preferred brands by trying products of some other brands (Mathur et al., 2003). Customers tend to seek better brands of products or services, so their brand preference can be changed. To reduce that risk from business point of view, managers must recognize what effects the brand reference. Despite the significance of brand preference, few studies have explored its significance in Thai Spa & Massage industry.

Hence, understanding brand preference is vital, especially developing brand preference and investigative its impact on outcome variables.

2.4.3 Branding

‘What we think of as ‘Made In’ needs to be understood in terms of the tangible and intangible assets of a brand. The tangible assets relate to country as a source of ingredients, assembly, processes or full manufacture, as well as patents and trademarks. In that respect, they need to be identified and legally protected as aspects of commercial advantage and differentiation against competitors in the same country or category making the same claims. This is best illustrated by the ‘Champagne’ category designation (relating to a region of France) an aspect of origin that can apply to multiple consumer brands, but is differentiated and protected against the claims of sparkling wines from other geographic regions. The intangible assets relate to broader associations like foundation stories –where something was created – and are captured in symbolism, names, language and storytelling. These can also be protected through name and identity registration and other legal means to ensure that brands cannot make the same claims or present themselves in the same way. But they are ‘marketing’ attributes and should not be confused with their tangible asset counterparts. Both tangible and intangible assets can be differentiating and powerful consumer choice drivers.

“Ultimately, both need protecting and the more closely they are aligned and protected in multiple categories and markets, the more likely Country of Origin will be an asset to the brand and business for the long term.

Rational Emotional. Future drivers Authenticity will be more important than ever Origin as a concept means more than just a place or country. The degree to which a country’s brand influences a product, service or corporate brand depends upon the degree to which the values, associations and symbols of the Country of Origin are intrinsic and valuable for the brand to differentiate. This may vary depending upon the category of goods and the nature of the brand equity associations.”

Many countries have established associations with certain industries, products, foods and raw materials. In addition, they may also have strong associations linked to their history, cultural values or political-economic aspects. For a brand, it

depends on the brand positioning and story of differentiation related to the brand narrative and equities as to whether Country of Origin is relevant or helpful.

For consumers in an open information age, it is critical that the relationship between the country and the brand is clearly and authentically communicated. A brand can no longer 'pretend' to be of a nationality or origin if it is not authentically connected or related to that origin.

2.5 Ambivalent Decision

Ambivalent is uncertainty or fluctuation, especially when caused by inability to make a choice or by a simultaneous desire to say or do two opposite or conflicting things.

In psychology, an attitude is an expression of favor or disfavor toward a person, place, thing, or event (the attitude object). Prominent psychologist Gordon Allport once described attitudes "the most distinctive and indispensable concept in contemporary social psychology." Attitude can be formed from a person's past and present.

There are a number of branches of research that conform to the major tenets of behaviorism, but differ subtly in other ways. Initially 'Classical Behaviorism', established by John Watson, required the entirely objective study of behavior, with no mental life or internal states being accepted.

Behaviorism does not appear to adequately account for the great diversity of response. Ambivalence is often conceptualized as a negative predictor of attitude strength. (Conner M, Armitage C.J., 2008). That is, as an attitude becomes more ambivalent, its strength decreases. Strong attitudes are those that are stable over time, resistant to change, and predict behavior and information processing (Krosnick, J. A., & Petty, R. E., 1995). Studies have found that ambivalent attitudes are less stable over time, less resistant to change, and less predictive of behavior. (Armitage, Conner, Christopher J., Mark 2000).

Ambivalent attitudes are subject to change based on the concepts, feelings, or objects are salient at the time. Since an ambivalent attitude is one in which positive

and negative feelings are held simultaneously, the strength of either may wax or wane depending on what context the individual finds themselves in; different aspects of an attitude may be activated across situations. (Moss, Dr. Simon, 2010)

2.5.1 Motivation and Opportunity as Determinants (MODE)

Russell H. Fazio proposed an alternative theory called "Motivation and Opportunity as Determinants" or MODE. Fazio believes that because there is deliberative process happening, individuals must be motivated to reflect on their attitudes and subsequent behaviors.¹ Simply put, when an attitude is automatically activated, the individual must be motivated to avoid making an invalid judgement as well as have the opportunity to reflect on their attitude and behavior.

A counter-argument against the high relationship between behavioral intention and actual behavior has also been proposed, as the results of some studies show that, because of circumstantial limitations, behavioral intention does not always lead to actual behavior. Namely, since behavioral intention cannot be the exclusive determinant of behavior where an individual's control over the behavior is incomplete, (Ajzen) introduced the theory of planned behavior by adding a new component, "perceived behavioral control." By this, he extended the theory of reasoned action to cover non-volitional behaviors for predicting behavioral intention and actual behavior.

CHAPTER III

METHODOLOGY

Many studies have dealt with the interplay between past experience and tourist motivation (e.g., Pearce, 1988; Pearce and Lee, 2005). For instance, Pearce's travel career ladder (1988) posits a link among present motivation, the purchase decision, and previous experience (i.e., a career). A study by Pearce and Lee (2005) examined the relationship between the patterns of travel experience and travel motivation. Research results suggest that host-site-involvement motivation (e.g., experiencing different cultures) and nature-related motivation (e.g., being close to nature) are more important factors for the more experienced travelers, whereas motivating factors like stimulation, personal development, relationship (security), self-actualization, nostalgia, romance, and recognition take higher priority for the less experienced ones.

Different cultural conditionings may pose certain disparity on perception. In the spa tourism context, spa-goers with diverse cultural or social backgrounds tend to have different perceptions and motivations of spa experience. For example, European spa-goers generally adopt the perception that spa experience is mainly for curative or therapeutic purposes (Douglas, 2001; Miller, 1996). This perception may be related to the practice of Europeans visiting spas as part of their social insurance system (Frost, 2004; Nahrstedt, 2004; Alén, Fraiz and Rufin, 2006). On the contrary, American spa goers might find it difficult to associate spa visits with the idea of "spa cures" (Kaspar, 1990) because spa visits are not subsidized by the social insurance system in the United States. A Consumer Trend.

Research carried out by ISPA (2006) instead found that American spa-goers tend to view spa experiences as a reward for working hard. For Asian spa-goers, however, this rapidly expanding market segment is insufficiently researched, so what motivates Asian spa-goers remains relatively unknown. This study aims to address part.

3.1 Research Methods

3.1.1 The questionnaire/measures

Current research study was cross –sectional in nature and was survey-based, using a questionnaire that covered measures for physical environment quality, interactional quality, outcome quality, utilitarian and hedonic attitude and brand preference from the studies of Hwang and Ok(2013) while, price fairness is measured from the studies of Jin et al.(2012). Five point Likert scale was used ranging from strongly agree (5) to strongly disagree (1). The questionnaire inquired about simple information such as gender, age income and nationality. The Questionnaires were asked about the key factors which draw the people to consume Thai Spa & Massage.

3.1.2 Study population and data collection/sample

Data were collected from customers who have experienced and have not experience in Thai Spa & Massage. The sample size is 100 people. This research are mix with Thais & international Nationalities. These point can approach the perception of Thais and International opinion.

3.1.3 Questionnaire reliability and validity

Reliability of all scales was measured by using Significant level at $\alpha = 0.05$ to confirm and verify that weather the scale used for the considered variables are reliable or not and for internal consistency among variables.

3.2 Data Collection

Questionnaires were distributed by using online tools, however, they were sent back 110 but the researcher cut the error out and select only 100 questionnaires. The questionnaires were distributed to people in Thailand and outside Thailand.

3.3 Data Analysis

To analysis data this research uses Statistical Package for Social Sciences (SPSS) program software version 22.0. In order to test the constructs that has been testing and reviewing related to topic of what is the key factor to influence people to consume Thai Spa & Massage. There are focus on 6 factors such as Experience, Services, Brand Reputation, Ambient, Thai Cultural and Therapeutics

The research shows the results of frequency, ANOVA analysis, Descriptive Analysis, Regression Analysis and Multiple linear regression analysis.

The measurement for this research includes descriptive analysis, one-way ANOVA, factor analysis, correlation, and multiple regressions. In this research will be separated into 4 parts with the sample size of this study was 100 respondents

1. ANOVA analysis is used to measure between gender, Nationality, age and income of respondents towards the key factor to influence people to consume Thai Spa & Massage.
2. Descriptive analysis is to describe income level of respondents towards the key factor to influence people to consume Thai Spa & Massage.
3. Correlation analysis uses to explain correlation within the group of variables.
4. Multiple linear regression analysis is a tool to predict independent variables with dependents variable in order to see the relationship between them (Field, 2005).

CHAPTER IV

FINDINGS

The result of data analysis showed the sample respondents of 100 people of Thai Nationality and other nationalities consumer who has experience and hasn't experience to using Thai Spa & Massage that can be collected. The first section would begin with the result finding of demographic profile of respondents, general information, and key factor to influence to consume Thai Spa & Massage. Moreover, this research illustrated the result of groups to measure demographic (age, gender, and income) toward to purchasing intention by using ANOVA. In addition, correlation analysis the significant constructs. After that, testing constructs with dependent variable by using multiple linear regression analysis.

4.1 Result and Analysis

As the survey was collected 100 respondents who consumes Thai Spa & Massage.

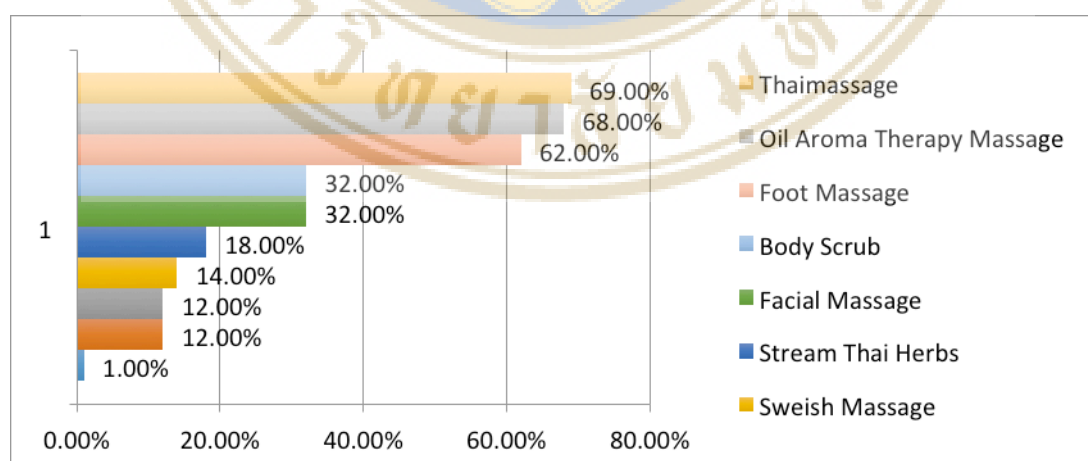


Figure 4.1 Type of Thai Spa & Massage of the respondents can be illustrated the respondent preference.

As the figure illustrate of respondent prefer Thai Massage type (69%) as the most majority. The Minor of Preference from respondent is Oil Aroma Therapy Massage (68 %). Therefore foot massage is (62%), Body scrub (32%) as same as Body scrub. Follow up with Facial Massage (18%), Stream Thai Herbs (14%), Swedish massage and Sport Massage are (12 %) and Hot Ball Massage is (1%).

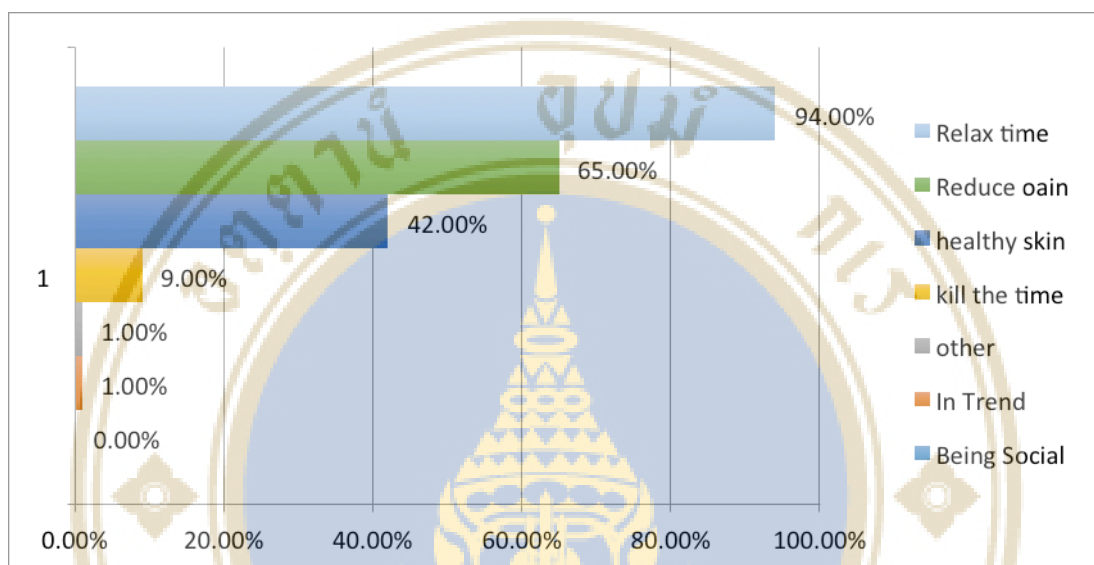


Figure 4.2 Reason to use Thai Spa & Massage

As the figure illustrate the reason why respondent come to consume Thai Spa & Massage. The most respondent go to Thai Spa & Massage because of Relax Time (94%), Reduce Pain (65%), Healthy skin (42%), Kill the time (9%), in trend and other are the same (1 %).

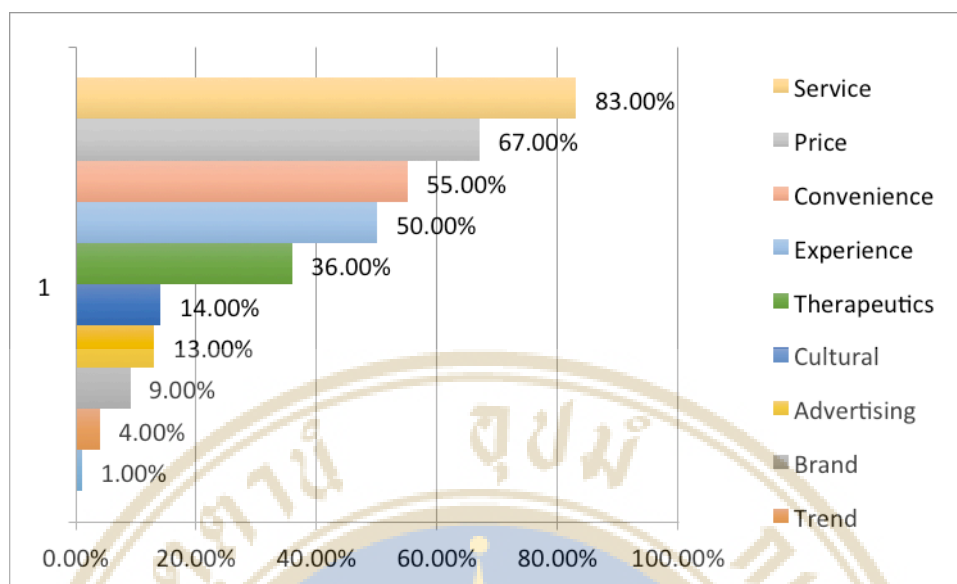


Figure 4.3 The key factor to motivate to consume Thai Spa & Massage

As the figure illustrate the key factor which motivate the respondent to consume Thai Spa & Massage. The most influence factor is Service (83%). The price is the second key factor to motivate the respondent is (67%), the convenience is (55%) for the third key factor. Therefore follow up with Experience (50%), Therapeutics (36%), Cultural (14%), and Advertising (13%), brand (9%), Trend (4%) and other show (1%).

4.2 Analysis of Variance Anova

ANOVA, *Analysis of Covariance (ANOVA)* is for testing differences in term of means of the group of variable. Moreover, ANOVA can analysis the means score have no different and the significant level is higher than 0.05 will be rejected. It means score is different and the significant level is ≤ 0.05 will be accepted which means 95% confidential interval (Malhotra and Birks 2007). The test result shows the result that the research would not occur by chance (Field, 2005).

ANOVA**GENDER**

31. I willing to purchase spa services

Table 4.1 ANOVA Analysis Gender

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.042	1	2.042	1.714	.193
Within Groups	116.708	98	1.191		
Total	118.750	99			

From Table 4.1, ANOVA testing between the different in gender Male and Female toward to purchase at Spa Service, the result showed the Sig-value's result = 0.193 which higher than 0.05 level of significance. It can be conclude that different in gender has no influence with Gender between Male and Female.

ANOVA**NATIONALITY**

31. I willing to purchase spa services

Table 4.2 ANOVA Analysis Nationality

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.262	1	2.262	1.903	.171
Within Groups	116.488	98	1.189		
Total	118.750	99			

From Table 4.2, ANOVA testing between the different in Nationalities toward to purchase at Spa Service, the result showed the Sig-value's result = 0.171

which higher than 0.05 level of significance. It can be conclude that different in Nationalities have no influence about purchasing at Thai Spa & Massage.

ANOVA

AGE

31. I willing to purchase spa services

Table 4.3 ANOVA Analysis Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.719	3	1.906	1.619	.190
Within Groups	113.031	96	1.177		
Total	118.750	99			

From Table 4.3, ANOVA testing between the different in Ages toward to purchase at Spa Service, the result showed the Sig-value's result = 0.190 which higher than 0.05 level of significance. It can be conclude that different in Ages have no influence about purchasing at Thai Spa & Massage.

ANOVA

INCOME

31. I willing to purchase spa services

Table 4.4 ANOVA Analysis Income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.133	4	3.033	2.703	.035
Within Groups	106.617	95	1.122		
Total	118.750	99			

From the Table 4.4: ANOVA Testing the independent variable and the dependent variable about Income in order to see is there any relationship between Thai customers' level of income toward to purchase Thai Spa & Massage Service. The result showed the Sig-value's result = 0.035 which less than 0.05 level of significance. It can be conclude that different in Incomes have effect influence about purchasing at Thai Spa & Massage.

4.3 Descriptive

31. I willing to purchase spa services

Table 4.5 Descriptive Analysis Factor

					95% Confidence Interval for Mean		Minimum	Maximum	Between - Component Variance
					Lower Bound	Upper Bound			
<10k	4	2.7500	1.70783	.85391	.0325	5.4675	1.00	5.00	
10k-20k	12	3.4167	1.24011	.35799	2.6287	4.2046	1.00	5.00	
20k-30k	15	3.8000	.77460	.20000	3.3710	4.2290	2.00	5.00	
30k-50k	27	3.8519	1.13353	.21815	3.4034	4.3003	1.00	5.00	
>50k	42	3.1429	.97709	.15077	2.8384	3.4473	1.00	5.00	
Total	100	3.4500	1.09521	.10952	3.2327	3.6673	1.00	5.00	
Model	Fixed Effects		1.05938	.10594	3.2397	3.6603			
	Random Effects			.20521	2.8802	4.0198			.10733

From the Table 4.5 illustrate the respondents have income 30,000 baht to 50,000 baht willing to purchase at Thai Spa & massage as the mean score show at 3.8519 more than the respondents which have income 20,000 baht to 30,000 baht as the mean score show at 3.8000. The respondents have income 10,000 baht to 20,000 baht tend to purchase at Thai Spa & Massage as mean score show 3.4167 this group of respondents tend to purchase higher than the respondent have higher income over

50,000 baht as mean score show 3.1429. On the other hand, the respondents have income less than 10,000 baht will not purchase at Thai Spa & Massage as the mean score show the result at 2.7500.

4.4 Factor Analysis

Factor analysis is a tool to group similar variables as constructs. The information can be summarized into meaningful word and related direction group which create new significant constructs (Field, 2005). The factor analysis uses for grouping the market research in term of market segmentation, investigate and understand consumer behavior, and etc. (Malhotra and Birks 2007, p.648).

Running factor analysis, there are two purposes which are to explore factors with number and level of factor contribution in order to identify and measure new significant factors, and to test set of variable that it significant or not (Field, 2005) *“This coefficient’s values are typically between 0 and 1, when 0.6 or less is considered unsatisfactory”* (Malhotra and Birks 2007, p.358 citing Cronbach 1951).

In order to determine significant variables, this research uses factor loading to see a correlation between the original variable, in order to determine and cut the insignificant value which less than 0.4 (Hair et al. 2006, p.129). Moreover, eigenvalue score needs to be greater than 1 because it illustrates the level of each variable contribution (Field, 2005). In addition, to identify the appropriate number of factors, Scree plot would show number of significant factors that suitable for the analysis (Malhotra and Birks 2007).

4.4.1 Total Variance Explained

Total variance explained showed the number on constructs and the percentage of the significant level of overall constructs.

Table 4.6 Total variance explained four factors influencing the respondent's key factors to purchase Thai Spa & Service Massage

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.540	38.469	38.469	4.482	26.363	26.363
2	2.641	15.534	54.003	2.957	17.394	43.757
3	1.791	10.535	64.539	2.389	14.053	57.810
4	1.122	6.598	71.136	2.265	13.326	71.136
5	.758	4.461	75.597			
6	.635	3.733	79.331			
7	.594	3.495	82.826			
8	.510	2.998	85.824			
9	.479	2.815	88.640			
10	.453	2.664	91.304			
11	.374	2.199	93.503			
12	.319	1.874	95.378			
13	.245	1.442	96.819			
14	.182	1.072	97.892			
15	.133	.783	98.674			
16	.126	.740	99.414			
17	.100	.586	100.000			

From Table 4.6 showed four factors influencing the respondent's key factors to purchase Thai Spa & Service Massage. The Total variance explained in illustrated the initial eigenvalues is more than 1 (1.222) with higher cumulative of 71.136 % (Field, 2005), it showed number of factor to measure for this research. Table 4.6 revealed that there are 4 components at 71.136% significant of the total variability of data.

4.5 Scree plot

Scree plot showed number of factors in order to see clear constructs that highly contribute from over all independent variables as in Figure 4.4:

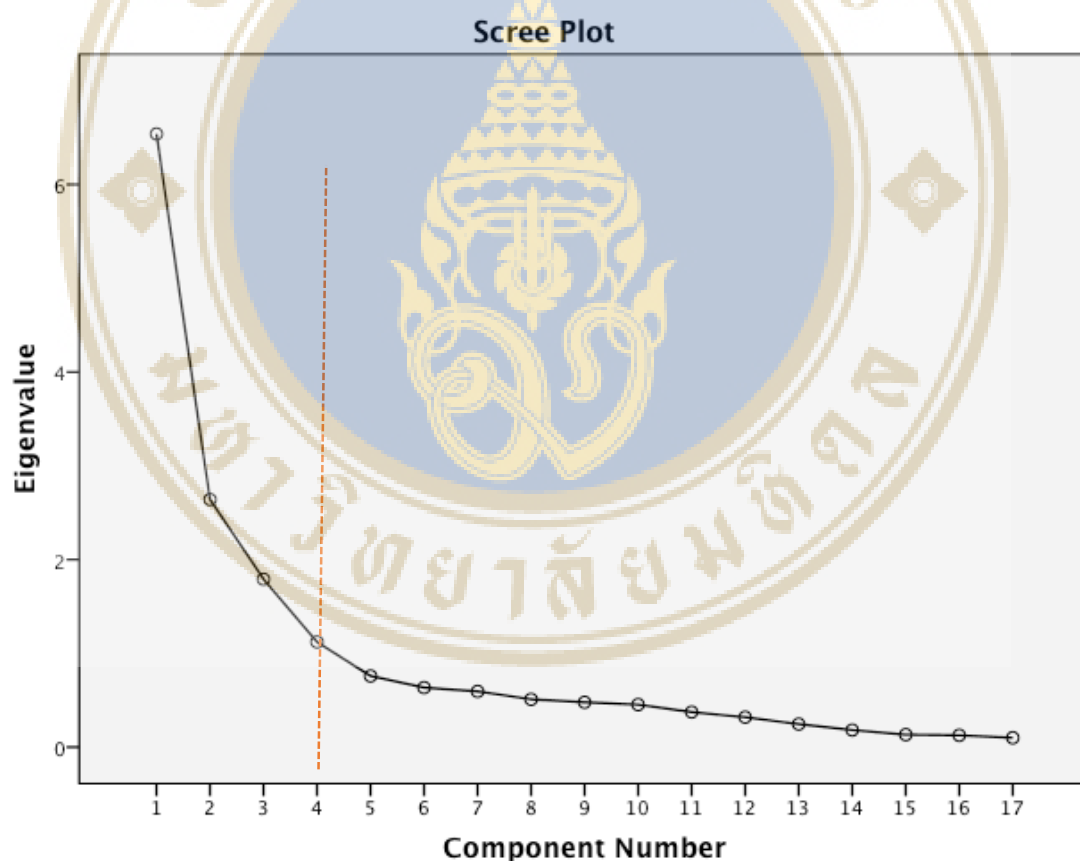


Figure 4.4 Scree Plot of four factors influencing the respondent's key factors to consume Thai Spa & Massage.

From Figure 4.4 the Scree plot showed a picture of 4 important numbers of constructs that contributed to influencing the respondent's key factors to purchase Thai Spa & Service Massage.

4.6 Rotated Component Matrix

Rotated Component Matrix^a

Table 4.7 showed the contribution level of each variable toward each construct.

	Component			
6. I like to consume the product in spa with Famous Brand Name	871			
16. I am willing to pay for high price if the products are brand name	851			
20. Brand Name of Thai Spa & Massage products effect to my purchasing decision	836			
18. Brand name of Thai Spa & Massage place effects my purchasing decision	799			
5. I prefer to use Brand name Scientific Cream products in spa	786			
19. Brand image of Thai Spa & Massage place effects my purchasing decision	757			
27. I am not concern about scientific products of Thai Local Products		854		
29. I am not concern about customer relation Management while I use Thai Spa & Massage services		739		
26. I am not concern about promotion when I'm go to Thai Spa & Massage.		706		

**Brand
Reputation**

**Ambivalent
Decision**

**Table 4.7 showed the contribution level of each variable toward each construct.
(cont.)**

	Component			
28. I am not concern about Brand Name of Products		688		
30. I'm not concern about anything. I go because of my emotion or suddenly need		655		
4. I prefer to use Thai Herbs for Thai Spa & Massage	Thai cultural		802	
3. I prefer Thai Massage than other nationality Massage			783	
7. I like to consume the products in spa from Thai local products			775	
9. I'm go to Thai Spa & Massage because skill of The Therapist	Therapeutics			828
8. I'm go to Thai Spa & Massage because of Therapist				789
21. Expertise of Therapist draw my attention to go to Spa.				726

In this research Table 4.7: Rotated component matrix showed 4 dimensions which influencing the respondent's key factors to purchase Thai Spa & Service Massage. The results could be regrouped after the factor analysis explored in rotated component matrix which the factor analysis in this study can answer factor influencing the respondent's key factors to purchase Thai Spa & Service Massage. Moreover, the new factors illustrated as below:

1. Brand Reputation: which are relevant to perception of consumer
2. Ambivalent decision: which are relevant to convenient, time, place and sudden emotion

3. Thai Cultural: which are relevant to unique, experiment and experience and memories.

4. Therapeutics: which are relevant to the skill, service of the person whom give the services in each type of Thai Spa & Massage.

Combining new variables and defining the correlation between independent variables and dependent variable to measure the respondent's key factors to purchase Thai Spa & Service Massage. The results of the factor analysis illustrated some of the variables were cut out because of the insignificant contribution level (Hair et al., 2006). This research would be tested by using correlation analysis and multiple regressions with the regrouped constructs from the factor analysis in order to see the factor of influencing the respondent's key factors to purchase Thai Spa & Service Massage.

a. Rotation converged in 6 iterations.

1st variable = Brand Reputation

According to this model the consumer's emotional responses to a new branded product can be evoked by the consumer's perception of the physical properties of that specific product, by the associations to the brand and by the association to the product

2nd variable = Ambivalent Decision

"Recent advances in neuroscience are highlighting connections between emotion, social functioning, and decision making that have the potential to revolutionize our understanding of the role of affect in education. In particular, the neurobiological evidence suggests that the aspects of cognition that we recruit most heavily in schools, namely learning, attention, memory, decision making, and social functioning, are both profoundly affected by and subsumed within the processes of emotion." (Immordino-Yang and Damasio 2007).

3rd variable = Thai Cultural

The traditional Thai system, to the present day, is a holistic massage therapy that focuses on the body as a whole. By recognizing the irreplaceable links of all the systems of the body, it aims to cure ailments by bringing all these various elements back into harmony with each other. Traditional Thai massage has a very long history of well over 2,500 years. Traditional Thai massage systems of Ayurvedic medicine owes much of its early systemisation, preservation, and subsequent propagation to ascetic Buddhists and their monastic institution.

It found its way to Southeast-Asia where, for centuries, it was practiced by monks as one element of indigenous Thai medicine. Thai people, believing illness results from an imbalance in the body, mind and spirit would then seek healing at their local temples.

4th variable = Therapeutics

From the result show that the skill of Therapeutics affects to the customers to come to Thai Spa & Massage because they prefer the method or the process of Therapeutics' Skill. Therefore these points are including general service, friendliness and after services.

4.7 Regression

Regression

Table 4.8 Regression Analysis ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.950	4	9.987	12.041	.000b
	Residual	78.800	95	.829		
	Total	118.750	99			

a. Dependent Variable: 31. I willing to purchase spa services

b. Predictors: (Constant), Therapeutics, Ambivalent decision, Brand Reputation, Thai Cultural.

Forth variable show sig = 0.000 less than 0.05. So, this model is considered significant the significant level of the independent constructs at 0.00 significant which less than 0.05 significant levels which considered significant.

4.8 Model Summary

Model Summary
Table 4.9 Model Summary Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.580 ^a	.336	.308	.91076	.336	12.041	4	95	.000

a. Predictors: (Constant), Therapeutics, Ambivalent Decision, Brand Reputation, Thai Cultural.

The result in Table 4.9 of Model summary of fourth variable constructs show adjusted r square = 0.308 mean toward key factors to purchase Thai Spa & Service Massage illustrated that the adjusted r square equaled to 30.8 of the topics.

Coefficients^a

Table 4.10 Coefficient Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.675	.478		1.412	.161
Brand Reputation	.425	.111	.368	3.839	.000
Ambivalent	.310	.128	.235	2.418	.018
Thai goods and services	.123	.121	.110	1.015	.313
Therapeutics	.044	.120	.035	.364	.717

a. Dependent Variable: 31. I willing to purchase spa services

Two variables are significant less than 0.05 that is brand reputation and ambivalent at 0.000 and 0.018. Brand reputation shown significant and their standardized coefficients = 0.368. Ambivalent shown significant and their standardized coefficients = 0.235.

The others variables are insignificant that we need to cut it off for the best result as will show in the next part.

ANOVA^a

Table 4.11 Anova Analysis Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.665	2	19.333	23.416	.000 ^b
	Residual	80.085	97	.826		
	Total	118.750	99			

a. Dependent Variable: 31. I willing to purchase spa services

b. Predictors: (Constant), Ambivalent, Brand Reputation

After cut insignificant variable this model got two variable show sig = 0.000 less than 0.05. So, this model is considered significant.

Model Summary

Table 4.12 Illustrate Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.571 ^a	.326	.312	.90863	.326	23.416	2	97	.000

a. Predictors: (Constant), Ambivalent Decision, Brand Reputation

From two variables show adjusted r square = 0.312 mean this model can explain 31.2% of the topic.

Coefficients^a

Table 4.13 Illustrated Coefficient Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.910	.398		2.285	.024
Brand Reputation	.478	.101	.415	4.741	.000
Ambivalent	.377	.115	.286	3.276	.001

a. Dependent Variable: 31. I willing to purchase spa services

They still show 2 variables that are significant Brand reputation shown significant at 0.000 and their standardized coefficients = 0.415. Ambivalent Decision shown significant at 0.01 and their standardized coefficients = 0.286

In addition, the model of this study will be based on coefficient of beta that is:

$$Y = 0.910 + 0.415(X_1) + 0.286(X_2)$$

Y = influencing factor of customer choosing spa services

X₁ = brand reputation

X₂ = ambivalent decision

If brand reputation and ambivalent decision increase equal to 1 point, then it will influence customer choosing spa service increasing by 1.611.

CHAPTER V

CONCLUSION AND LIMITATION

This study focused on the aspect of factors influencing the respondents to purchase Thai Spa & Massage at the income level 20,000 to 30,000 baht .According to the literature reviews and consumer behavior (motivation) were purposed and tested by using descriptive analysis, one-way ANOVA, exploratory factor analysis and multiple linear regression analysis to analyze the data by statistical meth.

There were 100 respondents which were the gender are indifferent between Male and Female from this survey. The income has effect to potential to use Thai Spa & Massage. People has income 30,000 to 50,000 baht will come to Thai Spa & Massage more than people have income 20,000 to 30,000 baht and over 50,000 baht.

People has income less than 10,000 baht will not tend to use Thai Spa & Massage. It can illustrate that income is one effect factor to consume the product.

For Nationalities are not indifferent between Thai and other nationalities. As in the survey, they are 4 variables key factor to influence to go to Thai Spa & Massage.

5.1 Conclusion

5.1.1 Brand Reputation

The respondent come to Thai Spa & Massage because the Brand Name of Product, the brand name of the place because they have positive perception, Trust or loyalty in Brand. The respondent can pay higher price to get the brand name because they think that is valuable and worthy for their money if compare with the qualities of product from Brand Name.

The consumer's emotional responses to a new branded product can be evoked by the consumer's perception of the physical properties of that specific product,

by the associations to the brand and by the association to the product class. In addition, according to (Crilly et al., 2008) factors such as the consumers' cultural background, beliefs, values and personalities are also important to be taken into account, because these affect their emotional responses according to the model of Kansei concepts.

5.1.2 Ambivalent Decision

The respondent come to Thai Spa & Massage because the Ambivalent emotion and action. They go Thai Spa & Massage because the sudden emotion to go Thai Spa & Massage.

Behavioral research still contributes to our understanding of human behavior, it is now widely recognized as being only part of any possible full explanation (Stewart 1994). Behaviorism does not appear to adequately account for the great diversity of response generated by a population exposed to similar, or even near identical stimuli.

5.1.3 Thai Cultural

Some of respondent do not think that Thai cultural is the important key factor to go to Thai Spa & Massage. It is only identify the origin of Thai Massage but customer perceived that point is not so much important.

As mentioned in Chapter One, Prentice (1993) defined the term “heritage” as not only landscapes, natural history, buildings, artifacts, cultural traditions and the like that are literally or metaphorically passed on from one generation to the other, but those among these which can be promoted as tourism products

5.1.4 Therapeutics

Some of respondent comet to Thai Spa & Massage because the skill of Therapeutics or the friendliness of Massager.

Experience is shaped by the characteristics of the user (e.g., personality, skills, background, cultural values, and motives) and those of the product (e.g., shape, texture, color, and behavior). All actions and processes that are involved, such as physical actions and perceptual and cognitive processes (e.g., perceiving, exploring, using, remembering, comparing, and understanding), will contribute to the experience

(see also Dewey, 1980). In addition, the experience is always influenced by the context (e.g., physical, social, economic) in which the interaction takes place.

5.2 Recommendation

From the result of this research, people consume Thai Spa & Massage according to Brand name & Ambivalent Decision. People consume Thai Spa & Massage because they trust in quality of brand product.

For Ambivalent decision, it can happened to be positive or negative attitude therefore Thai Spa & Massage would like to create a positive attitude toward consumer by built the place and decoration to be attractive. The receptionists are friendly and give good information, make consumer earn more trust and would like to trail.

The researcher would like to take this opportunity to recommend that Thai Spa & Massage use Thai Herbs and make Thai Herbs well known by telling story about where it come from? What are the benefits? In this way, The Thai Spa & Massage business will reduce the cost of import brand name product and it helps Thai Economy growth. Therefore, the second major of ambivalent decision consumer still use it because they are not concern in local products or import products.

5.3 Limitations

Firstly, this research did not have a pilot testing to ensure that the questionnaire is easy to understand and be able to reach all the potential respondents due to the limitation of the time duration when this research was conducted.

Secondly, this research only capture big picture of people purchasing behavior and purchasing intention which did not deep down on what type of Thai Spa & Massage product they buy and what price range they purchase comparing with the segmentation such as age, gender, and income.

Thirdly, due to the English version questionnaires questionnaire may sometimes miss understand the meaning in language.

5.4 Future Research

For the future research, the next researcher can be concluded on others dimensions of demographic segmentation toward key factor influencing to purchasing in Thai Spa & Massage.

Moreover, with this research finding that the key factor are brand reputation and Ambivalent behavior to consume Thai Spa & Massage product put more positive relation on motivation to consume Thai Spa & Massage, which the next researcher can do more on the qualitative research such as interviewing the owner of well-known Thai Spa & Massage and making group discussion for consumer's opinion to measure and find out insight for Thai & other nationality in order for marketer can shape more strategy that suit with consumers.

In addition, the consumer perception in terms of marketing mix such as Promotion or Product could be measured in order to see what factor in the Marketing mix would have relationship toward the key factor to influence consumers to consume Thai Spa & Massage.

On the other hand, there might be other variables which are not included in this research that can have positive relationship with consumer purchasing intention such as the Luxury goods or service in life style.

REFERENCES

- Ajzen, I. (2002). Perceived Behavioral Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behavior. *Journal of Applied Social Psychology*, 32, 665-683.
- Bradley, M. M., & Lang, P. J. (1994). Measuring emotion - The self-assessment manikin and the semantic differential. *Journal of Behavior Therapy and Experimental Psychiatry*, 25(1), 49-59.
- Conner M, Armitage C.J. (2008). *Attitudes and Attitude Change: Attitudinal Ambivalence*. New York, NY: Psychology Press. pp. 261–286.
- Crilly, N., Moultrie, J., & Clarkson, P.J. (2004). Seeing things: consumer response to the visual domain in product design. *Design Studies*, 25 (6), 547 – 577. doi: 10.1016/j.destud.2004.03.01
- Crilly, N., Maier, A., & Clarkson, P.J. (2008). Representing Artefacts as Media: Modelling the Relationship between Designer Intent and Consumer Experience, 2(3), 15-27.
- Crompton JL, McKay SL. 1997. Motives of Visitors Attending Festival Events. *Annals of Tourism Research* 24(2): 425 – 439.
- Depthai 2005, Ministry of Public Health, Retrieved May 9, 2011 from www.depthai.go.th/DEP/DOC/51/51014260.doc
- Desmet, Pieter. (2002). Designing Emotions (p. 231). Delft University of Technology.
- Desmet, Pieter, & Hekkert, P. (2007). Framework of Product Experience. *International Journal of Design*, 1(1), 57-66. Retrieved from <http://www.ijdesign.org/ojs/index.php/ijdesign/article/view/66/15>
- Dewey, J. (1980). Art as experience. New York: G. P. Putnam's Sons
- Dong, X F., Xie, Q. Sen, & Ding, L. (2010). Research on Brand Products Based on Kansei Engineering. *Advanced Materials Research*, 171-172, 389-393. doi:10.4028/www.scientific.net/AMR.171-172.389

- Douglas N. 2001. Travelling for Health: Spa and Health Resorts. In N. Douglas., N. Douglas, and R. Derrett (Eds), *Special interest tourism: context and cases* (pp.261 -268). Milton, Qld: John Wiley & Sons Australia, Ros Derrett
- Hall, M. and Zeppel, H. (1990). History, architecture, environment: cultural heritage and tourism. *Journal of Travel Research* 29(2): 54–55.
- Handbtoday 2005, Spa Marketing, Retrieved April 9, 2011 from <http://www.handbtoday.com/index.php?lay=show&ac=article&Id=516229&Ntype=5>
- Kang, S., & Satterfield, D. (2009). Connectivity Model: Evaluating and Designing Social and Emotional Experiences. In *Proceeding of International Association of Societies of Design Research* (pp.2247 -2256). Retrieved from <http://gsct3237.kaist.ac.kr/e-lib/Conferences/IASDR/2009/Papers/Orally Presented Papers/ Behavior /Connectivity Model- Evaluating and Designing Social and Emotional Experiences.pdf>
- Karjalainen, T.M. (2003). Strategy design language –transforming brand identity into product design elements. In *10th International Product Development Management Conference, June 10-11*. Brussels. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi:10.1.1.198.406&rep1&type=pdf>
- Krosnick, J. A., & Petty, R. E. (1995). Attitude strength: An overview. In R. E. Petty & J. A. Krosnick (Eds.), *Attitude strength: Antecedents and consequences* (pp. 1-24). Mahwah, NJ: Erlbaum.
- Moss, Dr. Simon (March 16, 2010). "Attitudinal Ambivalence". *Psycholopedia*. Psych-it.com.au. Retrieved October 28, 2014.
- Nagamachi, M. (1995). Kansei Engineering: A new ergonomic consumer-oriented technology for product development. *International Journal of Industrial Ergonomics*, 15(1), 3-11. doi:10.1016/0169-8141(94)00052-5
- Patin. R., Kanlayavattanakul. M., & Lourith. N. 2009, Aromatherapy and Essential Oils in Thai Spa Business, Retrieved April 2, 2011 from http://pharm.kku.ac.th/isanjournal/journal/volume5-no2/160-166_Ratheauthorswan.pdf

- Prlog 2009, Intelligent Spas Releases Updated Thailand Spa Industry Report, Retrieved April 19, 2011 from <http://www.prlog.org/10455588-intelligent-spas-releases-updatedthailand-spa-industry-report.html>
- Russell, J. A. (1980). A circumflex model of affect. *Journal of Personality and Social Psychology*, 39(6), 1161-1178.
- Schwarz, N., & Clore, G. L. (1983). Mood, misattribution, and judgment of well-being: Informative and directive functions of affective states. *Journal of Personality and Social Psychology*, 45(3), 513-523.
- Shannon, C. (1948). A mathematical theory of communication. *Bell System Technical Journal*, 27(379-423).
- Skinner, B.F. *The Behavior of Organisms*. New York: Appleton-Century-Crofts, 1938.
- Thailand hotel guide 2009, Thai spa is the latest craze in global spa trend, Retrieved April 2, 2011 from <http://www.thailandhotelguide.org/blog/2009/05/thai-spa-is-the-latest-crazein-global-spa-trend/>
- Thaiways 2002, Thailand paradise for spa lover, Retrieved April 2, 2011 from http://www.thaiwaysmagazine.com/thai_article/2119_spa_thailand/spa_thailand.html
- Warell, A. (2008). Multi-modal visual experience of brand –specific automobile design. *The TQM Journal*, 20(4), 356 -371.
doi:10.1108/17542730810881348



APPENDIX A

QUESTIONNAIRE IN ENGLISH



Mahidol University

This questionnaire is a part of a ‘Thematic Paper’ as a part for Master’s degree at College of Management Mahidol University (CMMU). The purpose of this questionnaire is to study “What are the key factors to influences the people to consume Thai Spa & Massage?”

Please answer each question that most suitable with your opinion. Your information will be kept in confidential and used for academic purpose only. This questionnaire will take approximately 10 minutes of your valuable time. Thank you for your cooperation.

The questionnaire consists of 3 parts:

1. Personal purpose of using Thai Spa & Massage.
2. The key factors for respondent use Thai spa & Massage.
3. Personal information.

Part 1: Please mark ✓ ☐ in for the items that important when you consume Thai Spa & Massage

1. Do you like massage for healthy

- ☐ Yes, please do the next question.
- ☐ No, Thank you for interview
- ☐ Others (Please be specific) _____

2. Do you like to release you pain, relax time & healthy in Thai Spa & Massage

- ☐ Yes, please do entire questionnaire
- ☐ No, Thank you for interview

3. What kinds of Thai Spa & Massage do you like?

Can choose more than one answer.

- | | |
|---|--|
| <input type="checkbox"/> Thai massage | <input type="checkbox"/> Foot massage |
| <input type="checkbox"/> Body Scrub | <input type="checkbox"/> Oil Aroma Therapy Massage |
| <input type="checkbox"/> Sport Massage | <input type="checkbox"/> Swedish massage |
| <input type="checkbox"/> Hot Ball Massage | <input type="checkbox"/> Facial Massage |
| <input type="checkbox"/> Steam Thai Herbs | <input type="checkbox"/> Others |

4. What do you expect from Thai Spa & Massage when you consume it?

Can choose more than one answer.

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Relax time | <input type="checkbox"/> Reduce pain |
| <input type="checkbox"/> In Trend | <input type="checkbox"/> Being Social |
| <input type="checkbox"/> Kill the time | <input type="checkbox"/> Healthy Skin |
| <input type="checkbox"/> Others | |

5. What is the key factor to motivate you to consume Thai Spa & Massage?

Can choose more than one answer

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Cultural | <input type="checkbox"/> Trend |
| <input type="checkbox"/> Brand | <input type="checkbox"/> Experience |
| <input type="checkbox"/> Service | <input type="checkbox"/> Price |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Convenience |
| <input type="checkbox"/> Therapist | <input type="checkbox"/> Others |

Part 2: Please mark ✓ in table to rate the scale to show your opinion about key factor influencing consumer Thai Spa & Massage for each question.

Questions	Scales				
	Strongly Agree (5)	Agree (4)	Neither Agree nor Disagree (3)	Disagree (2)	Strongly disagree (1)
1. I like to get Thai Massage					
2. I like to do spa for my body and facial.					
3. I prefer Thai Massage than other nationality Massage.					
4. I prefer to use Thai Herbs for Thai Spa & Massage.					
5. I prefer to use Brand name Scientific Cream products in spa.					
6. I like to consume the product in spa with Famous Brand Name.					
7. I like to consume the products in spa from Thai local products.					
8. I am go to Thai Spa & Massage because of Therapeutist.					
9. I am go to Thai Spa & Massage because skill of The Therapeutist.					

Questions	Scales				
	Strongly Agree (5)	Agree (4)	Neither Agree nor Disagree (3)	Disagree (2)	Strongly disagree (1)
10. I am go to Thai Spa & Massage because of the total service in each time.					
11. I am go to Thai Spa & Massage because of the Environments.					
12. I'm go to Thai Spa & Massage because of the design & Decoration.					
13. I am go to Thai Spa & Massage because of the price.					
14. I am go to Thai Spa & Massage because of convenience as the first priority.					
15. I am willing to pay for high price if the services are good.					
16. I am willing to pay for high price if the products are brand name.					

Questions	Scales				
	Strongly Agree (5)	Agree (4)	Neither Agree nor Disagree (3)	Disagree (2)	Strongly disagree (1)
17. I am willing to pay for the high price if the products are Thai local but good qualities.					
18. Brand name of Thai Spa & Massage place effects my purchasing decision.					
19. Brand image of Thai Spa & Massage place effects my purchasing decision.					
20. Brand Name of Thai Spa & Massage products effect to my purchasing decision.					
21. Expertise of Therapist draw my attention to go to Spa.					
22. Attractiveness of Therapist draw my attention to consume the services.					
23. Advertising is attracts my attention to try the products.					

Questions	Scales				
	Strongly Agree (5)	Agree (4)	Neither Agree nor Disagree (3)	Disagree (2)	Strongly disagree (1)
24. Promotion attracts my attention to try the products.					
25. I am willing to try local Thai Herbs Product, which isn't in the market yet.					
26. I am not concern about promotion when I'm go to Thai Spa & Massage.					
27. I am not concern about scientific products of Thai Local Products.					
28. I am not concern about Brand Name of Products.					
29. I am not concern about customer relation Management while I use Thai Spa & Massage services.					
30. I am not concern about anything. I go because of my emotion or suddenly need.					

Part 3: Please mark ✓ ☐ in for the item that relates your personal data.

7. What is your gender?

☐

Male

☐

Female

8. Are you Thais?

☐

Yes

☐

No

9. What is your age range?

☐

15 - 25 years old.

☐

26 - 35 years old.

☐

35 - 45 years old.

☐

Over than 45 years old.

10. What is your average monthly income range? (Baht)

☐

Less than 10,000 Baht

☐

10,000 – 20,000 Baht

☐

20,001 – 30,000 Baht

☐

30,001 – 50,000 Baht

☐

Over than 50,000 Baht

THANK YOU

APPENDIX B

แบบสอบถาม ภาษาไทย



มหาวิทยาลัย มหิดล

แบบสอบถามเพื่อการวิจัย

แบบสอบถามนี้เป็นส่วนหนึ่งของงานวิจัยระดับการศึกษาปริญญาโท

ของมหาวิทยาลัยมหิดลการจัดการ เป้าหมายของการทำแบบสอบถาม เพื่อการวิจัยเรื่อง การศึกษาปัจจัยที่มีอิทธิพลต่อการตัดสินใจในการใช้ บริการ สปา และ นวดแผนไทย ในประเทศไทย.

กรุณาตอบคำถามที่เหมาะสมกับความคิดเห็นของคุณมากที่สุด

ข้อมูลของคุณจะเก็บเป็นความลับและใช้ ในการเรียนเท่านั้น แบบสอบถามนี้ใช้เวลาประมาณ 10 นาที

ขอขอบคุณสำหรับความร่วมมือ และเวลาที่มีค่าของคุณ

แบบสอบถามประกอบด้วย 3 ส่วน ดังนี้ :

1. จุดประสงค์ส่วนตัวในการใช้บริการสปา และนวดแผนไทยในประเทศไทย
2. ปัจจัยที่มีผลต่อการตัดสินใจใช้บริการสปา และนวดแผนไทยในประเทศไทย
3. ข้อมูลส่วนตัว

ส่วนที่ 1 : โปรดทำเครื่องหมาย ✓ ในข้อที่สำคัญสำหรับคุณเมื่อคุณมาใช้บริการสปา และ นวดแผนไทย

1. คุณชอบการนวดเพื่อสุขภาพหรือไม่

- () ใช่, กรุณา ตอบคำถามข้อต่อไป
- () ไม่, ขอบคุนสำหรับการสอบถาม
- () อื่นๆ กรุณา ระบุ

2. คุณต้องการคลายความปวด, ผ่อนคลาย และรักษาสุขภาพด้วยการทำสปา และนวดไทย

- () ใช่, กรุณา ตอบคำถามข้อต่อไป
- () ไม่, ขอบคุนสำหรับการสอบถาม

3. คุณชอบการทำสปา และ นวดแผนไทยชนิดไหน (สามารถเลือกได้มากกว่า 1 คำตอบ)

- | | |
|----------------------------|-------------------|
| () นวดไทย | () นวดเท้า |
| () ขัดตัว | () นวดน้ำมันโรมา |
| () นวดกีฬา | () นวดแบบสวีเดน |
| () นวดประคบลูกสมุนไพรร้อน | () นวดหน้า |
| () อบสมุนไพร | () อื่นๆ |

4. คุณคาดหวังอะไรเมื่อคุณมาใช้บริการทำสปาและนวดไทย (สามารถเลือกได้มากกว่า 1 คำตอบ)

- | | |
|-----------------|---------------------------|
| () ผ่อนคลาย | () ลดความปวดเมื่อย |
| () เป็นที่นิยม | () เข้าสังคม |
| () ฆ่าเวลา | () เพื่อผิวที่มีสุขภาพดี |
| () อื่นๆ | |

5. อะไรที่เป็นปัจจัยที่มีอิทธิพลต่อการตัดสินใจใช้บริการสปา และ นวดแผนไทย
(สามารถเลือกได้มากกว่า 1 คำตอบ)

- | | |
|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> วัฒนธรรม | <input type="checkbox"/> ความนิยม |
| <input type="checkbox"/> ตราสินค้า | <input type="checkbox"/> ประสบการณ์ |
| <input type="checkbox"/> การบริการ | <input type="checkbox"/> ราคา |
| <input type="checkbox"/> การโฆษณา | <input type="checkbox"/> ความสะดวก |
| <input type="checkbox"/> หมอนวดบำบัด | <input type="checkbox"/> อื่นๆ |



ส่วนที่ 2 : โปรดทำเครื่องหมาย ✓ ในตารางระดับความคิดเห็นของคุณเกี่ยวกับ
ปัจจัยที่มีอิทธิพลต่อการตัดสินใจใช้บริการสปา และ นวดแผนไทย ในแต่ละคำถาม

คำถาม	ระดับ				
	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	ปานกลาง (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
1. ฉันชอบนวดแผนไทย					
2. ฉันชอบทำสปาเกี่ยวกับหน้า และ ร่างกาย.					
3. ฉันชอบนวดแบบ แผนไทยโบราณ มากกว่าการนวดของ ชาตินอื่นๆ.					
4. ฉันชอบการใช้สมุนไพรของไทย ในการทำสปา และ การนวด.					
5. ฉันชอบการใช้สมุนไพรของไทย ในการทำสปา และ การนวด.					
6. ฉันชอบใช้สินค้าและ ผลิตภัณฑ์ต่างๆ ที่มีชื่อเสียงดังในตราสินค้าสินค้า.					
7. ฉันชอบใช้สินค้าและ ผลิตภัณฑ์ต่างๆ จากของในประเทศไทย.					
8. ฉันไปที่ทำสปา และ การนวด เพราะ หมนวดบำบัด.					

คำถาม	ระดับ				
	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	ปานกลาง (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
9. ฉันไปที่ทำสปา และ การนวด เพราะ ทักษะในการนวดของหมอนวดบำบัด.					
10.ฉันไปที่ทำสปา และ การนวด เพราะ การบริการโดยรวมในแต่ละครั้ง ที่มาใช้บริการ.					
11.ฉันไปที่ทำสปา และ การนวด เพราะ สภาพแวดล้อม.					
12.ฉันไปที่ทำสปา และ การนวด เพราะ รูปแบบ และการ ตกแต่งของร้าน.					
13.ฉันไปที่ทำสปา และ การนวด เพราะ ราคา.					
14.ฉันไปที่ทำสปา และ การนวด เพราะ ความสะดวก เป็นอันดับแรก.					
15.ฉันยินดีที่จะจ่ายในราคาสูง ถ้าการบริการดี					
16.ฉันยินดีที่จะจ่ายในราคาสูง ถ้า สินค้าเป็นสินค้าชื่อดัง.					

คำถาม	ระดับ				
	เห็นด้วย อย่างยิ่ง (5)	เห็นด้วย (4)	ปานกลาง (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
17.ฉันยินดีที่จะจ่ายในราคาสูง ถ้าสินค้าเป็นของภายในประเทศไทยคุณภาพดี					
18.ชื่อเสียงของ สถานที่ทำสปา และการนวดมีผลต่อการตัดสินใจในการใช้ บริการของฉัน					
19.ภาพลักษณ์ของ สถานที่ทำสปา และการนวดมีผลต่อการตัดสินใจในการใช้ บริการของฉัน					
20.สินค้าและผลิตภัณฑ์ที่มีชื่อเสียงในการทำสปา และการนวดมีผลต่อการตัดสินใจในการใช้บริการ.ของฉัน					
21.ทักษะในการนวดของหมอนวดบำบัดเป็นแรงดึงดูดการไปใช้บริการทำสปา และ การนวด.					
22.ความมีเสน่ห์ของหมอนวดบำบัดเป็นแรงดึงดูดการไปใช้บริการทำสปา และ การนวด					
23.การโฆษณา เป็นสิ่งที่ทำให้ฉันอยากลองมาใช้บริการ					

คำถาม	ระดับ				
	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	ปานกลาง (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
24.การลดราคาเป็นสิ่งที่ทำให้ฉันอยาก ลองมาใช้บริการ					
25.ฉันยินดีที่จะลองใช้สินค้าสมุนไพรไทย ถึงแม้ว่าจะยังไม่ได้จัดจำหน่ายในตลาดตอนนี้					
26.ฉันไม่มีความกังวลเกี่ยวกับการลดราคา เมื่อฉันไปใช้บริการทำสปา และ การนวด					
27.ฉันไม่มีความกังวลเกี่ยวกับสินค้าประเภทครีมที่ผสมทางวิทยาศาสตร์ภายในประเทศไทย					
28.ฉันไม่มีความกังวลเกี่ยวกับสินค้าและผลิตภัณฑ์ที่มีชื่อเสียงในการทำสปา และ การนวด.					
29.ฉันไม่มีความกังวลเกี่ยวกับความสัมพันธ์ภาพระหว่างลูกค้าและผู้บริหาร ในการทำสปา และ การนวด					
30.ฉันไม่มีความกังวลเกี่ยวกับสิ่งใดๆ ฉันไปทำสปา และ การนวด เพราะอารมณ์ความต้องการในขณะนั้น					

ส่วนที่ 3 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

คำชี้แจง : กรุณาใส่เครื่องหมาย ✓ ในช่อง () ที่ตรงกับข้อเท็จจริงของท่านมากที่สุด

7. เพศ

() ชาย

() หญิง

8. คุณเป็นคนสัญชาติไทยหรือไม่

() ใช่

() ไม่ใช่

9. อายุ

() 15 - 25 ปี

() 26 - 35 ปี

() 35 - 45 ปี

() มากกว่า 45 ปี

10. รายได้เฉลี่ยต่อเดือน

() น้อยกว่า 10,000 บาท

() 10,000 – 20,000 บาท

() 20,001 – 30,000 บาท

() 30,001 – 50,000 บาท

() มากกว่า 50,000 บาท

ขอบคุณ