

**CONTRASTING THAI MALE AND FEMALE ATTITUDE  
TOWARDS DAY SPA SERVICE QUALITY IN BANGKOK  
: AN IMPORTANT-PERFORMANCE ANALYSIS APPROACH**

**WARANGKANA PUNJAPRATHEEP**

The image features a large, faint watermark of the Mahidol University logo in the center. The logo is circular with a blue background and a gold border. It contains a central golden emblem of a traditional Thai stupa (chedi) with a flame-like base. The Thai text 'มหาวิทยาลัยมหิดล' (Mahidol University) is written around the inner edge of the circle, and 'จุฬาลงกรณ์มหาวิทยาลัย' (Chulalongkorn University) is written around the outer edge.

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Thesis  
entitled  
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: AN IMPORTANT-PERFORMANCE ANALYSIS APPROACH**

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**CONTRASTING THAI MALE AND FEMALE ATTITUDE TOWARDS DAY  
SPA SERVICE QUALITY IN BANGKOK  
: AN IMPORTANT-PERFORMANCE ANALYSIS APPROACH**

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**ABSTRACT**

This study aimed to compare the different of benefit sought, behavior, important and performance of service quality of day spa in Bangkok, between male and female Thai day spa goers. Data were collect by employing convenience sampling. The 543 people have applied to the online questionnaires. However, 102 men and 192 women have passed the screening criteria. The descriptive analysis, inferential analysis and importance-performance analysis (IPA) were utilized to explain and distinguish the results between each gender.

The results of the study indicated that the most common reason to motivate spa goers in both genders to go to day spa was relaxation, refresh, relieve stress respectively even though there was 9 benefit attributes that found statistically significance between genders. There were 16 important attributes and 16 performance attributes which found statistically significant between male and female. The important-performance analysis categorized 20 day spa attributes into the four quadrants to help spa managers to identify priorities improvement for each gender. This results confirmed that there was potential sex segmentation for day spas so day spa should customize their strategies and design different spa service for the distinct segments and thus retain and attract more day spa goers.

**KEY WORDS: DAY SPA / SPA GOER / BENEFIT SOUGHT / IMPORTANCE-  
PERFORMANCE ANALYSIS /GENDER**

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# CHAPTER I

## INTRODUCTION

### 1.1 Background

Among the countries in Southeast Asia, Thailand has been recognized as the first choice of body and mind retreat for the tourists who need stress relief and pampering. Many of them had experienced rejuvenating treatment which formulated from the ancient herbal tradition that have rooted in Thai culture. The mixing of extraordinary Thai massage and Thai herbs that used in healing and reviving have become well known for its benefit. Thus, Thai spa has become one of a selling point for Thai tourism industry (Kim Inglis, 2002: Thai Spa Book: The Natural Way to Health and Beauty: Purlipus Edition (HK) Ltd.

Thailand is a country with many social changes in the midst of the current globalization is beginning to be clear, since the country has set a national economic and social development plan. The first is the 11th edition of the National Economic and Social Development Plan. The economy and governance of the government over the past four decades make a structure. The social and lifestyle changes of the Thai people, the country has a scientific development educational technology and Public Health including changes in the demographic structure of the country. To reach the middle-aged society up, one thing in the midst of such a change situation, the social change of the country began to become an important factor to push the business sector to adjust strategy and extensive business channel.

To strengthen Thai tourism selling point, the government of Thailand has established a promoting policy to boost up Thailand as Spa Capital of Asia. The policy was implemented by the Thailand Board of Investment (BOI) and The Ministry of Public Health, between 2012 and 2016. This mission has targeted to generate nearly \$25 billion to the country. As a result, Thai tourism Authority of Thailand has enjoyed 858,340 trips and approximately USD \$967 million in total revenue obtained from medical, health, wellness and spa tourists. (Thailand\_2013 spa focus) Thai spa

business has enjoyed growth incessantly with the rate of 5-6% per year, generating over 15,000-16,000 million baht of income. 80% of customers are foreign tourist (Thai spa association WSWC 2013).

Due to the high proportion of the foreign customers, the public sectors have been working jointly with private sector operators to upgrade Thailand into a global spa center for foreigners. Since, hotel and resort spas have become the most developed business segment in Thailand. Additionally, it has generated the largest revenue because they target on the foreigners while, hotel and resorts have offered spa services for foreign tourists with higher revenues in the area of accommodation and food. The day spas in Thailand have produced lower revenue. Because mostly of day spas aim to capture local people or the foreigners who has lower purchasing power when compare to hotel and resort spas. According to the data from Department of Trade Negotiations in 2011, Sixty – eight percent of registered spas are day spa whereas twenty-eight percent of registered spas are hotel and resort spa. With the higher number of day spa and the different target segment that aimed to target local customers, day spa also play important role to sustain the growth in spa business of Thailand. For example, in 2014, as a result of the political disturbance in Bangkok, the growth of hotel spas has experienced 10-30 percent of declination. Since fewer tourists visited Bangkok. Nevertheless, local people helped the spa business rebound to growth of about 5 per cent during the second half (SuchartSritama ,2015). Despite the rapid growth of the day spa sector in Thailand. The review of literatures on this subject reveals a paucity of studies that examine day spa-goers more specifically Thai day spa- goers

Up to present, perception and motivation as well as socio-demographic characteristics of day spa goers have not been well examined. However, differentiating between genders is one of the key finding of the socio-demographic characteristics that many literatures suggested, regarding the males' demand for separating from female spa –goers. Sherman, Clemenz, and Philipp (2007) found that different genders have different needs in spa consumption and service preferences at spas. Suna Koh, Joanne Jung-EunYoo, Carl A. Boger Jr, (2010) found that females and males have different motivation and benefit sought to go to spa. This study found that men did not go to spas for socialization purposes. On the other hand, women leaned more towards

that objective. Ivana Blešić et al. (2014) found that women considered the tangibility factor more important than men when they choose hotel spa and women also ranked attributes of the service quality of hotel spas lower than men. All this difference could affect the attitude of spa –goer to service quality. Although in general, the male segment has been smaller in size as compared with the female segment. The size of it has been gradually increasing over the past few years. The fact that Thai males have become increasingly recognize about proper male grooming has result in the increasing number of male spa-goers.

Since the competitive in spa business become intense and customers nowadays are more demanding and increasing their expectations toward better service quality. Therefore, to serve need of different genders, it is crucial for day spas to better understand the motivations of each gender. In order to maintain customer satisfaction and loyalty with limited resource. The day spas may need some fruitful data to identify and prioritize customer attribute when to enhance their service quality.

Referring to the statement above, there is none of any research work that clearly identifies the benefit sought and the attitude toward service quality of day spa and explores the different perceptions of each gender. Therefore, this thesis is aimed to fill research gap in the literature and provide the information that related to development of spa industry in term of service quality. In this thesis, the researcher will identify the set of benefits sought by day spa- goers and assess the perceived importance and the performance of day spa services. In addition, the researcher will explore the different perceptions of male and female spa-goers in term of benefit they sought and the perceived importance and the performance of day spa services.

## **1.2 Research questions**

1. Are there any differences in the attitude of male and female in terms of benefit sought of day spas?
2. Are there any differences in the attitude of male and female in terms of important attributes of day spa service quality?
3. Are there any differences in the attitude of male and female in terms of performance of day spa service quality?

4. Can gender be used to segment day spa goers in respect to benefit sought of day spa and important attributes - performance of day spa service quality.

### **1.3 Research objectives**

1. To determine the difference in the attitude of male and female in terms of benefit sought of day spas

2. To determine the difference in the attitude of male and female in terms of important attributes of day spa service quality

3. To determine the difference in the attitude of male and female in terms of performance of day spa service quality

4. To draw a conclusion if gender can be used to segment day spa goers in respect to benefit sought of day spa and important attributes - performance of day spa service quality.

### **1.4 Scope of the research**

This research was organized in Bangkok the capital city of Thailand since 22% of registered spas in Bangkok (DTN, 2011). The target population was Thai day spa-goers who have used day spa services in Bangkok during the past 12 months.

The spa as defined by the International Spa Association (ISPA) is a place that provide professional services concerning overall well-being that promote the revival of mind, body and spirit' (ISPA, 2017). In order to be qualified as a spa, a business must offer at least two out of the following three services: massage (full body); skin care treatments (i.e. facials); or body treatments. The ISPA also groups spa into six major types according to the facilities and treatments provided. These are day spa, destination spa, club spa, mineral spring spa, medical spa, and hotel/resort spa. Day spa as defined by ISPA is a spa which offered variety of professional spa services to customers on a day-use basis. This research adopts the aforementioned definition and the type of spa proposed by ISPA.

Day spas are places to visit during day time for massage, skin care treatments or body treatments. They're called day spas because you don't spend the



night there like resort spas. In this research, we focus on the higher-end of day spas such as Health Land, Let's Relax spa etc. which provide a full range of services and also pay significant attention to the atmosphere offered, for example interior design, soothing music. This research does not include massage shops which mainly provide massage with cheap price without focusing on the atmosphere in the shops.

This research explored only Thai day spa goers who have used day spa services in Bangkok to examine the benefit sought and the perceived importance and the performance of day spa service quality. The samples were 400 people with the roughly equal sample size of those with male and female. The data collection process took around three months during June 2017-August 2017 via non-probability convenience sampling using a self-completion questionnaire.

## 1.5 Research Framework

The research framework is developed in accordance with review of literatures and research objectives. As presented in figure 1

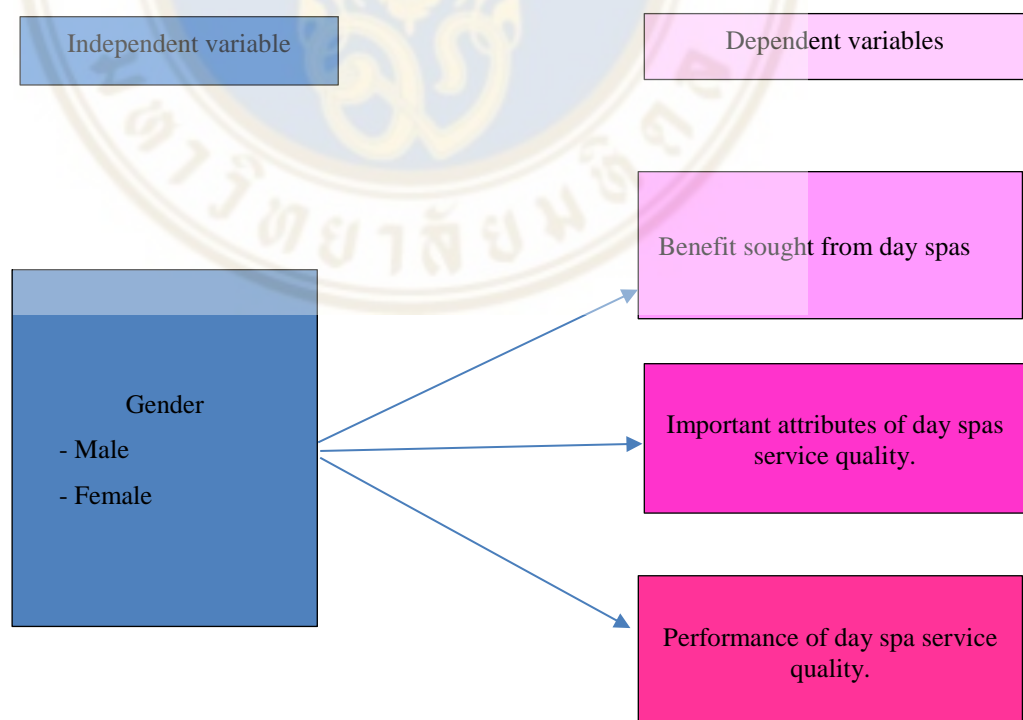


Figure 1.1 Research framework

## **1.6 Research Hypothesis**

1. There is a difference in the attitude of male and female in terms of benefit sought of day spas
2. There is a difference in the attitude of male and female in terms of important attributes of day spa service quality
3. There is a difference in the attitude of male and female in terms of performance of day spa service quality

## **1.7 Research contribution**

1. The finding of this study could provide spa marketers with useful insight to Thai day spa goers' intrinsic motives and thus contribute towards the formulation of appropriate marketing strategies for customer- oriented spa product and services.
2. The result of this research could help spa professionals to customize their strategies and design different spa service for the distinct segments and thus retain and attract more male and female day spa –goers.
3. The finding of this research could help spa professional to identify improvement priorities for customer attributes when enhancing service quality and direct quality-based marketing strategies.
4. The finding of this research could help spa marketers to devise and facilitate a more effective marketing campaign that match with both female day spa-goers which is the bigger segment and attract male day spa-goers which is a growing segment.
5. The result of the thesis could fulfill the gap of literature in spa industry for gender difference in day spas especially in Thai customers.

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter contains background information, concept, and theory used as a base supported for the variables and framework of this study. The major topics in this study are as follows;

#### **2.1 Spa**

##### **2.1.1 The meaning and origin of spa**

The word “spa” was obtained from the Walloon word “espa”. which was the name of the Spa town in Belgium, where a remedial, thermal spring was found in the 14th century”. Later, “espa” became the word “spaw” in English and eventually became the updated word spa. (Miller, 1996a; James and McCarthy, 2005). The term “spa” originated from the Latin phrase “sanitas per aqua” that means “health through water”. Actually, the concept of spa came from the period of the Roman Empire as the soldiers tried to recover from wounds, pains and sickness as a result from their military services. Generally, water has been associated to the meaning of spas. And the first natural springs became a source of the Roman bath.

Later on, the Roman bathing culture gradually changed from the purposes of medical treatment to relaxation and pleasure, although the medical treatment was still provided. However, the bathing culture was faded after the fall of the Roman Empire in 476 (Routh et. al,1996). But from the 13th century onwards, bathing culture was rebuilt. Since there was no entrance fee, therefore, the public baths were often congested as people stayed there for hours for relaxation and pleasure. (A van Tubergen, S van der Linden,2002).

The bath culture fell into disrepute again in Renaissance period. Because it was considered to be a source of communicable diseases and the people, after facing

many war could not pay for the public bath fee that become more expensive (A van Tubergen, S van der Linden,2002). Around the year 1800, the demand in the bathing culture had increased. There was development of combinations of treatments, such as, using hot and cold baths, herbal baths together with other composition such as mud packs, active physical exercises, massages, and diets.

In the 1900s, The European resort spa was built by focus at elite, the rich and famous who escaped hot cities for the pastoral country side. At that time, the hotels and guesthouse at the springs became popular throughout Europe and North America (Routh et al. 1996). Apart from the spa, every spa resort had its own theatre, casino and promenades or sport center. In the 2000s, spa has become more than the cure by taking the water or only the part of the medical treatment but also the combination of the relaxation, the value of prevention of disease and healthy lifestyle.

Recently, a broader view regarding definition of spas was provided by the International Spa Association as “places provide professional services regarding overall well-being including the renewal of mind, body and spirit.” (ISPA,2017). “Spa” is also defined by the Ministry of Public Health (2008) as a holistic treatment that mainly use natural water and a combination of other alternative medicines.

### **2.1.2 The history of spa in Thailand**

Thailand is a country in Southeast Asia region. Which was influence by India and Chinese culture in terms of religion, philosophy, and cultural practices, as well as, health traditions .

The birth of spa in Asia can be traced back to mid-1990s. There uniqueness are that they have the rich healing traditions of the Eastern cultures. Which was the mixture of h the philosophies and religious traditions of Hinduism, Buddhism, Confucianism and others. However, these healing tradition shares one common principle that emphasized on a principle of mind, body, sprit, and environment . Moreover, the Asian spas have been able to adopt their traditions and practices to the professional spa services (Cohen and Bodekar ,2008).

Spas were established in Thailand, around the year 1994 in order to response to the demand of foreign visitors at that time (Ninnar,2006) They were, at the beginning, popular and fashionable among the foreign tourists and expatriates.

However, spas have recently become popular among the local Thai as new alternative therapy .

At the early stage, most spas in Thailand were located in luxurious or five-star hotels. But due to the increasing demand of the local people in different social levels. They have now mushroomed everywhere especially famous attraction. Nowadays, tourists can visit spas at all the major tourist attractions in Thailand such as, Bangkok, Pattaya, Chiangmai, etc. Moreover, Thailand has also earned a reputation as capital of spa of Asia. As Thais have the unique way of delivering a relaxing atmosphere, warm hospitality, service, and therapists with welcoming personalities which are necessary for a rejuvenating and health-renewing spa experience.

Despite the Asian financial crisis in 1998, spa industry in Thailand which was in the foundation period, was blessed. As Cohen and Bodekar (2008) stated that, “Due to the financial crisis the foreign tourists came to Thailand with the favorable exchange rates and more reasonable price of Thai spa treatments and therapies.

Since 1999, Thai spa has been ranked one in top 5- world rating and during the year 2001-2003 the growth of the spa industry in Thailand has reached 64 percent. (Pimpa,Panisa&Suwimol, 2009). Moreover, during June 2001 -June 2002, 230, Thai spa operatorshas attracted around 3.3 million spa goers. By which 79 percent of them were foreigners.

Due to the popularity and growth of Thai spa industry, the Royal Thai government established a policy to promote Thailand as Spa Capital of Asia in the year 2004 by launching five-year strategic plan to establish Thailand as ‘ Centre of Excellent Health of Asia.’ There are three key areas that the strategy focused, that were, medicalservices, healthcare services and Thai herbal products. To achieve this strategic plan, the government and Thai spa associations worked together to develop specific standards for the Thai spa industry .Hence, the Ministry of Public Health has issued an announcement dated 21 April 2004 that dictate the 5 certification standards. Each standard was related to the subject as follows’

- Establishment/facility
- Duties and responsibilities of spa operators
- Provision of spa services
- Spa service provider

- Security of spa services

Apart from the 5 years strategic plan for spa as initiated by the Ministry of Public Health, Thailand Board of Investment (BOI) has executed several economic incentives for spa, wellness, and related investors supported the Thai government policy to promote Thailand as a medical tourism hub during 2012 and 2016.

Typically, spas are self-regulation. That is no organization controls the standards or quality of spa operators globally. However, some associations have tried to develop the quality of the global spa industry. These organizations are such as International Spa Association or ISPA. (Since 1991). This organization has been admitted globally as the professional organization and representative of the spa industry from more than 70 countries. (ISPA,2017) In Thailand apart from certification standard that dictate by legal provision, a joint state-private sector working committee has been set up to develop criteria in accordance with the world-class standards as defined by international benchmark for quality and best practice. Additionally, the government has provided training to personnel in the spa industry to improve the quality and standard of Thai spas. Moreover, the Thai Spa Association and the Thai Spa Operators Association were established as the main private sectors to promote and develop the spa industry in Thailand. In doing so, Thai Spa Association has established a voluntary Thai Spa Excellence Quality Standard in 2011 which is an internationally-designed audit and certification program specifically for spas, which seeks to offer regular and independent monitoring to enhance spa safety, reduce accident risks and set the highest standard of services, thereby providing an independent quality endorsement for spa. (Cohall,Johnson, Storch and Mullin,2013)

Statistics from the Ministry of Public Health showed that, in 2011, there were approximately 1436 spa locations that have been registered and certificated by the Minister of Health. Among these, 454 were spa operators, 57 were beauty-massage service operators and 925 were health massage service operators. Whereas, twenty-two percent of the registered spas located in Bangkok and thirty-one percent registered spa located in prominent travel destination. For instances, Phuket, ChiangMai, Chonburi., etc. Additionally, sixty-eight percent of registered spas are day spas. By which twenty-eight percent of them are hotel and resort spa but there were also many unregistered spas in Thailand. (DTN, 2011).

The study conducted by TAT during 2012-2013 reported that Thailand has earned approximately USD \$967 million from 858,340 trips of the tourists who came to use medical health, wellness and spa services. In overall picture, about 1.1-1.6 percent of Thailand's total tourism revenue was generated from spas whereas, 0.5-1.2 percent was obtained from medical tourism. (Euromonitor, 2012). Eventually, the revenues of spa and medical tourism together was accounted for 0.1-0.2 percent of Thailand's Gross Domestic Product (The International Monetary Fund, 2013).

Mr. Krod Rojanastien, President, Thai Spa Association stated that "Thai spa business has enjoyed growth incessantly with the rate of 5-6 % per year, generating over 15,000-16,000 million baht of income. 80 % of customers are foreign tourist" (The Nation, 2013). According to this data, foreign tourists are the major segment that generates the largest revenue however local Thai also play important role to sustain the growth in spa business of Thailand (Suchat, 2015)

According to Schweder (2013) Hotel /Resort spas has produced the largest revenue to Thailand. Since its target customers were foreign customer who has high purchasing power. On the contrary, day spas were the highest in terms of number of spa. The day spa customer targeted mostly on local customers. Their revenues were likely to be less than those of the hotel spas with the higher number of day spas and the different target segment. The day spas had played important role to sustain the growth in spa business of Thailand.

Despite the rapid expansion of the day spa sector, the study concerning this subject is rare. On the contrary, there are many studies that focus on hotel/resort spas and the foreign customers. Therefore, this thesis is aimed to fill research gap in the literature and provide the information that related to development of day spas for Thai spa goes.

### **2.1.3 Types of spa**

Spas has been classified by many organizations as follows;

1. The ISPA has suggested six types of spas as follows (ISPA, 2017)

#### 1.1 Day Spa

A spa offering a variety of spa services to the customers on a day-use basis

#### 1.2 Club Spa

A spa offering fitness and variety of professionally administered spa services on a day-use basis.

#### 1.3 Destination Spa

A spa with the major purpose of guiding individual spa-goers to develop healthy habits. By offering a comprehensive program including spa services, physical fitness activities, wellness education, etc.

#### 1.4 Medical Spa

A spa that has a full-time licensed health care professional on-site.

#### 1.5 Mineral Springs Spa

A spa offering an on-site source of natural mineral, thermal or seawater used in hydrotherapy treatments.

#### 1.6 Resort/Hotel Spa

A spa located within a resort or hotel providing professional spa services, fitness and wellness components

2. The Ministry of Public Health divided spas in Thailand in to three groups as follows (The Ministry of Public health,2013)

- Spa operators for health refers to the spa that focuses on take care and reinforce health. Their major services are massage and the use of water for health.

- Health massage operators refers to the facility that aim to relax muscle tension fatigue and stress with massagetechiniques.

- Beauty massage operators refers to the additional services such as massage to particular place such as beauty shop or salon with the purpose of beautification.

### **2.1.4 The classification of spa treatment and services**

Since, spa has become a center of interest in many countries. Spa treatments have been classified by many organizations, as follows;



The International Spa Association classified type of spa services in to 10 types as follows (ISPA, 2017)

- 1) Skin care services
- 2) Massage services
- 3) Body services
- 4) Salon services
- 5) Hydro therapy
- 6) Complementary or alternative therapies
- 7) Medically supervised services
- 8) Mind, body and spirit program
- 9) Healthy living program
- 10) Fitness or sport services

Moreover, the Department of Health Service Support, The Ministry of Public Health classified the treatment in spa operators as follows (Department of Health Service Support, 2010)

1) The use of water for health included baths, whirlpool, douche, foot baths, hand baths, warm water compression, steam bath ,sauna ,floatation, water exercise ,other technique of applied water for health such as Watsu ,Ai-chi, water yoga, underwater pressure massage , Thalassotherapy. (The Ministry of Public health, 2013)

2) The massages for health were divided according to their origin. Which are Thai traditional massage, western massage, eastern massage. (The Ministry of Public health, 2013)

3) Body treatment included cleaning of skin, exfoliation, body mask, body wrap

4) Facial treatment included cleaning, toning, moisturizing, exfoliation, mask, massage

5) Food and beverage service for health

6) Exercise service such as yoga, qigong

7) Meditation service

8) Detoxification excluded colon hydrotherapy

9) Other health service

## 2.2 Benefit segmentation/Motivation theories

Customers are different according to their divergent and unique desires. This means, the customers may demand different benefit from similar product or service, due to their different motivation. Thus, segmenting various types of customers into similar sub-groups based on similar characteristics will assist marketers to indicate the similarities and differences between the customer groups and help marketers to have better understanding about the character of the market and develop appropriate products or service to match with various distinct target segments. (Backman, 1994)

According to Dolnicar (2002) There are two basic ways to classify individuals for segmentation purposes which are typological approach and data-driven approach. Typological approach is like what is called a priori segmentation. The criteria of this approach are that the segmentation variables, such as age, gender, occupation, place of resident or income, are selected first and then customers are classified accordingly. Another approach is the Data driven approach which is similar to what is called a post hoc segmentation. The post hoc segmentation used multiple attributes in order to classify cases into groups. For examples, the post hoc segmentation studies primarily use benefits, preferences and motivations to group of respondents two popular analytical techniques for accomplishing this goal include cluster analysis and CHAID (CHi-squared Automatic Interaction Detection). (Binge et al., 2008).

The benefit segmentation, developed by Haley (1968), is a technique used in market segmentation. Since, the benefits sought by consumers in consuming a product are the basic reason for the existence of true market segments. It was considered by several marketing researchers as a powerful technique that is better determinants of behavior than other factors. (Loker and Perdue, 1992) With knowledge of the benefits sought by customers, marketers don't need to predict which motives might influence customers to buy a product or service. Lewis (1981) supported on using benefit segmentation by combination of sensory, rational and emotional benefits that are expected from a product or service. Additionally, Bonn (1984) proposed the combination of social aspects of benefits and other sensory

experience in market segmentation. According to Driver and Bruns (1999) Leisure benefits can be classified in to three types;

- 1) Improving an existing condition
- 2) Preventing a worse condition from occurring; and
- 3) The realization of a specific satisfying psychological experience

In tourism industry, identifying tourist segments is one of the most popular areas. Frochot and Morrison (2000) proposed that benefit segmentation is the most helpful in designing and modifying service quality, facilities, attractions, vacation packages, etc.. However, benefit segmentation could change over time due to trends and other situational factors. Therefore, updating of the benefit segmentation analysis was advised.

Koh et al. (2010) conducted a study concerning benefit segmentation in the spa industry. The purpose of this study was to analyze the factors affecting the benefits sought by hotel spa-goers in the U. S. Their research showed that there are four major benefit dimensions which are social, relaxation, health, and rejuvenation. For social dimension, they included 5 variables which are: to enjoy with family, to enjoy with friends, to enjoy a special occasion, to have fun, to experience adventure, to meet other health-conscious people. For relaxing dimensions, they included 5 variables which are: to feel relaxed, to be calm, to relieve stress, to escape from daily life, to be pampered. For health dimension, they included 3 variables which are to improve physical health, to feel healthier, to improve mental health. For rejuvenate dimension, they also included 3 variables which are to feel refreshed, to enjoy, to improve appearance. They also grouped the customers into three segments of spa-goers which are escapists, neutralists and hedonists. They also stated that hotel spa-goers are looking for different benefits from their hotel spa visits. Since motivations are considered one of the most important variables that can explain tourist behavior. Therefore, a number of studies on spa-goers mainly focus on their motivation or the main reason that spa-goers go to spa.

According to Becheri (1989) spa-goers can be classified into four groups from their main reason to go to spa. These are, relaxation, anti-ageing, wanting a short break weekend, prevention of illness. While, Marvel (2002) proposed 4 types of spa-goers as classified by their motivations. These are, beautification, longevity treatments, relaxation and tranquility or respite from hectic lifestyles. Frost (2004)

argued that the major reasons for going to spas for the spa goers are, stress reduction, specific medical or other health issues, eating and weight loss, rest and relaxation, fitness and exercise, and pampering and beauty. Monteson and Singer (2004) added that most of resort spa goers visited resort spas for emotional reasons over physical reasons. According to the Global Spa Research of ISPA, 2007 estimates point to nearly 100 million active spa goers globally. The most common reason that made spa-goers visit spas are to relax and relieve/reduce stress wherever their live. The top reasons of the spa goers that made spa -goers visit spa are reducing stress (47%), reducing muscular pains (38%), improving self-image (31%), emotional and mental health (28%), beauty (22%), wellness (19%)

While Maket al. (2009) identified 21 motivating items, of Hong Kong travelers who search for spa experiences while travelling abroad. Those motivation items are grouped under five underlying factor which are relaxation and relief, escape, self-reward and indulgence, friendship and kinship, and health and beauty. Not surprisingly, of the five factors identified, relaxation and relief scored the highest as the most important factor. This factor includes the 4 variables which are seek mental peacefulness, seek spiritual refreshment, seek physical relaxation, seek relief for a medical condition. The escape factor got the second highest score. This factor includes of 2 variables which are “get away from daily routine” and “get away from the pressures of works and social life”. The self -reward and indulgence is the third important factors. This factor is comprised of the items “indulge in luxurious experience” “desire to be seen as fashionable”, “reward oneself for working hard”, “pamper oneself”. The fourth important factor is health and beauty. This factor encompassed the items “improve overall health”, “enhance physical attractiveness”, “rejuvenate one’s appearance” and lose weight. Friendship and kinship is the factor with lowest scores. This factor is comprised of “spend time with friends”, “spend time with family”, “ share with friends and family about the spa experience” ,” foster friendship ties” and “enhance family bonding. Moreover, Tsai et al. (2012) examined the motivation of the male spa goers. He found that the most important reason why male spa-goers go to hotel spa is relaxation which confirm the same result as the study form Mak et al. (2009).

Tabacchi, M. H. (2010) stated that reduce stress and relax is the major reasons for visiting spas. Many studies also showed the similar results. For instances, Frost (2004), Koh et.al (2010), Tubergen and Linden (2002), Gustavo Silva, N. (2010) Kucukustaet al. (2013) Kamata (2016) While many studies provided support for ease of stress reason, such as, (Frost (2004), Koh et.al (2010),Tubergen and Linden (2002) , International SPA Association (ISPA) and Canadian Tourism Commission (CTC) (2006), Gustavo Silva, N. (2010) .

Since Sankrusme (2012) suggested that the purposes of the foreign spa goers in Thailand was to relieve pain in their muscles. While the study of Thailand Spa Industry Study 2014, found that apart from the main motivation that align with other study which is relaxation, there are health issue, reward oneself and part of healthy lifestyle, that were the major purposes of foreign spa goers in visiting spas in Thailand.

Azman and Chan (2012) studied motivation of spa-goers in Malaysia. And found that the need to escape from hectic family life, business or school demands, and all of the “must dos” of the world were important motivations. They also stated that the mainly motivation of spa goer are the push factor. Kamata (2016) confirmed that it is more appropriate to use the push motivation as variable in market segmentation by motivation, Push motivations refers to the tourists’ own internal forces while pull motivations are the external forces exerted by destination attributes. Consequently, Kamata (2016) divided Japanese spa tourist into three segments according to their push motivations which are relaxation seekers, annual seekers and active tourists.

As for the barriers for spa-goers to visit the spas, a research conducted by IPSA found that many people were resisted to go to spas because they thought it would be too expensive. (Loverseed,1998). Canadian Tourism Commission (CTC) (2006) also confirmed that the most important barriers of spa-goers to go to spa is the price of spas were perceived too expensive, follow by the spa –goers don’t have enough time and the persisting image of spa as too indulgent. Spa consumer snapshot volume 3, (ISPA,2013) also tried to find the reason why spa goer don’t go to spa more often by asking from moderate spa goers who only visited spa between one and four times in the past year. The most common answer was cost, with 59% saying “too expensive”. Female spa-goers are more likely to report cost compared to male spa goers. (66% compared with 49% of male spa-goers). Other reasons that was reported

are “don’t have enough time” (33%) “can’t justify the cost of visiting more often” (25%). Male spa goers are more likely than females to mention that they “can’t get anyone to go with them” (10% compared with 3% of female spa goers). In overcome this obstacle, benefit segmentation can be used as a tool to improve communication with different customer groups. And try to encourage them to go to spa more often.

### **2.3 Importance -Performance Analysis**

Importance Performance Analysis (IPA) is a basic but practical technique used in assessing two aspects of customer characteristics. These are, perceived importance, and performance level. The Importance Performance Analysis was first proposed by Martilla and James (1977) and has been used to indicate advantages and disadvantages of a market offering in terms of two aspects that consumers use in making a choice. The IPA framework has been widely used become an important marketing tool among researchers in service -based industry, such as, in hotel industry (Almanza, Jaffe, & Lin, 1994; Beldona & Cobanoglu, 2007; Chu & Choi, 2000; Hemmasi, Strong, & Taylor, 1994; Lewis, 1985; Martin, 1995), in tourism (Chon, Weaver, & Kim, 1991; Duke & Persia, 1996; Evans & Chon, 1989; Uysal et al., 1991; Wade & Eagles, 2003), the restaurant business (Hsu, Byun, & Yang, 1997; Keyt, Yavas, & Riecken, 1994), leisure and recreation (Fletcher, Kaiser, & Groger, 1992; Guadagnolo, 1985). Moreover, it can help organizations in identifying improvement priorities for customers and also in setting up a quality –based marketing strategies.

The IPA framework was employed to evaluate the service quality of spas among researchers in many studies. For instances, a study conducted by Suna Koh, Joanne Jung Eun Yoo, Carl A. Boger Jr, (2010) had identified three distinct customer segments which were escapists, neutralists and hedonists based on the benefit sought of hotel spa goers in Houston, Texas. Moreover, this study had supported effectiveness of the use of IPA with benefit segmentation.

A study conducted by Ratthasak Boonyarit and Kullada Phetvaroon (2011), which aimed to investigate the service quality of resort spas and day spas in the Andaman Tourism Cluster, Thailand. By using the IPA framework. The result of using IPA grid has contributed 33 service quality attributes.

Most recently, a research conducted by Ivana Blešić, Jovanka Popov-Raljić, Lenko Uravić, Uglješa Stankov, Lukrecija Đeri, Milana Pantelić & Tanja Armenski (2014) also used IPA and modified SERVQUAL model to measure service quality in hotel spas in the Republic of Serbia.

Typically, IPA has been used to classify the service quality of spas in a study area into 4 quadrants, as called the IPA matrix. Each quadrant describes different strategies to improve the service quality or products of a spa. As follows:

**Quadrant 1:** Although these characteristics are perceived to be very important to customers, but the performance of the firm is quite low. Therefore, the improvement efforts should be concentrated here.

**Quadrant 2:** These characteristics are perceived to be very vital to customers and at the same time. And the performance of the firm is fairly high. Therefore, this quadrant suggested keeping up the good performance.

**Quadrant 3:** These characteristics are considered as having low importance to the customers. While the performance of the firm is also low. This quadrant recommends that limited resources should be expended on improving this low priority attributes.

**Quadrant 4:** These characteristics are rated as low important. While the performance is relatively high. Therefore, manager should cease to put effort on this characteristic and allocate their resource on other areas. (Ratthasak Boonyarit & Kullada Phetvaroon, 2011)

Despite its ease of use and effectiveness, IPA has some restrictions. One of the restrictions is that it considers samples as identical, which may lessen the accuracy of the results. Because, when customers differ by means of the importance ratings they express their difference in perception toward product or service attributes (Vaske et al., 1996). In order to fix this gap, Guadagnolo (1985) suggested an option by examining the importance and performance differences based on demographic and situational characteristics.

Recently, several researchers supported that the use of IPA together with benefit segmentation provides valuable information for researchers and managers. (Hendricks et al., 2004; Vaske et al., 1996, Suna Koh et al., 2010).

Therefore, this study employed the combining of IPA with benefit segmentation to study the benefits sought by day spa-goers and to help organizations to develop their strategies to deliver high quality services to the customers

## **2.4 Service quality (SERVQUAL)**

The concept of service quality has come in to the marketers and researcher attention, since 1970, Due to the importance of this concept. Since it can help business achieve higher return than its competitors. (Gilvert ,Veloutous,Goode,& Moutinho, 2004;Qin &Prybutok,2008) and improve customer satisfaction, ensure customer return and make business get more profit (Leonard and Sasser, 1982; Cronin and Taylor, 1992).

Despite, the importance of this concept, it is not easy to find suitable and generally accepted definition for it. Because its meaning can change greatly depending on the circumstances. One of the most widely accepted definitions of service quality may be the one provides by Parasunaman, Zeithaml& Berry (1988). These authors suggested that perceived quality consists of the disparity between the service the customer expects to receive (expected service) and the perception of the firm that provide this service (perceived service).

In 1988, the model of total service quality was proposed by Grönroos (1988). He also raises the importance of service quality and proposed a service-oriented approach to quality that detailed the perceived service quality. The perceived service quality, according to his model, has two parts: a technical quality and a functional quality.

Technical quality refers to what consumers receive as a result of their interaction with the service firm or what service is provided. While functional quality refers to how the way the service was delivered to the consumer by the service personnel. The failure of either technical or functional quality, can lead to the failure of total perceive quality as well. It was further suggested that functional quality might be weight more than technical quality in the service quality evaluation process. (Grönroos (1990), Gummesson (1993),Zethaml et al (1990)).



Another model that has been using generally was proposed by Parasuraman et al. (1985). This model was based on the concept of the service quality gap between customer's expectation and perceptions of service they received. It is also called a Five-gaps-model. Whereas, the first four gaps represent the discrepancies within the firm regarding the delivery of service quality. While gap 5 identified the customer gap. The details of each gap are as follows;

Gap1: Marketing Information Gap- Refers to the disparity between user expectations and the perceptions of executives or service. Since the executives may not comprehend the true demand and expectation of their customers.

Gap 2: Standard Gap- refers to the difference between the perceptions of the management and the specifications of quality standards. This gap can occur when the firm's service quality standard does not meet customer's expectation or when the standard is unclear.

Gap 3: Service Performance Gap- This gap refers to the difference between the specifications of service quality and the actual service performance. This gap can occur when the service provider's performance is lower than the established standard.

Gap 4: Communication Gap- refers to a difference between service performance and external communication. This included advertisements that set a certain perception in the customer mind. While, the delivered service didn't consistent with that perception.

Gap 5: Service Quality Gap- The final gap refers to the disparity between customer expectations and desires and their after-service perception.

In order to improve service quality of the service providers, Parasuraman et al. (1985) had proposed a ten-determinants of service quality. These are reliability, responsiveness, communication, courtesy, competency, access, creditability, security, understanding/knowing the customer and tangible. This ten-determinants of service quality were used as measurement scales for perceive service quality by consumers. They were later developed to the well-known SERVQUAL that consists of five dimensions and a 22 items instrument for measuring service quality. (Zeithaml, Parasuraman and Berry, 1992). Those five dimensions in the SERVQUAL model are

- Tangibles refers to physical attributes, appearance of staff, equipment

- Reliability refers to potential to deliver the promised service accurately
- Responsiveness refers to the desire to assist customers and provide prompt service
- Assurance refers to knowledge and hospitality of employees and their ability to inspire trust and confidence
- Empathy refers to the attention and caring, that the firm provides its customers.

The SERVQUAL model consists of two sessions. The first session is used to evaluate customer expectation. While, the second session is used to assess perceived service. Each session of model consists of 22 items instruments. Customer expectation and the perception were calculated on a 7-point scale ranging from 1=strongly disagree to 7=strongly agree.

The service quality scores are calculated from the P-E (Perception-Expectation) measurement framework. The highest service quality score occurs when the expectation score is +1 and the perception score is +7, offering a service quality score of +6 (7-1). The lowest service quality score occurs when expectation score is +7 and the perception score is +1, giving a service quality score of -6 (1-7) (Parasuraman et al., 1985, 1988, 1991). In conclusion, a negative number shows, expectations are not met ( $P < E$ ). A zero number shows, expectations are precisely met ( $P = E$ ) and a positive number portrays consumers expectations are exceeded ( $P > E$ ).

Up to date the SERVQUAL instruments and its modifications have been widely used to measure quality of the services in service industry. Many researchers used this instrument in their study in the area of tourism and hospitality sector such as Saleh & Ryan (1991), Tsang & Qu (2000) and Law & Yip (2010), who applied SERVQUAL to hotel Yu, Morais, & Chick (2005) who applied SERVQUAL to tour packages.

Furthermore, the majority of researcher had modified the SERVQUAL model and adapt it to the characteristics of each service industry. For instances; A research conduct by Ekinici, Riley, and Fife-Schaw (1998) applied the SERVQUAL model to a research conducted in coastline hotels in Turkey. This study represented a model based upon tangible and intangible quality determinants. Later, Akbaba (2006)

developed a questionnaire consisting of 29 questions based upon the SERVQUAL model to measure service quality in Turkish business hotels.

Despite the widely acceptance SERVQUAL many researchers have doubted about its usefulness, validity and reliability. One of the major criticisms of SERVQUAL model was raised by Babakus & Boller (1992). They stated that the concept of expectation can be different depending on the individual involved, and some of the set-up standard are not rational. Since some of consumer requirements are unreasonably high so that the service providers could not reach the standard expected. Moreover, many researchers have compared between the results of the disconfirmation-based (SERVQUAL model) and performance-based service quality measurements and found that the performance-based measurement has stronger predictive validity.

In order to fill the gap of the SERVQUAL, many researchers have decided to adapt the scale or to propose alternative measurement scales for tourist sector. For instances; Getty and Thompson (1994) developed a scale called LODGQUAL (from lodging quality) used for measuring the quality of hotel accommodation. Knutson et al., (1990) developed a scale called LODGSERV, which measures service quality in hotels. Crompton & Love (1995); Cronin & Taylor (1994). Cronin and Taylor (1992, 1994) developed a model called SERVPERF, which is based on the actual service performance rather than comparison between expectation and performance. Although SERVPERF scale has better predictive validity than SERVQUAL, it has been demonstrated that SERVQUAL is more useful for diagnostic purposes (Parasuraman et al.; 1991).

The study conducted by OrLo, Qu, & Wetpravit, (2013) revealed that Chinese spa goers concerned about the safety of the products and equipment used, privacy issues, cleanliness of the facilities, therapists' professionalism. However, none of those attributes were included in the original SERVQUAL measurement scale. On the contrary, some attributes of the original SERVQUAL instrument may not be able to comply to the spa context. Therefore, they proposed that there was a need to develop a valid instrument to measure customer perception of day-spa service quality.

In the study of Blešić et al., (2014) The modified SERVQUAL of seven dimensions of the service quality which are assurance, food and benefits, empathy,

entertainment, recreation facilities and wellness, responsiveness and reliability modified was applied to an Importance –Performance Analysis(IPA) to measure the service quality in hotel spa in the Republic of Serbia.

While the study of Anan and Kassara (2014) has adapted the SERVQUAL model with six dimensions of the service quality. This study aimed to assess the service quality, perceived value, service encounter and customer satisfaction of foreign spa goers in the Active Beach Tourism Cluster, Thailand. The results showed that the level of actual service was higher than the level of customer expected.

The prior review of literatures concerning service quality measurement shows many service quality variables from a number of articles. However, the researchers should consider selecting variables that is suitable and fit with the service context. In this study, the researcher selected variables of service quality, which consist of tangible, reliability, responsiveness, assurance and empathy which belong to Parasuraman et al., (1988). Moreover, by using Important-Performance Analysis (IPA) together with adapted SERVQUAL, this thesis aims to examine the efficiency of day spa resource and to find the way to improve the service quality of day spa in Bangkok, Thailand.

## 2.5 Contrasting between male and female spa goers

It is regularly that the male segment of spa goers is smaller in size when compared with female segment of spa goers. In 2003, ISPA, had conducted a consumer research. The result showed that 29% of spa-goers around the world are men and this figure rose to 30% in 2004. This result reflects that the paradigm that majority of the spa goers are female has changed during the past few years. Following are support for this change;

A survey study organized by Monteson (2003) stated that number of male spa visitors in the United States, has increased to 20% in 1997 to 29% in 2003. The ISPA (2014) found that 47% of the spa-going population in the United States, were male. While, Spa Finder (2010) has indicated top 10 spa trends for the past decade (2000-2010) in the international scene that align with the trend in United States. They found the constant stream of men making spa-going a regular part of their lives. Spa Consumer Snapshot (ISPA,2011) found that the typical spa-goer tends to be aged between 18 to 44 years, with 25 to 34-year-olds tending to visit more frequently. Spa-goers are inclined to earn more than \$50,000 per year. According to Gustavo Silva, N. (2010) revealed the growing of the average male spa-goer who is 25-44 years old and works as middle executives or higher. The report of ISPA (2014) also explained that due to higher level of work responsibility that gave them higher level of stress. The male spa-goers found that spas are one of the quickest way to relief their stress. Gustavo Silva, N. (2010) also report that the typical Portuguese spa goer tend to be female with age 39-year-old and had higher education graduation degree, a top management or expert occupation, without dependents, living in an urban area and having an average monthly household net income of 3,000 euros.

This study also reports that when male spa goers were asked to identify how specific features influenced their decision to visit a spa, they place a high premium on spa features such as ambiance, cleanliness, amenities and the expertise of staff, as well as being particularly interested in spas that offer treatments to relieve sore muscles. Most of male spa-goer has experienced massage (83%), follow by fitness classes (43%) but less likely to have tried wrinkle-relief (15%). Spa consumer report of ISPA (2013) found that larger proportion of males (10%) report attending five or more times a year compared to females (6%). This report also shows that the

most common reason why spa goers had not visit spa more often is cost. Female spa-goers are more likely to report cost compared to their male counterparts (66% for female Vs 49% for male). Males are more likely than females to say that they “can’t get anyone to go with them” (10% for male Vs 3% for female). Therefore, the previous research mentioned above support hypothesis 1 which is there is a difference in the attitude of male and female in terms of benefit sought of day spas

Men are becoming more focus on their image, which will lead to the rising importance of male grooming. Men could be more willing to pay for multiple benefit products to maintain their physical appearance. This trend is likely to be a challenge for brand to better responds to their demands which become more sophisticated. With this reason, most of the major beauty and personal care product companies such as Unilever, L’Oréal, Procter and Gamble have created dedicated brands for their male grooming products. Apart from the major company, many male grooming brands and retailers have increased in recent years, successfully captured the unmet needs and growing trends of proper male grooming. Especially in younger generation, who were the major consumer base, became more familiar with gender-specific products.

According to Euromonitor, the global market for male grooming products is projected to reach US\$ 60.7 billion. There are three male grooming product categories which are shaving, fragrance, toiletries. The strongest growth is expected to be driven by men’s toiletries, including bath and shower, deodorants, hair and skin care products. Men’s toiletries contributed 37% of total sales in 2015 at US\$16.5 billion. Shaving products are expected to be the slowest growth over the next five years but it is the anchor point for male grooming routine. Most of male grooming brands position toiletries as a pre- or post-shaving products to cross sell their brand to their existing male customers. According to Euromonitor, Western Europe is the largest male grooming market (US \$12.4 billion) whereas Asia Pacific is expected to be the highest growth market at a compound annual growth rate of 8.1% to \$11.5 billion by 2010

Since, proper male grooming has been accepted as a social norm, recently, especially in Asian countries. More and more male has used to proper male grooming. Consequently, this familiarity has resulted in the increasing of the number of male spa visitors. (Mak, A. H. N., 2009). Fiona Sturrock & Elke Pioch, (1998) reported that the

stimulus for male consumption of personal grooming products are image, age, attraction, health and pleasure. The creation, development and maintenance of self-image is the main stimuli for consumption of male grooming product. The effects of aging and the maintenance of a youthful of appearance and the importance of remaining attractive to the opposite sex were also identified as an individual stimulus for consumption of male grooming products. An action of pleasure which focused on the feeling of excitement and of spoiling oneself was reported as motives for consuming male grooming products. The benefit sought that male consumer tried to find from male grooming product is quite similar with the benefit sought that male spa goers also tried to find from going to spas. However, although proper male grooming is growing the performance of businesses that cater to men is uneven so we should carefully explore the effect that it cause to each business.

A study conducted by the International SPA Association (ISPA) and Canadian Tourism Commission (CTC) (2006). This study focused on American and Canadian spa travelers. The result showed that, like other spa-goers, most of spa traveler are female but the proportion of male spa-goers are higher in spa traveler (36%) than other male spa-goers (23%). Therefore, they concluded that travel could reduce the gender gap between going and not going to spas.

As for, the male spa segment in Thailand, a research conducted by the Intelligent Spa 2005, revealed that, male spa-goers' number was quite high when compared to the gender distribution of the finding of ISPA (2006). Which stated that 29 percent of all spa-visitors are male. However, the result from this research showed that foreign spa visitors were accounting for 78% of all spa-visitors in Thailand. Among this 57% were females and 43% were males. (Source: Intelligent Spa Releases 2005). This figure was almost similar to the result of the research that the Intelligent spa conducted the again in 2008 which reported that, in 2008, 58% of Thai spa goers were female, whereas 42% were male. (Intelligent Spas, Thailand spa benchmark report, December 2009). This information confirmed that men occupied about half of the spa-goers in Thailand since 2005.

Further, in 2013, Thailand's Spa Industry Research conducted a study that aimed to explore the opinions of spa operators, reported that the number of male spa-goers has increased over the past few years, although no significant change has been

observed in the ratio between male/female. However, the spa industry expects more male customers in the near future (Spa Business 2013 issue 4). From the prior information shows that male spa-goers are becoming an important customer segment both in Thailand and international perspective.

Additionally, marketers have recognized the differences between male – female and have often used gender as a basis for segmenting markets. They also studied male-female differences in terms of customers' expectations for service quality and their preferences (e.g., Ivana Blešić, Jovanka Popov-Raljić, LenkoUravić ,2014) and their motivation (e.g., Suna Koh Joanne Jung-EunYoo Carl A. Boger Jr ,2010) And found that spa industry has recognized the potential for sex segmentation.

According to Sherman, Clemenz, and Philipp (2007), different genders have different needs in spa consumption and service preferences toward spa services. Mak et al. (2009) studied the factors that influenced travelers to explore spa experiences during their journey in Hong Kong. The result revealed that relaxation and relief, escape, self-reward and indulgence, health and beauty are important factors that motivate spa-goers to visit spas in Hong Kong. However, male was likely to be attracted by the factor 'escape' than female respondents did. This research also supports the hypothesis 1 which is there is difference in the attitude of male and female in terms of benefit sought of day spas

A study of the International SPA Association (ISPA) and Canadian Tourism Commission (CTC) (2006) reported that U.S. and Canadian male spa travelers were more likely to have gone on multiple spa vacations than female.

Gustavo Silva, N., 2010 has recognized the potential of male-segmentation and conducted a study concerning the regularity, service, motivation and context of spa use of clients of Portuguese spas, as well as their other healthcare habits. This study identified spa goers by cluster into three clusters: Fans Spa-goers, First Experience Spa-goers, Men Spa-goers. He concluded that the Men Spa –goers (32.9%) cluster has gender as the distinctive characteristic and have significant healthcare and habit including spa visit higher than general population although less than that of Fan Spa-goers.

H.Tsai et al.,2012 aimed to understand male spa-goers in Hongkong hotel spas. Their study also confirmed that the major reason why male spa-goers became



regular customers for a hotel spa was relaxation and body massage. This study also stated overall satisfaction, likelihood of revisiting and likelihood of recommendation of the male spa goers, were significantly influenced by environmental factors, included comfort, luxury and hygiene of the environment, modern equipment, ability to relax, serenity of atmosphere, quality of treatment and spa reputation. The results of this study align with the Spa Consumer Snapshot (ISPA,2011) which indicated the important attribute which strongly influence a spa-goer to make a return visit to a spa are cleanliness within the spa which is also the environmental factors (81.3%) follow by the quality of treatment/service and the quality of customer service extended by spa staff.

However, the age of typical male spa-goers in Hongkong were quite high when compare with US typical male spa goers in Spa Consumer Snapshot (ISPA,2011). Most of typical Hongkong male spa goers were 31-50 years old (72.5% of respondent) whereas the US typical male spa goer were 25-44 years old ( 52%). The proportion male and female of the Spa Consumer Snapshot (ISPA,2011) are 46.2% of male and 53.8% of female in US which difference from the male spa goer in Hongkong so the result which more focus in term of the quality of customer service extended by staff other than spa reputation can came from different gender or different nationality.

According to the Global Consumer Report, ISPA,2007 that estimates point nearly 100 million active spa-goers globally. The spa-behavioural differences by gender are consistently different. Male spa goers tend to seek treatment that “get work done” meaning they seek to purchase a deep tissue massage or other body treatments in general. Female spa goers, on the contrary are much more likely to choose treatment that enhance their appearance, such as services for their face, hand or feet. In this study, the top three treatments received in the past 12 months in Thailand are reflexology (65%), Thai massage (61%), facial (52%).

A survey organized by Thailand Spa Industry study 2014 reported that although there is not much significant difference between male and female spa-goers with regard to what kind of spa they visit. Whereas, female is more likely to be frequent-spa-goers for the day spa. It is obvious that male is more likely to be frequent-spa –goers for the hotel and resort spa. Whereas, female is more likely to be

frequent-spa-goers for the day spa. This study also found that male spa goers tend to select treatments that are more expensive than female spa goers did even though it is not significant. This study showed the difference in terms of companion for spa visiting between male and female spa goers nevertheless mostly spa goers visit a spa alone. Female spa goers tend to visit a spa with their friends or family/relatives whereas male spa goers tend to visit a spa with their spouse or partner. This study showed the difference in preference between male and female spa goers. It revealed that male spa goers were predominantly choose Swedish massage, Balinese massage and reflexology. While, female spa-goers choose more facials, body scrubs, hand and foot care therapies and slimming treatments than male spa-goers. Female spa goers had a higher preference for female therapists (73 per cent) than male consumers. And only 18 per cent of male spa consumers prefer male therapists. Moreover, female tended to have higher expectations than male spa-goers regarding to therapists. All this difference could affect the attitude of spa-goer to service quality of spa operators. Therefore, the previous study that was mentioned above support the hypothesis 2 and 3 which are there is a difference in the attitude of male and female in terms of important attribute and performance of day spa service quality.

US male spa goers survey which was conducted by ISPA, Consumer Snapshot Volume IV in 2013 report that twenty-nine percent of non-spa-goers “do not see any perceived benefits” from spas, although this figure is much lower among the younger age groups, and rises to 42% for those 65 and over. Eighteen to 24 years old are more likely to say they do not visit spas because they are “not familiar with a spa environment/etiquette” (39%) and that “none of their friends go” (21%), while 19% of all male respondents perceive that “spas are for women”. According to the spa consumer survey, ISPA, 2007 spa goers felt disappointment about eight reasons in their last visit to a spa which are noise disturbed relaxation, spa facilities/towel are not clean, sales techniques too pushy, felt rushed, poor service, unprofessional therapists, spa needed renovation, air-conditioning too cold. The most common reason for both male and female spa goers is unprofessional therapists (19%). There was difference between male and female spa goers about the reason why their disappointment about their last visit to a spa. Female spa goers tend to disappoint about poor service (15% of females Vs 2% of males), felt rushed (9% of females Vs 2% of males), sale technique

too pushy (4% of females Vs 0% of males), air conditioning too cold (3% of females Vs 0% of males). Male spa goers tend to disappoint about spa facilities/towels not clean more than female spa goers (9% of males vs 3% of females)

Eventually, Johanson (2004) suggested that male spa-goers could have less desire to return to a spa unless spas offer them a friendly experience. Nowadays, male-only spas continue to open in cities around the world. As males continue to represent a significant proportion of the spa market and are increasing using a wider range of products and spending more time grooming. (Kraft, 2014; Lauren, 2015; Powell, 2016) “Spa Bangkok” is a Thai spa which can be one example of spas that focus on male spa-goers and offer spa treatment for men only.

To be able to be the leader in the spa business. It is crucial for spas to better understand the needs and wants of the consumer in each segment so that they can increase overall satisfaction of customer and build customer loyalty. Especially the female and male segment that found significant differences in many aspects. This research aims to compare the male and female day spa-goers in terms of benefits they sought and the perceived importance and the performance of day spa services. This research is also aimed to propose suggestions for better service quality of day spas for each gender, this can be applied in both the academic and business fields

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This research only focuses on quantitative dimension to compare the different of benefit sought, important and performance of service quality of day spa in Bangkok, between male and female day spa goers. The procedures of this study are as follows;

#### **3.1 Population and samples**

The population of this research are spa goers who have Thai nationality and have used services of the day spas in Bangkok during the last 12 months. The minimum sample size for hypothesis testing for each group of the samples (male and female) is chosen to be 100 in each group. This is in line with common practice in social science research where a relatively small sample (often as little as 35-40 per group) is collected, followed by hypothesis testing, and collection of additional sample if the p-values are higher than 0.5 but close enough to suggest that the hypothesis will be accepted with a larger sample.

Non-probability, convenience sampling is utilized. Although non-probability sampling is somewhat arbitrary because it partially relies on personal judgment, there are occasions when non-probability sample are best suited for the researcher's purpose. Non probability, convenience sampling method is often used during preliminary research to get rough estimate of the results as in this case. The convenient sampling is used to collect data from the target samples which are the day spa goers who have used day spa services during the past 12 months.

### 3.2 Research Instrument

The questionnaires are used to gather data from the samples. They are prepared in two languages: English and Thai. A pilot study is conducted to test the effectiveness of the questionnaire among a small group before distributing to the larger population of interest. The questions are classified in to 5 parts as follows;

#### **Part I: Screening Question and behavior trend of using the day spa.**

The first part of the questionnaire is used to screen the respondents that enrolled in the research and respondents are asked about the behavior trend of using day spa. The respondents who enroll in this research must have Thai nationality and have been to the day spas in Bangkok during the last 12 months.

This part contends closed-end screening question, such as

- Is your nationality Thai?
- During the past 12 months, have you ever visited a day spa in Bangkok?

And questions asking about the behavior trend of using the day spa for instances;

- How often do you visit day spa?
- How long have you been going to day spa? Etc.

#### **Part II: Benefit sought**

The second part of the questionnaire contends questions about benefit the consumer sought from using day spa services. A total of 20 benefit variables are identified through an extensive review of spa literature which is conducted to identify the benefits sought by spa goers. The five-point Likert's rating scales are used to measure the benefit sought variables with the scales ranged from 1 – not at all important to 5 – very important.

- |              |                      |
|--------------|----------------------|
| 5 represents | Most Important       |
| 4 -----      | Important            |
| 3 -----      | Somewhat important   |
| 2 -----      | Low important        |
| 1 -----      | Not important at all |

### **Part III: Perceive Importance**

The third part of the questionnaire compose of the questions concerning perceived importance of the respondents toward day spa in Bangkok. The five-point Likert's rating scale are used to measure the perceived important variables with the scales ranged from 1 – not at all important to 5 – very important.

5 represents	Most Important
4 -----	Important
3 -----	Somewhat important
2 -----	Low important
1 -----	Not at all important

### **Part IV: Performance of Service quality**

The forth part of the questionnaire compose of the questions concerning service quality's performance of day spa in Bangkok. The base for the model for measuring service quality in day spa that is used in this research is adapted from the SERVQUAL model initiated by Parasuraman et al. (1985, 1988,1994a, 1994b). Based on the detailed analysis of the mentioned models, the authors create the list of 20 day spa attributes. The five-point Likert's rating scale was used to measure service quality's performance of day spas in Bangkok. The scales ranged from 1 – lowest to 5 – very important.

5 represents	Very good performance
4 -----	Good performance
3 -----	Neutral performance
2 -----	Poor performance
1 -----	Very poor performance

### **Part V Personal Information**

This part contains closed-end questions, regarding the respondent's information such as age, occupation, income, etc.

### **3.3 Testing of Research instrument**

The questionnaire is tested for its reliability. A pilot study is conducted to test the effectiveness of the questionnaire among a small group before distribution to the larger population of interest. In this research, the pilot test is conducted with 10-day spa goers. The Cronbach's Alpha test is performed through the statistics computer program to measure the reliability of the scales drafted for each benefit variable (George and Mallery, 2006).

#### **3.3.1 Data collection**

This research was conducted by online survey via Survey monkey which is a way to sample a broader audience at a lower cost. Data collection was conducted during May-August 2017. The questionnaire link was posted in Facebook and sent by Line by the authors to ask for colleagues and friends to participate in this study. The 543 people have applied to the online questionnaires. However, 102 men and 192 women have passed the screening criteria and are recruited to the data collection.

#### **3.3.2 Statistical analysis**

The obtained data is compiled and analyzed by a statistical computer program. Using the following statistics;

1. Descriptive statistics, such as, frequency, percentage, mean and standard deviation are used to analyze and present characteristics and attitude of the respondents
2. Inferential statistics, such as, the independent t-test is used to test the research hypothesis
3. The IPA analysis is used to analyze and compare the level of perceived importance and service quality performance as perceived by the spa goers. It is developed to interpret the rating in four quadrants by divide into two dimension which

the mean scores of each axis. The customer's perceived importance of service quality was shown in the vertical axis whereas the day spa 's performance was shown in the horizontal axis. Each variable is positioned in one of the four quadrants of the IPA grid





## **CHAPTER IV**

### **RESEARCH RESULTS**

This chapter provides the process of data analysis and the results based upon the data acquired from the surveys. The data was obtained from 543 respondents but only 296 respondents who have visited day spa during past 12 months was used for analysis. The data was obtained from 296 respondents who passed the screening criteria and was used for hypotheses testing that measure the difference between male and female day spa goers. Data analysis comprised of five main sections as followed

1. The demographic characteristics of the sample group
2. The behavior trend of male and female of using the day spa
3. The reason of male and female that are holding them back from going to day spa more often
4. Hypotheses Testing
5. IPA analysis

#### **4.1 The demographic characteristics of the sample group**

The collection of this study utilized questionnaires to obtain a sample of 543 respondents. The first section of the questionnaire contains the two-screening question that help excluding the foreigner participants and participants who have not visited the day spa in Bangkok during last 12 months. This data is presented in Table 4.1 in the following sections. The last section of questionnaire asked for personal information of 296 respondents who passed the screening criteria. The frequencies and percentage of the descriptive statistics used to analyse demographic data include gender, age, education, marital status, educational level, current employment status and monthly household income. This data is presented in Table 4.3. The Pearson Chi-square is used to compare the demographic between male and female sample to test statistical significance. This data is presented in Table 4.2

Table 4.1 show the number and percentage of information about the two-screening question. From all of 543 respondents (100 % of respondents), it divide into the respondents were Thai 542, (99.8 % of respondents) and 1 survey were foreigner, (0.2 % of respondents), From all of 543 respondents (100 % of respondents), it divide into 296 respondents visited a day spa in Bangkok, (54.5 % of respondents). And 247 respondents never visited a day spa in Bangkok (45.5 % of respondents).

**Table 4.1 The number and percentage of information for the two-screening question**

Demographic		No of Frequency	Percentage
Nationality	Thai	542	99.8
	Non-Thai	1	0.2
During the past 12 months, have you ever visited a day spa in Bangkok?	YES	296	54.5
	NO	247	45.5

Table 4.2 show The Pearson Chi-square value less than or equal to 0.05 indicates highly statistical significance that males and females are different in term of demographic which are age ( $P=0.002$ ) and current employment status ( $P=0.006$ ). Moreover, the difference in education between gender groups are marginally statistically significant ( $p\text{-value}=0.063$ ). Marginally statistically significant refers to  $p$ -value less than or equal with 0.01. The  $p$ -value is the probability of wrongly concluding there is a difference between gender groups, when in reality there is none. For instance, for income, there is a 15.7% chance that at the population level there is no difference between gender groups, and that the income differences we observe in Table 4.3 are simply due to sampling error.

**Table 4.2 Chi-Square Tests of demographic of respondents**

Demographic	Chi-Square test	Value	df	Asymp. Sig. (2-sided)
Age	Pearson Chi-Square	20.300 <sup>a</sup>	6	*0.002
Education		10.471 <sup>a</sup>	5	0.063
Marital status		7.453 <sup>a</sup>	4	0.114
Current employment status		18.219 <sup>a</sup>	6	*0.006
Income		10.608 <sup>a</sup>	7	0.157

Table 4.3 shows the demographic characteristics of the sample group, 296 respondents who visited a day spa in Bangkok. For sex, it shows that 102 respondents were male, (34.5 % of respondents) and there were 194 females (65.5 % of respondents). The sample is skewed towards adults in their thirties (59.1 % of respondents) follow by 58 respondents were 23-30 years old (19.6 % of respondents), the adult who were younger than 18 years old and more than 60 years old is rarely seen in the sample, 0.7% respondents and 1.7 % respondents respectively. However, when compare between each gender, the number of adults in their thirties is quite higher in female ,67.5% of female sample, than male ,43.1% of female. On the other hand, the number of respondents in 23-30 years old is quite higher in male, 28.4% of male sample, than female, 14.9% of female sample. The difference in age between gender group are highly statistically significant (see Table 4.3: p-value=0.002)

For Education, 185 of respondents had Bachelor's degree (62.5 % of respondents), follow 88 of respondents had Master's degree, (29.7 % of respondents), and 2 of respondents had the education level below High school degree, (0.7% of respondents). When compare the education in male and female respondents, there were quite similar, leading with 64.7% of male sample and 61.3 % of female sample had Bachelor's degree, follow by 25.5% of male sample and 32.2% of female sample had Master's degree. The difference in education between gender groups are marginally statistically significant (see Table 4.2: p-value=0.63)

Moreover, 211 respondents were single / never been married status, (71.3 % of respondents), followed by 74 respondents were married (25.0 % of respondents). There was no difference in the marital status distribution for each gender as there were 67.6% of male sample and 73.2% of female sample have never been married, followed by 26.5% of male sample and 24.2% of female sample were married respectively.

This table also shows that 223 respondents worked as full-time employee (75.3 % of respondents), followed by 27 respondents were self-employed (9.1 % of respondents) and 24 respondents were business owner (8.1%) of respondents. The difference in current employment status between gender groups are highly statistically significant (see Table 4.3: p-value=0.006). For male respondents, 65.7% of male sample were full-time employee, followed by 14.7% of male sample were self-employed and 11.8% of male sample were business owner respectively. However, higher percentage of female sample were full-time employee (80.4% of female sample), followed by equal number, 6.2% of female sample were business owner and self-employed.

In addition, 116 respondents had income 20,001-40,000 THB, (39.2 % of respondents), followed by 49 respondents had income 40,001-60,000 (16.5 % of respondents) and 40 respondents had income 80,001-100,000 (13.5% respondents) respectively. There were 46 respondents who had income higher than 100,000 (15.6% respondents). When comparing income distribution of female sample and male sample, there were quite similar except there were more female sample who had income (20,001-40,000 THB) when compared to male sample (45.4% of female sample and 27.5% of male sample). The observed differences are tentative because of sampling error.

**Table 4.3 The demographic characteristics of the sample group**

Demographic		Male )n=102,34.5%(		Female )n=194,65.5%(		Total )n=296,100%(	
		Numbers of Respondents	Percentage in male sample (%)	Numbers of Respondents	Percentage in female sample (%)	Numbers of Respondents	Percentage in total (%)
Age	Lower than 18 years	1	1.0	1	0.5	2	0.7
	18-22 years	2	2.0	2	1.0	4	1.4
	23-30 years	29	28.4	29	14.9	58	19.6
	31-40 years	44	43.1	131	67.5	175	59.1
	41-50 years	13	12.7	21	10.8	34	11.5
	51-60 years	9	8.8	9	4.6	18	6.1
	More than 60 years	4	3.9	1	0.5	5	1.7
Education	Below high school degree	2	2.0	0	0.0	2	0.7
	High school degree	1	1.0	6	3.1	7	2.4
	Vocational/Technical college	5	4.9	2	1.0	7	2.4
	Bachelor's degree	66	64.7	119	61.3	185	62.5
	Master's degree	26	25.5	62	32.0	88	29.7
	Doctoral degree	2	2.0	5	2.6	7	2.4

**Table 4.3 The demographic characteristics of the sample group (cont.)**

Demographic		Male )n=102,34.5%(		Female )n=194,65.5%(		Total )n=296,100%(	
		Numbers of Respondents	Percentage in male sample (%)	Numbers of Respondents	Percentage in female sample (%)	Numbers of Respondents	Percentage in total (%)
Marital Status	Single/never been married	69	67.6	142	73.2	211	71.3
	Married	27	26.5	47	24.2	74	25.0
	Separated	1	1.0	3	1.5	4	1.4
	Divorced	5	4.9	1	0.5	6	2.0
	Widowed	0	0.0	1	0.5	1	0.3
Current employment status	Student	3	2.9	2	1.0	5	1.7
	Business owner	12	11.8	12	6.2	24	8.1
	Full time employee	67	65.7	156	80.4	223	75.3
	Part time employee	1	1.0	2	1.0	3	1.0
	Self employed	15	14.7	12	6.2	27	9.1
	Home duties	0	0.0	8	4.1	8	2.7
Income	Retired	4	3.9	2	1.0	6	2.0
	Up to 20,000 THB	10	9.8	11	5.7	21	7.1
	20,001-40,000 THB	28	27.5	88	45.4	116	39.2
	40,001-60,000 THB	21	20.6	28	14.4	49	16.6
	60,001-80,000 THB	9	8.8	15	7.7	24	8.1
80,001-100,000 THB	16	15.7	24	12.4	40	13.5	

**Table 4.3 The demographic characteristics of the sample group (cont.)**

Demographic		Male (n=102,34.5%)		Female (n=194,65.5%)		Total (n=296,100%)	
		Numbers of Respondents	Percentage in male sample (%)	Numbers of Respondents	Percentage in female sample (%)	Numbers of Respondents	Percentage in total (%)
	100,001-150,000 THB	12	11.8	17	8.8	29	9.8
	150,001- 200,000THB	1	1.0	4	2.1	5	1.7
	Over 200,000 THB	5	4.9	7	3.6	12	4.1

## 4.2 The behavior trend of male and female of using the day spa

After completing descriptive analysis of demographic results, the next step was to use descriptive statistics such as, frequency, percentage and crosstabulation to analyze behavior trend of male and female of using the day spa .This data is presented in Table 4.5,4.7,4.8,4.9 .The Pearson Chi-square is used to compare the behavior trend of using the day spa between male and female to test statistical significance about how often the participants visit day spa and how long have you been going to day spa .This data is presented in Table 4.4,4.6

Table 4.4 show The Pearson Chi-square value less than or equal to 0.05 indicates statistical significance that males and females are different in term of visiting day spa

**Table 4.4 Chi-Square Tests of Respondents of visiting day spa**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.551 <sup>a</sup>	8	.049

Table 4.5 shows numbers of samples who visiting day spa, which divided into 9 levels .From all of 296 samples, the majority of 73 (24.7 %of respondents) visit day spa Twice a month, followed by 66 (22.3 % of respondents) visit day spa once a month and 48 (16.2 %of respondents) visit day spa once every 2 months respectively.

For male samples, the majority of 24 (23.5 % of respondents) visit day spa once a month, followed by 19 (18.6 %of respondents) visit day spa twice a month, and 12 (11.8 %of respondents) visit day spa once every 2 months respectively.

For female samples, the top three of the frequency of visit day spa are quite similar with male sample. 54 of female samples (27.8 %of respondents) visit day spa twice a month, followed by 42 (21.6 %of respondents) visit day spa once a month, and 36 (18.6 %of respondents) visit day spa once every 2 months respectively.



**Table 4.5 Samples of visiting day spa**

Sample	Male (n=102)		Female (n=194)		Total (n=296)	
	Numbers of Respondents	Percentage (%)	Numbers of Respondents	Percentage (%)	Numbers of Respondents	Percentage (%)
More than once a week	5	4.9	0	0.0	5	1.7
Once a week	10	9.8	16	8.2	26	8.8
Twice a month	19	18.6	54	27.8	73	24.7
Once a month	24	23.5	42	21.6	66	22.3
Once every 2 months	12	11.8	36	18.6	48	16.2
Once every 4 months	10	9.8	14	8.8	24	8.1
Once every 6 months	11	10.8	17	8.8	28	9.5
Once a year	8	7.8	11	5.7	19	6.4
Other	3	2.9	4	2.1	7	2.4
Total	102	100.0	194	100.0	296	100.0

From Table 4.6 show Independent t-test Results for year frequency between male and female .For year frequency, the average male goes to a spa about 18.8 times a year, and females 15.1 times, but the difference is not statistically significant)  $p\text{-value} = 0.102$ . ( However, it is very close to marginally significant ( $p\text{-value} \leq 0.1$ ). These results calculate from changing the choice in frequency of visiting day spa to numeric data by assign the number in each data as below

104 represents More than once a week

52 represents Once a week

24 represents Twice a month

- 12 represents Once a month
- 6 represents Once every 2 months
- 3 represents Once every 4 months
- 2 represents Once every 6 months
- 1 represents Once a year

**Table 4.6 Independent t-test results for year frequency between male and female**

Variable	gender	$\bar{X}$	S.D.	t	df	p-value
Year Frequency	Male	18.78	24.394	1.640	296	0.102
	Female	15.13	13.942			
	Total	16.39	18.274			

Table 4.7 show The Pearson Chi-square value higher than 0.05 indicates no statistical significance that males and females are different in term of people who had been going to day spa. However, the difference in term of people who had been going to day spa between gender groups are marginally statistically significant (see Table 4.7: p-value=0.078)

**Table 4.7 Chi-Square Tests of samples of people who had been going to day spa**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.349 <sup>a</sup>	6	0.078

Table 4.8 shows numbers of samples who had been going to day spa, which divided into 7 levels .From all of 296 samples, the majority of 83 (28 % of respondents) had been going to day spa for 3-5 years, followed by 79 (26.7 % of respondents) had been going to day spa for 1-2 years, 62 (20.9% ) had been going to day spa for 6-10 years respectively.

For male samples, from all of 102 respondents, the majority of 31 (30.4 % of respondents) had been going to day spa for 3-5 years, followed by 23 (22.5 % of respondents) had been going to day spa for 6-10 years, 18 (17.6%) had been going to day spa for 1-2 years respectively.

For female samples, from all of 194 respondents, the majority of 61 (31.4 % of respondents) had been going to day spa for 1-2 years, followed by 52 (26.8 % of respondents) had been going to day spa for 3-5 years, 39 (20.1%) had been going to day spa for 6-10 years respectively.

**Table 4.8 Samples of people who had been going to day spa**

Sample	Male (n=102)		Female (n=194)		Total (n=296)	
	Numbers of Respondents	Percentage (%)	Numbers of Respondents	Percentage (%)	Numbers of Respondents	Percentage (%)
How long have you been going to day spa?						
Less than 6 months	10	9.8	14	7.2	24	8.1
6-12 months	16	15.7	16	8.2	32	10.8
1-2 years	18	17.6	61	31.4	79	26.7
3-5 years	31	30.4	52	26.8	83	28.0
6-10 years	23	22.5	39	20.1	62	20.9
11-15 years	2	2.0	10	5.2	12	4.1
More than 15 years	2	2.0	2	1.0	4	1.4
Total	102	100.0	194	100.0	296	100.0

Table 4.9 showed numbers of samples usually seek or purchase spa treatments. From all of 296 samples, the majority of 191 (64.5 % of respondents) seek or purchase Thai traditional body massage, followed by 130 (43.9 % of respondents) seek or purchase Back, shoulder and head massage, 129 (43.6%) seek or purchase foot massage respectively.

For male samples, the majority of 57 (55.9 % of respondents) seek or purchase Thai traditional body massage, followed by 42 (41.2 % of respondents) seek or purchase back, shoulder and head massage, 34 (33.5% ) seek or purchase foot massage respectively

For female samples, the majority of 134 (69.1 % of respondents) seek or purchase Thai traditional body massage as same as male samples, followed by 95 (49.0 % of respondents) seek or purchase foot massage, 88 (45.8% ) seek or purchase Back, shoulder and head massage respectively.

And the Pearson Chi-square value less than or equal to 0.05 indicates statistical significance that males and females are different in type of spa treatments: Facial treatment (massage, scrub, mud mask), Body scrub, Body wrapping, Hand and foot care (manicure, pedicure), Thai traditional body massage and Foot massage. Female spa goers seek or purchase these treatment statistically higher than male spa goers. The Pearson Chi-square value smaller than 0.01 indicates marginally statistically significance that male and female tend to different in type of spa treatments which are Thai herbal compress massage ,Deep tissue massage , Therapeutic massage if with larger sample size, these results would become statistically significant. Female spa goers tend to purchase Thai herbal compress massage and Deep tissue massage higher than male spa goers whereas male spa goers tend to purchase Therapeutic massage higher than female spa goers.

**Table 4.9 Samples of spa treatments which people usually seek or purchase**

Spa Treatments	Female		Male		Total		p-value
	No of Respondents	Percentage	No of Respondents	Percentage	No of respondents	Percentage	
Facial treatment (massage, scrub, mud mask)	54	27.8	16	15.7	70	23.6	0.013*
Body scrub	83	42.8	19	18.6	102	34.5	0.000*
Body wrapping	18	9.3	3	2.9	21	7.1	0.032*
Hand and foot care (manicure, pedicure)	44	22.7	5	4.9	49	16.6	0.000*
Slimming treatment	16	8.2	5	4.9	21	7.1	0.206
Detoxification	26	13.4	11	10.8	37	12.5	0.283
Steam/Sauna bath	35	18.0	25	24.5	60	20.3	0.123
Thai traditional body massage	134	69.1	57	55.9	191	64.5	0.017*
Back, shoulder and head massage	88	45.4	42	41.2	130	43.9	0.286
Foot massage	95	49.0	34	33.3	129	43.6	0.007*
Thai herbal compress massage	45	23.2	15	14.7	60	20.3	0.056
Hot stone massage	9	4.6	7	6.9	16	5.4	0.291
Deep tissue massage	20	10.3	5	4.9	25	8.4	0.082
Swedish massage	10	5.2	7	6.9	17	5.7	0.360
Aromatherapy massage	82	42.3	35	34.3	117	39.5	0.114
Therapeutic massage	31	16.0	25	24.5	56	18.9	.054
Others	4	2.1	0	0.0	4	1.4	.183

\*p-value  $\leq 0.05$

Table 4.10 showed numbers of respondents who use each type of spa . From all of 296 samples, the majority of 157 (53.0 % of respondents) used Resort/Hotel Spa, followed by 81 (27.4 % of respondents) never used other spa type, 70 (23.6%) used Medical Spa respectively.

For male samples, the majority of 54 (52.9 % of respondents) used Resort/ Hotel Spa, followed by 26 (25.5 % of respondents) used Medical Spa, 25 (24.5%) never used other spa type respectively.

For female samples, the majority of 104 (53.6 % of respondents) used Resort/Hotel Spa, followed by 55 (28.4 % of respondents ) never used other spa type, 44 (22.7%) used Medical Spa respectively.

And the Pearson Chi-square value less than or equal to 0.05 indicates statistical significance that males and females are different only in destination spa. Male spa goers tend to visit destination spa statistically higher than female spa goers.

**Table 4.10 Samples of spa type**

Spa Type	Female		Male		Total		p-value
	No of Respondents	Percentage	No of Respondents	Percentage	No of respondents	Percentage	
Resort/Hotel Spa	104	53.6	54	52.9	157	53.0	0.505
Destination Spa	18	9.3	18	17.6	36	12.2	0.030*
Medical Spa	44	22.7	26	25.5	70	23.6	0.343
None	55	28.4	25	24.5	81	27.4	0.286
Other	7	3.6	2	2.0	9	3.0	0.347

\*p-value  $\leq 0.05$

### 4.3 The reason of male and female that are holding them back from going to day spa more often

This study explores the reason that hold day spa goes back from going to day spa more often in the second section of questionnaire . The frequencies and percentage of the descriptive statistics used to analyse this data . This data is presented in Table4.10. This study also explores 3 attributes from day spas disappointed participants the most in the fourth section of the questionnaire . This question is used to validate the results the question that ask participants to rate the quality of service of day spas in Bangkok. The frequencies and percentage of the descriptive statistics use to analyses this data which was shown in Table4.11

**Table 4.11 Samples of the reason why people are holding back to day spa**

Reasons	Female		Male		Total		P-value
	No of Respondents	Percentage	No of Respondents	Percentage	No of respondents	Percentage	
They are too expensive	108	55.7	56	54.9	163	55.1	0.498
I don't have enough time	117	60.3	55	53.9	171	57.8	0.175
It's too indulgent	10	5.2	9	8.8	19	6.4	0.165
It's should kept for special occasion	10	5.2	12	11.8	22	7.4	0.035*
Inconvenient location	38	19.6	14	13.7	52	17.6	0.135
Inconvenient appointment times	36	18.6	14	13.7	51	17.2	0.187
I have to wait for my companion to go to day spa together	12	6.2	4	3.9	16	5.4	0.299
I am not interested in going more often	13	6.7	13	12.7	26	8.8	0.065
Other (Please specify)_____	7	3.6	4	3.9	11	3.7	0.562

\*p-value  $\leq 0.05$

**Table 4.11** showed the reason that hold the spa goer back from going to day spa more often .From all of 296 samples, the reason that most holding day spa goer back from going to day spa more often is they don't have enough time with 171 respondents (57.8% of respondents), followed by 163 respondents (55.1 % of respondents) who mentioned day spa were too expensive. Almost the same number of respondents stated about the inconvenient location (17.6% of respondents) and appointment time (17.2% of respondents) also were the reason that holding back day spa goer back from going to day spa more often.

For male samples, the price is too expensive is the most reason that make them holding back to going day spa more often with the majority of 56 (54.9 % of respondents), followed closely by 55 respondents stated that they don't have enough time (53.9 % of respondents). Inconvenient location as equal as inconvenient appointment times (13.7% of respondents) were also the reason that holding male back from going to day spa more often

For female samples, the majority of 117 (60.3 % of respondents) don't going to day spa more often because they don't have enough time, followed by 108 (55.7 % of respondents) stated that day spa were too expensive, 38 (19.6% ) respondents mentioned about inconvenient location respectively.

And the Pearson Chi-square value less than or equal to 0.05 indicates statistical significance that males and females are different only in reason: It's should kept for special occasion. Moreover, the Pearson Chi-square value is no higher than 0.1 indicate marginally statistically significance that males and females are different in reason: I am not interested in going more often.



**Table 4.12 Samples of 3 attributes from day spas disappointed people the most**

Attributes	Female		Male		Total		p-value
	Number of Respondents	Percentage	Number of Respondents	Percentage	Number of respondents	Percentage	
The physical facilities and the design of spa are sensibly appealing	15	7.7%	27	26.5	42	14%	0.000*
The appearance of the physical facilities is in keeping with the type of service provided	9	5%	18	18%	27	9%	0.000*
The spa is clean and hygienic (such as clean bed and lobby)	41	21%	17	17%	58	20%	0.223
The spa has fragrance that helps you to relax	26	14%	12	12%	38	13%	0.419
The spa has suitable temperature and ventilation to create comfortable environment	25	13%	20	20%	45	15%	0.088
The spa has proper lighting to create comfortable environment	13	7%	11	11%	24	8%	0.159
The spa employees dress up professionally and neatly.	13	7%	10	10%	23	8%	0.159

**Table 4.12 Samples of 3 attributes from day spas disappointed people the most(cont.)**

Attributes	Female		Male		Total		p-value
	Number of Respondents	Percentage	Number of Respondents	Percentage	Number of respondents	Percentage	
The spa employees provide adequate, clear and fair information about the spa services and products	83	43%	28	28%	111	38%	0.010*
The spa employees offer services in a promised manner of time	35	18%	15	15%	50	17%	0.289
The spa employees offer services without mistakes	48	25%	19	19%	67	23%	0.147
The spa employees provide prompt service	16	8%	15	15%	31	11%	0.066
The spa employees always demonstrate their willingness to help customers	31	16%	11	11%	42	14%	0.148
The spa employees show their professionalism and courtesy	38	20%	13	13%	51	17%	0.092

**Table 4.12 Samples of 3 attributes from day spas disappointed people the most(cont.)**

Attributes	Female		Male		Total		p-value
	Number of Respondents	Percentage	Number of Respondents	Percentage	Number of respondents	Percentage	
The spa can ensure physical safety of customers and security of their valuables	22	11%	16	16%	38	13%	0.189
The spa provides good quality of spa products and treatments (such as natural ingredients or trustworthy brands etc.)	25	13%	19	19%	44	15%	0.126
The spa has good reputation	18	9%	8	8%	26	9%	0.429
The spa employees understand specific needs of customers	66	34%	27	27%	93	32%	0.115
The spa employees show personalized attention toward customers	36	19%	15	15%	52	18%	0.253
The spa offers a good variety of treatments which cater to different type of customers	20	11%	10	10%	31	11%	0.533
The spa has convenient operating hours	34	17%	17	17%	51	17%	0.495

\*p-value  $\leq 0.05$

From Table 4.12 found that 43 % of female disappointed that the spa employees don't provide adequate, clear and fair information about the spa services and products and 34 % of female disappointed that the spa employees don't understand specific needs of customers. Moreover, 28 % of male disappointed that the spa employees don't provide adequate, clear and fair information about the spa services and products and 27 % of male disappointed that the spa employees don't understand specific needs of customers and the physical facility and the design of spa are sensibly appealing. Total respondents disappointed that the spa employees don't provide adequate, clear and fair information about the spa services and products (38% of total respondents) follow by the spa employees don't understand specific needs of customers (32% of total respondents) and the spa employees offer service without mistakes (23% of total respondents) respectively.

And the Pearson Chi-square value less than or equal to 0.05 indicates statistical significance that males and females are different in attributes: The physical facilities and the design of spa are sensibly appealing, The appearance of the physical facilities is in keeping with the type of service provided, The spa employees provide adequate, clear and fair information about the spa services and products.

Moreover, the Pearson Chi-square value is not higher than 0.01 indicates marginally statistically significance that males and females are different in attributes: The spa has suitable temperature and ventilation to create comfortable environment, The spa employees provide prompt service, The spa employees show their professionalism and courtesy

## 4.4 Hypotheses Testing

### 4.4.1 Running Independent t-test

All compound constructs will be analyzed to test each hypothesis by comparing means by using Independent t-test. This technique is used for analysis in which there are two groups (Field, 2005). In this situation, Independent t-test shows whether there are significant differences in between the scores among groups. In the first part is to test on Hypothesis on the difference in the attitude of male and female in terms of benefit sought of day spa. The second part is to test hypothesis on difference in the attitude of male and female in terms of important attributes of day spa service quality. The last part is to test on Hypothesis on difference in the attitude of male and female in terms of performance of day spa service quality.

### 4.4.2 Hypothesis Testing Analyzes

#### Hypothesis 1

H1 : There is a difference in the attitude of male and female in terms of benefit sought of day spas

The hypothesis is supported if the calculated significant value is less than or equal to 0.05.

Table 4.13 show Independent t-test Results for attitude of day spa between male and female in terms of benefit sought of day spa. For overall of benefit sought of day spa, there is statistically significant (p-value= 0.002 P-value  $\leq$ 0.05). Therefore, hypothesis (H1) is supported. And we found that female has overall attitude in benefit sought of day spa ( $\bar{X}$  = 3.15) more than male ( $\bar{X}$  = 2.90). From 20 attributes of benefit sought of day spa, there are 9 attributes which found statistically significant between male and female as below :

For pain relief. there is statistically significant (p-value=0.006, P-value  $\leq$ 0.05). Therefore, hypothesis (H1) is supported. And we found that female has attitude about benefit sought of day spa for pain relief ( $\bar{X}$  =3.57) higher than male ( $\bar{X}$  =3.20).

To improve my appearance: there is statistically significant (p-value = 0.006, P-value  $\leq$ 0.05). Therefore, hypothesis (H1) is supported. And we found that

female has attitude about benefit sought of day spa to pain relief ( $\bar{X} = 2.94$ ) more than male ( $\bar{X} = 2.37$ ).

Anti-ageing: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H1) is supported. And we found that female has attitude about benefit sought of day spa for Anti-ageing ( $\bar{X} = 2.99$ ) more than male ( $\bar{X} = 2.49$ ).

To enhance physical attractiveness /Beautification: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H1) is supported. And we found that female has attitude about benefit sought of day spa to enhance physical attractiveness /Beautification ( $\bar{X} = 3.14$ ) more than male ( $\bar{X} = 2.49$ ).

To live a healthy /wellness lifestyle: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H1) is supported. And we found that female has attitude about benefit sought of day spa to live a healthy /wellness lifestyle ( $\bar{X} = 3.20$ ) more than male ( $\bar{X} = 2.88$ ).

To lose weight: there is statistically significant (p-value=0.004, P-value  $\leq 0.05$ ). Therefore, hypothesis (H1) is supported. And we found that female has attitude about benefit sought of day spa to lose weight ( $\bar{X} = 2.46$ ) more than male ( $\bar{X} = 2.03$ ).

For self-reward: there is statistically significant (p-value=0.004, P-value  $\leq 0.05$ ). Therefore, hypothesis (H1) is supported. And we found that female has attitude about benefit sought of day spa for self-reward ( $\bar{X} = 3.52$ ) more than male ( $\bar{X} = 3.05$ ).

To enjoy with friends: there is statistically significant (p-value=0.026, P-value  $\leq 0.05$ ). Therefore, hypothesis (H1) is supported. And we found that female has attitude about benefit sought of day spa to enjoy with friends ( $\bar{X} = 2.53$ ) more than male ( $\bar{X} = 2.21$ ).

To improve physical health: there is statistically significant (p-value=0.005, P-value  $\leq 0.05$ ). Therefore, hypothesis (H1) is supported. And we found that females have attitude about benefit sought of day spa to improve physical health ( $\bar{X} = 3.70$ ) more than males ( $\bar{X} = 3.44$ ).

Furthermore, there is one benefit sought “to escape from daily life” which is very close to marginally statistically significant ( $p$ -value=0.102). And we found that females have attitude about benefit sought of day spa to escape from daily life ( $\bar{X} = 2.77$ ) more than males ( $\bar{X} = 2.53$ ).

**Table 4.13 Independent t-test between male and female in terms of benefit sought of day spa**

Benefit attributes	gender	$\bar{X}$	S.D.	t	df	p-value
1. To relieve stress	Male	3.69	0.944	1.225	296	0.222
	Female	3.81	0.806			
	Total	3.77	0.856			
2. To feel relaxed	Male	4.22	0.712	0.050	296	0.960
	Female	4.21	0.699			
	Total	4.21	0.703			
3. To escape from daily life	Male	2.53	1.158	1.640	296	0.102
	Female	2.77	1.206			
	Total	2.69	1.193			
4. To be calm	Male	2.97	1.173	0.024	296	0.980
	Female	2.97	1.236			
	Total	2.97	1.213			
5. To pamper oneself	Male	3.26	1.134	0.790	296	0.430
	Female	3.37	1.085			
	Total	3.33	1.101			

**Table 4.13 Independent t-test between male and female in terms of benefit sought of day spa (cont.)**

Benefit attributes	gender	$\bar{X}$	S.D.	t	df	p-value
6.To improve mental health	Male	2.88	1.137	0.006	296	0.995
	Female	2.88	1.201			
	Total	2.88	1.177			
7.To feel refreshed	Male	3.73	0.881	1.567	296	0.118
	Female	3.89	0.819			
	Total	3.83	0.843			
8.To improve physical health	Male	3.44	1.131	1.971	296	0.050
	Female	3.70	1.016			
	Total	3.61	1.062			
9.To seek relief for medical condition	Male	3.19	1.183	0.930	296	0.353
	Female	3.32	1.166			
	Total	3.27	1.171			
10. For pain relief	Male	3.20	1.117	2.773	296	0.006*
	Female	3.57	1.081			
	Total	3.44	1.106			
11.To feel healthier	Male	2.67	1.120	1.221	296	0.223
	Female	2.84	1.183			
	Total	2.78	1.163			



**Table 4.13 Independent t-test between male and female in terms of benefit sought of day spa (cont.)**

Benefit attributes	gender	$\bar{X}$	S.D.	t	df	p-value
12.To improve my appearance	Male	2.37	1.151	3.831	296	0.000*
	Female	2.94	1.252			
	Total	2.75	1.246			
13. Anti-ageing	Male	2.49	1.192	3.303	296	0.000*
	Female	2.99	1.259			
	Total	2.82	1.257			
14.To enhance physical attractiveness /Beautification	Male	2.49	1.132	4.365	296	0.000*
	Female	3.14	1.271			
	Total	2.92	1.262			
15.To live a healthy /wellness lifestyle	Male	2.88	1.093	2.300	296	0.022*
	Female	3.20	1.126			
	Total	3.09	1.123			
16.To lose weight	Male	2.03	1.121	2.933	296	0.004*
	Female	2.46	1.235			
	Total	2.31	1.212			
17.To have fun	Male	2.42	1.147	0.751	296	0.453
	Female	2.53	1.214			
	Total	2.49	1.190			
18.For self-reward	Male	3.05	1.066	3.604	296	0.000*
	Female	3.52	1.054			
	Total	3.35	1.08			

**Table 4.13 Independent t-test between male and female in terms of benefit sought of day spa (cont.)**

Benefit attributes	gender	$\bar{X}$	S.D.	t	df	p-value
19.To enjoy with friends	Male	2.21	1.028	2.245	296	0.026*
	Female	2.53	1.231			
	Total	2.42	1.17			
20.To enjoy with family	Male	2.26	1.089	.890	296	0.374
	Female	2.39	1.205			
	Total	2.35	1.17			
Total	Male	2.90	0.606	3.115	296	0.002*
	Female	3.15	0.692			
	Total	3.06	0.67			

#### Hypothesis 2

H2: There is a difference in the attitude of male and female in terms of important attributes of day spa service quality

Table 4.14 show Independent t-test Results for attitude of Day spa between male and female in terms of important attributes of day spa service quality. For overall of important attributes of day spa, there is statistically significant (p-value=0.00 P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has overall attitude in important attributes of day spa service quality ( $\bar{X}=4.20$ ) more than male ( $\bar{X}=3.20$ ). From 20 attributes to day spa service quality, there are 16 attributes which found statistically significant between male and female as below:

For the physical facilities and the design of spa are sensibly appealing: there is statistically significant (p-value=0.006, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the physical facilities and the design of spa are sensibly appealing ( $\bar{X}=3.98$ ) more than male ( $\bar{X}=3.74$ ).

For the appearance of the physical facilities is in keeping with the type of service provided: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude

about important attributes of day spa service quality for the physical facilities and the design of spa are sensibly appealing ( $\bar{X}=3.95$ ) more than male ( $\bar{X}=2.88$ ).

For The spa is clean and hygienic: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa is clean and hygienic ( $\bar{X}=4.46$ ) more than male ( $\bar{X}=3.38$ ).

For The spa has fragrance that help you to relax: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa has fragrance that help you to relax ( $\bar{X}=4.26$ ) more than male ( $\bar{X}=3.33$ ).

For The spa has suitable temperature and ventilation to create comfortable environment: there is statistically significant (p-value=0.046, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa has suitable temperature and ventilation to create comfortable environment ( $\bar{X}=4.32$ ) more than male ( $\bar{X}=4.16$ ).

For The spa has proper lighting to create comfortable: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa has proper lighting to create comfortable ( $\bar{X}=4.14$ ) more than male ( $\bar{X}=3.25$ ).

For The spa employees dress up professionally and neatly: there is statistically significant (p-value=0.007, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa employees dress up professionally and neatly ( $\bar{X}=4.26$ ) more than male ( $\bar{X}=4.02$ ).

For The spa employees provide adequate, clear and fair information about the spa services and products: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa employees provide adequate, clear and fair information about the spa services and products ( $\bar{X}=4.85$ ) more than male ( $\bar{X}=2.36$ ).

For The spa employees offer services in a promised manner of time: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa employees offer services in a promised manner of time ( $\bar{X} = 4.89$ ) more than male ( $\bar{X} = 2.63$ ).

For The spa employees offer services without mistakes: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa employees offer services without mistakes ( $\bar{X} = 4.82$ ) more than male ( $\bar{X} = 2.51$ ).

For The spa employees always demonstrate their willingness to help customers: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa employees always demonstrate their willingness to help customers ( $\bar{X} = 4.05$ ) more than male ( $\bar{X} = 2.60$ ).

For The spa can ensure physical safety of customers and security of their valuables: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa can ensure physical safety of customers and security of their valuables ( $\bar{X} = 4.06$ ) more than male ( $\bar{X} = 2.68$ ).

For The spa employees understand specific needs of customers: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa employees understand specific needs of customers ( $\bar{X} = 4.04$ ) more than male ( $\bar{X} = 2.25$ ).

For The spa employees show personalized attention toward customers: there is statistically significant (p-value=0.000, P-value  $\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa employees show personalized attention toward customers ( $\bar{X} = 4.06$ ) more than male ( $\bar{X} = 3.32$ ).

For The spa offers a good variety of treatments which cater to different type of customers: there is statistically significant (p-value=0.000, P-value

$\leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa offers a good variety of treatments which cater to different type of customers ( $\bar{X}=3.89$ ) more than male ( $\bar{X}=3.12$ ).

For The spa has convenient operating hours: there is statistically significant ( $p\text{-value}=0.000$ ,  $P\text{-value} \leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that female has attitude about important attributes of day spa service quality for the spa has convenient operating hours ( $\bar{X}=4.15$ ) more than male ( $\bar{X}=3.45$ ).

The top three of important day spa attribute for total respondents are mostly in tangible dimension which are “The spa has suitable temperature and ventilation to create comfortable environment” (total score=4.26), “The spa employees dress up professionally and neatly” (total score =4.16) except only one attribute in responsiveness dimension which is “The spa employees show their professionalism and courtesy” (total score=4.20).

The top three important attributes of total sample are different from the top three important attributes for each gender. The top three important attribute of male day spa goes are “The spa employees show their professionalism and courtesy” (score=4.23) which include in responsiveness dimension, “The spa has suitable temperature and ventilation to create comfortable environment” (score=4.16) which include in tangible dimension, “The spa provides good quality of spa products and treatments” (score=4.05) which include in assurance.

On the contrary, top three of important day spa attribute for female sample are all in reliability dimension which are “The spa employees offer services in a promised manner of time” (score=4.89), “The spa employees provide adequate, clear and fair information about the spa services and products” (score= 4.85), “The spa employees offer services without mistakes”. (score=4.82).

The ranking of important attribute by dimension for total respondents are reliability follow by tangible, responsiveness, assurance and empathy respectively. Whereas the ranking of important attribute by dimension for female sample are reliability follow by tangible, empathy, responsiveness and assurance respectively. On the contrary, the ranking of important attribute by dimension for male sample are responsiveness, tangible, assurance, empathy and reliability respectively.

**Table 4.14 Results for attitude of Day spa between male and female in terms of important attributes of day spa service quality**

<b>Important attributes</b>	<b>gender</b>	$\bar{X}$	<b>S.D.</b>	<b>t</b>	<b>df</b>	<b>p-value</b>
1. The physical facilities and the design of spa are sensibly appealing	Male	3.74	0.867	2.742	296	0.006*
	Female	3.98	0.643			
	Total	3.9	0.74			
2. The appearance of the physical facilities is in keeping with the type of service provided	Male	2.88	1.322	9.258	296	0.000*
	Female	3.95	0.67			
	Total	3.58	1.07			
3. The spa is clean and hygienic	Male	3.38	1.548	8.486	296	0.000*
	Female	4.46	0.62			
	Total	4.09	1.16			
4. The spa has fragrance that help you to relax	Male	3.33	1.537	7.305	296	0.000*
	Female	4.26	0.642			
	Total	3.94	1.13			
5. The spa has suitable temperature and ventilation to create comfortable environment	Male	4.16	0.754	2.003	296	0.046*
	Female	4.32	0.612			
	Total	4.26	0.67			
6. The spa has proper lighting to create comfortable	Male	3.25	1.494	6.902	296	0.000*
	Female	4.14	0.71			
	Total	3.83	1.13			
7. The spa employees dress up professionally and neatly.	Male	4.02	0.808	2.734	296	0.007*
	Female	4.26	0.656			
	Total	4.18	0.72			
Tangible	Male	3.54				
	Female	4.2				
	Total	3.97				

**Table 4.14 Results for attitude of Day spa between male and female in terms of important attributes of day spa service quality (cont.)**

<b>Important attributes</b>	<b>gender</b>	$\bar{X}$	<b>S.D.</b>	<b>t</b>	<b>df</b>	<b>P-value</b>
8. The spa employees provide adequate, clear and fair information about the spa services and products	Male	2.36	1.693	19.19	296	0.000*
	Female	4.85	0.452			
	Total	3.99	1.58			
9. The spa employees offer services in a promised manner of time	Male	2.63	1.688	18.066	296	0.000*
	Female	4.89	0.318			
	Total	4.11	1.48			
10. The spa employees offer services without mistakes	Male	2.51	1.584	18.944	296	0.000*
	Female	4.82	0.448			
	Total	4.02	1.48			
<b>Reliability</b>	Male	2.5				
	Female	4.85				
	Total	4.04				
11. The spa employees provide prompt service	Male	4	0.704	1.117	296	0.265
	Female	3.9	0.724			
	Total	3.94	0.72			
12. The spa employees always demonstrate their willingness to help customers	Male	2.6	1.667	11.86	296	0.000*
	Female	4.05	0.255			
	Total	3.55	1.21			
13. The spa employees show their professionalism and courtesy	Male	4.23	0.702	0.435	296	0.664
	Female	4.19	0.627			
	Total	4.2	0.65			
<b>Responsiveness</b>	Male	3.61				
	Female	4.05				
	Total	3.9				
14. The spa can ensure physical safety of customers and security of their valuables	Male	2.68	1.747	10.831	296	0.000*
	Female	4.06	0.262			
	Total	3.58	1.23			
15. The spa provides good quality of spa products and treatments	Male	4.05	0.666	0.167	296	0.867
	Female	4.04	0.614			
	Total	4.04	0.63			

**Table 4.14 Results for attitude of Day spa between male and female in terms of important attributes of day spa service quality (cont.)**

<b>Important attributes</b>	<b>gender</b>	$\bar{X}$	<b>S.D.</b>	<b>t</b>	<b>df</b>	<b>P-value</b>
16. The spa has good reputation	Male	3.77	0.73	0.258	296	0.797
	Female	3.75	0.676			
	Total	3.76	0.69			
<b>Assurance</b>	Male	3.5				
	Female	3.95				
	Total	3.79				
17. The spa employees understand specific needs of customers	Male	2.25	1.557	15.721	296	0.000*
	Female	4.04	0.246			
	Total	3.42	1.27			
18. The spa employees show personalized attention toward customers	Male	3.32	1.321	5.987	296	0.000*
	Female	4.06	0.783			
	Total	3.8	1.06			
19. The spa offers a good variety of treatments which cater to different type of customer	Male	3.12	1.205	6.441	296	0.000*
	Female	3.89	0.832			
	Total	3.62	1.04			
20. The spa has convenient operating hours	Male	3.45	1.347	5.747	296	0.000*
	Female	4.15	0.76			
	Total	3.91	1.05			
<b>Empathy</b>	Male	3.04				
	Female	4.04				
	Total	3.69				
<b>Total</b>	Male	3.29	0.816	14.247	296	0.000*
	Female	4.2	0.27			
	Total	3.89	0.68			

\*p-value  $\leq 0.05$



### Hypothesis 3

H<sub>3</sub> : There is a difference in the attitude of male and female in terms of performance of day spa service quality

Table 4.15 show Independent t-test Results for attitude of Day spa between male and female in terms of performance attributes of day spa service quality . For overall of performance attribute of day spa service quality, there is statistically significant (p-value=0.00 P-value  $\leq$ 0.05). Therefore, hypothesis (H3) is supported . And we found that male has overall attitude in performance attributes of day spa service quality (  $\bar{X}$  =3.40) more than female (  $\bar{X}$  =2.28). From 20 attributes to day spa service quality, there are 16 attributes which found statistically significant between male and female as below:

For The physical facilities and the design of spa are sensibly appealing : there is statistically significant (p-value=0.006, P-value  $\leq$ 0.05). Therefore, hypothesis (H3) is supported . And we found that female has attitude about important attributes of day spa service quality for the physical facilities and the design of spa are sensibly appealing (  $\bar{X}$  =3.62) more than male (  $\bar{X}$  =2.36).

For the appearance of the physical facilities is in keeping with the type of service provided: there is statistically significant (p-value=0.000, P-value  $\leq$ 0.05). Therefore, hypothesis (H3) is supported . And we found that male has attitude about important attributes of day spa service quality for the physical facilities and the design of spa are sensibly appealing (  $\bar{X}$  =3.64) more than female (  $\bar{X}$  =2.73).

For The spa is clean and hygienic : there is statistically significant (p-value=0.000, P-value  $\leq$ 0.05). Therefore, hypothesis (H3) is supported . And we found that male has attitude about important attributes of day spa service quality for the spa is clean and hygienic (  $\bar{X}$  =3.69) more than female (  $\bar{X}$  =2.80).

For The spa has fragrance that help you to relax : there is statistically significant (p-value=0.000, P-value  $\leq$ 0.05). Therefore, hypothesis (H3) is supported . And we found that male has attitude about important attributes of day spa service quality for the spa has fragrance that help you to relax (  $\bar{X}$  = 3.80) more than female (  $\bar{X}$  =2.82).

For The spa has proper lighting to create comfortable: there is statistically significant (p-value=0.000, P-value  $\leq$ 0.05). Therefore, hypothesis (H3) is supported .

And we found that male has attitude about important attributes of day spa service quality for the spa has proper lighting to create comfortable ( $\bar{X} = 3.64$ ) more than female ( $\bar{X} = 2.79$ ).

For The spa employees dress up professionally and neatly: there is statistically significant ( $p\text{-value}=0.005$ ,  $P\text{-value} \leq 0.05$ ). Therefore, hypothesis (H3) is supported. And we found that male has attitude about important attributes of day spa service quality for the spa employees dress up professionally and neatly ( $\bar{X} = 3.79$ ) more than female ( $\bar{X} = 3.53$ ).

For The spa employees provide adequate, clear and fair information about the spa services and products: there is statistically significant ( $p\text{-value}=0.000$ ,  $P\text{-value} \leq 0.05$ ). Therefore, hypothesis (H3) is supported. And we found that male has attitude about important attributes of day spa service quality for the spa employees provide adequate, clear and fair information about the spa services and products ( $\bar{X} = 2.53$ ) more than female ( $\bar{X} = 1.25$ ).

For The spa employees offer services in a promised manner of time: there is statistically significant ( $p\text{-value}=0.000$ ,  $P\text{-value} \leq 0.05$ ). Therefore, hypothesis (H3) is supported. And we found that male has attitude about important attributes of day spa service quality for the spa employees offer services in a promised manner of time ( $\bar{X} = 3.71$ ) more than female ( $\bar{X} = 1.32$ ).

For The spa employees offer services without mistakes: there is statistically significant ( $p\text{-value}=0.000$ ,  $P\text{-value} \leq 0.05$ ). Therefore, hypothesis (H3) is supported. And we found that male has attitude about important attributes of day spa service quality for the spa employees offer services without mistakes ( $\bar{X} = 2.67$ ) more than female ( $\bar{X} = 1.31$ ).

For The spa employees provide prompt service: there is statistically significant ( $p\text{-value}=0.000$ ,  $P\text{-value} \leq 0.05$ ). Therefore, hypothesis (H3) is supported. And we found that male has attitude about important attributes of day spa service quality for the spa employees provide prompt service ( $\bar{X} = 3.60$ ) more than female ( $\bar{X} = 1.57$ ).

For The spa employees always demonstrate their willingness to help customers: there is statistically significant ( $p\text{-value}=0.000$ ,  $P\text{-value} \leq 0.05$ ). Therefore,

hypothesis (H3) is supported. And we found that male has attitude about important attributes of day spa service quality for the spa employees always demonstrate their willingness to help customers ( $\bar{X} = 3.69$ ) more than female ( $\bar{X} = 1.33$ ).

For The spa employees show their professionalism and courtesy: there is statistically significant ( $p\text{-value} = 0.000$ ,  $P\text{-value} \leq 0.05$ ). Therefore, hypothesis (H3) is supported. And we found that male has attitude about important attributes of day spa service quality for the spa employees show their professionalism and courtesy ( $\bar{X} = 3.62$ ) more than female ( $\bar{X} = 1.25$ ).

For The spa can ensure physical safety of customers and security of their valuables: there is statistically significant ( $p\text{-value} = 0.000$ ,  $P\text{-value} \leq 0.05$ ). Therefore, hypothesis (H3) is supported. And we found that male has attitude about important attributes of day spa service quality for the spa can ensure physical safety of customers and security of their valuables ( $\bar{X} = 3.68$ ) more than female ( $\bar{X} = 1.34$ ).

For The spa provides good quality of spa products and treatments: there is statistically significant ( $p\text{-value} = 0.000$ ,  $P\text{-value} \leq 0.05$ ). Therefore, Hypothesis (H2) is supported. And we found that male has attitude about important attributes of day spa service quality for the spa provides good quality of spa products and treatments ( $\bar{X} = 3.50$ ) more than male ( $\bar{X} = 1.34$ ).

For The spa has good reputation: there is statistically significant ( $p\text{-value} = 0.000$ ,  $P\text{-value} \leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that male has attitude about important attributes of day spa service quality for the spa has good reputation ( $\bar{X} = 3.59$ ) more than female ( $\bar{X} = 1.33$ ).

For The spa employees understand specific needs of customers: there is statistically significant ( $p\text{-value} = 0.000$ ,  $P\text{-value} \leq 0.05$ ). Therefore, hypothesis (H2) is supported. And we found that male has attitude about important attributes of day spa service quality for the spa employees understand specific needs of customers ( $\bar{X} = 2.28$ ) more than female ( $\bar{X} = 1.28$ ).

There are only 1 performance attribute that female spa goers gave statistically significant higher mean scores than male spa goers which is "The physical facilities and the design of spa are sensibly appealing". There are 4 performance attributes that there was no statistically significant between gender which are as follow:

- The spa has suitable temperature and ventilation to create comfortable environment
- The spa employees show personalized attention toward customers
- The spa offers a good variety of treatments which cater to different type of customers
- The spa has convenient operating hours

The ranking of performance attribute by dimension for total respondents are tangible follow by empathy, responsiveness, assurance and reliability respectively. The ranking of performance attribute by dimension for female sample as same as the total of respondents. On the contrary, the ranking of performance attribute by dimension for male sample are responsiveness, assurance, tangible, empathy and reliability respectively.

**Table 4.15 Independent t-test Results for attitude of Day spa between male and female in terms of performance attributes of day spa service quality**

Performance attributes	gender	$\bar{X}$	S.D.	t	df	p-value
1. The physical facilities and the design of spa are sensibly appealing	Male	2.36	1.363	-10.658	296	0.000*
	Female	3.62	0.673			
	Total	3.19	1.14			
2. The appearance of the physical facilities is in keeping with the type of service provided	Male	3.64	0.657	6.635	296	0.000*
	Female	2.73	1.301			
	Total	3.04	1.2			
3. The spa is clean and hygienic	Male	3.69	0.783	6.047	296	0.000*
	Female	2.8	1.368			
	Total	3.1	1.27			
4. The spa has fragrance that help you to relax	Male	3.8	0.758	6.712	296	0.000*
	Female	2.82	1.375			
	Total	3.16	1.29			
5. The spa has suitable temperature and ventilation to create comfortable environment	Male	3.67	0.749	1.818	296	0.07
	Female	3.51	0.714			
	Total	3.56	0.73			

**Table 4.15 Independent t-test results for attitude of day spa between male and female in terms of performance attributes of day spa service quality (cont.)**

<b>Performance attributes</b>	<b>gender</b>	<b><math>\bar{X}</math></b>	<b>S.D.</b>	<b>t</b>	<b>df</b>	<b>p-value</b>
6. The spa has proper lighting to create comfortable	Male	3.64	0.781	5.806	296	0.000*
	Female	2.79	1.363			
	Total	3.08	1.26			
7. The spa employees dress up professionally and neatly.	Male	3.79	0.8	5.806	296	0.005*
	Female	3.53	0.749			
	Total	3.62	0.78			
<b>Tangible</b>	Male	3.51				
	Female	3.11				
	Total	3.25				
8. The spa employees provide adequate, clear and fair information about the spa services and products	Male	2.53	1.31	12.179	296	0.000*
	Female	1.25	0.47			
	Total	1.69	1.05			
9. The spa employees offer services in a promised manner of time	Male	3.71	0.712	30.368	296	0.000*
	Female	1.32	0.603			
	Total	2.14	1.3			
10. The spa employees offer services without mistakes	Male	2.67	1.229	13.005	296	0.000*
	Female	1.31	0.564			
	Total	1.78	1.07			
<b>Reliability</b>	Male	2.97				
	Female	1.29				
	Total	1.87				
11. The spa employees provide prompt service	Male	3.6	0.721	18.149	296	0.000*
	Female	1.57	1.002			
	Total	2.27	1.33			
12. The spa employees always demonstrate their willingness to help customers	Male	3.69	0.808	27.836	296	0.000*
	Female	1.33	0.623			
	Total	2.14	1.32			
13. The spa employees show their professionalism and courtesy	Male	3.62	0.784	30.178	296	0.000*
	Female	1.25	0.551			
	Total	2.07	1.29			
<b>Responsiveness</b>	Male	3.64				

**Table 4.15 Independent t-test results for attitude of day spa between male and female in terms of performance attributes of day spa service quality (cont.)**

Performance attributes	gender	$\bar{X}$	S.D.	t	df	p-value
	Female	1.38				
	Total	2.16				
14. The spa can ensure physical safety of customers and security of their valuables	Male	3.68	0.822	27.209	296	0.000*
	Female	1.34	0.633			
	Total	2.14	1.32			
15. The spa provides good quality of spa products and treatments	Male	3.5	0.728	26.345	296	0.000*
	Female	1.34	0.641			
	Total	2.08	1.23			
16. The spa has good reputation	Male	3.59	0.68	28.712	296	0.000*
	Female	1.33	0.623			
	Total	2.11	1.25			
<b>Assurance</b>	Male	3.59				
	Female	1.34				
	Total	2.11				
17. The spa employees understand specific needs of customers	Male	2.28	1.146	10.122	296	0.000*
	Female	1.28	0.555			
	Total	1.63	0.94			
18. The spa employees show personalized attention toward customers	Male	3.5	0.755	0.169	296	0.866
	Female	3.48	0.743			
	Total	3.49	0.75			
19. The spa offers a good variety of treatments which cater to different type of customers	Male	3.5	0.741	-0.175	296	0.861
	Female	3.52	0.714			
	Total	3.51	0.72			
20. The spa has convenient operating hours	Male	3.56	0.725	0.079	296	0.937
	Female	3.55	0.769			
	Total	3.55	0.75			
<b>Empathy</b>	Male	3.21				
	Female	2.96				

**Table 4.15 Independent t-test results for attitude of day spa between male and female in terms of performance attributes of day spa service quality (cont.)**

Performance attributes	gender	$\bar{X}$	S.D.	t	df	p-value
	Total	3.05				
<b>Total</b>	Male	3.4	0.517	14.247	296	0.000*
	Female	2.28	0.427			
	Total	2.67	0.7			

\*p-value  $\leq 0.05$

#### 4.5 IPA analysis

Subsequently, IPA grid was conducted by using mean score of performance and importance to divide the matrix into four quadrants. In this two-dimensional matrix, attribute importance is depicted along the y-axis and attribute performance or service quality is depicted along the x-axis. Figure 4.1 shows the results of IPA for the entire population comprising both female and male whereas Figure 4.2 and Figure 4.3 show the results of IPA for male and female respectively.

In Figure 4.1 the X-axis represents the performance scores relating to day spa goer's experience of entire population. The Y-axis represents the importance scores that day spa goers consider when choosing a day spa. The mean Importance rating for the pooled data was 4.00 while the mean Performance rating was 2.67. The four quadrants are constructed based on the mean scores of the Importance and Performance ratings.

Figure 4.1 shows that six attributes were identified in the 'concentrate here' quadrant which are The spa employees offer services in a promised manner of time, The spa employees offer services without mistakes, The spa employees always demonstrate their willingness to help customers, The spa employees show their professionalism and courtesy, The spa can ensure physical safety of customers and security of their valuables, The spa provides good quality of spa products and treatments (such as natural ingredients or trustworthy brands etc.).

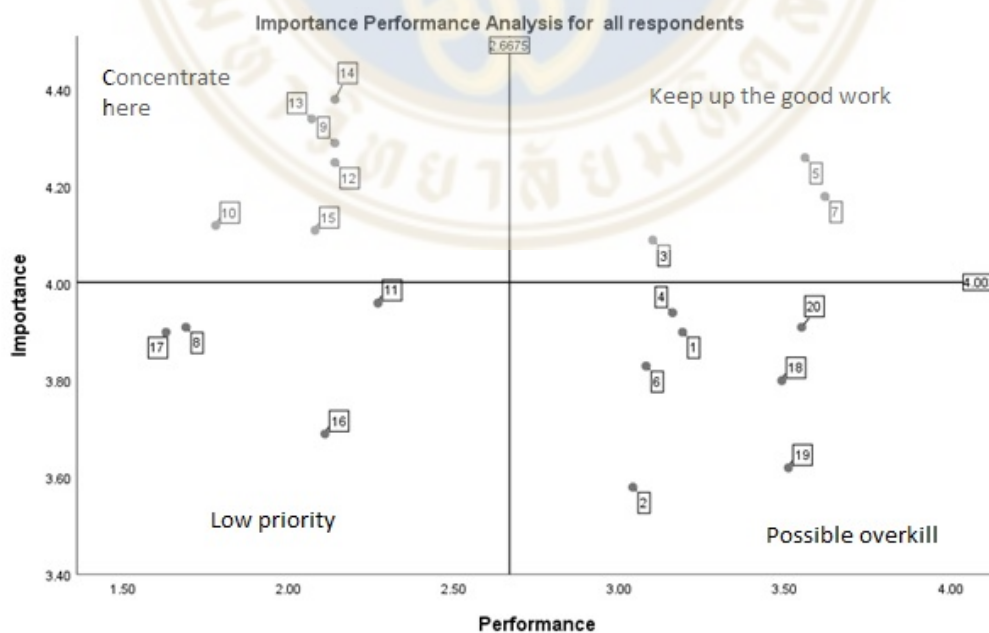
Three attributes were identified in the 'keep up the good work' quadrant: The spa is clean and hygienic (such as clean bed and lobby), The spa has suitable temperature and ventilation to create comfortable environment, The spa employees dress up professionally and neatly, four in the 'low priority' quadrant: The spa employees provide adequate, clear and fair information about the spa services and products, The spa employees provide prompt service, The spa has good reputation, The spa employees understand specific needs of customers and seven in the 'possible overkill' quadrant: The physical facilities and the design of spa are sensibly appealing, The appearance of the physical facilities is in keeping with the type of service provided, The spa has fragrance that help you to relax, The spa has proper lighting to create comfortable, The spa employees show personalized attention toward customers, The spa offers a good variety of treatments which cater to different type of customers, The spa has convenient operating hours.

From Figure 4.1-4.3, each number represent important and performance attribute as below:

1. The physical facilities and the design of spa are sensibly appealing
2. The appearance of the physical facilities is in keeping with the type of service provided
3. The spa is clean and hygienic (such as clean bed and lobby),
4. The spa has fragrance that help you to relax
5. The spa has suitable temperature and ventilation to create comfortable environment
6. The spa has proper lighting to create comfortable
7. The spa employees dress up professionally and neatly.
8. The spa employees provide adequate, clear and fair information about the spa services and products
9. The spa employees offer services in a promised manner of time
10. The spa employees offer services without mistakes



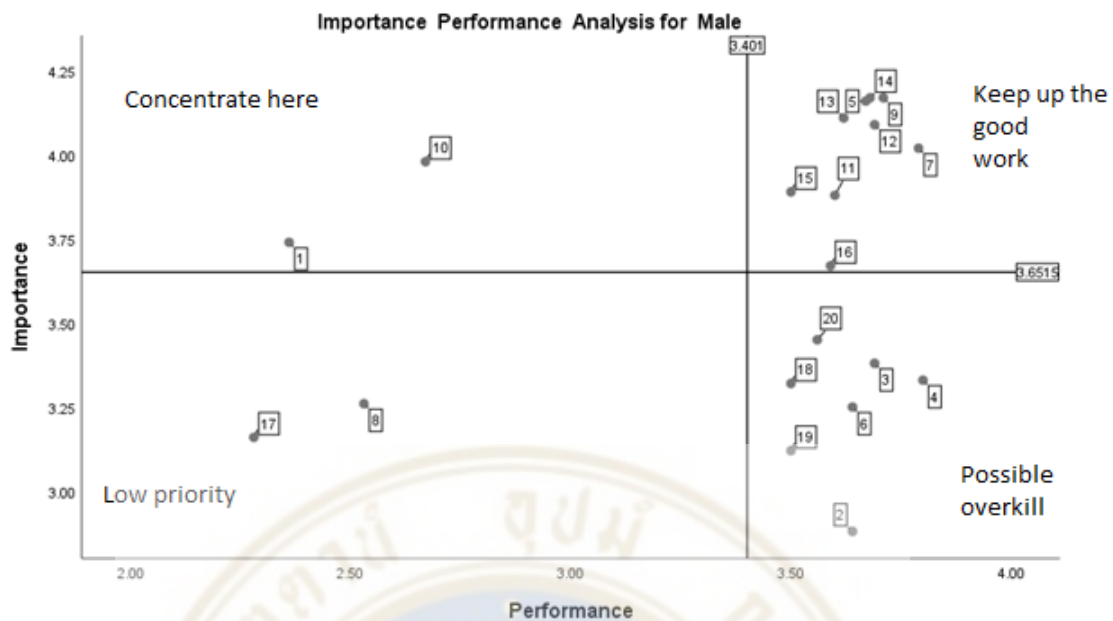
- 11. The spa employees provide prompt service
- 12. The spa employees always demonstrate their willingness to help customers
- 13. The spa employees show their professionalism and courtesy
- 14. The spa can ensure physical safety of customers and security of their valuables
- 15. The spa provides good quality of spa products and treatments (such as natural ingredients or trustworthy brands etc.)
- 16. The spa has good reputation
- 17. The spa employees understand specific needs of customers
- 18. The spa employees show personalized attention toward customers
- 19. The spa offers a good variety of treatments which cater to different type of customers
- 20. The spa has convenient operating hours



**Figure 4.1** IPA analysis for the entire population

In Figure 4.2 the X-axis represents the performance scores relating to day spa goer 's experience of male sample. The Y-axis represents the importance scores that male day spa goers consider when choosing a day spa. The mean importance rating for the male data was 3.65 while the mean performance rating was 3.40. The four quadrants are constructed based on the mean scores of the importance and performance ratings.

Figure 4.2 shows that two attributes were identified in the 'concentrate here' quadrant : The physical facilities and the design of spa are sensibly appealing, The spa employees offer services without mistakes; nine in the 'keep up the good work' quadrant: The spa has suitable temperature and ventilation to create comfortable environment, The spa employees offer services in a promised manner of time, The spa employees provide prompt service, The spa employees always demonstrate their willingness to help customers. The spa employees show their professionalism and courtesy, The spa can ensure physical safety of customers and security of their valuables, The spa provides good quality of spa products and treatments (such as natural ingredients or trustworthy brands etc.) and The spa has good reputation; two in the 'low priority' quadrant: The spa employees provide adequate, clear and fair information about the spa services and products, The spa employees understand specific needs of customers and seven in the 'possible overkill' quadrant.: The appearance of the physical facilities is in keeping with the type of service provided, The spa is clean and hygienic (such as clean bed and lobby),The spa has fragrance that help you to relax, The spa has proper lighting to create comfortable ,The spa employees show personalized attention toward customers, The spa offers a good variety of treatments which cater to different type of customers, The spa has convenient operating hours:



**Figure 4.2** IPA analysis for the male sample

In Figure 4.3 the X-axis represents the performance scores relating to day spa goer's experience of female sample. The Y-axis represents the importance scores that female day spa goers consider when choosing a day spa. The mean importance rating for the female data was 4.19 while the mean performance rating was 2.28. The four quadrants are constructed based on the mean scores of the importance and performance ratings.

Figure 4.3 shows that seven attributes were identified in the 'concentrate here' quadrant: The spa employees provide adequate, clear and fair information about the spa services and products, The spa employees offer services in a promised manner of time, The spa employees always demonstrate their willingness to help customers, The spa employees show their professionalism and courtesy, The spa can ensure physical safety of customers and security of their valuables, The spa provides good quality of spa products and treatments (such as natural ingredients or trustworthy brands etc.), The spa employees understand specific needs of customers, four in the 'keep up the good work' quadrant: The spa is clean and hygienic (such as clean bed and lobby), The spa has fragrance that help you to relax, The spa has proper lighting to create comfortable, The spa employees dress up professionally and neatly, three in the 'low priority' quadrant: The spa employees offer services without

mistakes, The spa employees provide prompt service, The spa has good reputation and six in the ‘possible overkill ’quadrant: The physical facilities and the design of spa are sensibly appealing, The appearance of the physical facilities is in keeping with the type of service provided, The spa has proper lighting to create comfortable, The spa employees show personalized attention toward customers, The spa offers a good variety of treatments which cater to different type of customers, The spa has convenient operating hours.

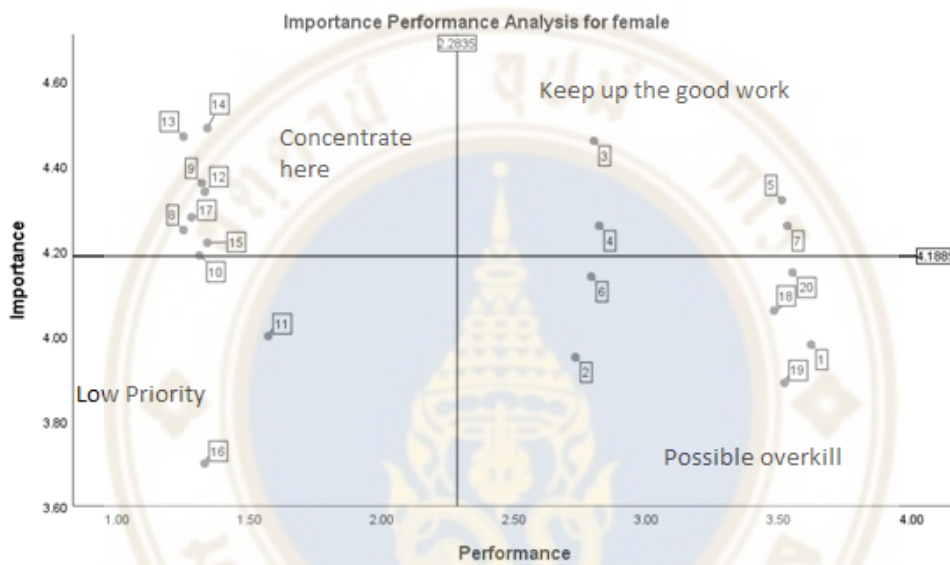


Figure 4.3 IPA analysis for the female sample

## **CHAPTER V**

### **DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS**

This chapter presents the discussions, conclusions and recommendations. This chapter is comprised of four sections; the first is to describe and discuss the major finding of the data collection. The second is to summarize and discuss the research problem and hypotheses. The third is to conclude the linkage between the key findings of each gender and the implication. The fourth part is to discuss about the limitation of the research. The last part presents the recommendations in term of future research.

#### **5.1 Summary and discussion of the major finding of data collection**

##### **5.1.1 Demographic Profile Discussion**

A first task is to establish that the sample collected is adequately representative to of the target market. In order to do so, we will carefully examine the demographic profile of the sample

From all of 543 respondents, it divides into 296 respondents visited a day spa in Bangkok in the past 12 months, (54.5 % of respondents). And 247 respondents never visited a day spa in Bangkok (45.5 % of respondents). The day spa-goer incidence at 54.5% in this study is quite high when compare with baseline spa-goer incidence is 39.2 percent of the U.S. population who have visited a spa at least once in the past 12 months in 2011 that was reported by ISPA. (ISPA, 2011)

From 296 respondents who visited a day spa in Bangkok in the past 12 months, 102 respondents were male, (34.5 % of respondents) and there were 194 females (65.5 % of respondents).The male spa goers in this study is quite low when compare with the US male spa goers that was reported by ISPA in 2013 at 47% of spa goers were male (ISPA,2013) This figure was also lower when compare with the result of the research that the Intelligent spa conducted which reported that, in 2008 ,

58% of Thai spa goers were female, whereas 42% were male.(Intelligent Spas, Thailand spa benchmark report, December 2009).

However, male spa goers in this study at 34.5% of spa goers is quite similarly with Thailand Spa Industry Study 2014 that report 32% of spa goer were male. The questionnaire in Thailand spa industry study 2014 was distributed online with the help of TSPA and spa operators in Thailand together with the paper survey to customers of selected Spa's in Bangkok during July and August 2014. Thailand spa industry study 2014 used convenience sampling and enrolled 295 legitimate respondents which quite similar with this study in term of the sampling method, sample size. The difference in this study and Thailand spa industry study 2014 is this study aim to focus only Thai day spa-goers whereas Thailand spa industry study 2014 aimed for both local and foreign spa goer for any type of spa. However, most of respondents in Thailand spa industry study 2014 were Thai (76% of respondents). Thailand spa industry study 2014 also found that male spa goers are more likely to frequent goer for hotel and Resort spa when compare to female spa goers are more likely to frequent day spa even though there is not much significant difference. The different type of spa could be one of the reason that impact the proportion between male and female spa goer. That's why the number of male day spa goers in this study could lower when compare to the male spa goer that was report by ISPA in 2008.(Intelligent Spas, Thailand spa benchmark report, December 2009).

The sample is skewed towards adults in their thirties (59.1 % of respondents) follow by 58 respondents were 23-30 years old (19.6 % of respondents), which mainly represented nearly 80% of all respondents. The age distribution was not well varied in this study, as there were only 1.7% of respondents over 60 years old and 0.7% of respondents lower 18 years old. Despite that, age distribution in this study also align with the Thailand spa industry study 2014 which report that nearly 70% of respondents were 25-44 years old and the Spa Consumer Snapshot (ISPA,2011) that report the typical spa-goer tends to be aged between 18 to 44 years. The

There was statistical significance between males and female spa goer in term of age. The number of adults in their thirties is quite higher in female ,67.5% of female sample, than male ,43.1% of female. On the other hand, the number of respondents in 23-30 years old is quite higher in male, 28.4% of male sample, than

female, 14.9% of female sample. The male spa goer in 23-40 years old were most of the male spa goer at 71.5% of male sample. This figure is quite similar with the typical US male spa goer who is more likely to be 25 to 44 years old (52%) rather than the typical Hongkong male spa goer who is more likely to be 31-40 years old (72.5%)

For Education, 94.6% of respondents had Bachelor's degree or higher which align with the typical spa goer that was report by Gustavo Silva, N. (2010) that typical spa goer had higher education graduation degree. There was marginally statistical significance between male and female spa goer in term of education. However, the education of respondents in this study higher than Thailand spa industry study 2014 which report only 80% of respondents had Bachelor's degree or higher. The bias of the sampling method which use non-probability, convenience sampling could be one of the reason that make education in this study is high. As author who had Bachelor's degree and has studied the Master's degree, the convenience sample of author has higher possibility to approach the respondents who had higher education graduation degree.

Most of respondents were single /never been married status, (71.3 % of respondents), follow by 74 respondents were married (25.0 % of respondents). There was no statistical significance between male and female spa goer in term of marital status.

Most of respondents worked as full-time employee (75.3 % of respondents), followed by 27 respondents were self-employed (9.1 % of respondents) and 24 respondents were business owner (8.1%) of respondents. There was statistical significance in different in current employment status between gender. For male respondents, 65.7% of male sample were full-time employee, follow by 14.7% of male sample were self-employed and 11.8% of male sample were business owner respectively. However, higher percentage of female sample were full time employee (80.4% of female sample), follow by equal number, 6.2% of female sample were business owner and self-employed.

In addition, 39.2 % of respondents had income 20,001-40,000 THB, followed by 16.5% of respondents had income 40,001-60,000 (16.5 % of respondents) and 13.5% of respondents had income 80,001-100,000 respectively. There was no statistically significance between male and female spa goer in term of income.

Even though, this study did not explore more about the full-time employee whether they work at the manager level or above or be an expert occupation or not but we can imply this data by use the income of respondents. Almost two of fifth (37.5%) of respondents had income higher than 60,001 THB which can refer that with high income this group of respondents should be work at the manager level or above or be an expert occupation. In conclusion, from all the demographic of this study the typical of day spa goer in Bangkok are female or male in their thirties with higher education graduation degree and had income over 60,000 THB. The typical of day spa goer in Thailand is quite similar with the US typical spa goer which report by ISPA,2011

In conclusion, sample is sufficiently representative of the target market even though we have to interpret all data with caution

### **5.1.2 The Behavior Trend of Spa Goer Discussion**

There continues to be some interesting trends when comparing the female spa-goer to the male spa-goer. There was statistical significance of behavior trend between male and female spa goer in term of the frequency of visiting day spa and the spa treatment that they usually seek or purchase in day spa. However, there was no statistical significance between male and female spa goer in term of how long have they been going to day spa. The results from this study can implied that day spa started to popular among Thai day spa goer around 10 years ago because one of fifth of respondents stated that they have been going to day spa for 6-10 years. Day spas also continuing attracting more day spa goer during past 5 years because 73.6% of respondents have been starting to go to day spa during that period. The behavior trend of the period that female and male day spa goers have been started to go to day spa are quite similar except that male spa goers tends to start going to day spa for 6-12 months higher than female spa goer (15.7% of male sample Vs 8.2% of female sample) whereas female spa goers tend to start going to day spa for 1-2 year higher than male spa goers (31.4% of female sample Vs 17.6% of male sample). However, the difference in term of people who had been going to day spa between gender groups are marginally statistically significant (p-value=0.078)

Moreover, the Independent t-test results for year frequency between male and female spa goer show that male spa goer tends to visit day spas more frequently



than female spa-goers (18.8 times a year Vs 15.1 times a year) even though it is not statistically significance but it is very close with marginally statistically significance. ( $p$ -value =0.102). This result also aligns with the spa consumer snapshot volume 3 (ISPA,2013) which report that male spa goers (10%) visiting spa five or more times a year compare to female spa goers (6%).

Not surprisingly, Thai traditional body massage remains the most popular spa treatment for both male and female day spa goers (64.5% of respondents) but there was statistically significance between female and male day spa goers in purchasing Thai traditional body massage. Female day spa goers tend to purchase Thai traditional body massage higher than male day spa goers (69.1% of female sample Vs 55.9% of male sample). Beside Thai traditional body massage, other massage types are also popular among day spa goers in both gender. For example, back, shoulder and head massage (43.9% of respondents), foot massage (43.6% of respondents) and aromatherapy massage (39.5% of respondents) position in the top2- top4 ranked of the popular spa treatment among day spa goer in total respondent and each gender following by Thai herbal compress massage (20.3% of respondents) and therapeutic massage (18.9% of respondents) in the rank 7 and 8 respectively. The popularity of these massages can explain why these types of massage was offered as a standard treatment in every day spas in Thailand whereas hot stone massage (5.4% of respondents), deep tissue massage (8.4% of respondents), Swedish massage (5.7%) which are less popular could find in some day spa. There was statistical significance between male and female day spa goer in purchasing foot massage which female day spa goers tend to purchase foot massage higher than male day spa goers like Thai traditional massage. Shatshaya, D.&Narisa,K (2015) who study Thai spa goer also report that among massage in spa ,Thai traditional massage is the most popular massage (66.2 % of respondents) following by Aromatherapy(12.68% of respondents) and foot massage or foot reflexology(11.27% of respondents)respectively. The results in this study almost similar with their study. Thai herbal compress massage and Therapeutic massage are interesting as about one fifth of day spa goer used to purchase this treatment and there is marginally statistically significant between gender in. these treatments. Female spa goers tend to purchase Thai herbal compress massage

higher than male spa goers whereas male spa goers tend to purchase Therapeutic massage higher than female spa goers.

There was also statistical significance between male and female day spa goer in purchasing the treatment that related with beautification which female day spa goers tend to purchase body scrub, facial treatment, hand and footcare (manicure, pedicure), body wrapping higher than male day spa goers. Body scrub (34.5% of respondents), facial treatment (23.6% of respondents) and hand and foot care (manicure, pedicure) (16.5% of respondents) which position in rank 4,rank5 and rank9 in the popular treatment among all respondents respectively which high portion of score come from female day spa goers. The result of this study also similar with spa consumer snapshot volume 3 (ISPA,2013) which massage overwhelmingly the most popular spa treatment with 83% of all spa- goers requesting this treatment. Spa Consumer Snapshot volume 3 (ISPA,2013) also found the strong gender preference toward female spa goer in manicure or pedicure with 68% of females compare to 27% of men and facial treatment with 55% of female spa goers compare to 25% of male spa goers. On the contrary, hydrotherapy proves more popular with male spa-goers (32% compared to 17% of females) in that report, however this thesis did not include the hydrotherapy in the questionnaire because it is not popular additional facilities as sauna ,steam room in Thailand as report from the spa operators (Thailand Spa Industry study,2014). The spa treatment that tend to have the gender preference towards male day spa goer are therapeutic massage with 24.5% of men compare to 16% of females with marginally statistically significance and steam and sauna bath with 24.5% of men compare to 18% of females but it is not statistically significance. The popular treatment for the male spa goers are Thai tradional body massage, back shoulder and head massage, aromatherapy massage and foot massage respectively which these treatments are the body treatment. This result supported the Global Consumer Report, ISPA,2007 that mentioned difference gender has difference spa behavior. They found that male spa goers tend to seek treatment that “get work done” so they usually purchase a deep tissue massage or other body treatments in general. However, in this thesis, deep tissue massage was more popular among female spa goers than male spa goers and we also found that female spa goers purchase Thai traditional body massage and foot massage significantly higher than male spa goers. Only massage that more

popular among male spa goers than female spa goers are Therapeutic massage. They also found that female spa goers, on the contrary are much more likely to choose treatment that enhance their appearance, such as services for their face, hand or feet. The results from the female spa goers also align with their study because there was statistically significance in facial treatment, body scrub, body wrapping and hand and foot care that female spa goer tends to choose treatment that enhance their appearance than male spa goers.

Moreover, when compare the result of this study with spa consumer snapshot volume IV (ISPA,2013) which tried to explore US male spa goer insight, that massage is the most popular treatment spa goer (83%) as same as this study. The number of US male spa goers who have tried the beautify treatment are quite higher than Thai male day spa goer. For example, pedicure (37% Vs4.9%), manicure (33% Vs4.9%), facial treatment (31% Vs15.7%). This result could show that the proper male grooming trend in US could adopt to the spa industry earlier than Thai day spa industry.

There was no statistically significant between gender in term of spa type that they visited apart from day spa goers except male day spa goers tend to visit destination spa statistically higher than female day spa goers. This results conflict with Thailand Spa Industry study,2014 which found that males are more likely to be frequent-spa –goers for the hotel and resort spa. Whereas, females are more likely to be frequent-spa-goers for the day spa. However the result that report about destination spa tends to support a study of the International SPA Association (ISPA) and Canadian Tourism Commission (CTC) (2006) which reported that U.S.and Canadian male spa travelers were more likely to have gone on multiple spa vacations than female spa travellers. This could be one of the reason that make male day spa goer tends to visit destination spas higher than female day spa goers as visiting destination spas is quite similar with going spa vacation.

### **5.1.3 The Reasons that are holding Day spa goer from going to day spa more often Discussion**

When day spa goer was asked about the reason that are holding them from going to day spa more often. The most common answer is “they don’t have enough time” (57.8% of respondents) follow by they are “too expensive” (55.1% of respondents). However, inconvenient of location (17.6%) or inconvenient of appointment times (17.2%) which are the pull factor of day spa also in rank3 and 4. These two factors are the factor that day spa could improve to lower the barrier of going to day spa for day spa goers. The most reason that are holding day spa goers from going to day spa more often for female and male spa goers are almost the same. There was no statistically significance between male and female day spa goers except the reason that “it should kept for special occasion”. Male spa-goers are more likely to stated that day spa should kept for special occasion than female spa goers. The results from this study are not support the results from spa consumer snapshot volume 3 (ISPA,2013) because the most common answer from US spa goer was cost, they stated that spas are too expensive (59%) follow by “I don’t have enough time” (33%) and “Can’t justify the cost of visiting more often” (25%) respectively.

US female spa-goers are more likely to report cost compared to their male counterparts (66% compared with 49% of male spa-goers) whereas Thai day spa goer don’t difference in this point. US male spa goers are more likely than US female spa goers to say that they “can’t get anyone to go with them” (10% compared with 3% of females) but Thai female spa goers are more likely than Thai male spa goers to say that “they have to wait to companion to go to spa together” even though it is not statistically significance. This study did not ask about who was the companion that spa goers wait for to go to spa together so that we could not explore further about the difference between gender in this aspect. However, Thailand Spa Industry study, 2014 reported that female spa goers tend to visit a spa with their friend or family/relatives whereas male spa goers tend to visit a spa with their spouse or partner. Inconvenient of location and inconvenient of appointment times effect to Thai day spa goer more than US spa goer because Thai day spa goer mentioned about these two reasons about 17% of total respondent whereas only 5% of US spa goer mentioned about “Difficulty getting an appointment when I want one” and 9% of US spa goer mentioned about”

Travel distance to visit a spa”. This study did not explore about what did the respondent perceived in term of the convenient of location and appointment time for them so that we could not explore further about difference between gender in this aspect. Despite that Thailand Spa Industry study, 2014 reported that most spa goers visited a spa on the weekend but it was more likely that male spa goers visit a spa during a weekday which mean that the inconvenient of appointment times of each gender can be difference. The implication for spa operators is that how they can smoothen the process of appointment and prepare all resource to match with customer need especially on the weekend which is the peak period that they could generate sale from spa goers.

## **5.2 Summary and discuss the research problem and hypotheses**

### **5.2.1 Hypotheses Testing**

#### Hypothesis 1

H1 : There is a difference in the attitude of male and female in terms of benefit sought of day spas

The hypothesis is supported if the calculated significant value is less than or equal to 0.05 .

The hypothesis 1(H1) is supported because there are 9 benefit sought which found statistically significant between male and female spa goers which are pain relief, improve my appearance, anti-ageing, enhance physical attractiveness, beautification, to live a healthy wellness lifestyle, to lose weight, to enjoy with friends, to improve physical health. There is one benefit sought which is “to improve physical health” has p-value=0.05. Moreover, overall attitude in benefit sought of day spa between male and female also shown statistically significant which female spa goers have higher mean scores of benefits sought when compare with male spa goers. However, top three reasons to motivate both male and female day spa goers to visit day spa are the same which are to feel relaxed, to feel refresh and relieve stress respectively.

Not surprisingly, relaxation and relieve stress are the most reason that motivate spa goers to go to day spa in both female and male spa goers as these benefits sought score as the highest and the third highest scores (relaxation = 4.12 , relieve stress =3.77) .This result support many previous study including Frost (2004), Koh et.al (2010), Tubergen and Linden (2002), Gustavo Silva, N. (2010) Kucukusta et al.(2013) Kamata(2016), Mak et al. (2009), Tabacchi, M. H. (2010) ,Tsai et al. (2012) and Global Spa Research of ISPA, 2007 which stated that the most common reason that made spa-goers visit spas are to relax and relieve/reduce stress wherever their live. This study also proved that the most common reason that made spa-goers visit spas are to relax and relieve/reduce stress regards whatever gender spa goers be as there is not statistically significant between male and female spa goers in these benefits sought. This result contrast with spa consumer snapshot initiative volume three (ISPA,2013) report that male spa goers are much more likely to visit a spa for relieve stress than female spa goers (36% compared with 23% of females). Spa consumer snapshot initiative volume three(ISPA,2013) also found that reduce or relieve stress is the most common reason for spa goer to visit a spa however spa-goers between the age of 18-44 tend to visit a spa for reduce/relieve stress whereas spa-goers in the 45-64 age category, the main reason cited was to treat myself/indulge. The difference between gender in relieve /reduce stress was not show in this study could cause from the percentage of the female spa goers between age of 18-40 higher than male spa goers (83.4% of female sample Vs 73.5% of male sample) could counter balance the effect of gender. As the person who work as full-time employee with age between 31-40 more likely to be a manager or above who has higher level of responsibility and higher level of stress are most of respondents of this study for both male and female so relax and relieve/stress could foresee to be the most common reason for the spa goer to visit a day spa

Surprisingly, to feel refreshed has the second highest score among all benefit sought and this benefit sought rarely included in previous study except Kamata, H. (2016), Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr, (2010). This result aligns with Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr, (2010) study that explore benefit sought of hotel spa goers in Texas and found that to feel refreshed has the second highest scores as same as to feel relaxed and to feel healthier among 17

benefit variables. The highest score of Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr, (2010) study is to improve physical health which has the fourth highest mean score in this study. To improve physical health is the motivation that was position in the high ranking in many study. For example, Tsai et al. (2012) study report that health is the third highest motivation to motivate male hotel spa goer in HongKong to go to spa and SineeSankrusme (2012) study report that health promotion is the second highest motivation to motivate foreign nationals who use spa services in Prachuabkirikhan, Phuket, Phanga and Krabi provinces to go to spa. However, there was no study that report about the difference between gender group in to improve physical health.

It is interesting that pain relief of muscle has the fifth highest score among all benefit variables and show statistically significance between male and female day spa goers ( $p$ -value=0.006). Thai female day spa goers mentioned about pain relief as the purpose of visit day spa more than male day spa goers. On the other hand, spa consumer snapshot initiative volume three (ISPA,2013) report that male spa goers are much more likely to state their reason to visit is to soothe joints/muscles(20% of male spa goers Vs 10% of female spa goers). Spa consumer snapshot initiative volume three (ISPA,2013) also report that “to soothe sore joints or muscles” is one of the top three reasons for spa goers to visit a spa apart from reduce or relieve stress and treat myself /indulge.

The differences by gender are interesting; female day spa goers are more likely to visit a spa with purpose that link with beautification and rejuvenation. To improve my appearance, anti-ageing, to enhance physical attractiveness /beautification and to lose weight are the benefit variables that female day spa goers have statistically significant higher score than male day spa goers which prove that females focus on beautification and rejuvenation when go to spa more than males. Beautification and rejuvenation are the motivation that motivate female day spa goers to go to day spa so the treatment that link with beautification and rejuvenation such as facial treatment, body scrub, body wrapping, hand and foot care are significantly more popular among female day spa goers than male day spa goers.

Thai female day spa goers are more likely to respond that they visit the spa for self-reward as female day spa goers have statistically significant higher score than male day spa goers. This result aligns with Spa consumer snapshot initiative volume

three (ISPA,2013) that US female spa goers visit spa to treat themselves/indulge (32% of female spa goers VS 12% of male spa goers). Many people who work as employee in Thailand believe in word “work hard, play hard” so they value the opportunity to have a pleasant time to give reward for themselves for working hard. As most of respondents worked as full-time employee (75.3 % of respondents), they are likely to spend time and money to visit day spa to reward themselves for working hard. Moreover, there was statistical significance in different in current employment status between gender which higher percentage of female sample were full time employee (80.4% of female sample Vs 65.7% of male sample). The higher score of self-reward of female day spa goers could come from higher percentage of female sample who worked as full-time employee.

Thai female day spa goers tend to visit day spa because they want to live a healthy /wellness life style as we found higher score from female day spa goers with statistically significant between each gender. This result contrasts with Thailand Spa Industry study,2014 which report that there was no difference between gender in the purpose to visit a spa including to live a healthy/wellness lifestyle except beautification and slimming are more important reasons for female spa goers. To live healthy/wellness lifestyle is the effect of popular of wellness trend and health conscious among Thai consumers as busy urbanized lifestyles require products and services that improve consumers' health. This result has implied that the wellness trend is more popular among Thai female consumer as Thai female day spa goers give significantly higher score for the benefit variable that related to live healthy/wellness lifestyle

Other interesting point of difference between gender is to enjoy with friends. Female day spa goers tend to visit day spa to enjoy with friends than male day spa goer. This result support Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr, (2010) study which report that females tend to seek socialization from spa service. However, there was no statistically significant for enjoy with family which is also one way of seeking socialization from spa service. We need more information about companion for spa visit to link whether female spa goers tend to visit day spa with their friend more than male spa goers so that they put higher score to enjoy with friend than male



spa goers. Nevertheless, female spa goers are more likely to visit a spa with their friends or family/relatives according to Thailand spa industry study 2014.

In addition, there was no benefit sought which male spa goers have significantly higher score than female day spa goers in this study. This result conflict with Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr, (2010) study which report that male spa goers demand solitude in a spa setting because there was no statistically significant between gender for escape from daily life in this study. Mak et al. (2009) study also mentioned that male spa goer tended to be more motivate by escape factor such as get away from the pressures of work and social life and get away from daily life than female respondents and younger respondents (aged 18-25 years) were more motivate by this factor than older respondents (aged 43 years and above). Apart from male respondents and younger respondents Mak et al. (2009) also found that respondents with the highest education background (master's degree/doctoral degree) are more motivated by the factor escape than the respondents with a lower educational background. There was no significant in the percentage of male and female day spa goer who aged 18-25 years in this study so age of respondents should not be the factor that impact to this benefit variable. On the other hand, female respondents who has highest education background is higher than male respondents (34.6% of female respondents Vs 27.5% of male respondents) and there is marginally statistically significance between gender group. The different between gender which report that male spa goers demand solitude in spa setting may counter balance by the higher proposition of highest education background in female spa goer so that there was no statistically significance in this study

#### Hypothesis 2

H2: There is a difference in the attitude of male and female in terms of important attributes of day spa service quality

The hypothesis 2(H2) is supported because there are 16 day spa attributes from 20 attributes which found statistically significant between male and female spa goers. Moreover, overall attitude of important attribute of day spa between male and female also shown statistically significant which female spa goers have higher mean scores of important attributes when compare with male spa goers. This result supports Trihas N, 2016 study that gender can influence perceptions about the importance of

spa attribute. Trihas N, study reported that facilities and equipment, quality of services, personal behaviour and courtesy, staff knowledge, competitive prices and privacy are the attributes that are evaluated higher from female spa goer in comparison with men. Facility and equipment are comparable with “The physical facilities and the design of spa are sensibly appealing” and “The physical facilities and the design of spa are sensibly appealing” whereas staff knowledge is comparable with “The spa employees provide adequate, clear and fair information about the spa services and products” that female spa goer provide statistically significantly higher scores than male spa goers. Quality of service and personal behaviour and courtesy could cover many attributes of day spa in this study however there are 5 important attributes that show statistically significant between gender which are “The spa employees offer services in a promised manner of time”, “The spa employees offer services without mistakes” ,“ The spa employees always demonstrate their willingness to help customers”, “ The spa employees understand specific needs of customers” ,“ The spa employees show personalized attention toward customers” .This results also support Thailand spa industry study 2014 which report that safety seems to be slightly more important to female spa goers than male spa goers as “The spa can ensure physical safety of customers and security of their valuables” was evaluated higher from female spa goer in this study. Nevertheless, Tsai et al. (2012) study report that ability to relax is the second most important attribute for male hotel spa -goers in Hongkong. The spa has fragrance that help you to relax, “The spa has suitable temperature and ventilation to create comfortable environment” and “The spa has proper lighting to create comfortable” important attribute from this study could implied as ability to relax for spa goer but we found that these attributes also got the significantly higher score from female spa goer than male spa goer.

There are only 4 important attributes that male spa goers gave higher mean scores than female spa goers which are also the same 4 attributes that there was no statistically significant between gender. Those attributes mostly are in assurance dimension which are “The spa employees show their professionalism and courtesy”, “The spa provides good quality of spa products and treatments”, “The spa has good reputation” except one attribute which are in responsiveness that is “The spa employees provide prompt service” .This result conflict with Trihas N,2016 study

which found that male spa goer in Crete are put higher score for cleanliness and maintenance spa than female spa goer as same as Tsai et al. (2012) study which hygiene of environment was the most importance attribute of spa for male hotel spa goers in Hongkong.

The top three of important day spa attribute for total respondents are mostly in tangible dimension which are “The spa has suitable temperature and ventilation to create comfortable environment” (total score=4.26), “The spa employees dress up professionally and neatly” (total score =4.16) except only one attribute in responsiveness dimension which is “The spa employees show their professionalism and courtesy” (total score=4.20). This result is different from Ratthasak Boonyarit and Kullada Phetvaroon (2011) study which collected data from day spa or hotel & resort spa goers in the Andaman Tourism Cluster. The top three importance attributes for spa goers in the Andaman tourism cluster are staff make you feel safe & comfortable (score=6.31), it is safe and secure (score=6.26), staff are well trained and it is clean (score=6.21) respectively. This difference could come from different in nationality of spa goers because most of respondents in Ratthasak Boonyarit and Kullada Phetvaroon (2011) study are foreigner by almost 60% of the spa goers were European, followed by Asian, Australian and American.

The top three important attributes of total sample are different from the top three important attributes for each gender. The top three important attribute of male day spa goers are “The spa employees show their professionalism and courtesy” (score=4.23) which include in responsiveness dimension, “The spa has suitable temperature and ventilation to create comfortable environment” (score=4.16) which include in tangible dimension , “The spa provides good quality of spa products and treatments” (score=4.05) which include in assurance dimension.

On the contrary, top three of important day spa attribute for female sample are all in reliability dimension which are “The spa employees offer services in a promised manner of time” (score=4.89), “The spa employees provide adequate, clear and fair information about the spa services and products” (score= 4.85), “The spa employees offer services without mistakes”. (score=4.82).

If we rank the important attribute by dimension we will found that reliability is the dimension that got highest score follow by tangible, responsiveness,

assurance and empathy respectively. This result conflict with Anan Chieochankitkan and Kassara Sukpatch (2014) study with focused on foreign spa goers who used spa in the Active Beach Tourism Cluster, Thailand which reported that responsiveness is the dimension that got highest score follow by assurance ,empathy ,environment ,reliability ,tangible, respectively. This difference came from the different in nationality of spa goers between foreigner and Thai day spa goer

Surprisingly, the ranking of dimension between gender are almost opposite. Reliability dimension converse from the first ranking dimension in female spa goers to be the fifth ranking dimension in male spa goers. On the other hand, responsiveness dimension converse from the first ranking dimension in male spa goers to be fourth ranking dimension in female spa goers. This result confirms that there is difference between gender for important of dimension in service quality so that it is very important to match day spa attribute which each gender.

### Hypothesis 3

H<sub>3</sub> : There is a difference in the attitude of male and female in terms of performance of day spa service quality

The hypothesis 3(H3) is supported because there are 16 day spa performance attributes from 20 attributes which found statistically significant between male and female spa goers. Moreover, overall attitude of performance attribute of day spa between male and female also shown statistically significant which male spa goers have higher mean scores of performance attribute when compare with female spa goers. This result different from important attribute which female spa goers gave statistically significantly higher score than male spa goers in most of the attribute. The reason for this phenomenon could be that female spa goers has higher expectation toward spas so that they gave higher score for importance and day spa hardly to satisfy female spa goer when compare with male spa goer so that the performance score from female spa goer is lower when compare with male spa goer. However ,this result conflict with Gerhard,B, Herwig,O .(2011) study which found that female wellness tourists who visit wellness hotel have significantly higher score than male wellness tourist for all five dimension of expected service quality and perceived service quality.

The top three of performance day spa attribute for total respondents are “The spa employees dress up professionally and neatly”, “The spa has convenient

operating hours”, “The spa employees show personalized attention toward customers” respectively with the first one included in tangible whereas other included in empathy. Not surprisingly, dress up of spa employee got highest score for performance attribute as almost day spa in Bangkok provide the uniform for spa employee to dress up. Dress up of spa employee is one of attribute that no different between gender. This result is different from Ratthasak Boonyarit and Kullada Phetvaroon (2011) study which foreigner spa goer in Andaman Tourism cluster put highest score in performance attribute for cleanliness of spa follow by spa employee are courteous, spa employee make you feel safe and comfortable ,spa employee give customers individual attention. The top three of performance day spa attribute for female spa goers are “The physical facilities and the design of spa are sensibly appealing”, “The spa has convenient operating hours” and “The spa employees dress up professionally and neatly” respectively with only the second rank include in empathy dimension whereas other include in tangible dimension. The top three of performance day spa attribute of male spa goers are “The spa has fragrance that help you to relax, The spa employees dress up professionally and neatly”, “The spa employees offer services in a promised manner of time” respectively with the first two attributes was included in tangible dimension and the last one was included in reliability dimension. The result of performance attribute rating from Thai day spa goer are different from male hotel spa goer in Hongkong from Tsai et al. (2012) which top three performance attribute are hygiene of environment, guaranteed reservations, ability to relax. However, some similarity which we found from male spa goer in both HongKong and Thailand are they gave high rating for tangible dimension.

There are only 1 performance attribute that female spa goers gave statistically significant higher mean scores than male spa goers which is “The physical facilities and the design of spa are sensibly appealing”. The reason that female spa goer evaluated higher for this attribute could be that the physical facilities and the design of spa in Bangkok mostly design to target female spa goer

The ranking of performance attribute by dimension for total respondents are tangible follow by empathy, responsiveness, assurance and reliability respectively. The ranking of performance attribute by dimension for female sample as same as the total of respondents. On the contrary, the ranking of performance attribute by

dimension for male sample are responsiveness, assurance, tangible, empathy and reliability respectively. Anan Chieochan kitkan and Kassara Sukpatch , (2014) study that focused on the foreign spa goers who use spa treatments in the Active Beach Tourism Cluster in Thailand found that empathy and tangible are the dimension that got the lowest score in term of perceive service quality unlike this study that this two dimension rank in the top.

It is interesting that reliability which is dimension that female and total respondents put highest scores for important attribute got the lowest score for performance service quality. With the largest gap between the score of importance-performance, spa operator should pay immediate attention to reliability dimension to improve day spa performance.

### **5.2.2 IPA analysis**

#### Concentrate here

There are 6 attributes for total respondent in concentrate here quadrant which 5 attributes are similar with female spa goers whereas 1 attribute similar with male spa goers which are "The spa employees offer services in a promised manner of time, The spa employees offer services without mistakes, The spa employees always demonstrate their willingness to help customers, The spa employees show their professionalism and courtesy, The spa can ensure physical safety of customers and security of their valuables, The spa provides good quality of spa products and treatments (such as natural ingredients or trustworthy brands etc.),". These day spa attributes in concentrate here quadrant need spa operators to pay attention in training spa employee to make sure that they could deliver better service or implement system to lower mistake of spa employee. The spa can ensure physical safety of customers and security of their valuables is the attribute that understandable that security measures should be important to all the spa goers especially female spa goer. This result support Deng's 2007 study which customer concern toward security measure at Taiwan hot spring is quite high. Some day spa in Bangkok don't provide locker but asked spa goers to carry their personal belonging with them during treatment and changing. This may cause inconvenience in their heart because spa goers want to relax during treatment so that they might lower their attention toward their belonging with

can cause insecurity with their belonging. The spa operators should provide locker for keeping personal belonging of customer during their treatment or having security cameras installed in the hallways to ensure physical safety of customers and security of their valuables. The spa provides good quality of spa products and treatments (such as natural ingredients or trustworthy brands etc.) is day spa attribute in the concentrate here quadrant for total respondents and female spa goers. Customer 's concern toward quality of spa products and treatments could come from day spa don't provide information about spa product and treatment that they used for customer. This problem can solve by provide some information about the spa product and treatment in spa menu if day spa used natural ingredients or trustworthy brand they should specify in their menu or ask therapist to give short explanation of spa product before they apply spa product to customers. The clear and fair information in spa menus and training spa employee to give adequate and fair information about the spa service and products could be used as solution for "The spa employees provide adequate, clear and fair information about the spa services and products" that included in concentrate here quadrant for female spa goers. If the spa employee was trained to asked for problems and needs of customers before offer spa treatment and products that match with their need that could improve day spa performance on "The spa employees understand specific needs of customers" which is include in concentrate here quadrant for female spa goers. No wonder that "The physical facilities and the design of spa are sensibly appealing" was included in concentrate here for male spa goers as most of day spas was design to match with female spa goer's need. Neutral setting or avoiding of feminine decoration for spa room of treatment that also popular among male spa goers such as massage can be one of solution to improve this spa attribute to match with male spa goers. However, Tsai et al. (2012) found that Hongkong male spa goers evaluated neutral setting in possible overkill quadrant which mean that male spa goers do not find the neutral setting of hotel spa to be a concern especially male spa goers who went to spa because of accompanying their friend or family. Since male spa goer who went to spa with their friend or family did not place high important in this attribute so that we should not put too much budget to fix this attribute.

As mentioned above that these six attributes were rated high in importance but low in performance so that spa operators and spa manager should pay special and

immediate attention toward these attributes to make sure that these attribute can be elevated into “keep up good work”

#### Keep up good work

Day spas in Bangkok performed well in only three from twenty attributes that were important for total respondents. It is evident that day spa in Bangkok did not pay enough effort or pay attention toward the wrong attribute of day spas so that only these 3 attributes was reconnize as good performance. The quadrant of “keep up the good work” included 9 attributes from male spa goers and only 4 attributes from female spa goers. This is one indicator which show that male spa goers are easier to please than female spa goers. Not surprisingly that “The spa employees dress up professionally and neatly” is attribute that that day spa in Bangkok performed well as most of day spa in Bangkok asked their spa employee to dress in similar uniform. “The spa has suitable temperature and ventilation to create comfortable environment” is attribute in keep up good work quadrant for total respondents and male spa goer however female spa goer don’t think the same way as they perceived that “The spa has fragrance that help you to relax” “The spa has proper lighting to create comfortable” are attributes in keep up good work for them. This result show that in term of ability to relax which relate to temperature and ventilation, fragrance and lightning to create relax and comfortable environment was perceived difference between gender. Relaxation is main reason for spa goers to visit spa so that we should improve relaxing environment of day spa to make sure that all attributes related to relaxation include in keep up good work quadrant. We can notice that female spa goers rated day spa in performed well for tangible dimension such as “The spa is clean and hygienic (such as clean bed and lobby)” but don’t perceived that spa employee performed well as male spa goers did. Male spa goer rated day spa in keep up good work for spa employee including “The spa employees offer services in a promised manner of time”, “The spa employees provide prompt service”, “The spa employees always demonstrate their willingness to help customers”, “The spa employees show their professionalism and courtesy”. This also show that female spa goers tend to set their expectation towards spa employee higher than male spa goers. Male spa goers also tend to be easier to satisfy than female spa goer in assurance dimension. All attributes in assurance dimension which are “The spa can ensure



physical safety of customers and security of their valuables” “The spa provides good quality of spa products and treatments (such as natural ingredients or trustworthy brands etc.)” and “The spa has good reputation” was included in keep up good work quadrants of male spa goers.

The implication for spa operators and spa management is that they have done a good job in the attributes that were in keep up good work quadrant. They should continue allocating their resources and putting effort toward these attributes to make sure to maintaining them in this quadrant and satisfy the needs of day spa goers.

#### Low priority

There are four attributes for total respondents, two attributes for male spa goers and three attribute in low priority quadrants. “The spa employees provide adequate, clear and fair information about the spa services and products” and “The spa employees understand specific needs of customers” are attributes in low priority for male spa goers and total respondents. These attributes were less important and their performance were also low for male spa goers as male spa goers mainly consumed massages in spas. Therefore, the variety of treatment was quite low when compare with female to them so the information about spa service and product and also their specific needs of male spa goers that they require is quite low as they focus only one treatment.

“The spa employees provide prompt service” and “The spa has good reputation” were included in low priority quadrant for total respondents and female spa goers. The spa employees offer services without mistakes is less important for female spa goer when compare to male spa goers. Spa has good reputation is the attribute that total respondents and female spa goer rated less important than other and the performance level is quite low. This results conflict with the study of Alen et al (2006) and Tsai et al. (2012) which report that level of reputation of health spa in Spain and Hotel spa in Hong Kong had surpassed what the guest had expected but the performance of reputation of day spa in Bangkok is low. One of reason that could explain this result is that day spa in Bangkok don't have good reputation like hotel spa which hotel spa management could leverage their hotel reputation as unique selling point to promote their spa

These studies also report signify depreciation of this attribute by male spa goers. However, spa has good reputation include in keep up good work for male day spa goer in Thailand which mean that reputation of spa is important for male spa goers than female spa goer and male spa goer also perceived that day spa performed well in this attribute.

In conclusion, no immediate or special attention for improvement on attribute in low priority quadrant since day spa goers perceived that these attributes are less importance for them.

#### Possible overkill

There are seven attributes for total respondents and male spa goers and six attributes in possible overkill quadrants. One third of 20 attributes were in possible quadrants which show that spa operators pay their extra attention to attribute that considered unimportant to spa goers.

“The spa employees show personalized attention toward customers”, “The spa offers a good variety of treatments which cater to different type of customers” and “The spa has convenient operating hours” are attributes in empathy dimension that located in possible overkill quadrant for total respondents and each gender. The spa offers a good variety of treatment which cater to different type of customers is the attribute that spa operators should consider whether they offer treatment which too broad to different type of customers which cause a lot of resource and possible overkill.

“The appearance of the physical facilities is in keeping with the type of service provided” and “The spa has proper lighting to create comfortable” are attributes in tangible dimension which located in possible overkill for total respondents and each gender .Other attribute in tangible dimension also locate in possible overkill for total respondents and male spa goer are “The spa has fragrance that help you to relax” whereas “The physical facilities and the design of spa are sensibly appealing” is located in possible overkill for total respondent and female spa goers. This result show that fragrance and lighting to create relaxation may not consider important for ability to relax so that we should pay special attention to other attribute such as temperature and the noise which is not including in this study.

The implication for spa operator is attributes in possible overkill quadrant was not perceived important for spa goers. Since efforts and other resource could be reduced in these attributes and redistributed to those in the concentrate here quadrant instead.

### **5.2.3 Attributes from day spas disappointed people the most**

This study asked spa goers to select 3 attributes from day spa which disappointed them the most by specify that they should consider performance of spa industry in general, not just their favorite day spa. Total respondents disappointed that the spa employees don't provide adequate, clear and fair information about the spa services and products (38% of total respondents) follow by the spa employees don't understand specific needs of customers (32% of total respondents) and the spa employees offer service without mistakes (23% of total respondents) respectively. All these attributes are attributes link with performance of spa employee which can imply as unprofessional of spa employee however we don't specify about unprofessional of therapist. According to the spa consumer survey, ISPA,2007 spa goers in both genders felt disappointment the most about unprofessional therapist (19%) in their last visit to a spa. Moreover, top three attribute that female spa goers disappoint the most are also the same attribute as total respondents. This also align with the spa consumer survey, ISPA,2007 that apart from unprofessional therapist, poor service from spa employee made them disappoint the most. Apart from "the spa employees don't provide adequate, clear and fair information about the spa services and products" and "the spa employees don't understand specific needs of customers" male spa goer also rated "The physical facilities and the design of spa are sensibly appealing" with in the top three most disappointed attribute. According to the spa consumer survey, ISPA,2007 apart from unprofessional therapist ,male spa goers tend to disappoint about spa facilities/towels not clean and noise disturbed relaxation which are the attribute that include in tangible dimension. This study align with spa consumer survey,ISPA 2007 as both study implied that male spa goers tend to disappoint about tangible dimension more than female spa goers.

Moreover, the Pearson Chi-square indicates statistical significance that males and females are different in attributes: The physical facilities and the design of

spa are sensibly appealing, The appearance of the physical facilities is in keeping with the type of service provided and The spa employees provide adequate, clear and fair information about the spa services and products. The Pearson Chi-square indicates marginally statistical significance ( $p\text{-value} \leq 0.1$ ) that males and females are different in attributes: The spa has suitable temperature and ventilation to create comfortable environment, The spa employees provide prompt service, The spa employees show their professionalism and courtesy

Male spa goer has statistically significant disappoint in attributes in tangible dimension which are The physical facilities and the design of spa are sensibly appealing, The appearance of the physical facilities is in keeping with the type of service provided and The spa has suitable temperature and ventilation to create comfortable environment. On the contrary, female spa goer has statistically significant disappoint in attribute link with poor service such as “The spa employees provide adequate, clear and fair information about the spa services and products”, “The spa employees show their professionalism and courtesy” more than male spa goers. All results of this study were mentioned above support the spa consumer survey, ISPA,2007.

### **5.3 Summary of linkage between the key findings of each gender and the implication**

Based on the results and major key finding of this study, several recommendations and implications are offered to spa managers of day spa in Bangkok to improve their service quality and attract more spa goers in each gender as follow:

- 1) According to the demographic of this study we can implied that typical Thai day spa goers in Bangkok are female or male in their thirties with higher education graduation degree and mostly work as full-time employee and had income over 60,000 THB and should be at manager level or above or be an expert occupation. Although an emerging of male market within day spa industry was recognized in many studies, the majority of day spa goers in Bangkok are still women as they are more interested in their health/wellness, physical appearance, weight issues and rejuvenation than men.

2) Even though, there are statistically significant between gender in benefit sought for visit spa, both male and female day spa goers visit day spas mainly for relaxation, refreshment, relieve stress. Spa operator should make sure that they could provide comfort and relaxing environment and serenity of atmosphere to spa goer as ability to relax was very important for male and female day spa goers. The atmosphere and environment that spa goers experience through their all five senses can help to create ability to relax for spa goers. Spa operators should make sure that day spa has suitable temperature, ventilation, lightning, fragrance ,color, music and architectural style which appeal to the eye, hearing ,smell and touch which help to create relaxing environment and don't have noise disturbed relaxation.

3) Considering that day spa goers visit spa mainly for relaxation, and massage which include Thai traditional body massage, Back, shoulder and head massage, Foot massage were the highest frequency of spa treatment they consumed. Spa manager should further promote the benefits of massage in helping spa goers to relax. Spa managers should enhance skills of therapists in massage together with increase staff knowledge regarding the benefit of massages via training to make sure that they can deliver good service to spa goers. Spa managers should set standard and verification process for therapist in term of massage and asked therapist to follow this guideline except only the case that spa goers have other specific needs to make sure that all therapist could deliver standard service. Especially, in case that day spa would like to target more on male spa goers as the gap of interest of male spa goers in other treatment than massage is quite low when compare to female spa goer.

4) Considering that female day spa goers are more likely to visit a spa with purpose that link with beautification and rejuvenation which include to improve my appearance, anti-ageing, to enhance physical attractiveness /beautification and to lose weight and beauty treatment such as facial treatment, body scrub, body wrapping, hand and foot care are significantly more popular among female day spa goers than male day spa goers. Spa managers should offer these treatments by promote the benefit of these treatment in helping female spa goers beautify and rejuvenate. Spa operators could offer all these treatment as beauty or rejuvenation package.

5) For matching with different benefit sought of female day spa goer, spa manager should offer different package to different type of customers. For day spas

which target female day spa goers who work as full-time employee, pain relief and self-reward are the benefits sought that are useful because they are benefits sought which has high level of motivation and also higher significantly score in female spa goer. Day spas can promote these benefits sought to attract more of female day spa goer. For example, day spas can offer special package in special occasion or on the end of the month that they got salary to promote as self-reward package or day spas can offer pain-relief or sooth muscle package or treatment to female spa goers who is official worker that tend to experience office syndrome. Female spa goers would love to have the chance to be pampered to have retreat as a self-reward so that day spa should be designed and delivered with expertise to make sure that they could experience that appeals to all five human sense.

6) Health elements is one of the essential underlying motivation that show high score as improve physical health and seek relief for medical condition got high score from both female and male spa goers. The health and wellness trend and high consciousness toward one health as one of the mega-trend of spa and tourism industry. Therefore, day spas should expand and develop its services and facilities by incorporating health care such as therapeutic massage and detoxification. Day spas could offer therapeutic massage to male spa goers by promote about some health benefit as male spa goers tends to prefer therapeutic massage more than female spa goers.

7) The most common reason that holding day spa goers from going to day spa more often is “they don’t have enough time” so day spa could offer 20-30 minutes for relaxing massage so that day spa goer can experience that they can relax and relieve their stress even though they have time less than one hour. Cost of spa is second reason that holding day spa goers from going to day spa more often so day spa could offer promotion to fan spa goer or loyalty customer to make customer think that they could get more benefit and discount if they went to spa more often.

8) This study also shows that there is a significant number of mid-level and even core spa goers in Bangkok as they are visiting day spa regularly. Encouraging repeated visit should be one of good strategy for day spa as the cost of getting new customer higher than the cost of retaining an existing customer. Day spa should encourage repeated visits through marketing strategies that match with their

behavior like revisiting discounts or membership. Most of spa goers visit spa twice a month or once a month so we should offer promotion that match with their behavior such as annual loyalty program with buy 10 times of spa treatment get 2 times free of charge spa treatment or 20 times of spa treatment get 4 times free of charge spa treatment. The male spa goers also tend to visit day spas more frequently than female spa-goers so we should also target males in this loyalty program more specifically treatment for loyalty program for male spa goers should be massage as it is the most popular treatment among male spa goers.

9) This study also found significantly difference in the attitude of importance and performance of service quality between male and female spa goers. Female spa goers tend to more demanding than male spa goers as they put higher scores in almost every important attribute of day spa when compare with male. On the contrary, male spa goers are easier to satisfy in service quality than female spa goer as they put higher scores in every performance attribute of day spa when compare with female. Considering that there is a growing number of male spa goers together with male spa goers are customer who are easier to please and tend to visit day spa more frequent than female spa goer and some study also mentioned that they spend higher than female spa goers. Correspondingly, day spa should not overlook male spa goers' needs even though they are smaller in size and should create marketing strategies and service to attract more male spa goers. Day spas can offer massage package in private room that enhance the ability to relax to male spa goers to attract more male spa goers. Spa owner can use typical male spa goers in this study as the target group that day spas select to promote via social media or online marketing to attract more male spa goers. Day spas could offer 5% discount to their existing male spa goers if they checkin and tag their 5 friend at day spa location as a marketing strategies to attract more male spa goers.

10) This study also provides useful information to spa managers about what is the importance attributes of service quality for each gender. Therefore, spa managers can pay attention to key attributes that contribute to a more remarkable spa experience for each gender. If we rank the important attribute by dimension we will found that reliability is the dimension that got highest score follow by tangible, responsiveness, assurance and empathy respectively. However, if day spa would like

to target by each gender, they should pay attention to reliability and tangible dimension to attract female spa goers whereas they should pay attention to responsiveness and tangible dimension to attract male spa goers. Even though tangible dimension is the dimension that both male and female spa goers consider important but they also perceive tangible dimension in difference way. For example, the difference could be seen in the physical facilities and design of spa and also some tangible dimension that effect to their all five-human sense such as lighting, fragrance, temperature of day spa.

11) In term of performance attribute, there are only one attribute which is the physical facilities and the design of spa are sensibly appealing which male spa goers put lower scores than female spa goers. Day spa should consider that mostly day spa target female spa goers targeted female spa goers so physical facilities and the design of spa create to match with needs of female spa goers. Nevertheless, for some physical facilities or area that male spa goers also be frequent user such as massage room or lobby, day spa should not decorate with something too feminine and it is better to keep it neutral setting.

12) There are 6 attributes of day spa in Bangkok located in Concentrate here quadrant whereas 7 attributes of day spa in Bangkok located in Possible overkill. There are only 3 attributes of day spa in Bangkok located in keep up good work quadrant which is the indicator to show that day spa goers don't satisfy with most of attribute of day spa service quality. This study show that spa manager pay attention to some attribute that day spa goers don't think it is importance for them so that with their limited budget they cannot provide good performance in attributes that are very important for day spa goers. This study could help spa manager to identify improvement priorities for customer attributes when enhancing service quality and direct quality-based marketing strategies.

13) The results from IPA analysis show that major problem of service quality link with spa employee 's performance. Spa education and training is needed to ensure spa employee such as therapist, spa concierges have the relevant knowledge or skills. They need to have a good knowledge of treatment, product, service and skills in selling, communication, to drive spa goers to have good experience. More specifically, therapist should have license to deliver each treatment and spa manager should have



experience of operating of spa reservation and management of spa employee together with skill in handling complaints. In house spa trainer could be an option due to the limited budget of day spa. In house training could ensure all therapists to deliver the same service and follow the same protocol is one of good strategy. Spa owner should set standard operation procedure for all treatment so that day spas could make sure that their spa employee deliver the same standard of service. Moreover, to retain qualified and experience spa employee or therapist, day spa need to consider providing attractive compensation or benefit for their employee.

14) The results from IPA analysis also show that ensure physical safety of customers and security of their valuables is the attribute that spa manager should pay special attention in tangible dimension. Therefore, spa operators should provide locker for keeping personal belonging of customer during their treatment or having security cameras installed in the hallways to ensure physical safety of customers and security of their valuables.

#### **5.4 The limitation of the research**

There have been several limitations within this research as follow.

1. The limitation of this research may result from the sampling method which is a non-probability, convenience sampling. The minimum sample size for hypothesis testing for each gender is chosen to be 100 in each group with lower than the number that could be representative of the total population of Bangkok. Therefore, this result should not be comprehended as representing day spa industry in Thailand and should be interpreted cautiously for representing day spa industry in Bangkok until there are larger study to support. However, the sample is deemed to be large enough to draw important insights. Even though, Bangkok contribute 22% of day spa in Thailand but spa goer perception towards importance and performance of day spa could be difference in other areas of Thailand

2. When the importance-performance analysis was applied in the research, the questionnaire doesn't ask about the brand of day spa that respondents have visited. Due to the objective of this research is tried to identify improvement priorities for overall picture of day spa service quality in Bangkok not specific brand of day spas so

that the spa owners must consider before applying the results from this research with their spa.

3. Due to conditions of the willingness to participate decrease as the number of items in questionnaire increase, some aspects of the behavior trend were not included in the questionnaire (Bean & Roszkowski, 1995). Long questionnaire may lead respondents to skip questions, refuse to complete questionnaire so that this questionnaire was designed for participants to spend only 10-15 minutes for answer. Some aspects of the behavior trend of day spa goers was not included to compare between male and female spa goers in this research such as average time spent per spa visit, average spending per spa visit, maximum spending for single spa visit, companion for spa visit, day and time spa visit, etc. Some of these aspects were reported in previous study that it might be gender difference. For example, female spa goers are more likely to visit a spa with their friends or family/relatives whereas male spa goer are more likely to visit a spa with their spouse or partner or male spa goers tend to purchase treatment that more expensive than female spa goers and male spa goers tend to visit spa during weekday more than female (Thailand spa industry study,2014)

4. This study focus on difference of attitude between gender of day spa goers. However, we can found from this study that there are age and current employment status difference in this study with can be one of the factor that impact the results of this study apart from difference in term of gender. As we can found in many study that age, occupation and education can affect the attitude of spa goer.

5. This study used cross-sectional research design which respondents were surveyed in specific period. Spa goer perception, benefit sought and attitude toward importance -performance of spa service quality may change over time as found in previous study from Snoj and Mumel ,2002 that order of importance and performance of particular health spa's service quality in Spain does not remain the same when compare between two periods of time.

6. This study used quantitative approach because it aimed to compare the difference between gender in numerical data that can transformed to be usable statistics to prove the potential sex segmentation from previous research. Some key findings that we found statistically significance between gender, we could not find the

underlying reason behind these results. Therefore, without complete understanding of the reason behind this result, the spa owners must consider before applying the results. For example, this study can not explain what is the underlying reason that reliability dimension has the largest gap between important- performance scores or what is the underlying reason that make male day spa goers went to destination spa more than female day spa goers.

#### **5.4.1 Future research.**

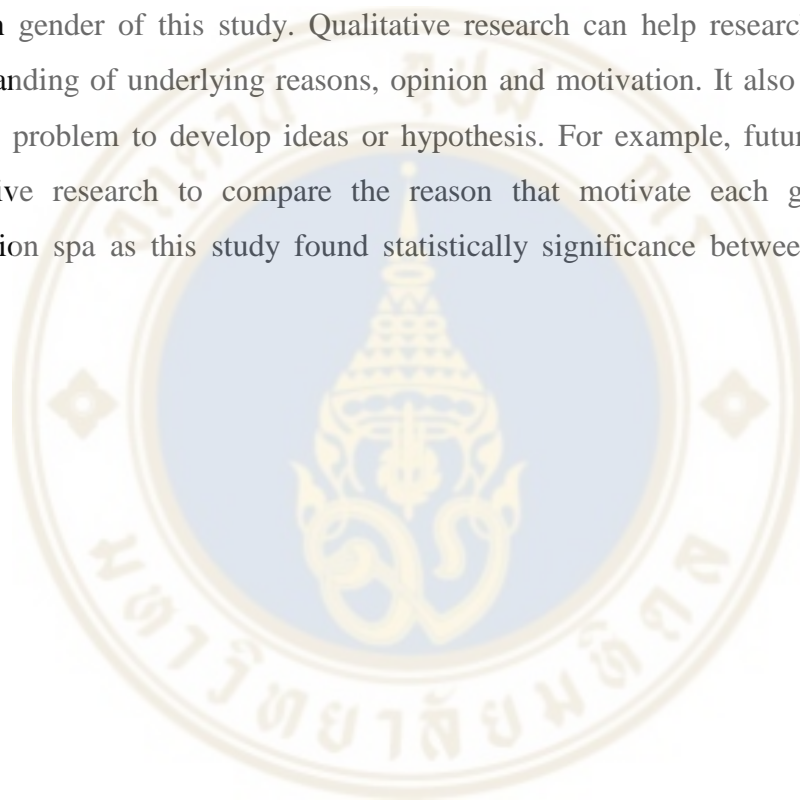
Recommendation for future research are based on the limitations of this study so the suggestion for future research are as follow

1. This study has focus on urban area which is Bangkok. Therefore, the future study should compare the important-performance analysis of Thai day spa goers in other areas of Thailand which are major location of day spas such as travel destination province e.g. Chiangmai, Chonburi (Pattaya), Phuket etc .For comparison, support for research is more reliable and gain better understanding of day spa goers in Thailand.
2. This study don't provide the improvement priorities from importance-performance analysis for specific day spas. Therefore, future study should compare importance -performance analysis of Thai day spa goers in particular day spa by approach the spa goers after they finished their treatment at day spa to identify improvement priorities of each day spa. Method collection could change from internet survey to be mall intercept which interviewers stop a sample of those passing by to ask them if they would be willing to participate in a research.
3. This study focus on the different between gender in term of benefit sought and importance-performance analysis and included only some aspects of different in the behavior trend of each gender. Therefore, future study should compare behavior trend of each gender in other interesting aspect which this study was not include. For example, average time spent per spa visit, average spending per spa visit, maximum spending for single spa visit, companion for spa visit, day and time spa visit, etc. Some of these aspects were reported in previous study that it might be gender difference.

4. This study focus on impact of different between gender so that future study should compare the attitude of behavior of day spa goer in other social-demographic such as age, education, occupation, nationality.

5. This study used a cross-sectional approach. Therefore, future study can adopt longitudinal research design to investigate temporal changes in attitude of spa goer for benefit sought and important -performance service quality.

6. This study used quantitative research approach. Therefore, future study can adopt quality research to primarily exploratory some key findings of difference between gender of this study. Qualitative research can help research to have better understanding of underlying reasons, opinion and motivation. It also provides insight into the problem to develop ideas or hypothesis. For example, future study can use qualitative research to compare the reason that motivate each gender to go to destination spa as this study found statistically significance between gender group.



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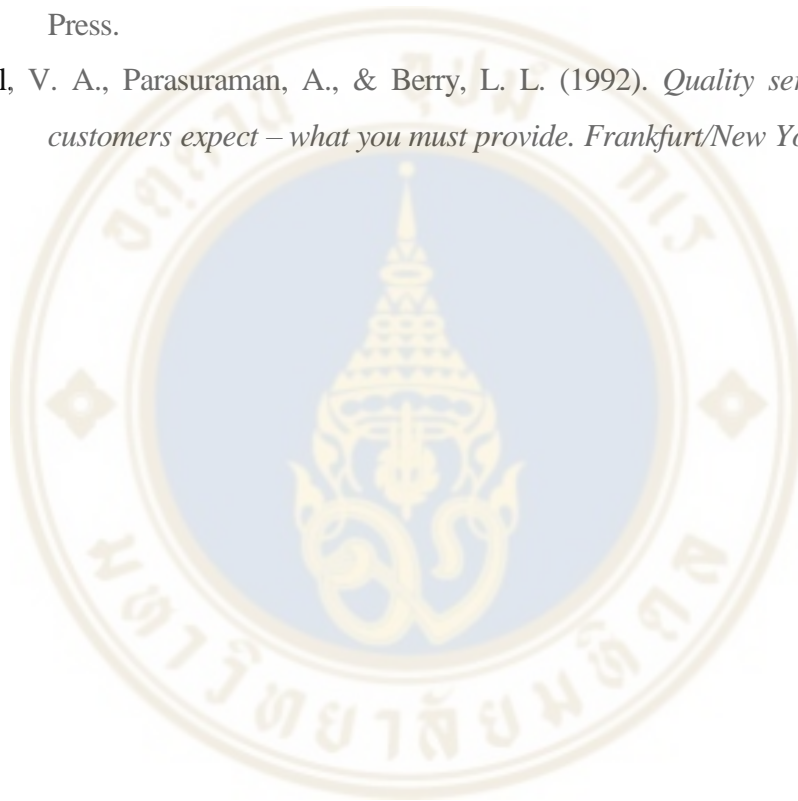
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## APPENDIX A

### QUESTIONNAIRE DEVELOPMENT

#### Benefit sought of day spa

Benefit sought	References
1. To relieve stress	Frost (2004), Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr, (2010), Tabacchi, M. H. 2010, Tubergen and Linden (2002), International SPA Association (ISPA) and Canadian Tourism Commission (CTC) (2006), Sinee Sankrusme (2012), Gustavo Silva, N. (2010),
2. To feel relaxed	Frost (2004), Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr, (2010), Tabacchi, M. H. 2010, Tubergen and Linden (2002), Tsai, H., Suh, E., & Fong, C. (2012), Thailand Spa Industry Study 2014, Gustavo Silva, N. (2010), Kucukusta et al. (2013), Kamata (2016)
3. To escape from daily life	Williams, S. and Leavy, H. (2006/2007), Mak et al.'s (2009), Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr, (2010), Azman and Chan (2012)
4. To be calm	Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr, (2010)
5. To pamper oneself	Mak et al.'s (2009), Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr, (2010), Sinee Sankrusme (2012), Monteson and Singer (2004), Kucukusta et al. (2013)
6. To improve mental health	Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr, (2010), International SPA Association (ISPA) and Canadian Tourism Commission (CTC) (2006), Gustavo Silva, N. (2010), Global Spa Research, ISPA (2007)
7. To feel refreshed	Kamata, H. (2016), Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr, (2010)
8. To improve physical	Tubergen and Linden (2002), Frost (2004), Suna Koh Joanne

Benefit sought	References
health	Jung-Eun Yoo Carl A. Boger Jr, (2010), Gustavo Silva, N. (2010), Sinee Sankrusme (2012), Tsai, H., Suh, E., & Fong, C. (2012) ,Mak et al.'s (2009), International SPA Association (ISPA) and Canadian Tourism Commission (CTC) (2006)
9.To seek relief for a medical condition	Mak et al.'s (2009),
10. For pain relief	Sinee Sankrusme (2012), Spa consumer snapshot initiative volume three(ISPA,2013)
11.To feel healthier	Frost (2004), Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr (2010), Tubergen and Linden (2002)
12.To improve my appearance	Frost (2004), Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr(2010), Gustavo Silva, N. (2010) ,International SPA Association (ISPA) and Canadian Tourism Commission (CTC) (2006)
13.Anti-ageing	Gustavo Silva, N. (2010)
14.To enhance physical attractiveness /Beautification	Mak et al.'s (2009) ,Tsai, H., Suh, E., & Fong, C. (2012), Thailand Spa Industry Study 2014 Kucukusta et al.(2013)
15.To live a healthy /wellness lifestyle	Thailand Spa Industry Study 2014
16.To lose weight	Mak et al.'s (2009),Tsai, H., Suh, E., & Fong, C. (2012), Thailand Spa Industry Study 2014
17.To have fun	Tubergen and Linden (2002), Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr (2010)
18.For self-reward	Tsai, H., Suh, E., & Fong, C. (2012), Thailand Spa Industry Study 2014, Mak et al.'s (2009)
19.To enjoy with	Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr(2010),

Benefit sought	References
friends	Mak et al.'s (2009), Tsai, H., Suh, E., & Fong, C. (2012)
20.To enjoy with family	Suna Koh Joanne Jung-Eun Yoo Carl A. Boger Jr(2010), Mak et al.'s (2009), Tsai, H., Suh, E., & Fong, C. (2012)

### Important and performance attribute of day spa from SERVQUAL model

Day spa attributes		Reference
<b>Tangible</b>		
1	The physical facilities and the design of spa are sensibly appealing	Alén, (2006) Deng,(2007)
2	The appearance of the physical facilities is in keeping with the type of service provided	Ada Lo,(2015),Boris Snoj,( 2002) T
3	The spa is clean and hygienic (such as clean bed and lobby).	Ada Lo, ( 2015): Assurance ,Phetvaroon (2011),Deng( 2007) , Alén( 2006)
4	The spa has fragrance that help you to relax	Ada Lo, (2015)
5	The spa has suitable temperature and ventilation to create comfortable environment	Ada Lo, (2015)
6	The spa has proper lighting to create comfortable	Ada Lo, (2015)
7	The spa employees dress up professionally and neatly.	Phetvaroon, (2011) Ada Lo, (2015), Boris Snoj,( 2002), Alén,( 2006)
<b>Reliability</b>		

Day spa attributes		Reference
8	The spa employees provide adequate, clear and fair information about the spa services and products	Ada Lo,( 2015) Responsiveness Phetvaroon, (2011),Boris Snoj, (2002) , Deng, (2007)
9	The spa employees offer services in a promised manner of time	Ada Lo, (2015), Deng, (2007)
10	The spa employees offer services without mistakes	Phetvaroon, (2011) ,Alén, (2006)
Responsiveness		
11	The spa employees provide prompt service	Ada Lo, (2015),Phetvaroon,( 2011) Deng, (2007) Boris Snoj, (2002)
12	The spa employees always demonstrate their willingness to help customers	Ada Lo, (2015),Deng, (2007)
13	The spa employees show their professionalism and courtesy	Ada Lo, (2015), Henry Tsai, (2012) :Service experience ,Deng, (2007) :Empathy and assurance Boris Snoj, (2002)
Assurance		
14	The spa can ensure physical safety of customers and security of their valuables	Boris Snoj, (2002)
15	The spa provides good quality of spa products and treatments (such as natural ingredients or trustworthy brands etc.)	Ada Lo, (2015), Henry Tsai, (2012) :Environment ,Phetvaroon, (2011)
16	The spa has good reputation	Henry Tsai, (2012) Environment Phetvaroon, (2011),Boris Snoj, (2002) :assurance ,Alén, (2006)
Empathy		

Day spa attributes		Reference
17	The spa employees understand specific needs of customers	Ada Lo, (2015), Phetvaroon, (2011) Deng, (2007) Empathy and assurance Boris Snoj, (2002)
18	The spa employees show personalized attention toward customers	Deng, (2007): Responsibility, Phetvaroon, (2011) ,Henry Tsai, (2012) :service experience ,Alén, (2006)
19	The spa offers a good variety of treatments which cater to different type of customers	Ada Lo, (2015) ,Alén, (2006)
20	The spa has convenient operating hours	Henry Tsai, (2012): Value, Ada Lo, (2015), Phetvaroon, (2011) Deng, (2007): Empathy and assurance

## **APPENDIX B**

### **QUESTIONNAIRE: ENGLISH LANGUAGE VERSION**

#### **Questionnaire: Contrasting male and female attitude towards day spa service quality in Bangkok: An Importance-Performance analysis approach**

This questionnaire is established to obtain information for the study of “Contrasting male and female attitude towards day spa service quality in Bangkok: An Importance-Performance analysis approach?”. All following value information is contributes to Master of Management thesis majoring in marketing, Mahidol University. The information sought within this questionnaire will be treated as extremely confidential and will be used only for the purpose of academic research. In order to collect the data for analysis, appreciate if you please fill in all questions accurately. Thank you very much for your time and assistance

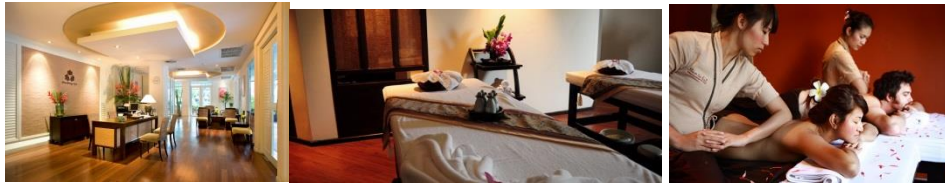
#### **Part 1: The behavior trend of using day spa**

1. Is your nationality Thai?

- Yes
- No (end questionnaire)

2. During the past 12 months, have you ever visited a day spa in Bangkok?

**(Day spas** are places to visit during day time for massage, skin care treatments or body treatments. They’re called day spas because you don’t spend the night there like resort spas. In this research, we focus on the higher-end of day spas such as Health Land ,Let’s Relax spa etc. which provide a full range of services and also pay significant attention to the atmosphere offered, for example interior design, soothing music. This research does not include massage shops which mainly provide massage with cheap price without focusing on the atmosphere in the shops.)



- Yes
- No (end questionnaire)

3. How often do you visit day spa?

- More than once a week
- Once a week
- Twice a month
- Once a month
- Once every 2 months
- Once every 4 months
- Once every 6 months
- Once a year
- Other \_\_\_\_\_

4. How long have you been going to day spa?

- Less than 6 months
- 6-12 months
- 1-2 years
- 3-5 years
- 6-10 years
- 11-15 years
- More than 15 years

5. Which spa treatments do you usually seek/purchase when you go to day spa?

(Please check all that apply)

- Facial treatment (massage, scrub, mud mask)
- Body scrub
- Body wrapping
- Hand and foot care (manicure, pedicure)
- Slimming treatment
- Detoxification



- Steam/Sauna bath
- Thai traditional body massage
- Back, shoulder and head massage
- Foot massage
- Thai herbal compress massage
- Hot stone massage
- Deep tissue massage
- Swedish massage
- Aromatherapy massage
- Therapeutic massage
- Others (please specify) \_\_\_\_\_

6. Please indicate other spa type that you have used? (Please check all that apply)

- Resort/Hotel Spa

(A spa located inside a resort or hotel providing professionally administered spa services, fitness and wellness components)

- Destination Spa

(A facility with the primary purpose of guiding individual spa-goers to develop healthy habits. This lifestyle transformation can be accomplished by providing a comprehensive program that includes spa services, physical fitness activities, wellness education, healthful cuisine and special interest programming.)

- Medical Spa

(A facility that has a full-time licensed health care professional on-site, which is further defined as a health professional who has earned a degree of Doctor of Medicine (M.D.).)

- None
- Other (Please specify) \_\_\_\_\_

**Part2: Motivations/Benefit sought from day spa**

Now we would like to ask you some questions about what motivates you to go to day spas, or holds you back from doing so more often.

1. Could you tell us the reasons that are holding you back from going to day spas more often? You can check all that apply.

- They are too expensive
- I don't have enough time
- It's too indulgent
- It's should kept for special occasion
- Inconvenient location
- Inconvenient appointment times
- I have to wait for my companion to go to day spa together
- I am not interested in going more often
- Other (Please specify) \_\_\_\_\_

2. We would like to understand what are the main benefits that motivate you to go to a day spa. How do you personally evaluate the importance of following benefit attribute that motivate you to go to day spa?

Benefit attributes	Not at all important	Low importance	Somewhat important	Important	Very important
1. To relieve stress					
2. To feel relaxed					
3. To escape from daily life					
4. To be calm					
5. To pamper oneself					
6. To improve mental health					
7. To feel refreshed					
8. To improve physical health					

Benefit attributes	Not at all important	Low importance	Somewhat important	Important	Very important
9. To seek relief for medical condition					
10. For pain relief					
11. To feel healthier					
12. To improve my appearance					
13. Anti-ageing					
14. To enhance physical attractiveness /Beautification					
15. To live a healthy /wellness lifestyle					
16. To lose weight					
17. To have fun					
18. For self-reward					
19. To enjoy with friends					
20. To enjoy with family					

**Part3:The importance of day spa attributes of service quality of day spa in Bangkok**

Next we would like to ask you some questions about characteristics of day spas that matter most to you

1. How do you personally evaluate **the importance** of the following attributes to day spa service quality?

Day spa attributes	Not at all important	Low importance	Somewhat important	Important	Very important
1. The physical facilities and the design of spa are sensibly appealing					
2. The appearance of the physical facilities is in keeping with the type of service provided					
3. The spa is clean and hygienic (such as clean bed and lobby)					
4. The spa has fragrance that help you to relax					
5. The spa has suitable temperature and ventilation to create comfortable environment					
6. The spa has proper lighting to create comfortable environment					
7. The spa employees dress up professionally and neatly.					
8. The spa employees provide adequate, clear and fair information about the spa services and products					
9. The spa employees offer services in a promised manner of time					

Day spa attributes	Not at all important	Low importance	Somewhat important	Important	Very important
10. The spa employees offer services without mistakes					
11. The spa employees provide prompt service					
12. The spa employees always demonstrate their willingness to help customers					
13. The spa employees show their professionalism and courtesy					
14. The spa can ensure physical safety of customers and security of their valuables					
15. The spa provides good quality of spa products and treatments (such as natural ingredients or trustworthy brands etc.)					
16. The spa has good reputation					
17. The spa employees understand specific needs of customers					
18. The spa employees show personalized attention toward customers					
19. The spa offers a good variety of treatments which cater to different type of customers					
20. The spa has convenient operating hours					

#### **Part4: The performance areas of service quality of day spa in Bangkok**

Next, we would like you to think about the various day spas in Bangkok that you have tried in the past (not just the one you currently go to). What are the general performances of their service quality? Our goal is to find out what is generally quite good about day spas, and also to find out what is the priority areas for improvement.

1. How would you rate the quality of service of day spas in Bangkok (industry in general, not just your favourite) in terms of the attributes as below?

Day spa attribute	Very poor performance	Poor performance	Neutral performance	Good performance	Very good Performance
1. The physical facilities and the design of spa are sensibly appealing					
2. The appearance of the physical facilities is in keeping with the type of service provided					
3. The spa is clean and hygienic (such as clean bed and lobby)					
4. The spa has fragrance that help you to relax					
5. The spa has suitable temperature and ventilation to create comfortable environment					
6. The spa has proper lighting to create comfortable environment					
7. The spa employees dress up professionally and neatly.					

Day spa attribute	Very poor performance	Poor performance	Neutral performance	Good performance	Very good Performance
8. The spa employees provide adequate, clear and fair information about the spa services and products					
9. The spa employees offer services in a promised manner of time					
10. The spa employees offer services without mistakes					
11. The spa employees provide prompt service					
12. The spa employees always demonstrate their willingness to help customers					
13. The spa employees show their professionalism and courtesy					
14. The spa can ensure physical safety of customers and security of their valuables					
15. The spa provides good quality of spa products and treatments (such as natural ingredients or trustworthy brands etc.)					
16. The spa has good reputation					
17. The spa employees understand specific needs of customers					

Day spa attribute	Very poor performance	Poor performance	Neutral performance	Good performance	Very good Performance
18. The spa employees show personalized attention toward customers					
19. The spa offers a good variety of treatments which cater to different type of customers					
20. The spa has convenient operating hours					

3. From the following list, which 3 attributes from day spas disappointed you the most?

- The physical facilities and the design of spa are sensibly appealing
- The appearance of the physical facilities is in keeping with the type of service provided
- The spa is clean and hygienic (such as clean bed and lobby)
- The spa has fragrance that helps you to relax
- The spa has suitable temperature and ventilation to create comfortable environment
- The spa has proper lighting to create comfortable environment
- The spa employees dress up professionally and neatly.
- The spa employees provide adequate, clear and fair information about the spa services and products
- The spa employees offer services in a promised manner of time
- The spa employees offer services without mistakes
- The spa employees provide prompt service
- The spa employees always demonstrate their willingness to help customers
- The spa employees show their professionalism and courtesy



- The spa can ensure physical safety of customers and security of their valuables
- The spa provides good quality of spa products and treatments (such as natural ingredients or trustworthy brands etc.)
- The spa has good reputation
- The spa employees understand specific needs of customers
- The spa employees show personalized attention toward customers
- The spa offers a good variety of treatments which cater to different type of customers
- The spa has convenient operating hours

**Part5: Demographic information**

1. What is your gender?
  - Female
  - Male
2. What is your age?
  - Lower than 18 years
  - 18-22 years
  - 23-30 years
  - 31-40 years
  - 41-50 years
  - 51-60 years
  - More than 60 years
3. What is your highest level of education?
  - Below high school degree
  - High school degree
  - Vocational/Technical college
  - Bachelor's degree
  - Master's degree
  - Doctoral degree
4. What is your marital status?
  - Single/never been married

- Married
- Separated
- Divorced
- Widowed

5. What is your current employment status?

- Student
- Business owner
- Full time employee
- Part time employee
- Self employed
- Home duties
- Retired

6. What is your monthly household income?

- Up to 20,000 THB
- 20,001-40,000 THB
- 40,001-60,000 THB
- 60,001-80,000 THB
- 80,001-100,000 THB
- 100,001-150,000 THB
- 150,001-200,000THB
- Over 200,000 THB

By clicking “Yes” I agree that

- I express my consent to participate as a subject in the research project entitled “Contrasting male and female attitude towards day spa service quality in Bangkok: An Importance-Performance analysis approach....

- I consent to the researchers’ use of my private information obtained in this research, but do not consent to an individual disclosure of private information. The information must be presented as part of the research results as a whole.

- Yes
- No

**APPENDIX C**  
**QUESTIONNAIRE: THAI LANGUAGE VERSION**

**แบบสอบถามการวิจัย เรื่องการศึกษาเปรียบเทียบทัศนคติของ  
ผู้ชายกับผู้หญิงที่มีต่อคุณภาพการบริการของเดย์สปาใน  
กรุงเทพ ด้วยเทคนิคการวิเคราะห์ระดับความสำคัญและผลการ  
ปฏิบัติงาน**

แบบสอบถามนี้จัดทำขึ้นเพื่อใช้ประกอบการวิจัยระดับปริญญาโท สาขาการจัดการทางการตลาด วิทยาลัยจัดการ มหาวิทยาลัยมหิดล โดยมีวัตถุประสงค์เพื่อศึกษาเปรียบเทียบทัศนคติของผู้ชายกับผู้หญิงที่มีต่อคุณภาพการบริการของเดย์สปาในกรุงเทพ ด้วยเทคนิคการวิเคราะห์ระดับความสำคัญและผลการปฏิบัติงาน โดยข้อมูลทุกอย่างจะถูกเก็บเป็นความลับ และถูกใช้เพื่องานวิจัยชิ้นนี้เท่านั้น จึงใคร่ขอความร่วมมือกรอกแบบสอบถามให้ครบถ้วนตรงตามความเป็นจริงมากที่สุด ขอขอบพระคุณอย่างสูงที่ท่านกรุณาสละเวลาของท่านและให้ความร่วมมือในการตอบแบบสอบถามนี้

**ส่วนที่1:พฤติกรรมการใช้เดย์สปา**

1. ท่านมีสัญชาติไทยใช่หรือไม่?
  - ใช่
  - ไม่ใช่ (จบแบบสอบถาม)
2. ในช่วง 12 เดือนที่ผ่านมาท่านเคยไป เดย์สปา(Day spa)ในกรุงเทพหรือไม่?

(เดย์สปา คือสถานที่ที่ไปในช่วงเวลากลางวันเพื่อนวด, ทำทรีทเม้นท์เพื่อดูแลผิวหน้า หรือผิวกาย ซึ่งการที่เราเรียกว่า เดย์สปา เพราะว่า คุณจะไม่ค้างคืนที่สถานที่แห่งนี้เหมือนกับเวลาไปที่รีสอร์ทสปา ในการศึกษานี้เราจะศึกษาเฉพาะเดย์สปาที่เป็นสปาระดับค่อนข้างสูง เช่น Health Land, Let's Relax เป็นต้น ซึ่งเป็น เดย์สปาที่มีการให้บริการแบบครบวงจรและให้ความสำคัญกับบรรยากาศของสปา เช่น การตกแต่ง

ภายใน,การเปิดเพลงที่ช่วยทำให้จิตใจสงบ เป็นต้น ในการศึกษานี้จะไม่รวมถึงร้านนวดที่เน้นให้เฉพาะการนวดในราคาถูก โดยไม่สนใจการตกแต่งบรรยากาศของร้านให้เหมาะสม)



- ใช่
- ไม่ใช่ (จบบแบบสอบถาม)

3. ท่านไป เดย์สปาบ่อยแค่ไหน

- มากกว่าสัปดาห์ละครั้ง
- สัปดาห์ละครั้ง
- เดือนละ 2 ครั้ง
- เดือนละครั้ง
- 2 เดือนครั้ง
- 4 เดือนครั้ง
- 6 เดือนครั้ง
- ปีละครั้ง
- อื่นๆ (โปรดระบุ) \_\_\_\_\_

4. ท่านเริ่มไปเดย์สปามานานแค่ไหนแล้ว?

- น้อยกว่า 6 เดือน
- 6-12 เดือน
- 1-2 ปี
- 3-5ปี
- 6-10ปี
- 11-15ปี
- มากกว่า15ปี

5. สปาหรือที่แบบไหนที่คุณมักจะมองหาหรือเลือกใช้เมื่อไปใช้บริการที่เดย์สปา(ตอบได้มากกว่า 1ข้อ)

- การทำทรีทเมนต์หน้า (นวด,ขัด ,พอกหน้าด้วยโคลน)  
(Facial treatment :massage, scrub, /mud mask)
- การขัดตัว( Body scrub)
- การพันตัว (Body wrapping)
- การดูแลมือและเท้า( การทำเล็บมือและเท้า) (Hand and foot care :manicure, pedicure)
- การทำทรีทเมนต์เพื่อลดน้ำหนัก (Slimming treatment)
- การขับล้างสารพิษ (Detoxification)
- การอบไอน้ำ /เซาว์น่า (Steam/Sauna bath)
- การนวดแผนไทย (Thai traditional body massage)
- การนวด หลัง,ไหล่,หัว ( Back, shoulder and head massage)
- การนวดฝ่าเท้า (Foot massage)
- การนวดประคบสมุนไพรไทย (Thai herbal compress massage)
- การนวดสปาหินร้อน( Hot stone massage)
- การนวดกล้ามเนื้อส่วนลึก (Deep tissue massage)
- การนวดแบบสวีดิช (Swedish massage)
- การนวดน้ำมัน (Aromatherapy massage)
- การนวดรักษา (Therapeutic Massage)
- อื่นๆ โปรดระบุ \_\_\_\_\_

6. โปรดระบุสปาชนิดอื่นๆที่ท่านเคยใช้นอกจากเดย์สปา(ตอบได้มากกว่า 1ข้อ)

- โรงแรมและรีสอร์ทสปา(Resort/Hotel spa)
- (สปาที่ตั้งอยู่ในรีสอร์ทหรือโรงแรม ซึ่งให้บริการสปา, ฟิตเนส อย่างมืออาชีพและให้บริการเพื่อส่งเสริมสุขภาพ)
- เดสติเนชั่น สปา (Destination spa)
- (สถานที่ซึ่งมีจุดประสงค์หลักในการชี้แนะให้ผู้ที่มาที่สปาได้พัฒนาอุปนิสัยเพื่อสุขภาพ ซึ่งการที่จะช่วยเปลี่ยนรูปแบบในการดำเนินชีวิตประจำวันนี้จะสำเร็จได้ด้วยการนำเสนอโปรแกรมที่มีความครอบคลุม รวมทั้ง สปา, การออกกำลังกาย

กายทางกายภาพด้วยฟิตเนส, การให้ความรู้เพื่อส่งเสริมส่ง  
สุขภาพ, การทำอาหารที่มีประโยชน์ต่อสุขภาพและ  
โปรแกรมพิเศษที่น่าสนใจ)

- เมดิคัล สปา (Medical Spa)
- (สถานที่ซึ่งมีผู้ให้บริการทางสุขภาพอย่างมืออาชีพที่มี  
ใบรับรองอยู่ประจำที่สปา โดยบุคคลนี้จะต้องเป็นผู้ที่ได้รับใบ  
ประกอบวิชาชีพเวชกรรม )
- ไม่เคยใช้สปาประเภทอื่นนอกจากเดย์สปา
- เคยใช้สปาประเภทอื่นที่ไม่ได้ระบุใน  
นี้

## ส่วนที่2: แรงจูงใจ/ประโยชน์ที่ต้องการ

ในส่วนนี้ เราต้องการที่จะถามคำถามเกี่ยวกับแรงจูงใจของท่าน  
ที่ทำให้ท่านไปเดย์สปา หรือ อะไรคือสาเหตุที่เหนียวรั้งทำให้ท่านไม่ไป  
เดย์สปาให้บ่อยมากกว่านี้

### 1. อะไรคือสาเหตุที่เหนียวรั้งทำให้ท่านไม่ไปเดย์สปาให้บ่อยมากกว่านี้ (ตอบได้มากกว่า 1 ข้อ)

- ราคาของเดย์สปาแพงมากเกินไป
- ฉันไม่มีเวลามากเพียงพอในการไปเดย์สปา
- การไปเดย์สปาเป็นการตามใจตัวเองมากเกินไป
- การไปเดย์สปาควรจะมีไว้เฉพาะสำหรับโอกาสพิเศษๆ
- ที่ตั้งของเดย์สปาไม่สะดวก
- เวลาที่นัดได้ของเดย์สปา ไม่สะดวก
- ฉันต้องรอคนอื่นๆเพื่อที่จะได้ไปเดย์สปาด้วยกัน
- ฉันไม่สนใจที่จะไปเดย์สปาให้บ่อยมากขึ้น
- อื่นๆ (โปรดระบุ)\_\_\_\_\_

### 2. ในส่วนนี้เราต้องการที่จะเข้าใจว่าอะไรคือสาเหตุหลักที่จูงใจให้ท่านไป เดย์สปา ขอให้ท่านช่วยประเมินความสำคัญของสาเหตุต่างๆที่เป็น แรงจูงใจในการชักนำให้ท่านไปเดย์สปาตามข้อมูลด้านล่างนี้

เหตุผลที่จูงใจ ให้ไปเดย์สปา	ไม่มี ความสำ คัญเลย	มี ความสำ คัญน้อย	มี ความสำ คัญบ้าง	มี ความสำ คัญ	มี ความสำ คัญมาก
1.To relieve stress( เพื่อบรรเทา ความเครียด)					
2.To feel relaxed( เพื่อผ่อนคลาย)					
3.To escape from daily life (เพื่อหลีก หนีจาก ชีวิตประจำ วัน)					
4.To be calm (เพื่อ ทำให้จิตใจ สงบ)					
5.To pamper oneself( เพื่อทำ ตามใจ					

เหตุผลที่จูงใจ ให้ไปเดย์สปา	ไม่มี ความสำ คัญเลย	มี ความสำ คัญน้อย	มี ความสำ คัญบ้าง	มี ความสำ คัญ	มี ความสำ คัญมาก
ตัวเอง)					
6.To improve mental health (เพื่อ ปรับปรุง สุขภาพจิต ใจ)					
7.To feel refreshed (เพื่อให้ รู้สึกสดชื่น)					
8.To improve physical health (เพื่อทำให้ สุขภาพ กายดีขึ้น)					
9.To seek relief for medical condition (เพื่อ หาทาง บรรเทา					



เหตุผลที่จูงใจ ให้ไปเดย์สปา	ไม่มี ความสำ คัญเลย	มี ความสำ คัญน้อย	มี ความสำ คัญบ้าง	มี ความสำ คัญ	มี ความสำ คัญมาก
จาก ภาวะการ เจ็บป่วย ทาง การแพทย์)					
10. For pain relief (เพื่อ บรรเทา ความ เจ็บปวด)					
11. To feel healthier (เพื่อให้ รู้สึกว่ แข็งแรง ขึ้น)					
12. To improve my appearan ce (เพื่อ ปรับปรุง รูปลักษณ์)					
13.					

เหตุผลที่จูงใจ ให้ไปเดย์สปา	ไม่มี ความสำ คัญเลย	มี ความสำ คัญน้อย	มี ความสำ คัญบ้าง	มี ความสำ คัญ	มี ความสำ คัญมาก
An ti-ageing (เพื่อชะลอ วัย)					
14. To enhance physical attractive ness /Beautific ation (เพื่อเพิ่ม แรงดึงดูด ทาง กายภาพ/ เพื่อความ สวยงาม)					
15. To live a healthy /wellness lifestyle (เพื่อใช้ ชีวิต ตาม ไลฟ์สไตล์ เพื่อ สุขภาพ)					

เหตุผลที่จูงใจ ให้ไปเดย์สปา	ไม่มี ความสำ คัญเลย	มี ความสำ คัญน้อย	มี ความสำ คัญบ้าง	มี ความสำ คัญ	มี ความสำ คัญมาก
16. To lose weight (เพื่อลด น้ำหนัก)					
17. To have fun (เพื่อความ สนุก)					
18. For self- reward (เพื่อให้ รางวัล ตนเอง)					
19. To enjoy with friends (เพื่อความ สนุกสนาน กับเพื่อนๆ)					
20. To enjoy with family (เพื่อความ					

เหตุผลที่จูงใจ ให้ไปเดย์สปา	ไม่มี ความสำคัญเลย	มี ความสำคัญน้อย	มี ความสำคัญบ้าง	มี ความสำคัญ	มี ความสำคัญมาก
สนุกสนาน กับ ครอบครัว)					

ส่วนที่3:ความสำคัญของคุณลักษณะของเดย์สปาและผลการปฏิบัติงาน  
ด้านคุณภาพการบริการของเดย์สปาในกรุงเทพ

ในส่วนต่อไปนี้เราต้องการจะถามท่านเกี่ยวกับคุณลักษณะของ  
เดย์สปาที่สำคัญที่สุดสำหรับท่าน

1. ขอให้ท่านช่วยประเมินความสำคัญของคุณลักษณะต่างๆของการ  
คุณภาพการบริการของเดย์สปาตามข้อมูลด้านล่างนี้

คุณสมบัติ ของเดย์ สปา	ไม่มี ความสำคัญ เลย	มี ความสำคัญ น้อย	มี ความสำคัญ บ้าง	มี ความสำคัญ	มี ความสำคัญ มาก
1. สิ่ง อำนวยความสะดวก ทาง กายภาพและ การ ออกแบบของส ปามี ความ					

คุณสมบัติ ของเดย์ สปา	ไม่มี ความสำคัญ เลย	มี ความสำคัญ น้อย	มี ความสำคัญ บ้าง	มี ความสำคัญ สูง	มี ความสำคัญ มาก
เหมาะสม					
2. ลักษณะ ภายนอก ทาง กายภาพ ของ สิ่ง อำนวยความสะดวก สอดรับ เข้ากับ ชนิด ของการ บริการที่ จัดไว้					
3. สปา มีความ สะอาด และถูก สุขลักษณะ (เช่น เตียง และล๊อบ บี้มี ความ					

คุณสมบัติ ของเดย์ สปา	ไม่มี ความสำคัญ เลย	มี ความสำคัญ น้อย	มี ความสำคัญ บ้าง	มี ความสำคัญ มาก	มี ความสำคัญ มาก
สะอาด)					
4.สปามี กลิ่นที่ ช่วยทำ ให้ท่าน ได้ พักผ่อน					
5.สปามี อุณหภูมิ และการ ถ่ายเท อากาศ ที่ เหมาะส มเพื่อ สร้าง บรรยากาศ ที่ สบาย					
6.สปามี แสง สว่างที่ เหมาะส มเพื่อ สร้าง ความ					

คุณสมบัติ ของเดย์ สปา	ไม่มี ความสำคัญ เลย	มี ความสำคัญ น้อย	มี ความสำคัญ บ้าง	มี ความสำคัญ มาก	มี ความสำคัญ มาก
สบาย					
7. พนักงาน ของสปา แต่งกาย อย่างมือ อาชีพ และเป็น ระเบียบ เรียบร้อย					
8. พนักงาน ของสปา ให้ ข้อมูลที่ เพียงพอ , ชัดเจน และ ยุติธรรม เกี่ยวกับ การ บริการ ของสปา และ					

คุณสมบัติ ของเดย์ สปา	ไม่มี ความสำคัญ เลย	มี ความสำคัญ น้อย	มี ความสำคัญ บ้าง	มี ความสำคัญ สูง	มี ความสำคัญ มาก
ผลิตภัณฑ์ ของสปา					
9. พนักงาน ของสปา ให้การ บริการ ตาม เวลาที่ ได้รับ ปาก เอาไว้					
10. พนักงาน ของส ปาให้ การ บริการ อย่างไร ความผิ ด พลาด					
11. พ					



คุณสมบัติ ของเดย์ สปา	ไม่มี ความสำคัญ เลย	มี ความสำคัญ น้อย	มี ความสำคัญ บ้าง	มี ความสำคัญ มาก	มี ความสำคัญ มาก
พนักงาน ของส ปาให้ การ บริการ อย่าง รวดเร็ว ฉับไว					
12. พนักงาน ของส ปา แสดงอ อกถึง ความ เต็มใจ ในการ ช่วยเหลือ ลูกค้า เสมอ					
13. พนักงาน ของส ปา					

คุณสมบัติ ของเดย์ สปา	ไม่มี ความสำคัญ เลย	มี ความสำคัญ น้อย	มี ความสำคัญ บ้าง	มี ความสำคัญ	มี ความสำคัญ มาก
แสดง ออกถึง ความ เป็นมืออาชีพ และ ความ สุภาพ					
14. สปา สามารถ ทำให้ ลูกค้า มั่นใจ ถึง ความ ความ ปลอดภัย ทั้ง ทาง ร่างกาย และ ทรัพย์สิน					
15. สป					

คุณสมบัติ ของเดย์ สปา	ไม่มี ความสำคัญ เลย	มี ความสำคัญ น้อย	มี ความสำคัญ บ้าง	มี ความสำคัญ สูง	มี ความสำคัญ มาก
<p>าใช้ ผลิตภัณฑ์ สปาและ ทรีท เมนท์ที่ มี คุณภาพ ดี เช่น ใช้ ผลิตภัณฑ์ จาก ธรรมชาติหรือ จากแบ รנדที่ เป็นที่ น่าเชื่อ ถือ</p>					
16. สป ามี ชื่อเสียง ที่ดี					
17. พ					

คุณสมบัติ ของเดย์ สปา	ไม่มี ความสำคัญ เลย	มี ความสำคัญ น้อย	มี ความสำคัญ บ้าง	มี ความสำคัญ 	มี ความสำคัญ มาก
<p>พนักงาน ของส ปา เข้าใจ ถึง ความ ต้องการ ที่ เฉพาะ เจาะจง ของ ลูกค้า</p>					
<p>18. พนักงาน ของส ปา แสดง ถึง ความ สนใจ ต่อ ลูกค้า เป็น รายบุคคล</p>					
<p>19.</p>					

คุณสมบัติ ของเดย์ สปา	ไม่มี ความสำคัญ เลย	มี ความสำคัญ น้อย	มี ความสำคัญ บ้าง	มี ความสำคัญ	มี ความสำคัญ มาก
สปา นำเสนอ อรรถ เมนต์ที่ ดีและมี ความ หลากหลาย เพื่อ ตอบสนอง ต่อ ลูกค้าที่ มีความ แตกต่าง กัน					
20. สปา ที่มีเวลา ทำการ ที่ สะดวก					

ในส่วนต่อไป เราต้องการให้ท่านนึกถึงเดย์สปาหลายๆที่ที่ท่านเคยใช้บริการทั้งหมดที่ผ่านมาไม่ใช่เฉพาะที่ปัจจุบันที่ท่านมักเข้าไปใช้บริการ และคิดว่าอะไรคือผลการปฏิบัติงานโดยทั่วไปของคุณภาพในการบริการของสปาเหล่านั้น โดยจุดประสงค์ของเราคือ ต้องการหาว่าสิ่งไหน

ที่เดย์สปาสามารถทำได้ดีอยู่แล้วและสิ่งไหนเป็นสิ่งสำคัญที่ควรต้องปรับปรุง



2. ท่านจะประเมินคุณภาพการบริการของเดย์สปาในกรุงเทพฯ อย่างไร (ให้ดูเป็นภาพรวมของทั้งอุตสาหกรรม ไม่ใช่เฉพาะเดย์สปาที่โปรดของท่าน) จากคุณลักษณะของเดย์สปาที่ให้ดังต่อไปนี้

คุณลักษณะของเดย์สปา	ผลการปฏิบัติงานแย่มาก	ผลการปฏิบัติงานแย่	ผลการปฏิบัติงานปานกลาง	ผลการปฏิบัติงานดี	ผลการปฏิบัติงานดีมาก
1. สิ่งอำนวยความสะดวกทางกายภาพและการออกแบบของสปาที่มีความเหมาะสม					
2. ลักษณะภายนอกทางกายภาพของสิ่งอำนวยความสะดวกเข้ากับชนิดของการบริการที่จัดไว้					
3. สปาที่มีความสะอาดและถูก					

คุณลักษณะ ของเดย์สปา	ผลการ ปฏิบัติงาน แย่มาก	ผลการ ปฏิบัติงาน แย่	ผลการ ปฏิบัติงาน ปานกลาง	ผลการ ปฏิบัติงาน ดี	ผลการ ปฏิบัติงาน ดีมาก
สุขลักษณะ (เช่น เติง และล๊อบบี้มี ความ สะอาด)					
4.สปาที่มีกลิ่นที่ ช่วยทำให้ ท่านได้ พักผ่อน					
5.สปาที่มี อุณหภูมิและ การถ่ายเท อากาศที่ เหมาะสม เพื่อสร้าง บรรยากาศที่ สบาย					
6.สปาที่มีแสง สว่างที่ เหมาะสม เพื่อสร้าง ความสบาย					
7.พนักงาน ของสปาแต่ง กายอย่างมี อาชีพและ เป็นระเบียบ					



คุณลักษณะ ของเดย์สปา	ผลการ ปฏิบัติงาน แย่มาก	ผลการ ปฏิบัติงาน แย่	ผลการ ปฏิบัติงาน ปานกลาง	ผลการ ปฏิบัติงาน ดี	ผลการ ปฏิบัติงาน ดีมาก
เรียบง่าย					
8. พนักงาน ของสปาให้ ข้อมูลที่ เพียงพอ, ชัดเจนและ ยุติธรรม เกี่ยวกับการ บริการของส ปาและ ผลิตภัณฑ์ ของสปา					
9. พนักงาน ของสปาให้ การบริการ ตามเวลาที่ ได้รับปาก เอาไว้					
10. พนักงาน ของ สปาให้การ บริการอย่าง ไร้ความผิด พลาด					
11. พนักงาน					

คุณลักษณะ ของเดย์สปา	ผลการ ปฏิบัติงาน แย่มาก	ผลการ ปฏิบัติงาน แย่	ผลการ ปฏิบัติงาน ปานกลาง	ผลการ ปฏิบัติงาน ดี	ผลการ ปฏิบัติงาน ดีมาก
งานของ สปาให้การ บริการอย่าง รวดเร็วฉับ ไว					
12. พนักงาน งานของ สปา แสดงออก ถึงความ เต็มใจใน การ ช่วยเหลือ ลูกค้าเสมอ					
13. พนักงาน งานของ สปา แสดงออก ถึงความ เป็นมือ อาชีพและ ความสุภาพ					
14. สปา สามารถทำ ให้ลูกค้า					

คุณลักษณะ ของเดย์สปา	ผลการ ปฏิบัติงาน แย่มาก	ผลการ ปฏิบัติงาน แย่	ผลการ ปฏิบัติงาน ปานกลาง	ผลการ ปฏิบัติงาน ดี	ผลการ ปฏิบัติงาน ดีมาก
มั่นใจถึง ความความ ปลอดภัยทั้ง ทางร่างกาย และ ทรัพย์สิน					
15. สปา ใช้ ผลิตภัณฑ์ สปาและท ริทเมนต์ที่มี คุณภาพดี เช่น ใช้ ผลิตภัณฑ์ จาก ธรรมชาติ หรือจากแบ รด์ที่เป็นที่ น่าเชื่อถือ					
16. สปา มีชื่อเสียงที่ ดี					
17. พนักงาน งานของส ปาเข้าใจถึง					

คุณลักษณะ ของเดย์สปา	ผลการ ปฏิบัติงาน แย่มาก	ผลการ ปฏิบัติงาน แย่	ผลการ ปฏิบัติงาน ปานกลาง	ผลการ ปฏิบัติงาน ดี	ผลการ ปฏิบัติงาน ดีมาก
ความ ต้องการที่ เฉพาะเจาะ จงของ ลูกค้า					
18. พนักงาน งานของส ปาแสดงถึง ความสนใจ ต่อลูกค้า เป็น รายบุคคล					
19. สปา นำเสนอห ริทเมนต์ที่ดี และมีความ หลากหลาย เพื่อ ตอบสนอง ต่อลูกค้าที่ มีความ แตกต่างกัน					
20. สปา มีเวลาทำ การที่ สะดวก					

3. จากคุณสมบัติต่อไปนี้ 3 คุณสมบัติไหนของเดย์สปาที่ยังไม่สามารถทำได้ตามความต้องการของท่านมากที่สุด

1. สิ่งอำนวยความสะดวกทางกายภาพและการออกแบบของสปาที่ดึงดูดความสนใจอย่างมีความสมเหตุสมผล

2. ลักษณะภายนอกทางกายภาพของสิ่งอำนวยความสะดวกเข้ากันกับชนิดของการบริการที่จัดไว้

3. สปามีความสะอาดและสุขลักษณะ (เช่น เติงและล๊อบบี้มีความสะอาด)

4. สปามีกลิ่นที่ช่วยทำให้ท่านได้พักผ่อน

5. สปามีอุณหภูมิและการถ่ายเทอากาศที่เหมาะสมเพื่อสร้างบรรยากาศที่สบาย

6. สปามีแสงสว่างที่เหมาะสมเพื่อสร้างความสบาย

7. พนักงานของสปาแต่งกายอย่างมีอาชีพและเป็นระเบียบเรียบร้อย

8. พนักงานของสปาให้ข้อมูลที่เพียงพอ, ชัดเจนและยุติธรรมเกี่ยวกับการบริการของสปาและผลิตภัณฑ์ของสปา

9. พนักงานของสปาให้การบริการตามเวลาที่ได้รับปากเอาไว้

10. พนักงานของสปาให้การบริการอย่างไร้ความผิดพลาด

11. พนักงานของสปาให้การบริการอย่างฉับไว

12. พนักงานของสปาแสดงออกถึงความเต็มใจในการช่วยเหลือลูกค้าเสมอ

13. พนักงานของสปาแสดงออกถึงความเป็นมืออาชีพและความสุภาพ

14. สปาสามารถทำให้ลูกค้ามั่นใจถึงความความปลอดภัยทางร่างกายและความปลอดภัยของทรัพย์สิน

15. สปาใช้ผลิตภัณฑ์สปาและทรีทเมนต์ที่มีคุณภาพดี เช่น ใช้ผลิตภัณฑ์จากธรรมชาติหรือจากแบรนด์ที่เป็นที่น่าเชื่อถือ

16. สปามีชื่อเสียงที่ดี

17. พนักงานของสปาเข้าใจถึงความต้องการที่เฉพาะเจาะจงของลูกค้า

18.พนักงานของสปาแสดงถึงความสนใจในต่อลูกค้าเป็นรายบุคคล

19.สปานำเสนอทริทเมนต์ที่ดีและมีความหลากหลายเพื่อตอบสนองต่อลูกค้าที่มีความแตกต่างกัน

20.สปาใช้เวลาทำการที่สะดวก

#### **ส่วนที่ 4: ข้อมูลทางประชากรศาสตร์**

1. เพศของท่านคือ?

- ผู้หญิง
- ผู้ชาย

2. ท่านอายุเท่าไร?

- อายุต่ำกว่า 18 ปี
- อายุ 18-22 ปี
- อายุ 23-30 ปี
- อายุ 31-40 ปี
- อายุ 41-50 ปี
- อายุ 51-60 ปี
- อายุมากกว่า 60 ปี

3. ระดับการศึกษาสูงสุดของท่าน?

- ต่ำกว่าระดับมัธยมศึกษา
- ระดับมัธยมศึกษา
- วิทยาลัยเทคนิค/วิทยาลัยอาชีวศึกษา
- ปริญญาตรี
- ปริญญาโท
- ปริญญาเอก

4. สถานภาพสมรสของท่าน?

- โสด/ไม่เคยแต่งงาน
- สมรส

- แยกกันอยู่
- หย่าร้าง
- เป็นหม้าย

5. สถานะการจ้างงานในปัจจุบันของท่าน?

- นักเรียน/นักศึกษา
- เจ้าของธุรกิจ
- พนักงาน แบบเต็มเวลา
- พนักงานแบบพาร์ทไทม์
- อาชีพอิสระ
- ทำงานบ้าน
- เกษียณ

6. รายได้ของท่านต่อเดือน?

- น้อยกว่าหรือเท่ากับ 20,000 บาท
- 20,001-40,000 บาท
- 40,001-60,000 บาท
- 60,001-80,000 บาท
- 80,001-100,000 บาท
- 100,001-150,000 บาท
- 150,001-200,000 บาท
- มากกว่า 200,000 บาท

เมื่อกดปุ่ม “ยินยอม” ข้าพเจ้ายอมรับว่า

-ข้าพเจ้าขอแสดงเจตนายินยอมเข้าร่วมโครงการวิจัย เรื่อง “การศึกษาเปรียบเทียบทัศนคติของผู้ชายกับผู้หญิงที่มีต่อคุณภาพการบริการของเดย์สปาในกรุงเทพฯ ด้วยเทคนิคการวิเคราะห์ระดับความสำคัญและผลการปฏิบัติงาน

-ข้าพเจ้ายินยอมให้ผู้วิจัยใช้ข้อมูลที่ได้จากการสัมภาษณ์  
ข้าพเจ้า แต่จะไม่เผยแพร่ต่อสาธารณะเป็นรายบุคคล โดยจะนำเสนอเป็น  
ข้อมูลโดยรวมจากการวิจัยเท่านั้น

- ยินยอม
- ไม่ยินยอม

