



**academic research:**  
Customers' influential factors leading  
to service decision making of spa  
through online purchase

**By Sunai Wachirawarakarn**  
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## Research advisor acknowledgement



ผู้ช่วยศาสตราจารย์ นายแพทย์ พันธุ์  
ศักดิ์ ศุภระฤกษ์

ผู้อำนวยการด้านการแพทย์ ศูนย์ส่งเสริมสุขภาพไวทัลไลฟ์ ในเครือโรงพยาบาลบำรุงราษฎร์อินเตอร์เนชั่นแนล

Assist. Professor Pansak  
Sugkraroek, M.D.

Medical Director at Vitallife  
Wellness Center



# Background of Research Study



# Thailand Online Users Population

## Thailand Internet User 2018

Total population

69.11 million

Internet Users

57.00 million

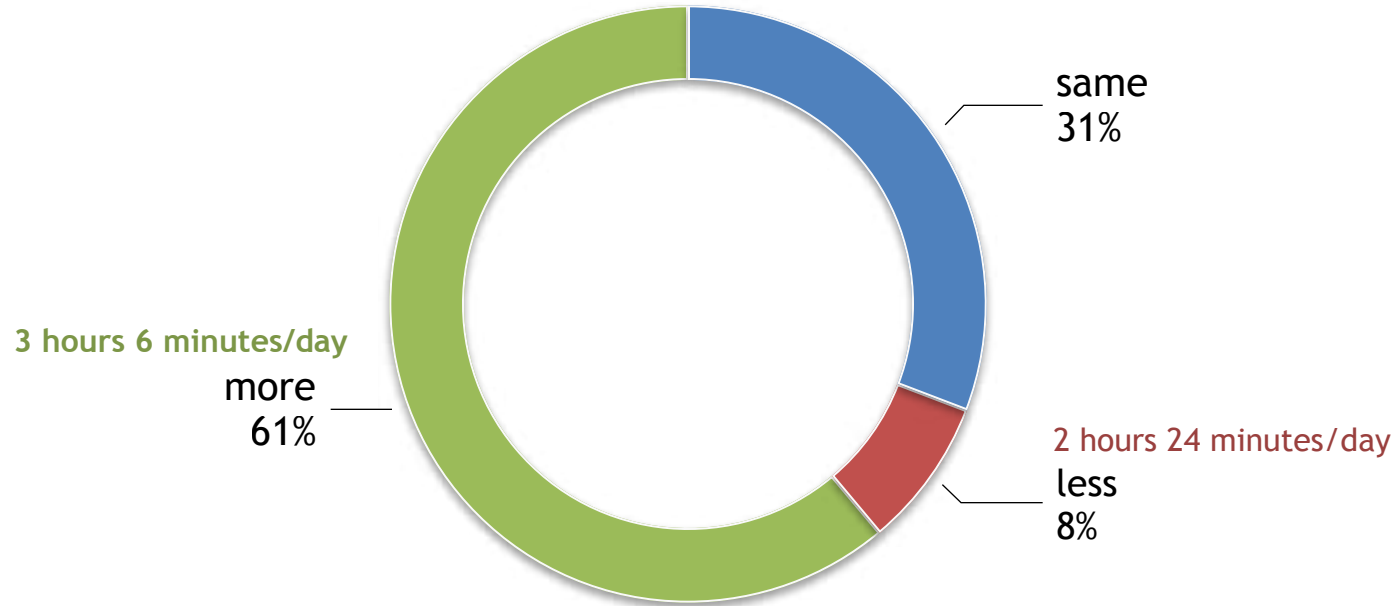
Internet Users as percentage of the  
total population

82%

Total Number of active  
mobile internet users

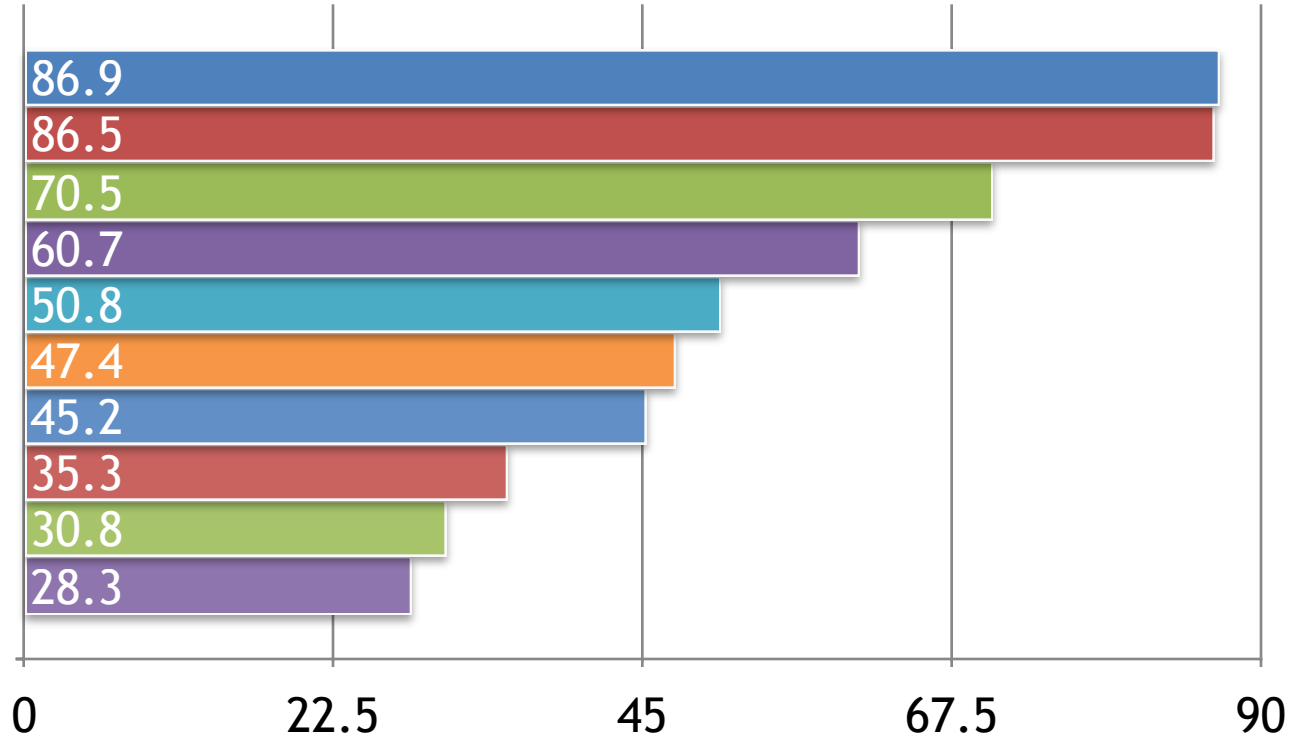
54.44 million

# Internet Usage Trend 2017



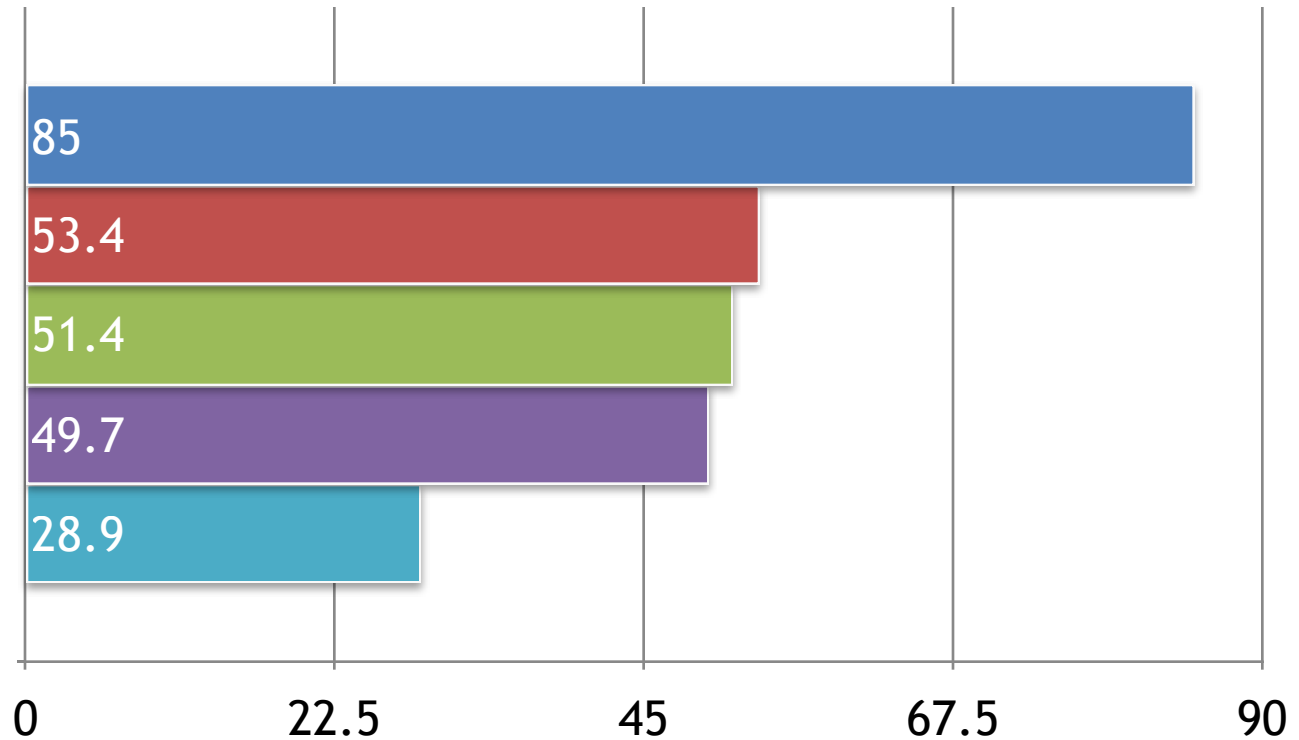
## Top 10 Online activities in 2017

- Social Media
- Search Info
- Email
- TV/Music
- Online Purchase
- Download
- Finance
- Gaming
- E-Book
- Study

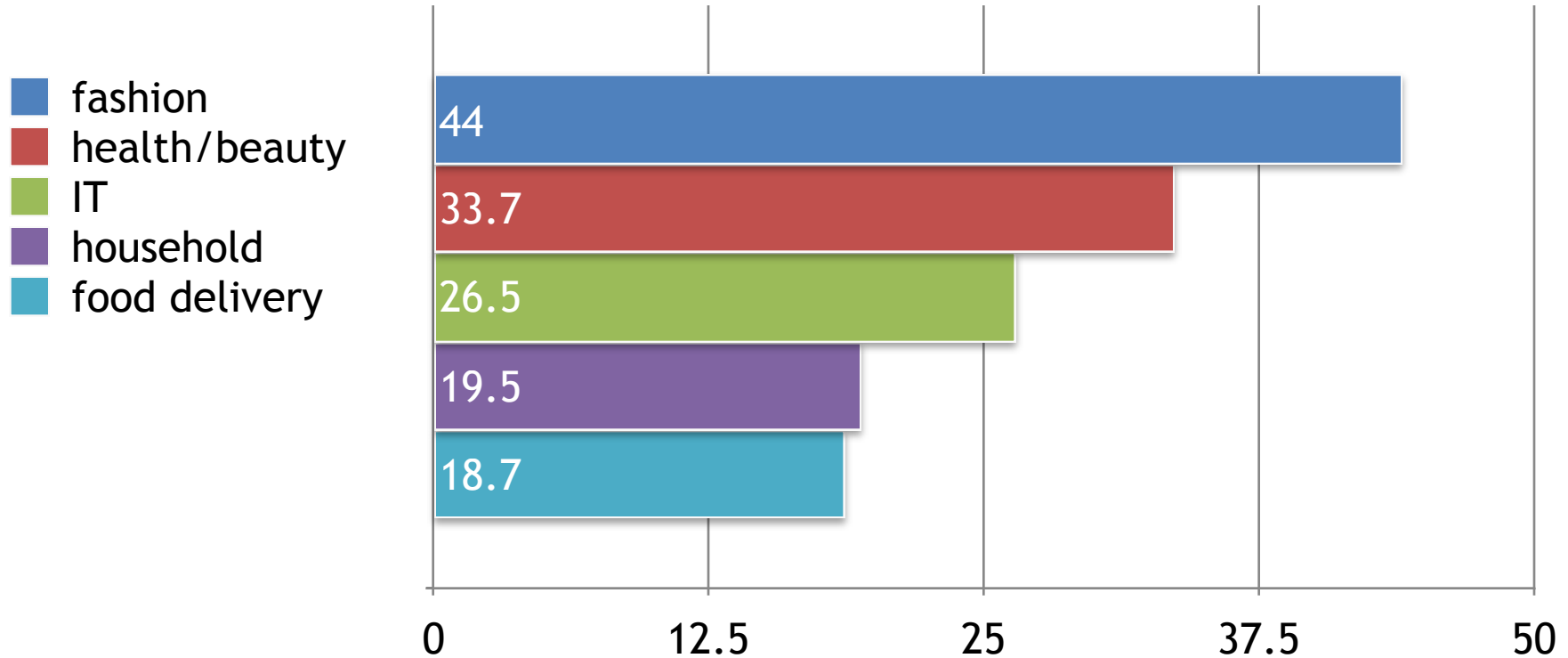


## Top 5 Factors for online purchase in 2017

- convenience
- fast delivery
- promotion
- better price
- online exclusive

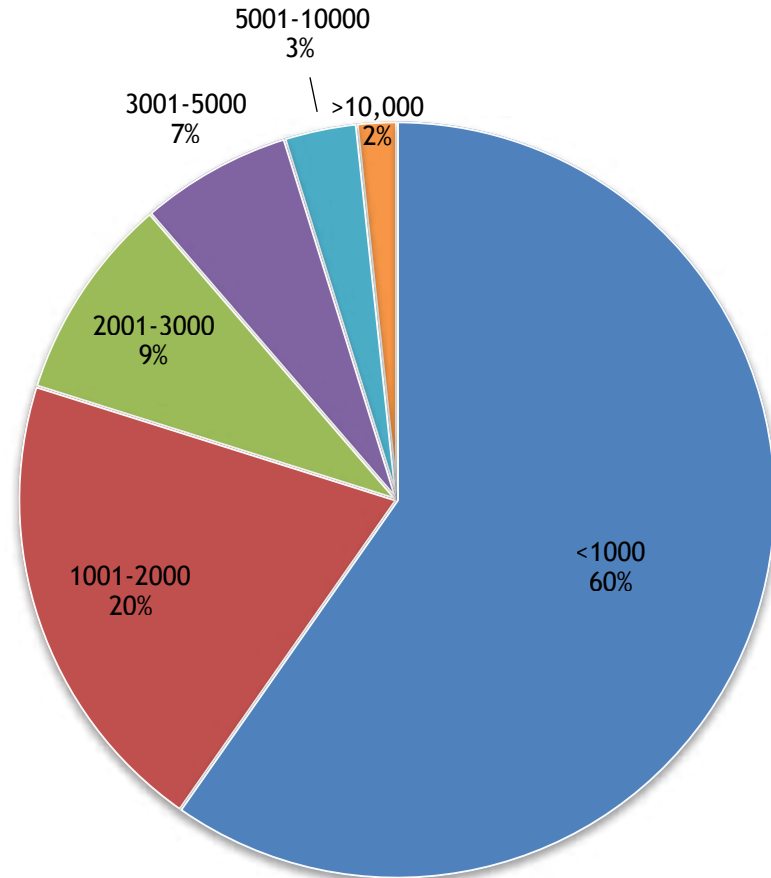


## Top 5 products and services for online purchase in 2017



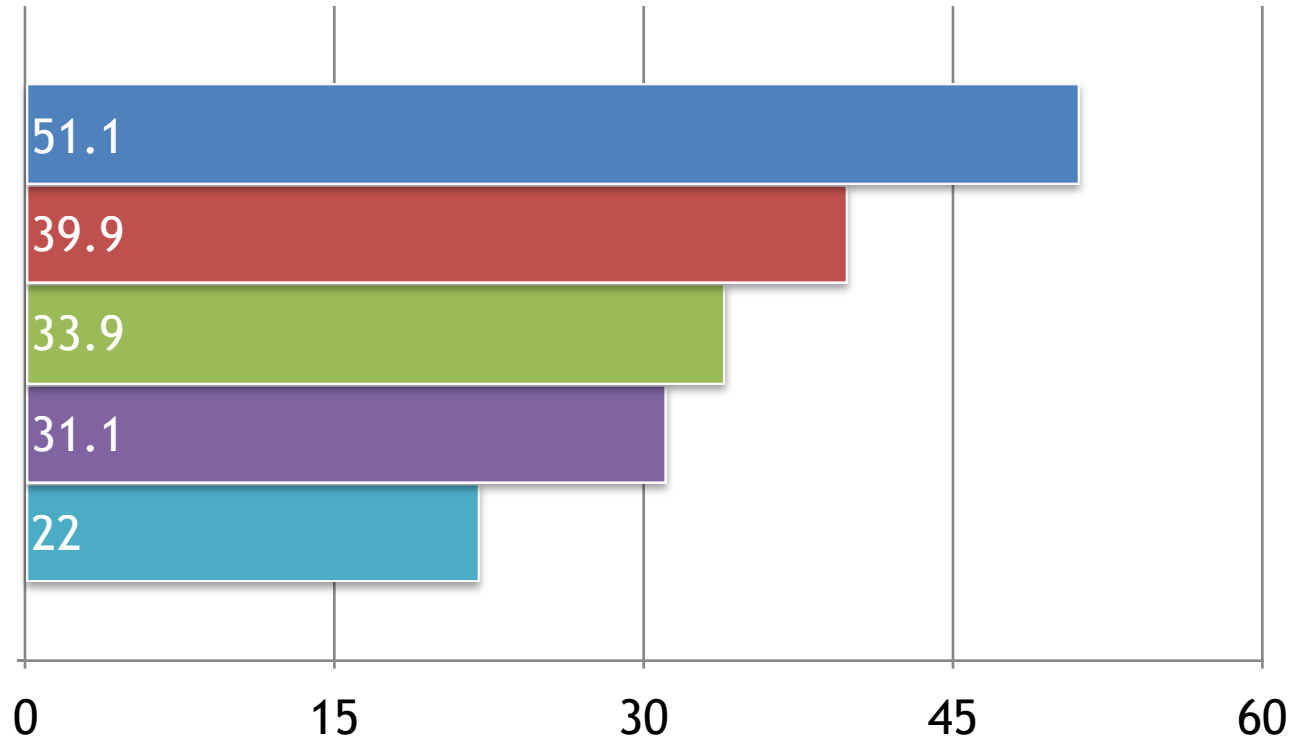


# Spending power in Health & Beauty online purchase

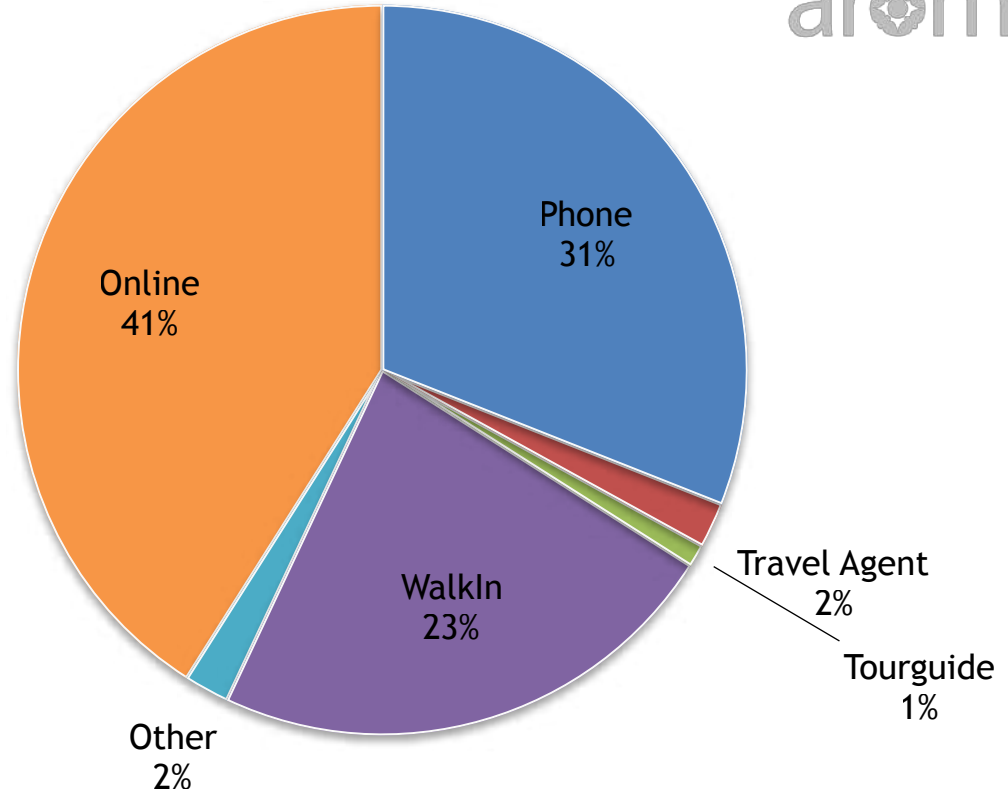


## Top 5 Factors for **NOT** purchase online in 2017

- afraid of fraud
- No Trial
- Not available
- Prefer Offline
- Unknown seller



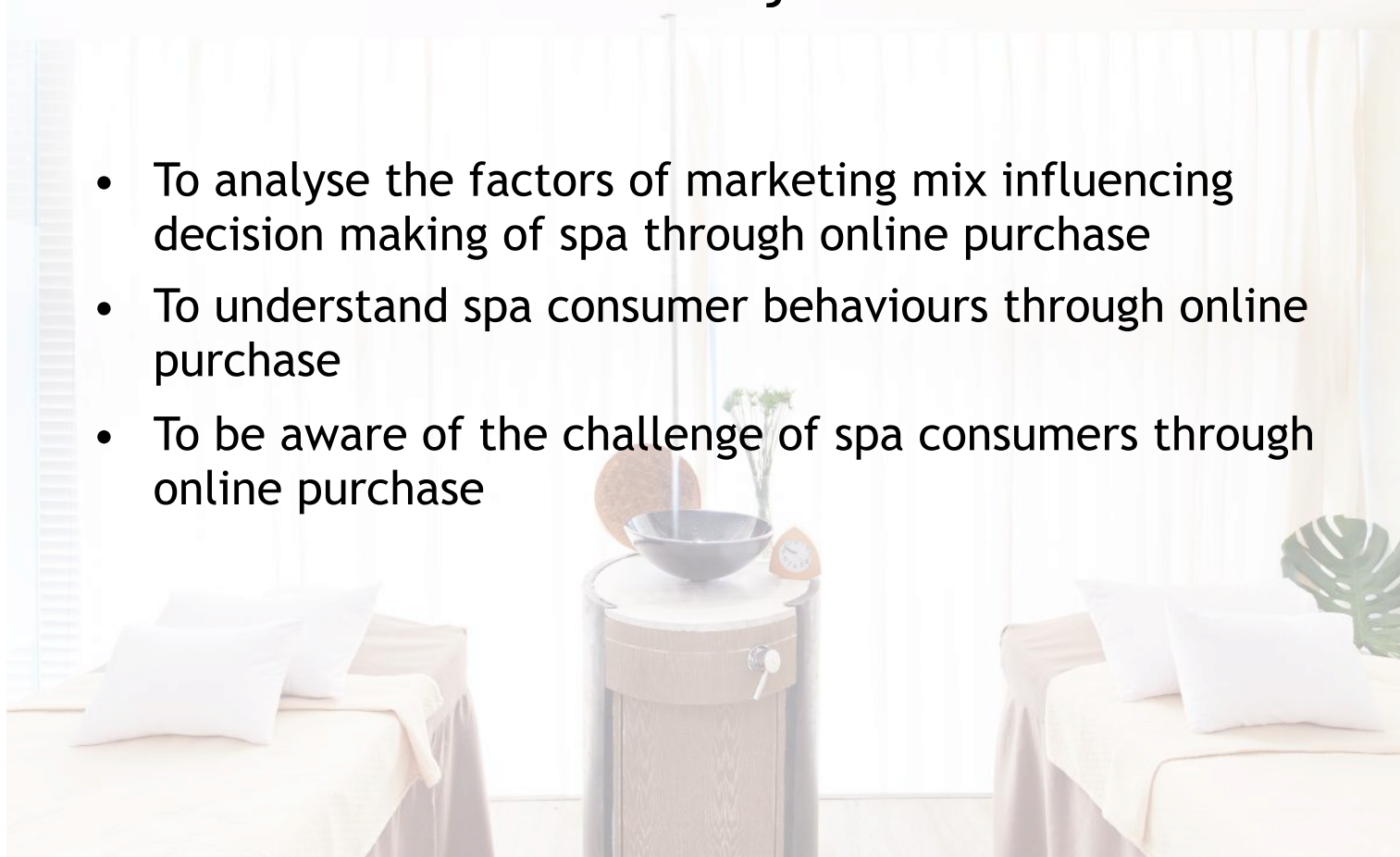
อัตราการจองผ่าน  
Online ของ อา  
รรมณ์ดีสปาในปี  
2017 มีอัตราเพิ่มขึ้น  
อย่างต่อเนื่อง โดย  
ปัจจุบันมีสัดส่วนถึง  
41% ในการจอง



## Online Spa Market Segmentation

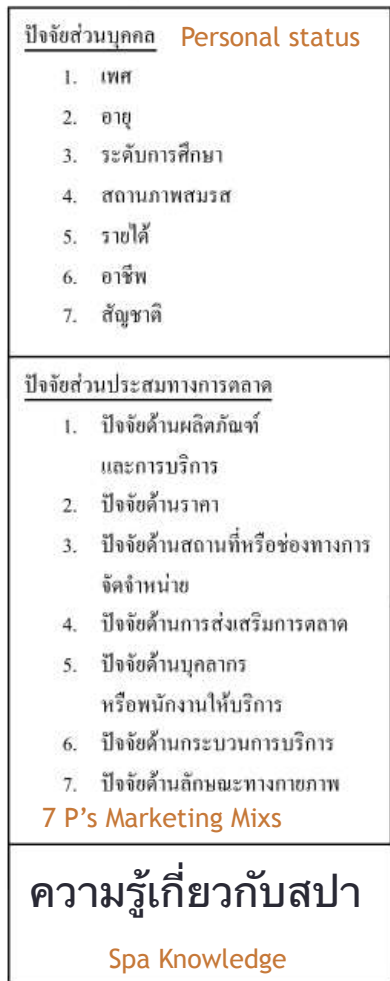
# Research Objectives

- To analyse the factors of marketing mix influencing decision making of spa through online purchase
- To understand spa consumer behaviours through online purchase
- To be aware of the challenge of spa consumers through online purchase



## ตัวแปรอิสระ

## ตัวแปรตาม



# Research Framework

products

price

place

promotion

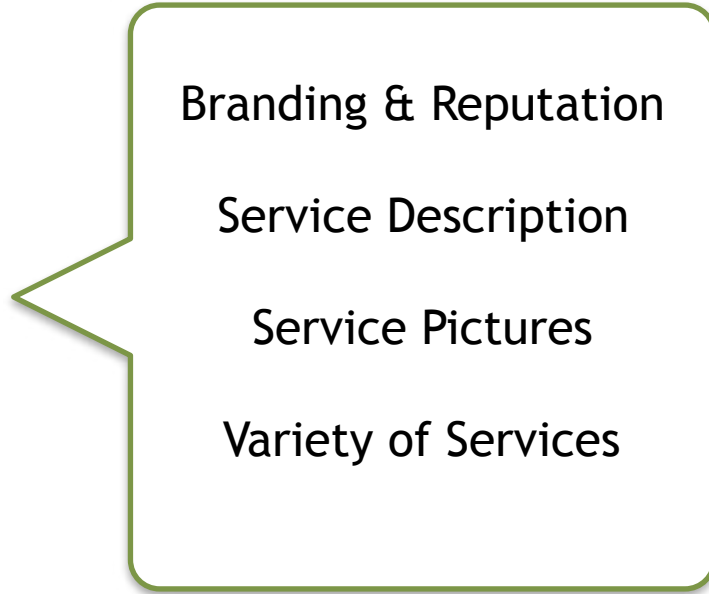
Target  
market

## 7 P's Service Marketing Mix

process

people

physical  
evidence



## 7 P's Service Marketing Mix



Price

Reasonable Price

Lower comparing with  
other channels

Convenience of Payment

Clear Pricing

Security of Payment

**7 P's Service Marketing Mix**





Place

Convenience of booking

User-friendly interface

24 hours availability

Website Security

Real spa place photos

## 7 P's Service Marketing Mix



Promotion

Online Promotion

Customers' Review

Online Loyalty Program

Awards & Certification

**7 P's Service Marketing Mix**



People

Instant Chat

Certified Therapists skills  
by the authorised  
organisation

Staffs' Consultation Skills

**7 P's Service Marketing Mix**



Process

One Stop Service from  
booking through payment

Convenience for return  
customers

Customers' Data Privacy  
and Security

**7 P's Service Marketing Mix**



Physical  
Evidence

Attractive spa photos in  
Website

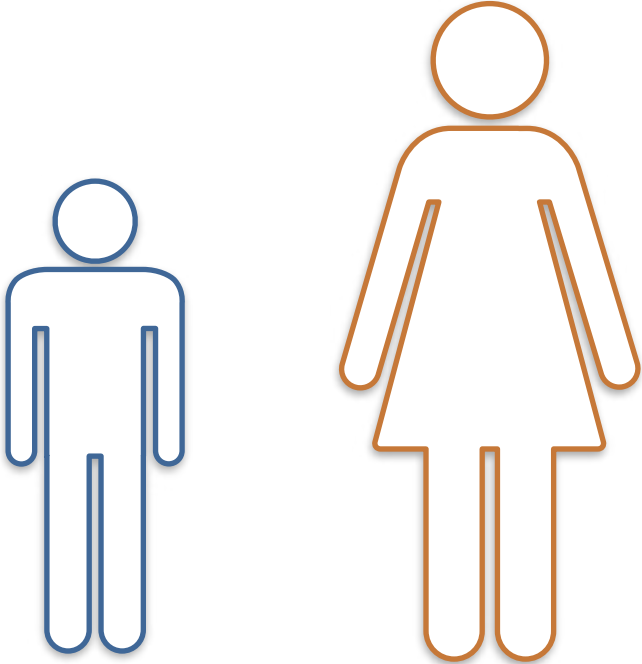
Easy to use

Reliability of Website

Up to date information

**7 P's Service Marketing Mix**

# Research Finding: Gender

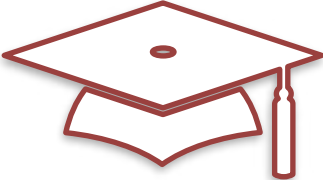


Sample size  
400

37.3%

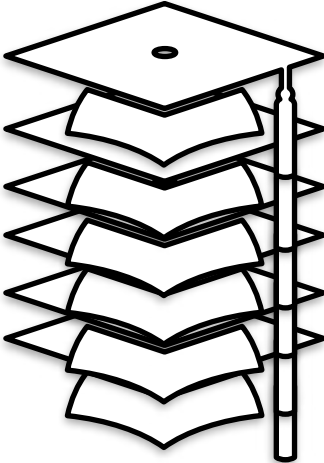
62.8%

# Research Finding: Education Level



10.8%

Below bachelor



62.2%

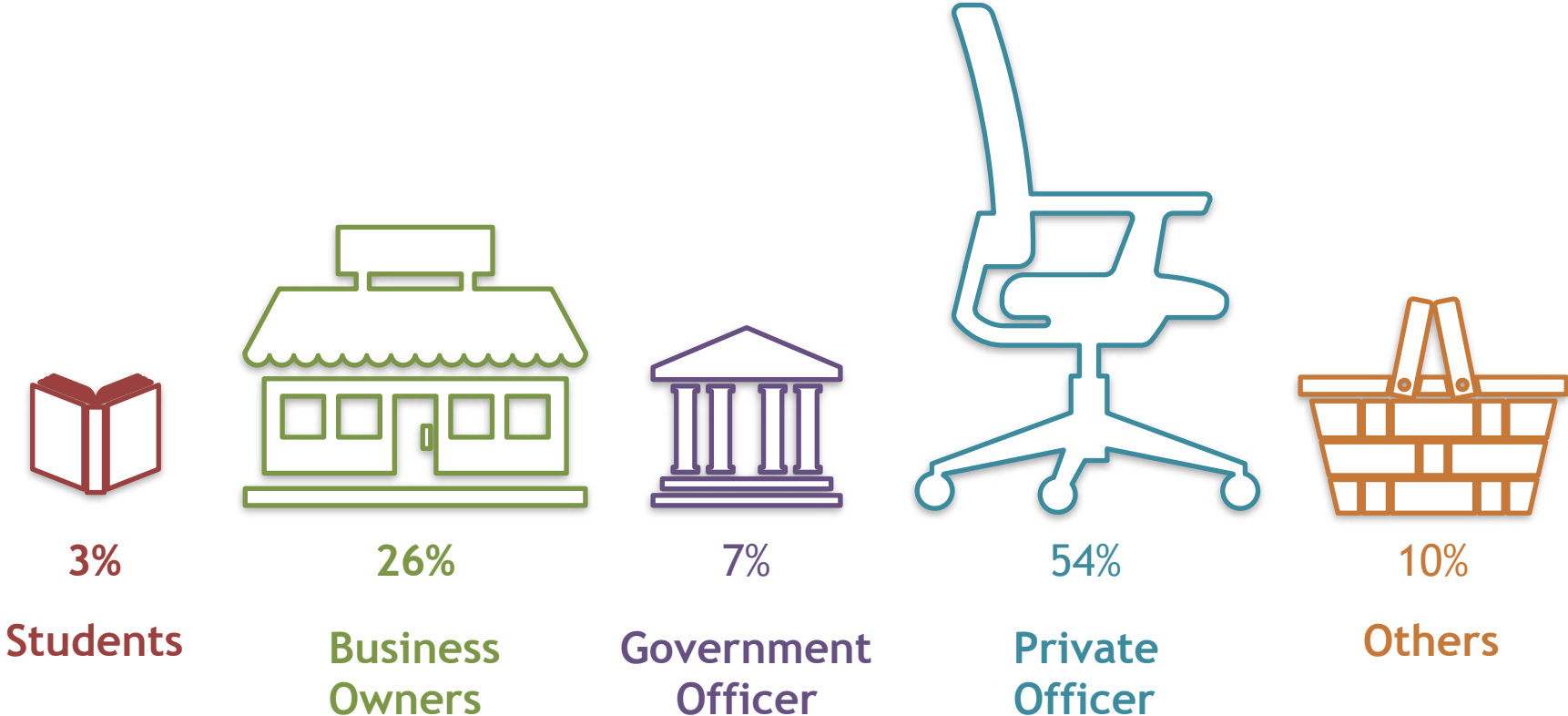
Bachelor



27%

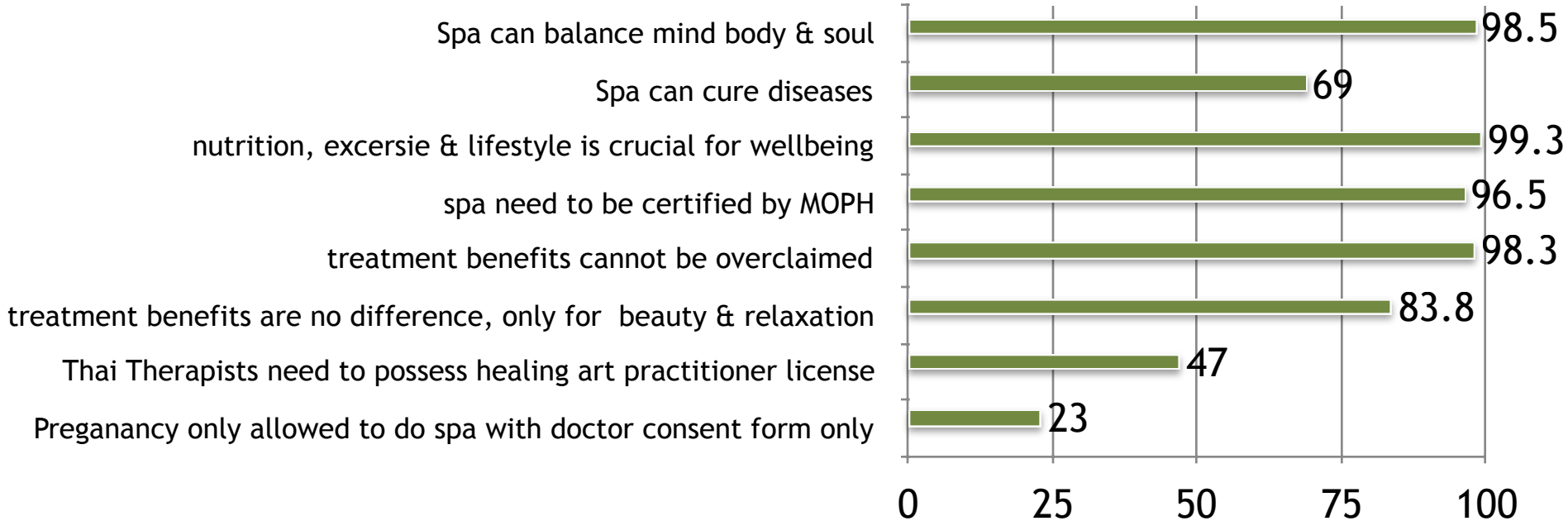
Above bachelor

# Research Finding: Occupation



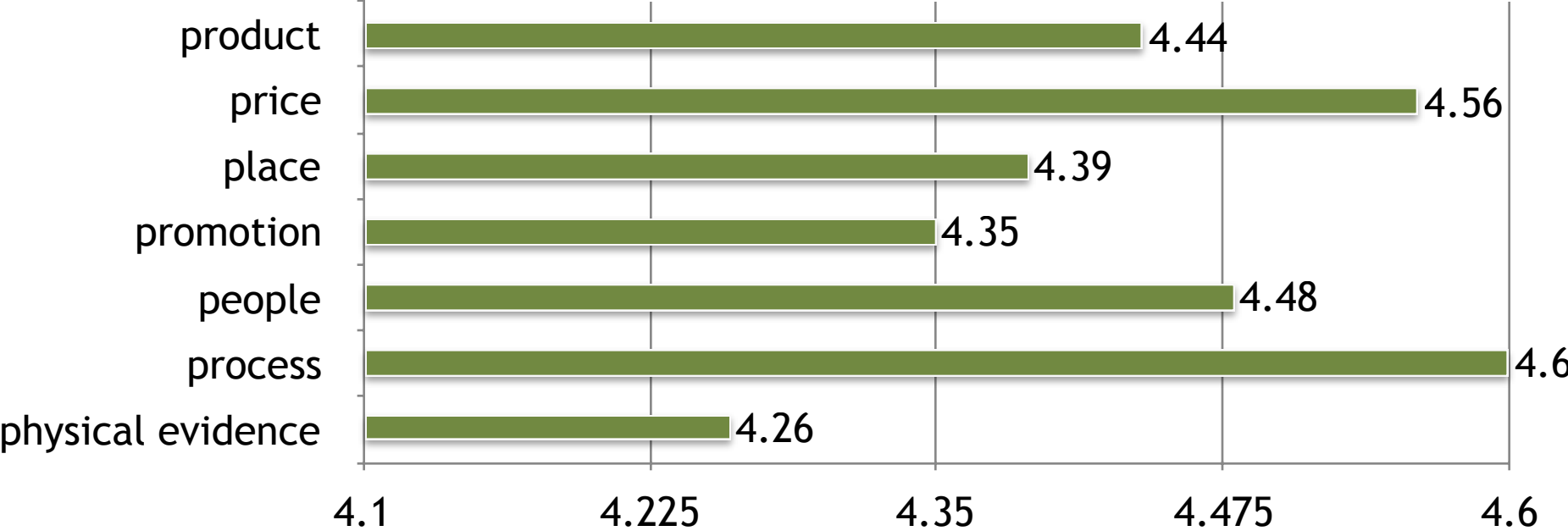


# Research Finding: Level of Knowledge about spa of consumers



# Research Finding:

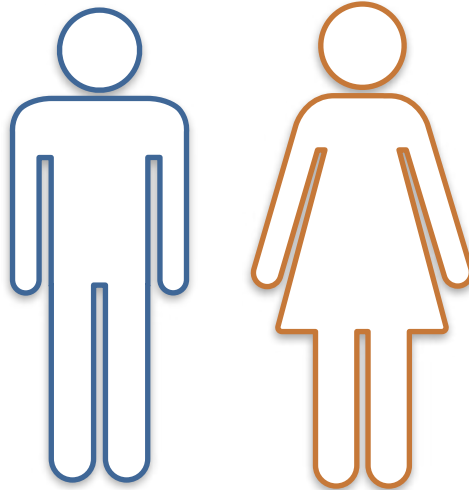
## factors of importance in marketing mix for spa online purchase



# Research Finding:

Genders affecting the importance of marketing mix for spa online purchase

Products	4.56
Process	4.52
Physical evidence	4.15



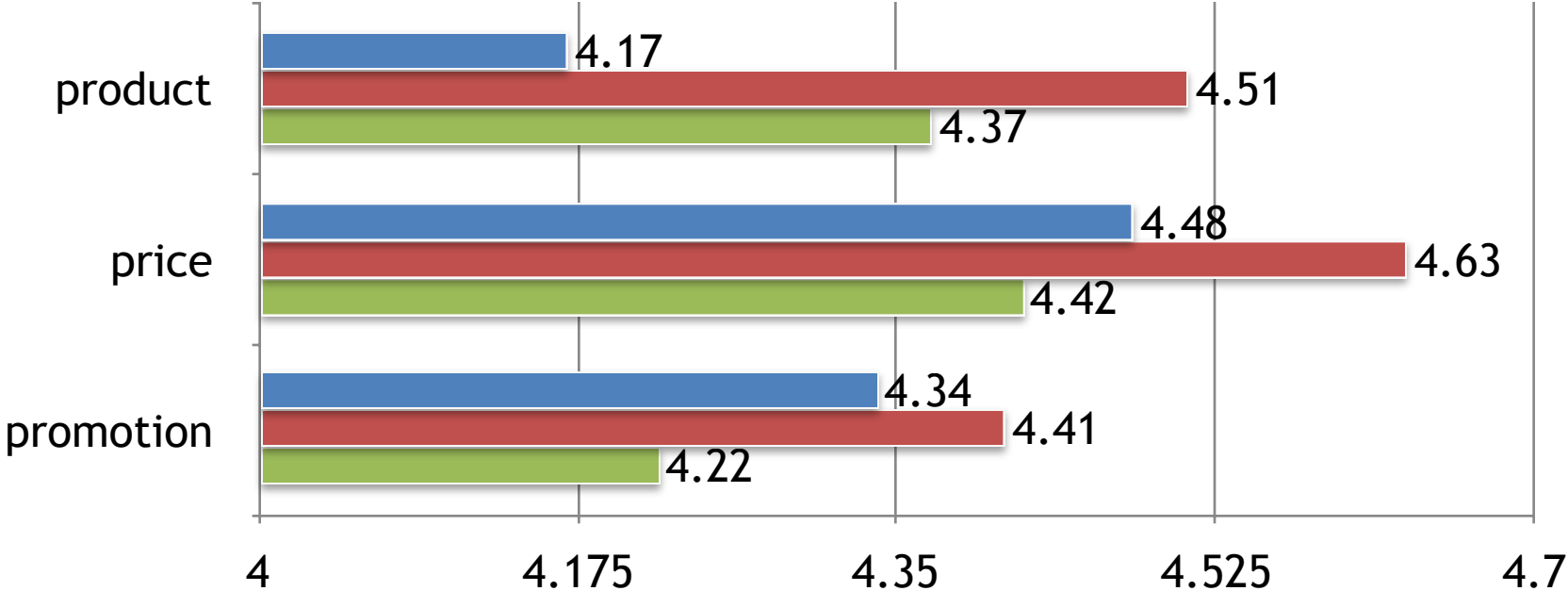
Products	4.37
Process	4.53
Physical evidence	4.32

# Research Finding:

Education level affecting the importance of marketing mix for spa online purchase

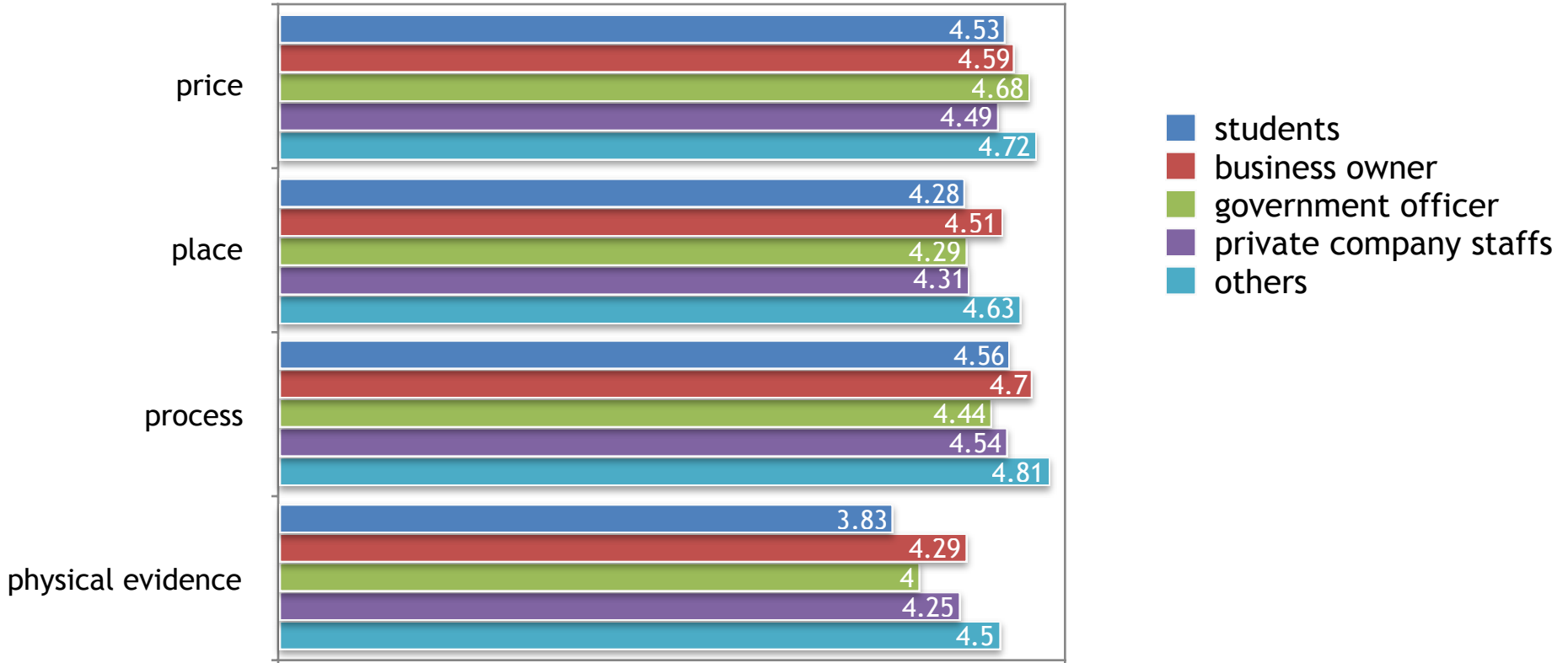


■ < bachelor      ■ bachelor      ■ > bachelor



# Research Finding:

Education level affecting the importance of marketing mix for spa online purchase



# Research Conclusion:

## Spa online purchase survey



### Majority of online spa purchase are

- Female
- Age 30-39 years old
- Income > 50,000 Baht/month
- Single

Level of spa knowledge are in **HIGH** level except the knowledge about spa for pregnancy which is relative **LOW**

Overall, the consumers value the importance of marketing mix in **VERY HIGH** level by ranking the importance as the following order from most to least:

1. Process
2. Price
3. People
4. Products
5. Place
6. Promotion
7. Physical Evidence

# Research Conclusion:

## Spa online purchase survey

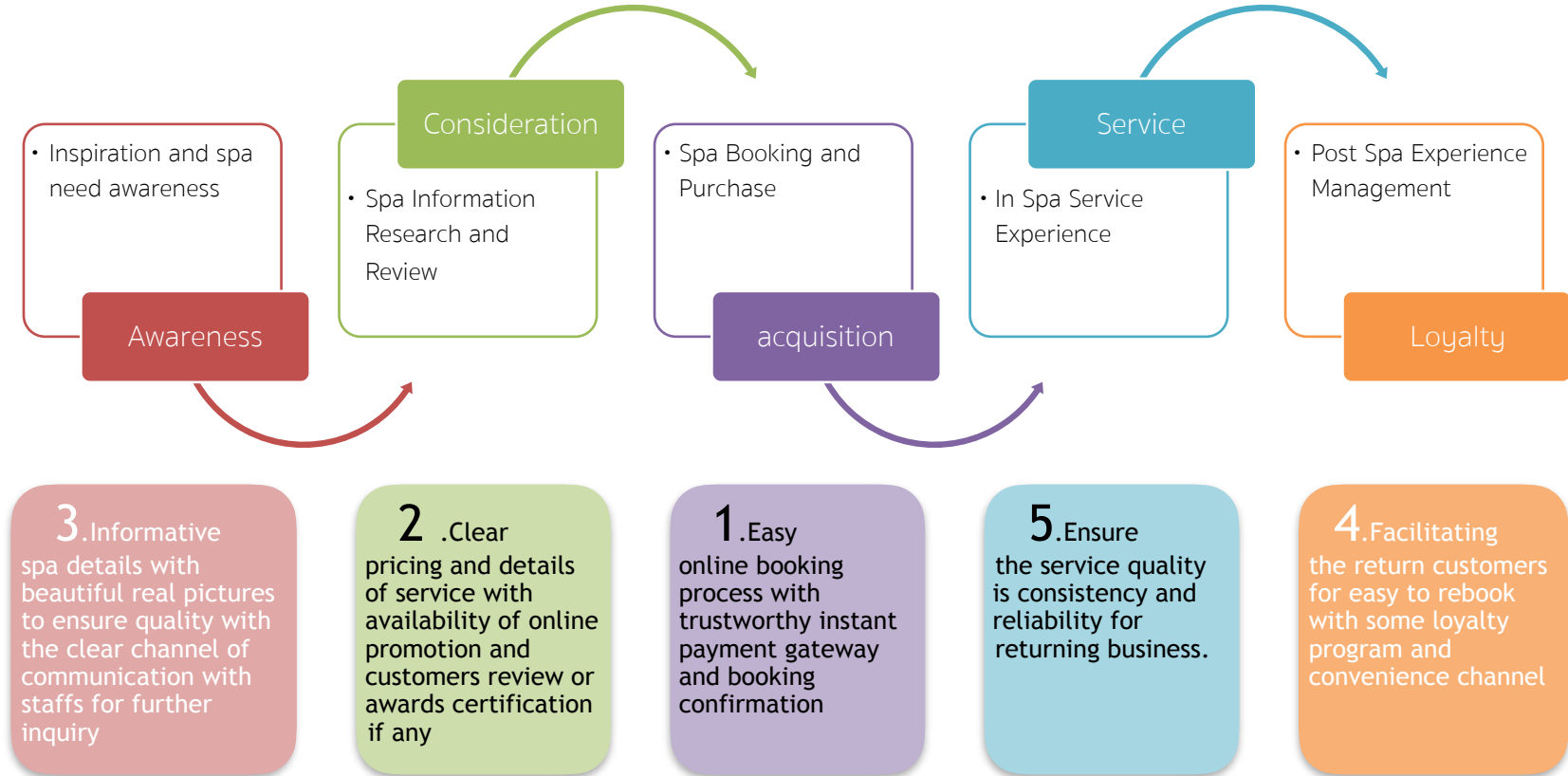


Difference in *education level, gender, occupation* affect the factors to making decision to spa via online purchase

Analysing from the consumers' suggestions, they value

- Products quality & Trustworthy
- Reasonable price
- Payment Security
- Booking confirmation
- Online Promotion
- Awards guarantee
- Quality of staffs
- Users friendly website with beautiful spa pictures

# Researcher Suggestions: For influencing decision making in spa online purchase







## Master of Science in Anti-aging & Regenerative medicine, Dhurakij Pundit University Bangkok

Bachelor of Business Administration (General Management),  
Assumption University Bangkok

- กรรมการผู้จัดการ บริษัท Spanovator
- ผู้ก่อตั้งแบรนด์ arom:D life
- PR & Marketing Committee Chair for Thai Spa Association
- Vice President Spa Professional Association Thailand

