

[DOI: 10.20472/IAC.2018.001.007](https://doi.org/10.20472/IAC.2018.001.007)

SASIPEN KRUTCHANGTHONG

Suan Sunandha Rajabhat University, Thailand

VICHAI CHOKEVIVAT

Suan Sunandha Rajabhat University, Thailand

THE STUDY OF CUSTOMER SATISFACTION WITH HERBAL HAIR SERUM IN USING THE SERVICE AT APPLIED THAI TRADITIONAL MEDICINE CLINIC IN BANGKOK, THAILAND

Abstract:

This Research aims to study the satisfaction with Herbal Hair Serum on the customer's decision to use the Service at Applied Thai Traditional Medicine Clinic in Bangkok, Thailand and how the customers' demographic background affected their satisfaction. A quantitative research methodology. The period of study was between February and March 2018. The research sample consisted 80 customers on using the service at Applied Thai Traditional Medicine Clinic, obtained by simple random sampling. A questionnaire was used as a tool to collect the data. The data were then analyzed by descriptive and inferential statistics. The research results showed that demographic factors including: age, gender, and salary were found to have an influence on their product satisfaction. And the customers were satisfied with overall a most level.

Keywords:

Satisfaction; Service; Herbal; Demographic factors; Customers

JEL Classification: Y80

Introduction

Nowadays one of the types of cosmetic products that consumers usually spend their earning money is hair care products. Chemical hair care products are more popular in the current market. However, there are some consumers who would like to avoid any chemical hazard by using herbal hair products instead. Herbal hair products are more popular and become one of choices for whom have hair problems. Using herbal hair products has been presently increasing. Most of herbal hair products' ingredients are come originally from natural herbs which their medicinal properties can well improve any hair problems such as hair loss, heat damage hairs, dandruff, split ends. Therefore, this is not surprisingly why a number of new product development on herbal hair products are also expanded in the present.

Human has normally had approximately 100,000 – 120,000 hairs on their head. A growth life cycle of human hair is about 2 – 6 years. Human hair is lengthened about 0.5 inches a month. Growth cycle of hair is two phases. Around 90% of hairs on human head are in the growing phase and other 10% of the less are in resting phase. The resting phase lasts around 2 – 3 months. Whilst the old hairs in this phase are resting, a new hair begins the growth phase. 50 – 100 hairs are lost a day is a normal situation of hair growth life cycle (Munkamnerd, 2016).

Satisfaction is a pleasant feeling of person after receiving something he needed. It is influenced by experiences, background, personal attitudes or any related to psychology. In the same senses, satisfaction is a response of experience to human's expectation. It can either positive or negative. If a human is perceived right to his first expectation, he will positively express "satisfied". Conversely, if a human feels unhappy, what he expresses is similarly as "not satisfied". The greater right experiences, the better feeling, promptly (Namwa and Wongthong, 2007).

Literature review

Concept of customer satisfaction

Kotler (2003) and Serirat et al (2003) described that customer satisfaction is the levels of perception. This perception will be expressed whereas a customer uses a product or service. It is measured by how much the product is corresponded well to customer's expectation. If a product is workable and matched with the expectation of customer, the customer satisfaction will be positive as "satisfied". Conversely, if a product is not workable and a customer is not preferred after using, the satisfaction level will be resulted in negative

as “not satisfied”. Thus, in summary, a customer satisfaction is a passion for product. (Boonphadung,S.,2012).

To promote the customer satisfaction, the product should be added its value which come originally from manufacturing and marketing. Total quality of product should also be distinguished from other competitors. It is also called competitive differentiation. The greater value added, the more satisfied by customer. Competitive differentiation is a tactic for winning in a congested marketplace. It is consisted of product differentiation, service differentiation, personal differentiation, and image differentiation. These differentiations can promote product values, customer satisfaction, and encourage products to be the winner in the market in eventually.

The product values are perceived when customer uses a product. The customer always expects not only the product quality but also its overall satisfaction. Hence, in the same senses, this competitive differentiations of product, service, personal and image can promote the values of product, service, personal and image indeed.

Research Methodology

1. The methodology employed in this research was quantitative approach. This research was a survey research that the population were 100 care users who received the care services of Thai Traditional Medicine at Applied Thai Traditional Medicine Clinic. The target groups were related to Yamane’s method (Yamane, 1970) at significance level of .05 which its sample size was 80 care users in accordance with the probability sampling (systematic sampling).

2. Variables were concerned with independent and dependent variables. To concentrate on the independent variables, demographic characteristics such as gender, age, occupation, and income were significantly mentioned, whereas the dependent variables were consisted of the decision making on care using of product and price.

3. A questionnaire was a research instrument of this study. The tool was generated by theoretical reviews and previous works which aimed to comprehend the satisfaction of care users who tried on herbal hair serum at Applied Thai Traditional Medicine Clinic in Bangkok, Thailand. The survey form was divided into three question series as follows.

Series 1: Questions were concerned with demographic characteristics such as gender, age, occupation, and income. There were six check-list questions.

Series 2: Questions were concerned with the levels of satisfaction of care users who tried on the herbal hair serum at Applied Thai Traditional Medicine Clinic in Bangkok. 35 sub-questions were proved by referring the 5 scales of Likert's method – "Very satisfied", "Satisfied", "Neither satisfied nor dissatisfied", "Dissatisfied", and "Very dissatisfied".

Series 3: Questions in this series were in open-end form. A main purpose of this form was for care users to express their personal opinions and comment on care service using.

Instrument assessment the questionnaire was assessed its validity and reliability by three specialists and try-out cases.

Data collection this research distributed 80 survey forms to care users where were served by herbal hair serum at Applied Thai Traditional Medicine Clinic in Bangkok, Thailand.

Data analysis Checked and reviewed the returned survey form, analyzed and interpreted the overall results afterwards by using the statistic package.

Findings

1. The results was investigated that most of 80 care users who were served by herbal hair serum at Applied Thai Traditional Medicine Clinic in Bangkok, Thailand were female less than 40 years old. Those were working in the private companies and earning more than 24,000 baht per month.
2. The overall results showed that decision making factors prior to product and price were influenced on the levels of decision making in receiving service.

Table 1. Means and Standard Deviation of care users served by herbal hair serum.

Decision making factor	Levels of decision making in service		
	\bar{x}	S.D.	Date interpreting
1. Product	3.93	.203	satisfied
2. Price	3.89	.208	satisfied
Overall	3.91	.160	satisfied

3. Comparison of demographic characteristics (i.e. gender, age, occupation, and income) and customer satisfaction on herbal hair serum as in Table 2.

Table 2 Comparison of demographic characteristics and customer satisfaction on herbal hair serum served at Applied Thai Traditional Medicine Clinic in Bangkok, Thailand.

Factor	Product		Price	
	Statistics	p-value	Statistics	p-value
gender	t=.502	.617	t=.331	.742
Age	F=.041	.989	F=.448	.719
Occupation	F=.641	.591	F=2.049	.114
Income	F=.409	.747	F=2.700	.052

* a significant level of 0.05

Summary and conclusion

The results showed that the satisfaction on herbal hair serum of customers who received Applied Thai traditional services at Applied Thai Traditional Medicine Clinic in Bangkok, Thailand was related to the direction of decision making in services. The discussion was as follows.

The care users who were served by herbal hair serum at Applied Thai Traditional Medicine Clinic in Bangkok, Thailand were positively satisfied with the product. This result was related to Tangsukruethai (2009) who proved that Thai herbs had the medicinal properties which could be able to treat human's hair problems. In addition, demographic characteristics were involved with customer's satisfaction. Shade light on demography of gender, the results were investigated, in overall, that female would rather expressed "satisfied" on the herbal hair serum than male. In terms of each factor, female would rather preferred product using and services than male. Netwong (2008) described the consumer's behavior that a response of consumer to products or services were come from incentives. Whenever, there were incentives, this would affect to decision making of buying which demography of gender was one of influencers.

In addition to age, the result of this research proved that most of care users who were served Thai tradition service at Applied Thai Traditional Medicine Clinic in Bangkok, Thailand were 31-40 years old who were being in the working age. This group of care users were tired from working and needed for services. In the same senses of income, most of

care users who were served by herbal hair serum at Applied Thai Traditional Medicine Clinic in Bangkok, Thailand were working in the private companies where earned 24,001 – 28,800 baht a month. They were satisfied by herbal hair serum and services. This implied that when the time was changed, people in this age range were faced with hair problems. Hence, age was one of the factors influenced them to buy herbal hair serum. Besides, it could be able to prove that consumer's behaviors were related to incentives of economic dimensions such as income.

Acknowledgements

The authors would like to express their thank to Associate Professor Dr. Luedech Girdwichai, President of Suan Sunandha Rajabhat University; Assistant Professor Dr. Duandsamorn Rungsawanpho, Dean of Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand for financial support.

References

- Munkamnerd, M., 2016, "Development of the Product "Hair Beauty Style of Suansunandha Palace". The Graduate School, Suansunandha Rajabhat University, Bangkok.
- Boonphadung, S., 2012, "Factors Effecting Life Satisfaction of the Elderly in Bangkok." Suansunandha Rajabhat University, Bangkok
- Atthasing, P., 2009, "Factors Affecting the Decision-Making to use Service at the Dental Division in Veterans General Hospital", *Unpublished Independent Study*. The Graduate School, Phranakhon Si Ayutthaya Rajabhat University, Phranakhon Si Ayutthaya.
- Leelerdwongpakdee, P., 2009. "Customers' Satisfaction and Consumption Behavior Relating to Tendency to Use Service at Sorbet & Sherbet Shop in Golden Place" Bangkok: The Graduate School, Srinakharinwirot University, Bangkok.
- Netwong, T., 2008, "Factors Affecting Decision-Making in Using Medical Service of the Venereal Disease Clinic, Patong Municipality, Kathu District, Phuket Province", *Unpublished Dissertation*. The Graduate School, Suan Dusit Rajabhat University, Bangkok.
- Sereerat, S & et al, 2003, *Marketing Management*. (Revised edition). Dharmasarn, Bangkok.
- Jaturongkakul, A., 2000, *Customer Behavior and Marketing Management: Strategies and Tactics*. Thammasat University Press, Bangkok.
- Yamane, T., 1970, *Statistics An Introductory Analysis*. (2d ed.). John Weatherhill, Tokyo.