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THAI MASSAGE SERVICE BEHAVIOR IN RATCHABURI, THAILAND

Abstract:

This research aims to study: 1) the demographic factors influencing the customers' decision and behavior to use the service of Thai massage in Ratchaburi, Thailand; and 2) the influence of service marketing mix factors on the customers' decision. The study was carried out between May and August 2017. This study employed a quantitative research methodology. The research sample consisted of 400 individuals who had experiences in using Thai massage services in Ratchaburi. A questionnaire was used to collect the data. The data were analyzed by descriptive statistics including frequency, percentage, mean and standard deviation, and inferential statistics. The Research result showed that 1) customers' decision and their behavior to use the service of Thai massage was influenced by age, occupation, average income per month, and education level; 2) service marketing mix that had an effect on the customer decision and behavior to use the service of Thai massage included, sorted in a descending order, product, process, price, place, personnel, promotion, and physical attributes.

Keywords:

Service Quality, Customer Expectation, International Tourists

JEL Classification: Y80

Introduction

Thai Massage is well known in the world and also to Thai heritage preservation that has long history and outstanding identity which related with domestic economy in the present. Moreover, natural therapy popular waving is too. So that, The government was agree with establish Thai massage organization and develop alternative medicine that make Thai massage more importance until to create the standard cover with Massager, Location and Spa too for acceptance and to be international standard. Almost reason that the tourists are interest in Thai massage is relax and tension treat that they will come back again with body massage for the most, also to recommend other to people to know too. Researcher think if Thai massage entrepreneur know about the factors that affect to tourist decision which the owner can be adaptable such as Choose the products, Personal training, Marketing Plan etc. for meet customer demand both with Thai and foreigner. Because if the entrepreneur doing the business but do not know the customer demand that difficult to successful

Instrumentation research Process

Part 1 Personal data analysis

Personal data of the sampling which are sex, ages, status, education, career and income per month that distribution number and percentage are found that almost of the sampling is male for there are 167 peoples or 41.8 Minor is female there are 233 peoples or 58.3 percentage.

Ages found that almost of the sampling is who are between 30-40 years old or 48.3 percentage. Minor is who are between 41-50 years old there are 103 peoples or 25.8 percentage and lower than 30 years old there are 76 peoples or 19.0 percentage by random order.

Education found that almost of the sampling was graduated in bachelor degree for the rearr 316 peoples or 79.0 percentage. Minor is more than bachelor degree there are 45 peoples or 11.3 percentage and lower than bachelor degree there are 39 peoples or 9.8 by random order.

Career found that almost of the sampling is government personal for there are 142 peoples or 35.5 percentage. Minor is private company personal there are 104 peoples or 16.0 percentage and owner business there are 83 peoples or 20.8 percentage by random order.

Income per month found that almost of the sampling who has income between 15,001 – 20,000 baht per month for there are 151 peoples or 37.8 percentage. Minor is income between 20,001 – 25,000 baht per month for there are 115 peoples or 28.8 percentage. And income between 10,001 – 15,000 baht per month for there are 65 peoples or 13.3 percentage by random order.

Marketing Mix consist of massage product factor, service process factor, price factor, personal factor, place factor, marketing mix factor and physical factor.

table 1 mean and standard deviation of service quality factor

Quality Service	\bar{X}	S.D	Result
1. massage product factor			
The product is safe for the body	4.28	.448	Highest
Standardized Products Ministry	4.29	.457	Highest
Products from the folk wisdom	4.33	.470	Highest
Natural products	4.24	.426	Highest
totally	4.28	.290	Highest
2. service process factor			
The service quality and standards	4.30	.458	Highest
There are a variety of services	4.23	.420	Highest
convenient to pay	4.25	.434	Highest
totally	4.25	.320	Highest
3.Price factor			
Suitable Price with quality service	4.23	.421	Highest
The service fee is clearly stated	4.31	.462	Highest
Standard Price	4.21	.408	Highest
totally	4.24	.339	Highest
4.Personal Factor			
Experience,Professional and Knowledge	4.31	.464	Highest
Good personality and relationship	4.23	.420	Highest
Service mind	4.21	.406	Highest
Communication skills	4.13	.334	High
healthy	4.26	.439	Highest
totally	4.22	.239	Highest
5.Place Factor			
safety	4.22	.415	Highest
comfortable for transportation	4.16	.369	High
near community	4.30	.459	Highest
totally	4.22	.279	Highest

6.Promotion Factor			
Diversity advertisement	4.22	.415	Highest
Interested Promotion such as discount	4.20	.402	High
any promotion for free such as manicure	4.29	.455	Highest
totally	4.23	.319	Highest
7.Physically factor			
The shop is not too narrowAnd there are enough massage rooms	4.15	.360	High
Interested decoration	4.23	.423	Highest
Herb Aroma	4.33	.472	Highest
clean equipment	4.21	.406	Highest
totally	4.22	.415	Highest
Service quality for totally	4.24	.188	Highest

From table 1 opinion analysis result on service quality in the holistic all in high with mean at 4.24. When was considered in each factor found that massage product, service process, price, personal, place, promotion and physical factors showed that all in highest level with mean 4.28, 4.25, 4.24, 4.22, 4.22, 4.23 and 4.22

Service Behavior

Table 2 Mean and Standard Deviation of time number to serviced with Thai massage

time number to serviced with Thai massage	number (people)	percentage
1). 1 time per a week	48	12.0
2). 2 - 3 time per a week	16	4.0
3). 1 time per a month	142	35.5
4). Not sure	194	48.5
totally	400	100.0

From table 2 found that almost of the sampling has Thai massage behavior not sure for there are 194 people or 48.5 percentage. Minor is 1 time per a month there are 142 peoples or 35.5 percentage and 1 time per a week there are 48 peoples or 12.0 percentage by random order.

Table 3 Mean and Standard Deviation of Thai massage expense

Thai massage expense	number (people)	percentage
1). Less than 300 baht	222	55.5
2). 300– 400 baht	84	21.0
3). 401 – 500 baht	77	19.3
4).More than 501 baht	17	4.3
totally	400	100.0

From table 3 found that almost of the sampling are expense with Thai massage less than 300 baht for there are 222 peoples or 55.5 percentage. Minor is 300-400 baht there are 84 peoples or 21.0 percentage and 401.500 bath there are 77 peoples or 19.3 percentage by random order.

Table 4 Mean and Standard Deviation on personal decision with Thai massage service

personal decision on Thai massage service	number (people)	percentage
1). parent	34	8.5
2). cousin	8	2.0
3). friend	39	9.8
4).by themselves	263	65.8
5).other	56	14.0
totally	400	100.0

From table 4 found that almost of the sampling has the person who affected to service decision on Thai Massage are by themselves for there are 163 peoples or 65.8 percentage. Minor is friend there are 56 peoples or 14.0 percentage and the other there are 56 peoples or 14.0 by random order.

Table 5 Mean and Standard Deviation on Thai massage reason to serviced

Thai massage reason to serviced	number (people)	percentage
1). Suitable price when compare with service	132	33.0
2). Staff ability	172	43.0
3). Safety service	69	17.3
4). Comfortable transportation	27	6.8
totally	400	100.0

From table 5 found that the most reason to serviced with Thai massage is staff ability for there are 172 peoples or 43.0 percentage. Minor is suitable price when compared with

service there are 132 peoples or 33.0 percentage and safety service there are 69 peoples or 17.3 by random order.

Summary and Conclusions

From service behavior on Thai Massage shops in Ratchaburi, Thailand with demography characteristic. The research result showed that the sampling who was different with sex, ages, status, education and career has Thai service behavior on expense per a time and service frequency time per a month are differently that related with research Anchalee Sukanonsawat who was studied on Alternative: Factors correlated customer 's behavior and behaviors trend on using the services of Royal River Hotel. Found that service frequency in a year ago are different with sex, education and income per a month. And also to related with the research result of Sirattchanon Chutikarnchitipat who was studied on The factors that related with customer service behavior of Grate Spa Beauty Clinic in Ratchaburi found that demography characteristic customer which are ages, status, education, career and income per month are different also to expense service factor and service frequency per month are different as well.

For Massage product factor, the customer has attitude toward marketing mix cover with service trade and massage service in highest level. When was considered in each factors found that the customer has attitude at highest level on product is safety and has ministry standard also from local wisdom and as natural product. For service process factor, The customer has attitude on marketing mix and service process factor are in highest level. When was considered in each factors found that service quality on standard also to diversity service and comfortable payment. For price factor, The customer has attitude on marketing mix and price factor are highest level. When was considered in each factors found that the highest customer attitude are suitable price when compared with service and clearly price also to on standard. For personal factor, the customer has attitude on marketing mix in personal factor is highest level. When was considered in each factors found that the highest customer attitude are experience, professional and has knowledge also has good personality and relationship, service mind and healthy.

For place factor, the customer has attitude on marketing mix in place factor is highest. When was considered in each factors found that the highest customer attitude are safety and near the community area. For promotion factor, the customer has attitude on marketing mix in promotion factor is highest. When was considered in each factors found that the highest customer attitude are diversity advertise and has other promotion that interested such as discount. And finally are physically factor. the customer has attitude on marketing mix in physical factor is highest. When was considered in each factors found that the highest customer attitude are interesting decoration, herb aroma and clean equipment.

Service Quality

Thai Massage Shop in Ratchaburi almost has safety products and ministry standard with natural material, Service process has quality and standard, Comfortable to pay, Suitable Price and Clearly, Personal has experience Professional Personality and good relationship also to service mind, communication skills. Almost of location is near the community. Marketing Plan has advertisement in diversity media. There are interesting promotion such as discount and other special service like nail decorate for free. For Physical factor has enough massage rooms, widely, clean, beauty decorate, good smell with any kind of herbs and clean equipment. Main reason to prefer Thai Massage is Personal ability, price, suitable price when compare with service quality and trust in the safety.

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