

INVESTIGATION OF THE MARKETING MIX FACTORS INFLUENCING THE
PURCHASING BEHAVIOR OF THAI HAIR SALON OWNERS REGARDING HAIR
COLOR PRODUCTS



Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

May 2013

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ABSTRACT

BY

NGAMTA KUYRAM

Presented in Partial Fulfillment of the Requirements for the

Master of Arts Degree in Business English for International Communication

at Srinakharinwirot University

May 2013

Ngamta Kuyram. (2013). *An Investigation of the Marketing Mix Factors Influencing the Purchasing Behavior of Thai Hair Salon Owners Regarding Hair Color Products.*

Master Project, M.A. (Business English for International Communication).

Bangkok: Graduate School, Srinakharinwirot University. Master's Project

Advisor: Assistant Professor Dr. Saiwaroon Chumpavan.

This study attempted to investigate the marketing mix factors influencing the purchasing behavior of Thai hair salon owners regarding hair color products. The participants of this study were Thai hair salon owners who had run their business over one year and whose salons were located at Pathumwan, Bangrak, Sathon, and Wattana. The instrument used for the data collection was a questionnaire. The questionnaire was divided into two parts: (a) the general information of the participants and (b) the influencing factors based on the marketing mix. The questionnaires were distributed directly to the participants, and 100 copies of the questionnaire were returned. The data were analyzed by using mean scores and standard deviation.

The results of the study showed that all 7P's of the marketing mix factors (product, price, place, promotion, people, process, and physical evidence) influenced the purchasing behavior of large, medium-sized and small hair salon owners. However, each business size gave important differences in prioritizing 'P.' The large hair salon owners prioritized product following by physical evidence, process, price, place, people, and promotion, respectively. For the medium-sized salon owners, they prioritized product following by people, process, price, place, promotion, and physical evidence, respectively. For the small hair salon owners, they prioritized product following by people, process, price, promotion, physical evidence, and place, respectively.

การสำรวจปัจจัยทางด้านส่วนประสมทางการตลาดที่มีผลต่อพฤติกรรมของเจ้าของร้านเสริมสวย

ไทยด้านการซื้อผลิตภัณฑ์เปลี่ยนสีผม



เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา

ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต

สาขาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

พฤษภาคม 2556

งามตา กุญรัมย์. (2556). การสำรวจปัจจัยทางด้านส่วนประสมทางการตลาดที่มีผลต่อพฤติกรรมของเจ้าของร้านเสริมสวยไทยด้านการซื้อผลิตภัณฑ์เปลี่ยนสีผม สารนิพนธ์ ศศม. (อังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ). กรุงเทพฯ :บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาสารนิพนธ์: ผศ.ดร.สายวรุณ จำปาวัลย์

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อสำรวจปัจจัยทางด้านส่วนประสมทางการตลาดที่มีผลต่อพฤติกรรมของเจ้าของร้านเสริมสวยไทยด้านการซื้อผลิตภัณฑ์เปลี่ยนสีผม กลุ่มตัวอย่างที่ใช้ในการวิจัยครั้งนี้คือเจ้าของร้านเสริมสวยที่ดำเนินธุรกิจมากกว่าหนึ่งปี ที่ตั้งอยู่ในเขตปทุมวัน บางรัก สาทร และวัฒนา เครื่องมือที่ใช้ในการวิจัยครั้งนี้ คือแบบสอบถามซึ่งแบ่งออกเป็น 2 ส่วน คือ (1) ข้อมูลทั่วไปของกลุ่มตัวอย่าง และ (2) ปัจจัยที่มีอิทธิพลในการซื้อผลิตภัณฑ์เปลี่ยนสีผมของเจ้าของร้านเสริมสวย ผู้วิจัยได้แจกแบบสอบถามให้กับกลุ่มตัวอย่างด้วยตัวเอง และได้รับแบบสอบถามคืนจากกลุ่มตัวอย่างจำนวน 100 ฉบับ ผู้วิจัยได้นำข้อมูลที่ได้จากแบบสอบถามมาวิเคราะห์ผลโดยใช้ค่าเฉลี่ย และค่าเบี่ยงเบนมาตรฐาน

ผลการวิจัยพบว่า ปัจจัยส่วนประสมทางการตลาดทั้ง 7 ตัว (Product, Price, Place, Promotion, People, Process, and Physical Evidence) มีอิทธิพลต่อพฤติกรรมการซื้อของเจ้าของร้านเสริมสวยขนาดใหญ่ กลาง และเล็ก อย่างไรก็ตาม แต่ละขนาดธุรกิจได้ให้ความสำคัญในแต่ละ P แตกต่างกันไป ร้านขนาดใหญ่ให้ความสำคัญที่ผลิตภัณฑ์ มาเป็นอันดับหนึ่งตามมาด้วยลักษณะทางกายภาพ กระบวนการ ราคา สถานที่ บุคลากร และ การส่งเสริมทางการตลาด ตามลำดับ สำหรับร้านขนาดกลาง เจ้าของร้านเสริมสวยให้ความสำคัญที่ผลิตภัณฑ์ บุคลากร กระบวนการ ราคา สถานที่ การส่งเสริมทางการตลาด และลักษณะทางกายภาพ ส่วนร้านขนาดเล็ก เจ้าของร้านเสริมสวยให้ความสำคัญที่ผลิตภัณฑ์ บุคลากร กระบวนการ ราคา การส่งเสริมทางการตลาด ลักษณะทางกายภาพ และสถานที่ตามลำดับ

The Master's Project Advisor, Chair of the Master's Program in Business English for International Communication, and Oral Defense Committee have approved this Master's Project, "An Investigation of the Marketing Mix Factors Influencing the Purchasing Behavior of Thai Hair Salon Owners Regarding Hair Color Products," by Ngamta Kuyram as partial fulfillment of the requirements for the Master of Arts in Business English for International Communication at Srinakharinwirot University.

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May, 2013

ACKNOWLEDGEMENTS

The completion of this Master's project has been possible because of the assistance of the following. Firstly, I would like to express my deepest gratitude to my Master's project advisor, Assistant Professor Dr. Saiwaroon Chumpavan, for her kindness, guidance, thoughtful advice, patience, and valuable time.

My sincere gratitude is also extended to Assistant Professor Dr. Prapaipan Aimchoo, Chair of the Master's Program in Business English for International Communication, for her kindness. I am very grateful to Associate Professor Dr. Nitaya Suksaeresup for her kindness and invaluable suggestions. I also would like to extend my thanks to Dr. Phnita Kulsirisawad for her kindness and invaluable feedback.

The completion of this study would not have been possible without the cooperation from 100 hair salon owners who participated in the study. I am very grateful to all of them for providing useful information for the analysis study.

I would like to thank Mr. Simon MacIver for his time in proofreading the English text and for his precious remarks. My deepest thanks also go to Mr. Leroy Alan Quick for his supporting in proofreading the English questionnaire. In addition, I would like to thank all my teachers, friends, and relatives for their kind assistance. Finally, I would like to give a big thank to my beloved father and mother for their encouragement and care.

Ngamta Kuyram

TABLE OF CONTENTS

CHAPTER	Page
I BACKGROUND OF THE STUDY.....	1
Introduction	1
Availability of hair color products in Thailand	2
Consumer purchasing behaviors	3
The marketing mix	4
Hair color product market.....	7
Purpose of the Study.....	8
Research Questions	8
Significance of the Study	8
Methodology	9
Participants.....	9
Instrumentation: Questionnaire	10
Data collection procedures	11
Data analysis	11
Confidentiality of the participants	11
Organization of the Study	12
II REVIEW OF RELATED LITERATURE	13
Hair Color Product Market in Thailand	13
Purchasing Behavior of Hair Salons	14
The marketing mix	16
The marketing mix in hair salon business	23

TABLE OF CONTENTS (continued)

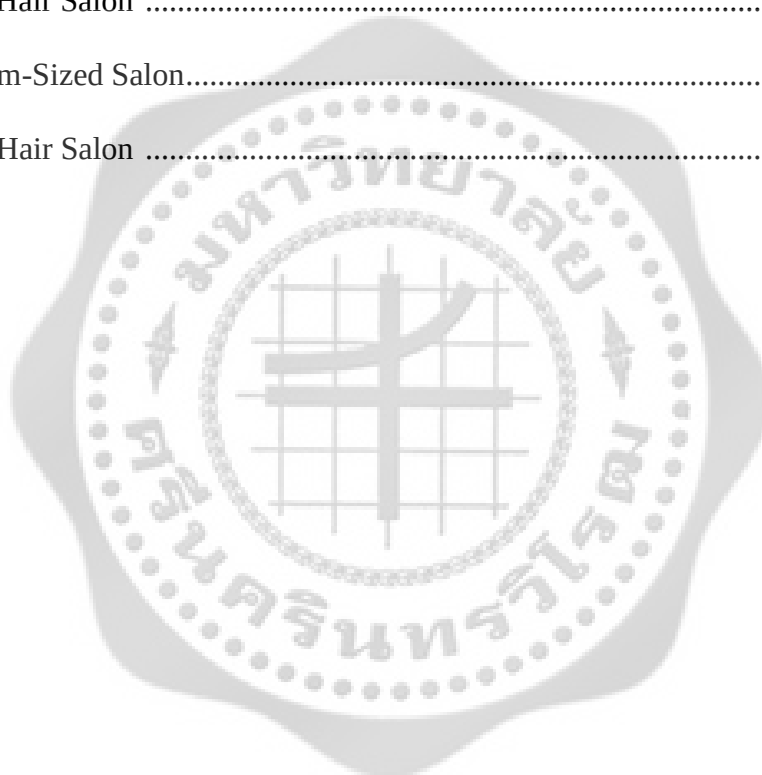
CHAPTER	Page
II REVIEW OF RELATED LITERATURE (continued)	
Studies Related to the Marketing Mix (7P's) in Hair Salon Business	27
Summary	33
III METHOD.....	34
Participants.....	34
Instrumentation: Questionnaire.....	35
Pilot Study	39
Data Collection Procedures	39
Data Analysis	40
IV RESULTS.....	42
Research Question 1	42
Results.....	42
Research Question 2	44
Results.....	44
Research Question 3	46
Results.....	46

TABLE OF CONTENTS (continued)

CHAPTER	Page
V DISCUSSION AND RECOMMENDATIONS FOR FURTHER STUDIES.....	49
Research Question 1	50
Results.....	50
Discussion	50
Research Question 2	51
Results.....	52
Discussion	52
Research Question 3	53
Results.....	53
Discussion	53
Recommendations for Further Studies.....	56
REFERENCES.....	58
APPENDICES	63
VITAE	86

LIST OF TABLES

Table	Page
1 Demographic Information	35
2 The Content of the Items	36
3 Large Hair Salon	44
4 Medium-Sized Salon.....	46
5 Small Hair Salon	47



CHAPTER I

BACKGROUND OF THE STUDY

Introduction

As many people love to make themselves look good, it is no wonder that hair and beauty salon businesses remain rapidly growing industries. However, there is some confusion regarding the definition of a hair salon and a beauty salon. A hair salon offers a range of hair-related services, including cutting, styling, coloring, washing, and specialized treatments such as extensions or removal; while beauty salons offer hair services, and additional treatments, such as cosmetic application, manicures, pedicures, skin care treatments, bikini waxing, massage, and facial treatments. Some beauty salons also offer more intensive spa treatments such as reflexology and massage sessions. The idea of the beauty salon is not new; as people in ancient civilizations also had fashionable hairstyles that required professional treatment (“History of the Beauty Salon,” 2010). In addition to hairstyles, people are also interested in dyeing their hair. One of the main reasons that people dye their hair is to make themselves look younger (Singh, 2011).

According to Black (2004), there was a high level of competition between beauty salons, typically located on street corners in most Western countries. According to the data from the United States Bureau of Labor Statistics (Salon Statistics, 2010), the number of beauty salons in 2005 was 20,300, which increased by over 5.5% over seven years. These statistics also revealed that half of the customers visited a salon at least once a month, and that the amount of money spent on these services and treatments increased by 14% in 2007.

Beauty salons and spas are becoming increasingly popular, and the increase in prices has not stopped people from patronizing their favorite salon. Many people visit the salon like others go to the grocery store. Some women go weekly, but most only go once a month (Salon Statistics, 2010).

In Thailand, the number of hair and beauty salons has increased rapidly as people are becoming even more concerned about their appearance (Perfect Plan Supply Company, 2004). For the business owners and companies that supply them, their target market includes both men and women. They include company employees and school and university students who use the services of a salon for treatments including shampooing, drying, cutting, snipping, steaming, and coloring respectively (The Office of Business Promotion and Development, 2003)

Additionally, it is fashionable for Thai teenagers to imitate Korean and Japanese movie stars and singers (Kasikorn Thai Bank Research Center, 2009). For this reason, popular Korean and Japanese styles have influenced Thai fashion in terms of clothes, cosmetics, hair styles, and hair colors of Thai teenagers. As a result, hair color products are now not only used to conceal grey hair, but are also fashionable.

Availability of hair color products in Thailand.

According to the research results of Kasikorn Thai Bank Research Center (*The Positioning Magazine*, 2009), 70 % of hair color products were placed in department stores, and 30% were placed in beauty salons. The consumers of hair color products can be separated into two groups. The first group consists of consumers who buy hair color products and apply them at home because these products are easy to use and also for

economic reasons. The second group consists of consumers who use beauty salons because they want good service, professional hairstylists, quality products, and a reasonable price. As a result, some manufacturers of hair color products have developed relationships with beauty salons because they want to increase their marketing value.

In the department store, a wide variety of hair color products are produced by prominent manufacturers such as L'Oreal, Lolane, Garnier, and Schwarzkopf. However, only one brand, Wella, is not. If consumers want to buy this brand, they have to buy it directly from a beauty shop (*The Positioning Magazine*, 2009). Thus, Wella hair color products will go directly to beauty salon owners and beauty shops, and they are available there for consumers to purchase.

Consumer purchasing behaviors.

Consumer purchasing behaviors refer to the buying behaviors of consumers who buy goods and services for personal consumption. Each individual has a unique pattern of consumption, as well as a unique decision-making process prior to making a purchase. In order to fulfill the needs of consumers, marketers should identify marketing channels in order to support the needs of the market.

Consumer purchasing behavior is very complex because there are many factors involved in the decision to make a purchase. Sometimes, consumers do not spend much time thinking about buying high or low value products, as their needs are more important. For this reason, manufacturers of such products should implement strategies that encourage consumers to buy their products by setting the marketing plan.

The aim of a marketing plan is to create a successful brand image and identity because it can encourage consumers to purchase its product or service offering. The importance of

marketing success is to achieve a result that leads to customer loyalty and retention (Lines, 2011). The marketing mix includes 'Product,' 'Price,' 'Place,' 'Promotion,' 'People,' 'Process,' and 'Physical Evidence,' (7P's) which should also be applied to investigate the value and outcome of the marketing plan. If one of the 7 P's is neglected, the business may suffer as a result.

In order to succeed in business, manufacturers need to find effective methods to make products more interesting to consumers. In marketing, there are various kinds of effective methods, such as the Customer Relationship Management (CRM). CRM is a strategy designed to help an organization to effectively manage internal processes in order to response to customer needs and attempt to gain the loyalty of consumers. The methods employed consisted of sale revenue increases, improved integration of the decision making process, speed of service, a decrease in general sales, and marketing administration costs and value. However, the marketing mix is more powerful factor than any other, and it has been shown to lead to business success (Grönroos, 1994). According to Kotler (2003), the marketing mix should be applied to a company who is responsible for production, price set-up, and product delivery products

The marketing mix.

As the marketing mix consists of product, price, place, promotion, people, process and physical evidence or presentation which are the key to succeed in business running, the below details will explain in depth for clear understanding of each P.

1. Product

A successful company will identify what customers need or want and then develop the right product with the right level of quality to meet those needs both now and in the future.

The perfect product must also provide value for the customers. A product must be both tangible and intangible in that the product itself is tangible and the response of the consumer in terms of their level of satisfaction is intangible. The tangible aspects of a product include factors such as quality, features, style, packaging, brand names and other physical products, while intangible products include services, skills, places, data and ideas.

2. Price

A product is only worth what customers are prepared to pay for it. The price needs to be competitive, but that does not mean it has to be the cheapest. Pricing must also provide a profit. This is the only element of marketing that generates revenue. Establishing price is a cost, and it is a crucial factor in terms of generating revenue for the company.

Price positions in the marketplace give an indication to potential and existing customers of where to place manufacturers in relation to their competitors. While existing customers are generally less sensitive about price than new customers because they are brand loyal, it is also important to continue to keep loyal customers satisfied.

3. Place

The place where customers buy products, and the means of distributing products to the market, must be appropriate and convenient for the customers. The product must be available in the right place, at the right time, and in the right quantities. Place also refers to the means of displaying products to customer groups, which could be a display in a shop window or a company website on the Internet.

4. Promotion

Promotion is the way in which a company communicates what it does and what it can offer customers. This includes activities such as branding, advertising, PR, corporate

identity, sales management, special offers and exhibitions. Promotion must also promote a consistent message and provide a reason why a customer should choose one product over another product. Promotion should communicate the benefits that customers can obtain from a product, and is not limited to the features of a product. Moreover, promotion does not only mean communicating with customers. It is important to ensure that stakeholders are also aware of the value and attributes of a product.

5. People

The people who come into contact with your customers will make either a positive or negative impression on them, which determines their level of customer satisfaction. Therefore, employees must be appropriately trained, well motivated and have the positive attitude regarding the company. Many customers cannot separate the product or service from the staff members who provide it, because the level of after-sales support or advice provided by a business is one way of adding value to what they offer and may give them an important edge over their competitors.

6. Process

The process of the product is essential in marketing. This determines the capability of the product to supply the demands of the consumers. Customers are more concerned with how effectively a system works and less interested in the details of how a business is run. The process is the first experience of a company that many customers have. The importance of the process is vital and if this element is flawed or faulty, there is no value in marketing the rest of the company.

7. Physical Evidence or Presentation

Physical evidence is the first distinction of a product. A product can easily be identified by its appearance. This element of the marketing mix will also distinguish one company's product from its competition. Physical evidence can be used to charge a premium price for a service and create a positive experience. For example, hotels provide facilities such as clean, tidy and well-decorated reception areas. The customers will make judgments about the organization based on such physical evidence.

In conclusion, each of the P's in the marketing mix is a key to business success, but each element cannot be considered in isolation, as products cannot be developed without price and quality consideration. As a result, the marketing mix is applied as marketing planning to meet the needs of consumers. Marketing focuses on the most fundamental requirements of companies to identify customers, research their needs, analyze their attitudes to promotions and other factors that influence their purchasing decisions and persuade them to buy one product rather than another product.

Hair color product market.

Economic and political fluctuations affect the purchasing decision making of consumers. In the hair color product market, as we can see in TV, magazines or newspapers, there is a high level of competition because although the economy has slowed down, people are still very concerned about their appearance. Because of the high level of competition in hair color product market, selling products directly to consumers should not be neglected (*Business Services: Spa & Thai Massage*, 2011). Manufacturers should pay attention to both consumers who love to shop for such products in department stores and consumers who love to use hair salons only because both markets are very important in increasing the company's

income. For this reason, manufacturers have to find the best way to serve both markets, and the 7P's scale should be employed in order to improve the product quality.

Purpose of the Study

There have been several research studies on the services of a hair salon and the factors influencing purchasing beauty products from hair salon owners. However, studies on hair color products, which are used in a hair salon, via the 7P's scale could not be found. Therefore, this study investigated which factors based on the marketing mix model (7P's) influenced the purchasing behavior of the large, medium-sized, and small salons in Bangkok.

Research Questions

The following research questions were asked in this study.

1. Which factors, based on the 7P's of the marketing mix, influenced the purchasing behavior of large hair salon owners in Bangkok in 2012?
2. Which factors, based on the 7P's of marketing mix, influenced the purchasing behavior of medium-sized hair salon owners in Bangkok in 2012?
3. Which factors, based on the 7P's of marketing mix, influenced the purchasing behavior of small hair salon owners in Bangkok in 2012?

Significance of the Study

The findings of this study may provide information about the influences on the purchasing behavior of salon owners in Bangkok. The results could be used as a guideline for hair color product manufacturers to develop their products in terms of quality and after sales services in order to better compete in the hair color product market.

For example, if a manufacturer discovered that product quality is the most important factor influencing the purchasing behavior of hair salon owners, they should pay more

attention to this factor in marketing strategy planning, in order to increase the income of the company. At the same time, if company employees are the least significant factor that influences the purchasing decisions of their customers, then the manufacturer should make this element the least important aspect of their marketing strategy planning. For this result, when manufacturers know the problems, strengths, and weaknesses of their products, the gaps may be filled; and their customers will feel a higher level of satisfaction.

Methodology

Participants.

According to the National Statistic Office and Department of Employment (2005), a hair salon's business size is classified by the number of staff and the number of seats. The businesses have been categorized in three types, which are listed as follows.

- Small business: There are less than four seats and five staff members.
- Medium-sized business: There are four to ten seats and five to nine staff members.
- Large business: There are more than ten seats and there are more than nine staff members.

All hair salons must register with the Bangkok Metropolitan Administration for reasons of health and safety. The Bangkok Metropolitan Administration states that there are 2,794 hair salons in 2007 (Naewna, 2009), which can be broken down by business size, 10% are large businesses, 30% are medium-sized, and 60% are small businesses (Yimpin, & Puto, 2010). These hair salons were randomly selected to participate in this study. The participants in this study were salon owners in Bangkok who had been running their businesses for over one year. The hair salons were selected from areas including Pathumwan, Bangrak, Sathon, and Wattana areas of Bangkok. These areas had been

identified as the fashion and shopping districts as well as areas that teenagers hang out (Naewna, 2011). The salon owners from these areas were selected at random and as far as the budgetary limitations and capabilities of the researcher would allow. In addition, the selection of hair salons also depended on their willingness to participate in the study. Therefore, in the study, there were 26 large salon businesses, 40 medium-sized salon businesses, and 34 small salon businesses. The total number of the hair salons participated in the study was 100.

Instrumentation: Questionnaire.

The questionnaire used to investigate the purchasing behaviors of salon owners was developed by the researcher using the marketing mix (7P's) as a model. Product, Price, Place, Promotion, People, Process, and Physical Evidence are included in the questionnaire items. The questionnaire is divided into two parts: Part I and Part II. In Part I, the participants are asked to describe the sizes and locations of their business premises. In Part II, the aspects of the marketing mix (7P's) and their influence on the purchasing behavior of hair salon owners is examined. Part II consists of 36 items, related to the marketing mix (7P's): items 1 to 7 are concerned with product, items 8 to 11 are concerned with price, items 12 to 17 are concerned with place, items 18 to 24 are concerned with promotion, items 25 to 27 are concerned with people, items 28 to 33 are concerned with process, and items 34 to 36 are concerned with physical evidence.

The participants were asked to rate their level of agreement with the statements provided in each section. The degrees of the agreement are as follows.

5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree.

The project advisor and one expert in this area were asked to verify if the content in the questionnaire was meaningful, comprehensive, and appropriate to be used. Changes were made based on the comments from the advisor and expert for the content validity of the questionnaire.

The questionnaire was pilot tested with participants who were not included in the main study. Changes were made after the pilot test, and it was used when the project advisor and the expert both agreed that the content was valid and appropriate to be used.

Data collection procedures.

The data for this study were collected through the completion of questionnaire. Around mid of July, 2012, the researcher went to every salon that located in Pathumwan, Sathon, Bangrak, and Wattana and distributed questionnaire to salon owners to rate their opinions in the influencing factors which affect their purchasing behavior. The researcher collected the questionnaire as soon as each of them had completed it.

Data analysis.

The data obtained from the questionnaire were analyzed in terms of the 7P's of the marketing mix which influence the purchasing behaviors of hair salon owners in large, medium and small hair salons in Bangkok, Thailand. The factors that influence salon owners were considered with a view to increase the marketing channels of the hair color product manufacturers.

The participants were asked to rate the level of agreement and evaluate the factor influences on buying hair color products. As the format of rating score by a typical five-level Likert items, they are: Strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1). For example, in the category of "Price," if each item has a high score, it can be

concluded that a reasonable price along with quality and quantity are expected of salon owners. At the same time, a low score in “People” will show that sales people in beauty shops or from hair color product companies have not influenced the decision making process of their customers in terms of buying their products. For “Physical Evidence,” a low score can indicate that hair color products which are displayed in beauty shops or in hair salons will not influence hair salon owner’s decision making process in buying the products.

Confidentiality of the participants.

The participants agreed not to identify themselves in the questionnaire for reasons of confidentiality. The participants were informed that their personal information would be destroyed immediately after completion of the study. A letter explaining the purpose of the study and outlining the conditions of participation was included with the questionnaire.

Organization of the Study

Chapter I of this study deals with the background of the study and its specific problems. Chapter II presents a review of the related literature and research studies relevant to the problem of the study. Chapter III presents the method of the study. Chapter IV presents the results, and Chapter V contains a discussion of the results and recommendations for further studies.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter contained the concept of hair color product market, purchasing behavior of hair salon business, and marketing mix which applied to purchasing lifestyle. Related research is also included in this chapter.

Hair Color Product Market in Thailand

Hair color trend currently is more fashionable than the past because in the past consumer used hair color for covering their gray hair and for promoting a good personality only but it is not enough for people in this society because K-Pop culture and Korean fashion trend have influenced consumer in paying attention to their looks more than before because they want to be a good looking like their idols. For this reason, hair color products must be improved to support the change of fashion.

For current Thailand economic situation and K-Pop or J-Pop culture, consumers consider buying product more than the past. As a result, manufacturers should pay attention to research and develop their products so as to fit with the hair color of Thai and Asian people. Price should not be so high and at the same time it must be appropriate with fashion trend while safety should not be neglected. It was found that hair color product market was growing continually because there were innovative products from many brands which affected the marketers to distribute their products to hair salons and do-it-yourself market.

In terms of hair color product market, there are professional market and retail market. For professional market, hair color products are designed for hair salons. Promotion and presentation activities are held for hair salon owners all over Thailand to know products in

details. For retail market, the target groups are people who love to dye their hair by themselves at home; hence, the advertisements are used as tools in marketing channel especially in supermarkets and convenient stores.

It was found that 70% of hair color products in Thailand were placed in wholesalers, supermarkets and convenient stores while 30% of hair color products were placed in hair salon (The Positioning Magazine, 2009). Though, the number of hair salon was less than other markets but placing hair color products in hair salon was important in terms of marketing because hair salon owners could increase trust in the products and could encourage consumers trying to use such products which were placed in many stores.

Generally, consumers are divided into two groups, the first group is consumers who love to color their hair by themselves at home and the second group is consumers who love to use services from hair salon because they believe in the skilled hair stylists. In order to get the market of the hair salon, it is important to know their purchasing behavior.

Purchasing Behavior of Hair Salons

Hair salons Thailand are separated to be three business sizes. They are small salon where seats less than four customers, with a staff of less than five people, medium-sized salon where seats are four to ten customers, with a staff of five to nine people, and large salon where seats more than 10 people, with a staff are more than nine people (Yimpin & Puto, 2010).

Even though there are economic problems in the country, hair salons still have clients continually because clients especially teenagers love to cut their hair with hair coloring in the salon. For this reason, hair salons have to maintain their good serving standard by using

good quality products and economical price in order to keep their old clients as well as increase new clients.

As quality product and price are important in hair salon, purchasing behavior of hair salon of each business size may be the same or different. For example, the purchasing process of a small business would prioritize cost over quality, while medium-sized and large businesses focus more on quality than on price (Chaiyasit, 2002).

As detailed above, some manufacturers of hair color products currently have run their marketing channel via hair salons. They have made a good relationship with hair salons by offering training courses to hair salon staffs to increase their skills in product using efficiently, and it can increase brand loyalty. When hair salons believe in brand, they will use that brand only. Hence, hair salon can be customer and store where placing hair color products at the same time (“Lolane: Brand upgrade,” 2010).

In order to meet the needs of their customers, a business must always develop their products, charge an appropriate price and deliver the goods effectively. They must also make the existence of the product known through promotion, prepare select employees to deal with the actual data of products, develop processes for delivery and production and pay attention to physical evidence or presentation. For these reasons, the marketing mix is defined as the set of controllable marketing variables that the company blends to produce the best response of the needs of the customers (“Lolane: Brand upgrade,” 2010).

Because the company needs to reach their consumer target group, the marketing mix stresses the mixture of a variety of factor in marketing strategies. Reviewed of related the marketing mix (7P’s) theory which is applied in hair salon business and hair color manufacturer are explained as follows.

The marketing mix.

In this part, the marketing mix which consists of product, price, place, promotion, people, process, and physical evidence are used to explain in detail in order to know the relevance each P with customer and consumer's purchasing requirement, and how hair color manufacturers can support their needs.

1. Product

A successful company needs to identify their customer's needs and develop products with the right level of quality to meet their customer's needs in the present and the future. For a company to produce successful products, it is necessary to think of the following factors: The differences between products and/or in competition with rivals. (*Infoentrepreneurs*, 2009).

A manufacturer needs to create a unique product in order to establish itself and distinguish themselves from their rivals. Their products must have qualities that differentiate them from rival products and this should be obvious or clearly communicated to customers. In a highly competitive market, a unique product is essential to encourage consumers to make purchases.

Product quality. Consumers are aware of the basic advantages, image, quality, packaging, and branding of products because they are factors that motivate them to make the purchase. Purchasing motivation is based on the quality of the product, the packaging, and the brand.

Product design for different locations. Different regions have an impact on product package or design. For example, products which are delivered from Europe to certain Arab countries must use different packaging because of Islamic religious beliefs. When we

consider the religion, it will allow companies to effectively deliver their products without offending their target group.

Product development and improvement. A manufacturer should always be innovative, develop and improve their products in order to successfully compete in the global market. If a company neglects the development of new products, they risk losing their market share. Therefore, the research and development department must continually research and develop new products.

Product mix and product lines. The product mix of a business includes both product lines and individual products. A product line is a set of products in the product mix that are closely interrelated because they are sold to similar client groups or have a similar price range. A product is a unique component in the product line that is different in size, cost, look, or some other attribute.

As consumer lifestyles have an influence on their product purchasing behavior, it is important to establish a definition of a lifestyle. A lifestyle has been defined as “how one lives” and this includes the products one buys, how one uses them, and how one thinks and feels about them. A lifestyle is also a way an individual can express their self-concept (Gonzalez & Bello, 2002; Hawkins, Best, & Coney, 2004).

Lifestyles also relate to consumer values and personal states or characteristics. Lifestyles are manifestations or actual patterns of behavior and are represented by consumer activities, interests, and opinions (Hoyer & McInnis, 2004).

In general, consumers mostly pay attention to the quality of the product. The quality of a product is something that a manufacturer is expected to maintain. However, there are many reasons for consumer decision-making and purchasing, but quality is one of the main factors.

Consumers may also have expectations about how unique a product is, about the differences in product design in different regions, as well as the variety of products and the development and improvement of products.

2. Price

The price needs to be competitive, but that does not mean the price has to be the cheapest. For example, a small business may be able to compete with larger businesses by adding extra services or details to attract customers' attention. It is necessary to realize that customers expect to receive high quality products. Therefore, the people who set up the product price must pay attention to product value acceptance, product cost, and competition (Kotler, 2003).

In terms of lifestyle, price is not always an effective way of assessing purchasing behavior, as consumers are rated by purchasing capability. For premium consumers, a product with a high price is a reasonable purchase because they believe they are getting value for money because of the high quality of the product or brand loyalty. At the same time, price is a much more important consideration for the purchasing decisions made by non-premium consumers, who cannot afford the luxury of buying the highest quality products.

3. Place

The place where customers can buy a product and the means of distributing such products to that place must be appropriate and convenient for customers. The product must be available in the right quantity in the right place and at the right time. Place refers to the ways of displaying products to customer groups. This could be in either a shop window or via the Internet. Some product distribution activities include the following: (The Chartered Institute of Marketing, 2009)

Delivery. Delivery or transportation can increase a manufacturer's potential and encourage consumers to purchase products. This is why a logistics system is crucial for a manufacturer, as good logistics can increase the growth of company. Factors such as punctual product delivery can help a manufacturer to maintain a competitive advantage.

Warehousing. Good warehousing or storage, which maintains products perfectly before delivery is also essential. A poor warehousing system will damage products instead of safely keeping products, which are produced in a lump sum budget. If a company ensures the good condition of a package, it will encourage more customer purchases than a poor package as the company will gain the trust of their customers.

Inventory. The inventory that is kept in the warehouse must be managed correctly before scraping or destroying. It is the company's duty to manage the inventory properly, because a manufacturer does not want to lose product without thoroughly checking the inventory.

In terms of place, products must always be on display and accessible to the consumers. The placement of products in a department store or wholesaler for salon products should be available at the right time and the right place. The location should also be accessible to consumers. Product packaging is also an important consideration, as well as the warehousing of products from the date of manufacture to the date of delivery.

4. Promotion

A promotion is the way a company communicates with customers about what promotion the business has or will be offering to customers in the future. Promotions include activities such as advertising, public relations, corporate identity, sales management, special offers, and exhibitions. Promotion must send a consistent message and give customer a

reason to their preferred product. Good promotion is not one-way communication because it can pave the way for a conversation with customers. The communication tools used to develop a conversation with the customers include the following (Trehan & Trehan, 2010).

Advertising. Advertising is the way in which a company presents organizational news, products, services or ideas to customers. At present, social networking is the best way in which a company can expand their customer base and improve their public image by using popular technology.

Personal selling. Personal selling is concerned with direct marketing by sales staff. Salespeople are valuable to an organization as they can improve both the product image and the company image. If the sales staff are trained properly in product quality and understand the company's vision, they will increase both their rates and their importance to the company. A salesperson is usually more aware of their customer's need than a manufacturer.

Sales promotion: Sales promotion deals with consumer encouragement, mediator encouragement and sales staff encouragement. Currently, sales promotions are crucial to attract customers and should be something that goes with the product. For example, a hair color product must contain something relevant, like a comb or a small hair dryer. When a product launch event is set up, a buy one, get one free promotion is usually used to promote new products.

Direct marketing: Direct marketing is concerned with communicating with a target group in order to get an immediate response. Some direct marketing tools include telesales, catalogs, TV, radio, and newspaper which are used to persuade customer through the use of discount coupons. Customers are satisfied with direct contact as they can inform the manufacturer of their needs.

Promotion is a method of informing, persuading, or reminding consumers of the marketing mix of product, price and place. Free promotions are popular among consumers and examples of sales promotion include discounts and buy-one-get-one-free coupons etc.

In terms of promotion, large, medium and small sized salons should offer a variety of promotions which attract each client group, such as students or full-time employees. Hair salons should provide gift vouchers and discount coupons to clients, especially promotions for special or seasonal events.

5. People

It is essential for companies to ensure that all employees in contact with customers are not only properly trained, but also the right kind of people of the job. Many customers cannot separate the product or service from staff member who provides it. Because a product's brand is in the employees' hands, they must be properly trained, well motivated, and have right attitudes toward their job. If staff members have a good attitude toward the products, they will devote themselves to encouraging their customers to purchase these products (The Chartered Institute of Marketing, 2009).

The service staff does more than provide services and sell products to consumers. They are vitally important to the firm because they represent the company through their behavior and attitudes. Furthermore, well-trained employees are more likely to persuade consumers to purchase their products.

6. Process

The process of providing a service and the behavior of those who deliver products are crucial to customer satisfaction. Process may be one of the P's that is frequently overlooked because of issues with waiting time, the information provided to consumers and the

helpfulness of staff are all vital in order to keep consumers happy. Many customers will give up, go elsewhere, or tell their friends not to use the company because of the poor process, and even if they do get through, they will go away with a negative impression of the company. A customer trying to reach company by phone is a vital source of income and returning value. This part of the process may be the first experience of a company that many customers have. There is no value in making the rest of the company run perfectly if this part is faulty. As a consequence, this 'P' could be a great source of competitive advantage if it used wisely (The Chartered Institute of Marketing, 2009).

Currently, social networks are widely used in sales and marketing as they have such a strong influence on the lifestyles of consumers and their purchasing behavior. Consumers use websites and SMS or text messages to contact companies for product information. For example, internet shopping is popular among consumers who lack the time or inclination to shop in department store and as a result, a company's awareness of lifestyle trends may lead to increased revenue.

7. Physical Evidence or Presentation

The physical evidence demonstrated by an organization must confirm the assumptions of the customer. Although customers cannot experience a service before purchasing it, they can talk to other people with experience of the service. For example, a hotel must develop a physical and logistical structure known as Total Quality Management (TQM) in order to make the customer-value proportion in cleanliness and other facilities. Therefore, a company should be conscious of customer feedback before it can develop reference materials, such as testimonials. New customers are more likely to make a purchase if they have read or seen a testimonial. When consumers buy products in department store, they may be attracted by the

product packaging. Attractive packaging suggests quality and gives the consumer confidence in the product before they have seen it in use. Conversely, poor quality packaging suggests a poor quality product to the consumer. Furthermore, the lifestyles of consumers place value on the packaging as well as the product. The 7P's have been used as a model to develop a research tool to investigate the strengths and weakness of such products or companies. This is because when developing a marketing plan, there are many factors which need to be considered. As all these elements are intertwined, overlooking one factor could mean that decision-making about the other elements are not fully informed (Clarity Marketing, 2005). Traditionally, the marketing mix was developed for the fast moving consumer goods sector, and there were 4P's: Product, Price, Promotion, and Place. As service sectors have become increasingly aware of marketing, the marketing mix has been developed to also include People, Process and Physical Evidence. Therefore, it would be wise, even for product manufacturers, to consider all of the 7P's in their marketing mix. In conclusion, each of the ingredients of the marketing mix is a key to business success. There is no one single element that can be considered in isolation because each of the P's plays their role in increasing the value of a product wisely (The Chartered Institute of Marketing, 2009).

Whenever manufacturers enter the world market, they should be aware of the marketing mix or the 7P's as part of the marketing process.

The marketing mix in hair salon business.

1. Product

Hair salons focus on both tangible and intangible products. The tangible products satisfy the core benefit for customers such as styling or dyeing hair, but salons also offer services and products which are intangible. For example, a regular client at a hair salon has

an intimate relationship with their stylist and/or the products that the client purchases on the recommendation of the stylist. For this reason, hair salon owners must pay attention to the products that are used in the salon because good quality products including good service can be word of mouth which can persuade other people to use their salons.

As hair salons are one of the main markets for hair color products, hair color product manufacturers must pay particular attention to hair salons. There are many ways in which manufacturers can achieve success in hair color product markets, but the quality of the product is one of the most important factors in terms of encouraging the consumer to make a purchasing decision. When clients use a hair coloring service in a hair salon, they may expect that the results after coloring should be identical to the selected color. If the clients want a dark brown hair color, then after the service, the color must match their expectations. Therefore, a manufacturer should have to produce and maintain production of a high quality product in order to serve the needs of their clientele.

As hair salons are separated by business size, they price their products based on the target consumer's willingness to pay. For example, a large hair salon which offers premium products and/or services to premium consumers has an expectation from its clientele to use the best quality products. At the same time, the service price in such a salon would be high when compared with medium-sized and small hair salons. For the medium-sized and small hair salons, the price structure is based on ability of their customers for to pay for products and services.

2. Price

As salons are essential to the success of hair color product manufacturers, the manufacturers be aware of the needs of their clients and should also be conscious of word-of-

mouth from customers, which, if positive, could expand the product market. Manufacturers need to focus on reasonable prices and both quality and quantity. Some groups of consumer are willing to pay more because they value product quality over price.

3. Place

Hair salons should be located in crowded business areas where clients have service purchasing capability. Hair salon owners should survey the area before building a salon because their client groups are the main factor in business growth. For this reason, the location of salon is an important factor.

The main responsibility of hair color product manufacturers is to provide their products to consumers. These products must also be available in the right place and at the right time. Products must be on shelves in department stores or salon wholesale outlet.

4. Promotion

In general, hair color product manufacturers must use promotional tools for increasing their income and distributing products to each consumer group. At the same time, if a hair salon commonly or even exclusively used a particular product, they would be likely to associate it with the promotion of these products. For these reasons, manufacturers have used many promotions to attract consumers. A salon owner would prefer to be offered something like a promotional discount when they buy the product in bulk. Free products, which are also used as promotional tools, are presented as something relevant to the needs of customers. In this scenario, there are no articles such as a comb or a small hair dryer for in buying hair color products. The buy-one-get-one free promotion is generally considered to be one of the most successful tactics to attract consumers. Furthermore, advertising on social

networks, sales people, and direct marketing via media such as telesales, catalogs, TV, radio, magazines and newspapers, are used to advertise new products.

5. People

Hair salons have to train their employees carefully, as their staff must be skilled at their jobs. Salon owners should create good relationships with their clients through establishing a pleasant and friendly atmosphere, as one of the main functions of hair salons is to create a positive experience for the customer. A well-trained employee is necessary in a salon as well as at a hair color product manufacturer: well-trained sales staff can provide useful information to hair salons and develop good relationships with hair salon owners. For this reason, well-trained and well-mannered employees are required to successfully represent their company and maintain the integrity of their company's public image.

6. Process

For hair salons, service processes focus on cutting, dyeing and shampooing hair. A customer will become a repeat customer if they are happy with the service. As a result, hair salons must train employees to best serve their clients. A large, medium or small sized hair salon may advertise their phone number or create a website to allow clients to reach them. In order to serve hair salons, hair color product manufacturers should allow pay salon wholesalers and sales people to pay on credit. For hair color product manufacturers, good information distribution and delivery systems should not be neglected as this is the way that reaching their clientele and ordering products via email, SMS and telephone should be available as a method of payment.

7. Physical Evidence or Presentation

In terms of hair salons, they should be both well-designed and air-conditioned. They should have a pleasant environment, fully furnished and decorated, with a selection of magazines for the clients to read. In order to attract hair salon owners, hair color product manufacturers should pay attention to packaging, brand signboards or anything else that will catch the eye of both hair salon owners and their clientele.

It can be concluded that there are no significant differences between the marketing strategies implemented by hair salons and hair color manufacturers. These marketing strategies were implemented because it was found that the growth rate of profit and acquiring new customers are connected to the use of the 7Ps.

Studies Related to the Marketing Mix (7P's) in Hair Salon Business

Anusap (2003) conducted a study entitled “Product attitude-based market segmentation of hair dye users in Bangkok.” This research aimed to study women who dyed their hair by presenting 600 questionnaires to women between the ages of 18 to 40 in business area of Bangkok. In this study, the factors analysis and cluster analysis were used to identify the hair dye attitude group and construct hair-dye attitude typologies. The study analyzed the relationship between the two hair-dye attitude groups and the demographic. The hair color manufacturer can apply this study as a guideline to develop a marketing plan, manage inventory and minimize inventory expenses. It was found that many customers color their hair for a variety of reasons, but mostly they colored their hair for the purpose of changing their style. As a result, the promotion plan should be developed to satisfy these needs.

Saohasakul (2006) conducted a study entitled “Factors which effect to the behavior of using products for changing the color of hair permanently of women in Pathumthani

province.” This research aimed to study the relationship between the factors in the marketing mix which focus on products, price, place and promotion and the factors concerning the reference group who used the permanent hair color products to change their hair color. The population of this research consisted of women in Pathumthani province, Thailand, who was over 15 years of age and use these products permanently change their hair color. The questionnaires were distributed to 400 people. It was found that most of the respondents were between the ages of 24 to 32, single, with an average education level of a Bachelor’s degree and employees with an income of between 5,001 to 10,000 Baht. The most popular color was L’Oreal’s pale brown and they purchased this brand at discount stores such as Lotus, Big C, etc. The results of the hypothesis analysis showed that women of different ages share the same behavior: using a product to change their hair color permanently. The aspect of frequency aspect differed at a statistically significant level of 0.05. The factors regarding the aspects of the marketing mix, including products, price, place, promotion, and reference groups, have no relationship with the frequency of using a product to permanently change hair color. These women differ in terms of their educational level, the brands they purchase, the place they purchase, the way in which they use the product to permanently dye their hair and amount of money they spend on these products at a statically significant level of 0.05. While the marketing mix focused on aspects of the product such as price and marketing promotion, the reference group was not concerned with the price of the product.

Morris (2006) conducted a study entitled, “The effects of salon patronage in relation to sex appeal in print advertisements.” The purpose of this study was to determine the whether or not print advertisements used in hair salons were more attractive to their target market if they used sex appeal or more conservative advertisements. There were two advertisements

produced for an upscale salon, one with sex appeal and one without. A survey was conducted at that salon which determined whether or not women would patronize the salon based on the advertisement which used sex appeal. The research for this study was conducted in Chicago, Illinois, in the Lincoln Park neighborhood, which runs between Diversey Parkway and North Avenue. The results of this study indicated that advertisements with sex appeal had a significantly larger response rate than advertisements that lacked sex appeal. For this reason, the physical evidence, known as the signboard in the 7Ps of the marketing mix must be applied to attract clients, as it was found that advertisements with sex appeal attracted more clients more than those without sex appeal.

Zhao (2006) conducted a study entitled, “Consumer perceived value of salon hair coloring: a cross-cultural comparison of Gen Y Cohorts in China and the United States.” The objective of this study was to examine how Generation Y (Gen Y) consumers perceive the value of salon hair coloring in China versus the United States and an in-depth literature review of consumer perceived value (CPV). A qualitative study in-depth interview was used to identify the potential similarities and differences between Gen Y consumers in China and in the United States. One thousand four hundred surveys were presented, 700 in China and 700 in the United States. A survey was developed to measure Gen Y consumers’ perceptions of quality value, emotional value, epistemic value, social value, monetary cost, time/effort cost, and health risk cost of salon hair coloring in China and the United States. When comparing the two samples in terms of quality value, emotional value, and social value, it was clear that all of these values have a stronger influence on US Gen Y consumers, while epistemic value, monetary cost, and health risk cost had a stronger influence to Chinese Gen Y consumers. In addition, time, effort and costs had the same level of influence on both

samples. In terms of how consumer perceived value differed in both countries, quality value and monetary cost were the most important factors for Chinese Gen Y consumers, while emotional value and monetary cost were the most important factors for US Gen Y consumers. The results of the research indicated that manufacturers should focus on the quality and price of the product for the Chinese market and for the U.S. market, the focus should be on the elements of process, physical evidence and price in the marketing mix.

Hirankitti, Mechinda and Manjing (2009) conducted a study entitled, “Marketing strategies of Thai spa operators in Bangkok metropolitan.” This research examined general information about the spa business such as marketing strategies and results of the operations of the day spa and resort/hotel spa operations. The participants were 45 Thai spa operators in Bangkok. This study employed a questionnaire as a tool for data collection. The results indicated that most operators had been in business about 3 and 4 years, with an average of 12 to 15 employees, and had a ratio of Thai customers at about 42-67 percent, and foreign customers at about 33-70 percent. There were about 356-491 customers who used the service every month. The marketing strategy of the spa business was to prioritize the product. The physical characteristics included the atmosphere in the spa and the basic equipment. The focus of the service was on providing efficiency, the focus of the spa therapy service was hospitality, and the focus of reception was speed and efficiency. The marketing promotion was advertised via a website, and the price was set corresponding to the service quality.

Wiwatanakantang (2010) conducted a study entitled, “Women’ behavior using a salon shop service in Phang-nga municipality area.” The research tools used in this research was a questionnaire, with a sampling of 369 women. In this research, the statistical methods

applied included percentile, mode, assumption testing and Chi-Square statistics. In Phangnga municipal area, most of the women in the sample were likely to always go to the same salon or shop. Moreover, most of the women always went to a salon or shop near their home or offices because of familiarity or convenience. In addition, these women go to the salon or shop once a month and spend approximately 1 to 2 hours at a time. They mostly go between 3 to 6 pm and approximately spend 201-500 Baht per time. Most of the sample population either went to the salon or shop alone and made their decisions independently. They also always asked for the most expert stylist and paid for the service in cash. The result indicated the difference of age, education, occupation, and income affected the behavior of these women in terms of service, place, frequency, cost, participation, payment method.

Wongnichatorn and Kongtanasintorn (2010) conducted a study entitled, “Service Marketing Mixed Strategies Influencing the Japanese Customers in Selecting Day Spa in Soi Thonglor, Sukumvit Area, Bangkok.” The objective of this study was to examine the service marketing mix strategies which influenced Japanese customers in selecting a day spa service on Soi Thonglor, in the Sukumvit district of Bangkok. The participants consisted of 400 Japanese customers and the data was collected by using a questionnaire. The findings indicated that the Japanese customers preferred services of day spa for various reasons, which were ranked as follows:

1. People: the staff must be polite and have good manners
2. Price: the service price must be reasonable
3. Service process: the utilities must be clean and safe
4. Physical evidence: a pleasant environment and clean premises
5. Marketing promotion: brochures or related documents used for public relations

6. Overall service: the level of service should be of a very high standard
7. Channel of distribution: the premises should be located near the residences of the clientele.

This survey indicated that the average age and income of the Japanese customers of a day spa did not show significant differences in terms of the service marketing mix.

Panyasupat (2010) conducted a study entitled “Behavior of factors of the marketing mix affecting the use of hair salon services among undergraduate students at Bansomdejchaopraya Rajabhat University.” The aim of this research study was to investigate the behavior of the factors related to the marketing mix. This study was quantitative research. The data were collected by a questionnaire and satisfied sampling was performed with 400 students. The data was statically analyzed by frequency, mean and standard deviation.

The results of the study revealed the majority of the sample population was female and that they were first year students in the Faculty of Management Science. The result of the behavior regarding the use of hair salon service indicated the following:

1. The subjects went to a hair salon twice a month.
2. The service time was during the customer’s free time.
3. The cost of service was approximately 101-300 baht on average.
4. The duration of service was from 30 minutes to one hour.
5. The customer’s recognition of the salon came from the sign displayed in front of the salon.
6. The most influential person on customer selection of service was their friends or significant other.

7. The selection of hair salon service depended on the individual proprietor or manager, whether or not the hair salon was near their home or workplace and their appreciation of the overall service of the salon.
8. The selection of service was hair cleaning, drying and styling.

The results of the study revealed that the aspects of the marketing mix which affected the use of hair salons was that people responded most strongly to physical evidence, the service process, and promotion respectively. It was found that place affected the use of hair salons the least.

Summary

When the marketing mix (7P's) is applied to service businesses such as a salon, previous studies have revealed that salons had limited success with advertising that lacked sex appeal. In addition, there were many studies of hair coloring services in salons for perceived consumer value, marketing strategies, the behavior of female salon customers, service marketing which mixes strategies to influence customers and the behavior and factors of the marketing mix that affect the use of hair salon services among undergraduate student. However, there was no any study to investigate the purchasing behavior of hair salon owners in terms of hair color products. The researcher was interested in investigating the factors of the 7P's of marketing and their influence on the purchasing behavior of hair salon owners because it would be useful for hair color manufacturers. The results can apply for designing their marketing strategy to meet the specific needs of their customers and increase their income.

CHAPTER III

METHOD

This chapter contains the research methodology employed in this study. The methodology consists of four parts: (a) participants, (b) instrumentation, (c) procedures, and (d) data analysis. The main purpose of this study was to investigate the marketing mix factors influencing the purchasing behavior of Thai hair salon owners in regarding hair color products.

Participants

The participants of this study consisted of 100 hair salon owners in Bangkok who had been running their business for over a year. These salons must be registered with the Bangkok Metropolitan Administration to comply with health and safety regulations. The selected hair salons were located in Pathumwan, Bangrak, Sathon, and Wattana.

The hair salon is categorized into three types based on the size of the business, which are as follows:

1. Small business: There are less than four seats and five staff members.
2. Medium-sized business: There are four to ten seats and five to nine staff members.
3. Large business: There are more than ten seats and more than nine staff members.

Regarding each area of Bangkok where the salons are located, there are medium-sized and large salons in the Pathumwan, Sathon, and Bangrak areas because these are business areas and there are many high income office workers with a high purchasing capability. In the Wattana area, there are a variety of salon businesses. They consist of small, medium-

sized and large businesses because there are many client groups from different income-levels in this area.

The researcher had investigated salon owners of the three salon businesses of the four areas at random in order to get different results. In addition, the researcher also selected the participants based on their willingness to participate in this study.

For total number of salon business after investigated, there was found that there were 26 of large business, 40 of medium-sized business and 34 of small business.

Table 1

Demographic Information (N =100)

Hair Salon	<i>n</i>
Large	26
Medium-sized	40
Small	34

Instrumentation: Questionnaire

The information regarding the marketing mix factors influencing the purchasing behavior of Thai hair salon owners in regarding hair color products were obtained through a questionnaire developed by the researcher. The questionnaire was divided into two parts: Part I and Part II. In Part I, the participants were asked to specify the size of their business and whether or not they were responsible for purchasing hair color products. In Part II, the participants were asked to rate the degree of their agreement to the statement provided in

each section. The agreement scales are rated by Likert (1932) as follows: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree.

Table 2

The Content of the Items

The Marketing Mix	Items
Product	1. I buy the best quality products available. 2. I compare products of similar quality before I purchase. 3. The hair color products that I purchase are unique. 4. I buy hair color products which are specifically designed for the people in my area. 5. I buy hair color products which are continuously improved. 6. I buy a variety of hair shades depending on demand. 7. I buy hair color products which retain color quality as indicated by previous use.
Price	8. I only buy hair color products that are in the price range of my clients. 9. Price is more important than quality for purchasing hair color products. 10. I buy product in the size and quality that are most economical. 11. I buy products which are the most competitively priced.
Place	12. I buy hair color products that are available on the shelves in department stores. 13. I buy hair color products that are available from specialized salon wholesalers.

(continued)

Table 2

The Content of the Items

The Marketing Mix	Items
	14. I buy hair color products from wholesalers who are located near my hair salon. 15. I only buy hair color products that are always available when I need them. 16. I buy hair color products directly from sales representatives from hair color product companies. 17. Hair color products which are delivered promptly encourage me to repurchase them.
Promotion	18. I usually buy hair color products offered with a promotional discount. 19. I usually buy hair color products offered with something relevant to my needs, such as a comb or a small hair dryer. 20. I often buy hair color products which offer a “buy one, get one free” promotion. 21. I buy hair color products that use social network advertising. 22. I buy hair color products recommended by company sales representatives. 23. I buy hair color products that use marketing tools such as telesales, catalogs and TV, radio, magazine, and newspaper advertisements. 24. I buy hair salon products which provide a studio for training purposes and instruction on how to use the products most efficiently.

(continued)

Table 2

The Content of the Items

The Marketing Mix	Items
People	25. I buy hair color products only from trained sales representatives because they provide the most useful information. 26. I buy hair color products that are sold by salon wholesalers because their sales representatives encourage me to purchase these products. 27. I buy hair color products that are sold by hair color company sales representatives because their representatives encourage me to purchase these products.
Process	28. I buy hair color products from salon wholesalers who accept payment on credit. 29. I buy hair color products from company sales representatives who offer payment on credit 30. I buy hair color products about which wholesalers have provided me with accurate information. 31. I buy hair color products about which company sales representatives have provided me with accurate information. 32. The delivery process from hair color companies is better than from wholesalers. 33. I only buy hair color products which I can order via email, SMS, or phone.

(continued)

Table 2

The Content of the Items

The Marketing Mix	Items
Physical evidence	34. I buy hair color products with impressive packaging. 35. I buy hair color products with well known brand signboards or symbols. 36. I buy hair color products that are displayed in salon wholesaler facilities.

Pilot Study

The researcher was asked to examine the questions included in the questionnaires and determine if they were appropriate and valid. The project advisor examined the questions, and agreed that the questions were appropriate and valid to use in this study. The questionnaires were pilot tested with three hair salon owners of large, medium and small hair salon whose salon located at Wattana area of Bangkok in the second week of July 2012 to find if the wording said in the questionnaire was appropriate and comprehensible. After the pilot test, some changes were made, and the questionnaire was ready to use in the main study.

Data Collection Procedures

The data obtained from the questionnaire were analyzed in terms of the 7P's of the marketing mix which influence the purchasing behaviors of hair salon owners in large, medium-sized and small hair salon in Bangkok. The questionnaires were given to participants in the third week of August 2012. The researcher visited hair salon owners and

gave the questionnaires to the participants. The researcher collected the questionnaire after they completed the questionnaire.

Data Analysis

Data from the questionnaire were analyzed according to the research questions:

1. Which factors, based on the 7P's of marketing mix, influenced the purchasing behavior of large hair salon owners in Bangkok in 2012?
2. Which factors, based on the 7P's of marketing mix, influenced the purchasing behavior of medium-sized hair salon owners in Bangkok in 2012?
3. Which factors, based on the 7P's of marketing mix, influenced the purchasing behavior of small hair salon owners in Bangkok in 2012?

In Part I, salon owners were asked to specify the responsible person for purchasing hair color products sold in their salon and to specify their business's size. In Part II, the data were analyzed by using Mean Score and Standard Deviation (SD).

The scale that used in the questionnaire to specify the level of agreement was based on the criteria of Likert (1932):

5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree.

Scale	Rating score	Agreement
5	4.21-5.00	Strongly agree
4	3.41-4.20	Agree
3	2.61-3.40	Neutral
2	1.81-2.60	Disagree
1	1.00-1.80	Strongly disagree

As indicated in the table above, if hair salon owners have a rating score of 5, it is a clear indicator that they agree with the factors based on the 7P's of the marketing mix and their influence on consumer purchasing behavior. For example, 'Product' has a high score, it can be concluded that quality of product is the most requirement for them. At the same time, a low score in 'Physical Evidence' will show that the well known signboard of hair color products will not influence hair salon owner's decision making.



CHAPTER IV

RESULTS

The purpose of the study was to investigate the marketing mix factors influencing the purchasing behavior of Thai hair salon owners in regarding hair color products. The participants of the study were 100 hair salon owners whose salon located at Pathumwan, Sathon, Bangrak, and Wattana area of Bangkok. Data for this study were obtained through the questionnaires answered by the participants. The data were analyzed according to the following research questions:

1. Which factors, based on the 7P's of marketing mix, influenced the purchasing behavior of large hair salon owners in Bangkok in 2012?
2. Which factors, based on the 7P's of marketing mix, influenced the purchasing behavior of medium-sized hair salon owners in Bangkok in 2012?
3. Which factors, based on the 7P's of marketing mix, influenced the purchasing behavior of small hair salon owners in Bangkok in 2012?

Research Question 1

Which factors, based on the 7P's of marketing mix, influenced the purchasing behavior of large hair salon owners in Bangkok in 2012?

The results of the study revealed that the factors of the marketing mix which influenced the purchasing behavior of 26 large hair salons the most was 'Product' with a weighted score of 4.38. 'Physical Evidence' ranked as the second most influential factor with a weighted score of 3.68. 'Process' ranked as the third most influential factor with a weighted score of

3.62. 'Price' ranked as the fourth most influential factor with a weighted score of 3.56. 'Place' ranked as the fifth factor with a weight score of 3.52, followed by 'People' and 'Promotion' with a weighted score of 3.32 and 3.26, respectively.

As indicated in Table 3, large salon owners valued 'Product' the most, followed by needs such as a variety of hair shades, continuous improvement, the availability of quality products and unique products. 'Physical Evidence' was the secondary factor which showed that well-known brand signboards and logos, which were used to display products in wholesalers and salons, and influenced consumer purchasing behavior as a result of its impressive packaging. 'Process' was ranked as the third factor, which revealed the importance of accurate information provided by company sales representatives and wholesalers, and orders made using email, SMS, or phone were their most important requirements. 'Price' was ranked as the fourth factor, which showed that the most economical size and the quality of the product were the most important requirements for consumers in this category. The fifth factor was 'Place', which showed that prompt delivery can encourage customers to repurchase products. The least significant factors were 'People' and 'Promotion', which revealed that the use of trained sales representatives did not have much of an influence on consumers.

Table 3

Large Hair Salon (n =26)

The Marketing mix factors	<i>M</i>	<i>S.D.</i>
Product	4.38	0.25
Physical Evidence	3.68	0.30
Process	3.62	0.58
Price	3.56	0.95
Place	3.52	0.74
People	3.32	0.69
Promotion	3.26	0.61

Research Question 2

Which factors, based on the 7 P's of marketing mix, influenced the purchasing behavior of medium-sized hair salon owners in Bangkok in 2012?

As indicated in Table 4, the results showed that 'Product' was the most influential factor affecting the purchasing behaviors of 40 medium-sized hair salon owners with a weighted score of 4.42. 'People' was ranked as the secondary factor, with a weighted score of 3.85. 'Process' was ranked as the third most influential factor, with a weighted score of 3.82, and 'Price' was ranked fourth with a weighted score of 3.78. The fifth, sixth and final factors were 'Place', 'Promotion,' and 'Physical Evidence' with a weighted score of 3.69, 3.65 and 3.57, respectively.

As shown in Table 4, medium-sized hair salon owners paid the most attention to 'Product,' and the most influential factors on their purchasing behavior included color quality

retention, continuous improvements to the product line, the uniqueness of the product, the variety of hair shades, and availability of the highest quality products. 'People' was the secondary factor, which showed the importance of trained sales representatives and their influence on consumers, a crucial factor which should not be ignored in a marketing plan. 'Process' was the third factor which revealed that the accuracy of information provided by company sales representatives were also influential on purchasing decision-making. 'Price' was ranked fourth, which revealed that the most economical purchase in terms of size, product quality, and price were their most important requirements. The fifth factor was 'Place', which indicated that the delivery of products by company sales representatives was a significant factor, like the importance of trained sales representatives, and should not be neglected as part of a marketing plan. The least significant factors were 'Promotion' and 'Physical Evidence' which revealed that a studio for training purposes, promotional discounts, well-known brand signboards, and impressive packaging were not the most influential factors in terms of consumer purchasing behavior.

Table 4

Medium-sized Hair Salon (n =40)

The Marketing mix factors	<i>M</i>	<i>S.D.</i>
Product	4.42	0.17
People	3.85	0.48
Process	3.82	0.56
Price	3.78	0.75
Place	3.69	0.61
Promotion	3.65	0.52
Physical Evidence	3.57	0.10

Research Question 3

Which factors, based on the 7 P's of marketing mix, influenced the purchasing behavior of small hair salon owners in Bangkok in year 2012?

In order to answer Research Question 3, the 34 participants ranked 'Product' as the most influential factor with a weighted score of 3.91. 'People' was ranked as the second most influential factor with a weighted score of 3.85. 'Process' ranked as the third most influential factor with a weighted score of 3.82. The fourth, fifth, sixth and seventh most influential factors were 'Price', 'Promotion', 'Physical Evidence,' and 'Place' with weighed scores of 3.73, 3.65, 3.57, and 3.52, respectively.

Table 5 indicated that small hair salon owners paid the same amount of attention to 'Product' as the large and medium-sized hair salon owners, and similarly, color quality retention, continuous improvement of the product line, and the availability of the best quality

products were the most influential factors. ‘People’ was the secondary factor, which revealed that the trained sales representatives of either a cosmetics company or a salon wholesaler were highly influential factors. ‘Process’ was the third factor, which revealed that the accuracy of information provided by company sales representatives and credit payment offers were the most influential factors. ‘Price’ was ranked as the fourth most influential factors, which indicated that the most economical size, the highest quality and the price range of the clientele were the most crucial requirements. The fifth factor was ‘Promotion’, which showed that providing a studio for training purposes was also an influential factor. The least significant factors were ‘Physical Evidence’ and ‘Place’, which revealed that well known brand signboards and logos, impressive packaging and the availability of a product in a salon wholesaler did not affect their purchasing behavior.

Table 5

Small Hair Salon (n =34)

The Marketing mix factors	<i>M</i>	<i>S.D.</i>
Product	3.91	0.45
People	3.85	0.48
Process	3.82	0.50
Price	3.73	0.98
Promotion	3.65	0.52
Physical Evidence	3.57	0.10
Place	3.52	0.67

In summary, each of the 7 P's of marketing mix (product, price, place, promotion, people, process, and physical evidence) influenced the purchasing behavior of large, medium-sized and small hair salon owners, but they ranked the most influential factors differently, depending on their size. For example, 'Product' was the most influential factor for large, medium-sized, and small hair salon owners, while 'People' was the secondary factor for medium-sized and small hair salons, and 'Physical Evidence' was the secondary factor for large hair salons. 'Process' and 'Price' were the third and fourth most significant factors for large, medium-sized and small hair salons. 'Place' was the fifth most important factor for large and medium-sized hair salons, while 'Promotion' was the fifth most important factor for small hair salons. The sixth factor was 'People,' 'Promotion,' and 'Physical Evidence' for large, medium-sized and small hair salons, respectively. The least influential factors for large, medium-sized and small hair salons were 'Promotion,' 'Physical Evidence,' and 'Place,' respectively.

Appendix C contains a summary of each of the factors, based on the marketing mix, which influenced the purchasing behavior of large, medium-sized and small hair salons.

CHAPTER V

DISCUSSION AND RECOMMENDATIONS FOR FURTHER STUDIES

The purpose of the study was to investigate which factors in the marketing mix influenced the purchasing behavior of Thai hair salon owners with regard to hair color products. The participants of the study consisted of 100 hair salon owners whose business premises were salons located in Pathumwan, Sathon, Bangrak, and Wattana area of Bangkok. The data for this study were obtained through the questionnaires answered by the participants. The research questions posed in this study are as follows.

1. Which factors, based on the 7 P's of the marketing mix, influenced the purchasing behavior of large hair salon owners in Bangkok in 2012?
2. Which factors, based on the 7 P's of the marketing mix, influenced the purchasing behavior of medium-sized hair salon owners in Bangkok in 2012?
3. Which factors, based on the 7 P's of the marketing mix, influenced the purchasing behavior of small hair salon owners in Bangkok in 2012?

In this chapter, the results of the study are discussed in accordance with each of the research questions. Recommendations for further studies are also given at the end of this chapter.

Discussion

Research Question 1.

Which factors, based on the 7 P's of marketing mix, influenced the purchasing behavior of large hair salon owners in Bangkok in 2012?

Result.

The 26 participants ranked the most influential factors on their purchasing behaviors, based on the marketing mix, in descending order, as follows: 'Product,' 'Physical Evidence,' 'Process,' 'Price,' 'Place,' 'People,' and 'Promotion.' It was found that all 7 elements of the marketing mix affected the purchasing behavior of consumers. The most influential factor was 'Product', followed by 'Physical Evidence,' 'Process,' 'Price,' and 'Place', while the two least influential factors were 'People' and 'Promotion'.

Discussion.

Based on the results found in this part, each P of the marketing mix had an influence on the purchasing behavior of large hair salon owners. The most influential factor was 'Product', as indicated in the study that was conducted by Zhao (2006), which claimed that the quality of product was of the most concern to consumers and should therefore be prioritized in terms of the marketing mix.

The second most influential factor was 'Physical Evidence', as indicated in the study that was conducted by Morris (2006), which supports the idea that well-known signboards and advertisements for products in hair salons are instrumental in attracting clients. In addition, the study of Panyasupat (2010) also confirmed this result, as the participants ranked the factor of 'Physical Evidence' at the same level as the participants in this study.

‘Process’ was the third factor which affected the purchasing behavior of large hair salon owners. The study of Wongnichatorn and Kongtanasintorn (2010) indicated that service issues, such as the importance of clean and safe utilities, were the third most significant factor for Japanese customers when selecting the services of day spa. At the same time, the study of Zhao (2006), and the study of Panyasupat (2010) also confirmed that the factor of ‘Process’ was significant and an aspect that businesses need to focus on.

‘Price’ was the fourth factor, and the study of Zhao (2006) and Wongnichatorn and Kongtanasintorn (2010) confirmed that reasonable price and quality are very significant factors that businesses need to focus on.

‘Place’ was ranked as the fifth factor, and the study of Wiwatanakantong (2010) and the study of Panyasupat (2010) also confirmed that place was a significant marketing factor influencing the purchasing behavior of customers.

‘People’ was the sixth factor, and the study of Wongnichatorn and Kongtanasintorn (2010) and Panyasupat (2010) emphasized the significance of this factor, as it can increase the number of customers.

‘Promotion’ was the seventh factor, and a study by Wiwatanakantang (2010) and Wongnichatorn and Kongtanasintorn (2010) confirmed the importance of promotions such as advertising via websites, brochures and related documents, which can attract clients to use the service.

Research Question 2.

Which factors, based on the 7 P’s of the marketing mix, influenced the purchasing behavior of medium-sized hair salon owners in Bangkok in 2012?

Result.

The 40 participants ranked the most influential factors, based on the marketing mix, on their purchasing behavior in descending order, as follows: 'Product,' 'People,' 'Process,' 'Price,' 'Place,' 'Promotion,' and 'Physical Evidence'.

Discussion.

In this section, the results revealed that all 7 P's of the marketing mix influenced the purchasing behavior of medium-sized hair salon owners, but the most influential single factor was 'Product'. The study that was conducted Saohasakul (2006), supported the idea that the 'Product' was their main concern and affected their purchasing behavior. At the same time, the study of Zhao (2006), revealed that the quality of product was the single most influential element.

As 'People' was the secondary importance as a factor in this research, and the study Wongnichatorn and Kongtanasintorn (2010) emphasized the significance of this factor.

'Process' was the third factor which affected the purchasing behavior of medium-sized hair salon owners. The study of Wongnichatorn and Kongtanasintorn (2010), as previously mentioned, also indicated that service processes were the third factor that Japanese customers ranked as the most influential in choosing the services of a day spa. At the same time, the study of Zhao (2006), and Panyasupat (2010) also confirmed that the element of 'Process' was a crucial need. 'Price' was the fourth factor, and the research of Zhao (2006) and Wongnichatorn and Kongtanasintorn (2010) confirmed the importance of the factors of reasonable pricing and a high level of quality. 'Place' was ranked as the fifth most influential factor, and the study of Wiwatanakantong (2010) and Panyasupat (2010) also confirmed that this factor had an influence on their purchasing decisions.

‘Promotion’ was the sixth factor, and the study that was conducted Hirankitti, Mechinda and Manjing (2009) confirmed the importance of promotions such as advertisements on websites as an effective tool to attract clients to use their services. In addition, the study of Wongnichatorn and Kongtanasintorn (2010) also supported the idea that brochures and related documents were an important aspect of marketing promotion. Moreover, the study also confirmed that promotion plan should be developed to satisfy the needs of their customers.

The final factor was ‘Physical Evidence,’ and the study of Wongnichatorn and Kongtanasintorn (2010) and Morris (2006) confirmed the importance of this factor as a pleasant environment, clean premises and attractive signboard are essential in attracting, and retaining customers.

Research Question 3.

Which factors, based on the 7 P’s of the marketing mix, influenced the purchasing behavior of small hair salon owners in Bangkok in 2012?

Result.

The 34 participants ranked the factors, based on the marketing mix, which most influenced their purchasing behaviors in descending order, as follows: ‘Product,’ ‘People,’ ‘Process,’ ‘Price,’ ‘Promotion,’ ‘Physical Evidence,’ and ‘Place’. It was found that all elements of the marketing mix affected the purchasing behavior of customers.

Discussion.

In this section, each P of the marketing mix influenced the purchasing behavior of small hair salon owners, but the single most influential factor was ‘Product,’ and the study of

Saahasakul (2006) and Zhao (2006) supported the idea that the aspect that most influenced the purchasing decision of consumers was product quality.

‘People’ was ranked as the second most influential factor, and the study that was conducted by Wongnichatorn and Kongtanasintorn (2010) and Panyasupat (2010) indicated that a polite and well-mannered staff was the most important requirement for this business.

‘Process’ was the third most influential factor, and the study of Wongnichatorn and Kongtanasintorn (2010) as previously mentioned, ranked ‘Process’ as the most influential third factor, while Panyasupat (2010) confirmed that the most significant requirement for this aspect was clean and safe utilities. The study of Wiwatanakantong (2010) confirmed that the method of payment is also a significant factor and should be acknowledged as such. ‘Price’ was the fourth factor, and again, the study of Wongnichatorn and Kongtanasintorn (2010) and Zhao (2006) supported the findings of this study by establishing the importance of reasonable pricing, another aspect of the marketing mix which salon owners should focus on.

‘Promotion’ was ranked as the fifth factor, and the study of Anusap (2003) and Hirankitti, Mechinda, and Manjing (2009) confirmed that promotions and advertisements on a website which utilized sex appeal were the needs that salon owners should focus on.

‘Physical Evidence’ was the sixth factor, and again, the research of Wongnichatorn and Kongtanasintorn (2010), Panyasupat (2010), and Morris (2006) also confirmed the importance of the influential factor of marketing strategies.

The last factor was ‘Place’ and the study of Wiwatanakantong (2010) indicated that place affected consumer behavior in terms of service. The study of Panyasupat (2010) indicated that this factor should not be neglected.

In conclusion, 'Product' was the most influential factor for the small, medium sized and large businesses alike. 'People' was the secondary factor for medium-sized and small hair salons while 'Physical Evidence' was the secondary factor for large hair salons. 'Process' and 'Price' were the third factor and fourth most influential factors for large, medium-sized and small hair salons, respectively. The fifth factor for large and medium-sized hair was 'People', while for the small hair salons the fifth factor was 'Promotion'. The sixth factor for large hair salons was 'People', while for medium-sized hair salons it was 'Promotion' and in smaller hair salons it was 'Physical Evidence'. The least influential factors for large, medium-sized and small hair salons were 'Promotion,' 'Physical Evidence,' and 'Place', respectively.

According to the results, the study can be used as a guideline for a hair color product company to analyze the effectiveness of their marketing strategies and attempt to improve them. As 'Product' was clearly the most influential factor, large, medium-sized and small hair salon owners ranked this factor among the marketing mix factors. Hence, a variety of hair shades, the availability of the highest quality products, continuous improvements in the product line, and the uniqueness of the product must be considered a priority for hair color manufacturers. It was also found that 'Physical Evidence' and 'People' were the secondary factor for large, medium-sized and small hair salons respectively. If hair color manufacturers would like to reach these target groups, brand signboards and impressive packaging of 'Physical Evidence' must be used in large hair salons, while trained sales representatives and wholesalers were also important factors for medium-sized and small hair salons. 'Process' was ranked as the third factor for large, medium-sized and small hair salons. This result revealed that the accuracy of information provided by company sales representatives and

salon wholesalers, as well as the delivery process and the option to order via email, SMS, or phone are essential for hair color manufacturers as both small, medium and large-sized businesses had the same requirement. It was found that all three of the business models, small, medium and large, all prioritized 'Price' as the fourth factor, and as a result, hair color manufacturer should rank this factor as the fourth most influential aspect, and that value for money in terms of size, as well as the quality of the product are an important requirement. 'Place' was the fifth factor for large and medium-sized hair salons, whereas 'Promotion' was the fifth factor for small hair salons. This result revealed that hair color manufacturers should pay attention to the availability of products from wholesalers because this factor can encourage large and medium-sized hair salons to make further purchases. In addition, the promotion channel via a studio for training purposes met the needs of small hair salons. The sixth factors for large, medium-sized and small hair salons were 'People,' 'Promotion,' and 'Physical Evidence', respectively. This result suggests that hair color manufactures should pay less attention to the importance of sales representatives, promotional discount and impressive packaging in the marketing mix. The least influential factors for large, medium-sized and small hair salons were 'Promotion,' 'Physical Evidence,' and 'Place', respectively. As a result, hair color manufacturer should prioritize these factors as the least significant.

Recommendations for Further Studies

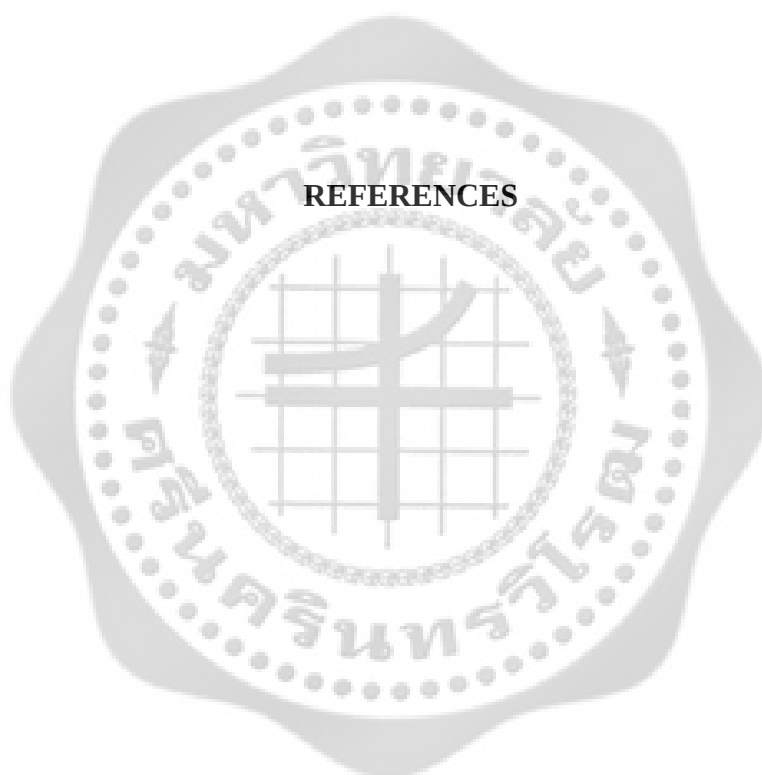
Recommendations for further studies are as follows:

1. The data of the study were obtained through a questionnaire. In further studies, other measures, such as interviews, should be used to gather more information from participants. For example,

2. Further studies should be conducted with larger numbers of participants in suburban areas in order to be able to generalize.
3. The investigation of other hair care products is interesting as there is little research on this aspect of the topic, and hair salons also use these products.



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APPENDICES



APPENDIX A
THAI QUESTIONNAIRE

แบบสอบถาม

แบบสอบถามนี้มีจุดประสงค์เพื่อสำรวจปัจจัยที่มีผลต่อพฤติกรรมของเจ้าของร้านเสริมสวยไทยด้านการซื้อผลิตภัณฑ์เปลี่ยนสีผม ข้อมูลที่ท่านให้จะนำมาใช้เพื่อการวิจัยในเรื่องนี้เท่านั้นและจะไม่มีการเผยแพร่ไปสู่บุคคลอื่น

ผู้วิจัยขอขอบพระคุณท่านเป็นอย่างยิ่งที่ได้โปรดสละเวลาในการตอบแบบสอบถามนี้

นางสาวงามตา กุญรัมย์

ส่วนที่ 1: ข้อมูลทั่วไป

- ข้าพเจ้ารับผิดชอบในการซื้อผลิตภัณฑ์เปลี่ยนสีผมให้กับทางร้าน
 - () ใช่
 - () ไม่ใช่
- โปรดระบุขนาดของร้านเสริมสวยของท่าน
 - () แก้อู่ในร้านมีจำนวนน้อยกว่า 4 ตัว พนักงานมีจำนวนน้อยกว่า 5 คน
 - () แก้อู่ในร้านมีจำนวน 4 ถึง 10 ตัว พนักงานมีจำนวนจำนวน 5 ถึง 9 คน
 - () แก้อู่ในร้านมีจำนวนมากกว่า 10 ตัว พนักงานมีจำนวนมากกว่า 9 คน

ส่วนที่ 2: ปัจจัยที่มีอิทธิพลในการซื้อ

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความคิดเห็นของท่าน

(5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เห็นด้วยปานกลาง, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง)

ปัจจัย	เห็นด้วย อย่างยิ่ง (5)	เห็น ด้วย (4)	เห็นด้วย ปานกลาง (3)	ไม่เห็น ด้วย (2)	ไม่เห็น ด้วยอย่าง ยิ่ง (1)
1. ข้าพเจ้าเลือกซื้อสินค้าที่มีคุณภาพดีที่สุดที่มี จำหน่าย ณ ขณะนั้น					
2. ข้าพเจ้าเปรียบเทียบสินค้าที่มีคุณภาพคล้ายคลึงกัน ก่อนตัดสินใจซื้อ					
3. ผลิตภัณฑ์เปลี่ยนสีผมที่ข้าพเจ้าซื้อมีเอกลักษณ์ เฉพาะตัว					
4. ข้าพเจ้าซื้อผลิตภัณฑ์เปลี่ยนสีผมที่ออกแบบมา พิเศษสำหรับคนภูมิภาคแถบนี้					
5. ข้าพเจ้าซื้อผลิตภัณฑ์เปลี่ยนสีผมที่มีการพัฒนา อย่างต่อเนื่อง					
6. ข้าพเจ้าซื้อผลิตภัณฑ์เปลี่ยนสีผมที่มีเจดสีให้เลือก หลากหลายมากตามที่ข้าพเจ้าต้องการ					
7. ข้าพเจ้าซื้อผลิตภัณฑ์เปลี่ยนสีผมที่คุณภาพของสี ผมที่ได้หลังจากทำการเปลี่ยนสีตรงตามความ ต้องการของลูกค้าที่เคยทำสีมาก่อนหน้านี้					
8. ข้าพเจ้าซื้อผลิตภัณฑ์เปลี่ยนสีผมที่มีราคาอยู่ใน ระดับที่ลูกค้าต้องการ					
9. ในด้านการซื้อผลิตภัณฑ์เปลี่ยนสีผม ราคามี ความสำคัญมากกว่าคุณภาพ					
10. ข้าพเจ้าซื้อผลิตภัณฑ์เปลี่ยนสีผมที่มีคุณภาพคุ้มค่า กับราคา					
11. ข้าพเจ้าซื้อผลิตภัณฑ์เปลี่ยนสีผมที่มีการแข่งขัน ด้านราคามากที่สุด					
12. ข้าพเจ้าซื้อผลิตภัณฑ์เปลี่ยนสีผมที่วางขายบนชั้น วางสินค้าในห้างสรรพสินค้า					

ปัจจัย	เห็นด้วย อย่างยิ่ง (5)	เห็น ด้วย (4)	เห็นด้วย ปานกลาง (3)	ไม่เห็น ด้วย (2)	ไม่เห็น ด้วยอย่าง ยิ่ง (1)
13. ข้าพเจ้าซื้อผลิตภัณฑ์เปลี่ยนสีผมที่วางขายในร้าน ตัวแทนจำหน่ายโดยเฉพาะ					
14. ข้าพเจ้าซื้อผลิตภัณฑ์เปลี่ยนสีผมจากร้านตัวแทน จำหน่ายซึ่งที่ตั้งอยู่ใกล้ร้านเสริมสวยของข้าพเจ้า					
15. ข้าพเจ้าซื้อผลิตภัณฑ์เปลี่ยนสีผมที่หาซื้อได้ทันทีที่ ต้องการ					
16. ข้าพเจ้าซื้อผลิตภัณฑ์เปลี่ยนสีผมโดยตรงจาก ตัวแทนจำหน่ายของบริษัทที่ผลิตผลิตภัณฑ์เปลี่ยน สีผม					
17. ผลิตภัณฑ์เปลี่ยนสีผมที่มีการจัดส่งให้ทันทีที่ ต้องการเป็นปัจจัยที่ทำให้ข้าพเจ้ากลับมาซื้อ ผลิตภัณฑ์นั้นอีก					
18. ข้าพเจ้าซื้อผลิตภัณฑ์เปลี่ยนสีผมที่มีโปรโมชั่นลด ราคาทุกครั้ง					
19. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมที่มีของแถม มากับสินค้า เช่น หวี หรือ ไดรเป่าผมขนาดเล็ก ทุก ครั้ง					
20. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมที่มีโปรโมชั่น ซื้อ 2 แกรม 1 บ่อยครั้ง					
21. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมที่โฆษณาบน เครือข่ายสังคมออนไลน์					
22. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมที่ได้รับการ แนะนำจากตัวแทนจำหน่ายของบริษัทผู้ผลิตสินค้า					

ปัจจัย	เห็นด้วย อย่างยิ่ง (5)	เห็น ด้วย (4)	เห็นด้วย ปานกลาง (3)	ไม่เห็น ด้วย (2)	ไม่เห็น ด้วยอย่าง ยิ่ง (1)
23. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมที่ผู้ผลิต ประชาสัมพันธ์สินค้าผ่านช่องทางการสื่อสารต่างๆ เช่น การเสนอขายทางโทรศัพท์ แคตตาล็อก นิตยสาร โทรทัศน์ วิทยุ และ หนังสือพิมพ์					
24. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมที่ผู้ผลิตมี การจัดสตูดิโอเพื่อเป็นสถานที่ในการฝึกอบรมและ สอนวิธีการใช้ผลิตภัณฑ์อย่างมีประสิทธิภาพ					
25. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมจากตัวแทน จำหน่ายของบริษัทผู้ผลิตที่ได้รับการอบรมด้านตัว สินค้ามาอย่างดีเท่านั้น เพราะเขาสามารถให้ข้อมูล ที่เป็นประโยชน์ในตัวสินค้านั้นๆ					
26. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมจากร้าน ตัวแทนจำหน่ายเพราะพนักงานขายช่วยกระตุ้นให้ ข้าพเจ้าซื้อสินค้าเหล่านี้					
27. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมจาก พนักงานจำหน่ายของบริษัทผู้ผลิตเพราะพวกเขา ช่วยกระตุ้นให้ข้าพเจ้าซื้อสินค้าเหล่านี้					
28. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมจากร้าน ตัวแทนจำหน่ายที่มีระบบผ่อนชำระ					
29. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมจากตัวแทน จำหน่ายของบริษัทผู้ผลิตที่มีระบบผ่อนชำระ					

ปัจจัย	เห็นด้วย อย่างยิ่ง (5)	เห็น ด้วย (4)	เห็นด้วย ปานกลาง (3)	ไม่เห็น ด้วย (2)	ไม่เห็น ด้วยอย่าง ยิ่ง (1)
30. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมจากพนักงานในร้านตัวแทนจำหน่ายที่ให้ข้อมูลที่ถูกต้องเท่านั้น					
31. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมจากตัวแทนจำหน่ายของบริษัทผู้ผลิตที่ให้ข้อมูลที่ถูกต้องเท่านั้น					
32. ข้าพเจ้าเชื่อว่ากระบวนการจัดส่งสินค้าจากบริษัทผู้ผลิตดีกว่าร้านตัวแทนจำหน่าย					
33. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมที่สามารถสั่งซื้อสินค้าผ่าน อีเมล SMS และโทรศัพท์ จากบริษัทได้โดยตรง					
34. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมที่บรรจุภัณฑ์มีลักษณะดึงดูดใจ					
35. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมเพราะสัญลักษณ์สินค้า หรือ ป้ายตราสินค้านั้นมีชื่อเสียง					
36. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์เปลี่ยนสีผมที่สินค้าได้ถูกจัดวางไว้ที่ร้านตัวแทนจำหน่าย					



APPENDIX B

ENGLISH QUESTIONNAIRE

Questionnaire

The purpose of this questionnaire is to investigate the factors influencing the behavior of hair salon owners in Thailand regarding their purchases of hair color products. The information you provide will be used only for the purposes of this study and will remain confidential. Your cooperation in completing this questionnaire is greatly appreciated.

Ms. Ngamta Kuyram

Part I: General information

1. I am responsible for the purchases of hair color products sold in my salon.
☐ Yes
☐ No
2. Please specify the size of your business.
☐ Seats less than 4 customers, with a staff of less than 5 people
☐ Seats 4 to 10 customers, with a staff of 5 to 9 people
☐ Seats more than 10 customers, with a staff of more than 9 people

Part II: Influencing Factors

Direction: Please mark ✓ in the blank for each statement that comes closest to reflecting the level of your agreement with each of the following statements

(5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree).

Factors	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
1. I buy the best quality products available.					
2. I compare products of similar quality before I purchase.					
3. The hair color products that I purchase are unique.					
4. I buy hair color products which are specifically designed for the people in my area.					
5. I buy hair color products which are continuously improved.					
6. I buy a variety of hair shades depending on demand.					
7. I buy hair color products which retain color quality as indicated by previous use.					
8. I only buy hair color products that are in the price range of my clients.					
9. Price is more important than quality for purchasing hair color products.					
10. I buy product in the size and quality that are most economical.					
11. I buy products which are the most competitively priced.					
12. I buy hair color products that are available on the shelves in department stores.					
13. I buy hair color products that are available from specialized salon wholesalers.					
14. I buy hair color products from wholesalers who are located near my hair salon.					

Factors	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
15. I only buy hair color products that are always available when I need them.					
16. I buy hair color products directly from sales representatives from hair color product companies.					
17. Hair color products which are delivered promptly encourage me to repurchase them.					
18. I usually buy hair color products offered with a promotional discount.					
19. I usually buy hair color products offered with something relevant to my needs, such as a comb or a small hair dryer.					
20. I often buy hair color products which offer a “buy one, get one free” promotion.					
21. I buy hair color products that use social network advertising.					
22. I buy hair color products recommended by company sales representatives.					
23. I buy hair color products that use marketing tools such as telesales, catalogs and TV, radio, magazine, and newspaper advertisements.					

Factors	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
24. I buy hair salon products which provide a studio for training purposes and instruction on how to use the products most efficiently.					
25. I buy hair color products only from trained sales representatives because they provide the most useful information.					
26. I buy hair color products that are sold by salon wholesalers because their sales representatives encourage me to purchase these products.					
27. I buy hair color products that are sold by hair color company sales representatives because their representatives encourage me to purchase these products.					
28. I buy hair color products from salon wholesalers who accept payment on credit.					
29. I buy hair color products from company sales representatives who offer payment on credit.					
30. I buy hair color products about which wholesalers have provided me with accurate information.					

Factors	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
31. I buy hair color products about which company sales representatives have provided me with accurate information.					
32. The delivery process from hair color companies is better than from wholesalers.					
33. I only buy hair color products which I can order via email, SMS, or phone.					
34. I buy hair color products with impressive packaging.					
35. I buy hair color products with well known brand signboards or symbols.					
36. I buy hair color products that are displayed in salon wholesaler facilities.					



Summary of the Marketing Mix Factors

Large Hair Salon (n =26)

The Marketing Mix factors	<i>M</i>	<i>S.D.</i>	Level of Agreement
Product			
I buy a variety of hair shades depending on demand.	4.67	0.48	Strongly agree
I buy hair color products which are continuously improved.	4.63	0.58	Strongly agree
I buy the best quality products availability.	4.50	0.72	Strongly agree
I buy hair color products which retain color quality as indicated by previous use.	4.46	0.66	Strongly agree
The hair color products that I choose to purchase are unique.	4.25	0.79	Strongly agree
I compare products of quality before I purchase.	4.17	0.92	Agree
I buy hair color products which are specifically designed for the people in my area.	4.00	0.83	Agree
Price			
I buy product in the size and quality that are most economical.	4.58	0.50	Strongly agree
I only buy hair color products that are in the price range of my clients.	4.17	0.64	Agree
Place			
Hair color products which are delivered promptly encourage me to repurchase them.	4.29	0.69	Strongly agree

(continued)

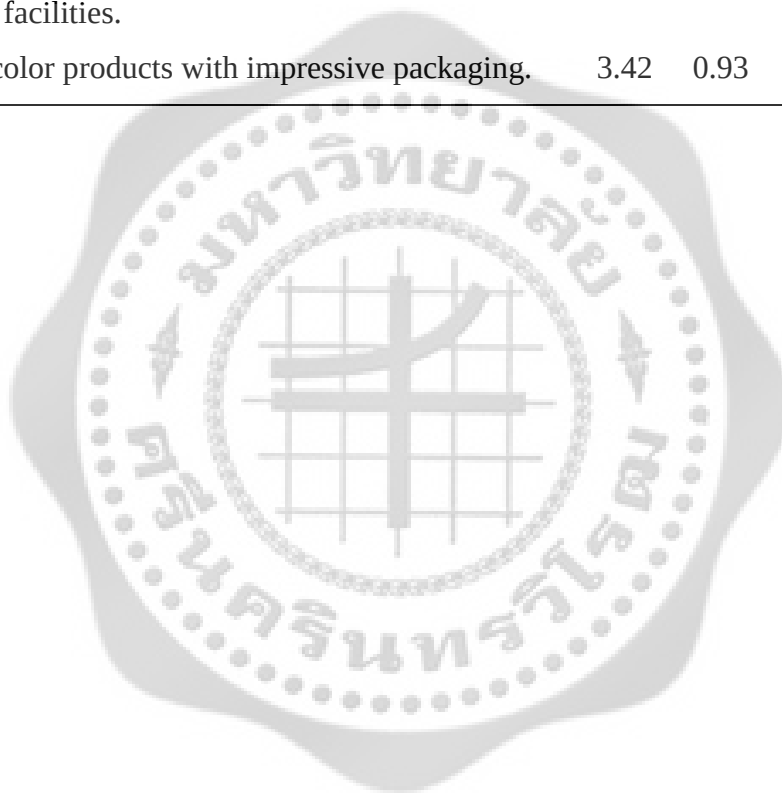
Large Hair Salon

The Marketing Mix factors	<i>M</i>	<i>S.D.</i>	Level of Agreement
I only buy hair color products that are available from specialized salon wholesalers.	4.08	1.14	Agree
I only buy hair color products directly from sales representatives from hair color product.	3.92	1.21	Agree
Promotion			
I buy hair color products which provide a studio for training purposes and instruction on how to use these products most efficiently.	4.21	0.83	Strongly agree
I buy hair color products recommended by company sales representatives.	4.08	0.83	Agree
People			
I buy hair color products only from trained sales representatives because they provide that useful information.	4.08	0.83	Agree
Process			
I buy hair color products about which company sales representatives have provided me with accurate information.	4.25	0.79	Strongly Agree
I buy hair color products about wholesalers which have provided me with accurate information.	4.04	0.95	Agree
The delivery process from hair color company is better than from wholesalers.	3.92	0.88	Agree
I buy hair color products which I can order via email, SMS, or phone.	3.67	1.05	Agree

(continued)

Large Hair Salon

The Marketing Mix factors	<i>M</i>	<i>S.D.</i>	Level of Agreement
Physical evidence or Presentation			
I buy hair color products which well known brand signboards or symbols.	4.00	0.83	Agree
I buy hair color products that are displayed in salon wholesaler facilities.	3.63	0.88	Agree
I buy hair color products with impressive packaging.	3.42	0.93	Agree



Medium-sized Hair Salon (n =40)

The Marketing Mix factors	<i>M</i>	<i>S.D.</i>	Level of Agreement
Product			
I buy hair color products which retain color quality as indicated by previous use.	4.60	0.67	Strongly agree
I buy hair color products which are continuously improved.	4.58	0.75	Strongly agree
The hair color products that I choose to purchase are unique.	4.45	0.71	Strongly agree
I buy a variety of hair shades depending on demand.	4.43	0.93	Strongly agree
I buy the best quality products availability.	4.43	0.81	Strongly agree
I compare products of quality before I purchase.	4.40	0.81	Strongly agree
I buy hair color products which are specifically designed for the people in my area.	4.08	1.07	Agree
Price			
I buy product in the size and quality that are most economical.	4.63	0.54	Strongly agree
I buy hair color products that are in price range of my clients.	4.18	0.96	Agree
Place			
I buy hair products directly from sales representatives from hair color products companies.	4.25	0.90	Strongly agree
I buy hair color products that are available from specialized salon wholesalers.	4.18	1.08	Agree

(continued)

Medium-sized Hair Salon

The Marketing Mix factors	<i>M</i>	<i>S.D.</i>	Level of Agreement
Hair color products which are delivered promptly encourage me to repurchase them.	4.13	0.88	Strongly agree
I only buy hair color products that are always available when I need them.	3.53	1.41	Agree
Promotion			
I buy hair color products recommended by company sales representatives.	4.30	0.76	Strongly agree
I buy hair color products which provide a studio for training purposes and instruction on how to use the products most efficiently.	4.25	0.98	Strongly agree
I usually buy hair color products offered with a promotional discount.	3.68	1.33	Agree
I buy hair color products that use marketing tools such as telesales, catalogs and TV, radio, magazines, and newspaper and advertisements	3.63	1.23	Agree
I usually buy hair color products offered with something relevant to my needs, such as a comb or a small hair dryer.	3.50	1.28	Agree
I often buy hair color products which offer a “buy one, get one free” promotion.	3.48	1.26	Agree
People			
I buy hair color products only from trained sales representatives because they provide that useful information.	4.40	0.78	Strongly agree

(continued)

Medium-sized Hair Salon

The Marketing Mix factors	<i>M</i>	<i>S.D.</i>	Level of Agreement
I buy hair color products because I have a good relationship with hair color product's sales representatives.	3.63	1.13	Agree
I buy hair color products that are sold by salon wholesalers because their sales representatives encourage me to purchase their products.	3.53	1.20	Agree
Process			
I buy hair color products about which company sales representatives have provided me with accurate information.	4.63	0.70	Strongly agree
I buy hair color products about wholesalers which have provide me with accurate information.	4.30	0.94	Strongly agree
The delivery process from hair color company is better than from wholesalers.	3.83	1.01	Agree
I buy hair color products which I can order via email, SMS, or phone.	3.55	1.20	Agree
I buy hair color products from company sales representatives who offer payment on credit.	3.55	1.34	Agree
Physical evidence or Presentation			
I buy hair color products which well known brand signboard or symbols.	3.65	1.10	Agree
I buy hair color products with impressive packaging.	3.60	1.01	Agree
I buy hair color products that are displayed in salon wholesaler facilities.	3.45	1.15	Agree

Small Hair Salon (n =34)

The Marketing Mix factors	<i>M</i>	<i>S.D.</i>	Level of Agreement
Product			
I buy hair color products which retain color quality as indicated by previous use.	4.45	0.87	Strongly agree
I buy a variety of hair shades depending on demand.	4.27	1.13	Strongly agree
I compare products of quality before I purchase.	4.12	1.08	Agree
I buy hair color products which are continuously improved.	4.03	1.26	Agree
I buy the best quality products availability.	3.88	1.08	Agree
Price			
I buy products in the size and quality that are most economical.	4.67	0.54	Strongly agree
I only buy hair color products that are in the price range of my clients.	4.48	0.67	Strongly agree
Place			
I buy hair color products that are available from specialized salon wholesalers.	4.27	1.04	Strongly agree
I only buy hair color products that are always available when I need them.	3.82	1.31	Agree
Hair color products which are delivered promptly encourage me to repurchase them	3.79	1.19	Agree
I buy hair color products from wholesalers who are located near my salon.	3.52	1.44	Agree

(continued)

Small Hair Salon

The Marketing Mix factors	<i>M</i>	<i>S.D.</i>	Level of Agreement
Promotion			
I buy hair color products which provide a studio for training purposes and instruction on how to use the products most efficiently.	3.82	1.01	Agree
People			
I buy hair color products only from trained sales representative because they provide that useful information.	4.40	0.78	Strongly agree
I buy hair color products because I have good relationship with hair color product's sales representative.	3.63	1.13	Agree
I buy hair color products that are sold by salon wholesalers because their sales representatives encourage me to purchase their products.	3.53	1.20	Agree
Process			
I buy hair color products about which company sales representatives have provided me with accurate information.	4.63	0.70	Strongly agree
I buy hair color products about wholesalers which have provided me with accurate information.	4.30	0.94	Strongly agree
The delivery process from hair color company is better than from wholesalers	3.83	1.01	Agree
I buy hair color products from company sales representatives who offer payment on credit.	3.55	1.34	Agree

(continued)

Small Hair Salon

The Marketing Mix factors	<i>M</i>	<i>S.D.</i>	Level of Agreement
I buy hair color products which I can order via email, SMS, or phone.	3.55	1.20	Agree
Physical evidence or Presentation			
I buy hair color products which well known brand signboards or symbols.	3.65	1.10	Agree
I buy hair color products with impressive packaging.	3.60	1.01	Agree
I buy hair color products that are displayed in salon wholesalers.	3.45	1.15	Agree



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