

SERVICE MARKETING MIX FACTORS AFFECTING CUSTOMERS' DECISION
ON CHOOSING A BEAUTY SALON



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The objective of this study was to investigate factors in service marketing mix(7Ps) affecting customers' decisions when choosing a beauty salon. The participants in this study were 140 customers who have received beauty services at the selected beauty salon in Maa Boon Krong Center (MBK) in April 2012. The data were analyzed in terms of percentage, mean scores, and standard deviations.

The findings of the study revealed that overall aspects of 7Ps including Product, Promotion, Price, Place, People, Process, and Physical Evidence significantly influenced customers' decisions when they chose to visit a beauty salon. In sequence of means, it was found that People including staff's friendliness, politeness, and being service-minded was considered the most important, followed by the services provided that met customers' expectations (Product), and smooth service provided by the salon (Process). The other three aspects, Physical Evidence, Price, and Place were regarded as important, while Promotion was considered moderately important when choosing a beauty salon.

ปัจจัยส่วนประสมทางการตลาดด้านบริการที่มีอิทธิพลต่อการตัดสินใจเลือกใช้บริการร้านเสริมสวย
ของผู้บริโภค



บทคัดย่อ
ของ
ปรารภณา ทองเปลี่ยน

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา

ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต

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การศึกษานี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยส่วนประสมทางการตลาดด้านบริการที่มีอิทธิพลต่อการตัดสินใจเลือกใช้บริการร้านเสริมสวยของผู้บริโภค กลุ่มประชากรในการวิจัย คือ ลูกค้าที่เคยเข้ารับบริการร้านเสริมสวยในห้างสรรพสินค้ามาบุญครองในช่วงเดือนเมษายน 2555 ผู้วิจัยนำข้อมูลที่ได้รับมาวิเคราะห์ผลโดยใช้ค่าร้อยละ ค่าเฉลี่ย และ ค่าความเบี่ยงเบนมาตรฐาน

ผลการศึกษาพบว่าปัจจัยส่วนประสมทางการตลาดด้านบริการทุกปัจจัยได้แก่ ปัจจัยด้านผลิตภัณฑ์ การส่งเสริมทางการตลาด ราคา ช่องทางการจัดจำหน่าย ด้านบุคลากร กระบวนการ และลักษณะทางกายภาพ มีอิทธิพลมากต่อการตัดสินใจของผู้บริโภคในการเลือกใช้บริการร้านเสริมสวย การวิเคราะห์โดยใช้เกณฑ์ค่าเฉลี่ยพบว่าผู้บริโภคคำนึงถึงความสำคัญต่อปัจจัยส่วนประสมทางการตลาดทั้ง 7 ด้าน ตามลำดับความสำคัญดังนี้ ความเป็นกันเอง สุภาพ และมีจิตบริการของพนักงาน มีความสำคัญสูงสุด รองลงมาคือบริการที่ตรงกับความต้องการของลูกค้า การบริการด้วยขั้นตอนตามลำดับต่อเนื่อง ลักษณะทางกายภาพ ราคา และช่องทางการจัดจำหน่าย ทั้งนี้ปัจจัยด้านการส่งเสริมทางการตลาดมีความสำคัญในระดับปานกลาง

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, "Service Marketing Mix Factors Affecting Customers' Decisions on Choosing a Beauty Salon," by Prattana Thongplean as partial fulfillment of the requirements for the Master of Arts in Business English for International Communication at Srinakharinwirot University.

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CHAPTER I

BACKGROUND OF THE STUDY

Introduction

A beauty salon business has become a promising business among particular service business earning a high income in Thailand. Based on the nationwide Business Trade and Services Survey, the statistics of business establishments in Thailand shows that the number of beauty salons in Thailand has grown significantly from 81,416 in 2003 (National Statistical Office, 2004) to 116,169 in 2007 (National Statistical Office, 2008). A growth of 42.68% within four years illustrates a rapid growth of the beauty salon business in Thailand. This also shows that in the past years, many investors have had strong interest in the beauty salon business.

Beauty salons in Thailand are located in various locations. Some are stand-alone shops opened to serve nearby customers in the area; others are located in business buildings and shopping malls which attract customers who are able to do different activities in one certain place at a time. In general, shopping malls have become more popular for shoppers since they are equipped with facilities in variety of shops and in which many activities can be done in one place, such as shopping arcades, restaurants, theatres, bookstores, banks, and beauty salons. Also, people seem to be interested in visiting shopping malls which can be easily reached by convenient public transportation, such as the BTS Sky Train and MRT Subway. Consequently, many investors have noticed that many salon owners are launching their businesses in shopping malls where they can attract more customers.

Shopping malls, where customers find convenient services or in-trend shops, create a highly competitive environment among each other. Commonly, customers like to compare services of one shop with another; consequently, business investors are using various

strategies and offering better services to compete with each other. One significant strategy in service businesses is the service marketing mix, known as 7Ps. The 7Ps comprise Product, Promotion, Price, Place, People, Process, and Physical Evidence. Prominent investors use the 7Ps in order to survive in the competitive market by offering various kinds of products or services; offering attractive promotions with competitive prices; performing high standard services by well trained staff in a nice and hygienic environment. Business investors who are aware of and are able to apply these 7Ps in their service businesses are likely to welcome more customers among their competitors in similar areas (Lovelock & Wright, 2002).

Statement of Problems

Based on the researcher's survey in September 2011, there are 23 beauty salons in nine shopping malls along the BTS Sky Train line from Mochit to Bearing station. The nine shopping malls are Tesco Lotus, Emporium, Central Department Store, Central World, Siam Paragon, Siam Center, Siam Discovery, Maa Boon Krong Center (MBK) and Central Silom Complex. Among these shopping malls, MBK seems to have the highest competition regarding the number of beauty salon businesses within one shopping mall, offering nine beauty salons, whereas other shopping malls have less competition with two to five beauty salons in them. It is interesting to learn how a beauty salon in MBK can welcome more customers than its competitors.

In addition, the researcher interviewed the shop managers of the nine beauty salons in MBK and found that seven of them have one or two more branches at other areas, one has no other branch in elsewhere, and outstandingly, there is one beauty salon which has twelve branches in other shopping malls. The branch manager of the beauty salon with twelve branches in Bangkok gave information on the branch in MBK. This beauty salon was established in MBK in 2002 and is the tenth branch of the shop opened in shopping malls.

Currently, the salon offers various hair services i.e. shampooing, blow drying, cutting, coloring, perming, and straightening. Seven experienced and well-trained hair stylists are permanent employees. Most customers are Thai ladies of different ages. Their daily service runs from 10:00 to 21:00. The owner of the beauty salon is an experienced business person; he understands how to run a business successfully, especially in a highly competitive environment. He constantly keeps developing the salon operation systems, human resource management and development, and technology in order for the shop to survive in MBK. The branch manager added that most customers like to compare beauty services, service fees and promotions offered by different beauty salons. This has motivated many beauty salons to initiate a number of attractive promotions in order to welcome new customers as well as to keep their existing customers to continually revisit their beauty salons. For example, some beauty salons may launch special promotions with high percentage discounts, while others may promote their experienced stylist who can perform better beauty services.

With the information mentioned above, the researcher was interested in studying which factors in the service marketing mix influence target customers' decisions when choosing a beauty salon in MBK.

Purpose of the Study

To explore factors in the service marketing mix which influence customers' decisions when choosing a beauty salon service in a shopping mall.

Research Question

What factors in the service marketing mix influence customers' decisions when choosing a beauty salon service in a shopping mall?

Significance of the Study

It is necessary for beauty salon business owners to explore which elements of the service marketing mix significantly influence customers' purchasing decisions when choosing a beauty salon.

This study will be beneficial to beauty salon business owners. The findings of this study will provide useful information about the factors influencing customer's purchasing decisions on beauty salon services. Hence, the business owners can design and implement effective marketing strategies in order to better serve the needs of their existing and potential customers and thereby increase competitive advantages.

Scope of the Study

This study focuses on service marketing mix factors influencing the customers' decision when choosing a service at a beauty salon in MBK. The research instrument was a Thai questionnaire. The data of this study were collected from 140 customers who having experienced service at the selected beauty salon in MBK in April 2012.

Definition of Terms

The certain terms in this research are defined as follows:

“A beauty salon” is a place providing services for consumers who expect to improve their physical appearance. There are various kinds of services offered: shampooing, blow drying, cutting, coloring, perming, straightening and other salon related services.

“Service Marketing Mix” means marketing factors influencing customers' decisions when choosing a service at a beauty salon. This study focuses on seven aspects, known as 7Ps: 'Product', 'Promotion', 'Price', 'Place', 'People', 'Process', and 'Physical Evidence'.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the review of relevant conceptual information emphasizing factors influencing customers' decisions when choosing a service at a beauty salon. It comprises four areas: service marketing mix, consumer behavior, stages of the buying decision process, and related research.

Service Marketing Mix

Marketing mix is a fundamental concept associated with marketing processes. Kotler (1980) defined marketing mix as a set of marketing tools that a firm decides to use to achieve its marketing objective in the target markets. Marketing mix was first devised by McCarthy (1978); he classified it into four broad elements, the 4Ps: Product, Promotion, Price, and Place.

The 4Ps marketing principal works well and is useful for goods or tangible products (Kotler, 2003); however, characteristic of service performances involving customers requires other strategic elements (Lovelock & Wright, 2002). In view of that, Booms and Bitners (1981) suggested three additional Ps: People, Process and Physical Evidence, which are most applicable for service industries. Consequently, the service marketing mix known as 7Ps has been introduced to strengthen the service industry. The 7Ps comprise (a) Product, (b) Promotion, (c) Price, (d) Place, (e) People, (f) Process, and (g) Physical Evidence. The details are as follows:

Product. A product is everything which includes all components of the service performance that a person receives in an exchange. It may be a tangible product like a pair of glasses or an intangible service like a haircut. In order to be successful in selling a product, a company should consider three concepts in a product strategy. First, a product differentiation or competitive differentiation helps make a product a lot more interesting than those from other companies. Second, a product component based on its utility, appearance, quality, packaging, and brand, plays an important role in persuading a customer to purchase. Lastly, a development of a product helps keeping a product constantly attractive by improving its existing characteristic and quality or adding some new features to satisfy both existing and new consumers (Lovelock & Wright, 2002).

Regarding beauty salon business, product refers to various services provided such as shampooing, blow drying, cutting, coloring, perming, straightening, body treatments, manicures, and pedicures. In general, customers expect good quality of products and services offered by beauty salons.

Promotion. Promotion is a communication process that happens between a business and its potential customers to create attitudes and purchasing behaviors. To achieve this objective, most business providers perform different activities depending on the type of products, customers or competitors. These include (a) personal selling, (b) sales promotion, (c) public relations, (d) direct marketing, and (e) advertising (Myers, 1986).

Personal selling is an effective way of creating customer relationships through sales people who act on behalf of the company. It involves face-to-face interaction, answering questions, and procuring the order. Personal selling involves in different activities such as sales presentations, sales meetings, incentive programs, samples, fair and trade.

Sales promotions include several techniques such as premiums, sampling, exhibits, discount coupons, point cards, and etc., to encourage customers a trial or re-purchase of the product or service. Meanwhile, public relations are different activities performing by a company aiming to establish and promote a company's image or its product. The activities include seminar, charitable donations, sponsorships, speeches, company magazines, and events.

Direct marketing focuses on consumers being reached by means of catalogs, mailing, telemarketing, electronic shopping, e-mail, TV shopping, etc. Finally, the last aspect of the promotion is advertising, a non-personal presentation and is used to develop attitudes, create awareness, and transmit information in order to increase a responsiveness from the target market. Advertising can be implemented through newspapers, magazines, journals, television, websites, posters, brochures, leaflets, billboards, etc. (Kotler, 2003).

Generally, shops in shopping malls face a highly competitive environment; therefore, most beauty salons regularly distribute printed promotional materials or employ other online advertising channels in order to communicate, attract more attention, and welcome more customers. Regarding sales promotions, most beauty salons provide special offers to encourage existing customers to repurchase in the future.

Price. Price is simply the amount of money that consumers are willing to pay for a product or service. Needham and Dransfield (1991) explained that price is a sum of consideration or sacrifice customers pay as an exchange for a product or service. Consequently, consumers are interested in obtaining a reasonable price which means the perceived reasonable value at the time of a business transaction.

Prices at different beauty salons normally vary depending on the judgment of the owners. There is no fixed standard. Customers are commonly willing to pay for the product and service quality that satisfies their expectations.

Place. Place refers to having the right product or service, in the right location, at the right time. The firm will decide when, where, and how to deliver services to customers (Lovelock & Wright, 2002). Additionally, based on Kotler (1997), place includes the various activities a firm undertakes to make their product accessible and available to target customers.

In general, beauty salons which attract a number of customers are normally located nearby the customers' neighborhood, in business buildings, in shopping malls or locations where they are easy to access.

People. In most services, people are an essential element of the marketing mix. A well chosen staff and target group can develop a good pattern of interaction between customers and service providers (Palmer, 2005). In a view of Lovelock and Wright (2002), people as customers and employees who are involved in service production. Customers often judge the quality of the service they receive based on their assessment of the people providing the service. Successful service providers devote significant effort to recruit, train, and motivate their staff, especially those who are in direct contact with customers. Additionally, Kotler and Armstrong (2004) mentioned that skilled and motivated staff helps customers happy because they can offer support and advice to customers, by doing this, it creates a competitive advantage for their company over its competitors.

In beauty salon business, people involved consist of managers, hair stylists, manicure staff, receptionists, and customers. Staff who have direct contact with customers are expected to be skillful, service minded, and attentive to the customers' needs. Sufficient number of staff is also an important element to keep customers satisfied.

Process. Process is a particular activity of operations or sequence of actions which the organization uses when delivering the service. Poorly designed processes are likely to irritate customers when they experience slow, bureaucratic, and ineffective service delivery (Lovelock & Wright, 2002).

Regarding beauty salon businesses, work flow among staff reflects good management and well-designed work process. Customers appreciate good coordination and work flow among hair-dressers and other salon staff. To increase the work flow efficiency, many beauty salons organize and provide queuing service.

Physical evidence. Physical evidence is a way to present the aspects of place and product that are particular to service purchases. It refers to all the physical elements that a customer of a service might come across. This includes the appearance of buildings, landscaping, parking space, interior furnishing, equipment, staff members, signs, printed materials, and other visible signs. All these provide tangible evidence of a firm's service style and quality. In service businesses with few tangible elements, such as insurance companies, they often utilize meaningful symbols. For instance, an umbrella may symbolize protection and security (Lovelock & Wright, 2002).

Traditionally, most beauty salons display an electric barber pole in front of their shops. The barber pole is a symbol of a beauty salon and can be easily seen from distance. Besides, in light of sanitation, most beauty salons tend to maintain their shops and equipment clean.

In summary, in a highly competitive environment, most of the service businesses such as beauty salons can consider the 7Ps factors as guidelines in order to prolong their businesses, welcome new customers as well as retain existing customers. Regarding beauty salons, an offered product or service must be in the right place and at the right time. In addition, a price of an offered product or service must be reasonable so that a

customer can decide to purchase more or repurchase next time. Equally important, well trained salon staff who have service minded are able to advise beauty services or products as well as communicate, present, and advocate customers their salons' promotion. Additionally, beauty salons must present good work flow among salon staff and provide queuing service.

Consumer Behavior

Definition of consumer behavior. Consumer behavior is the study of individuals or organizations and the processes they used to select, secure, consume, dispose and evaluate their products, services, and experiences (Hawkins, Roger & Coney, 2001).

Thus, customer behavior is based on consumer buying behavior, with the consumer playing the three distinct roles of user, payer and buyer. Additionally, consumer behavior is influenced by internal conditions such as demographics, psychographics (lifestyle), personality, motivation, knowledge, attitudes, beliefs, and feelings. Behavior can also be affected by external influences, such as culture, sub-culture, locality, royalty, ethnicity, family, social class, past experience and reference groups, lifestyle, and market mix factors.

Ferrell and Hartline (2011) pointed out that the behavior of consumers is often illogical and unpredictable; consumers often say one thing but do another. The effort to understand consumers is important because it can help discover on how to design products and marketing programs that better meet consumers' needs and wants. Accordingly, consumer behaviors are studied so as to understand perceptions, attitudes, steps, and activities in which a person responds to his or her environments. This understanding can facilitate guidelines to develop marketing approaches and activities to persuade more people to purchase products.

Generally, beauty salon customers' behavior may be influenced from internal or external factors. Many beauty salons take initiative to study its customers' behavior in order to understand the needs and wants of their customers; accordingly, they will be able to create competitive advantage over their competitors.

The Stages of the Buying Decision Process

The purchase decision process is a series of steps or stages a consumer passes through in making a decision to buy products and services. The process consists of five stages: (a) need recognition, (b) information search, (c) evaluation of alternatives, (d) purchase decision, and (e) post-purchase behavior. Generally, consumers have similar decision making processes and the process often begins when a consumer recognizes a need. If they do not get enough information, they may look for information from external sources. After the consumer gets enough information, he/she will begin the next level of evaluation. The consumer will then select the best alternative to purchase which most satisfies his/her need. After purchasing the product, the consumer will develop a post-purchase behavior after using the products or services in order to decide whether to purchase products or services again or not (Kerin & Rudelius, 2004).

Need recognition. The buying process begins when consumers recognize a problem or need. The need recognition occurs when consumers realize that there is a disagreement between their existing and desired situations. Some needs have their basis in internal stimuli; other needs have their basis in external stimuli. Hunger, thirst and fatigue are internal stimuli. Advertising, design of a package and interacting with salespeople are external stimuli (William, 2002).

Information search. After recognizing a need or want, consumers search for information about the various alternatives available to satisfy it. The sources of information searched may be internal, external or both (Clow & Baack, 2001). Kurtz and Boone (2006) added that an internal search is a mental review of stored information from previous experiences or observations of a certain type of product. In contrast, an external information search, consumer seeks information in the outside environment; for example, a friend may recommend a particular product because he or she bought one and likes it. Once consumers have learnt about different products or brands and begin to narrow down choices to only a few that can meet their needs, they will start to evaluate or compare the short-listed ones in the next stage.

Evaluation of alternatives. After consumers have found an evoked set of alternative products during the search step, they compare brands, product characteristics, or services. The products and/or services which can fulfill needs or motives, which initiated the decision-making process, will be chosen (Hawkins, Roger & Kenneth, 2001). Ferrell and Hartline (2011) explained that consumer evaluation of alternatives is the most challenging concern for marketers to understand, measure, or influence. The priority of each consumer's choice criteria can change during the process. Thereby, it is essential for marketers to put their product in the evoked set of potential alternatives so that consumers will be constantly reminded of the company's product offering.

Purchase decision. After searching and evaluating, consumers will make a decision to purchase or not to purchase the alternative evaluated as most desirable (Etzel, Walker & Stanton, 2001). Based on Kotler (1980), two serious factors can intervene between forming a purchase intention and making a purchase decision. The first factor is attitudes of other people. A buyer's preference for a brand will increase if he or she is

strongly favors the same brand. The second factor is an unanticipated situation that may erupt to change the purchase plan.

Post-purchase behavior. Post-purchase evaluation is a connection between the buying process and the development of long-term customer relationships. Consumers buy products expecting certain outcomes from the purchase. The buyer's satisfaction is high because his/her expectation was exceeded and may return to purchase or use the same product or service again. In contrast, the level of buyer's satisfaction may turn low because his/her expectations have not been met. The dissatisfaction can influence a consumer's intention to spread word-of-mouth information about the products or services (Ferrell & Hartline, 2011).

Stages of buying decision process include five steps of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. It is important for beauty salons to understand these steps well and to develop suitable strategies. This will help support them to maintain their existing customers as well as to welcome new customers.

Related Research

Several studies have been conducted to explore significant factors in the service marketing mix. Some research relevant to this study conducted in different locations in Thailand emphasizing beauty industry is reviewed and summarized as follows:

Supanbanjong (2004) studied the factors in the service marketing mix affecting customers when choosing beauty salon services in Chiang Mai province. A questionnaire was the main tool to collect data from 300 customers in Muang District, Chiang Mai Province. It was found that Process, People, Physical evidence, Price, Product, and Place

highly affected the customers' decision when choosing beauty salon services in Chiang Mai province. Promotion had less influential in the customers' decision.

Another study carried out by Trakarnkultorn (2004) explored factors in service marketing mix affecting customers on choosing beauty salons in a shopping mall in Nakornratchasima province. A questionnaire was used as a main tool to survey 384 customers who visited beauty salons in a shopping mall in Nakornratchasima province. The study revealed that all seven aspects in service marketing mix were important when customers chose to visit beauty salons. Service (Product) was rated as very important, followed by People, Process, and Physical Evidence. Location (Place), Promotion, and Price were rated as moderately important.

In 2005 Pultiya investigated the influential factors affecting customers' on choosing a beauty salon in Muang District, Udon Thani Province. The result revealed the aspects influencing the customers' decisions on choosing a beauty salon including quality and cleanliness of product using in a salon, skillful staff with service minded, and the location near customers' homes.

Another study entitled, "*The marketing factors which affect the female students' decisions in choosing beauty salons in Muang District, Lop Buri province*" was carried out by Tawonkaset (2005). The study explored the marketing mix factors which affected female students when choosing beauty salons in Lop Buri province. Participants were 300 female students. The result found that the main factor which highly influenced student's selection of a beauty salon was service procedure. Other factors which are physical evidence, employee appearance and personnel, selling strategy, price, place and product were at a high level.

Koonkun (2007) explored factors in service marketing mix affecting customers on choosing beauty salons in Koh Samui, Surat Thani province. A questionnaire was used as

a main tool to collect data from 400 customers who received services at beauty salons in Koh Samui. The study revealed that seven aspects in service marketing mix were very important and influenced their decisions to choose beauty salons. The most important factors were Hair-dressers (People), Process, Price, service (Product), Physical Evidence. Promotion was rated as moderately important.

Additionally, Saengphueng (2009) studied factors in the service marketing mix influencing customers on choosing beauty salon in Nonthaburi. The main instrument was a questionnaire and the participants were 400 female aged over 15 years old. The study revealed that the most influential factors which affected customers' decision to choose a beauty salon was product. That is customers concerned the quality of product and various kinds of services offered in a salon.

The selection of related research demonstrates that factors in the service marketing mix which influence customers' purchasing decisions are important concerns to beauty service business in different locations and target groups. However, the certain selected places of previous studies do not yet include the beauty service offered in another currently popular alternative, a shopping mall in Bangkok. There are several shopping malls in Bangkok which located in a highly competitive environment. This study, therefore, was designed to explore the service marketing mix factors affecting customers' decision when choosing a beauty salon in a shopping mall in Bangkok.

CHAPTER III

METHODOLOGY

This chapter describes the methodology employed for the collection and analysis of research data. It is divided into three sections: participants of the study, research instrument, and procedures of the study. The details are as follows:

Participants of the Study

A method of determining sample size for research activities (Krejcie and Morgan, 1970) has been applied to determine the optimum sample size for this research. A beauty salon in MBK which has the highest number of branches in shopping malls in Bangkok was selected. According to the researcher's prior survey and observation, there was an average of 220 customers visiting the selected beauty salon in MBK in a week. The sample size for this study, based on Krejcie and Morgan's table, was 140 participants (see Appendix C). Accordingly, the participants in this study were 140 customers who have experienced service at the selected beauty salon in MBK in April 2012. The researcher used convenient sampling to recruit the customers who were willing to participate in the study. Since the majority of customers visiting the beauty salon were native Thais, the researcher purposively selected only Thai customers, including males and females of different ages, who have received service from the selected beauty salon.

Research Instrument

A specially designed questionnaire was used as the primary instrument in this study. The first draft of the questionnaire was created and modified based on the service marketing mix (7Ps) in accordance with information gained from a variety of previous relevant research concerning factors influencing customers' decision on choosing services in the beauty industry. To validate the questionnaire, the researcher approached the project advisor and the manager of the selected beauty salon about the content examination. Accordingly, the suggestion and comments gained were used to modify the questionnaire.

In addition, a pilot test was conducted to test the reliability of the questionnaire before it was used in the main study. The participants in the pilot test were selected from customers at another branch of the selected beauty salon in the Central World. Therefore, fourteen participants or 10% of the overall number of the participants in the main study, were randomly selected to respond to the questionnaire. After taking the questionnaire, the researcher conducted an individually interview with the fourteen participants for their opinions regarding the comprehension of the questions in the questionnaire. Accordingly, the questionnaire was adjusted and revised. Finally, the final revised draft was used for gathering data. Since the participants of the study were Thai customers, the questionnaire used in this study was in Thai.

The questionnaire consists of three parts as follows:

Part I: General Information of Participants

The first part focused on general information of the participants including gender, age, and the beauty service they usually have at the beauty salon.

Part II: Factors in Service Marketing Mix (7Ps)

The second part explored the factors in the service marketing mix (7Ps) influencing customers' decisions when choosing a beauty salon in MBK. The 7Ps comprise Product, Promotion, Price, Place, People, Process, and Physical Evidence. The participants were asked to consider how important for each of the 7Ps was to them when they chose a beauty salon. The five-point Likert scales was used to measure the level of importance in each category ranging from 1 (least important) to 5 (most important).

Part III: Comments Regarding Services Provided by the Beauty Salon

The third part aimed to explore the participants' opinions and suggestions towards services provided by the beauty salon.

Procedures of the Study

Data collection. In April 2012, 140 copies of the questionnaires were randomly distributed to customers who had experienced service at the selected beauty salon in MBK. From Monday to Sunday, 20 respondents were recruited daily to voluntarily participate in the study. Consequently, by the end of a week, a total number of 140 respondents were randomly selected. The researcher informed the participants that the information was kept confidential.

Data analysis. The data collected from the questionnaires were analyzed by the use of Statistical Package for Social Sciences (SPSS) and presented through descriptive statistics: percentage, mean, and standard deviation. The percentage was used to present general information of the participants. The data gathered were presented in mean (*M*) and standard deviation (*SD*) followed by brief explanations of the findings shown in Chapter IV. Mean (*M*) was used to describe the average degree of the participants'

opinions on the important aspects of 7Ps when choosing a service at a beauty salon.

According to Pisarnbut (2007), the value of the mean score was interpreted as follows:

1.00 – 1.80 = Very Low

1.81 – 2.60 = Low

2.61 – 3.40 = Moderate

3.41 – 4.20 = High

4.21 – 5.00 = Very High



CHAPTER IV

FINDINGS

This chapter presents the findings of this study. The questionnaire collected general information of the participants, factors in service marketing mix affecting customers' decisions in choosing a beauty salon, and their suggestions on the beauty services provided by a beauty salon.

General Information of the Participants

This part provides the general information of 140 participants regarding gender, age, and beauty service they usually have at a beauty salon. The general information data collected are presented in percentage (%) and followed by a brief explanation. The findings are presented in Table 1 as follows:

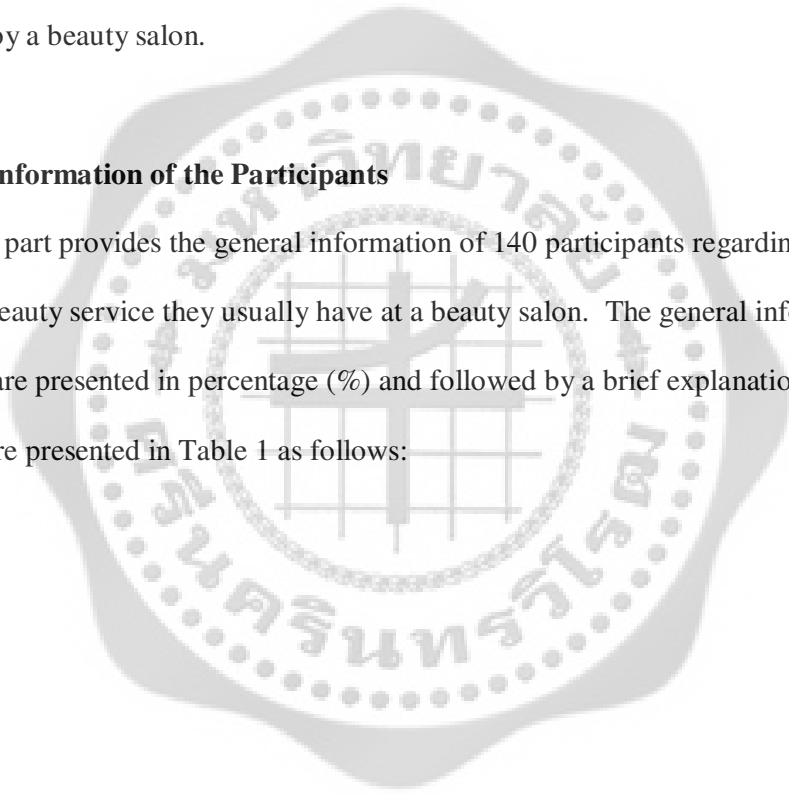


Table 1

General Information of the Participants (N = 140)

General Information	<i>n</i>	%
Gender:		
Female	105	75.00
Male	35	25.00
Age:		
Below 20 years old	18	12.86
20-30 years old	49	35.00
31-40 years old	47	33.57
41-50 years old	19	13.57
51-60 years old	6	4.29
61 years old and above	1	0.71
Beauty service customers usually have:		
Shampoo/set	20	14.29
Hair cut	84	60.00
Hair steam	15	10.72
Hair perm/straightening	8	5.71
Hair dye/color	12	8.57
Hair bun	-	-
Makeup service	-	-
Facial/body treatment	-	-
Manicure/pedicure	1	0.71
Hair removal	-	-
Comedone treatment	-	-
Others	-	-

Table 1 shows that in terms of gender, the majority or 75.00% of the participants in this study was female. The remaining 25.00% of the participants was male.

Regarding the age of the participants, the majority of the participants were between the ages of 20-40 years old; 35.00% was 20-30 years old, and 33.57% was 30-40 years old. Customers aged over 50 years accounted for 4.29% and 0.71% was 61 years and above.

Among the services offered at the beauty salon, the study revealed that most participants (60%) usually visit the salon to have a haircut, followed by to have shampoo/set (14.29%), hair steam (15.00%), and hair dye/color (12.00%).

Factors Affecting Customers' Decisions in Choosing Service at the Beauty Salon

This part explores the factors in service marketing mix that influence customers' decisions when choosing a beauty salon in MBK. Regarding the opinion of the participants, the standard five-point Likert scale was employed to measure the levels of importance of each of the factors in the 7Ps including Product, Promotion, Price, Place, People, Process, and Physical Evidence. The data gathered in this part were presented in mean (*M*) and standard deviation (*SD*) followed by brief explanations of the findings. Mean (*M*) was used to describe the average degree of the participants' opinions on the importance of the aspects of 7Ps when choosing a service at a beauty salon. The mean scores were interpreted according to the mean range introduced by Pisarnbut (2007) (see page 17). The standard deviation (*SD*) indicated the variation in the distribution of the data. The results of service marketing mix factors affecting customers' decision when choosing a service at a beauty salon are demonstrated in Tables 2-9.

Table 2

Customers' Opinions towards Service Marketing Mix Factors When Choosing a Service at a Beauty Salon

Service Marketing Mix Factors	<i>M</i>	<i>SD</i>	Meaning
People	4.51	0.73	Very high
Product	4.29	0.82	Very high
Process	4.26	0.66	Very high
Physical Evidence	4.20	0.84	High
Price	3.96	0.67	High
Place	3.94	1.02	High
Promotion	3.13	0.94	Moderate
Total	4.30	0.65	Very high

Table 2 presents the mean scores of the opinions of customers towards the service marketing mix when choosing a service at a beauty salon. Participants revealed that factors in service marketing mix (7Ps) were very important when they chose to visit the beauty salon ($M = 4.30$). Among the seven aspects, three aspects were rated at a very high level; the first one emphasizes People ($M = 4.51$), the second one is Product ($M = 4.29$), and the third one is Process ($M = 4.26$). Three other aspects were rated at a high level, regarded as important factors in service marketing mix; they are Physical Evidence ($M = 4.20$), Price ($M = 3.96$), and Place ($M = 3.94$). The only aspect rated at a moderate level is Promotion with a mean score of 3.13.

Table 3

Customers' Opinions towards Product When Choosing a Service at a Beauty Salon

Product	<i>M</i>	<i>SD</i>	Meaning
1. Services provided meet your expectations	4.25	0.70	Very high
2. The products used are of good quality	4.22	0.89	Very high
3. The beauty salon gives various kinds of beauty services, such as cutting, perming, shampooing, straightening, coloring, hair treatment, and manicure	3.90	1.04	High
Total	4.29	0.82	Very high

Table 3 shows that the overall level of the three aspects regarding Product was rated at a very high level ($M = 4.29$). The participants indicated that two aspects of Product were considered very important when choosing a beauty salon; the first one is that the services provided that met their expectations ($M = 4.25$), and the second one is the quality of the product used in the salon ($M = 4.22$). In addition, they also claimed that various kinds of beauty services offered at the beauty salon is an important aspect ($M = 3.90$) affecting their decision.

Table 4

Customers' Opinions towards Promotion When Choosing a Service at a Beauty Salon

Promotion	<i>M</i>	<i>SD</i>	Meaning
1. Special offers, such as, discount coupons, point cards, and seasonal discounts are offered	3.46	0.80	High
2. There are various printed promotional materials, such as leaflets, brochures, bill boards, and Magazines	2.99	1.06	Moderate
3. There is advertising on online media	2.93	0.96	Moderate
Total	3.13	0.94	Moderate

Table 4 reveals that in terms of promotion, the overall three aspects was rated at a moderate level ($M = 3.13$). Interestingly, the participants indicated that when choosing the beauty salon, special offers highly affected their decisions ($M = 3.46$), while the other two aspects, various printed promotional materials and advertising on online media, moderately affected their decision with the mean scores of 2.99 and 2.93 respectively.

Table 5

Customers' Opinions towards Price When Choosing a Service at a Beauty Salon

Price	<i>M</i>	<i>SD</i>	Meaning
1. Price is reasonable in accordance with the service Quality	3.94	0.68	High
2. Price is reasonable in accordance with the product Quality	3.92	0.69	High
Total	3.96	0.67	High

Table 5 reveals that two aspects of Price was overall rated at a high level ($M = 3.96$). The participants considered that Price highly affected their decision when choosing a service at a beauty salon. According to the mean scores, reasonable price in accordance with the service quality is highly concerned ($M = 3.94$), closely followed by the reasonable price in accordance with the product quality ($M = 3.92$).

Table 6

Customers' Opinions towards Place When Choosing a Service at a Beauty Salon

Place	<i>M</i>	<i>SD</i>	Meaning
1. The beauty salon is easy to access, such as close to the Sky Train	4.07	1.09	High
2. The beauty salon is in a shopping mall	3.77	0.98	High
3. The beauty salon is located near your home, office, or educational area	3.47	1.00	High
Total	3.94	1.02	High

Table 6 presents that the location of the beauty salon or Place was overall rated at a high level ($M = 3.94$). The participants indicated that all three aspects with regard to Place including convenient transportation ($M = 4.07$), the shop located in a shopping mall ($M = 3.77$), and the shop located near customers' homes, offices, or education areas ($M = 3.47$) are important when they chose a beauty salon.

Table 7

Customers' Opinions towards People When Choosing a Service at a Beauty Salon

People	<i>M</i>	<i>SD</i>	Meaning
1. Staff are friendly, polite, and service minded; they ensure your needs are met	4.41	0.67	Very high
2. Staff have knowledge and skills according to your service needs, for example, they can give advice on suitable hair styles	4.37	0.77	Very high
3. The beauty salon has a sufficient number of staff at work	4.33	0.54	Very high
Total	4.51	0.73	Very high

According to Table 7, it can be seen that People was overall rated very high ($M = 4.51$). The participants indicated that all three aspects regarding People were very important when choosing a beauty salon. According to the sequence of the mean score, the first one emphasizes the staff in terms of friendliness, politeness, having service-minded, and being responsive to customers' needs ($M = 4.41$), the second one is knowledgeable and skillful staff ($M = 4.37$), and the third one is the sufficient number of staff on service ($M = 4.33$).

Table 8

Customers' Opinions towards Process When Choosing a Service at a Beauty Salon

Process	<i>M</i>	<i>SD</i>	Meaning
1. The beauty salon demonstrates a smooth service process, for example, when the shampooing is completed by a staff member, the customers are taken care of by another staff member to the next service	4.28	0.58	Very high
2. The beauty salon offers queuing services and takes appointment by phone	4.02	0.73	High
Total	4.26	0.66	Very high

Table 8 shows that the process operated by the beauty salon was overall rated at a very high level ($M = 4.26$). It appears that between the two aspects, the smooth service process was rated at a very high level ($M = 4.28$), and queuing services was rated at a high level ($M = 4.02$).

Table 9

Opinions of Customers towards Physical Evidence When Choosing a Service at the Beauty Salon

Physical Evidence	<i>M</i>	<i>SD</i>	Meaning
1. The beauty salon is clean, tidy, and well ventilated	4.36	0.58	Very high
2. The beauty salon is decorated in a modern style	4.04	0.93	High
3. The beauty salon is equipped with a noticeable sign-board	3.77	0.85	High
Total	4.20	0.84	High

Table 9 shows the appearance of the beauty salon or Physical Evidence was overall rated at high level ($M = 4.20$). Regarding the three aspects related to the beauty salon's appearance, the hygiene of the beauty salon was considered very important ($M = 4.36$), followed by the modern style decoration ($M = 4.04$), and a noticeable signboard ($M = 3.77$).

Customers' Comments Regarding Services Provided by the Beauty Salon

This part presents customers' comments regarding services provided by the beauty salon. According to the questionnaire, the participants were also asked for their additional comments on services of the selected beauty salon in MBK. There were only nine out of 140 participants who made some extra comments; interestingly, all comments were made about the staff of the beauty salon. These comments can be categorized into three topics. The first topic is concerned with the selling strategy of the beauty salon staff, the second topic is about the behavior of the staff, and the last topic is related to customers' needs regarding staff performance. The details are as follows:

Five participants commented on the selling strategy in the beauty salon. Four out of five participants commented that they did not like it when staff were trying to convince them to buy products or services they did not want. Another participant wrote, "I was annoyed when staff were trying to give me details of products I was not interested in."

Regarding the second category, the behavior of beauty salon staff, there were two participants who commented on the issue. Both of them did not like it when staff were gossiping about others while on duty. One participant gave an extra comment that she did not like talkative staff and she wanted a beauty salon that offered a quiet place where she could relax when having her beauty service.

The last topic is concerned with the customers' needs regarding staff performance. Two participants made a similar comment that they wanted the beauty salon staff to ask, discuss, listen to, and agree with customers before they started to perform any services. Another participant mentioned that she experienced an unsatisfying hair cut and this made her lose confidence.

To summarize, the findings indicated that the overall factors regarding the service marketing mix (7Ps) include Product, Promotion, Price, Place, People, Process, and

Physical Evidence are highly important and influence customers' decisions when choosing a service at a beauty salon. It was found that among the seven aspects, People, Process, and Product were considered the most influential factors to the participants.

Conclusion of the study, discussion of major findings, limitations of the study and recommendations for further studies are presented in Chapter V.



CHAPTER V

CONCLUSION AND DISCUSSION

This chapter contains three main sections: conclusion, discussion of the major findings, and limitations of the study and recommendations for further study. The details are as follows:

Conclusion

This study attempted to explore factors in the service marketing mix which influence customers' decisions when choosing a beauty service in a shopping mall. The instrument used for collecting data in this study was a questionnaire composed of three parts: (a) general information of the participants, (b) seven factors in service marketing mix or 7Ps including Product, Promotion, Price, Place, People, Process, and Physical Evidence, and (c) the participants' opinions towards beauty services provided by a beauty salon. The participants of this study were 140 customers who have experienced beauty services at the selected beauty salon in MBK. The study was conducted in April 2012, and the data from 140 returned questionnaires were analyzed by using the Statistical Package for Social Sciences (SPSS) to identify the importance of 7Ps regarding customers' opinions when choosing a beauty salon, and to answer the research question of this study. The details of the findings are as follows:

Discussion of the Major Findings

The following presents a discussion of the major findings in accordance with the research question: What factors in the service marketing mix influence customers' decisions when choosing a beauty salon in a shopping mall?

Regarding the research question, the customers were asked to indicate their opinions towards service marketing mix factors when choosing a service at the beauty salon. Overall, the study found that the service marketing mix factors were highly affected customers when choosing to visit the beauty salon.

According to the study, the results indicated that People was ranked as the most influential aspect, followed by Product, Process, Physical Evidence, Price, Place, and Promotion. The results of this study were consistent with the findings of two studies exploring the service marketing mix factors affecting customers' decision when they chose to visit beauty salons. The first study revealed by Trakarnkultorn (2004) that People or staff was the most influential element of the service marketing mix influencing customers to purchase services at beauty salons because skillful staff provide sufficient and reliable advice to customers. Another research studied by Koonkun (2007) also revealed similar findings that salon staff is an essential aspect in beauty salons as they have direct contact with customers. They are the key to make the customers choose to purchase the service or not. It can be seen that the result is firmly in harmony with an observation made by Palmer (2005) who points out that people are the most important element in service industry since good staff can develop a good pattern of interaction between customers and service providers.

Regarding the three aspects related to People, the participants indicated that all aspects were very important when they chose to visit a beauty salon. Among the three aspects,

staff's friendliness, politeness, having service-minded, and responsiveness to customers' needs was considered one of the most important factors. This is well supported by Kotler and Armstrong (2004) who stated people is an important component; skilled and motivated staff make satisfying customers as they can offer support and advice. Customers tend to have greater trust in skillful staff for providing services responding to their needs or expectations. Consequently, to strengthen their business, many beauty salons are likely to employ professionals such as famous hair stylists, or experienced staff with certain certifications.

Additionally, four participants with extra comments regarding People reported that they do not like talkative staff who always gossip about others. Among the four respondents, two of them prefer staff to ask, discuss, listen to, and agree with customers before they perform any services. The comments regarding behavior of staff probably reflect company's image. According to the findings, People is considered a highly influential factor of the service marketing mix; the beauty salon should consider a structured human resource development plan for staff, such as supporting its staff to attend in-house or public trainings which are relevant to their jobs and arranging annual/bi-annual performance appraisal.

With reference to Product, it appears that the three components of the product or service were overall rated very high and regarded as very important factor. According to the sequence of the mean score, the most influential factor is the services provided that met customers' expectations, followed by the quality of the product used in the beauty salon, and variety of services provided at the beauty salon. The results of this study were consistent with the findings of two studies exploring the service marketing mix factors affecting customers' decision to choose a beauty salon. The first study revealed by Pultiya (2005) that Product is important for customers when they chose to visit beauty salons. The participants

were concerned with cleanliness of product used and a good quality of product offered in beauty salons were very important and affected their decisions when choosing a beauty salon. Another research studied by Saengphueng (2009) found that the most influential factors which affected customers' decision to choose a beauty salon was Product. The participants expressed that the quality of products used in the shop is very important. In addition, the salon should offer various kinds of beauty services in one place such as hair treatment, body treatment, facial treatment, manicure, and pedicure. Product plays a crucial role in affecting customers' decision making on a beauty service. It is, therefore, convincing that to create competitive advantage over competitors, beauty salons, especially ones located in shopping malls, should be sure the product offered meet their customers' expectation and are of good quality.

Regarding Process, the findings indicated that it also highly influenced customers' decision making process. The participants thought both smooth service and queuing service performed by a beauty salon are important when they chose to visit a beauty salon. Similar findings were discovered by two studies investigating the influential service marketing mix factors towards beauty salons. A study conducted by Supanbanjong (2004) found that Process is the most important for customers in Chiangmai province. The participants stated that they concerned the smooth service process and queuing service provided by beauty salons. Another study conducted by Tawonkaset (2005) found that work procedure performed by salon staff highly influenced customers' selection of a beauty salon.

The results of these studies ascertain that a demonstration of smooth service and queuing service provided in a beauty salon are important for most customers. It can be assumed that customers may not like it when they were neglected and had to wait for a long

time when staff transfers them from one service to another. To maintain smooth service, the beauty salon should consider sufficient number of staff in order that customers do not spend long time waiting to receive beauty treatment, and can be able to welcome more customers.

Regarding Physical Evidence, the findings pointed out that the participants considered Physical Evidence at high level. Among the three aspects concerning Physical Evidence, the participants indicated that the cleanliness, tidiness, and good ventilation of the beauty salon are very important when choosing to visit a beauty salon. It can reasonably be explained by the fact that customers are not only focusing on the shop decoration, but hygiene as well. According to an interview with the salon manager, he told that all equipment and furniture using in the salon are washed and cleaned daily. The manager added that the practice of cleanliness shows responsibility and integrity of the salon to its customers. Accordingly, it may prove that the Physical Evidence is one of crucial aspects in the service marketing mix which attracts more customers.

As for the Price, it appears that the two aspects of the service fee were overall rated as important. The participants considered reasonable price in accordance with the quality of both service and product as important aspects when they chose to visit a beauty salon. This is well supported by Needham and Dransfield (1991), who stated that consumers are interested in obtaining a reasonable price which means the perceived reasonable value at the time of a business transaction. Therefore, it can be assumed that the participants are not always looking for a cheaper price but are willing to pay more if the quality of service and product provided by the beauty salon served their expectations.

With the reference to the three components of Place, the participants indicated that all components highly affect their decision when choosing a beauty salon. The three

components are that the beauty salon should be easy to access, located in a shopping mall, and located near their homes, offices, or educational areas. This is relevant to the study of Kotler (1997) that Place includes the various activities a firm undertakes to make their product accessible and available to target customers. Accordingly, a beauty salon which is opened in a right location, accessible, and not far from customers' homes and places of works and school may greatly influenced customers' decisions to purchase or use a business' product or service.

In terms of Promotion, the overall level of importance was rated at a moderate level. The findings showed that the customers do not take promotion as their major consideration when they chose to visit a beauty salon. Based on the researcher's observation, the selected salon provides two types of special offers: point cards and seasonal discount coupons which require certain conditions, time, and amount paid when purchasing. The conditions of point cards and seasonal coupons require customers to re-purchase and collect points in a limited time frame. For example, every 1,000 Baht spending, customers will get one point, and after collection of fifteen points, they will get a redemption valued 500 Baht. As a result, it can be plausibly assumed that the promotion offered may not sound attractive to the customers. This is well supported by a study of Koonkun (2007) emphasizing factors in service marketing mix affecting customers when chose to visit beauty salons in Koh Samui, Suratthani Province. The study revealed that beauty salons did not successfully attract the customers by offering discount cards. Likewise, the participants of the current study did not concern the Promotion as a very important aspect when choosing a beauty salon because the coupons distributed by the salon required restricted conditions to achieve such a small redemption. Consequently, the special offers of the selected beauty salon moderately gain

popularity from its customers as the offers may not be attractive enough to influence their selection when visiting the beauty salon.

In addition, the findings revealed that the other two aspects regarding Promotion, the printed promotion materials and online advertising media, were also rated at a moderate level. One explanation is that printed promotional materials and selective media may convey information about service availability but may not successfully convince the customers of the service qualities. According to the interview with the branch manager of the selected beauty salon, he revealed that the salon provides two types of advertising channels: leaflets and website. However, the salon did not put a lot of investment in production of leaflets because it already had a number of regular customers. In addition, customers can probably learn the reputation of a certain beauty salon from their friends or relatives. He added, regarding to online media, most customers did not know that the shop's webpage existed. Generally, customers knew the shop from their own observation and/or from friends or word of mouth. In fact, according to Lovelock (1991), customers obtain information or promotion about products and services from personal and non-personal sources. Also, the customers may depend to a greater extent on sources such as word-of-mouth which they may perceive to be more credible and less biased in order to reduce the risk. Therefore, it may be assumed that the customers may have less interest about the offers of promotional materials and online media, on the other hand, they tend to believe in what they have heard or recommended by friends or relatives. Although the customers in this study did not consider Promotion as a very important aspect, the beauty salon should study promotional strategy and understand its customers' purchasing behavior since this aspect can influence the decision making of customers when they chose to visit a beauty salon.

Regarding extra comments, five respondents commented that they did not like it when staff were trying to convince them to purchase product or service they did not want. The comments showed that the beauty salon should reconsider its personal selling strategy by changing the way they approach their customers to buy things. Instead of hard selling, staff may give advice or introduce products when customers showing interest in it.

To conclude, the participants perceived that all seven aspects in service marketing mix, or 7Ps, includes Product, Promotion, Price, Place, People, Process, and Physical Evidence were very important when customers chose to visit a beauty salon. Among the seven components, People was ranked as the most important factor. Effective and supportive staff played the most vital role in the customers' decisions when they chose to visit a beauty salon. Moreover, customers required immediate and smooth service. With sufficient number of staff, the beauty salon may have more opportunity in welcoming more customers.

Limitations of the Study and Recommendations for Further Studies

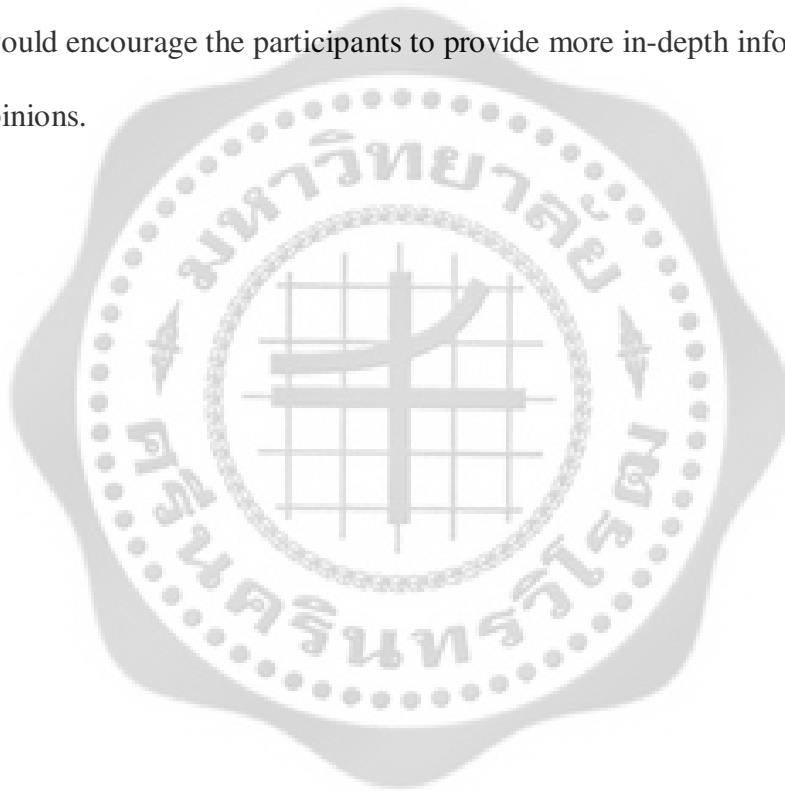
Limitations of the study including recommendations for further studies are as follows:

1. One limitation of this study was that it was conducted in a certain branch of a beauty salon. It was limited to a small group of participants, 140 customers; therefore, the results might not reflect customers' opinion in general. Further studies could examine a larger number of participants in all branches of the certain beauty salon, and the findings can generally represent customers overall.

2. This research only focuses on factors affecting customers' decision when choosing a beauty salon regardless of their demographic information. Demographic data may somehow

affect decision-making; therefore, further studies could cover more general information of respondents such as education, income, and occupation.

3. This research employed an open-ended question focusing on exploring the participants' opinions and suggestions towards services provided by the beauty salon. However, there was a small number of participants responding to the open-ended question. Therefore, conducting a short interview with the participants is recommended for further studies as it would encourage the participants to provide more in-depth information about customers' opinions.



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APPENDIX A

QUESTIONNAIRE (ENGLISH VERSION)

QUESTIONNAIRE

Service Marketing Mix Factors Affecting Customers' Decisions on Choosing a Beauty Salon

This questionnaire is designed to explore the service marketing mix factors affecting customers' decisions on choosing a beauty salon in a shopping mall. The research is conducted as a Master's Project in the program of Business English for International Communication at Srinakharinwirot University.

Please answer all questions. This information will be used only for this study and will be kept strictly confidential.

Part 1: General Information of Respondents

Directions: Please mark ✓ in the that is most applicable to you.

1. Sex

- Female Male

2. Age

- Below 20 years old 20-30 years old
 31-40 years old 41-50 years old
 51-60 years old Over 61 years

3. Which service do you most frequently have in a beauty salon?

(Please choose only one)

- | | |
|---|---|
| <input type="checkbox"/> Shampoo/set | <input type="checkbox"/> Hair cut |
| <input type="checkbox"/> Hair steam | <input type="checkbox"/> Hair perm/straightening |
| <input type="checkbox"/> Hair dye/color | <input type="checkbox"/> Hair bun |
| <input type="checkbox"/> Makeup service | <input type="checkbox"/> Facial/body treatment |
| <input type="checkbox"/> Manicure/pedicure | <input type="checkbox"/> Hair removal |
| <input type="checkbox"/> Comedone treatment | <input type="checkbox"/> Others (please specify)..... |

Part 2: Information of influential factors in service marketing mix on customers' decision when choosing beauty salons in a shopping mall

Directions: Please mark ✓ in the blank that is most applicable to you.

Level of importance ranged from **1 (least important) to 5 (most important)**

Least important

Most important

Product		Level of importance				
		1	2	3	4	5
4.	The products used are of good quality					
5.	The beauty salon gives various kinds of beauty services, such as, cutting, perming, shampooing, strengthening, coloring, hair treatment, and manicure					
6.	Services provided meet your expectations					

Least important

Most important

Promotion		Level of importance				
		1	2	3	4	5
7.	There are various printing promotional materials, such as leaflets, brochures, bill boards, and magazines					
8.	There is an advertisement on online media					
9.	Special offers, such as discount coupons, point cards, and seasonal discounts are offered					

Least important

Most important

Price		Level of importance				
		1	2	3	4	5
10.	Price is reasonable in accordance with the product quality					
11.	Price is reasonable in accordance with the service quality					

Least important

Most important

Place		Level of importance				
		1	2	3	4	5
12.	The beauty salon is located near your home, office, or educational area					
13.	The beauty salon is in a shopping mall					
14.	The beauty salon is easy to access, such as close to Sky Train					

Least important

Most important

People		Level of importance				
		1	2	3	4	5
15.	The beauty salon has a sufficient number of staff at work					
16.	Staff has knowledge and skills according to your service needs, for example, they can give advice on suitable hair style					
17.	Staff are friendly, polite, and service minded; they ensure your needs are met					

Least important

Most important

Process		Level of importance				
		1	2	3	4	5
18.	The beauty salon offers queuing services, and takes appointment by phone					
19.	The beauty salon demonstrates smooth service process, for example, when the shampooing is completed by a staff, the customers are immediately taken care of by another staff to the next service					

Least important

Most important

Physical Evidence		Level of importance				
		1	2	3	4	5
20.	The beauty salon is clean, tidy, and good ventilated					
21.	The beauty salon is equipped with noticeable sign board					
22.	The beauty salon is decorated in modern style					

23. Please give other comments regarding services provided by the beauty salon.

Thank you.



APPENDIX B

QUESTIONNAIRE (THAI VERSION)

แบบสอบถาม

ปัจจัยส่วนประสมทางการตลาดด้านบริการที่มีอิทธิพลต่อการตัดสินใจเลือกใช้บริการร้าน เสริมสวยของผู้บริโภค

แบบสอบถามชุดนี้สำรวจความคิดเห็นเกี่ยวกับการใช้บริการของลูกค้าที่มีต่อร้านเสริมสวยในห้างสรรพสินค้า เพื่อเป็นส่วนหนึ่งของการทำสารนิพนธ์ประกอบการศึกษาระดับปริญญาโท เอก ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ คณะมนุษยศาสตร์ มหาวิทยาลัยศรีนครินทรวิโรฒประสาธน์มิตร์

ดังนั้นจึงขอความกรุณาจากท่าน โปรดตอบแบบสอบถามตามความเป็นจริงซึ่งจะเป็นประโยชน์อย่างยิ่งต่อการวิจัยครั้งนี้ ผู้วิจัยขอรับรองว่าจะเก็บข้อมูลจากแบบสอบถามไว้เป็นความลับ

ส่วนที่ 1: ข้อมูลทั่วไป

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงตามความคิดเห็นของท่านมากที่สุด

1. เพศ

- หญิง ชาย

2. อายุ

- ต่ำกว่า 20 ปี 20-30 ปี
 31-40 ปี 41-50 ปี
 51-60 ปี 61 ปีขึ้นไป

3. ท่านเข้ารับบริการประเภทใดในร้านเสริมสวยบ่อยที่สุด (เลือกเพียงข้อเดียว)

- | | |
|--|--|
| <input type="checkbox"/> สระเซท | <input type="checkbox"/> ซอย/ตัด |
| <input type="checkbox"/> อบไอน้ำ/บำรุงเส้นผม | <input type="checkbox"/> ตัด/ขีด |
| <input type="checkbox"/> ย้อมสีผม | <input type="checkbox"/> เกล้าผม |
| <input type="checkbox"/> แต่งหน้า | <input type="checkbox"/> บำรุงผิวหน้า/ผิวกาย |
| <input type="checkbox"/> ตกแต่งเล็บ | <input type="checkbox"/> ขจัดขน |
| <input type="checkbox"/> ขจัดลิวีเสี้ยน | <input type="checkbox"/> อื่นๆ (โปรดระบุ.....) |

น้อยที่สุด

มากที่สุด

ราคา (Price)		ระดับความสำคัญ				
		1	2	3	4	5
10.	ค่าบริการเหมาะสมกับคุณภาพของผลิตภัณฑ์					
11.	ค่าบริการเหมาะสมกับมาตรฐานของการบริการ					

น้อยที่สุด

มากที่สุด

ทำเลและที่ตั้ง (Place)		ระดับความสำคัญ				
		1	2	3	4	5
12.	ใกล้ที่พัก / ที่ทำงาน / สถานศึกษา					
13.	อยู่ภายในห้างสรรพสินค้า					
14.	การคมนาคมสะดวกสบาย เช่น ใกล้รถไฟฟ้า					

น้อยที่สุด

มากที่สุด

บุคลากร (People)		ระดับความสำคัญ				
		1	2	3	4	5
15.	มีช่างหรือพนักงานให้บริการอย่างเพียงพอ					
16.	ช่างมีความรู้ความเชี่ยวชาญกับสิ่งที่ท่านต้องการใช้บริการ เช่น สามารถแนะนำทรงผมให้เหมาะสมกับบุคลิกของท่าน					
17.	ช่างหรือพนักงานดูแลเอาใจใส่ลูกค้า มีความเป็นกันเอง สุภาพ และเข้าใจถึงความต้องการของท่าน					

		น้อยที่สุด						มากที่สุด
กระบวนการ (Process)		ระดับความสำคัญ						
		1	2	3	4	5		
18.	มีการให้บริการตามลำดับก่อนหลัง และรับนัดหมายทางโทรศัพท์							
19.	มีขั้นตอนการให้บริการต่อเนื่อง เช่น เมื่อสระผมเสร็จ มีการส่งต่อให้กับช่างตัดผมหรือเป่าแห้งได้เลย							

		น้อยที่สุด						มากที่สุด
ลักษณะทางกายภาพ (Physical Evidence)		ระดับความสำคัญ						
		1	2	3	4	5		
20.	สถานที่ให้บริการสะอาด / ระบบถ่ายเทอากาศดี / มีความเป็นระเบียบเรียบร้อย							
21.	ป้ายชื่อร้านโดดเด่น เห็นชัด และสังเกตได้ง่าย							
22.	การตกแต่งภายในร้านดูทันสมัย							

ขอขอบพระคุณที่ให้ความร่วมมือในการตอบแบบสอบถามครั้งนี้



APPENDIX C

KREJCIE AND MORGAN'S TABLE

Krejcie, Robert V.; & Morgan, Darlyn M. (1970, Autumn). "Determining Sample Size for Research Activities," *Educational and Psychological Measurement*. 30: 607-610.

DETERMINING SAMPLE SIZE FOR RESEARCH ACTIVITIES

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The ever increasing demand for research has created a need for an efficiency method of determining the sample size needed to be representative of a given population. In the article "Small Sample Technique." The research division of the National Education Association has published a formula for determining sample size. Regrettably a table has not been available for ready easy reference which could have been constructed using the following formula.

$$S = \frac{X^2NP(1-P)}{d^2(n-1) + X^2P(1-P)}$$

S = required sample size

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level

N = the population size

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05)

No calculations are needed to use Table 1. For example, one may wish to know the sample size required to be representative of the opinion of 9000 high school teachers relative to merit pay increase. To obtain the required sample size enter Table 1 at N = 9000. The sample size representative of the teachers in this example is 368. Table 1 is applicable to any defined population.

Table 1

Table for Determining Sample Size from a Given Population

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	2500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	132	1000	278	75000	382
210	136	1100	285	100000	384



VITAE

VITAE

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