

## ABSTRAC

Research Title : Spa Business Management in Amphoe Muang, Chonburi Province

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For the research on “Spa Business Management in Amphoe Muang, Chonburi Province”, the researcher has considered that there is high competition in current spa business. If it is managed properly, such spa business will be successful. On the other hand, if such spa business is managed improperly, such spa business will be failed. As a result, the researcher is interested in studying on spa business management and customer behavior of spa business in Amphoe Muang, Chonburi province in order to implement obtained data in improving spa business, especially in Amphoe Muang, Conburi province, to be effective.

This research aims to study spa business in Amphoe Muang, Conburi province as well as study on spa business's problems and obstacles, customer behavior on choosing spa service provider, important factors influencing on choosing spa service provider of customers and compare different factors influencing on choosing spa service provider of customers with different gender, age, education and occupation. The sample is divided into 2 groups including 10 entrepreneurs of spa business and 200 customers of spa business. The sampling in each spa center uses Convenience Sampling Method. The statistics used in data analysis include percentage, mean and standard deviation. Statistics used in assumption testing include t-test (Independent Samples) and F-test (One-way ANOVA). The findings show that::

5. For spa business, most entrepreneurs plan their spa business operation as their supplementary occupation in the form of Day Spa and short-term of business plan. Most capital is generated from private fund and loan from financial institute. For management, the organizational structure is managed clearly with divided and specified responsibilities. The management is in the form of family business with personnel less than 10 people. Spa entrepreneurs emphasize on employee's knowledge and skills development. The assignment is operated both direct and indirect way with manager as the person who is responsible for such assignment. They also provide employee an opportunity to give their opinion and listen to other

opinion. The method of quality control is operated by emphasizing on providing quality of management with 6s principle and highlighted on management according to determined standard. Problems and obstacles encountered in this research are lacking of expertise and professional.

6. Most of customers are women with the age of 24-29 years, with bachelor degree, working as office/store employees and earn average income of 8,001 – 10,000 baht per month. They have behavior of choosing facial spa because they want to relief stress. They use spa service for 1-2 times per month and spend averagely 301 – 500 baht for 30 -60 minute service. They mostly use spa service on Monday and frequently go with friends. They have their own favorite spa and usually sleep while receiving service.

7. Customers consider that the important factors highly influence their choices of spa service including spa products, price, location, promotion, staffs, physical environment and service providing process. Customers also provide their opinions that each aspect mentioned above has high level of influence to their decision-making.

8. Customers with different genders also provide different opinion on price and location. Customers with different ages emphasize on different product. Customers with different education levels have different factors as mentioned above in the significant statistic of 0.05.

In conclusion, this research provides understanding of spa business management, customer behavior and important factors influencing customer's choices of spa service. The data obtained from this study will be useful to every entrepreneur in business development and provides competitive advantages to them as well.