



**CONCEPT TESTING OF HIGH OXYGEN  
CONCENTRATION THERAPY SPA**

**BY**

**MISS PABHAT-AN PITIBHABHONG**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL  
FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF SCIENCE PROGRAM IN MARKETING  
(INTERNATIONAL PROGRAM)  
FACULTY OF COMMERCE AND ACCOUNTANCY  
THAMMASAT UNIVERSITY  
ACADEMIC YEAR 2015  
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FACULTY OF COMMERCE AND ACCOUNTANCY

INDEPENDENT STUDY

BY

MISS PABHAT-AN PITIBHABHONG

ENTITLED

“CONCEPT TESTING OF HIGH OXYGEN CONCENTRATION THERAPY SPA”

was approved as partial fulfillment of the requirements for  
the degree of Master of Science Program in Marketing (International Program)

6 JUN 2016

on.....

Chairman



(Professor Paul G. Patterson, Ph.D.)

Member and Advisor



(Professor K. Douglas Hoffman, Ph.D.)

Dean



(Professor Siriluck Rotchanakitumnuai, Ph.D.)

Independent Study Title	CONCEPT TESTING OF HIGH OXYGEN CONCENTRATION THERAPY SPA
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Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor K. Douglas Hoffman, Ph.D.
Academic Years	2015

## ABSTRACT

**Background:** Oxygen Spa Business is a new innovative service in Thailand. The use of Oxygen in spa treatments has so many great benefits to mind and body. The present study has been chosen as an independent study and a part of contemporary topic in applied marketing which focusing on *Health Opportunity*. The purposes of this study were 1.) to find out the motivations and characteristics' of spa-goers in Bangkok, 2.) to identify the competitive necessities needed to run the spa business and 3.) to identify level of consumer acceptance and interest of experiencing High Oxygen Concentration Therapy Spa

**Methods:** A simple random sample of spa consumers in Bangkok was taken. More than 100 respondents were required to finish the survey. The data are subjected to statistical analysis to find percentage, mean, standard deviation, F-Test and t-test.

**Results:** Overall, there were a few differences between Active and Moderate Spa-goers behavior and consumption pattern. However, the mean price of maximum spending for High Oxygen Concentration Therapy Spa at THB 1,083 was higher than the average price per one-hour spa visit at THB 932. ( $p=0.078$ )

**Conclusion:** Thai spa goers were quite interested in experiencing the High Oxygen Concentration Therapy.

**Keywords:** Spa, Oxygen Therapy, Health

## ACKNOWLEDGEMENTS

Foremost, I would like to express my deepest appreciation to all those who support and provided me the possibility to complete this Independent Study. I am heartily grateful to my advisor, Prof. Dr. K. Douglas Hoffman for his valuable advice, both via email and especially visited his students in Thailand, his recommendations really encouragement me in writing this final report.

Moreover, I would like to thank you all respondents who gave their valuable time for both individual in-depth interview and filled in the questionnaire. Thanks to all my friends for always support and encourage me during my graduate school.

I am greatly thankful to my Master's Degree Program in Marketing (MIM program), MIM Professors and MIM office for giving me a chance and teaching me to be a skillful marketer. Thank you to my entire classmate, MIM28, for your kind supports and your priceless relationship during our intensive period of the study at MIM.

Lastly, there are no words that I could express my appreciation and gratitude to my mother for her unconditional love and support throughout my master degree.

Miss Pabhat-an Pitibhabhong

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## **CHAPTER 1**

### **INTRODUCTION**

Currently, people tend to concern more about their health and their physical appearance, especially those who live in a big city like Bangkok. Everyone wants to be healthier and live longer, thereby High Oxygen Concentration Therapy Spa is one of the options that could answer their needs. Nowadays, there are many spas and massage parlors available in every area of the city. Thai spa business has become extensively popular and well known across the world in offering a perfect combination between Thai wisdom and modern service innovations. The industry can generate large revenue streams for the country therefore this research topic is one of the most important and interesting topics to study.

According to a high competition in the market, spa industry in Thailand is competitively growing. In order to continue growing and maintain competitiveness in the industry, every spa operators needs to find ways to differentiate from competitors in order to draw more customers. Therefore, it is interesting to understand consumer-purchase motivation, attitude and behavior. As times have changed, many spa owners and operators have to evolve technology and service innovation in their businesses. Even though, most of them already have their own treatment recipes for business success, but spas also need to provide innovation in the service offered. As effective service innovation will definitely help generate income for spa owners.

Therefore, spa need to create new business opportunities by offering new service innovation, as it can impact on customers' interactions and experiences. By using high oxygen therapy in part of each spa treatments might be the way to add value and satisfaction to customers. High Oxygen Concentration Therapy Spa is a new trend in Bangkok and the study of such a problem has never been conducted in Thailand context. A study of the stated problem will help spa owners and related parties to understand consumers' motivations, characteristics and their purchase intention. Hence, this research was conducted in order to testing customer knowledge about benefits of oxygen and analyzing the level of consumer acceptance of experiencing High Oxygen Concentration Therapy Spa.

### **1.1 Research Question**

Would Thai spa consumers are interested in experiencing High Oxygen Concentration Therapy Spa?

### **1.2 Research Hypothesis**

The average maximum spending for High Oxygen Concentration Therapy Spa Visit is given higher than the average spending per normal spa visit.

### **1.3 Research Objectives**

The purpose of this study is to explore and understand Thai spa consumers. Specifically, the objectives have been intentionally focused into 3 main topics including.

#### **1.3.1 To study the motivations and characteristics of spa-goers in Bangkok**

- : To identify spa consumers and study their spa use pattern
- : To study consumer-purchase motivation

#### **1.3.2 To identify the competitive necessities needed to run the spa business**

- : To find out what consumers like the most within Spas
- : To provide spa operators and consultants with insights for understanding spa consumers and potential spa consumers

#### **1.3.3 To identify level of consumer acceptance and interest of experiencing High Oxygen Concentration Therapy Spa**

- : To study consumer-purchase intention

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

“Concept Testing of High Oxygen Concentration Therapy Spa” is a contemporary topic in applied marketing which focusing on Health Opportunity. The framework for this study is to study customer acceptance and interest in high oxygen concentration therapy spa.

There are also some relevant studies and researches that have a relate issues of this study as follow;

#### **2.1 Spa Definition**

Since 1991, (Internation Spa Association), an Internationally-organized worldwide as the professional organization and voice of the spa industry gave the definition of spa as follows: “Spas are entities devoted to enhancing overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit.” “Spa Experience” defines as being “your time to relax, reflect, revitalize and rejoice.”

#### **2.2 The Classification of Spa**

A study (Colliers International, 2014) showed that there is a large variety of spa purposes to heal both the body and mind. In an effort to standardize and organize the global spa industry, the international spa association (ISPA) has developed a classification system to differentiate the facilities, services and offerings. The official classification consists, today, of the following six categories:

- 1.) Club Spa means a spa combined with a fitness center.
- 2.) Day Spa refers to spa services that can be finished at any time during the day. It may take only 30 minutes or one hour. The locations are usually in cities or business centers.
- 3.) Destination Spa is a spa established in its own building which includes recreational areas. Most of its clients will stay overnight, participating in selectable activities like meditation programs or yoga.

- 4.) Medical Spa means a spa providing medical treatments and utilizing medical instruments under specialized personnel's instructions. Generally, this kind of spa is located in hospitals or clinics.
- 5.) Mineral Springs Spa is a spa service at a natural spring, which has been developed to be a tourist attraction.
- 6.) Resort & Hotel Spa refers to any spas situated in hotels or resorts serving both hotel guests and walk-in guests

### **2.3 Understanding for Thai Spa's Consumer in Thailand**

A dissertation from Nottingham University (C., 2008) stated that the future spa business would persuade the healthy and quality of consumers' life. Thai spa consumers are office-working people who would like to reward themselves from working hard and relieve from the stressful.

A survey (Panadis, 2011) revealed that the main reason why customers visit Thai spa is the way to get relax with 63% following by 33% of skin and beauty reason and 23% for healthy reason, 1.8% for lost weight and none for others reason respectively.

### **2.4 Histories and the Role of Oxygen Therapy**

A professional day spa (GG.Marlene Skincare Professional) revealed that John Gardner, founder and developer of the process, developed oxygen skin care therapy around second decade of the twentieth century. His fascination with skin rejuvenation began while treating burn victims with hyperbaric oxygen and witnessing total skin reparation. Discovering the overwhelming results of oxygen on burn victims, Mr. Gardner turned his interests to the field of cosmetics, where he felt the use of oxygen would provide a tremendous benefit to the general public.

A journal from Indian Medical Journal (Jindal, 2008) showed that oxygen therapy is one of the most critical considerations in the management of diseases crossing different medical and surgical specialities. Oxygen came to be known as a 'cure all' medicine used for conditions varying from cholera, arthritis, anaemia and syphilis to glaucoma, epilepsy, diabetes and cancers. Later on, oxygen therapy was adopted for indications based on firm scientific foundations.

According to the article in The Wall Street Journal (Walker, 2015), oxygen therapy promotes the growth of new blood vessels and has been shown effective in

treating wounds that normally wouldn't heal because of poor blood circulation. (Wallace, 2010) was also claimed that oxygen therapy is really simple: Hydrogen Peroxide and/or Ozone, administered properly, gives the body a high-dose concentration of oxygen that kills diseased cells and revitalizes normal ones.

Another research study (Yusoff, 2010) stated that oxygen is said to innovate the spa industry that keeps concepts of fresh. A regular visit to the spa is said to bring relief from internal ailments, rejuvenate the body in addition to providing oxygen to the skin and joint.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

In order to understand the consumer more, marketing research will be one of the most effective tools by collecting secondary data and primary data in both in qualitative and quantitative research. Sampling selection, respondents, will be selected from current consumers. Following methods will be used for this independent study.

This study will conduct the research under two methods, *Exploratory Research Method* and *Descriptive Research Method*.

#### **3.1 Exploratory Research Method**

The exploratory research method was conducted to clarify the overview of spa industry and spa consumers in Thailand. The results in exploratory research helped determine the suitable quantitative research design. Thus, the data collection methods have been prudently selected and implemented. The methods chosen are as the following.

##### **3.1.1 Secondary Research**

Desk research was the important part and helpful to provide the important overview of Thai Spa market. The secondary will be collected from online articles, publications and reports. The results of this research will be used for further primary research.

By studying each spa-goers characteristic and motivations, the source of the secondary data will be the fact that appearing over in the Internet, such as user review on the websites, social networks and blogs. In addition to develop research questions in questionnaire, the expected data were the preliminary ideas of consumer behavior in the other countries.

##### **3.1.2 Primary Research**

###### **3.1.2.1 Observation**

The objective by using this method is to observe an overview of spa operators by focusing on the service innovations and characteristics of each spa that located in



many area of Bangkok. Observe on the characteristic of the customers who come to visit the spa (*Objective 1*).

### 3.1.2.2 In-Depth Interview

This part is the most important for this independent study. By conducting in-depth interview, all answer from respondents will produce rich information in order to help this study understand the depth information from consumer more. So the in-depth interview helps to determine and,

- Identify spa consumers and study their spa use pattern (*Objective 1*).
- Understand consumer-purchase intention (*Objective 3*).

The criteria for the variables of this study including 1) Consumer's characteristic on demographic, education, occupation and income, 2) Consumers' level of acceptance and purchase intention.

## 3.2 Descriptive Research Method

### 3.2.1 Market Survey - Questionnaire

The purpose of this method is to help accurate snapshot of some aspect from the current market trend based on consumer behavior, consumer decision-making and attitude toward the product. This method will be conducted by using questionnaire in order to collect the data into number (percentage). The result from the research will be used to interpret in order to called attention from marketing professionals in spa area.

Questionnaire survey will be designed based on the insight from in-depth interview. The questionnaire will be close-end question with alternative choice and rating scale. The purpose of this method is to help understand consumer motivation, consumer decision-making and attitude toward spa business. The survey questionnaire consists of 4 parts as follow (*Appendix C*).

<b>Section 1:</b>	Screening Question
<b>Section 2:</b>	Consumer Behavior Toward Spa
<b>Section 3:</b>	Customer Attitude and Perception toward High Oxygen Concentration Therapy Spa
<b>Section 4:</b>	Personal Information

After the survey questionnaire was finalized, it was distributed online through Google Forms and offline by distributed to customers of selected Spa's in Bangkok. Data collection was conducted during January and February 2016. For this research convenience sampling was used. From the total of 205 responses received, 135 responses were in the target segmentation. While this sample size is not seen as being completely representative of the total spa consumers in Bangkok, the sample is deemed to be large enough to draw important insights and conclusions.

### **3.3 Sampling Procedures**

The criteria for the variables of this study include consumer's characteristic on demographic, education, occupation and income.

#### **3.3.1 Segmentation**

By segment the respondents into 4 groups based on the respondent consumption frequency.

- *Active Spa-goers*: A person who has attended a spa in the past 1 month.
  - *Moderate Spa-goers*: A person who has attended a spa in the past 12 months.
  - *Inactive Spa-goers*: A person who has attended a spa before but has not been to a spa in the past 12 months.
  - *Non Spa-goers*: A person who has never attended a spa.

Noted, this study will focus only 2 first segments, *Active Spa-goers* and *Moderate Spa-goers*.

#### **3.3.2 Qualifications of Respondents for Survey Questionnaire**

The research of this study will have 100 respondents at minimum and all of them have to pass the following qualification:

- Female/Male age 20 or more
- Live in Bangkok area
- Full time worker or housewife
- Visit spa at least once a year

### **3.4 Data Collection**

#### **3.4.1 Qualitative Research: In-Depth Interview**

This independent study was conducted in-depth interview with the respondents under the condition below;

- The question was designed under the research objective (*Appendix A*)
- There are 8 respondents for in-depth interview session. All respondents were from convenient sampling.
- All respondents including Active Spa-goer and Moderate Spa-goers
- The respondents are randomly recruited in Bangkok area.
- The interviews are conducted one-on-one.
- The interview was arranged in a convenience places close to the respondents with 30 minutes length of time to complete the interview.

### 3.4.2 Quantitative Research: Survey Questionnaire

After finishing qualitative part, this independent study will conduct a survey under this condition.

- The questionnaire will be distributed via online channel, [www.docs.google.com](http://www.docs.google.com).
- Respondent can access the online questionnaire via the following link, [https://docs.google.com/forms/d/1YsS\\_WzjoHxuikU3Te843z7zrp6\\_usEyFsBRFSNIuEWk/viewform?c=0&w=1](https://docs.google.com/forms/d/1YsS_WzjoHxuikU3Te843z7zrp6_usEyFsBRFSNIuEWk/viewform?c=0&w=1)
- The questionnaire sample is as show in *Appendix C*
- The respondents are randomly recruited in Bangkok area

There will be a screening question before respondent answering questionnaire in order to collect the right group of respondents, Active Spa-goers and Moderate Spa-goers, who visit spa recently

### 3.5 Data Analysis

In this study, researcher was conducted the research by using Exploratory Method; secondary research, observation, in-depth interview and Descriptive Method by using Statistical Package for the Social Sciences Version 19 (SPSS), to analyze data from questionnaire and to interpret the result relying on objectives of this proposed study.

The disqualified respondents are not included in the analysis. The result is analyzed for what the overall picture is like, similarities and differences between subgroups, important of factors to consider when choosing a spa and how does customer perceived value of the Oxygen Therapy.

### **3.5.1 Qualitative Research: In-Depth Interview**

The in-depth interview was conducted during October 2015 until December 2015 with 8 participants. The data from Exploratory Research method, in-depth interview, will be analyzed and summarized individually by using the following structure.

- › General information and profile from participants: age / sex / income / level of education and etc.
- › Consumption pattern: frequency / kind of spa visit / companion for spa visit / average price per spa visit
- › Purchasing motivation and important factors impact on decision making
- › Basic knowledge about High Oxygen Concentration Therapy

The result from in-depth interview of each topic will be listed and ordered into top five to top ten answers. Then, the selected answers will be used as the choices when designing the questionnaire particularly the closed-end questionnaire. See the in-depth interview respondents' profile in *Appendix B*.

### **3.5.2 Quantitative Research: Survey Questionnaire**

The questionnaire will be analyzed based on the objectives of this research and the result from in-depth interview. The verified data from questionnaire will be collected and analyzed by using appropriate tool, which is Statistical Package for the Social Sciences Version 19 (SPSS).

The multiple choices questions were analyzed by using percentage while the rating questions were analyzed base on mean score. The analyses were done, focusing on the frequency, relative frequency, correlations between variables, analysis of variance, and cross tabulation. The result from SPSS will be interpreted and presented in tables and figures to support evidence of the study of consumer behavior and level of acceptance toward High Oxygen Concentration Therapy Spa

## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1 Key Findings from Exploratory Research**

In order to meet the objective 1, researcher need to study an overview of each spa operators and industry together with their service innovation. Most information that researcher gained come from articles, online articles and observation that can be summarize to the following topics;

##### **4.1.1 Key Findings from Secondary Research**

According to some relevant researches and articles, researcher found some interesting issues about Thai Spa industry, which are related to this study.

Thai spas were established around 1994 to meet the needs of foreign visitors at that time. The service became popular very soon. That's why new spas have sprung up like mushroom in cities and famous attractions. Many of them have developed with advance techniques such as aromatherapy and hydrotherapy. (Thaiways Magazine)

According to Naphalai Areesorn, President of the Thai Spa Association stated that, "even though the number of spas has increased, it is delightful to learn that along with quantity has come quality" As a result of the intense competition in the industry, spa owners and operators need to adapt to the changing trend.

##### **4.1.2 Key Findings from Observation**

The places for the observation including spas in the department store, stand-alone spas, and some walk in experience, which can be summarize that;

- Most of the spa located in the shopping mall with high traffic of people.
- Most of the shopping malls have more than one spa available for customers.
- They always offer their services in a bundle term, such as 5 times of spa treatments are cheaper when divided into a single time, or mix of spa treatments combine as a package for cheaper price. Moreover, they always offer different promotion in each month.
- To be differentiated, most of the spas have their own spa recipes of under their brand.

- They sometimes offer their treatments as a package that customer can buy an online coupon, a discount deal, or a gift card through online website.

#### **4.1.3 Key Findings from In-Depth Interview**

In order to meet the 1<sup>st</sup> and 3<sup>rd</sup> Objectives, researcher had conducted the in-depth interview with 8 participants, individual session. All of them have ever visited and experienced spa treatment before. The interview objective is to study and explore consumer behavior, perception, and attitude based on their spa experiences.

##### **4.1.3.1 Participants Attitude, Perception, and Behavior toward Spa Visitation**

Majority of participants believe that pampering their self for working hard is a great reward. So, some spa consumers went to the spa for a purpose to reward and spoil their self. Beautification, relaxation, and rewarding / spoiling oneself were the 3 most commonly cited reasons for spa visitation.

Before making the decision, they always searched the Internet for more information and read customer reviews of each spa. The participants always asked their colleagues in order to comparing the prices, promotions, experiences and results. Friends' recommendations, social media and Internet were the 3 main approaches for them to search for a spa. As there are a lot of spas and massage parlors around Bangkok, the participants 8 out of 8 agreed that promotion and discount packages can help draw customer back to the spa.

*"I normally visit spa and massage shop from time to time, often on my weekends. My favorite spa treatment is aromatherapy massage. I have been to few places based on recommendations from friends but I always prefer the one that offers me a good treatment with reasonable price".*

Ms. Thanapun Thamakul, age 24

##### **4.1.3.2 Participants Consumption Pattern and Preference**

- (1) Most Participants have a preference for female therapists.
- (2) Some female participants are more likely to visit a spa with friends and family. But some simply prefer to go solo because they just want to spend time alone and relax their mind peacefully.
- (3) Opinion was divided among the participants regarding the use of products at the spa. Some participants preferred the use of organic or natural spa

product while having their selected treatment. The rest preferred the Spa's in-house brand or well-known product.

- (4) Majority of participants spent at least 1 hour at the spa per 1 visit.
- (5) On average the participants normally spend more than THB 1,000 on average per spa visit.
- (6) Apart from spa treatments, some spa consumers also spent money on tip to staff and therapist.
- (7) In the past 12 months, on average the participants went to the spa 5 times.

#### **4.1.3.3 Consumer Attitude and Perception toward High Oxygen Concentration Therapy Spa**

All participants had never heard about the Oxygen Therapy Spa before. So, they were asked about the willingness to experience the therapy, 6 out of the 8 participants were interested even if the price per treatment will be higher. They said that 10-20% higher charged from normal spa treatment is in the acceptable range. Most of the participants were looking for new service innovation and technology in spa business; therefore they believe that adding Oxygen in the treatment can help the spa to be more differentiated.

*"I think it would be very interesting to try Oxygen Spa here in Bangkok because it's such a new thing. A spa-goer would be more enjoyable with each treatment. I haven't been to any spa in ages. However, if Oxygen Spa is going to be real, I'm definitely trying it at least once. I think Oxygen can bring many benefits and it's not anything scary".*

Ms. Jirathchaya Thanapitakse, age 43

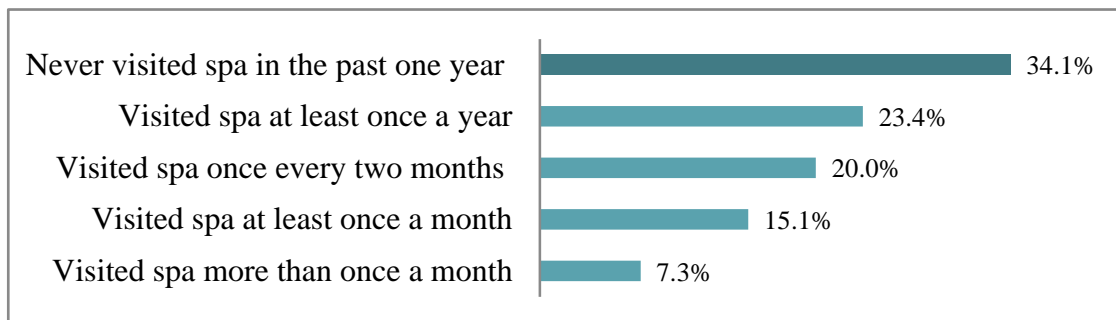
## **4.2 Key Findings from Descriptive Research**

According to the framework, the variables of this study are

- 1.) Characteristics, behavior, attitude
- 2.) Interest and level of acceptance

### **4.2.1 Respondent Consumption Pattern**

According to the data set, 205 respondents were asked to select their consumption frequency of spa visitation. The bar chart below shows the result.



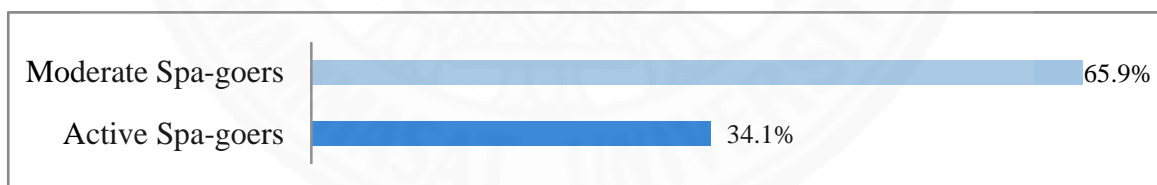
**Figure 4.1 Consumer Consumption Frequencies**

Based on the sampling procedure mentioned above in Chapter 3, the respondents were divided into 2 segmentations either Active or Moderate Spa-goers.

- *Active Spa-goers*: A person who has attended a spa in the past 1 month.
- *Moderate Spa-goers*: A person who has attended a spa in the past 12 months.

The following observations are made from the chart above that shows the findings:

- There are 135 respondents (65.85%) who are Moderate-to-Active Spa-goers,
- While the rest (34.15%) of the respondent declared themselves as Inactive Spa-goers that have never been to spa for the past one year. This group of disqualified respondents was not included in the analysis.



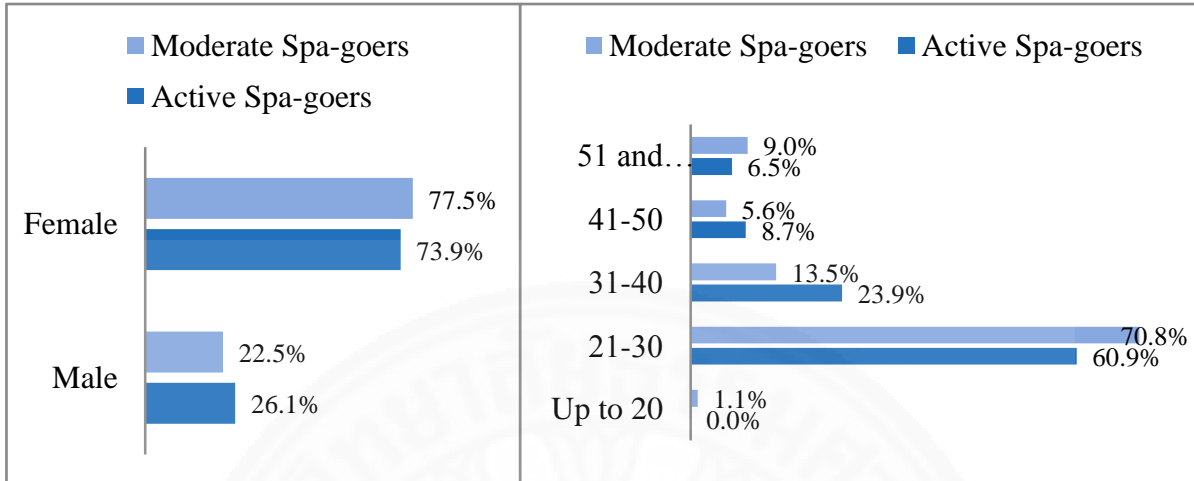
**Figure 4.2 Consumer Segmentation**

From 135 targeted-respondents of this study, 46 respondents are Active Spa-goers and 89 are Moderate Spa-goers.



## 4.2.2 Respondent Demographics

### 4.2.2.1 Age and Sex

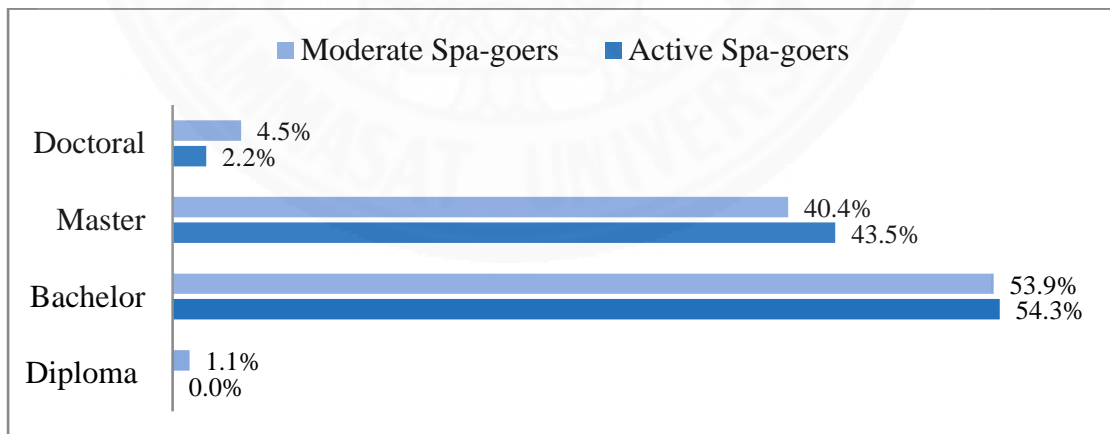


**Figure 4.3 Sex**

**Figure 4.4 Age**

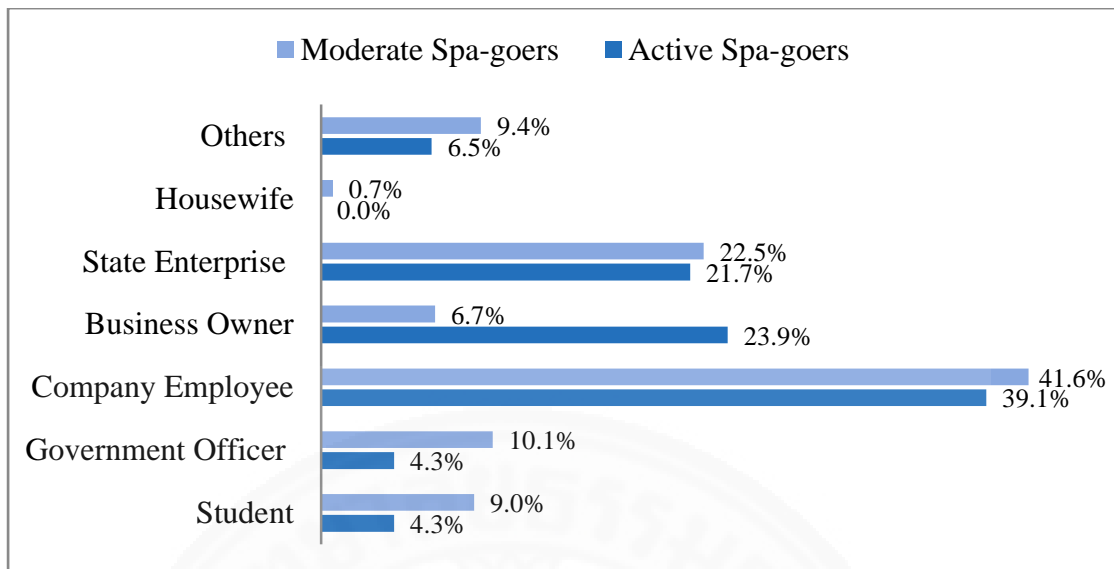
- More than three-fourths (76.3%) of our respondents were female.
- Likewise more than two-thirds (67.4%) of our respondents were between the ages of 21 and 30.
- More than half of the respondents were women aged between 21 and 30 years.

### 4.2.2.2 Education Level and Occupation



**Figure 4.5 Education Level**

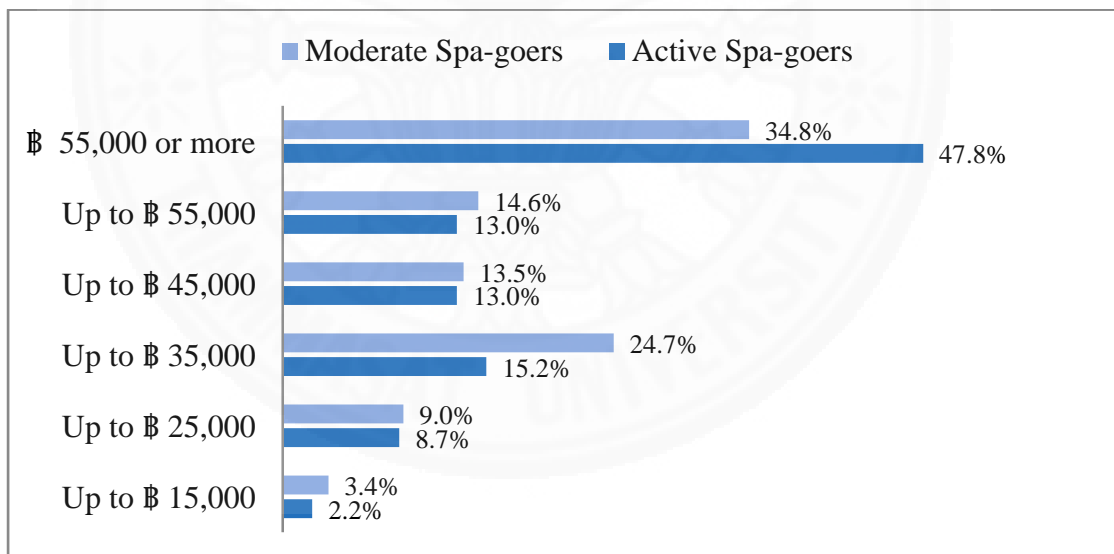
As can be seen from the chart above, majority of the respondents have completed a bachelor’s degree or higher, and only 5% have earned a doctoral degree.



**Figure 4.6 Occupation**

As can be seen from chart above, majority of the respondents were either employed full time or self-employed.

#### 4.2.2.3 Current Personal Income



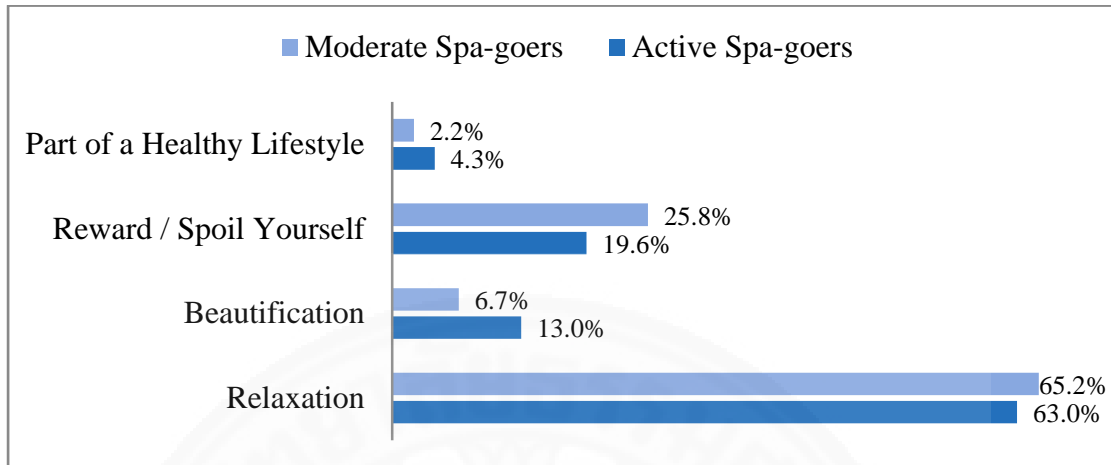
**Figure 4.7 Monthly Personal Income**

The respondents were asked to select their monthly household income; the following observations are made from the chart above that displays the findings:

- Four out of every 10 respondents had monthly personal income of more than THB 55,000.
- Furthermore, it should be noted that a higher proportion of Active Spa-goers contribute to higher personal monthly income.

### 4.3.3 Spa Visit Characteristics

#### 4.3.3.1 Purpose of Spa Visit



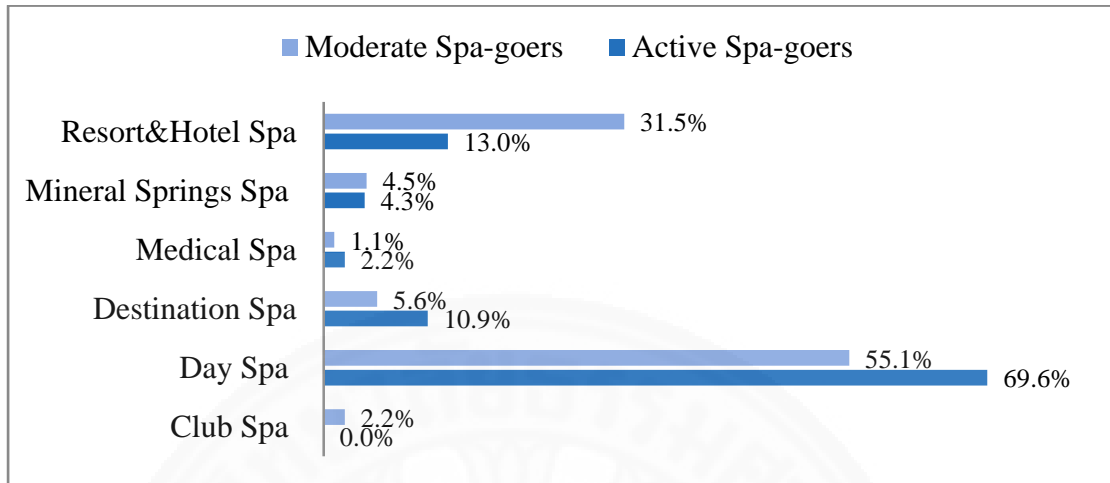
**Figure 4.8 Purpose of Spa Visit**

As can be seen from the charts, relaxation was the primary reason for visiting a spa. Rewarding or spoiling oneself was another purpose that came in a close second place.

As expected there were some differences between different consumer segmentations in terms of the purposes for visiting spa:

- Beautification and maintaining a healthy lifestyle are more important reason for Active Spa-goers.
- For Moderate Spa-goers, rewarding or spoiling oneself is slightly more important reason for visiting a spa seeing that the spa is worth a visit after a hard working month.

### 4.3.3.2 Kind of Spa Visited



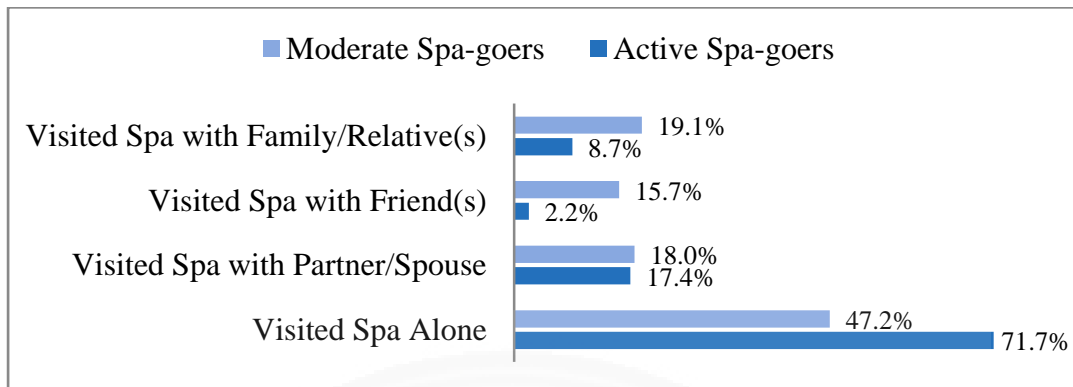
**Figure 4.9 Kind of Spa Visited**

When looking at the kind of spa's most frequented by customer segmentation, the following observations can be made:

- The most frequented kind of spa is still Day Spa because the spa services can be finished at any time during the day. It may take only 30 minutes or one hour. The locations are usually in cities or business centers.
- There is higher probability that Moderate Spa-goers will visit a Mineral Springs Spa and Resort & Hotel Spa when compared to Active Spa-goers.

Again, the difference between the choices of kind of spa visited by different customer segmentations, for instance, Moderate Spa-goers might visit Resort & Hotel Spa as their part of travel itinerary while on vacation. Whereas Active Spa-goers might frequently visit Day Spa as it is a way to a self-pampering on their weekend.

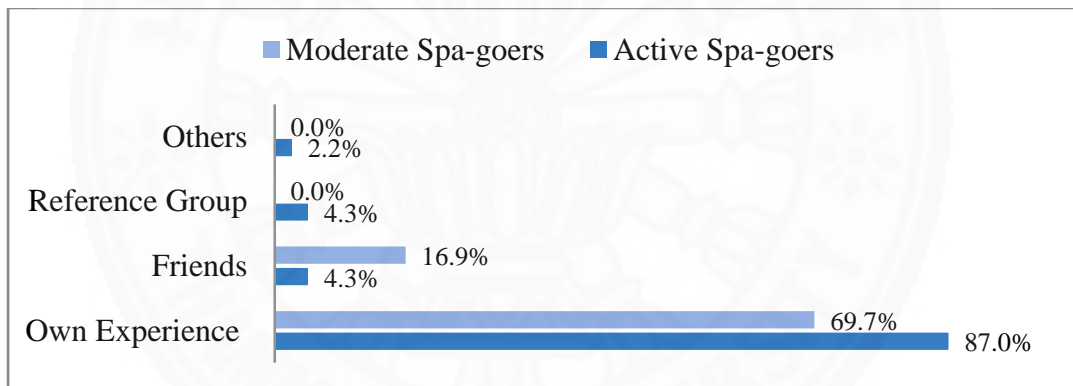
#### 4.3.3.3 Companion for Spa Visit



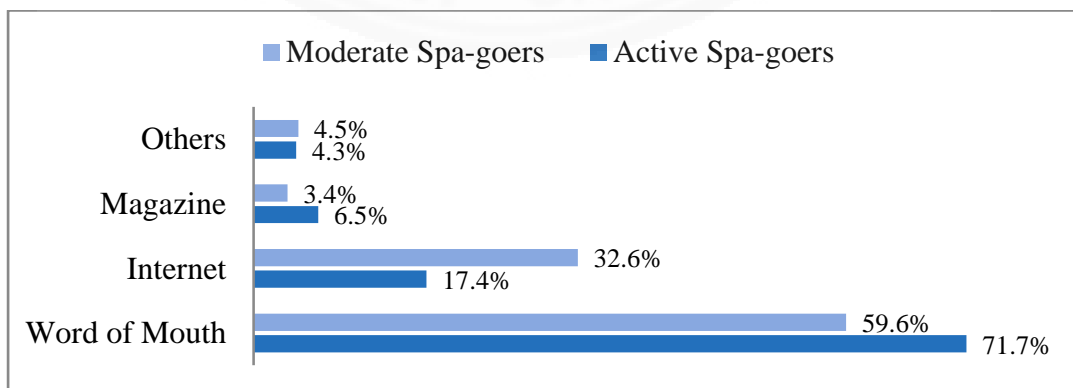
**Figure 4.10 Companions for Spa Visit**

The respondents were asked to select the preferred companion for spa visit. The result shows that mostly the spa-goers visit a spa alone, but Moderate Spa-goers are more likely to visit a spa with friends and family than Active Spa-goers.

#### 4.3.3.4 Influencer and Media Impact for Choosing Spa



**Figure 4.11 Influencer for Choosing Spa**



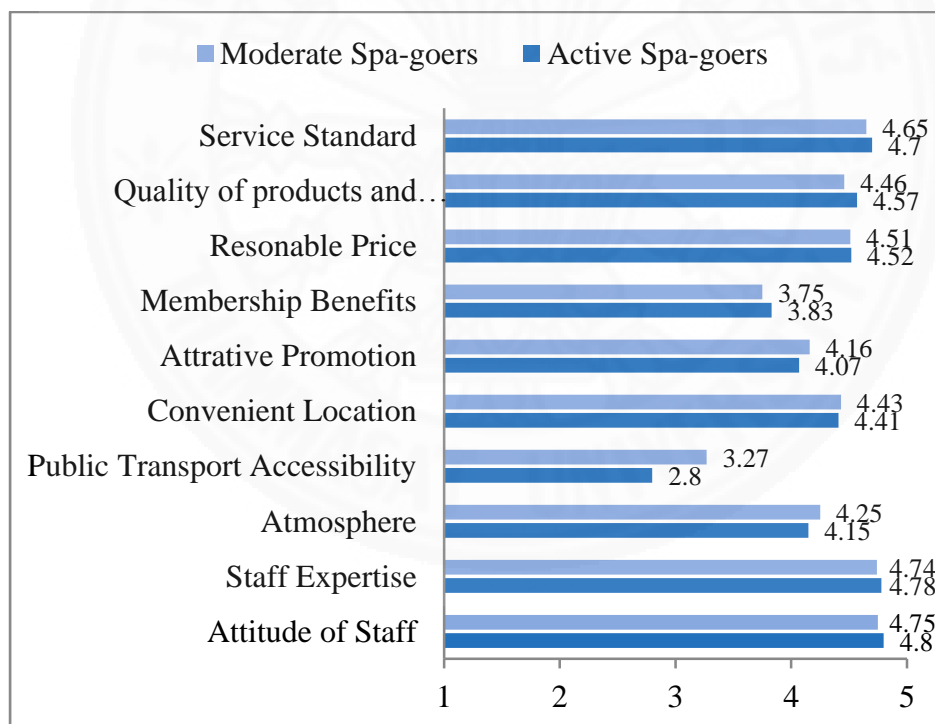
**Figure 4.12 Media Impact for Choosing Spa**

Proportionally, it is more likely that Active Spa-goers relied on their own experience than Moderate Spa-goer. While friends have a big influence over how Moderate Spa-goers think, behave, and choose a spa.

Surprisingly, in this digital age, the most common form of awareness is still word of mouth. The Internet and magazine were the popular approaches mentioned by current spa consumers to look for a spa.

#### 4.3.4 Important Consideration When Selecting Spas

On a scale of 1 to 5 (1=Not important at all, 2=Low importance, 3= Neutral, 4=Moderately important, 5=Very important), the respondents were asked to state the importance of certain factors when selecting or visiting a spa. The results were compared by customer consumption frequency and are the presented in the charts below. The following key observations from each chart are presented below the chart. For full analysis table, please see *Appendix E*.



**Figure 4.13 Important Considerations When Selecting/Visiting a Spa**

- The most important factor when choosing a spa was that staff and spa therapists have positive attitude, formal qualifications and required expertise.

- Location and accessibility seems to be slightly more important to Moderate Spa-goers than Active Spa-goers.
- If divided the certain factors into 4 topics including product, price, place, people, respondents seem to care most about people followed by product, price and place.
- Surprisingly, convenient location seems to be important to the consumers but the location does not have to be reach by public transportation.

#### 4.3.5 Attitude toward High Oxygen Concentration Therapy Spa

**Table 4.1 Mean Difference of Customers Attitude toward High Oxygen Therapy Spa between Active Spa-goers and Moderate Spa-goers**

Perception Toward High Oxygen Concentration Therapy Spa	Heavy Spa-goers (N=46)		Moderate Spa-goers (N=89)	
	Mean	S.D.	Mean	S.D.
1. Oxygen Therapy helps skin to create new cell at a faster rate.	3.6304	0.9033	3.2135	0.91044
2. Oxygen Therapy helps you boost energy levels and keep you fresh.	3.9130	0.8901	3.8090	0.93998
3. Oxygen Therapy has been used in treating medical conditions.	3.4348	0.83406	3.2697	0.86292
4. Oxygen Therapy can be used in spas for increasing radiance and for reducing wrinkles.	3.3696	0.9033	3.3371	0.82495
5. Oxygen Therapy has fewer risks with doctor's instructions and permission.	3.6522	0.87477	3.5169	1.02372
6. High Concentration Oxygen up to 100% with excessive intake may cause unpleasant side effects.	3.6304	0.99685	3.7753	0.93848
7. Long exposures of pure Oxygen may cause the toxic effect on the brain and the lungs.	3.5652	1.14799	3.6517	0.91826

8. I will not go to the spa for high Oxygen Concentration Treatment because my fear of side effects.	3.0217	1.06435	3.3708	0.96979
9. I am interested to visit the spa with high Oxygen Concentration Treatment because it has so many benefits.	3.2174	1.05226	3.0337	0.99372

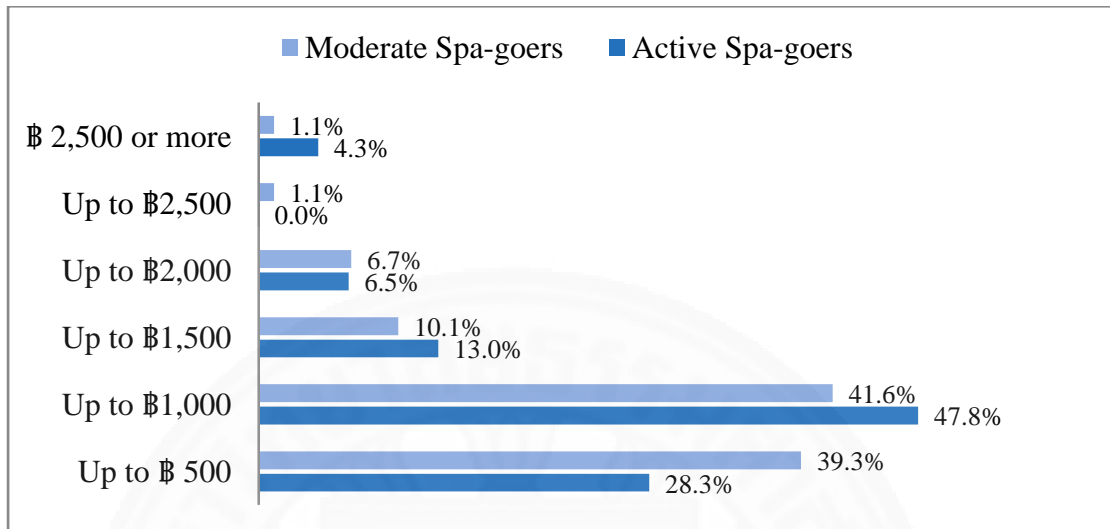
In this section, the study of customer attitude toward High Oxygen Concentration Therapy Spa had use 5-point rating scale (1=Strongly disagree, 2=Disagree, 3= Neither agree nor disagree, 4=Agree, 5=Strongly agree). Hence if the respondents rated mean of any statements more than 2.5, it shows that the respondents are likely to agree with the statements. In the Table 4.1 above, the respondents declared that they agree with all statements. However, the following observations are made from the table above that displays the findings:

- It is promising to see respondents agreed with the statement “Oxygen therapy helps you boost energy levels and keep you fresh” because it can be easily related to their knowledge.
- Even though some respondents agreed that they are interested to visit the spa with high Oxygen Concentration Treatment because it has so many benefits but they still have fear of side effects.
- Respondents were quite understood that too much exposure of pure Oxygen might cause unpleasant side effects to their body, which is correct. Thus, doctor’s recommendations were needed. As respondents also agreed that Oxygen Therapy will have fewer risks with doctor’s instructions and permission.



### 4.3.6 Average Spending Comparison

#### 4.3.6.1 Average Spending Per Spa Visit

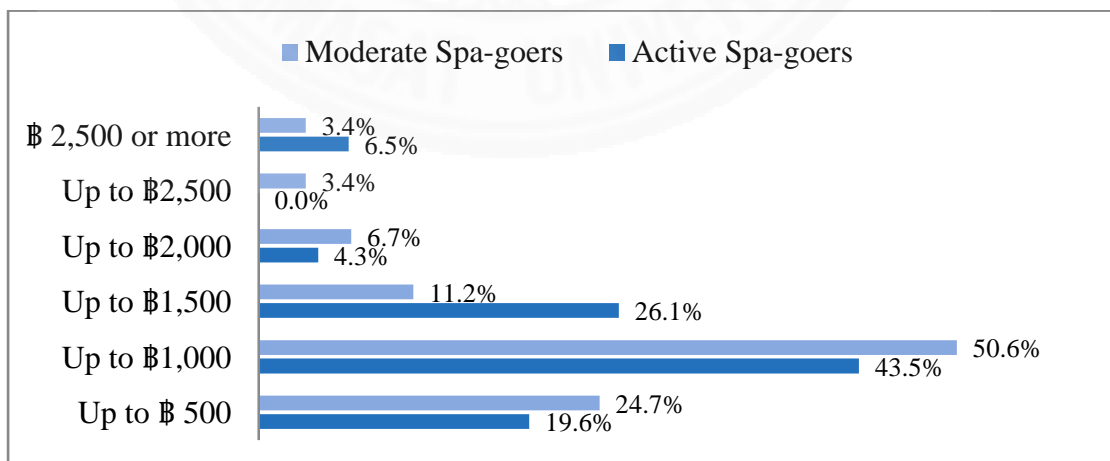


**Figure 4.14 Average Spending per Spa Visit**

The respondents were asked to fill in a price they normally spend for a one-hour spa visit. Although there is not much significant difference between the average spending of Active and Moderate Spa-goers, it can be noted that proportionally Active Spa-goers might select treatments that are more expensive.

The mean of the average spending per one-hour spa visit is THB 932.

#### 4.3.6.2 Maximum Spending for High Oxygen Concentration Therapy Spa Visit



**Figure 4.15 Maximum Spending for High Oxygen Concentration Therapy Spa Visit**

The respondents were asked to fill in the maximum price that they would accept for one hour Oxygen Therapy Spa visit. The majority of respondents stated over THB 1000 per one-hour Oxygen Therapy Spa visit, while the mean price is at THB 1,083.

**Table 4.2 Mean Difference of Average Spending between Normal Spa Visit and Oxygen Spa Visit**

	N	Mean	Std. Deviation
Average Spending per Spa Visit	135	932.2963	662.09295
Average Maximum Spending for Oxygen Therapy Spa Visit	135	1082.5185	731.12234

**Table 4.3 Significant Relationships between Differences of Variances by Using F-Test**

	Levene's Test for Equality of Variance	
	F	p-value
Equal variances assumed	0.656	0.419

Researchers used the F-Test Two-Sample for Variances data analysis tool to test the relationship of average spending per one-hour spa visit and maximum spending for one-hour Oxygen therapy spa visit. The resulting p-value of F-Test is more than significance level of 0.05 that means the null hypothesis of equal variances is accepted. Thus, the population variances are homogeneous.

**Table 4.4 Significant Relationship between Difference of Means by Using Individual t-test**

	t-test for Equality of Means			
	t	df	p-value	Mean Difference
Equal variances assumed	-1.770	268	0.078	-150.22222

Then the researcher called the function individual t-test for homogeneous variances and independent samples.

There was not a significant difference in the mean scores for normal spa visit (M=932.2963, SD=662.09295) and Oxygen Therapy spa visit (M=1082.5185, SD=731.12234) conditions;  $t(268)=-1.770$ ,  $p=0.078$  at 95% confidence interval.

The result shows that p-value is greater than 0.05 and it is concluded that the null hypothesis (H0) of equality of the means was accepted. The averages mean of two groups are significant similar. Even though the mean of average maximum spending for Oxygen Therapy spa visit is greater than the average normal spa visit, but there is no statistically significant correlation between two variables.

**Table 4.5 Consumers Perception toward High Oxygen Concentration Therapy**

Perception toward High Oxygen Concentration Therapy	Active Spa-goers (N=46)	Moderate Spa goers (N=89)
High Oxygen Concentration Therapy is worth the money	3.33	3.13
If the price of High Oxygen Concentration Therapy is 20% higher than the average price of normal spa visit, you are still interested in experiencing.	3.07	2.88

Respondents were asked to point out whether or not they are considered that High Oxygen Concentration Therapy is worth their money and if the price is raised 20% higher than average, they are still interested in experiencing it. The results show that even though they thought that the treatment is going to worth their money but if the price is raised up 20% higher, the respondents were not that interested to experiencing the treatment anymore.

However, the researchers also calculated the appropriate price for High Oxygen Concentration Treatment by comparing the differences of means in the Table 4.2, which are 932 and 1083. Therefore, it can be conclude that spa consumers weight the High Oxygen Concentration Therapy price 16.2% higher than normal spa visit.

## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

To conclude, the key findings reveal that generally respondents visit spa to relax and reward their selves. Respondents who had a higher monthly income have a tendency to visit spa more often as demonstrated by the result that nearly half of respondents who worked full time and earned more than THB 55,000 each month tend to visit spa at least once a month. With regard to the average price range per spa visit, it can be pointed out that respondents would pay around THB 1,000 per one-hour spa visit. Furthermore, there are also reasons that influenced the spa-goers to visit spa more often, which are word of mouth, the information or customer review from the Internet, and magazine. However, the majority of spa consumers prefer to visit spa alone and believe in their own experience rather than other influencers. For that reason, in this new age of consumer control, keeping customer satisfied is important to maintain their loyalty.

In order to identify the competitive necessities needed to run the spa business, there are many factors that can affect the decision of spa consumers. But, it is apparent that spa consumers are most cared and concerned that staffs need to be friendly and able to provide good customer service. Considering that issues it can be asserted that spa owners requires the use of a highly competent, qualified and committed staff. Also, the result shows an interesting issue that spa consumers prefer good product and service standard rather than convenient location or reasonable price. Most of respondents agreed that public transport accessibility is not a major cause of concern. Perhaps because nowadays Thailand's public transportation is not very appealing, reasons to believe that people tend to travel by car in the cities.

Based on the findings of consumers' acceptance level and consumers' interest in experiencing High Oxygen Concentration Therapy Spa, it can be argued that spa consumers are quite interested to visit and experience the spa treatment with High Oxygen Concentration as it has many benefits for body and brain. Then again, there are still doubts on whether or not High Oxygen Concentration Therapy has side effects. Nevertheless, consumers still believed that it would be safe with a doctor's

permission and instructions. In the same way consumers believed that High Oxygen Concentration Therapy is going to worth their money, but they might not be happy to pay the 20% higher price compared to the average price per spa visit. It can be seen that the mean score of the average price per spa visit and the maximum price customers would pay for High Oxygen Concentration Therapy are not different.

From the key findings of this study, there are recommendations for spa owner and spa operators that can be categorized into two topics as follows:

**1.) Improving your team's customer service and treating your staffs like your best customers:** the major reason to draw spa consumers back is not promotion or heavy advertising but the memorable customer service experience. Good customer service can help create an emotional relationship between the consumers and service providers. Equally important since lots of people participate and personally create media amongst others via social networking platforms, they can easily create word of mouth among a group of them. This effective result would bring them back and have the tendency to become loyal spa-goers. Another essential point for spa owners to keep in mind, that customer-loyalty program is such a basic but powerful strategy. The philosophy behind a customer loyalty program is simple as repeat customers are rewarded and your business increase sales. So, make your repeat customers feel important and respected. Besides, as spa owners, you should treat your staffs like your most loyal customers. In the spa business, qualified staffs with expertise in customer service are real competitive advantage. They are the ones that have a significant impact on customer experience. Treating them well would definitely impact on their productivity and efficiency. They tend to work harder, feel empowered, and contribute more. Bear in mind that happy employees equals happy customers.

**2.) Educating your consumers more about High Oxygen Concentration Therapy Spa and its benefits:** according to the summary that spa consumers are interested to experience the High Oxygen Concentration Therapy and they think it is going to worth their money. The average accepted price of High Oxygen Concentration Therapy is THB 1,083 while the average price per normal spa visit is THB 933. Hence, the recommendation is, a High Oxygen Concentration Therapy Spa business can be started in Thailand. However the treatment price set should be no more than 15% higher than average spa visit. The knowledge and benefits of Oxygen

Therapy need to be provided with clear and effective communication messages. Educating spa consumers about its benefits and value is an important way to grow your revenue.

Finally, this study will be useful for the spa owners and operators to understand the consumers' attitude and behavior. Also, know more about the level of customers' acceptance and interest in experience High Oxygen Concentration Therapy.



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**APPENDICES**

## **APPENDIX A**

### **IN-DEPTH INTERVIEW QUESTIONS**

#### *Example of the Survey Question – In-Depth Interview*

The question for in-depth interview consist of the following,

1. How often do you visit spa?
2. Do you prefer to visit the spa alone or with friends and family?
3. Where do you normally visit? Please identify the place....
4. If you ever visit more than one place, could you share your experience and comparing each other's?
5. What is your main objective to visit spa?
6. Who is your influencer as you choose or decide which spa you should visit?
7. Which media that influencing you to visit spa?
8. What type of spa that you ever used most?
9. What will be the reason when choosing a spa or a treatment? Please identify your important aspects before you make a purchase decision.
10. If there is a spa that could provide you an oxygen treatment, will you be interested?
11. Do you think that high oxygen therapy treatment has multiple health benefits?

**APPENDIX B**  
**IN-DEPTH INTERVIEW RESPONDENTS' PROFILE**

No.	Name	Age	Workplace
1	Ms. Thanapun Thamakul	24	Thai Airways International
2	Ms. Rinyaphas Atthaseriruj	34	ZELTIQ
3	Mr. Kittikhun Narkasawet	25	Somdejprasangkharach XVII Hospital
4	Mr. Vorakorn Upalanondh	29	Business Owner
5	Ms. Nattaporn Songborassamee	25	Huahin Hospital
6	Mrs. Niranart Suravudhikul	50	Housewife
7	Ms. Jirathchaya Thanapitakse	43	Thai Airways International
8	Ms. Pattaniya Narkpong	26	The Lep Burnett Group Thailand

## APPENDIX C

### QUESTIONNAIRE

**Instruction:** Please put ( X ) in answering multiple choices questionnaire and write down your answer for opened questions.

#### **Part 1: Screening Question**

1. How often do you visit the spa or massage parlors?

- More than once a month
- Once a month
- Once every two months
- Once a year
- Less than once a year

#### **Part 2: Customer Behavior Toward Spa**

2. Who do you prefer to visit the spa with?

- Alone
- Partner / Spouse
- Friends
- Family / Relatives
- Others .....

3. What is the type of spa you ever visited most?

- Club Spa
- Day Spa
- Destination Spa
- Medical Spa
- Mineral Springs Spa
- Resort & Hotel Spa

4. What is the main reason why you choose to go to that spa?

- Treatment
- Location
- Reasonable price
- Promotion
- Staff and good customer service
- Therapist level of expertise
- Friends Recommendation

5. What is the main reason why you decide to visit the spa?

- Relaxation
- Beautification
- Reward and spoil yourself
- Part of healthy lifestyle
- Other .....

6. Who is your influencer when choosing spa?

- Your own experiences
- Friends
- Family
- Spa sales
- Reference group (Celebrity)
- Other .....

7. Which media that influencing you to use spa?

- Word of mouth
- Newspaper
- Television
- Internet
- Magazine
- Other .....

Please rate how important you think each of the following factors on the purchasing decision toward spa by placing a check mark in the appropriate box (1=Not important at all, 2=Low importance, 3= Neutral, 4=Moderately important, 5=Very important)

<b><u>Product and Service</u></b>					
8. Service Standard	1	2	3	4	5
9. Quality of products and treatments	1	2	3	4	5
<b><u>Price and Promotion</u></b>					
10. Reasonable price	1	2	3	4	5
11. Member benefits	1	2	3	4	5
12. Attractive promotion	1	2	3	4	5
<b><u>Place</u></b>					
13. Convenient location	1	2	3	4	5
14. Public transportation accessibility	1	2	3	4	5
15. Atmosphere	1	2	3	4	5
<b><u>People</u></b>					
16. Staff expertise	1	2	3	4	5
17. Attitude of staff	1	2	3	4	5

**Part 3: Customer Attitude and Perception Toward Oxygen Therapy Spa**

Please rate how strongly you agree or disagree with each of the following statements by placing a check mark in the appropriate box (1=Strongly disagree, 2=Disagree, 3=Neither agree nor disagree, 4=Agree, 5=Strongly agree).

<b>Customer Attitude and Perception Toward Oxygen Therapy Spa</b>					
18. Oxygen therapy helps the skin to create new cells at a faster rate.	1	2	3	4	5
19. Oxygen therapy helps you boost energy levels and keep you fresh.	1	2	3	4	5
20. Oxygen therapy has been used in treating medical conditions such as trauma healing, treating nerve pain etc.	1	2	3	4	5
21. Oxygen therapy can be used in spas for increasing radiance and for reducing wrinkles.	1	2	3	4	5
22. Oxygen therapy has fewer risks with doctor's instructions and permission.	1	2	3	4	5
23. High concentration oxygen up to 100% with excessive intake may cause unpleasant side effects.	1	2	3	4	5
24. Long exposures of pure oxygen may cause the toxic effect on the brain and the lungs.	1	2	3	4	5
25. I will not go to the spa for high oxygen concentration treatment because my fear of side effects.	1	2	3	4	5
26. I am interested to visit the spa with high oxygen concentration treatment because it has so many benefits.	1	2	3	4	5

27. What is the price you would pay for each spa visit? .....

28. What will be the price would you prefer to pay for oxygen therapy spa visit?

.....

29. High oxygen concentration therapy is worth the money.	1	2	3	4	5
30. If the price of high oxygen concentration therapy spa is 20% higher than the average price of each spa visit, are you still interested in visiting?	1	2	3	4	5

**Part 4: Personal Information**

31. Gender

Male

Female

## 32. Age

- Up to 20
- 21-30
- 31-40
- 41-50
- 51 and more

## 33. Education

- Diploma
- Bachelor
- Master
- Doctoral

## 34. Monthly Income

- Less than 15,000 Baht
- 15,001 – 25,000 Baht
- 25,001 – 35,000 Baht
- 35,001 – 45,000 Baht
- 45,001 – 55,000 Baht
- More than 55,000 Baht

## 35. Occupation

- Student
- Government Officer
  - Company Employee
- Business Owner
- State Enterprise
- Housewife
- Others .....



**APPENDIX D**  
**QUESTIONNAIRE RESPONDENTS' PROFILE**

		User Type			
		Active		Moderate	
		Count	Column N %	Count	Column N %
Sex	Male	12	26.1%	20	22.5%
	Female	34	73.9%	69	77.5%
Age	<20	0	.0%	1	1.1%
	21-30	28	60.9%	63	70.8%
	31-40	11	23.9%	12	13.5%
	41-50	4	8.7%	5	5.6%
	>50	3	6.5%	8	9.0%
Education	Diploma	0	.0%	1	1.1%
	Bachelor	25	54.3%	48	53.9%
	Master	20	43.5%	36	40.4%
	Doctoral	1	2.2%	4	4.5%

		User Type			
		Active		Moderate	
		Count	Column N %	Count	Column N %
Monthly Income	<15,000	1	2.2%	3	3.4%
	15,000-25,000	4	8.7%	8	9.0%
	25,001-35,000	7	15.2%	22	24.7%
	35,001-45,000	6	13.0%	12	13.5%
	45,001-55,000	6	13.0%	13	14.6%
	>55,000	22	47.8%	31	34.8%
Occupation	Student	2	4.3%	8	9.0%
	Government Officer	2	4.3%	9	10.1%
	Company Employee	18	39.1%	37	41.6%
	Business Owner	11	23.9%	6	6.7%
	State Enterprise	10	21.7%	20	22.5%
	Housewife	0	.0%	0	.0%
	Others	3	6.5%	9	10.1%

**APPENDIX E**  
**SUMMARY OF QUESTIONNAIRE RESPONSES**

	User Type	N	Mean	Std. Deviation	Std. Error Mean
Service Standard	Active	46	4.6957	.51075	.07531
	Moderate	89	4.6517	.54567	.05784
Quality of products and treatments	Active	46	4.5652	.54374	.08017
	Moderate	89	4.4607	.64060	.06790
Reasonable price	Active	46	4.5217	.62322	.09189
	Moderate	89	4.5056	.67628	.07169
Member benefits	Active	46	3.8261	.90196	.13299
	Moderate	89	3.7528	.89545	.09492
Attractive promotion	Active	46	4.0652	.85381	.12589
	Moderate	89	4.1573	.90326	.09575
Convenient location	Active	46	4.4130	.71728	.10576
	Moderate	89	4.4270	.79612	.08439
Public transportation accessibility	Active	46	2.8043	1.43944	.21223
	Moderate	89	3.2697	1.19434	.12660
Atmosphere	Active	46	4.1522	.81561	.12025
	Moderate	89	4.2472	.74286	.07874
Staff expertise	Active	46	4.7826	.41703	.06149
	Moderate	89	4.7416	.46535	.04933
Attitude of staff	Active	46	4.8043	.40109	.05914
	Moderate	89	4.7528	.45927	.04868

	User Type	N	Mean	Std. Deviation	Std. Error Mean
Oxygen therapy helps the skin to create new cells at a faster rate	Active	46	3.6304	.90330	.13318
	Moderate	89	3.2135	.91044	.09651
Oxygen therapy helps you boost energy levels and keep you fresh	Active	46	3.9130	.89010	.13124
	Moderate	89	3.8090	.93998	.09964
Oxygen therapy has been used in treating medical conditions such as trauma healing, treating nerve pain, etc.	Active	46	3.4348	.83406	.12298
	Moderate	89	3.2697	.86292	.09147
Oxygen therapy can be used in spas for increasing radiance and for reducing wrinkles	Active	46	3.3696	.90330	.13318
	Moderate	89	3.3371	.82495	.08744
Oxygen therapy has fewer risks with doctor's instructions and permission	Active	46	3.6522	.87477	.12898
	Moderate	89	3.5169	1.02372	.10851
High concentration oxygen up to 100% with excessive intake may cause unpleasant side effects	Active	46	3.6304	.99685	.14698
	Moderate	89	3.7753	.93848	.09948
Long exposures of pure oxygen may cause the toxic effect on the brain and the lungs	Active	46	3.5652	1.14799	.16926
	Moderate	89	3.6517	.91826	.09734
I will not go to the spa for high oxygen concentration treatment because my fear of side effects	Active	46	3.0217	1.06435	.15693
	Moderate	89	3.3708	.96979	.10280
I am interested to visit the spa with high oxygen concentration treatment because it has so many benefits	Active	46	3.2174	1.05226	.15515
	Moderate	89	3.0337	.99372	.10533

## **BIOGRAPHY**

Name	Miss Pabhat-an Pitibhabhong
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Work Position	Cabin Crew Thai Airways International Public Company Limited
Work Experiences	Store Manager Management Trainee Tesco Lotus

