

Lakhana Sudsawat 2013: Customers' Behavior and Determining Factors Affecting Decision on Using Spa Services: Case Study of Paradee Spa, Koh Samed, Changwat Rayong. Master of Economics (Business Economics), Major Field: Business Economics, Faculty of Economics at Si Racha. Thesis Advisor: Mr. Pat Pattanarangsun, Ph.D. 108 pages.

This study were 1) to study the overview spa business and services on Samed island, Changwat Rayong 2) to analyze personal characteristics which indicate customer spending behavior for spa services. 3) to determine the marketing mix factors which impact on customer's decision spending on Spa services. 4) to analyze relationship between personal characteristics and behavior of consumer's decision for spa clients at Paradee Spa, Changwat Rayong. 5) to study factors affecting decision on spa services. The study used primary data by interviewing customers both Thai and foreigners who stay at Paradee resort, the amount of 400 respondents descriptive and quantitative methods were used for data analysis. These were frequency, percentage, arithmetic mean and chi-square test at the statistical significance of 0.05 to investigate the relationship between the characteristics of personal data and customer behavior . In addition, Logit model was applied to investigate probability of customer spending behavior for spa services at the statistical significance of 0.10.

The result of study showed that the majority of the samples were female, mostly from England, age between 31-40, the education were above bachelor degree, have their own business, income more than 180,000 Baht per month, ever used the spa before, decide to have spa for the reason of relaxation and stress less from work. From the results related to Marketing mix (7 P's), the customers rely on human relations and employee skill rather than price or promotion and else.

According to Chi-square test, it can be concluded that all personal factors related to customer spending behavior for spa services which are spa experience and spending frequency. However spa expenses did not relate to age and occupation.

The results of Logit model showed that male customers tend to spend for spa more than female. Korean, German and Switzerland customers tend to spend for spa more than Thai. Spa customers age 41 years old up tend to spend more than young people age lower than 30.

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Thesis Advisor's signature