

Research Title	Relationship between Marketing Communication and Consumer Behavior of Beauty Service (Skin care) Institutes of People in Bangkok Metropolis
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The research study “Relationship between Marketing Communication and Consumer Behavior of Beauty Service (Skin care) Institutes of People in Bangkok Metropolis” aimed to study (1) consumer behavior of beauty service institutes in skin care in Bangkok Metropolis, (2) consumer’s opinion on marketing communication of beauty service institutes for skin care in Bangkok Metropolis, (3) the comparison between consumer behavior of beauty service institutes for skin care and demographic characteristics, (4) the relationship between marketing communication and consumer behavior of beauty service institutes for skin care in Bangkok Metropolis, and (5) the guidelines in developing the beauty service business. Participants were 400 people in Bangkok Metropolis aged between 18-60 years old who have used the service at beauty service institutes and lived in Bangkok Metropolis. The statistics used in analyzing data were percentage (%), mean (\bar{x}) standard deviation (S.D), t-Test, ONE-WAY ANOVA, and Pearson’s Correlation Coefficient.

The major findings revealed that

(1) most customers of beauty service institutes (skin care) in Bangkok Metropolis were single female, aged between 21-30 years old, and graduated bachelor degree. They worked as company employees and had income averagely less than 10,000 baht a month.

(2) for consumer’s opinion on marketing communication of beauty service institutes in skin care, they agreed more in general. Customers mostly agreed with advertising especially on TV commercial because it made customers recognize and remember the beauty service institutes (skin care) very well. In addition, they agreed more on public relations, in the area of special events of beauty service institutes (skin care) because it made customers want to use the services more. They paid attention to the service and made decision in using the service easier. As well as, in

the area of sales promotion, most customers agreed more on the discount and it was influential to the customer's decision in using the service easily. Moreover, customers mostly agreed with the aspect of personal selling because sales representatives made customers understand more and interested in using the services at beauty service institutes. However, most participants just agreed in direct marketing, especially in the importance of e-mail. It could stimulate customers to be interested in the news of beauty service institutes.

(3) for consumer behavior in using the service in beauty service institutes (skin care) in Bangkok Metropolis, most participants averagely spent 501-1,000 baht each visit, 1-2 times a month on either Saturday or Sunday, between 16.01 and 18.00 o'clock. The first purpose of coming to the beauty services was to have a treatment for a skin problem. The second one was to be relaxing. Then, they wanted to nourish and take care of their skins, and to make a trial or to be trendy respectively. In addition, the first reason the participants decided to go to beauty services institutes for skin care was its reputation. The second one was its proximity, either close to their home or their work. Then, the third reason was standard and modern services, inexpensive, and various services, respectively. For the kinds of services provided in beauty services institutes for skin care that the participants preferred, the first kind of service was fat dissolve injection. The second one was skin laser treatment, facial treatment massage, Intense Pulsed Light (IPL) treatment to heal acne, scars, sun damage, and rosacea, and BOTOX injection and collagen injection, respectively.

(4) For the results of hypotheses testing, it showed that

Hypotheses 1 : the difference of demographic characteristics which were gender, age, education level, and monthly income and consumer behaviors of beauty service institutes for skin care of people in Bangkok Metropolis were not statistically significant different. However, the different status and consumer behaviors of beauty services institutes for skin care in Bangkok Metropolis were statistically significant different. In addition, the different purposes and the reasons of using beauty service institutes for skin care currently were statistically significantly different at .05 level. Moreover, the difference in occupations of consumer behavior in using beauty service institutes for skin care in Bangkok Metropolis indicated statistically significant different. Addition to that, the difference between purposes and the kinds of services in beauty services institutes for skin care in Bangkok Metropolis were statistically significantly different at .01 level.

Hypotheses 2 : the opinions of marketing communication had positive correlation with consumer behavior of beauty services institutes for skin care in Bangkok Metropolis with statistical significance at .05 level