

The objective of the research was to study the marketing mix factors affecting decision of Japanese tourists in choosing Thai traditional massage services in Amphoe Mueang Chiang Mai . Data were collected from 120 Japanese tourists at twelve different Thai massage places in Mueang Chiang Mai, and analyzed by SPSS program for percentage, rank order and arithmetic mean.

The result of study found that there were more females in the sample , the average age was in the 21 to 30 years old group , the most common occupation was student .

The research finding revealed that , among the marketing mix factors the most influential considerations for the tourists were, in descending order : product

factor in term of masseur , price of massage , place of massage , product factor in term of equipment and materials used by the masseur and promotion factor .

The individual characteristics of the masseur included extensive experience of giving massage and ability to explain the process , as well as a hight level of care and quality of service to the customer. Pricing was considered important at both cost per hour and per two hour sessions. The place of massage needed good conditions and facilities including the cleanliness of the bed, the mattress and pillow, the room being sufficiency large, uncluttered, comfortable and convenient, with bathroom and restaurant facilities being available. Important aspects, of the equipment and materials used by the masseur, were considered to be the provision of appropriate clothing for the customer and use of essential oil and medication. The promotion factors that influenced most of the consumers were publicity and public relation and sales promotion by discount more than advertising.