

**THE INVESTIGATION OF CUSTOMER BEHAVIOR AT WELLNESS CENTERS
IN BANGKOK**

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M.M. (TOURISM AND HOSPITALITY MANAGEMENT)

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ABSTRACT

This research aims to study motivational factors that influence the behavior of the wellness center customer, to investigate which of the marketing mix that wellness center should be used and to evaluate the customer satisfaction, specifically whether or not the customer was satisfied with their services from a wellness center; a case study of wellness center in Bangkok, Thailand.

Three hundred customers, including 150 Thais and 150 foreigners who received services from a wellness center are the respondents who filled out the questionnaires. The results show the motivational factors that influence behavior of wellness center customers; it was found that the most influential was the individual factor, wanting to look good and healthy. The least influential factor was the cultural factor, being influenced by having other family receive wellness service. In addition, concerning marketing mix, the results showed the most effective factors to the customers were the following: quality of program, reasonable price, cleanliness and tidiness, internet advertising for the product, price, place and promotion respectively. Lastly the results also indicated that overall the 300 customers mostly had a high expectation before receiving any wellness services, and the actual experience after services were received mostly showed they were slightly satisfied. Substantial recommendations are provided about customer, wellness center and related concerns.

**KEY WORDS: WELLNESS CENTER / WELLNESS TOURISM / CUSTOMER
BEHAVIOR/ MOTIVATION / SATISFACTION**

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