

Independent Study Title	Factors Influencing The Focus on Market Factors : A Case Study of Health Land
Name	Mr. Putthirak Tanaree
Advisor	Associate Professor Tapanee Sudsanun
Major	General Management
Academic Year	2009

ABSTRACT

This study aims to determine the factors that are influencing the importance of market factors; provided with a case study on Health Land, by examining the personal characteristics of customers and the marketing-mix factors.

In the study, 500 random samples were selected; most were females of age between 30 to 39 years old, holding a bachelor's degree, with an average income of 20,001 to 30,000 Baht per month. Their main emphasis varies, such as a wide variety of services to choose from, the large selection of aroma oils available, the services received are worth what was paid for, cleanliness and attractiveness of service facilities, punctual service staffs, and educative and professional service staffs. The study shows that females of working age pay more attention to health and beauty than males. The factor that is of most importance to customers is the physical appearance; this is because the employees of Health Land display a professional expertise in Thai massage. Moreover, they are able to maintain a quality in their after-sales service such as special promotions for the next massage. Products and marketing promotions also play significant roles.

On the other hand, the consumer behavior results show that the Thai massage is the most well received service; to help the customer release stress for daily life, maintaining perfected skin and beauty. Frequency of visits to health and beauty spas are as often as once per week, with an average expense of 601 to 1,500 Baht per visit.