

Marketing Mix Influencing Consumer Behavior in Choosing Skin Care Clinic at Chularat Hospital 1 Bangkok

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Abstract: The purposes of this study were to determine marketing mix and Influencing consumer behavior in choosing Skin care Clinic at Chularat Hospital 1. The samples were selected from 103 customers who were former customers of Skin care Clinic at Chularat Hospital 1 by using a check list and rating scale questionnaire as a tool. Statistical application used for data analysis was percentage, mean, standard deviation, Chi-Square, and regression analysis.

On the basis of the results of this study, it could be concluded that most of respondents were females, age between 31-40 years old, private companies' workers, bachelor degree graduated, average monthly income 10,000-20,000 baht, most services which received from the hospital were cosmeceutical medicine, received skin care service occasionally between 6pm.-8 pm., spent 1000 baht for each service, received hospital information from friends, and used to get service from neighborhood beauty parlor. Factors that affected Influencing consumer behavior in choosing Skin care Clinic at Chularat Hospital 1 were hospital personnel and service procedures. Factors that affected marketing mix Influencing consumer behavior in choosing Skin care Clinic at Chularat Hospital 1 were in high level of the opinion. Factor of personal difference, such as average income affected consumer behavior in choosing hospital at significant 0.05 level. Factors of marketing mix correlated with consumer behavior in choosing Chularat hospital, such as personnel aspect, treatment services, rapid timely services procedures, and patient care.

Recommendations from this study were that administrative officers should have service strategy regarding quality of all services, patient care, adequate surgery equipment for all patients, and increasing number of personnel to provide service that appropriated with number of patients in order to handle patient requirement and rapidly services.

Keyword: marketing Behavior

1. Introduction

The appearance of Skin care clinics offers skin and facial care only. Skin care clinic has been very popular and increasingly interested by consumer who have been taken care of their appearances. Not only women are interested in skin care but men are as well. In the meantime, Thai people are concerned about their skin, appearance even though there is not wrong with it, but they always wanted to improve their looks to increase their personality. All kinds of people come in for this services treatment, such teenagers, adults, working people, college students who are interested in such a service. Students and teenagers cannot afford to pay high prices treatment but there are majority of consumer group which are the group that service providers are target to get for their businesses. As can be seen from the surgery clinics data have market share of 110,000 hundred thousand baht with the average rate of expansion 10 percent. (www.keajon.com).

The skin care clinic or Skin care clinic is an interesting business because of continued growth rate and behavioral health care of cultural skin care of International interests as mentioned regarding situation above,

researcher is interested in studying marketing mix influencing consumer behavior in choosing Skin care clinic at Chularat Hospital 1 in order to bring this study to plan a guideline for service procedures.

2. Concept, Theories of the Marketing Mix

It deals with what a company is going to produce; how much it is going to charge; how it is going to deliver products or services to the customer; and how it is going to tell its customers about its products and services.

Traditionally, these considerations were known as the 4Ps — Product, Price, Place, and Promotion. As marketing became a more sophisticated discipline, a fifth ‘P’ was added—People. More recently, two further ‘P’s were added— Process and Physical evidence. Originally formulated for the service industry, they are just as important in other sectors.

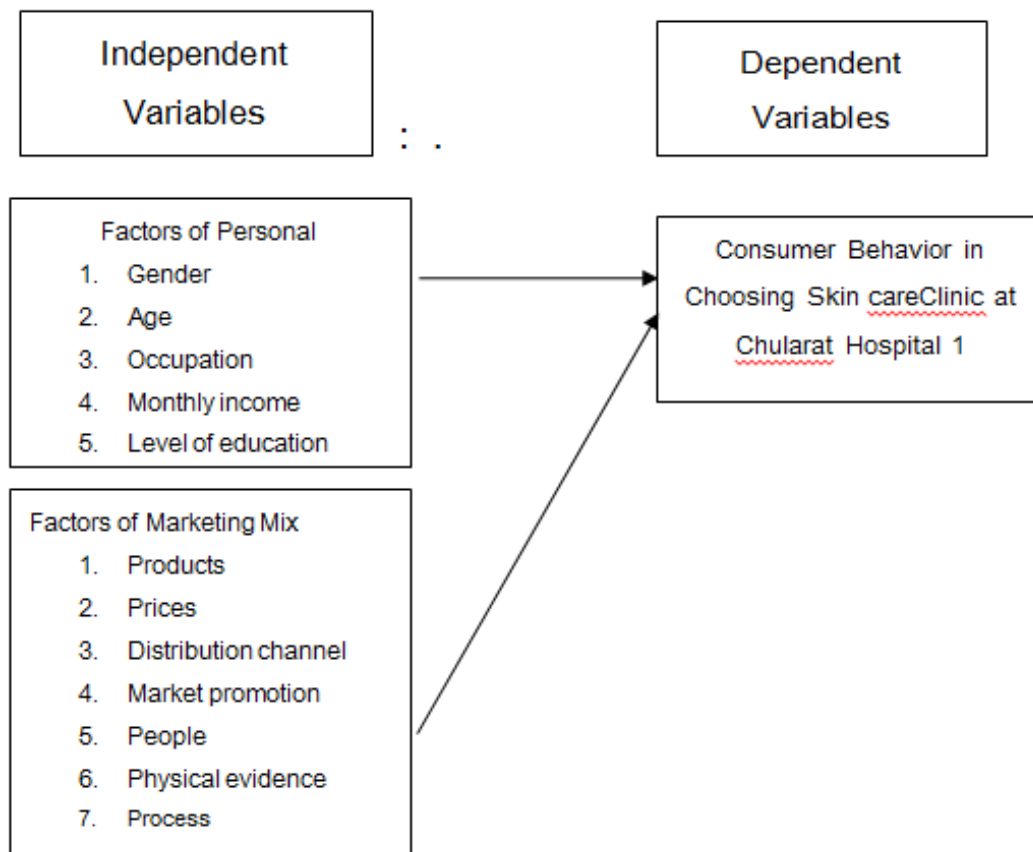
In the 1990s, as experts realized that business had to become more customer-centric, an alternative ‘4 Cs’ of marketing was proposed. Correlating almost directly with the original 4Ps, they were: Customer, Cost, Convenience and Communication. The 7Ps model, however, has endured and more than adequately incorporates today’s customer-first marketing world.

3. The Purpose of the Study

1. To study Consumer Behavior in Choosing Skin care Clinic at Chularat Hospital 1
2. Marketing Mix Influencing Consumer Behavior in Choosing Skin care Clinic at Chularat Hospital

4. Conceptual Frameworks of the Study

As from the study above, research adapted marketing mix (7’s P) theory of Philip Kotler to use in conceptual frameworks in the study of Marketing Mix Influencing Consumer Behavior in Choosing Skin care Clinic at Chularat Hospital 1 as follows:



5. Research Methodology

5.1. Sample Selection

The samples were selected from 103 customers who were former customers of Skin careClinic at Chularat Hospital1

6. Data Collection Procedure

The questionnaires were distributed to sample of 103customers who were former customers of Skin careClinic at Chularat Hospital1. A total of 103 usable questionnaires were returned back to the researcher, yielding a 100 percent response rate and no missing data.

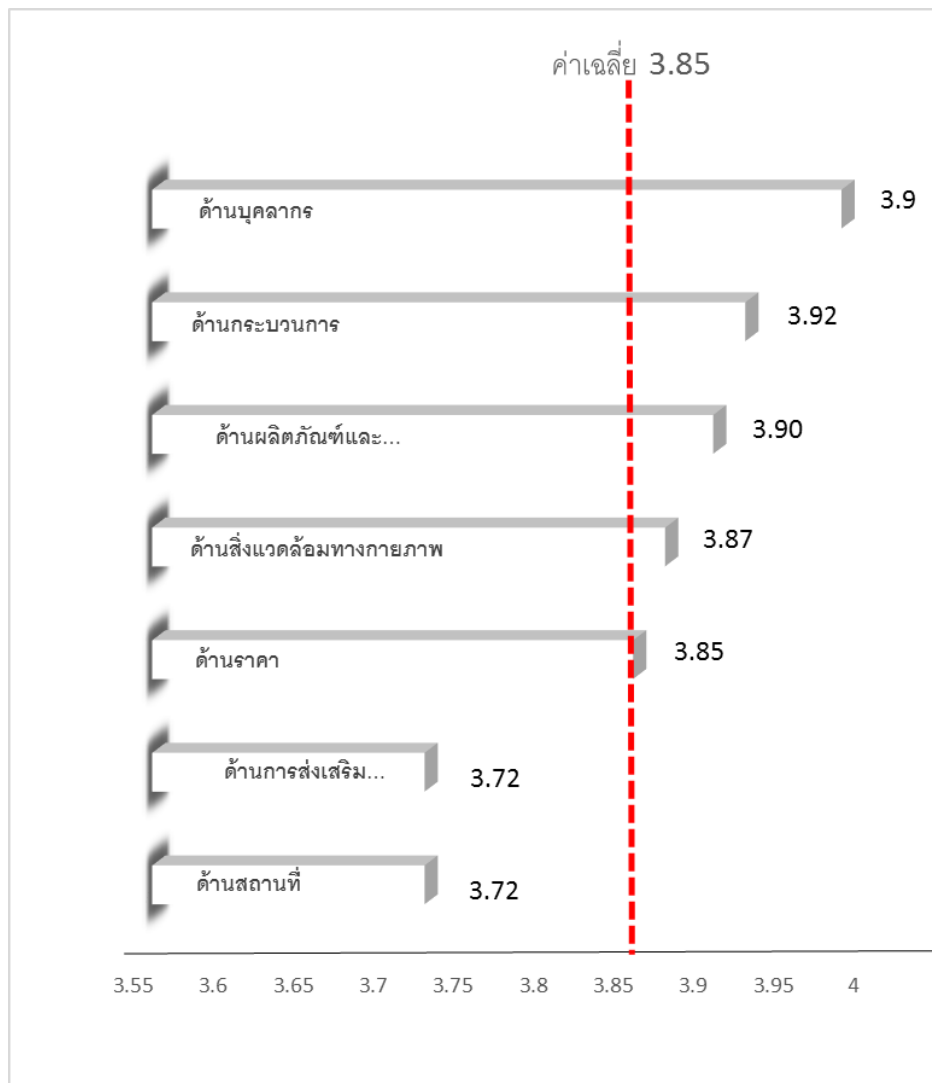


Fig. 1: The measurement of marketing mix analysis factors overview Illustrated as follows.

As from data above, findings revealed that the average picture of the opinion regarding of marketing mix factors per consumer behavior in choosing Skin care clinic at Chularat Hospital 1 with details as follows: personnel aspect was in high level ($\bar{x}=3.98$), service procedures aspect was in high level ($\bar{x}=3.92$), products and services aspect were in high level ($\bar{x}=3.90$), physical environment aspect was in high level ($\bar{x}=3.87$), prices aspect was in high level ($\bar{x}=3.85$), marketing promotion aspect was in high level ($\bar{x}=3.72$), and place aspect was in high level ($\bar{x}=3.72$), respectively.

TABLE I: shows the results of hypotheses testing of variance of Consumer Behavior in Choosing Skin careClinic at Chularat Hospital 1, classified by gender.

Gender		
Consumer Behavior in Choosing Skin care Clinic at Chularat Hospital 1	Chi Square	Sig.
Type of service	13.825	0.181
Choice of service	15.186	0.010*
Who influence in hospital selection	3.766	0.584
When to receive service	14.164	0.003*
What time to receive service	0.362	0.985
How much each time when receive service	5.800	0.215
What source of information	7.001	0.135
Selected Skin care at Chularat hospital 1	5.418	0.144
How often to receive service	2.818	0.831

*Significant level <0.05

From table 1: the hypothesis testing revealed that variance of Consumer Behavior in Choosing Skin care Clinic at Chularat Hospital 1, classified by gender and when to receive service (Sig. = 0.010, 0.003) at the statistical significant 0.05 level. As for personal difference gender, hour of service, cost of service, service information, and frequency to get service of Chularat Surgery hospital were greater than 0.05 level meaning no difference at significant level 0.05.

TABLE II: shows the results of hypotheses testing of variance of Consumer Behavior in Choosing Skin careClinic at Chularat Hospital 1, classified by occupation

Occupation		
Consumer Behavior in Choosing Skin care Clinic at Chularat Hospital 1	Chi Square	Sig.
Type of service	80.600	0.000*
Choice of service	43.136	0.002*
Who influence in hospital selection	35.870	0.016*
When to receive service	14.704	0.258
What time to receive service	19.185	0.259
How much each time when receive service	56.917	0.000*
What source of information	16.608	0.411
Selected Skin care at Chularat hospital 1	8.467	0.748
How often to receive service	11.283	0.987

*Significant level <0.05

From table 2: the hypothesis testing revealed that variance of Consumer Behavior in Choosing Skin care Clinic at Chularat Hospital 1, classified by Occupation and when to receive service (Sig. = 0.000*, 0.002*, 0.016*,0.000*) at the statistical significant 0.05 level. As for personal difference Occupation, hour of service, cost of service, service information, and frequency to get service of Chularat Surgery hospital were greater than 0.05 level meaning no difference at significant level 0.05.

Table III: shows the results of hypotheses testing of variance of Consumer Behavior in Choosing Skin careClinic at Chularat Hospital 1, classified by level of education

Level of education		
Consumer Behavior in Choosing Skin care Clinic at Chularat Hospital 1	Chi Square	Sig.
Type of service	47.821	0.021*
Choice of service	30.831	0.009*
Who influence in hospital selection	9.862	0.828
When to receive service	19.968	0.018*
What time to receive service	10.621	0.562
How much each time when receive service	10.289	0.591
What source of information	25.671	0.012*
Selected Skin care at Chularat hospital 1	14.660	0.101
How often to receive service	30.844	0.030*

*Significant level <0.05

From table 3: the hypothesis testing revealed that variance of Consumer Behavior in Choosing Skin care Clinic at Chularat Hospital 1, classified by level of education and when to receive service (Sig. = 0.021*, 0.009*, 0.018*, 0.002*, 0.012*,0.030*) at the statistical significant 0.05 level. As for personal difference level of

education, hour of service, cost of service, service information, and frequency to get service of Chularat Surgery hospital were greater than 0.05 level meaning no difference at significant level 0.05.

7. Summary of Study Results

On the basis of the results of this study, it could be concluded that most of 103 respondents were females (86 percent), age between 31-40 years old (51 percent), private companies' workers (80 percent), bachelor degree graduated (37 percent), average monthly income 10,000-20,000 baht (41 percent).

The details regarding Consumer Behavior in Choosing Skin care Clinic at Chularat Hospital 1, such as cosmeceutical medicine spending (24 percent), Skin care (77 percent), self-decisionselected hospital choice (52 percent), used hospital service occasionally (45 percent), preferred hours of service 6 pm.-8 pm. (39 percent), expenses each visiting 1,000 baht (36 percent), received hospital service from friends (47 percent), used service at neighborhood beautysalon (28 percent), and using the service at Chularat Hospital 1 for average of 4 times monthly.

8. Summary of aspects of Marketing Mix Factors

Summary of aspects of marketing mix influencing consumer behavior in choosing Skin careclinic at Chularat Hospital 1 revealed that the average picture of opinions was in the high level. Emphasized on personnel and services procedures with highest of opinion. Factors of products and prices, places, marketing promotion, and physical environment, with the average of opinion was in medium level as following details:

Products and services aspect, the average picture of opinions were in the high level which respondents emphasized on medication without side effect, trusted, and clinic dedicated in the field.

Prices aspect, the average picture of opinions were in the high level which respondents emphasized on easy separately payments, reasonable prices, and expense detail before service, respectively.

Marketing promotion aspect, the average picture of opinions were in the high level which respondents emphasized on additional service such as massage, discount prices, and information brochures.

Personnel aspect, the average picture of opinions were in the high level which respondents emphasized on competent surgeon, sale representative service, and expert treatment personnel, respectively.

Physical environment aspect, the average picture of opinions were in the high level which respondents emphasized on hospital reputation, surgeon with specialized in the field, and hospital cleanliness.

Service procedures aspect, the average picture of opinions were in the high level which respondents emphasized on service satisfaction, patient care, and rapidly services, respectively.

9. Recommendations from this Study

Recommendations from this study were that administrative officers should have service strategy regarding quality of all services, patient care, adequate surgery equipment for all patients, and increasing number of personnel to provide service that appropriated with number of patients in order to handle patient requirement and rapidly services.

10. Suggestions for Future Research

Suggestions for future research that administrative officers should study on Marketing Mix Influencing Consumer Behavior in Choosing Skin careClinic at Chularat Hospital 1 which is another service that hospital offer, this will be benefited to the hospital.

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