

INFLUENCES OF MILLENNIAL CONSUMERS'
PERCEIVED VALUE AND ATTITUDE ON USAGE
INTENTION TOWARDS SPA



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อิทธิพลของการรับรู้คุณค่าและทัศนคติของผู้บริโภคมิลเลนเนียล ต่อความตั้งใจใช้บริการสปา



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ศลิษา สรสุทร : อิทธิพลของการรับรู้คุณค่าและทัศนคติของผู้บริโภคมิลเลนเนียล ต่อความตั้งใจใช้บริการสปา. (INFLUENCES OF MILLENNIAL CONSUMERS' PERCEIVED VALUE AND ATTITUDE ON USAGE INTENTION TOWARDS SPA) อ.ที่ปรึกษาหลัก

: รศ. ดร.สราวุธ อนันตชาติ

งานวิจัยเชิงสำรวจนี้ศึกษาอิทธิพลของการรับรู้คุณค่าและทัศนคติของผู้บริโภคมิลเลนเนียล ต่อความตั้งใจใช้บริการสปา ผู้วิจัยใช้แบบสอบถามออนไลน์ เพื่อเก็บข้อมูลจากกลุ่มตัวอย่างทั้งชายและหญิงจำนวน 207 คน อายุระหว่าง 27 ถึง 39 ปี ที่มีประสบการณ์จากการใช้บริการสปาอย่างน้อยหนึ่งครั้งในช่วงหกเดือนที่ผ่านมา จากผลการวิจัยพบว่า ในแง่ของคุณค่าการรับรู้ มิติที่โดดเด่นที่สุดคือ คุณค่าทางสังคม รองลงมาคือ คุณค่าด้านการให้บริการ คุณค่าทางการเงิน และคุณค่าด้านอารมณ์ ตามลำดับ นอกจากนี้ การรับรู้คุณค่าและทัศนคติของผู้บริโภคมิลเลนเนียล มีอิทธิพลร่วมกันต่อความตั้งใจใช้บริการสปา อย่างมีนัยสำคัญทางสถิติ



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This survey research examines the influences of millennial consumers' perceived value and attitude on usage intentions towards spa. An online questionnaire was developed to collect data from 207 male and female respondents, aged between 27 and 39 years, living in Thailand, with prior experience of at least one spa within the last six months. The research findings indicated that, in terms of perceived value, the most dominant dimension among the respondents is social value, followed by functional value, value for money, and emotional value, respectively. In addition, the perceived value and attitude of millennial consumers have a statistically significant influence on spa usage intention.



Field of Study:	Strategic Communication Management	Student's Signature
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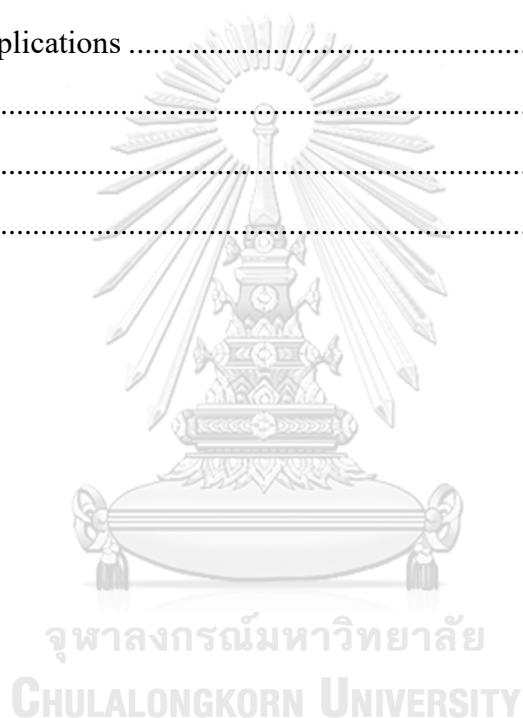
Most importantly, my biggest strengths come from a supportive and caring family that always stands by me during times of discouragement. Heartfelt gratitude to my dearest daddy and mommy, my three wonderful siblings, and my beloved PJ, who has been everything to me. My appreciation will last forever, with all my love.

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CHAPTER 1

INTRODUCTION

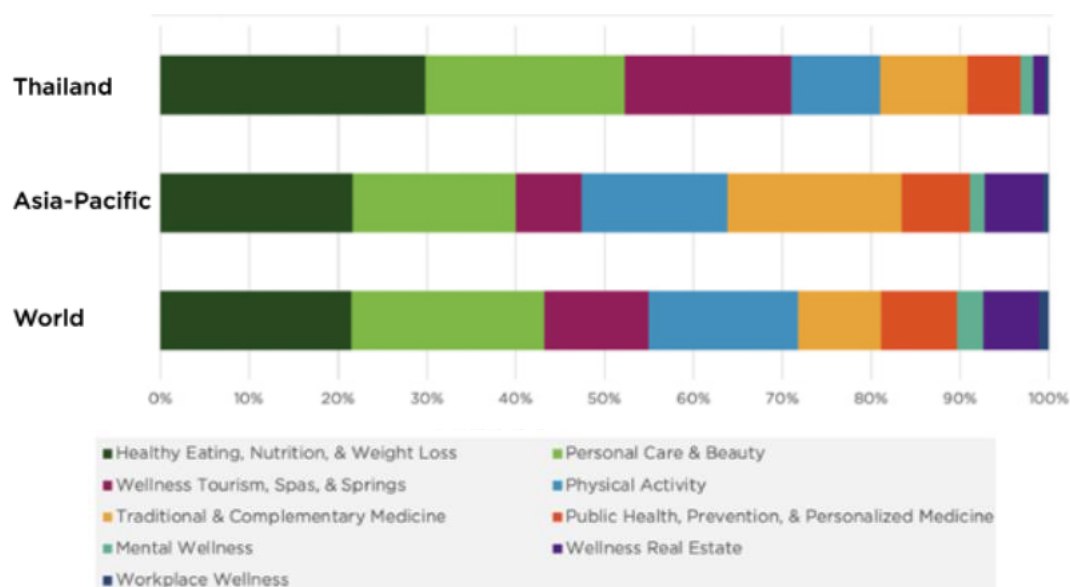
1.1 Significant of the Study

In the present day, it is evident that the service sector is considered the primary driving force in the economic system. The rapid growth of the service sector additionally contributes to the enhancement of the overall competitiveness of the economy. Currently, the significance of the service industry in the Thai economy is experiencing a notable increase. It is also worth noting that the service industry plays a significant role in generating employment opportunities in Thailand, as it encompasses nearly half of the country workforce (Thansettakij, 2018).

On top of that, it is notable to mention that during the first quarter of 2023, the service sector exhibited a consistent and significant growth rate of 34.3%. where this growth may be attributed to a major rise in both foreign visitor arrivals and domestic tourism activities (Office of the National Economic and Social Development Council, 2023). Furthermore, it is important that the economic landscape of Thailand reveal a slight but favorable increase in the second quarter. This growth can be due to the parallel expansion seen in the service sector and private consumption (Bank of Thailand, 2023).

Within the service industry, a variety of businesses may be found, whether restaurants, hotels, or department stores. Notably, the wellness sector has emerged as a prominent sector in modern times, indicating interesting growth and development, as represented in Figure 1.1.

Figure 1.1 Composition of the Wellness Economy 2020



Source: Global Wellness Institute. (2022). *The global wellness economy: Thailand*. https://globalwellnessinstitute.org/wp-content/uploads/2022/09/2022GWI_Country-RankingsThailand_FINAL.pdf, p. 5.

As seen in Figure 1.1, it is evident that wellness and spa are in the top three among other categories within the wider wellness economy, covering wellness activities aimed at maintaining and improving individual health and overall well-being. In addition, wellness participants can be categorized into two main types: primary and secondary. Primary participants refer to those with the single purpose of seeking wellbeing-related experiences. On the other hand, secondary participants incorporate certain wellness activities into the plan (Global Wellness Institute, 2022). When considering the wellness category, it is important to remember the different types available, one of which is the spa. According to the Global Wellness Institute (2022), the term "spa" comprises a range of wellness services that are available in various settings, such as day spa, club spa, destination spa, medical spa, and hotel and resort spa (Doctor, 2004). This finding aligns with the expenditure patterns observed

among secondary participants in Thailand, who tend to allocate a greater portion of their budget compared to the primary individual. The difference can be explained by the fact that secondary participants typically prioritize engaging in wellness spa activities, which tend to be more prevalent in their schedules and serve as a supplementary kind of involvement, as illustrated in Figure 1.2.

Figure 1.2 Primary and Secondary Wellness Tourism Expenditures in Thailand

	Primary and Secondary Wellness Trips			Average Expenditures Per Trip
	2017	2019	2020	2020
Primary				
Primary Wellness Trips (millions)	1.015	1.156	0.248	
Primary Wellness Trip Expenditures (US\$ millions)	\$2,038.7	\$2,595.9	\$450.4	\$1,813
Secondary				
Secondary Wellness Trips (millions)	11.441	14.362	6.221	
Secondary Wellness Trip Expenditures (US\$ millions)	\$9,979.7	\$14,349.6	\$4,244.3	\$682

Source: Global Wellness Institute. (2022). *The global wellness economy: Thailand*. https://globalwellnessinstitute.org/wp-content/uploads/2022/09/2022GWI_Country-RankingsThailand_FINAL.pdf, p. 11.

Additionally, the data provided by Spafinder (2013) serves to strengthen the notion that the wellness sector is emerging as a highly profitable economic prospect in the current decade. Furthermore, these spa services play a significant role as a connecting sector within the present-day wellness movement among consumers. In the past, there was an accepted notion that wellness activities were mostly aimed at the elderly population. However, wellness trends are prevalent today across all age groups, resulting in a shifting industry landscape. According to research from the Wellness Travel Association, 36.0% of millennials are planning wellness activities

compared to Generation Z and Baby Boomers (wtmteam, 2020). While wellness sector growth is a result of people increasing interest in health and the higher number of people with health problems (Lee et al., 2019; Tang et al., 2018). As a result, the Generation Y population exhibits a heightened tendency towards leisure and relaxation. (Lee et al., 2019; Tang et al., 2018). Consequently, millennials are a group of consumers who are aware of the concept of well-being, concerned about their own health, and desire a balance between their work and personal lives (Jarukornsakul, 2022).

According to data provided by Terrabkk (2019), Thailand Generation Y is comprised of roughly 18.7 million people, making up approximately 28.5% of the country overall population. This makes Generation Y a significant portion of the country population. While millennials are also more likely to spend money on leisure and are part of a demographic that prioritizes well-being (Brand Buffet, 2018). Therefore, millennials are the most health-conscious population, as they become consumers who drive the market for products and services related to this sector by placing a high value on encouraging area participation. (creativethailand, 2020).

Based on the information discussed above, millennials frequently plan for personal wellness activities. Their decision to participate in a spa is directly tied to the value they initially perceived to possess. They may first need to have proper knowledge and understanding, which leads to a positive attitude towards that service, and finally actual behavior (Decrop, 2010; Decrop & Snelders, 2004). It is evident that the consumer occupies the role of decision-maker. Hence, it is essential that the service industry, particularly the wellness sector, possess a rational awareness and understanding of future customers.

Therefore, it would be of academic interest to investigate the influences of millennial consumers perceived value and consumers attitude on usage intention towards spa to gain a more comprehensive understanding. Moreover, there remains a significant knowledge gap in academic research pertaining to Thai millennial consumers and their behavior in the field of wellness activity. The findings of this study have the potential to provide valuable insights for professionals in the fields of communication, academic research, and marketing, contributing to a better understanding of consumer behavior regarding the spa sector in the future.

1.2 Research Objective

- (1) To explore millennial consumers' perceived value, attitude, and usage intention towards spa.
- (2) To examine influences of millennial consumers' perceived value and attitude on usage intention towards spa.

1.3 Research Question

- (1) What is millennial consumers' perceived value, attitude, and usage intention towards spa?
- (2) How do millennial consumers' perceived value and attitude influence usage intention towards spa?

1.4 Scope of the Study

This research examines the influences of perceived value and attitude on usage intention towards spa. The research design employed a quantitative approach, utilizing online survey as a method for data collection. The respondents of this study are Thai millennials, both male and female, aged between 27 and 39 years old, who took at least one spa in the last six months. A total of 207 data samples were collected over the time frame from October to November 2023.

1.5 Operational Definition of Variables

Perceived value is defined as the assessment of the relationship between quality and price or the overall evaluation made by a customer of the usefulness of a service or product, taking into consideration the customer perception of the benefits gained compared to the costs involved (Choi et al., 2004). The service referred to in this context pertains to a spa that includes day spa, club spa, medical spa, destination spa, hotel and resort spa, mineral spring spa, and cruise ship spa (Doctor, 2004). This study measures the perceived value of millennial consumers towards spa using a scale from Xie, Guan, He and Huan (2021) with 12 statements.

Attitude refers to a conditioned tendency to consistently respond in a favorable or negative manner toward an object (Ajzen, 2000). This study measures millennial consumers attitudes towards spa. The researcher used a scale from Li and Huang (2022) with 4 statements.

Usage intention refers to an expression of consumer behavior used in decision-making in the form of intentions and the degree to which a person has consciously planned to act or avoid performing a specific future behavior (Warshaw

& Davis, 1985). This study measures millennial consumers usage intention towards spa, which adopts a scale from Gan et al. (2023) of 6 statements.

1.6 Expected Benefits from the Study

Academically, the outcomes of this research will contribute to the current knowledge base by filling in gaps and generating new insights about the behavior of Thai consumers, particularly in the context of wellness. Furthermore, it will offer valuable insights for future research into millennials intentions towards spa.

Professionally, the findings of this study will have practical implications for communication and marketing professionals in the spa business industry. Specifically, the research will provide valuable guidelines for understanding consumers' perceived value, consumers' attitude, and usage intention. This understanding will enable practitioners to develop more effective strategies to attract potential customers in this field.

CHAPTER 2

LITERATURE REVIEW

This chapter aims to examine relevant information regarding the key topics related to the study of consumers perceived value and consumers attitude on usage intention towards spa. The reviews presented in this chapter have been sourced from academic journals, previous research studies, published books, statistical reports, and relevant articles. This study covers two main areas of focus, including service marketing and consumer behavior. The presentation of the conceptual framework for this study will be provided in the final section of the chapter.

2.1 Service Marketing

Service Marketing is a combination of two words, service and marketing. According to Lovelock and Wirtz (2011), services can be defined as economic activity provided by one party to another. Frequently characterized by their historical nature, performances produce intended outcomes for individuals, entities, or other resources for which buyers hold responsibilities. Gronroos (1984) gave the meaning of service as products demanding substantial consumer engagement throughout the consumption journey, and buyer-seller interactions take on a unique dynamic. This interaction occurs in a distinctive space where the production and consumption phases overlap, presenting consumers with an abundance of resources that warrant their careful observation and evaluation. In addition, goods act as indispensable companions to the service, seamlessly intertwining with the expertise and dedication

of service providers to create a harmonious and satisfying transaction for both parties involved (Vargo & Lusch, 2007).

Meanwhile, Edvardsson, Gustafsson and Roos (2005) gave the meaning of service that it is the concept of service revolves around a particular viewpoint on how value is generated. It emphasizes that the most insightful way to grasp this value-creation process is by adopting the customer perspective, focusing on the value derived during actual use or consumption. This customer-centric approach forms the cornerstone of understanding the dynamics of value creation within the realm of services.

Lovelock and Wirtz (2011) has identified categories of services that can be categorized into four broad groups. These include people processing, possession processing, mental stimulus processing, and information processing, as depicted in Figure 2.1.

Figure 2.1 Four Categories of Services

Nature of the Service Act	Who or What Is the Direct Recipient of the Service?	
	People	Possessions
Tangible Actions	People-processing (services directed at people's bodies): <ul style="list-style-type: none"> • Passenger Transportation, Lodging • Health care 	Possession-processing (services directed at physical possessions): <ul style="list-style-type: none"> • Freight transportations, Repair and maintenance • Laundry and dry cleaning
Intangible Actions	Mental stimulus processing (services directed at people's mind): <ul style="list-style-type: none"> • Education • Advertising / PR • Psychotherapy 	Information processing (services directed at intangible assets): <ul style="list-style-type: none"> • Accounting • Banking • Legal services

Source: Lovelock, C., & Wirtz, J. (2011). *Services marketing: People, technology, strategy* (7th ed.). Prentice Hall, p. 19.

People processing is a typical notion regarding customer-focused services. Popular services include airlines, beauty, health care, and hospitality. Lovelock and Wirtz (2011) consider these facilities to serve factories that produce and consume. Possession processing involves personal property, but production and consumption are separate, like car repairs, house cleaning, pest treatment, and laundry. Mental stimulus processing includes news, professional guidance, psychotherapy, entertainment, and other processing services that affect people minds. These services are easily inventoried and digitalized, therefore customers may not need to be present during production. Information processing is the most intangible service. It can be made into concrete. Examples include financial and professional services such as accounting, legal, market research, management consulting, and medical diagnostics (Lovelock & Wirtz, 2011).

From the information provided, it becomes evident that in a current service-oriented landscape, a dominant approach revolves around adopting a consumer-centric perspective that encompasses the full spectrum of the consumption journey. Within this framework, the essence of service value lies in the complicated and ever-evolving interaction between service providers and their users. This interaction serves as the gateway for the exchange of valuable product resources, and its dynamics hinge on the ongoing evaluation of service user needs, preferences, and experiences, ultimately ending up in the mutual satisfaction of both parties involved in the service exchange.

For marketing, Kotler (1972) has given the meaning of marketing as the discipline of value creation and delivery that involves the systematic effort of crafting offerings that cater to the needs and desires of others, all with the goal of inspiring the

specific responses or outcomes one intends to achieve. This process requires a strategic approach, careful consideration of target audiences, and a deep understanding of how to effectively meet their expectations and requirements to attain the desired reactions and results.

The main concept of service marketing is to enhance marketing strength and to develop better production value and customer relationships that can relate to marketing a product or services. In essence, it revolves around creating a seamless and holistic experience for customers, encompassing not only the promotion and sale of offerings but also the delivery of exceptional customer service and ongoing support. By focusing on these elements, businesses could not only attract new customers but also retain existing ones (Hole, Pawar & Bhaskar, 2018).

Considering the above, the convergence of product and service marketing signifies a profound transformation in the marketing landscape. This shift, driven by the increasing significance of services (Vargo & Lusch, 2007) is reshaping the way businesses engage with their customers. It underscores the need for a deeper exploration of service marketing within this dynamic field. As businesses adapt to meet the changing preferences of consumers and the evolving nature of the service sector. The ability to navigate this complexity effectively is not just a competitive advantage but essential to maintaining a seamless and satisfying service experience for customers. Businesses that can successfully bridge the gap between traditional product marketing and service marketing will thrive.

Furthermore, in the next section of the review on service marketing will involve a discussion and elaboration of three primary topics relating to service marketing features, service marketing mix, and service quality.

2.1.1 Service Marketing Features

The IHIP characteristics, referred to as Intangibility, Heterogeneity, Inseparability, and Perishability, are foundational concepts that play a crucial role in distinguishing services from tangible products. These characteristics not only set services apart but also present distinct challenges in the field of service marketing. They form the cornerstone for crafting a comprehensive marketing mix tailored specifically to the needs and nature of services (Gradinaru, Toma & Marinescu, 2016). This is in line with what Lovelock and Wirtz (2011) explained that the distinctive feature of service businesses is that services are intangible, services cannot be divided, service is uncertain, and service cannot be stored.

(1) Intangibility

The intangibility of a product or service can significantly influence consumer behavior, particularly when it comes to their purchasing decisions (Zeithaml et al., 2006). The services provided are considered intangible due to the limitation in selling them for future performance. As the service remains intangible during the purchase decision, service providers strive to minimize uncertainty. This highlights the significance of the servicescape, which encompasses all the visible elements within the facilities (Moeller, 2010). One illustrative example of such a service relates to a relaxing massage, wherein the consumer does not immediately receive any visible benefits but rather experiences its results after completing the service.

(2) Inseparability

Inseparability has profound implications for capacity management (Moeller, 2010) since services are consumed concurrently (Hole et al., 2018). This inherent characteristic of service provision challenges traditional capacity planning and resource allocation methods. The service develops instantly as the customer receives it, resulting in a dynamic and interconnected relationship between production and consumption. This real-time phenomenon vividly demonstrates simultaneous service delivery and consumption, as described by Regan (1963). Understanding and effectively managing this unique feature is crucial for optimizing capacity and ensuring exceptional service experiences for customers. An example that illustrates this restriction is a scenario where a barber is required to personally attend to a customer to deliver the service. Given the nature of their interdependence, it is necessary for both service providers and consumers to be present to facilitate the exchange of services.

(3) Heterogeneity

Services are inherently designed to meet the unique needs of individuals, making it difficult to establish a uniform standard for service quality. Nevertheless, the enhancement of service quality is attainable through effective training, the establishment of clear standards, and the diligent practice of quality assurance (Hole et al., 2018). These measures are essential because they acknowledge the potential for considerable heterogeneity in service delivery (Gradinaru et al., 2016). However, it is important to note that the heterogeneity in service outcomes (Moeller, 2010) often stems from the diversity of customer resources. For instance, departing on a second-

time air journey with the same airline would not provide a similar experience as the first journey.

(4) Perishability

Services are highly perishable because services cannot be reused, and unused services are lost forever (Hole et al., 2018). This can create a distinct sense of immediacy and urgency in their consumption. This characteristic reflects the fact that services cannot be stored, as pointed out by Zeithaml et al. (1996). As such, the problem of the perishability of the service provider capacity to deliver services can usually be more easily overcome by the providers themselves (Moeller, 2010). They have greater control over managing and optimizing their resources, rather than relying solely on customers to address this feature. This dynamic highlights the importance of efficient service management and allocation to meet the ever-evolving demands of the market. For example, if we want to experience the same experience from the massage service, we will have to purchase the service again for the experience, as service is something that cannot be kept.

2.1.2 Service Marketing Mix

According to Hole et al. (2018), the 7Ps and the services marketing triangle collectively provide a holistic approach to service marketing. They address both the external and internal factors influencing service delivery, as well as the media used to communicate with customers. By carefully considering and managing these elements, businesses can create and maintain successful service offerings that meet customer needs and expectations.

Historically, tangible products have been managed using a 4Ps model, whereas the services sector employs a more comprehensive 7Ps approach to effectively meet the requirements of service customers. These 7Ps encompass product, price, place, promotion, people, physical evidence, and processes, providing a more thorough framework to address the multifaceted nature of service offerings and customer satisfaction in the service industry (Ivy, 2008).

The marketing mix models constitute the essence of the marketing of a product, serving as the foundation upon which successful campaigns are built. These models involve the intricate coordination of various marketing variables into a coherent marketing plan (Khumnualthong, 2015).

Gradinaru et al. (2016) suggest that the marketing mix concept points out the importance of understanding the complex relationships between its elements. It is not merely about the individual components themselves but rather how they interact and complement one another within a company overall strategy.

While marketing mix models have been subject to various interpretations, they serve as the fundamental framework for comprehending the multifaceted factors contributing to success in this modern dynamic business landscape. Nevertheless, their application should be contextually appropriate, tailored to the unique nuances of each market, and guided by fundamental principles grounded in consumer behavior, market dynamics, and the evolving market landscape.

According to Kushwaha and Agrawal (2014), traditional marketing elements such as product, price, and promotion are not as crucial as interactive marketing aspects like people, physical evidence, and process. This suggests that businesses

should focus more on human connections, enhancing the physical experience, and improving their processes in their marketing efforts.

Khorsheed, Abdulla, Othman, Mohammed and Sadq (2020) not only reaffirmed the importance of 7Ps marketing mix elements but also shed light on their interplay in successfully attaining a competitive advantage. It was clear that the process itself emerged as the cornerstone with the most influence in securing a competitive edge over the other elements. On the other hand, the product is a crucial part that appears to have the lowest influence on competitive advantages.

In the dynamic realm of service marketing, the 7Ps marketing mix elements assume paramount importance, serving as the guide in the journey toward gaining a competitive advantage. Within this intricate landscape, they act as the compass directing marketers in crafting effective strategies and innovative techniques. It is essential to recognize that the weight of each element may fluctuate according to specific circumstances and industry background, but a complex interplay invariably remains the heart of any successful service marketing field. Consequently, achieving a comprehensive understanding of the multifaceted world of service marketing necessitates not just superficial knowledge but a profound and holistic for all seven components that constitute the marketing mix.

2.1.3 Service Quality

Rust et al. (2000) stated that service quality typically refers to the outcomes generated by the service delivery process. These outcomes are closely tied to consumer satisfaction, perceptions, and the opinions they form, which are influenced by a multitude of contributing factors and points of reference.

However, the degree of variance between customers normative expectations and their perceptions at any given moment has the potential to fluctuate, which can be influenced by various factors, such as changes in market conditions, shifts in consumer preferences, and evolving industry trends (Parasuraman et al., 1994).

In addition, service quality is a multifaceted construct that undergoes swift attributes and profound transformations, with a dynamic nature of both challenges and opportunities for achieving accuracy in measurement (Karatepe, 2013).

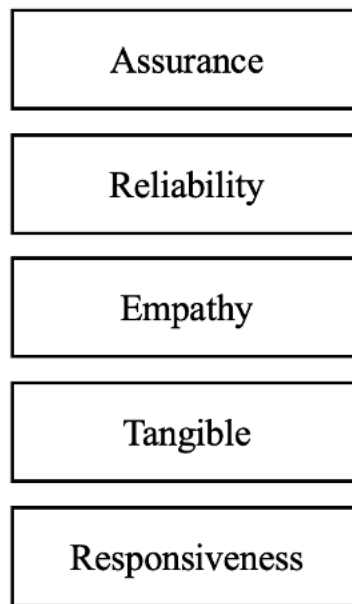
Therefore, service quality, as a crucial aspect of business, remains a primary focus on assessing results after service delivery. The dynamic nature of the service industry means that the evaluation of service quality can vary significantly depending on the specific circumstances and evolving industry trends. Consequently, achieving absolute accuracy in measuring service quality remains difficult. Nevertheless, businesses must continually adapt their methods and embrace innovative approaches to ensure that they keep pace with changing customer expectations and maintain high standards in the evolving landscape of service. The following content refers to three important models of service quality principles.

SERVQUAL Model

The SERVQUAL model, designed to measure service quality from the perspective of customers, comprises five key dimensions: Assurance, Reliability, Empathy, Tangible, and Responsiveness (Hole et al., 2018). This framework has gained significant popularity among contemporary organizations, forming an integral part of their comprehensive strategies for understanding their customer (Vu, 2021). Over time, the SERVQUAL instrument has evolved into an outstanding and

extensively utilized measurement scale across various areas of service quality assessment, as noted by Cook and Verma (2002). Figure 2.2 represents SERVQUAL model below.

Figure 2.2 SERVQUAL Model



Source: Adapted from Daniel, C. N., & Berinyuy, L. P. (2010). *Using the SERVQUAL model to assess service quality and customer satisfaction*. [Unpublished manuscript]. Umeå University, Sweden, p. 43.

(1) Assurance concerns the employee knowledge level and the courtesy level that inspires customer confidence and their expectations (Hole et al., 2018). It also refers to their ability to adopt these methods (Vu, 2021), which ultimately shapes the foundation of a trustworthy and customer-centric service culture within the organization.

(2) Reliability is a fundamental aspect of business organization and signifies the organizations profound capability to consistently fulfill its commitments, thereby delivering services in a manner that customers can rely upon with confidence (Hole et

al., 2018). This dimension has the greatest influence over customers perceptions of quality, empowering the service provider to not only meet but exceed customer expectations (Vu, 2021).

(3) Empathy is a fundamental aspect of customer service excellence and revolves around an employees genuine consideration for individual attention and their ability to deeply understand customer needs (Hole et al., 2018). It encompasses the commitment to provide personalized care and attention to not only meet their needs but also to fully acknowledge their perspective and concerns (Vu, 2021).

(4) Tangible elements encompass various factors, serving as an indicator not only of the physical appearance but also of the overall service presentation. This encompasses a comprehensive range of the intricate details of the service facility made available to customers (Hole et al., 2018). These tangible aspects, as stated by Fitzsimmons (2000), refer to the versatile physical resources, materials, and equipment that embody the organization image.

(5) Responsiveness as a crucial aspect of service quality, signifies the organizations commitment to promptly and willingly attend to the needs of its customers (Hole et al., 2018). This commitment extends across various situations, emphasizing the importance of adaptability and preparedness achieved through intensive training and a customer-centric approach (Johnston, 1997).

Service Quality Gap Model

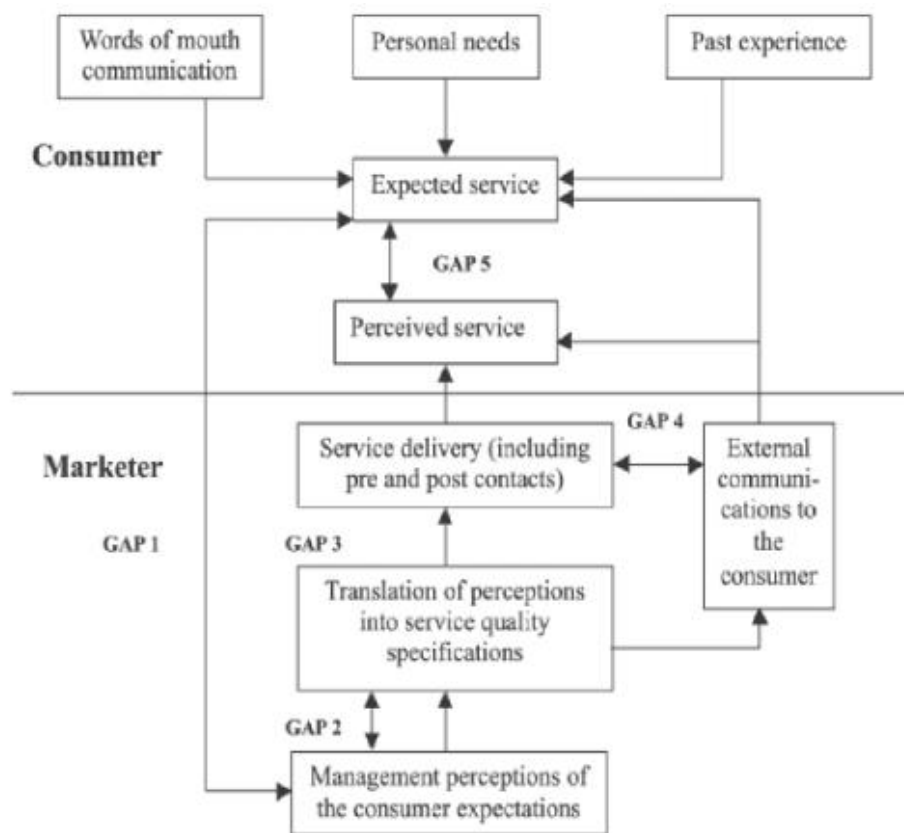
This approach is a widely acknowledged framework in the field of service management, proposes valuable propositions on how the multifaceted notion of service quality can be comprehended and separates the complex concept of service quality across the various facets of a service organization (Urban, 2009).

Parasuraman et al. (1985) proposed that the evaluation of service quality at the cognitive level hinges upon the gap between consumers initial pre-sell service expectations and their subsequent post-sell service perceptions.

The primary purpose of the model is to explain why the service quality in the service industry falls short of meeting customer expectations. It posits that to satisfy customer needs, it is imperative to address and overcome the five service quality gaps within the model (Siami & Gorji, 2012).

This approach is rooted in the exploration of customer expectations both before and after receiving a service, which plays a vital role in solving the concept of service quality. By examining the alignment between customer anticipations and their actual experiences, this model not only aids in comprehension but also emerges as a standard tool for addressing and bridging the gaps that may arise when those expectations remain unmet. Figure 2.3 represents the service quality gap model below.

Figure 2.3 Service Quality Gap Model



Source: Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), p. 44. <https://doi.org/10.2307/1251430>

The first gap occurs between the anticipated desires of customers and how management perceives those desires (Siami & Gorji, 2012). This conflict emerges when the service provider falls short of meeting the expectations of consumers. It is also a consequence of inadequate communication between these two entities and inefficiency in mutual comprehension (Vu, 2021).

The second gap in the context is the difference between how management perceives service quality compared to how it is specified. Occasionally, even if organizations have identified customer preferences, they may struggle to provide

services at the expected standard due to various factors such as market conditions, managerial indifference, or resource limitations (Lapaas, 2019). This gap emerges when there is mutual understanding between service providers and customers. When the service is poorly designed, the processes are disorganized, or the physical evidence is inappropriate, resulting in poor service quality (Vu, 2021).

The third gap exists between the specifications for service quality and the actual delivery of the service (Siami & Gorji, 2012). Even if companies have established customer care guidelines, these alone do not guarantee high quality performance. Employees are significant influencers of this gap, as it results from factors such as unclear expectations, conflicts in job roles, and insufficient training. Additionally, technical failures and malfunctions can further contribute to this problem (Vu, 2021).

The fourth gap relates to the balance between providing services and communicating with external stakeholders. Organizational statements made through representatives and advertisements have a significant impact on customers and the public (Vu, 2021). Businesses must refrain from the temptation of making exaggerated claims in their marketing efforts (Lapaas, 2019).

The fifth gap exists between customers anticipations and their actual perceptions (Siami & Gorji, 2012). This gap could arise due to underlying problems stemming from previous gaps or be attributed to mistakes and misunderstandings. Consequently, addressing this gap directly is not feasible without first addressing the preceding ones (Vu, 2021).

In addition, Parasuraman et al. (1985) proposed that gap 5, the ultimate difference in service quality, is primarily determined by the customer perception. To

effectively meet customer satisfaction goals, it becomes imperative to minimize gap 5 between the other gaps, especially gap 2, which plays a crucial role in shaping the overall service experience.

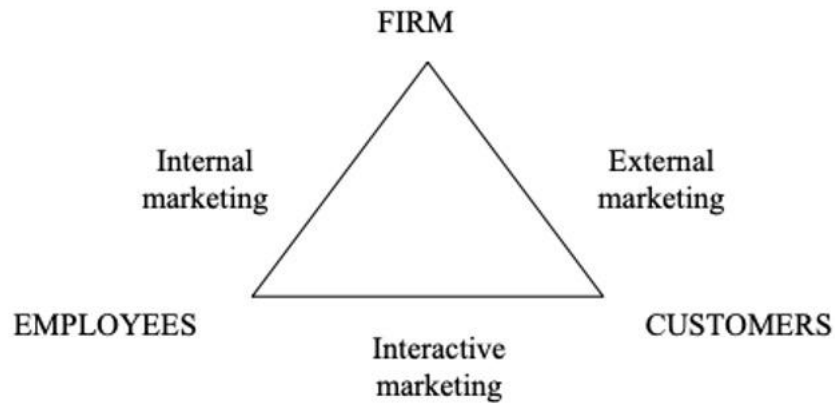
Service Marketing Triangle

The service marketing triangle underlines the link between several service providers with customers who need and consume such services. Proper communication, relationships, and mutual understanding are vital aspects of the services sector. Therefore, the service triangle elaborates the entire relationship procedures, principles, and expressions that exist between service marketing companies, employees, and customers (Hole et al., 2018).

While Guzzoni (2005) stated that this service triangle model offers a detailed exposition on the profound importance of three vital marketing functions within service firms and how they are distributed among various stakeholders, it is crucial to delve deeper into the implications of this framework to gain a comprehensive understanding of its impact on service industry dynamics.

The services marketing triangle is a comprehensive framework, that elaborates the web of connections and interactions among key service stakeholders. This multifaceted model not only reveals the complexity of service relationships but also offers profound insights into the principles that ought to be present throughout the entire organization system. Figure 2.4 represents the service marketing triangle below.

Figure 2.4 Service Marketing Triangle



Source: Grönroos, C. (1997). Value-driven relational marketing: From products to resources and competencies. *Journal of Marketing Management*, 13(5), p. 414. <https://doi.org/10.1080/0267257x.1997.9964482>

There are comprised of three types of service marketing within the service marketing triangle.

(1) Internal marketing, a concept coined by Gronroos (1994), is the vital bridge connecting the marketing strategies of a service-oriented company to its dedicated employees. Hole et al. (2018) emphasizes that fostering a strong internal marketing culture is not a task for a specific department but rather a responsibility that falls under the organization leadership.

(2) External marketing procedures play a role in shaping a company relationship with its customers (Hole et al., 2018). This marketing encompasses all the interactions and strategies employed by a business to engage directly with its clients, serving as a critical point between the company management and its valued customers (Gronroos, 1994).

(3) Interactive marketing, a dynamic approach to customer engagement, serves as the bridge that connects the various parts of a business, allowing for a profound and lasting connection to form between both customers and employees (Hole et al., 2018). As highlighted by Gronroos (1994), communication and interaction unfold not just between the corporate team and its valued clients but also within the internal structure of the organization itself.

The concept of service marketing holds significant importance as it has the potential to positively influence customer satisfaction and usage intention. Additionally, the presence of service features serves as an essential component in the development of an appropriate marketing structure, wherein a service marketing mix plays an important part in formulating effective marketing strategies. Moreover, the assessment of service quality holds significant importance within the realm of business since it primarily focuses on the evaluation of outcomes following service delivery. Several models, such as the SERVQUAL model, service quality gap model, and service marketing triangle, can be employed to enhance understanding of the consumer perspective, covering diverse dimensions, both external and specifically internal.

Therefore, it is evident from the previously mentioned that an association exists between the roles and relationships of service providers and consumers, requiring an in-depth understanding of this connection. The understanding of the consumer is crucial, as it involves more than just the service element. Hence, an extensive understanding of consumer behavior is necessary for the service industry to evolve and adapt to the dynamic patterns of consumers.

2.2 Consumer Behavior

Consumer behavior involves various choices, actions, thoughts, or encounters that fulfill the desires and requirements of consumers (Solomon, 2020). The field of consumer behavior potentially encompasses all the possible ways individuals may behave when they are fulfilling their roles as consumers (Schiffman & Wisenblit, 2019). However, in practice, consumer behavior tends to focus not only on behaviors related to searching, buying, and using products and services but also on the psychological processes and decision-making that underlie these actions (Johns & Pine, 2002). Jisana (2014) stated that consumers behave in certain ways when it comes to a wide array of products and services offered in the market.

Consumer behavior, in essence, involves all the actions and related activities of individuals who are actively engaged in the process of purchasing and utilizing economic goods and services that are impacted by the individual personality traits and external circumstances. Meanwhile, Fratu (2011) incorporated the idea that analyzing consumer behavior is a key component of all marketing activities. Numerous variables that affect it fall into different categories, including personal, societal, situational, and economic variables. These factors can be understood to determine a person's needs. Therefore, consumer behavior is continually evolving in response to a multitude of factors and is profoundly shaped by a variety of influences, as highlighted in the work of Lichev (2017).

Furthermore, the next section of the review on consumer behavior will involve a discussion and elaboration of four primary topics relating to consumer perception, consumer attitude, consumer involvement, and consumer decision-making.

2.2.1 Consumer Perception

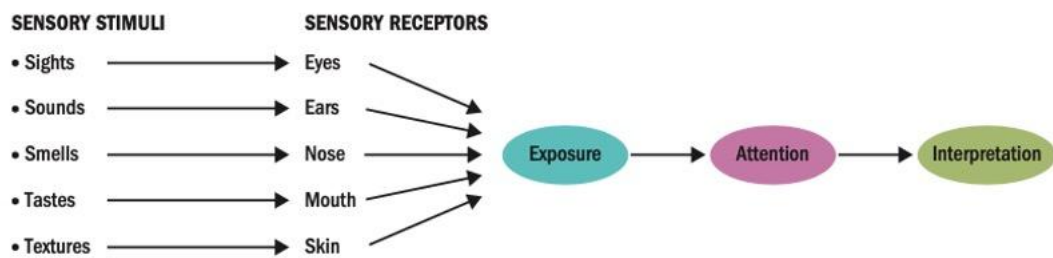
In the field of related research, there have been several studies on perceptions. However, a limited number of these studies provide a clear definition or thorough discussion of the idea of perception before its application. Perceived service quality is a prominent subject of investigation within the field of service, with a particular emphasis on the significance of perceptions (Parasuraman et al., 1985).

Gregory and Colman (1995) defined perception as a series of processes through which a person becomes aware of and interprets information about their environment. According to Keaveney and Parthasarathy (2001), consumer perception is an idea that holds when customers are making purchase decisions. Customer perception refers to how current and potential customers perceive a business, its products, and its services. Therefore, businesses must consider consumer perception since it can affect consumer behavior (Thiruvengatraj & Vetrivel, 2017). Additionally, consumer perception serves as a link between the consumers interest and actual purchase (Ali et al., 2016).

According to Armstrong and Kotler (2020), perception is defined as a method by which people pick, consolidate, and deduce information to form a significant picture of something. A person can form different forms of perception of the same phenomenon because of the perceptual process, which includes careful attention, careful distortion, and careful retention. According to Bovee and Thill (1992), consumers must be aware that a product exists before they purchase it. To establish an overall perception of the thing, one must first be exposed to the stimuli that represent a certain product, pay attention to these stimuli, and analyze them. Exposure,

attentiveness, and interpretation is all part of the steps. However, according to Kotler and Armstrong (2020), due to the high subjectivity that is ingrained in each person perception, each person absorbs and interprets environmental stimuli in various ways. Figure 2.5 illustrates an overview of the perceptual process.

Figure 2.5 Perceptual process



Source: Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson, p. 99.

There are several distinct perceptual processes, which can be broken down into three categories: selective attention, selective distortion, and selective retention. Individuals are said to engage in selective attention when they focus their attention on information that can benefit either themselves or members of their immediate family. On the other hand, consumers tend to create their perceptions of information in a manner that is consistent with the ideas and beliefs they already hold. This is an example of selective distortion. Similarly, in the case of selective retention, customers only remember information that would be beneficial to them, while information that is not useful to them is eventually forgotten (Jisana, 2014).

The initial phase of perception is known as selection, wherein the conversion of environmental stimuli into meaningful experiences takes place. In the

contemporary global context, our society includes an extensive variety of stimuli that converge upon our sensory organs in a simultaneous manner, requiring their subsequent processing. Nevertheless, it is important to acknowledge that our ability to perceive and process information is limited. This limitation arises from the fact that if we were to comprehend all the information available to us, we would inevitably encounter a state of information overload and disorder. Hence, our perception of the world is limited to a fraction of the available information due to a process of selectivity (Ou, 2017). According to Watts (1966), many have drawn a parallel between this selection process and the act of creating a map. In situations where individuals are exposed to several stimuli competing for their attention, they tend to prioritize inputs that are familiar or personally relevant.

According to Ou (2017), the organization stage is the second step in the perception process. Once information is gathered from external sources, it is necessary to arrange it systematically by identifying significant patterns. The process of organizing involves the classification of objects or individuals into distinct categories.

Ou (2017) stated that the third phase of perception involves interpretation, which pertains to the cognitive act of assigning significance to the stimuli that have been chosen. After the inputs have been classified into organized and consistent patterns, our objective is to interpret these patterns by attributing meaning to them. However, individuals may offer varying interpretations of a given stimulus. Varner and Beamer (2006) make an interesting observation that when individuals lack shared

experiences, there is an increased likelihood of misinterpreting signals and attributing the wrong meaning to them.

As academics continue to monitor consumer views of evolving social, political, environmental, and technological issues, it is likely that perceptions research will continue to be a significant part of the service industry (Cohen et al. 2013). The above review found that people perceptions vary depending on the circumstances. However, when it comes to deciding, consumers perceived value is a good variable that can help consumers comprehend their feelings and thoughts more clearly. Because of this, a greater review of perceived value is required to gain an understanding of perception in another dimension.

Perceived Value

According to Huber et al. (2001), the application of the idea of perceived value has been viewed as an essential requirement for the sustainability of businesses, particularly in situations where there is intense market competition, and has been thought to be the key to success for all businesses. Therefore, Albrecht (1992) emphasized the significance of perceived value by stating that the only thing that matters in the new world of quality is delivering value that is viewed by the client as being of high quality.

Based on Choi et al. (2004), perceived value can relate to either an assessment of price and quality or a customers broad evaluation of the utility of a service or product, given the customers perception of gain against loss. Regardless, perceived value can be viewed as an aspect of customer satisfaction. According to Pandey and

Yadav (2023), customer perceived value is the evaluation that a consumer gives of a product or service, which might influence the consumers attitude and behavior. Kwun and Oh (2004) state that consumer perceived value can be one of the most significant predictors of the pre-decision and post-decision processes in purchasing intention. In the meantime, perceived value mediates the associations between behavioral intentions (Gan et al., 2023). However, no empirical evidence supports the role of perceived value as a mediator in the relationship between consumption motivation and behavioral intention (Gan et al., 2023). Swait and Sweeney (2000) argue that perceived value may influence customer attitude, as extensively reported in the literature (Swait & Sweeney, 2000).

Consumer perceived value can be broadly defined as the customers overall assessment of the utility of a product based on perceptions of what is received and what is given (Zeithaml, 1988). Zeithaml (1988) also proposed consumer value in four different ways, as follows: (1) value as a low price, (2) value is the attribute a consumer desires in a product, (3) value as the quality gets from the price the customer pays, and (4) value as what is received for what is provided.

Due to the nature of product characteristics, it is possible to find or construct multiple value dimensions for a single type of product or service (Aulia et al., 2016). The lack of consensus among academicians regarding the definition and conceptualization of perceived value indicates that perceived value is a complex construct (Lapierre, 2000). According to Holbrook (1994), the customer essential criteria for forming value judgments are the dimensions on which they are founded. The concept suggests that perceived value is based on consumer perceptions rather

than managerial judgment. In addition to Churchill and Peter's (1998) definitions of value, in which quality is the sole component of the perceived benefit, the consumer also considers other relevant factors that are more subjective and abstract, such as emotive benefits. When consumers perceive the value of a product or service, they will consider the effects brought by this form of intention (Chen et al., 2015; Elbaz et al., 2023). Prebensen et al. (2012) also defined value perceptions of the experience as the process by which a consumer obtains, chooses, arranges, and understands information from different experiences to form a meaningful picture of the experience value. Duman and Mattila (2005) define perceived value as the difference between their expenditures and their experienced earnings. Various collections of value dimensions are applied, as Jiang and Hong (2021) note that this is contingent on the different scenarios.

Based on past research on perceived value multidimensionality, there is no standard definition or typology. Two universal value conceptions seem to fit consumer behavior (Sheth, 1983). Sheth (1983) identified functional motives for physical requirements like convenience, quality, price, etc., and non-functional motives for intangible needs like reputation, social, and emotional contact. However, Chematony (1993) claimed that functional, social, and emotional customer values drive brand purchases. Functional value refers to functional motives, while social and emotional values describe non-functional demands. Sweeney and Soutar (2001) developed a multi-dimensional measure of customer perceived value that includes quality, emotional, price, and social factors. A multiple-dimension assessment of perceived value was found to be more effective than a single-item measurement. Walsh et al. (2014) created and tested a four-dimensional scale based on Sweeney and

Soutar's (2001) consumer-perceived value scale, including quality/functional importance, emotional value, price/value for money, and social value.

In further academic research, Gallarza et al. (2019) observed that consumer value contains eight dimensions: efficiency and quality (functional), status and esteem (social), beauty and entertainment (hedonic), and ethics and escapism (altruistic). The concept of consumer perceived value dimensions has been used in several situations in diverse ways, demonstrating its adaptability. When consumers perceive high-quality products or services, they may have higher behavioral intentions toward this type of product or service (Carvache-Franco et al., 2021; Choi, 2015). Therefore, this study examines four consumer perceived value dimensions identified by the theory of consumption values (Sheth et al., 1991).

(1) Functional value: Williams and Soutar (2009) highlight the practical advantages associated with functional value, including attributes such as quality, reliability, and durability. Conversely, Sheth et al. (1991) emphasize the perceived usefulness of products, services, and facilities.

(2) Economic value: The concept of value for money, often known as price value, refers to the level of satisfaction derived from evaluating the product or service concerning the expenditure of cost, time, and effort required to get it. The concept of economic value is intrinsically linked to the financial advantages and expenses involved. According to Kim and Park (2017), the observed characteristics of the service include affordable costs, economical services, and value for money.

(3) Emotional value: The concept of emotional value can be characterized as the satisfaction of a cognitive or psychological need resulting from the affective experiences elicited by a product or service, or the usefulness of the emotional state. The concept of emotional value can be described as the advantageous outcome that arises from the experience of various emotions or affective states (Sweeney & Soutar, 2001).

(4) Social value: The concept of social value refers to the transfer of social benefits, such as prestige and status, that occurs when individuals consume a particular product or service (Sweeney & Soutar, 2001). The concept of social worth pertains to the generation of a socially recognized or enhanced social self-image (Sweeney & Soutar, 2001).

In summary, it is most important to provide value that customers perceive as high quality. The concept of perceived value involves evaluating price and quality based on their perception of what they receive and what was received. This is a complex construct, and perceived value suggests that it depends on the consumers initial perception. As long as quality is delivered, the end customer may change their attitude. Therefore, attitude has a considerable influence on perceived value, and this influence is considered significant for additional review and study.

2.2.2 Consumer Attitude

According to Magdalena (2018), many studies on consumer behavior have been carried out. Most of these studies concentrate on determining the factors of brand attitudes, including persuasion, that are aimed at altering and changing these consumer views. If people had a better understanding of their attitudes, it would shed light on their preferences as well as their behaviors (Ho, 2013).

Ajzen (2000) posits that the sentiments of customers towards various brands and goods play a significant role in shaping their purchasing choices. Attitude can be defined as an acquired inclination to regularly react positively or negatively to an item. Attitudes, as posited by Wilkie (1994), are subject to the influence of knowledge and experiences due to their learned nature. According to Pickens (2005), attitude can be described as a cognitive and affective disposition that influences an individual behavioral tendency. This disposition is shaped by both personal experiences and temperament and encompasses the three components of emotions, beliefs, and behaviors.

In other research fields, the role of attitude in shaping intention has been identified as a crucial factor (Choi et al., 2013). Hence, the influence of attitude on individual decision-making processes is of significant importance (Han et al., 2009). The correlation between attitudes and customer behavior arises from the inherent inclination of attitudes to elicit responses (Molina & Saura, 2008). The study of consumer behavior heavily relies on the conceptual framework of attitudes. The notion significantly impacts individual patterns of consumption, as evidenced by their preference for such products or services (Hritz et al., 2014). In addition, it should be

noted that attitude plays a role as a partial mediator in the relationship between subjective norms, perceived behavior control, and plans, as indicated by research conducted by Li and Huang (2022).

Numerous disciplines, ranging from psychology to information science, have utilized cognition as a theoretical construct to understand consumers cognitive thinking patterns and respective needs and behaviors (Afzal, 2018). Therefore, there exists a substantial consensus regarding the fundamental constituents of attitude, specifically cognitive, affective, and behavioral elements (Chowdhury & Salam, 2015). Attitudes are comprised of three fundamental components, namely cognitive, affective, and behavioral. The three components are commonly referred to the ABC model.

(1) Cognitive: Consumer beliefs regarding the object are cognitive (Vainikka, 2015). Cognitive refers to learned perceptual patterns, whereas affective refers to a wide range of positive and negative emotions influenced by past experiences. Education and interpersonal communication influence cognition (Breckler, 1985).

(2) Affective: Consumer affect is their emotional response to an object (Vainikka, 2015). The impact is experiencing feelings without knowing why, whereas emotions involve cognitive elements and help people understand them (Afzal, 2018). The affective component can be automatic, comprehensive, instantaneous, hard-to-vocalize, or volatile, like moods (Agarwal & Malhotra, 2005).

(3) Behavior: The behavioral component examines the consumers purpose in reacting to an object (Vainikka, 2015). The behavioral or conative component

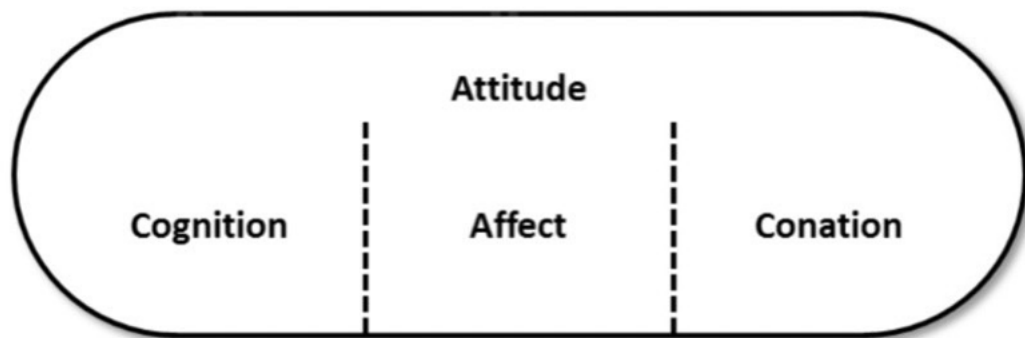
involves people actions toward an attitude object, which can indicate their participation and interest (Chowdhury & Salam, 2015). According to Breckler (1985), instrumental learning processes that influence past behavior might cause a specific behavior. According to Ajzen (1991), recurrent conduct forms habits, which impact future behavior.

The formation of attitude can be explained by two main models; the tripartite view of attitude model and the unidimensional view of attitude model (Assael, 1998; Fishbein & Ajzen, 1975; Lutz, 1991; Schiffman & Wisenblit, 2019).

The tripartite view of the attitude model is a well-known conceptual framework proposed by Spooncer (1992). The present model encompasses three fundamental components of attitude, namely affective responses, cognitive beliefs, and observable actions. The first component includes an individual emotional state, which is characterized by verbal expressions of feelings. The second component includes an individual cognitive response, which consists of verbal expressions of beliefs. Lastly, the third component includes individual overt actions, which involve verbal statements regarding intended behaviors in response to environmental stimuli.

However, Locke's (1970) assertion that emotion does not control an individual behavioral outcome is related to the view of proponents of tripartite attitude theory. While the proponents of the tripartite theory of attitude argued that consistent evaluation of affect, cognition, and behavior determines attitude (Katz & Stotland, 1959; Rosenberg & Hovland, 1960). Therefore, attitude is developed through the interplay of cognitive, affective, and behavioral information (Zanna & Rempel, 1988). This can be illustrated in Figure 2.6 as shown below.

Figure 2.6 Tripartite view of attitude

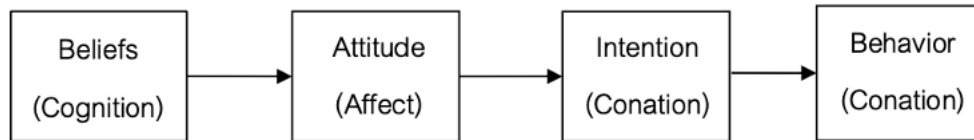


Source: Lutz, R. J. (1991). The role of attitude theory in marketing. In H. H. Kassarian, & T. S. Robertson (Eds.), *Perspectives in consumer behavior* (4th ed., pp. 317-339). Prentice Hall, p. 319.

Nevertheless, according to Lutz (1991), the comprehensive measurement of all three components of attitude is not feasible in practice. Typically, only the affective component is quantified in most situations. Consequently, the idea of only one aspect of attitude developed from the recognition that cognitive and behavioral components do not have an influence on attitude.

The unidimensionalist view of attitude model has been derived from the tripartite framework of attitude. Lutz (1991) asserted that attitude is comprised entirely of the emotional component. Consumers who acquire knowledge and skills are likely to pass on. Consequently, the emergence of belief is followed by its progression into attitude, subsequently transforming into intention, and eventually ending in observable conduct. This can be illustrated in Figure 2.7 as shown below.

Figure 2.7 Unidimensionalist view of attitude



Source: Lutz, R. J. (1991). The role of attitude theory in marketing. In H. H. Kassarian, & T. S. Robertson (Eds.), *Perspectives in consumer behavior* (4th ed., pp. 317-339). Prentice Hall, p. 320.

According to Suriyapaitool (2017), the unidimensionalist view of attitude model suggests that consumer beliefs result in both positive and negative attitudes, hence serving as reasonable indicators of the underlying reasons for attitudes forming.

In essence, attitude can be defined as a person emotional and evaluative response, which can be favorable or unfavorable, to a particular thing or idea. Research has indicated that attitudes significantly influence many fields of study. However, the task of assessing attitudes in practical settings presents significant challenges. The present study will concentrate its attention on a model that adopts a unidimensionalist approach, specifically emphasizing emotional components, and can effectively assess attitudes toward a wide range of circumstances. Nevertheless, apart from the cognitive, affective, and conative components, consumer involvement can also serve as an explanatory factor for attitudes, as explained in the following section (Pressca et al., 2019).

2.2.3 Consumer Involvement

According to Onkvisit and Shaw (2004) and Solomon (2020), involvement is defined as a person perceived relevance to an object based on that person innate need, value, and interest. Involvement is defined as an unobservable state of motivation, arousal, or interest, as stated by Kapferer and Laurent (1985) and Rothchild (1984). It has both driving characteristics and behavioral repercussions, and it is the result of a particular stimulus or circumstance. Regarding Sharma and Klein (2020), involvement is most defined as the degree to which something is relevant and important.

In addition to Assael (1998), the level of involvement differs among consumers rather than among products. This implies that it is the consumer who ultimately determines whether a product is perceived as having high or low involvement. Typically, consumers who are highly interested dedicate a greater amount of time and effort to seeking information related to a product. Once they have identified a product or brand that aligns with their preferences, this behavior tends to foster a sense of loyalty. (Assael, 1998; Evans et al., 2009). In contrast, consumers with a low level of involvement tend to disregard information that is not directly relevant to the product and place greater importance on physical attributes. These customers exhibit passive learning behavior, and their habitual tendencies are driven by inertia.

Highly involved consumers preferred to do prior research and think carefully before buying a product to identify the right one (Assael, 1998). Low involvement

leads to impulsive buying, which can mean unplanned purchases where the buyer ignores risk and product qualities. Highly involved consumers want concrete knowledge to improve problem-solving. A passive buyer only solves problems. Therefore, the purchase does not offer them anything new (Farooq & Alcalá, 2017). The level of involvement construct affects behavior and helps researchers understand customer behavior (Farooq & Alcalá, 2017). Involvement influences product use and cognitive activity because consumers spend more time seeking knowledge (Zaichkowsky, 1985), which increases purchase decisions. The level of involvement affects how consumers digest product information and adjust their opinions regarding it (Evans et al., 2009).

Although the theory was initially presented in the academic literature pertaining to the social sciences, it has been embraced and intensively investigated in the academic fields of marketing and consumer behavior (Lehto et al., 2014). Its influence on psychology (Brewster et al., 2020) and marketing (Yang et al., 2019) has been the subject of ongoing research and evaluation over the course of several years. Previous research on participation focused mostly on attempting to explain customer purchasing intentions (McClure & Seock, 2020) and on using involvement as a mediating construct (Lim et al., 2019). Anggraeni et al. (2022) found that involvement can significantly affect consumer perceptions of value and have a significant impact on intentions to behave in particular ways. On the other hand, research has shown that a consumer perceived value acts as a mediator between their involvement and their intentions regarding their action. It is stated unequivocally that the idea of involvement has been investigated at length by academics who specialize in consumer

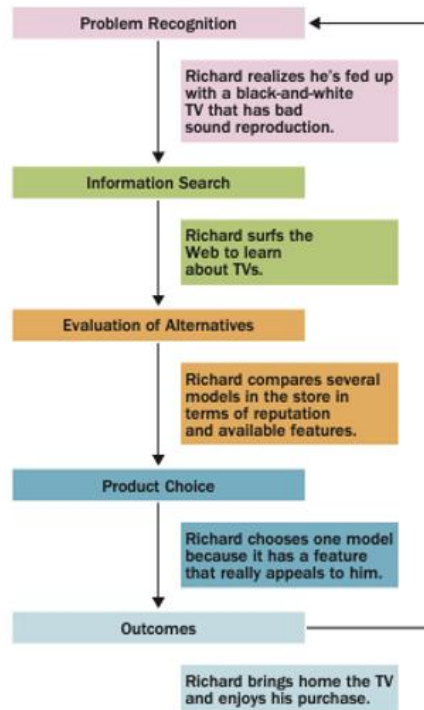
behavior, and it is believed to exert a significant amount of influence over the decision-making processes of consumers (Kapferer & Laurent, 1985).

In conclusion, consumer involvement describes the process of associating non-observable experiences with apparent reactions to unpredictably occurring stimuli. Furthermore, there are various levels of involvement, and these levels depend on how each consumer seeks out information. This behavior can be used to clearly categorize the consumption patterns of consumers. In addition, research conducted in the fields of consumer behavior has revealed that involvement plays a key role in the decision-making process when it comes to the stage of consumer behavior, which will be covered in further detail in the section below.

2.2.4 Stages in Consumer Decision Making

Wahab, Crompton and Rothfield (1976) presented the viewpoint that consumers are rational decision-makers. One of the primary underlying assumptions of these models is that decision-making processes are believed to progress in a sequential manner, starting with attitudes, then leading to intentions, and ultimately resulting in behaviors (Decrop, 2010; Decrop & Snelders, 2004). The intention is also linked to the judgment on what customers think they will buy (Blackwell et al., 2001). Consumers, before deciding to purchase, will search for information, evaluate, select choices and purchases, and evaluate post-purchase (Edwards, 1954; Payne et al., 1998), as shown in Figure 2.8.

Figure 2.8 Stages in Consumer Decision Making



Source: Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson, p. 341.

The process of making a purchase and the decisions that go along with it begin a significant amount of time before the actual purchase of the product, which continues for a significant amount of time after the purchase itself. Armstrong and Kotler (2020) note that customers can save time and effort by skipping some steps in the process of making routine purchases and recurrent purchases. The decision-making process for consumers can be broken down into five distinct stages. According to Solomon et al. (2020), this is the typical descriptions of the five stages.

(1) Need recognition: According to Agwaral (2006), a need may be recognized due to internal or external stimuli. Internal stimuli include thirst, hunger,

and other fundamental human needs, whereas external stimuli include various forms of advertisement. Solomon (2020) classifies human needs into two different categories depending on their nature. The following categories are mentioned: psychological, functional or physical needs. Psychological needs are the outcome of the emotions of consumers, whereas functional or physical needs are usually the result of necessity.

(2) Information search: Initially, the information available to the consumer may be consistent with other beliefs and attitudes held by him or her. While being involved in an information-seeking or search stage, the consumer will try to gather more information from various sources. The individual gets exposure to the stimuli that may catch his or her attention, be received, stored, or retained in memory. This method of information is selective in nature, and the consumer will accept the information that is conclusive to what is perceived by them (Jisana, 2014). Colleagues, peers, friends, and family members are highlighted as another important source of information by Kahle and Close (2006).

(3) Evaluation of alternatives: After gathering enough information at the first stage, the consumer gets into comparing and evaluating that information to make the right choice. The individual will evaluate the alternate brands. The evaluation methods employed for assessing different items are based on the consumers underlying objectives, motivations, and personality traits. The consumer also has certain predetermined beliefs about the various brands in terms of the characteristics associated with them (Jisana, 2014).

(4) Purchase decision: When consumers encounter a new product or brand during the alternative evaluation stage, it is expected that they will engage in a trial buy. The quantity of purchases is expected to be reduced compared to the norm since consumers tend to prefer testing a new product before making a full commitment (Schiffman & Wisenblit, 2019). The consumer's goal and attitude will determine the choice they make. The decision will be contingent upon normative adherence and foreseeable conditions. According to Jisana (2014), normative compliance refers to how much social influences peers, family members, and other acquaintances have on people.

Furthermore, the term purchase intention also refers to the process of understanding and wanting to buy goods or services. Consumers indicate their willingness and behavior to buy goods, which helps to increase profits. In daily life, when consumers buy goods, they always hope to learn from other evaluations of products. By understanding consumers' purchase intentions, marketers can make better predictions for their subsequent purchases (Yingna, 2020). Chen (2015) pointed out that the dependent variable that can show consumers' buying behavior is communication experience. In other words, excessive concentration causes the psychological experience of selflessness when consumers engage in activities they find interesting. Moreover, Solomon (2020) points out that the process of consumers satisfying their purchase intention by purchasing products is called consumer behavior.

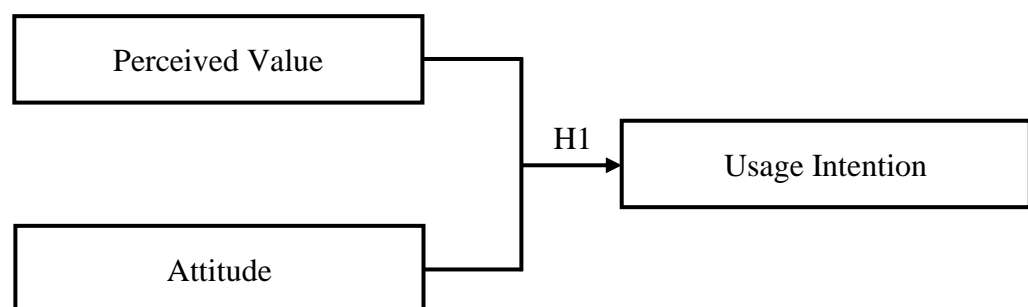
(5) Post-purchase evaluation: After purchasing a product, the consumer uses it. During the use of the product, particularly in the trial phase but in all other phases as well, the consumer evaluates the product relative to his or her expectations. The outcome may either be positive or negative (Jisana, 2014).

Due to their direct impact on the stimuli, the degree of involvement in the consumer stage might vary. As an immediate result of this, the process for making decisions is not always identical. Therefore, the focus of this study is on the consumers perceived value along with their attitude, as this is a consequence that occurs before the usage intention.

2.3 Conceptual Framework and Hypothesis

Regarding the previous literature review, perceived value and attitude have a positive influence on usage intention. Therefore, this study examined the influences of perceived value and attitude on usage intention in the context of spa, in which a conceptual framework has been developed, as shown in Figure 2.9.

Figure 2.9 Conceptual Framework of the Study



Based on the previously addressed literature review and conceptual framework, the following hypothesis is proposed:

H1: Perceived value and attitude have a positive influence on spa usage intention.



CHAPTER 3

METHODOLOGY

The research is based on a quantitative approach aiming to examine the influences of millennial consumers' perceived value and consumers' attitude on usage intention towards spa. Data were collected from respondents using online survey as the research methodology. This chapter describes the method used in this research, which includes the research sample and sampling method, questionnaire format, scales that were used to measure the variables, test of reliability and validity, and method of data collection and analysis.

3.1 Research Sample and Sampling Method

The research study involved participants of both genders, including males and females aged between 27 and 39 years old, as it has been shown that millennials also known as Generation Y or Gen Y born between the years 1981 and 1996 (Zelazko, 2023) have a greater intention towards engaging in wellness activities compared to other generations (MarketBusinessNews, 2023). Hence, individuals within this age demographic are prepared to consider and make decisions regarding spa. The researcher determined the sample size based on the sample size calculation formula of Yamane (1973) with a statistical significance threshold of .07 as follows:

$$n = \frac{N}{1 + Ne^2}$$

When prescribed, $n =$ Sample Size
 $N =$ Population Size
 $e =$ The acceptable sampling error

By the year 2023, the total number of people living in Thailand will be 66.09 million, which is classified as Generation Y age between 27 and 39 years old, totaling 12.29 million people (Department of Provincial Administration, 2023).

Therefore, to know the required sample size (n), the researcher chooses the method for calculating the formula, determines the size of the population to study (N), and the acceptable level of sampling error (e). From the population used in the research, there were 12,290,653 people with the confidence value set at 93.0 percent and the acceptable samples do not exceed 7.0 percent or equal to .07 using the following formula:

When substituting values into the formula

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$$n = \frac{12,290,653}{1 + (12,290,653)(0.07)^2}$$

$$n = 204.07$$

Therefore, from the above calculation results, the appropriate sample size required (n) to use in this research is 204.07 people. The researcher therefore determined the sample size used in this research to be a total of 205 people, which were considered to meet the specified criteria.

In this research, the researcher employed the purposive sampling method with millennials aged between 27 and 39 years who were required to participate in at least one spa within the last six months, totaling 205 people. Data were collected through online questionnaires created through Google Forms and distributed to the target group on several online platforms.

3.2 Questionnaire Format

As previously stated, the questionnaires for this study were administered through online channels at several platforms. The questionnaires were originated in English and be translated into Thai. It consisted of a screening section with four other parts (see Appendices A and B). The screening section had two close-ended questions to determine whether the respondent qualified for the study. The details of each part can be elaborated as follows:

Section One comprises two screening questions that aim to determine the qualifications of the respondents for the research.

Question 1 asks the respondents to select their age using ordinal scales.

Question 2 asks the respondents if they have been to a spa at least once in the past six months.

Section Two comprises twelve questions on respondents' perceived value, using an interval scale, including functional value, emotional value, value for money, and social value.

Section Three comprises four questions using an interval scale on the respondents' attitude towards spa.

Section Four comprises six questions using an interval scale on the respondents' usage intentions towards spa.

Section Five comprises seven questions on the respondents' demographics profile and general information about gender, education level, occupation, monthly average income, marital status, preferred type of spa, and wellness spa definition using nominal and ordinal scales.

3.3 Measurement of the Variables

In the field of consumer behavior research, the researcher examined the three main variables that play a significant role: perceived value, attitude, and usage intention.

Perceived value is the evaluation that a consumer gives of a product or service, which might influence the attitude and behavior (Pandey & Yadav, 2023). A scale was adopted by Xie, Guan, He and Huan (2021) to measure consumers' perceived value towards spa. The scale adapted has a reliability of .96. Sweeney and Soutar (2001) stated that perceived value can be divided into functional value, emotional value, value for money, and social value. The functional value dimension consists of three items; the emotional value dimension consists of three items; the value for money dimension consists of three items; the social value dimension

consists of three items. The five-point Likert scale was applied to measure respondents' level of agreement on perceived value. The scale ranges are outlined below:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

Attitude refers to a conditioned tendency to consistently respond in a favorable or negative manner toward an object (Ajzen, 2000). A four-statement scale was adopted by Li and Huang (2022) to measure consumers' attitudes towards spa. The scale adapted has a reliability of .93. The five-point Likert scale was applied to measure respondents' level of agreement on attitude. The scale ranges are outlined below:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

Usage intention refers to an expression of consumer behavior used in decision-making in the form of intentions. A six-statement scale was adopted by Gan et al. (2023) to measure consumers' usage intentions towards spa. The scale adapted

has a reliability of .90. The five-point Likert scale was applied to measure respondents' level of agreement on usage intention. The scale ranges are outlined below:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

3.4 Tests of Reliability and Validity

Two indicators of quality in quantitative research are reliability and validity. Each variable in this research was examined and measured based on measurement scales and items that were adapted from previous research in which researchers had already conducted procedures to verify the validity and reliability of each instrument. A Cronbach's alpha value for the research instrument will be generated using SPSS software, and the reliable variable should indicate a Cronbach's alpha value of .70 (Hill & Lewicki, 2007). This will be the acceptable value for this research to test the internal consistency of each measure after data collection. To further ensure that the scales have content validity, the questionnaire was examined by three faculty members before conducting a pilot test to make sure that the scales validly reflect the objective of the study.

3.5 Data Collection and Data Analysis

Data collection was conducted from October to November 2023 using an online questionnaire. The analysis of the data was computed using the SPSS (Statistical Package for the Social Sciences) program, and all statistical data are run at a 95.0% confidence level.

For the analysis of the data, descriptive statistics were utilized to describe the means and standard deviation. Furthermore, inferential statistics, which is a multiple regression analysis was used to explore the influences of perceived value and attitude on usage intention towards spa.



CHAPTER 4

FINDINGS

This chapter discusses the findings collected from 207 millennial spa consumers in Thailand. The survey was conducted online, from which the data were then computed. This chapter reports on the findings, which contain five parts, including demographics and general information, consumers' perceived value, consumers' attitude, consumers' usage intention, and statistical analysis to examine the influences between the variables.

4.1 Demographics Profile and General Information

This part contains eight tables on millennial spa consumer demographics profile and general information, which consist of gender, age, education level, occupation, monthly average income, marital status, preferred type of spa, and wellness spa definition.

Among the 207 respondents in the study, the results show that the majority (87.0%) of the survey participants are female, which is equivalent to 180 people. On the other hand, male contribute only 13.0%, or an equivalent of 27 people out of the respondents (see Table 4.1).

Table 4.1 Respondents' Gender

Gender	<i>f</i>	%
Male	27	13.0
Female	180	87.0
Total	207	100.0

Table 4.2 below shows the age of the respondents. The results show that among millennial spa consumers aged between 27 and 39 years old, most respondents are aged between 27 and 31 years old, with 73.4%, followed by the age range of 32 to 36 years old (20.8%), and 37 to 39 years old (5.8%), respectively.

Table 4.2 Respondents' Age

Age Range	<i>f</i>	%
27 -31 years	152	73.4
32 -36 years	43	20.8
37 -39 years	12	5.8
Total	207	100.0

The results for millennial spa consumers, as grouped by education level in Table 4.3, show that most respondents who hold bachelor's degree are at 99.5%. Meanwhile, only 0.5% possessed higher than a bachelor's degree.

Table 4.3 Respondents' Education level

Education level	<i>f</i>	%
Bachelor's degree	206	99.5
Higher than bachelor's degree	1	0.5
Total	207	100.0

Occupations of the millennial spa consumers who responded to the survey for this study are shown in Table 4.4, with the results establishing that a majority of the respondents were employed by private company employee at 73.0%. Civil servant or state employee accounted for 18.8% of respondents, while freelancer accounted for 8.2%.

Table 4.4 Respondents' Occupation

Occupation	<i>f</i>	%
Civil servant / State employee	39	18.8
Freelancer	17	8.2
Private company employee	151	73.0
Total	207	100.0

The results for millennial spa consumers, as grouped by average monthly income in Table 4.5, show that most respondents earning between 15,001 and 30,000 Baht per month are at 50.2%, followed by 46.9% of respondents who made between 30,001 and 45,000 Baht per month. Respondents earning more than 45,000 Baht are

at 2.4%. The smallest percentage of 0.5% are those who made between 60,001 and 75,000 Baht per month.

Table 4.5 Respondents' Monthly Income

Monthly Income	<i>f</i>	%
15,001 – 30,000 Baht	104	50.2
30,001 – 45,000 Baht	97	46.9
45,001 – 60,000 Baht	5	2.4
60,001 – 75,000 Baht	1	0.5
Total	207	100.0

Next, Table 4.6 illustrates the marital status of the respondents. The majority (77.8%) of the survey participants are married, which is equivalent to 161 people. On the other hand, single status contributes only 22.2%, or the equivalent of 46 people out of the respondents.

Table 4.6 Respondents' Marital Status

Marital status	<i>f</i>	%
Single	46	22.2
Married	161	77.8
Total	207	100.0

Table 4.7 illustrates the type of spa in which the respondents to this research prefer. The spa determined in the survey are classified into seven groups based on the

Global Wellness Institute (2022). It is reported that the majority of the respondents preferred day spa accounting for 63.8%, followed by resorts and hotel spa (15.5%), club spa (10.1%), medical spa (5.3%), destination spa (3.4%), and mineral spring spa (1.9%), respectively.

Table 4.7 Respondents' Preferred Type of Spa

Type of Spa	<i>f</i>	%
Resort and hotel spa	32	15.5
Destination spa	7	3.4
Medical spa	11	5.3
Day spa	132	63.8
Club spa	21	10.1
Mineral spring spa	4	1.9
Total	207	100.0

Last, the research findings of millennial spa consumers opinion on wellness spa definition show that more than half (64.3%) of the respondents indicated that wellness spa is an aromatherapy, followed by massage therapy (13.0%), yoga therapy (10.1%), meditation therapy (6.8%), hydrotherapy (2.9%), ayurveda (2.4%), and sound therapy (0.5%) respectively (see Table 4.8).

Table 4.8 Respondents' Wellness Spa Definition

Wellness Spa Definition	<i>f</i>	%
Aromatherapy	133	64.3
Sound therapy	1	0.5
Ayurveda	5	2.4
Massage therapy	27	13.0
Yoga therapy	21	10.1
Meditation therapy	14	6.8
Hydrotherapy	6	2.9
Total	207	100.0

4.2 Consumers' Perceived Value

The consumers' perceived value comprises four dimensions: functional value, emotional value, value for money, and social value, which are measured based on five-point Likert scales. According to the scale, a score of 1 means respondents have the least level of agreement and a score of 5 refers to the highest level of agreement. Altogether, four factors were analyzed accordingly along with the 12 statements. The outcome consisted of mean score, standard deviation, and Cronbach's alpha value.

Functional Value

Functional value ranked second highest among the four dimensions of perceived value, as evidenced with a mean score of 3.84. Respondents agree on the practical advantages associated with the usefulness of spas. It was found that the

statement *The service has an acceptable standard of quality*, agreed upon among respondents, with a mean score of 3.90. In addition, respondents reflected as being agreed with statement of *The service is well made*, as shown with mean score of 3.87. The other statement that is agreed among respondents as depicted with mean score of 3.76 is that *The service has consistent quality*. Table 4.9 shows the functional value upon the millennial spa consumers.

Table 4.9 Functional Value

	Functional Value	<i>M</i>	<i>SD</i>
1	The service has consistent quality.	3.76	1.06
2	The service is well made.	3.87	1.01
3	The service has an acceptable standard of quality.	3.90	0.99
	Total	3.84	0.95

Note: Likert scales score 1 as the lowest rank and 5 as the highest. Cronbach's Alpha = .93

Emotional Value

Next, the factor that has comparatively the lowest mean score is emotional value. Respondents do agree as reflected with the mean score of 3.81. Emotional value determines the degree of spa satisfaction of a psychological need that arises from the experience. With this, there are two statements that contributes to highest mean score of 3.81 under emotional value is *The service would make me want to use it* and *The service would make me feel good*. Meanwhile, the last statement which gained the lowest mean score of 3.79 is *The service is one that I would enjoy* (see Table 4.10).

Table 4.10 Emotional Value

	Emotional Value	<i>M</i>	<i>SD</i>
1	The service is one that I would enjoy.	3.79	0.99
2	The service would make me want to use it.	3.81	0.93
3	The service would make me feel good.	3.81	0.88
	Total	3.81	0.83

Note: Likert scales score 1 as the lowest rank and 5 as the highest. Cronbach's Alpha = .86

Value for Money

The third highest overall mean score is value for money. In general, respondents are aligned as represented with the total mean score at 3.83 (see Table 4.11). Value for money determines millennial spa consumers financial advantages and expenses involved in spa. The statement of *The service offers value for money* attained highest mean score of 3.87. This is followed by the mean score of 3.86 of the statement *The service is a good product for the price*. Lastly, respondents also agree with the statement *The service is reasonably priced* ($M = 3.77$).

Table 4.11 Value for Money

	Value for Money	<i>M</i>	<i>SD</i>
1	The service is reasonably priced.	3.77	0.95
2	The service offers value for money.	3.87	0.90
3	The service is a good product for the price.	3.86	0.89
	Total	3.83	0.81

Note: Likert scales score 1 as the lowest rank and 5 as the highest. Cronbach's Alpha = .86

Social Value

From the analysis, among the four dimensions of consumers' perceived value, social value has the highest mean score of 3.87. Largely, the respondents agree upon spa as transfer of social benefits that occurs when individuals consume to enhance social self-image. It is shown in Table 4.12 that the statement which corresponds to the highest mean score under social value is *The service would help me to feel acceptable* by the mean score of 3.91. In addition, respondents agree that *The service would improve the way I am perceived* with a mean score of 3.86. This is closely followed by the statement of *The service would make a good impression on other people* ($M = 3.85$).

Table 4.12 Social Value

	Social Value	<i>M</i>	<i>SD</i>
1	The service would help me to feel acceptable.	3.91	0.95
2	The service would improve the way I am perceived	3.86	0.92
3	The service would make a good impression on other people	3.85	0.93
	Total	3.87	0.84

Note: Likert scales score 1 as the lowest rank and 5 as the highest. Cronbach's Alpha = .87

On average, the dimension that received the highest overall mean score was social value, with a mean score of 3.87 ($SD = 0.84$) that described the respondents value of transferring social benefits that occur when individuals consume spa to enhance social self-image. Next, the respondents rated the functional value with the

second highest mean score of 3.84 ($SD = 0.95$), which portrayed value associated with the usefulness of spa. Moreover, value for money ranked third with an overall mean score of 3.83 ($SD = 0.81$), describing respondents value on financial advantages and expenses involved in spa. Lastly, emotional value received the lowest overall mean score with 3.81 ($SD = 0.83$), explaining the degree of satisfaction with a psychological need that arises from the spa experience (see Table 4.13).

Table 4.13 Millennial Spa Consumers' Perceived Value

Consumers' Perceived Value	<i>M</i>	<i>SD</i>
Functional value	3.84	0.95
Emotional value	3.81	0.83
Value for Money	3.83	0.81
Social Value	3.87	0.84
Total	3.84	0.78

Note: Likert scales score 1 as the lowest rank and 5 as the highest. Cronbach's Alpha = .96

4.3 Consumers' Attitude

This part reflects on the respondents favorable or unfavorable feelings towards spa. In the analysis, attitude was measured through five-point Likert scales. According to the scale, a score of 1 means respondents have the least level of agreement and a score of 5 refers to the highest level of agreement. In this part, respondents largely agree on attitude as evidenced by a total mean score of 3.86. Results in Table 4.14 have shown that among the four statements, respondents agree with the statement of *I believe my spa is valuable* represented with the highest mean score of 3.93. As for the

statement of *I believe my spa is beneficial*, respondents agree with the mean score attained at 3.86. Following slightly close, the statements *I believe I would enjoy my spa* and *I believe I would be satisfied with my spa* have the same lowest mean score among the four statements ($M = 3.83$).

Table 4.14 Millennial Spa Consumers' Attitude

	Attitudes	<i>M</i>	<i>SD</i>
1	I believe my spa is valuable.	3.93	0.92
2	I believe my spa is beneficial.	3.86	1.01
3	I believe I would enjoy my spa.	3.83	0.84
4	I believe I would be satisfied with my spa.	3.83	0.85
	Total	3.86	0.78

Note: Likert scales score 1 as the lowest rank and 5 as the highest. Cronbach's Alpha = .89

4.4 Usage Intention

Usage intention in this study evaluates the expression of consumer behavior used in decision-making in the form of intentions towards spa. Five-point Likert scales were utilized to attain results. According to the scale, a score of 1 means respondents have the least level of agreement and a score of 5 refers to the highest level of agreement. The result has shown that usage intention has an overall mean score of 3.81, identified as agreeing among respondents. Results in Table 4.15 have shown that among the six statements, respondents agree with the statement of *I will actively promote spa to my family, friends, and colleagues*, with the highest mean score of 3.88. As for the statement of *I will continue to participate in spa*, respondents

agree with the mean score attained at 3.86. Meanwhile, statements of *I would choose spa, even if the cost is going up* and *When someone comes to me for relaxation advice, I recommend spa* have the same mean score of 3.84. The fifth statement that respondents also agree upon and has a mean score of 3.83 is *Spa will be my first choice for relaxation*. The other statement that proved respondents agree is *I will actively recommend spa to people in the neighborhood* ($M = 3.61$).

Table 4.15 Millennial Spa Consumers' Usage Intention

	Usage Intentions	<i>M</i>	<i>SD</i>
1	I will continue to participate in spa.	3.86	0.90
2	Spa will be my first choice for relaxation.	3.83	0.91
3	I would choose spa, even if the cost is going up.	3.84	0.84
4	I will actively promote spa to my family, friends, and colleagues.	3.88	0.85
5	I will actively recommend spa to people in the Neighborhood.	3.61	0.99
6	When someone comes to me for relaxation advice, I recommend spa.	3.84	0.99
	Total	3.81	0.76

Note: Likert scales score 1 as the lowest rank and 5 as the highest. Cronbach's Alpha = .91

4.5 Multiple Regression Analysis

Multiple regression analysis was applied to examine the influence of perceived value and attitude on millennial consumer usage intention. In this analysis, the independent variables were perceived value (PV) and attitude (AT), while the dependent variable was usage intention (UI).

Before performing the multiple regression analysis, the data were subjected to a multicollinearity diagnosis, considering the tolerance value and variance inflation factor (VIF). The results indicated that the tolerance values of both independent variables, perceived value and attitude, were equal to 0.33, which were greater than the value of 0.1 and show that there is no concern regarding multicollinearity. When considering the variance inflation factor (VIF), it appears that the VIF values of the prediction variables in the multiple regression equation are both equal to 3.07, which is lower than 10, indicating the absence of a multicollinearity problem.

To investigate the influence of perceived value and attitude, a multiple regression analysis with enter method was employed. The results of the analysis showed that there was a high, significant correlation among the two predictors with an r value close to 1 ($r = .88, p < .01$). The results also illustrated that perceived value and attitude could predict the spa usage intention of Thai millennial consumers ($R^2 = .78$), suggesting that the two predictors could together influence the spa usage intention at 78.0%. This implies that, in addition to perceived value and attitude, 22.0% could be contributed to other factors ($F = 356.49, df = 2, p < .01$).

Table 4.16 Regression coefficient of perceived value and attitude on usage intention

Independent variables	Coefficients				
	<i>B</i>	β	<i>S.E.b</i>	<i>t</i>	<i>p</i>
Perceived value	.527	.540	.056	9.340	< .001*
Attitude	.369	.382	.056	6.606	< .001*
Constant (a)	.362	-	.132	2.746	.007

$R = .882$ $R^2 = .778$ $Adjusted R^2 = .775$ $S.E. = .360$ $F = 356.49$ $Sig = < .001$

Note: * $p < .05$

Furthermore, as shown in Table 4.16, the highest size of influence on usage intention was perceived value, which had a standardized coefficient (β) of 0.54, representing a positive direction, a relatively high influence size, and existed with statistical significance ($t = 9.34$, $p < .00$). Meanwhile, the influence of attitude on usage intention had standardized coefficients (β) of 0.38, showing a positive direction, a relatively moderate influence size, and having a statistical significance ($t = 6.61$, $p < .00$).

In summary, according to the results, it is demonstrated that among the two predictors, perceived value had the highest influence on usage intention, followed by attitude. Also, all two predictors had a statistically significant influence on usage intention, with standardized coefficients (β) value of 0.54 and 0.38, respectively. In this regard, since all the variables can predict spa usage intention (UI), it can be written as a multiple regression equation as follows;

$$UI = (0.362) + 0.527* (PV) + 0.369* (AT)$$

The multiple regression equation in the standardized score format can be written as follows;

$$Z_{UI} = 0.540 * (Z_{PV}) + 0.382 * (Z_{AT})$$

Therefore, the research hypothesis test results can be summarized as shown in Table 4.17. The findings will be discussed in the next chapter.

Table 4.17 Hypothesis testing

Hypothesis	Result
H1: Perceived value and attitude have a positive influence on spa usage intention.	Supported

CHAPTER 5

SUMMARY AND DISCUSSION

This chapter covers the summary and discussion in detail of this research study. First, the summary of the research results will be presented, followed by the discussion of consumers' perceived value, consumers' attitude, usage intention, and the influence of perceived value and attitude on usage intention towards spa. Then, the limitations and directions for future research will be discussed, followed by the practical implications.

5.1 Summary

As reviewed in this section, the quantitative research data were collected between mid-October and early November 2023 using an online survey concerning the influences of consumers' perceived value and consumers' attitude on usage intention towards spa among 207 respondents. Demographics profile and General Information, perceived value, attitude, and usage intention are shown in the results section, with a subsequent multiple regression analysis.

The demographics profile and general information concern the respondents' gender, age, education level, occupation, monthly average income, marital status, preferred type of spa, and wellness spa definition. The majority of respondents in this research were female, accounting for 87.0% of the sample, while the majority in terms of age range was between 27 and 31 years, accounting for 73.4% of the sample. In terms of education level, most respondents possessed a bachelor's degree

at 99.5%, while respondents with a higher bachelor's degree accounted for only 0.5%. Further, a majority of respondents were private company employees at 73.0%, followed by civil servants/state employees which has percentage of 18.8% and freelancers constitute 8.2%. In terms of average monthly income, 50.2% of respondents earned between 15,000 and 30,000 Baht per month, while 46.9% earned between 30,000 and 45,000 Baht per month. Respondents earned between 45,000 and 60,000 Baht per month has a percentage of 2.4%, while those earning more than 60,000 Baht per month have the lowest percentage of 0.5%. For marital status, the majority is married, accounting for 77.8% of the sample. In terms of general information, the majority of respondents in this research preferred day spas, accounting for 63.8% of the sample, while the majority of opinion regarding wellness spa definition was aromatherapy for 64.3%.

In this research, the consumers' perceived value was assessed using statements from previous research. The measurement scale of consumers' perceived value comprises twelve statements, which can be classified into four dimensions: functional value, emotional value, value for money, and social value. The statements were gauged using a five-point Likert scale. For the purposes of this study, a score of 1 indicates strongly disagree, while a score of 5 indicates strongly agree.

Functional value is ranked as the second highest with a mean score of 3.84. The statements that attained a mean score of 3.90 are related to the respondents latest spa service having an acceptable standard of quality. Considering emotional value, it is seen that respondents do agree with the statements under this dimension ($M = 3.81$). The highest mean score attained is 3.81. Respondents agree on both statements that

the spa service would make them want to use it and that the spa service would make them feel good.

Another dimension that ranked third is value for money, with an overall mean score of 3.83. Among the statements that received the highest mean score as compared to other statements, 3.87 denotes the respondent belief that the spa service offers value for money. With regards to social value, respondents generally agreed with the statements, as evidenced by a mean score of 3.87. The mean score that has been attained is 3.91, with respondents agreeing that the spa service would help them feel acceptable.

Attitudes were assessed in determining the respondent favorable or unfavorable feeling towards spa. It was found that most respondents expressed mutual agreement ($M = 3.86$). The highest mean score of 3.93 among the four statements proved to respondents that their spa is valuable.

From the analysis, respondents largely agree with the usage intentions overall, as signified by a mean score of 3.81. The highest mean score was attained ($M = 3.88$) from the statement depicting that the respondents will actively promote spa to their family, friends, and colleagues.

Then, multicollinearity diagnoses were conducted to examine the correlation among the two predictors of usage intention. The results indicated that the overall correlation of perceived value, attitude, and usage intention showed a significantly positive relationship with one another with $p < .01$. The residual mean was 0.00, the tolerance value of each independent variable was greater than 0.1 (perceived value =

0.33 and attitude = 0.33), and the variance inflation factor (VIF) value was less than 10 (perceived value = 3.07 and attitude = 3.07).

Finally, multiple regression was conducted to investigate the influence of perceived value and attitude on usage intention towards spa. The degree of influence among the two predictors was relatively high, with 78.0% representing a high level of influence of perceived value and attitude on usage intention. This means that all the two predictors mentioned above could highly influence on usage intention of Thai millennial consumers. Thus, this result indicated that among the two predictors, perceived value had the highest influence on usage intention, followed by attitude.

5.2 Discussion

This section covers the discussion and analysis of this research study, which is comprised of consumers' perceived value, consumers' attitude, and usage intention, followed by the influence between variables. Additionally, this section provides an explanation of the data analysis, situating the findings within the context of literature that is considered relevant to the present study. The aim of the current study was to identify the influence of perceived value and attitude on usage intention towards spa.

Consumers' Perceive Value

Perceived value is the evaluation that a consumer gives of a product or service, which might influence the attitude and behavior (Pandey & Yadav, 2023). This

concept comprises four distinct dimensions: functional value, emotional value, value for money, and social value (Sheth et al., 1991).

Based on the findings, the overall average mean of consumers' perceived value was 3.84, which is considered moderate to high. The study results indicate that millennial consumers attach significant value to acquiring knowledge about a service prior to its utilization. Specifically, consumers derive social value, functional benefits, and economic advantages from utilizing services, with the emotional side being of lesser importance to individuals. The findings align with the assertion made by Fratu (2011) that social factors exert a significant influence on consumer behavior. It was observed that individuals belonging to the millennial generation place significant emphasis on the social value aspect. This preference may be attributed to the fact that millennials, being at a stage in life where they have achieved career and financial stability, tend to prioritize products and services that contribute to personal advancement. The individuals also exhibit a keen interest in maintaining their physical well-being, cultivating a positive self-perception, and seeking approval from their social environment, which holds significant value for them. Furthermore, spa services are defined as intangible, meaning that consumers do not immediately perceive any visible benefits. However, the effects of the service can be experienced once it is finished (Lovelock & Wirtz, 2011). Along with that, it can denote an aspect of perishability that the service is unable to retain (Zeithaml, 1996). Consequently, the unique nature of spa services contributes to their distinct social value, setting them apart from other aspects.

Moreover, Edvardsson, Gustafsson, and Roos (2005) state that the creation of perceived value in business is a crucial concern for service providers. This is in line with Bovee and Thill's (1992) claim that consumers must be aware of a product existence before making a purchase. This connection can be made between perceived value data results and the fact that millennial consumers are particularly interested in the features of services before making an actual purchase. Hence, it is essential to ensure that products and services are effectively communicated to consumers, encompassing comprehensive information pertaining to both tangible and intangible attributes, particularly social aspects. Therefore, millennial consumers exhibit a tendency to assess perceived value at a moderate to high level.

Functional Value

Based on the findings, the overall average mean of functional value was 3.84, which is considered moderate to high. Functional value highlights the practical advantages associated with perceived value, including attributes such as quality, reliability, and durability (Williams & Soutar, 2009). And emphasizes the perceived usefulness of products, services, and facilities (Sheth et al., 1991).

According to the findings of the study, millennial customers desire spa services that are of standard quality and well-serviced. This aligns with the concept that spas are regarded as facilities that prioritize customer-centric service (Lovelock & Wirtz, 2011). These results are in line with Albrecht's (1992) claim that providing value that the consumer perceives as being of high quality is the only factor that matters in the new world of service quality. Assael (1998) suggests that consumers

tend to disregard information and place greater importance on physical attributes. Upon additional review, Chieochankitkan (2013) points out that there are several factors that support the idea that service quality significantly influences the perception of spa consumers. This is consistent with Thongkern's (2016) assertion that the second most significant aspect among spa consumers is the overall functional quality of service. In the meantime, the current marketplace for services remains highly competitive regarding the observable quality of the services offered. Consequently, millennial consumers have an appraisal of functional value that falls between moderate and high.

Emotional Value

In accordance with the findings of the study, the overall mean of emotional value was determined to be 3.81, indicating a moderate to high level despite being classified as the lowest. The concept of emotional value can be defined as the fulfillment of a cognitive or psychological requirement that arises from the emotive encounters generated by a product or service, or the utility of the emotional condition. Furthermore, the concept of emotional value can be defined as the favorable consequence that emerges from interacting with diverse emotions or affective conditions (Sweeney & Soutar, 2001).

The study revealed that a significant proportion of millennial consumers expressed favorable attitudes towards two specific features. Firstly, they indicated a strong desire for spas based on their previous experiences. Secondly, they reported experiencing positive emotions as a result of engaging in spa. Hence, it is evident that

individuals substantially depend on subjective viewpoints derived from past service experiences, as supported by Holbrook's (1994) argument that customer essential criteria for forming value judgments are the dimensions on which they are founded. This finding aligns with the assertion made by Jisana (2014) that consumers tend to create their perceptions of information in a manner that is consistent with the ideas and beliefs they already hold. Likewise, the results from the emotional value parts are consistent with the messages presented in the Chen (2015) study, which state that consumers have a positive psychological experience when they participate in activities that they find engaging. Further supported by Churchill and Peter (1998) claim, the consumer also considers other important elements, such as emotive benefits, which are more subjective and abstract. Therefore, even though the emotional component is not the most essential among the four criteria, it is nonetheless an important part that cannot be disregarded. As a result of this, millennial customers place a moderate to high level of importance on their sense of emotional value.

Value for Money

The results indicate that the overall mean of emotional value was 3.83, a range that is classified as moderate to high. Value for money, which is also referred to as price value, denotes the degree of pleasure obtained from assessing the product or service in relation to the cost, time commitment, and labor required to obtain it. The notion of economic value is directly related to the corresponding financial benefits and costs. As stated by Kim and Park (2017), the service is characterized by economical services, value for money, and reasonable prices.

Based on the findings of the study, it is evident that millennial consumers prefer spas that offer a cost consistent with the benefits they derive from the service. The findings align with Choi et al. (2004) conclusion that evaluating the price and quality of a product or service involves a customer comprehensive assessment of its usefulness, taking into consideration their view of the benefits compared to the disadvantages. Duman and Mattila (2005) clarify the concept of value perception as a difference between individual spending and earnings. The outcomes align with the belief that the monthly income of the respondents is comparatively elevated. Thus, they perceive spa services as a worthy expenditure. In the present moment, competitiveness is increasing across all sectors in service industry, so it is essential to devote consideration to pricing that is appropriate for the type of service being offered and provides consumers with the sense that they have received the greatest value for their money. As can be seen from the previous section, millennial customers likewise have a medium to high appraisal of the value for money factor.

Social Value จุฬาลงกรณ์มหาวิทยาลัย

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In line with the findings of the research, the average mean of social value was 3.87, with the highest rank indicating a significant range. Social value pertains to the exchange of social advantages, including status and prestige, which occurs when an individual consumes a particular product or service. The concept of social worth pertains to the generation of a socially recognized or enhanced social self-image (Sweeney & Soutar, 2001).

Considering the findings of the research, it has been observed that individuals belonging to the millennial generation hold the opinion that engaging in spa services can contribute to their sense of acceptance within their respective societies. This perception is rooted in the notion that such services have the potential to enhance their physical appearance or social standing. The observation is consistent with the finding by Gan and Wang (2017), which contends that social value has a positive impact on both satisfaction and purchase intention. According to Mahjudin et al. (2022), the provision of social value is particularly evident in the context of general services. Furthermore, there has been an increased recognition among consumers regarding the significance of social value, as seen by Raczkowski's (2021) findings, which indicate that over half of individuals are willing to pay higher prices for products or services that align with their social values. In light of the above, it can be argued that service delivery extends beyond just considerations of quality and affordability. This is due to the fact that consumers are additionally seeking a sense of acceptance and the desire to cultivate a favorable impression among their peers. Hence, it is important to contemplate an additional tier of service to elevate the standard of service beyond the ordinary. This is evident from several indicators that millennial consumers prioritize social value as their foremost criterion.

Consumers' Attitude

According to the results of the survey, the mean score of consumers' attitudes was found to be 3.86, indicating a high level. Consumers' attitudes, as posited by Wilkie (1994), are subject to the influence of knowledge and experiences due to their learned nature. According to Ajzen (2000), attitude can be defined as an acquired

inclination to regularly react positively or negatively to an item. This disposition is shaped by both personal experiences and temperament, which encompasses the idea that the aspect of attitude is developed from the cognitive components (Lutz, 1991).

The results of the study suggest that there is a noteworthy tendency among millennial consumers to relate emotional significance and value to the usage of spa services. These emotional sentiments are derived from the personal experiences of individuals during their participation with these facilities, giving rise to either positive or negative emotional responses. The findings align with the description provided by Prebensen et al. (2012), which defines value perceptions of the experience as the process by which a consumer obtains, chooses, arranges, and understands information from different experiences to form a meaningful picture of the service experiences value. It along with Lutz's (1991) statements that the comprehensive measurement of all three components of attitude is not feasible in practice while only the affective component is quantified in most situations. As can be seen from the results of attitudes among millennial consumers, the predominant perspective is that spa services provide value by enhancing enjoyment solely during the utilization of those services.

Additionally, Suriyapaitool (2017) posits that consumer beliefs result in both positive and negative attitudes, hence serving as reasonable indicators of the underlying reasons for attitudes forming. Therefore, it is expected of the spa provider to cultivate a more favorable and meaningful impression on consumers to optimize their service experience. Due to this justification, individuals pertaining to the millennial generation assess the significance of attitude to a heightened degree.

Usage intention

The notion put forth aligns with the perspective of Wilkie (1994), who believes that intentions are subject to the influence of information and experiences, owing to their acquired nature. On top of that, Ajzen (1991) believes that repeated actions can develop into habits, which then affect future behavior. Consequently, the usage intention of a particular service is not solely dependent upon its high quality alone. The product must possess sufficient worth to generate a desire among consumers to share positive experiences with others. This is expected to yield a favorable outcome for the spa, as it will establish a consistent customer base and foster customer loyalty over time. This statement can be supported by the finding that once consumers have discovered a service that is in line with their preferences, this activity tends to foster a sense of loyalty (Assael, 1998; Evans et al., 2009). Therefore, millennial consumers tend to assign a moderate to high level of importance to usage intention.

Regarding the results of the study, the mean score of usage intention was found to be 3.81, indicating a moderate to high level. The definition of usage intention pertains to the expression of consumer behavior in the context of decision-making, wherein individuals express their intentions and the extent to which they have deliberately formulated plans to engage in or refrain from a particular action in the future (Warshaw & Davis, 1985). Yingna (2020) also posited this concept as a cognitive process involving the comprehension and desire to buy products or services (Yingna, 2020).

Findings from research indicate that individuals relating to the millennial generation exhibit a higher propensity for having influence and providing recommendations regarding their spa experiences to their peers, particularly individuals within family and social circles. The findings align with the assertion made by Kahle and Close (2006) that colleagues, peers, friends, and family members are recognized as a significant source of information. This is further supported by Jisana's (2014) claim that normative compliance influences, such as peers, family members, and other acquaintances, have an impact on individuals. As a result, the participants express a strong desire to persist in engaging with spa services.

Influence of Perceived Value and Attitude on Usage Intention

The results of the research demonstrate that two predictors, notably perceived value and attitude, have a significant impact on usage intention towards spa, accounting for 88.0% of the variation in usage intention ($R^2 = 0.88, p < .01$). This finding aligns with other research, which has demonstrated that these two factors have the potential to impact an individual usage intention.

According to Kwun and Oh (2004), consumer perceived value is a crucial determinant of both pre-decision and post-decision processes in relation to purchasing intention. According to Kapferer and Laurent (1985), there is an agreement that it exerts an important degree of effect on consumer decision-making processes. In the meantime, the perceived value regulates the connections between usage intentions (Gan et al., 2023). In the words of Pandey and Yadav (2023), consumers perceived value refers to the assessment provided by consumers regarding the value of a product

or service. This appraisal has the potential to influence the consumers attitude and following behavioral responses. This conclusion is supported by Anggraeni et al. (2022) research, which illustrates that involvement plays a significant role in shaping perceived value, consequently influencing individual intentions to engage in specific behaviors.

Considering consumers' attitudes, Ajzen (2008) contends that the sentiments of consumers toward different brands and products have an important effect on the decisions they make regarding purchases. In addition to Lutz (1991), attitude can be defined as a disposition shaped by both personal experiences and temperament and encompasses the idea that only one aspect of attitude is developed. A critical factor in usage intention has been recognized as the influence of attitude (Choi et al., 2013). Thus, it can be concluded that attitude plays an essential part in shaping the decision-making processes of individuals (Han et al., 2009).

In addition, by analyzing the degree of influence, the results demonstrated that among the two predictors, perceived value had the highest influence on usage intention, followed by attitude with the standardized coefficients (β) value of 0.54 and 0.38, respectively.

An explanation for this phenomenon could be that individuals will evaluate the cost and potential advantages associated with obtaining spa services prior to their actual visit. This is in line with the research result that when consumers perceive high-quality products or services, they may have higher behavioral intentions (Carvache-Franco et al., 2021; Choi, 2015). One of the primary underlying assumptions of these

models is that decision-making processes are believed to progress in a sequential manner, starting with attitudes, then leading to intentions, and ultimately resulting in behaviors (Decrop, 2010; Decrop & Snelders, 2004). This observation suggests millennial individuals who visit spas engage in a hierarchical decision-making process regarding their spa experiences. The decision-making process of the millennial consumer is influenced by the *learn-feel-do* framework or utilitarian needs, as discussed by Solomon (2020). Thus, these consumers carefully assess the suitability of services before engaging in consumption. Moreover, the spa consumption behavior of individuals commences with a process of analyzing and debating the advantages associated with engaging in spa activities (*Cognitive*). Subsequently, individuals proceed to actively participate in and personally experience the services provided by the spa (*Affective*). Therefore, the resulting impact of this experiential encounter then influences their future intention to utilize spa services in the future (*Conation*).

In summary, it can be observed that Thai millennial consumers possess a positive perception regarding the benefits and inherent value of spas. These consumers exhibit a high level of participation, particularly in terms of the cognitive part. In the context of spa experiences, consumers were stimulated emotionally and experienced a range of sentiments. This is evident from the observation that Thai millennial consumers in this study also exhibit emotional aspects. Consequently, both perceived value and attitude had an impact on usage intention, thus making both significant predictors. However, each of these factors proved to be important predictors that have the ability to influence the spa usage intention of Thai millennial consumers.

5.3 Limitations and Directions for Future Research

This survey was conducted with 207 respondents to determine their degree of agreement with the study topics. However, future studies ought to expand the sample size to enhance a higher level of generalizability. Additionally, other generational cohorts may be included in the population. This may provide supplementary perspectives regarding the broader scope of demographic profiles.

As the current research study relies on surveys, it is worth considering the inclusion of a qualitative technique in future data collection whether in-depth interviews or focus group discussions. The application of a qualitative technique in this research will facilitate the acquisition of profound and insightful information.

Also, it is suggested that future research should explore other types of spas to provide a greater understanding of the industry and facilitate a comparative analysis of results across various spa categories. Furthermore, it is necessary to determine brand specifications to facilitate an accurate comparison between luxury and mass spa brands.

5.4 Practical Implications

Studying the influences of millennial consumers' perceived value and attitude on usage intention towards spa holds significant value for professionals in the fields of communication and marketing. This research endeavor can offer valuable insights

and contribute to a deeper understanding of consumer behavior pertaining to spa usage and wellness spas in the future.

The results from this study pertain to the definition of wellness spas and suggest that a significant proportion of respondents consider wellness spas to be mainly aromatherapy. As a result, to cater to the preferences of health-conscious millennial consumers, service providers may consider enhancing the correlation between spa and wellness through the inclusion of the term aromatherapy in marketing materials by incorporating visual content associated with aromatherapy and spa. Besides, the findings of the study suggest the majority holds limited knowledge of spa type. As a result, it is needed for service providers to carry out educational efforts aimed at raising consumer awareness regarding other spa categories. This approach serves the purpose of expanding the range of options available to consumers and enhancing the chance of serving the different needs of various customer segment.

In addition, the study highlights the importance of the social value aspect in relation to perceived value. Specifically, it reveals that millennial consumer express enjoyment in conveying a positive image through their selection of products or services. Within the spa industry, service providers could partner with influencers who possess a favorable skin image and beauty lifestyle, as this strategic partnership is driven by the influencers ability to effectively connect and captivate millennial consumers through the creation of attractive content. Moreover, it is imperative to develop content that effectively conveys the visually attractive and modern nature of spas, aligning with the preferences of millennials, who place significant importance on their self-care and social image. On top of that, marketing professionals may

engage in the development of advertising campaigns that align with the wellness community, suggesting that millennial consumers exhibit a greater tendency to share material that aligns with their social values and lifestyle on various platforms.

Furthermore, the attitude of individuals also plays a significant role in determining their desire to utilize the spa facility. The findings of the research indicate that millennial consumers hold a strong belief in the high value of the spas they attend. Hence, it is crucial for service providers to clearly communicate the advantages pertaining to health and wellness, given the likelihood that millennial consumers will exhibit a keen interest in self-care and mental well-being. Thus, it is essential to advocate for the promotion of spas to greatly contribute to the enhancement of both physical well-being and mental relaxation. Also, the implementation of events or workshops based around health and self-care has a favorable prospect for cultivating a millennial community that places emphasis on the spa experience. To exceed expectations, the service provider should enhance the ambience of the spa to further magnify its allure and promote a heightened sense of relaxation. Finally, the business could improve the overall customer experience by providing personalized spa treatments according to individual preferences to enhance their positive attitude and strengthen it further.

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APPENDICE

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

APPENDIX A

QUESTIONNAIRE (ENGLISH VERSION)

Millennial Consumers' Behavior towards Spa

This research is conducted as a required component of the Professional Project, achieved by a master's student in the Strategic Communication Management Program from the Faculty of Communication Arts, Chulalongkorn University.

The purpose of this survey is to study millennial consumers' behavior towards spa. The participation is voluntary, and the data collected will be kept confidential. Participants are NOT going to be identified and are given the option not to answer any particular question. Data collected will be analyzed aggregately and used for the purposes of education only.



SECTION 1: Screening Questions

Instruction: Please check (✓) your selection of answer.

1. Please specify your age range.

- a) Less than 27 years old (End the survey)
- b) 27–31 years old
- c) 32–36 years old
- d) 37–39 years old
- e) More than 39 years old (End the survey)

2. Have you been to a spa at least once in the past six months?

- a) Yes
- b) No (End the survey)

Spa involves the provision of holistic health services utilizing water-based natural remedies. It also refers to services that facilitate stress relief, vitality enhancement, and physical and mental relaxation. The service can be obtained in various areas including day spa, club spa, medical spa, destination spa, hotel and resort spa, mineral spring spa, and cruise ship spa.

Instruction: Prior to answering the survey, participants were instructed to recall the most recent visit to a spa within the previous six months and provide answers based on that experience.

SECTION 2: Consumers' Perceived Value

Instruction: Please check (✓) your selection of answer.

Please rate the agreement of the statement on Consumer Perceived Value provided below. (1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

Item	Statement	Agreement level				
		5	4	3	2	1
1.	The service has consistent quality.					
2.	The service is well made.					
3.	The service has an acceptable standard of quality.					
4.	The service is one that I would enjoy.					
5.	The service would make me want to use it.					
6.	The service would make me feel good.					
7.	The service is reasonably priced.					
8.	The service offers value for money.					
9.	The service is a good product for the price.					
10.	The service would help me to feel acceptable.					
11.	The service would improve the way I am perceived.					
12.	The service would make a good impression on other people.					

SECTION 3: Consumers' Attitude

Instruction: Please check (✓) your selection of answer.

Please rate the agreement with the statement on Consumer Attitude provided below.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

Item	Statement	Agreement level				
		5	4	3	2	1
1.	I believe my spa is valuable.					
2.	I believe my spa is beneficial.					
3.	I believe I would enjoy my spa.					
4.	I believe I would be satisfied with my spa.					

SECTION 4: Usage Intention toward Spa

Instruction: Please check (✓) your selection of answer.

Please rate the agreement with the statement on Consumer Usage Intention toward spa provided below.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

Item	Statement	Agreement level				
		5	4	3	2	1
1.	I will continue to participate in spa.					
2.	Spa will be my first choice for relaxation.					
3.	I would choose spa, even if the cost is going up.					
4.	I will actively promote spa to my family, friends, and colleagues.					
5.	I will actively recommend spa to people in the neighborhood.					
6.	When someone comes to me for relaxation advice, I recommend spa.					

SECTION 5: Demographics Profile and General Information**Instruction:** Please check (✓) your selection of answer.

1. What is your gender?

- a) Male b) Female

2. What is your education level?

- a) Lower than Bachelor's Degree b) Bachelor's Degree
 c) Higher than Bachelor's Degree

3. What is your current occupation?

- a) Business Owner b) Housewife / Househusband
 c) Civil servant / State employee d) Freelancer
 e) Private company employee f) Other (Please state.....)

4. What is your monthly average income in Thai Baht?

- a) 15,000 Baht or less b) 15,001 – 30,000 Baht
 c) 30,001 – 45,000 Baht d) 45,001 – 60,000 Baht
 e) 60,001 – 75,000 Baht f) 75,001 – 90,000 Baht
 g) More than 90,000 Baht

5. What is your marital status?

- a) Single b) Married

6. Which type of spa do you prefer the most?

- 1) Resort and Hotel Spa: a spa service in resorts and hotels.
- 2) Destination Spa: a spa with overnight accommodations and personalized spa programs.
- 3) Medical Spa: a combination of natural therapy with medical services.
- 4) Day Spa: a spa with health and beauty services located in the city area.
- 5) Club Spa: a spa service available in the fitness center or club.
- 6) Cruise Ship Spa: a spa service on a cruise ship.
- 7) Mineral Spring Spa: a spa with mineral water or natural hot springs.

7. In your opinion, which spa service is the most associated with the term "wellness spa"?

- 1) Aromatherapy: a treatment with essential oils.
- 2) Sound therapy: a therapy employ sound to create a relaxed atmosphere for ears and mind.
- 3) Ayurveda: an Indian holistic medicine consists of wind, water, and energy elements.
- 4) Massage therapy: a massage for relaxation or health treatment.
- 5) Yoga therapy: a therapy of balance between body, mind, and spirit.
- 6) Meditation therapy: the art of calming the mind for relaxation.
- 7) Hydrotherapy: a rejuvenating treatment that involves water, mud, and sand for vitamins and minerals that are valuable to health.

APPENDIX B
QUESTIONNAIRE (THAI VERSION)

แบบสอบถาม

พฤติกรรมผู้บริโภค milenennial ต่อสปา

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษา เพื่อจัดทำโครงการวิชาชีพของนิสิตระดับมหาบัณฑิต คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถาม ตามความเป็นจริงหรือตามความคิดเห็นของท่าน ทั้งนี้ ข้อมูลของผู้ตอบแบบสอบถามทั้งหมดจะถูกเก็บเป็นความลับ และถูกนำไปวิเคราะห์ในภาพรวม เพื่อนำไปใช้ประโยชน์ในเชิงการศึกษาเท่านั้น



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

ส่วนที่ 1: คำถามคัดกรอง

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบที่ท่านมากที่สุด

1. ปัจจุบันท่านอายุอยู่ในช่วงใด?

1) ต่ำกว่า 27 ปี (จบแบบสอบถาม)

2) 27-31 ปี

3) 32-36 ปี

4) 37-39 ปี

5) มากกว่า 39 ปี (จบแบบสอบถาม)

2. ท่านเคยใช้บริการสปาอย่างน้อยหนึ่งครั้งในช่วงหกเดือนที่ผ่านมาหรือไม่?

1) ใช่

2) ไม่ใช่ (จบแบบสอบถาม)

สปา หมายถึง การให้บริการดูแลสุขภาพแบบองค์รวม ด้วยวิธีการทางธรรมชาติที่ใช้น้ำเป็นองค์ประกอบ และยังหมายถึงบริการที่ผู้คนไปคลายเครียด เพิ่มพลังชีวิต ผ่อนคลายทั้งร่างกายและจิตใจ

โดยสามารถใช้บริการได้ในหลายสถานประกอบการ รวมถึง ร้านสปาทั่วไป สโมสรสปา สปาทางการแพทย์ ศูนย์สปาแบบครบวงจร สปาในรีสอร์ทหรือโรงแรม สปาน้ำพุร้อนและแร่ธาตุ และสปาบนเรือสำราญ

คำชี้แจง: ในการตอบคำถาม ขอให้ผู้ตอบนึกถึงประสบการณ์จากการใช้บริการสปา ครั้งล่าสุดที่ท่านใช้บริการในช่วงหกเดือนที่ผ่านมา

ส่วนที่ 2: การรับรู้คุณค่าของผู้บริโภค

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

ท่านเห็นด้วยกับแต่ละข้อความต่อไปนี้มากน้อยเพียงใด

(1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉย ๆ, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง)

	รายการ	ระดับความคิดเห็น				
		5	4	3	2	1
1.	สปาที่ท่านใช้บริการครั้งล่าสุดมีคุณภาพดี					
2.	สปาที่ท่านใช้บริการครั้งล่าสุดให้บริการได้เป็นอย่างดี					
3.	สปาที่ท่านใช้บริการครั้งล่าสุดมีมาตรฐานคุณภาพเป็นที่ท่านยอมรับได้ดี					
4.	สปาที่ท่านใช้บริการครั้งล่าสุดทำให้ท่านรู้สึกเพลิดเพลิน					
5.	สปาที่ท่านใช้บริการครั้งล่าสุดทำให้ท่านต้องการที่จะใช้บริการอีก					
6.	สปาที่ท่านใช้บริการครั้งล่าสุดทำให้ท่านรู้สึกพึงพอใจ					
7.	สปาที่ท่านใช้บริการครั้งล่าสุดมีราคาที่สมเหตุสมผล					
8.	สปาที่ท่านใช้บริการครั้งล่าสุดได้มอบความรู้สึกคุ้มค่าในเรื่องราคา					
9.	สปาที่ท่านใช้บริการครั้งล่าสุดมีการบริการที่คุ้มค่าและเหมาะสมกับราคา					
10.	สปาที่ท่านใช้บริการครั้งล่าสุดทำให้ท่านรู้สึกเป็นที่ยอมรับ					
11.	สปาที่ท่านใช้บริการครั้งล่าสุดทำให้ท่านมีมุมมองความคิดในเรื่องสปาที่เปลี่ยนไป					
12.	ท่านเชื่อว่าสปาที่ท่านใช้บริการครั้งล่าสุดจะสร้างความประทับใจที่ดีให้กับบุคคลอื่นด้วยเช่นกัน					

ส่วนที่ 3: ทศนคติของผู้บริโภค

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

ท่านเห็นด้วยกับแต่ละข้อความต่อไปนี้มากน้อยเพียงใด

(1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉย ๆ, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง)

	รายการ	ระดับความคิดเห็น				
		5	4	3	2	1
1.	ท่านได้รับประโยชน์จากสปาตามคุณค่าที่ท่านคาดหวัง					
2.	บริการสปา มีประโยชน์ต่อท่าน					
3.	ท่านรู้สึกเพลิดเพลินกับบริการสปา					
4.	ท่านรู้สึกพึงพอใจกับบริการสปา					

ส่วนที่ 4: ความตั้งใจใช้บริการสปา

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

ท่านเห็นด้วยกับแต่ละข้อความต่อไปนี้มากน้อยเพียงใด

(1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉย ๆ, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง)

	รายการ	ระดับความคิดเห็น				
		5	4	3	2	1
1.	ท่านคาดหวังจะไปใช้บริการสปาอย่างต่อเนื่อง					
2.	สปาจะเป็นตัวเลือกแรกของท่าน หากท่านต้องการการผ่อนคลาย					
3.	ท่านจะเลือกใช้บริการสปา แม้ว่าค่าใช้จ่ายของบริการดังกล่าวจะเพิ่มขึ้น					
4.	ท่านจะแนะนำสปาให้กับคนในครอบครัว เพื่อนและเพื่อนร่วมงานของท่าน					
5.	ท่านจะแนะนำสปาให้กับคนรอบตัวของท่าน					
6.	เมื่อมีคนขอคำแนะนำในการผ่อนคลาย ท่านจะแนะนำสปา					

ส่วนที่ 5: ข้อมูลส่วนบุคคลและคำถามทั่วไป

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

1. โพรตระบุเพศของท่าน

- 1) ชาย 2) หญิง

2. โพรตระบุนระดับการศึกษาสูงสุดของท่าน

- 1) ต่ำกว่าปริญญาตรี 2) ปริญญาตรีหรือเทียบเท่า
 3) สูงกว่าปริญญาตรี

3. โพรตระบุนอาชีพของท่าน

- 1) เจ้าของธุรกิจ 2) แม่บ้าน / พ่อบ้าน
 3) พนักงานของรัฐ / รัฐวิสาหกิจ 4) ประกอบอาชีพอิสระ
 5) พนักงานบริษัทเอกชน 6) อื่น ๆ (โพรตระบุ.....)

4. โพรตระบุนรายได้เฉลี่ยต่อเดือนของท่าน

- 1) 15,000 บาท หรือน้อยกว่า 2) 15,001 – 30,000 บาท
 3) 30,001 – 45,000 บาท 4) 45,001 – 60,000 บาท
 5) 60,001 – 75,000 บาท 6) 75,001 – 90,000 บาท
 7) มากกว่า 90,000 บาท

5. โพรตระบุนสถานภาพการสมรสของท่าน

- 1) โสด 2) สมรส

6. โดยปกติ ท่านชอบใช้บริการสปาประเภทใดมากที่สุด

- 1) รีสอร์ทและโรงแรมสปา: สปาที่เปิดให้บริการในรีสอร์ทและโรงแรม
- 2) เดสทินเนชั่นสปา: สปาที่มีห้องพักผ่อน ฟาร์มโปรแกรมสปาเฉพาะบุคคล
- 3) เมดิคอลสปา: การนำธรรมชาติบำบัดมาผสมผสานกับบริการทางการแพทย์
- 4) เดย์สปา: สปาที่ไม่มีห้องพักผ่อน โดยมีบริการด้านสุขภาพความงามเข้ามาด้วย และมักอยู่ใจกลางเมือง
- 5) คลับสปา: สปาที่มีบริการในคลับและฟิตเนส
- 6) ครูซชิปสปา: สปาที่ให้บริการขณะอยู่บนเรือสำราญ
- 7) มินิออรอลสปริงสปา: สปาที่มีน้ำแร่ หรือน้ำพุร้อนตามธรรมชาติ

7. ในความคิดเห็นของท่าน คำว่า "สปาเพื่อสุขภาพ" มีความหมายถึงการบริการสปาแบบใดมากที่สุด

- 1) อโรมาเทอราพี: การบำบัดโดยใช้น้ำมันหอมระเหย
- 2) บำบัดด้วยเสียง: การใช้เสียงสร้างบรรยากาศเพื่อผ่อนคลายประสาทหูและจิตใจ
- 3) อายุรเวท: การแพทย์แบบองค์รวมของอินเดีย ประกอบไปด้วย สม น้ำ และพลังงาน
- 4) การนวดบำบัด: การนวดสัมผัสเพื่อจุดประสงค์ในการผ่อนคลายหรือรักษาโรค
- 5) โยคะบำบัด: การบำบัดเพื่อช่วยปรับความสมดุลระหว่าง กาย จิตใจ และจิตวิญญาณ
- 6) สมาธิบำบัด: ศิลปะในการทำให้อารมณ์สงบ เพื่อให้เกิดความผ่อนคลาย
- 7) วารีบำบัด: การบำบัดฟื้นฟูในการใช้น้ำ โคลน ทราย โดยใช้ประโยชน์จากวิตามินและเกลือแร่ที่มีคุณค่าต่อสุขภาพ

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