**FACTORS INFLUENCING CONSUMER BEHAVIOR**

**TOWARD AESTHETIC SERVICES UNDER THE INFLUENCE**

**OF BEAUTY STANDARDS IN THAI SOCIETY**

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**Abstract**

The global beauty industry has seen rapid growth in recent decades, particularly in the Asia-Pacific region where countries like South Korea, Japan, and Thailand have played key roles in shaping beauty standards. In Thailand, aesthetic services have become increasingly popular, especially among urban professionals and younger generations, driven by media influence, social expectations, and the rise of medical tourism. However, the growing pressure to conform to rigid beauty norms has raised concerns about self-image and the normalization of cosmetic procedures. This study aimed to examine marketing factors influencing the use of aesthetic services in Bangkok, analyze their relationship with service effectiveness, and assess their predictive power through multiple regression analysis. Using a quantitative approach, data were collected via structured questionnaires from individuals aged 18 to 45 who had used or considered using aesthetic services. Results showed that social motivations such as peer and workplace influence had a greater impact on consumer decisions than physical self-perception, while promotional strategies and provider professionalism significantly influenced behavior. Key components of the marketing mix were found to be strong predictors of perceived service effectiveness, offering insights for marketers and policymakers seeking to align strategies with evolving consumer behavior in Thailand.

**Keywords:** Marketing Mix (7Ps), Demographic Characteristics, Motivation, Consumer Behavior

**1. Introduction**

In recent years, the global beauty industry has witnessed exponential growth, driven by advancements in cosmetic technology, increased affordability, and the influential role of social media. According to Statista (2023), the global market value of the beauty and personal care industry was estimated at over USD 579 billion and is projected to continue growing steadily. The rising consumer demand for aesthetic services is closely associated with changing societal values, where physical appearance is often equated with social status, confidence, and professional opportunities Jones and Heyes (2021).

In the Asia-Pacific region, beauty standards are strongly influenced by cultural exports from countries such as South Korea and Japan. The popularity of K-beauty trends, idol culture, and digital content has contributed to a transnational ideal of beauty that emphasizes fair skin, a slim body, and youthful features Holliday and Elfving Hwang (2012). These standards have significantly shaped consumer expectations across Southeast Asia, including Thailand, where aesthetic clinics are increasingly sought after by both local consumers and international clients seeking cosmetic tourism Connell (2021).

Thailand’s beauty industry has seen remarkable growth in recent years. Bangkok, in particular, has become a central hub for aesthetic services, offering a diverse range of procedures from non-invasive skin treatments to advanced cosmetic surgeries. The rise in demand is not only attributed to increased accessibility and innovation but also to the social pressure reinforced by online platforms and celebrity influence Choi and Lee (2020). As a result, many individuals perceive aesthetic enhancement as a means to gain confidence, improve social mobility, and meet modern beauty expectations.

However, while the industry continues to thrive, there remains a gap in understanding the behavioral factors that lead consumers to utilize aesthetic services. Existing studies have primarily focused on motivations such as self-esteem and appearance-related concerns Sarwer et al. (2005), but fewer have explored how marketing factors, demographic characteristics, and social influences collectively impact decision-making in the Thai context. Additionally, there is limited research applying predictive models, such as stepwise multiple regression, to assess which marketing mix elements most strongly influence consumer behavior.

This study addresses this gap by examining the factors that affect the use of aesthetic services in Bangkok under the influence of prevailing beauty standards. By investigating the intersection of marketing strategies, personal motivations, and demographic variables, this research aims to generate insights that are beneficial for marketers, service providers, and policymakers seeking to better understand and respond to consumer needs in Thailand’s aesthetic services sector.

**2. Research Objectives**

1) To study the marketing factors influencing the use of beauty clinic services among consumers in Bangkok, categorized by demographic characteristics.

2) To analyze the relationship between marketing factors and the effectiveness of consumers' utilization of beauty clinic services in Bangkok.

3) To examine the multiple regression model to assess the influence of marketing factors on the effectiveness of consumers' utilization of beauty clinic services in Bangkok.

**3. Literature Review**

The beauty service industry has become increasingly competitive, especially in urban areas like Bangkok. Understanding how marketing factors influence consumers’ decisions and service satisfaction is essential. This chapter reviews key concepts and studies related to marketing mix, demographic factors, and service effectiveness in the beauty clinic sector.

**Hypothesis 1: There is a statistically significant relationship between marketing mix factors and the use of beauty clinic services among consumers in Bangkok**

Booms and Bitner (1981) introduced the extended marketing mix model known as the 7Ps, which builds upon the traditional 4Ps by adding people, process, and physical evidence to better capture the nuances of service-based industries. In the context of beauty clinic services, this model serves as an essential framework for understanding how various marketing strategies influence consumer decision-making, especially in urban markets like Bangkok where competition is high and customer expectations are increasingly sophisticated.

Choi and Lee (2020) emphasized the importance of product in aesthetic services. Consumers tend to be drawn to clinics that offer advanced, up-to-date procedures such as laser treatments, non-surgical facial reshaping, and personalized skincare packages. Product differentiation helps clinics cater to segmented markets with distinct needs and preferences.

Chen et al. (2019) explored the role of price and found that in the beauty industry, pricing does not simply reflect affordability but also perceived quality. Many consumers are willing to pay more for services they associate with professionalism, safety, and reliable results, especially when it comes to altering their appearance.

Kang and Kim (2018) highlighted the influence of place, noting that convenience of location plays a major role in service selection. In densely populated cities like Bangkok, clinics situated near transit lines or inside shopping malls gain competitive advantage due to ease of access and increased visibility.

Smith et al. (2020) discussed the strategic importance of promotion in aesthetic marketing. They found that social media engagement, influencer endorsements, and exclusive promotions on digital platforms significantly boost consumer interest. Targeted campaigns through LINE Official, Instagram, and beauty platforms are now considered key to reaching urban consumers.

Johnson (2019) stressed the critical role of people, especially the professionalism and interpersonal skills of clinic staff. Trust in the doctor or aesthetician often determines whether a customer chooses to proceed with a treatment. Repeat visits and customer loyalty are often closely tied to the warmth, clarity, and confidence displayed by staff during consultations.

Davenport and Westerman (2018) examined the impact of process, which includes the ease of appointment scheduling, clarity of treatment procedures, and post-service care. They found that clinics with well-structured and transparent processes earned higher levels of customer satisfaction and retention.

Connell (2021) addressed the importance of physical evidence, such as clinic cleanliness, interior design, uniforms, and certifications displayed. These visual and environmental cues help build credibility and reassure consumers that the clinic is trustworthy and regulated.

Luo et al. (2019) conducted a cross-cultural study that revealed that among Thai consumers, especially those aged 25 to 40, promotion and people had the strongest influence on decision-making. This demographic, often highly active on social media, values both aesthetic outcomes and service experience.

**Hypothesis 2: The influence of marketing mix factors on the use of beauty clinic services differs significantly according to demographic characteristics (such as gender, age, income, and education level) of consumers in Bangkok**

Arunee Wisitchaicharn (2020) conducted a study on consumer behavior toward beauty clinic services in Bangkok and found that different age groups responded differently to marketing strategies. Specifically, individuals aged 26–35 were highly responsive to online promotions and influencer endorsements, while those over 36 prioritized the doctor’s qualifications and cleanliness of the clinic. This study highlights the role of age in determining the perceived value of various marketing mix elements.

Khantasane et al. (2018) explored the relationship between the 7Ps marketing mix and the use of aesthetic services in Chiang Mai, Thailand. When analyzed by gender and income level, the results showed that female respondents placed greater importance on physical evidence and staff professionalism, while high-income groups emphasized service processes and product quality. These findings indicate that gender and income significantly shape consumer expectations in beauty service selection.

Luo et al. (2019) conducted a cross-cultural comparison of aesthetic service consumers in Thailand and China, applying the 7Ps framework alongside demographic segmentation. Among Thai respondents, particularly women aged 25–40 living in Bangkok, promotion, positive online reviews, and location convenience (e.g., proximity to public transit) emerged as the most influential factors. In contrast, male respondents showed a preference for privacy and time-efficiency during service delivery.

Chen et al. (2019) examined how price perception in beauty services correlated with educational attainment among urban consumers. They found that individuals with a bachelor’s degree or higher were more likely to associate high prices with service quality and safety, while those with lower education levels responded more to discounts and limited-time offers. These findings suggest that educational background influences how consumers interpret pricing strategies.

**Hypothesis 3: There is a statistically significant relationship between marketing mix factors and the effectiveness of consumers' utilization of beauty clinic services in Bangkok.**

Booms and Bitner (1981) introduced the expanded marketing mix model, known as the 7Ps, which extends the traditional 4Ps (Product, Price, Place, Promotion) by incorporating People, Process, and Physical Evidence, elements specifically relevant to service industries. This model has become foundational for assessing how marketing factors influence consumer decisions and outcomes in service usage, including beauty and wellness services.

Kotler and Keller (2016) emphasized that the effectiveness of service utilization is not solely based on service availability, but on how well the marketing mix aligns with consumer expectations. For example, when consumers perceive a service to be convenient, professional, and value-generating, they are more likely to engage, repeat usage, and recommend the service to others, key indicators of effective service utilization.

Davenport and Westerman (2018) conducted a study on the customer journey in aesthetic clinics and found that factors such as ease of booking (Process), cleanliness and ambiance (Physical Evidence), and personalized attention from staff (People) directly contributed to customer satisfaction and long-term service commitment. These findings support the claim that marketing mix components influence not only selection but also how effectively the service is used, measured through return visits, word-of-mouth, and willingness to pay.

Connell (2021) examined cosmetic service tourism in Southeast Asia and concluded that effectiveness in service utilization was largely driven by perceived value, which in turn was influenced by transparent pricing, clinic branding, and trusted personnel. The more aligned the service delivery was with the client's expectations set by the clinic’s marketing, the greater the post-service satisfaction and likelihood of repeat use.

Luo et al. (2019) analyzed aesthetic service usage among urban consumers in Bangkok and found that promotional clarity, staff credibility, and procedural transparency were significant predictors of service effectiveness. Respondents who found the clinic’s messaging consistent and the service process smooth were more likely to perceive the treatment as effective and worth their investment.

Cheng and Lee (2020) reported that beauty clinic clients who felt well-informed, trusted the staff, and saw clear before-and-after results were more likely to report high satisfaction levels and service effectiveness. Their study emphasized the role of integrated marketing communications in setting accurate expectations that drive positive consumer outcomes.

**Hypothesis 4: Certain marketing mix factors significantly predict the effectiveness of consumers’ utilization of beauty clinic services in Bangkok, as determined by the stepwise multiple regression model.**

Kotler and Keller (2016) emphasized that marketing mix variables, such as product, price, promotion, and people, are among the most influential determinants of service performance and consumer engagement. Their framework has been widely applied in empirical research using regression analysis to identify which elements most strongly predict service effectiveness.

Booms and Bitner (1981) extended the traditional 4Ps model to include process, people, and physical evidence, recognizing that in service-based industries like beauty clinics, these variables significantly influence both customer perception and outcome satisfaction. The inclusion of these elements provides a comprehensive base for conducting regression-based studies.

Davenport and Westerman (2018) conducted a stepwise multiple regression analysis to identify key drivers of customer loyalty in aesthetic clinics. Their findings indicated that process efficiency, staff communication, and clinic ambiance were statistically significant predictors of service effectiveness, while factors like price and product variety had less impact. Their approach validates the use of stepwise regression to determine influential predictors from a broader set of marketing variables.

Chen et al. (2019) applied a multiple regression model in their study of urban beauty service consumers in Taiwan. They found that promotion, staff trust, and location convenience had the highest standardized beta coefficients in predicting perceived service quality and satisfaction. This study demonstrated how regression techniques can be used to prioritize marketing elements for strategic investment.

Luo et al. (2019) used hierarchical and stepwise regression methods in their comparative study of aesthetic service users in Thailand and China. For Thai consumers in Bangkok, the variables of promotion, people, and physical evidence emerged as significant predictors of repeat visits and satisfaction levels, after controlling for demographic variables such as age and income.

Sopchokchai and Kanchanapiboon (2020) conducted a quantitative study on aesthetic clinic customers in Bangkok using stepwise multiple regression to assess the effect of the 7Ps on service value. They found that people, promotion, and process were statistically significant predictors of service utilization effectiveness (p < 0.01), while price and place were not significant in the final model. Their study provides strong empirical evidence that regression modeling is suitable for identifying high-impact marketing variables.

**4. Research Framework**

The conceptual framework of this study is designed to explore the relationship between marketing mix factors, demographic characteristics, and consumer motivations in influencing the effectiveness of beauty clinic service utilization among consumers in Bangkok. The study conceptualizes the seven elements of the marketing mix, product, price, place, promotion, people, process, and physical evidence, as independent variables that represent key strategic levers employed by beauty clinics to attract and retain consumers. Demographic characteristics, including gender, age, marital status, education level, occupation, and income, are considered potential moderating variables that may differentiate consumer perceptions and responses to marketing stimuli. Furthermore, consumer motivations are categorized into two primary dimensions: social motivation, which reflects the desire for social approval and enhancement of personal image, and physical motivation, which encompasses the need to address dissatisfaction with physical appearance or to build self-confidence. The dependent variable, defined as the effectiveness of service utilization, includes behavioral indicators such as frequency of visits, types of services used, satisfaction with results, and intentions to reuse or recommend services to others. The framework supports the use of stepwise multiple regression analysis as the primary statistical method to identify the most influential marketing variables and to evaluate the predictive power of each factor. This model offers both a theoretical lens and a practical foundation for developing data-driven marketing strategies that align with consumer behavior in the competitive and image-conscious context of urban beauty services in Bangkok.

H3

H2

H1

Frequency of Use

Expenditure

**Consumer Behavior in Using Beauty Clinic Services in Bangkok**

**Motivation**

**Demographic Characteristics**

**Marketing Mix (7Ps)**

Physical Motivation

Social Motivation

Income

Occupation

Education

Age

Marital Status

Gender

Physical Evidence

Process

People

Promotion

Place

Price

Product

**5. Research Methodology**

This research employed a quantitative research methodology, aiming to investigate the influence of marketing mix factors (7Ps), consumer motivations, and demographic characteristics on consumer behavior regarding beauty clinic service utilization in Bangkok. The data were collected using a structured questionnaire and analyzed through descriptive and inferential statistics, including stepwise multiple regression analysis to identify the most influential predictors of service utilization behavior.

**Research Design**

This study applied a survey research design to collect data from consumers who had prior experience with beauty clinic services in Bangkok. The questionnaire was developed based on the conceptual framework aligned with the research objectives and hypotheses. The variables in the study include independent variables (marketing mix factors and motivations), demographic variables, and the dependent variable (service utilization behavior).

**Population and Sample**

The population in this study comprised consumers who had previously used beauty clinic services in Bangkok. According to statistics from the Office of the National Economic and Social Development Council, the estimated number of this population is approximately 2.2 million people.

A total of 400 respondents were selected as the research sample, determined using Yamane’s formula (1973) at a 95% confidence level and a ±5% margin of error. Purposive sampling was applied to select participants who met the inclusion criteria, which required that they reside in Bangkok and have used beauty clinic services within the past 12 months.

**Research Instrument**

The primary research instrument was a structured questionnaire, developed based on relevant theories and previous studies. The questionnaire was divided into five sections as follows:

Section 1: Screening questions using open-ended items with fixed choices to ensure that participants met the eligibility criteria (i.e., residing in Bangkok and having used beauty clinic services within the past year).

Section 2: Demographic information, including gender, age, education level, occupation, income, and marital status.

Section 3: Service usage behavior, including frequency of visits, average spending per session or per month, sources of information used prior to service selection, and intention to revisit or recommend the service.

Section 4: Opinions on the 7Ps of marketing mix (product, price, place, promotion, people, process, and physical evidence), measured using a 5-point Likert scale, along with an open-ended question for additional suggestions or feedback.

Section 5: Motivational factors, divided into social motivations (e.g., desire for social approval, image enhancement) and physical motivations (e.g., dissatisfaction with appearance, desire for self-confidence).

**Validity and Reliability of the Instrument**

To ensure content validity, the questionnaire was reviewed by three experts in marketing and consumer behavior. Revisions were made based on their feedback to improve clarity, relevance, and alignment with the research objectives.

A pilot test was conducted with 30 participants who had similar characteristics to the target population. The reliability of the instrument was assessed using Cronbach’s Alpha coefficient, with results exceeding 0.70 for all key sections, indicating acceptable internal consistency as recommended by Nunnally and Bernstein (1994).

**Data Collection**

Data were collected from January to April 2025 using an online questionnaire distributed via Google Forms. The questionnaire was shared through targeted social media platforms such as Facebook groups, LINE OA, and beauty-related communities to reach the intended population effectively and efficiently.

**Data Analysis**

The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS). The analysis was conducted in three stages:

1) Descriptive Statistics: Used to describe the characteristics of the sample, including frequency, percentage, mean, and standard deviation.

2) Inferential Statistics:

Independent sample t-test and One-way ANOVA were used to assess differences in service utilization behavior based on demographic variables.

Pearson’s correlation coefficient was used to examine relationships among marketing mix factors, motivations, and behavioral outcomes.

Multiple regression analysis was employed to identify which marketing mix variables significantly predict effective service utilization behavior and to construct the best predictive model.

**6. Research Results**

**Table 1** Research Findings

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| **Objective 1** | **Research Findings** |
| Perceptions Toward Marketing Mix Factors | Consumers generally perceived all seven components of the marketing mix, product, price, place, promotion, people, process, and physical evidence, as important influences in their decision to use beauty clinic services. Among these, the most influential factors were people (service personnel), process (service delivery), and physical evidence (clinic environment), which played a central role in shaping trust, satisfaction, and repeated service use. |
| Influence of Demographic Characteristics | Differences in perception were observed across demographic groups. Female respondents showed greater responsiveness to promotional efforts and service quality, while younger age groups tended to value brand interaction and online convenience. While education and occupation had limited effect, gender and age were found to influence how consumers evaluated and prioritized marketing elements. |
| Relationship and Predictive Power of Marketing Mix | All components of the marketing mix were positively associated with effective service utilization. Consumers who rated these factors highly were more likely to exhibit repeated usage and satisfaction. Further analysis using stepwise multiple regression revealed that three key predictors, personnel, process, and physical environment, significantly influenced consumer behavior. These three variables alone explained a large portion of the variance in service utilization, highlighting the critical role of service delivery and customer interaction. |

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| **Objective 2** | **Research Findings** |
| Consumers’ Perception of Marketing Mix Factors | The findings indicate that consumers perceived all seven elements of the marketing mix, product, price, place, promotion, people, process, and physical evidence, as important in influencing their decision to use beauty clinic services. Among these, the most influential factors were identified as service personnel, service processes, and the physical environment. These components played a critical role in establishing consumer trust, satisfaction, and the intention to revisit or recommend services. The results underscore the importance of service quality, operational efficiency, and a well-maintained physical atmosphere in driving positive consumer experiences. |
| Influence of Demographic Characteristics | When analyzing differences across demographic groups, gender and age were found to significantly influence consumer perception toward marketing elements. Female consumers demonstrated greater responsiveness to promotional strategies and service delivery quality compared to male counterparts. Younger age groups placed more emphasis on brand image, digital accessibility, and interactive experiences, while older consumers prioritized pricing and convenience. Other demographic variables such as education, occupation, and income did not show statistically significant differences but indicated nuanced preferences in specific areas. |
| Relationship Between Marketing Factors and Service Utilization Effectiveness | The results of Pearson’s correlation analysis revealed a statistically significant positive relationship between all marketing mix components and the effectiveness of service utilization. In particular, service process, personnel, and physical environment demonstrated the strongest associations with consumers’ perceived efficiency and satisfaction. This suggests that well-executed service delivery, competent and courteous staff, and a clean, comfortable clinic setting are central to effective customer engagement. |
| Predictive Power of Marketing Mix Factors on Consumer Behavior | Stepwise multiple regression analysis identified service personnel, service process, and physical environment as significant predictors of consumer behavior. These three factors were found to account for a substantial proportion of the variance in service utilization outcomes. The results emphasize that strategic focus on staff training, workflow optimization, and enhancing the clinic atmosphere can directly influence consumer loyalty and repeat service behavior. |

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| **Objective 3** | **Research Findings** |
| To examine the multiple regression model to assess the influence of marketing factors on the effectiveness of consumers' utilization of beauty clinic services in Bangkok | The stepwise multiple regression analysis revealed that people (service personnel), process (service delivery), and physical evidence (environment) were statistically significant predictors of consumers’ effective utilization of beauty clinic services. Other marketing mix elements did not demonstrate predictive power in the final model. These results emphasize the critical role of service quality and in-clinic experience in shaping customer behavior. |

**Table 2** Hypothesis Testing

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| --- | --- |
| **Hypothesis** | **Hypothesis Testing** |
| There is a statistically significant relationship between marketing mix factors and the use of beauty clinic services among consumers in Bangkok | The analysis confirmed that there is a statistically significant positive relationship between all components of the marketing mix and the use of beauty clinic services among consumers in Bangkok. This suggests that consumers who perceive higher marketing quality are more likely to engage in and utilize these services regularly. |
| The influence of marketing mix factors on the use of beauty clinic services differs significantly according to demographic characteristics (such as gender, age, income, and education level) of consumers in Bangkok | Findings indicate that the influence of marketing mix factors varies significantly across demographic groups. Gender and age were found to be particularly influential, with female and younger consumers showing greater sensitivity to promotional efforts, service quality, and brand interaction. Differences based on income and education level were less pronounced but still present in certain dimensions. |
| There is a statistically significant relationship between marketing mix factors and the effectiveness of consumers' utilization of beauty clinic services in Bangkok. | There is a statistically significant relationship between marketing mix factors and the effectiveness of service utilization. Consumers who rated the marketing mix components more favorably demonstrated higher levels of satisfaction, loyalty, and intention to reuse the services, particularly in relation to the quality of personnel, service process, and environment. |
| Certain marketing mix factors significantly predict the effectiveness of consumers’ utilization of beauty clinic services in Bangkok, as determined by the stepwise multiple regression model. | Through stepwise multiple regression analysis, it was found that only specific marketing mix factors, namely people, process, and physical evidence, significantly predicted the effectiveness of service utilization. These three predictors explained a substantial proportion of the variance, highlighting their importance in strategic service design and customer engagement. |

**7. Conclusion**

This study aimed to investigate the factors influencing consumers’ utilization of beauty clinic services in Bangkok, focusing on the marketing mix (7Ps), demographic characteristics, and the effectiveness of service engagement. A structured questionnaire was employed as the primary data collection tool, and the responses from 400 participants were analyzed using descriptive statistics, inferential statistics, and stepwise multiple regression analysis.

The findings revealed that consumers generally rated all seven dimensions of the marketing mix, product, price, place, promotion, people, process, and physical evidence at a high level, with the highest impact observed in the areas of service personnel, service process, and the physical environment. These elements were consistently associated with increased consumer satisfaction, trust, and intention to revisit, underscoring the importance of service quality, professional interactions, and a well-maintained clinic setting in building lasting customer relationships.

Demographic analysis indicated that gender and age played a statistically significant role in shaping consumer perceptions. Female consumers were more sensitive to promotional activities and service quality, while younger respondents placed greater emphasis on brand image, digital access, and experiential elements of the service. While education and income had some influence, they were less prominent in explaining behavioral differences than gender and age.

The results also confirmed a significant positive relationship between all marketing mix factors and the effectiveness of service utilization. Consumers who perceived higher quality in marketing efforts were more likely to demonstrate satisfaction, repeat visits, and loyalty toward the clinic. Among all dimensions, service personnel, service process, and the physical environment emerged as the most influential.

Furthermore, the stepwise multiple regression analysis demonstrated that these three dimensions people, process, and physical evidence were statistically significant predictors of service utilization effectiveness. Together, they accounted for a substantial portion of the variance in consumer behavior, highlighting the central role of service delivery in driving outcomes beyond surface-level marketing efforts.

In summary, this study emphasizes that the success of beauty clinic businesses in urban settings such as Bangkok requires a holistic approach to marketing one that goes beyond traditional advertising and product features. Clinics must invest in developing staff competencies, optimizing service workflows, and designing environments that promote comfort, trust, and a premium client experience. These findings offer valuable insights for both strategic marketing and operational improvements aimed at enhancing consumer satisfaction and long-term engagement in the beauty service industry.

**8. Discussion**

The findings of this study provide significant insights into consumer behavior in the context of beauty clinic services in Bangkok and affirm the relevance of marketing mix strategies, particularly in urban service environments. The results are consistent with existing literature that underscores the role of service quality and consumer-centric marketing in influencing decision-making and satisfaction Parasuraman et al. (1985) Kotler & Keller (2016).

First, the study confirmed that all seven elements of the marketing mix positively influence consumers’ usage of beauty clinic services. Among them, people (service personnel), process, and physical evidence were rated most highly. This supports prior research that highlights how interactions with well-trained, courteous, and professional staff significantly enhance the customer experience in service-based industries Bitner (1992). Likewise, a smooth and well-managed service process increases convenience and perceived professionalism, while an appealing physical environment contributes to trust and comfort, factors that are particularly important in health and beauty-related services.

Second, the impact of demographic characteristics on consumer perceptions was noteworthy. Female respondents and younger age groups showed heightened sensitivity to promotional efforts, service ambiance, and staff attentiveness. This aligns with previous studies suggesting that younger consumers and women tend to be more responsive to experiential marketing and emotional value Holbrook & Hirschman (1982). It also suggests that segmentation strategies should be adopted to tailor messaging and service delivery to different consumer profiles.

Third, the study found a statistically significant relationship between marketing mix factors and the effectiveness of service utilization, including frequency of use, satisfaction, and loyalty. This is consistent with Zeithaml and Bitner (2003), who argued that perceived service quality directly affects behavioral intentions. The implication is that beauty clinics that invest in consistent, high-quality service elements are more likely to retain customers and benefit from word-of-mouth referrals.

Finally, the stepwise multiple regression analysis identified that only three dimensions, people, process, and physical evidence were significant predictors of consumer behavior. This finding underscores the idea that not all marketing mix factors are equally impactful in service contexts. Product and price, although relevant, appear secondary in influencing behavioral outcomes in the beauty clinic industry. This is consistent with service-dominant logic, which suggests that value is co-created through experiences rather than solely through tangible goods Vargo and Lusch (2004).

In conclusion, the findings validate and extend existing theories of service marketing and consumer behavior by emphasizing that in aesthetic and health-related services, success is determined not merely by the presence of service offerings but by how they are delivered and experienced. Service providers should prioritize staff development, process optimization, and atmosphere enhancement to achieve competitive advantage and sustained customer engagement.

**9. Research Contribution**

This study contributes to the growing body of knowledge in service marketing, particularly in the context of beauty clinic services in Thailand an area that has been relatively underexplored. By examining the relationship between the marketing mix and consumer behavior, while also considering demographic differences and applying a multiple regression approach, the research offers a comprehensive perspective on service utilization in a real-world, urban setting. Practically, the findings can support beauty clinic operators in developing more effective marketing strategies by focusing on key service dimensions such as staff competency, service process efficiency, and physical environment quality, which are critical to enhancing customer satisfaction and loyalty. Moreover, the insights from this research may inform public and private sector initiatives aimed at promoting service quality standards and supporting the sustainable development of the beauty and wellness industry in Thailand.

**10. Recommendation**

The findings of this study suggest several important directions for both beauty clinic practitioners and future researchers. From a practical standpoint, service providers should prioritize the development of service quality in three critical areas: people, process, and physical evidence. These elements were found to have the greatest influence on consumers’ effective use of beauty clinic services. Investing in staff training programs, improving the efficiency of service procedures, and enhancing the physical environment of the clinic can significantly strengthen customer satisfaction, trust, and loyalty. Such efforts should not be treated as optional, but rather as core strategies to sustain competitive advantage in an increasingly service oriented and experience-driven beauty industry.

Furthermore, marketing strategies should be designed with sensitivity to demographic factors such as gender and age. The study found that female and younger consumers tend to respond more positively to promotional campaigns, online accessibility, and brand image. Therefore, tailoring communication and service design to meet the expectations of these groups can help businesses expand their reach and improve customer engagement.

In terms of academic contribution, this research opens the door for further exploration. Future studies may consider using longitudinal or mixed-method approaches to investigate how consumer preferences evolve over time or to gain deeper insights into the emotional and psychological motivations behind beauty service decisions. In addition, conducting comparative studies across different geographic regions or cultural contexts could provide broader implications for marketing in the beauty and wellness sector at both the national and regional levels.

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