

Marketing Mix Factors that Influence the Use of Waxing Beauty Services

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Abstract—This study aimed to study 4) Marketing Mix Factors Affecting the Behavior of the Beauty Treatment Using Waxing The samples were 400 people using questionnaires as a study tool and the data collected were processed using percentage statistics, chi-square mean and multiple regression analysis.

The results showed that most of the respondents were female, age 31-40 years old, family / single status. Bachelor's degree Career Average monthly income is greater than or equal to 20,001--30,000 baht Waxing type Use the cold waxing service. The marketing mix factor of the overall waxing beauty service is at a very important level. Most of the service behaviors choose to use the beauty service, waxing for the beauty of Phewapan. Objective to wax the arms / legs. That come to use the waxing service Choose to use body care waxing cream, decided to use self-waxing service. Choose to use a wax shop in Minburi area based on service rates, hypothesis testing results. Personal factors, gender, age, occupation, average monthly income, different behavior of waxing beauty service, and Marketing mix factor in product, price, marketing promotion Influence on the behavior of choosing the beauty area by waxing With statistical significance at the .05 level.

Recommendations from the results of the study Wax shop operator Should pay attention to the service of waxing by choosing Use an effective cream, free of chemical additives, with a guarantee from the FDA for waxing. After-sales service is available. Set the price to suit the quality of service. Choose a location where transportation is convenient in the community. There is enough parking. Organize promotional activities to create incentives for service decisions Training to develop employees to have knowledge in their work, able to communicate, solve problems for customers, organize queue booking system Accepting customers and paying at the same place, setting up the shop with the right atmosphere.

Keywords— Marketing mix, beauty waxing.

I. INTRODUCTION

In the present, of beauty with women is indispensable for how much better or worse the economy in this country but the beauty of the consumer group, they are willing to spend their pockets on beauty enhancement myself Entrepreneurs are interested in beauty businessor related to beauty, such as big eyes (Zhang,2012) fashion business, hair extension, nail paint or fashion clothesAt present, the business has expanded and is highly competitive. There are many factors, such as the trend of Korean-Japanese-style bouncy faces, a trend of consumer skin

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health care. (Azuma, 2002)

Body Wax business is a business that provides hair removal services for the beauty and softness of the skin. (Ingram, & Njikeu,2011) Until the birth of this hair removal business is a compact business model that was created from problems to solve problems for women and women today (Wilk,1996)

Working teenagers have turned to take care of and give a lot of beauty meticulousness (Rosenau, 1964) to make themselves look better, both being influenced to reveal flawless white skin from various advertising media and the influence of designer fashion clothes. (Stanton, Janda, Peter, Baade, & Anderson, 2004) Reveals more body Such as shorts, skirts, shorts, sleeveless tops, etc. Originally, this kind of clothing has been around for a long time, but nowadays, the design is becoming more and more popular in fashion. Will make the hairs waxed or pulled off quickly with the wax, making the waxed area smoother and not visible wrinkles of the hair, making it more pleasant to touch and the waxed area is whiter due The exfoliation or scurf has been removed after the waxing, the new hair becomes soft, since after the waxing the skin has to be applied with a lotion or a specially formulated natural nourishing cream, causing the hair to grow. New, not hard, soft from the original before waxing.

For the aforementioned reasons, the researcher was interested in studying the factors of marketing mix that affect the behavior of using the beauty service by waxing in order to apply the results from the study to the development of the beauty service business. With waxing Objectives of the study Analysis of Marketing Mix Factors for Hair Waxing.

II. RESEARCH SCOPE

In terms of content, the marketing mix factors affecting the use of hair wax beauty service were based on the concept of 7p's marketing mix theory. This includes Product, Price, Place, Promotion, People, Process, Physical evidence and consumer behavior (6W's). 1 H)Demographic and sample used in the study The population of the study was a group of people who used a waxing beauty service in Minburi.

A. Literature review

Product (Sun, 2011) means something that is offered to market for the interest, Price (Price) (Sandmo, 1971) refers to the amount of money that must be paid to obtain a product / service. (Kukanja, Omerzel, & Kodrič, 2017) Place or Distribution(Anne, 1985) means the structure of the channel;

Promotion (Cass, & Julian, 2003) is a communication tool for satisfying a brand. People means a person as a representative of a business. Process (Process) is a system that businesses choose Physical (Gronroos, 1978) appearance (Physical Evidence) by overall building quality (Rafiq & Ahmed, 1995).

B. Research Methodology

A study on factors of marketing mix affecting behavior of using the beauty treatment service by waxing. Is intended to study the factors of marketing mix in the use of waxing beauty services. Behavior of choosing a beauty treatment service by waxing. Compare the behavior of choosing a beauty treatment service by waxing, classified by personal information. Marketing mix factors affecting the behavior of choosing a beauty treatment service by waxing were determined by the methods of the study as follows:

C. Study resources

This study had two separate data sources: Primary Data, which was the data obtained from a questionnaire for collecting data from beauty service recipients by waxing at Min Buri District. Secondary (Secondary Data) is information obtained from textbooks. Study reports and related documents and the Internet.

D. Study Population and Samples

Study population Is a person who comes to receive the beauty

Show analysis results Marketing Mix Factors Influencing Behavior of Hair Waxing Beauty Treatment Services

Factor marketing mix	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Test
	B	Std.Error	Beta			
(Constant)	559.018	173.559		3.220	.001	
Product	34.419	16.375	.209	2.102	0.036*	yes
Price	82.003	26.984	.151	3.039	0.002*	yes
Channel of distribution	-6.225	15.935	-.033	-.391	.696	no
Promotion	50.384	25.903	2.008	2.008	0.045*	yes
Personal	-4.852	19.832	-.245	-.245	.806	no
Process	-26.887	19.627	-1.370	-1.370	.171	no
Physic	-3.005	22.301	-.135	-.135	.892	no

* Statistic significance at level 0.05.

Show analysis results The marketing mix factor influenced the behavior of the waxing beauty service. It was found that the product marketing mix factor (Sig = .036), price (Sig = .002), marketing promotion (Sig = .036), marketing promotion (Sig = .002). = .045) influence on the behavior of choosing the beauty area by waxing With statistical significance at the .05 level.

F. Study results

A study on factors of marketing mix affecting behavior of using the beauty treatment service by waxing. The objective is to study the behavior of the beauty treatment service by waxing.

treatment service by waxing at Minburi District 400 samples were selected. This study used the simple size calculation without knowing the exact population of (Cochran, 1968) at 95% confidence level as follows

$$\text{Formula } n = P(1-P)(Z^2)/(e^2)$$

n = Sample size

P = The probability of the number of samples to be sampled from the entire population.

e = Random sampling error

z = The confidence level set by the researcher) (At a confidence level of 95% z equals 1.96)

$$n = (.50)(1-.50)(1.96^2)/(.05^2)$$

$$n = (.5)(.5)(3.8416)/.0025$$

$$n = .9604/.0025$$

$$n = 384.16$$

E. Method of data collection

In order for the study to be complete, data collection methods are as follows: Information collected from Study and research from various sources including textbooks, documents and other relevant research findings. Information obtained from Audience Questionnaires and self-recovery Carry out a clean check to ensure that the questionnaire is complete and can be used for further data analysis.

Marketing mix factors for the use of waxing beauty services Behavior of using the beauty service by waxing Compare the behavior of the beauty treatment service by waxing, classified by personal information. And to study the marketing mix factors affecting the behavior of the beauty area by waxing by using 400 questionnaires as a tool to collect data and use statistics for data analysis, namely percentage, average from The analysis results of the data can be summarized as follows:

- Product side The results of the study were found to be very agree, with details of the opinion at the very opinion level 6 items, consisting of wax cream, which was more effective than conventional hair removal such as shaving, plucking, waxing

cream. Hair removal is better than laser because both roots and roots are removed. The waxing cream is effective, resulting in slow hair growth and continuous thinning of hair. Wax cream free of chemical additives, with a warranty from the FDA. Wax cream, care for the skin, the skin will be smooth and smooth. Original wax cream, wax for sensitive skin

- In terms of price, the results of the study were found to be in the agreeing level, with details of opinions in the opinion level 4 items, consisting of prices lower than competitors. The price is worth the service received. The service fee is at the same level as the same type of waxing shop. Set a clear price

- Distribution channels The results of the study were found to be at the agreeing level, with details of the opinion in the opinion level 4 items, consisting of located in the community area. Located in a shopping mall Located in the pedestrian market Located in the salon

- Marketing promotion The results of the study were found to be at the agreeing level, with details of the comments in the opinion level as much as 5 items, including product recommendations, led by sales staff. There is waxing off-site. There are advertisements through social media, Social media such as Facebook, promotion, discount, exchange, giveaway, such as opening 1 jar of cream, 1 free waxing point. Organizing an activity program to promote it to be known

- Personality, the results of the study were found to be at the agreeing level, with details of comments in the opinion level of 5 items, consisting of friendly and polite. Customer communication skills Solve problems for customers quickly. Reliable Have the ability to service

- Process side The results of the study were found to be at the agreeing level, with details of the opinion in the opinion level 4 items, consisting of easy steps to use the service. There is a system for accepting customers and making payments at the same place. There is a process of booking a queue in advance. There is a service to deposit unused products, can be deposited.

- Physical characteristics The results of the study were found to be at the agreeing level, with details of the opinion in the high opinion of 5 items, consisting of having enough seats to wait for the service. There is free internet access. The shop name sign is decorated in a distinctive and eye-catching way. The cleanliness of the property has no bad smell. Private waxing room There is light and temperature suitable for service.

III. DISCUSSION OF THE RESULTS OF THE STUDY

The study of the factors of marketing mix influences the behavior of the waxing beauty service. The study suggests that it is useful as follows.

1. Product aspect Wax shop operator Attention should be given to using an effective waxing cream. Than shaving hair from a blade by choosing a wax cream that is free from chemical additives with a guarantee from the FDA, the skin care wax cream will be smooth and smooth, both in form, color, size, to be modern. According to consumer trends

2. The price of the operator of a waxing shop Should focus on the clear price. The price is worth the service. Lower prices than

competitors and a variety of payment options.

3. Distribution channels The operator of the waxing shop Emphasis should be placed on choosing a location where transportation is convenient in the community. Department store There is enough parking. And there are many branches to choose from

4. Marketing promotion The operator of the waxing shop Should focus on organizing an activity program to promote it to be known. Organize promotional activities in various ways to create incentives for consumers' purchasing decisions. After-sales service is available.

5. Personnel The operator of the waxing shop Should focus on training and development of service providers to have knowledge. Ability to do the job Able to communicate and solve problems to users quickly. To build trust and confidence in customers

6. Service process The operator of the waxing shop Should pay more attention to the organization of the service from the queue reservation. Accepting customers and paying at the same place Provides a storage service for unused products by keeping them well and safely.

7. Physical characteristics The operator of the waxing shop Should pay attention to the organization. The atmosphere and environment of the property is clean. Neat and beautiful There are enough waiting seats, free wife.

IV. SUGGESTIONS FOR THE NEXT STUDY

There should be a study of other influencing factors such as 7Cs marketing mix in the customer's perspective on solving consumer problems, namely (Customer Value), Cost of Customer (Cost of Customer), Cost (Convenience) Ease of travel / access. (Communication) communication Acknowledgment (Caring), Completion, Achievement (Comfort) and emotional / emotional comfort. That affect consumers' decision to use the service.

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