

Female Consumers Behavior Analysis and Marketing Strategy for a Beauty Spa

Hui-Ming Tsai, Taiwan Shoufu University, Taiwan
Chih-Peng Lin, Taiwan Shoufu University, Taiwan
Chun-I Tam, Taiwan Shoufu University, Taiwan

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Abstract

Beauty SPA is now a very popular leisure activity for female consumers in Taiwan. Consumer satisfaction and loyalty is very important for beauty SPA management. The objectives of this thesis were to pursue female consumer behavior at a beauty SPA shop such that beauty shop management can be taking right market prescriptions and marketing strategy can be profitable and sustainable. SWOT analysis for beauty SPA industry used to identify factors that are favorable and unfavorable to achieve management goals. Staff recruit had been identified as one of the key issues. Sampling and questionnaire had been performed and 200 effective samples had been collected. The SPSS statistical package was used for descriptive statistics, independent t-test, ANAOVA, Pearson correlation analysis, and principal component analysis. The main components consisting of lifestyle of consumers, consumer behavior, and promotion of beauty SPA service have been discussed. Reliability analysis with Cronbach's alpha indicated that the three components are suitable for this study. Female consumer is more financially independent and they can decide their beauty SPA activities by their own. Promotion of beauty SPA service is a good marketing strategy as well.

Keywords: Beauty SPA, Beauty shop management, Marketing strategy, Experiential Marketing, Consumer behavior

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Introduction

Because of the rapid development of the economy, Beauty SPA is becoming more important in today's society. Facing the competitive has brought female increasing pressure both physically and mentally, so they hope to relax their body and mind by enjoying a beauty SPA resulting in a widespread booming of beauty SPA shops.

Through literature discussion, the study explored the theories regarding origin and development of beauty SPA shops and the female consumer behavior as well as had a segmentation analysis of its market status in order to establish a complete research framework as reference for industries to join changing.

Taking a beauty SPA shop management in Southern Taiwan as an example to explore the marketing strategy of beauty SPA shops for female consumers, the purpose of the study is to analyze whether there are difference of marketing strategy in female consumers' life style and consumer behavior in present situation and development of beauty SPA industry in Southern Taiwan as well as to explore the market position of beauty SPA shops in order to adopt effective marketing strategies for enlarging female consumers' market and providing a foundation of practice study.

Method

We had an investigation into female consumers' using beauty care SPA products or courses in the Southern Taiwan mainly (Chiayi, Tainan and Kaohsiung). At the same time, we also interviewed 2 beauticians working in the industry.

The research was to discuss the life style, consumer behavior of using beauty SPA product (course) and the relationship between the impact of marketing strategy and consumer behavior of using beauty SPA product (course) when female consumers' had their SPA Beauty activity. The research framework adopted three dimensions and their connection to others shown as Figure 1.

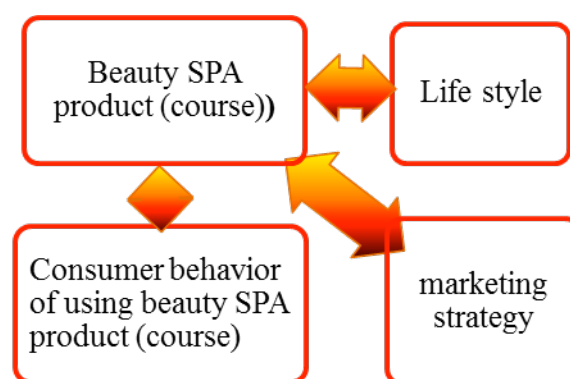


Figure 1 Research Framework

Questionnaire and Measurement

In addition to consumers' basic information, according to influence factors designed content was divided into three parts: first part of female consumers "life style", the second part for consumer behavior of using beauty SPA product (course) , and the

third part of the impact of marketing strategy for consumers to buy beauty SPA product (course)

Implementation process of Research

Questionnaire was distributed to female consumers who had experienced or been to SPA shops or kept using SPA shop product (course) in Southern Taiwan area. 200 effective questionnaires were collected and we also interviewed 2 beauticians in the industry.

Statistical Analysis of Data

After completing questionnaire collection, we used Excel for initial data processing and SPSS package for statistical analysis of data including descriptive statistics, independent t-test, ANOVA, Pearson correlation analysis. Besides, we compared results of interview contents from beauty SPA business runner with collective questionnaire data.

Analysis Results and Discussions

Formal questionnaire was distributed to beauty SPA shops, clothing stores and school teachers and a total 200 valid. After item analysis, the missing values are within 0.01, and the standard deviation is within 1.5.

Analysis of Sample Structure

The basic information of respondents and "life style", "consumer behavior of using beauty SPA product (course)" and "impact of marketing strategy for consumers to buy beauty SPA product (course)" are analyzed as follows.

(A) Analysis of demographic variables

Among the respondents who have high intention to use beauty SPA products (course), age "31 to 40" year-old-female consumers ranked first and followed by age "41 to 50", accounting for 65% of total and they are the most important female customers for beauty SPA marketing. The education level of "University (College)" was the highest at 52%, which shows that female consumer group of using beauty products (SPA) is highly educated. By occupation, survey female worked in "Business or service" industry accounted for 40% of total and followed by "Civil Service Employee" at 17.5%, of which result was different from literature that "Civil Service Employee" is the majority, indicating economic changes will affect the consumer groups. Consumers with monthly income "NT\$25,100 to NT\$ 50,000" ranked first at 64.5%, indicating female customers with higher income have more money to enjoy the leisure activity of beauty. Married female accounted for 60.5% and skin care or stress-out were their major selections of using beauty SPA products (courses) in life. Work experience in "16 years" accounted for 29.5% and followed by "6 to 10 years" accounted for 24.5%, showing female consumers to have beauty SPA as leisure activities must have certain economic ability.

(B) Analysis of consumption characteristics of beauty SPA shops

(C)

Respondent female consumers generally thought the acceptable price of beauty SPA products (course) is about NT\$1000 per lesson. For headcount of having a beauty SPA activity each time, "One person" ranked first accounted for 68.5%, and 70.5% of the female consumers went to beauty SPA shops average 1 ~ 2 times per month. Therefore, how to improve the customers' consumption frequency is what the industry should take into account in their marketing activities. Time period of "13:00~18:00PM" was the peak hours for SPA service, also confirmed by beauticians. They hope consumers can book next consumption in advance after finishing current consumption in order to have a well time arrangement. If there is a time conflict, beauticians will advance and inform consumers and find the suitable time frame for a win-win situation.

Factors affecting customers' purchase of beauty SPA products (courses)

A. Consumers' lifestyle

Results showed the concept of paying attention to health in life accumulatively accounted for 89.5% and feeling under pressure in work or living in daily life was 78%, which indicated females in double income family were under pressure from both work and family matters so respondents used do SPA, massage and acupressure to release life pressure accounted for 67.5%. Agree on the beauty SPA is to relax and enjoy the was 54% and agree very much with 38%, together accounted for 92%, which shows beauty SPA can increase female consumers' life quality..

B. Consumer behavior

89.5% of female respondents like service personnel to provide perfect service and get the right advice; 91.5% of respondents think beauty SPA shops' environment very important, implying female consumers hope service personnel can solve their problems and complaints immediately and like beauty SPA shops to be a restful and relaxing place.

C. Effective promotion of the beauty SPA service

From the table, female respondents acquired the message of beauty SPA from handing out advertising billboards and the media accounted for 60% ; their purchase of beauty SPA products (courses) were affected by experts and professionals accounted for 68% and information on internet affected their purchase intentions accounted for 73%; Their purchase experience of beauty SPA products (courses) will help their next buying intentions and decisions accounted for 71.5%; therefore, whether physical channels can provide experience of trial course will benefit beauty SPA products (courses) marketing.

Reliability Analysis of Research variables

Reliability Analysis of Variables

For consumers "life style", "consumer behavior of using beauty SPA products (courses) " and " marketing strategy of affecting consumers' purchase of beauty SPA products (courses) ", first we adopted independent sample t test to obtain dimensions and used reliability analysis to check. The value of dimensions' reliability was the standard of acceptance level, and the acquired Cronbach's Alpha Values were 0.857, 0.937 and 0.872, respectively, showing reliability of dimensions is acceptable. .

Table 1 Reliability Analysis of Dimensions for Beauty SPA

Variables	Lifestyle	Consumer Behavior	Marketing Strategy
Cronbach's Alpha Value	.857	.937	.872

Conclusions and Recommendation

Based on surveyed respondents' information and results of statistical analysis of the research, we proposed below conclusions and recommendations as reference to marketing strategy for beauty SPA shop runners.

Research Conclusion

According to results of data analysis and three dimensions –lifestyle, consumer behavior and marketing strategy, we obtained following conclusions:

A. Consumers' lifestyle

From respondent information of female consumers, we know present women are busy on both work and family which might bring modern plague (such as depression and bipolar disorder) so enjoy a beauty SPA has become the most joyful and comfortable ways of leisure since their recreation activities are not alike men's. Regarding the marketing strategies of promoting beauty SPA products (course), it is suggested to use major popular media channels like TV and internet with high care marketing advertisement as the theme with slogans' wording of health, relaxation and pressure-lessening to attract female customers' attention and carry out an effective marketing campaign.

B. Consumer behavior of using beauty SPA products (courses)

In addition to beautician professional ability, beauty SPA shops should also build a trust relationship with female consumers to increase their interests in. Interview contents and questionnaire data show that the current operation model of beauty shops are mostly in a small scale, the business mainly depends service techniques and skills

of beauticians, and environment and atmosphere of shops is also an evaluation item for female consumers before consumption.

C. Marketing strategy of affecting customers' purchase of beauty SPA products (courses)

Customers want to have a full understanding of product contents because of implementation of commodity labelling law and government regulations of adherence contract so beauty SPA shops' marketing strategy need to take above into consideration and each products (courses) should be with clear indication of contents, procedure and price labeling, which will affect customers' purchase of beauty SPA products (courses).

5.2 Suggestions on future Research

Recommendations for future research can divide into two parts, namely on practical development and scholar study.

A. Suggestion on practice development of beauty SPA

The current beauty SPA shops have entered a mature market with intense competition on the market, the largest competitor, the most diversified product style and features. The market has reached saturation point, the price may be reduced or minimized and profits to be decreased. Therefore, there are a wide ranges of channels at this stage, beauty SPA shops should improve their service level in channels and adopt reminding advertising to maintain its own brand status. Also, vertical or and horizontal strategically alliances can have an effective integrated marketing and well establish the brand image of strategic alliance related companies for creating create brand value

B. Development new markets: marketing planning for high-tech industry or high-end consumer groups and marketing strategy with health concept for age over 50 years-old- elders.

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