



THE MARKETING MIX OF SELECTED DAY SPAS IN IMUS

BASIS FOR A PROMOTIONAL PROGRAM

De La Salle University - Dasmariñas

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THESIS ABSTRACT

Title: The Marketing Mix of Selected Day Spas in Imus: Basis for a Promotional program

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An owner of a day spa said that the concept of day spa has already been integrated in the Filipino way of living, saying that massage has become a way of life. With the spa business, still in its embryonic stage, the researchers wanted to assess the services offered in selected day spas in Imus to come up with a promotional program.

This research made use of the descriptive design or method using survey questionnaire as data gathering instrument. Ninety three spa goers and seven spa employees participated in the study.

Findings revealed that most of the customers who visited day spas in Imus are between 17-25 years old and most of the employees working on a day spa are 25 and 28



years old. All employees working on day spas in Imus are all females and most of their customers are also females.

In terms of the four marketing mix fundamentals Product, Price, People and Promotion, both of the respondents gave the highest rating on the products/services and the lowest rating on the promotion.

On the difference between the ratings of the employees and the customers on the services offered of the selected spas, there was a big difference since most of the ratings of the employees were Outstanding while most of the ratings of the customers were Very Good but both gave its lowest rating on the Promotion.