

## Factors influencing consumer behavior of women within the SPA & beauty sector: A case in the Kingdom of Bahrain

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### Keywords

Cultural factors, personal, Spa, social, service criterions

### Abstract

*Purpose:* The purpose of this paper is to examine the behavior of women in Bahrain as consumers in the field of Spa & Beauty services.

*Design/methodology/approach:* Sample of 384 is divided using a sampling ratio into the four main governorates of Bahrain and a combination of Chi-square & eta correlation along with Pearson product moment correlation is used.

*Findings:* The study found that there is a significant relationship between all the demographical aspects of females except for education with behavior. It was also observed that self-expression along with achieving ideal self-image are highly perceived personal factors when selecting beauty and spa treatments, although null hypostasis with regard to personal, social, cultural, service criterion factors were accepted, it was found that demographics as an integral part of personal factors are significantly correlated to selection of spa services. The other groups of factors variables were also significantly correlated to the selection of the Spa service.

*Practical implications:* This study suggested that Spa owners should fully recognize the factors that really contribute in shaping the behavior of consumers in the Spa industry such as the importance of complementary services as well as designing an ideal spa service mix that matches the needs and wants of women consumers in the Kingdom of Bahrain.

*Originality/ value:* The study concurs with previous research conducted in the Spa industry, as it reflects that some aspects of women consumption behavior could be planned and predictable.

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### Introduction:

Taking care of the overall human body has been a must for a long time starting from the early years of human existence. According to Tubergen (2002), the ancient women in the past took a good care of their beauty and skin by purely relying on healthy natural ingredients such as using the pearl powder in order to make their skin glowing, or the production of cosmetics by using copper, stones, water and oil to get dark colors. During the ancient age, in particular women focused on enhancing their look in order to gain superior rank in the society and to attract the good-looking and wealthy members of the opposite sex.

This phenomenon of beauty care has never stopped to take place particularly among women segments all around the globe for years. The industry of beauty, cosmetics and services is booming significantly as consumers particularly women are putting more time, effort and money in order to look good.

According to Newman (2006), even men are increasingly interested in preserving their looks just like women. He also states that the growth of the beauty services industry is reaching incredibly high levels that there is an equivalent of 10% growth in the beauty and personal care service sector especially in emerging markets like the Brazilian market. This means that even the developing countries are actively engaged in growing their personal and beauty care services. He also reports that even the countries like

India are growing in terms of beauty services with a huge climb in retail sales that started from the year 2013. As the majority of the companies recognize that the way to success and reach a global competitive advantage is through the customer orientation, it's important for major businesses as well as entrepreneurs to devote great attention to studying the behavior of consumer regardless to the type of product and service they are offering. Businesses are no longer product or service oriented; their efforts should be focused on the needs and wants of consumer and finding ways to deliver value to their target markets. This study aims to investigate the women behavior as a consumer in the beauty & spa service sector. The following research intends to define the process followed by women in selecting and acquiring spa services. This research will also determine the criteria along with the factors that are important for the women to consider including personal, social and cultural that will influence her decision-making process and overall patterns of consumptions in Spa & service sector.

## **Literature review**

### **2.1 Definition of consumer behavior**

The actual birth of consumer behavior as a discipline started back in the year 1940 & 1950 as a result of the motivation research efforts that were gradually translated into forming the foundation of consumer behavior discipline. Using the anthropology, sociology and psychology, motivational researchers were able to build and provide useful aids to form the field of consumer behavior (Fullerton, 2013). According to Sheth et al. (1991), the concept of consumer behavior started in the early years of the world war, where a great deal of attention was devoted to the area of marketing as a result of the economic revolution and the introduction of new products and services that many countries have witnessed. This attention started by acknowledging concepts such as marketing mix and market segmentation then gradually evolved into realizing the concept of consumer behavior as one of the building blocks of marketing since more attention was devoted to the consumer and business started to be aware and oriented towards their customers.

### **2.2 The Model of consumer decision making process**

When Engel, et al. (1986) first introduced the consumer decision making process they were the first authors to come up with such model. They converted the buying behavior process of consumers into five main stages i.e. need recognition, product or service information gathering, evaluation of different alternatives, the actual purchase of the product or service and the post purchase behavioral phase. Khan (2006) viewed this model as an output of the three main usual parts of any process, he emphasized that the consumer behavior is the final result of a process that involves input, processing and output, where the final output is the way the consumers behave as a result of different input they perceive and process.

### **2.3 The Phase of Need Recognition**

The need recognition or as it's also called problem recognition is the first step that we as consumers encounter in our buying decision process. Kotler and Keller (2011) describe this phase as the point where consumers will recognize a problem that needs to be addressed or a need that needs to be fulfilled. Based on Maslow's hierarchy human beings have different needs that they strive to fulfill, and they will not be satisfied until their urgent needs are met. This is when people reach the status of relief and trigger another set of needs to accomplish and meet. They describe the same concept to explain the consumer's need recognition phase. They further narrate that these needs as being stimulated by internal and external stimulus, usually the internal stimuli will arise from the consumers themselves and their inner feelings like hunger and thirst while the external stimuli will be the results of the combination of efforts adapted by marketers and advertisers who will create needs for consumers to satisfy. Schiffman, et al (2013) also agrees with their way of explaining this phase as a gap recognition between two states. The first state is the actual state where the consumer is, while the other state is the desired state that the consumer seeks to reach. As soon as the consumer recognizes the discrepancy between the actual current state and the desired state, a gap will be recognized, and a level of tension will arise to eliminate this gap. The relationship between the gap size and the need fulfillment is positive. The greater the gap size the greater is the level of tension to eliminate it and reach the ideal state. Khan (2006) emphasizes that products and

services represent the means by which consumers will lower their tension level and reach their ideal states.

#### **2.4 The phase of information search**

The second phase of the consumer buying decision process is the information gathering phase as described by Khosla and Swati (2010). This is a phase where consumers scan their surrounding environments and survey them in order to satisfy their need to gather enough information about the product, service, idea or experience that they are about to purchase, so that they can make a reliable and efficient purchasing decision

#### **2.5 The phase of alternatives evaluation**

This phase includes the results of the second phase of information gathering. During this phase the consumer will generate a list of alternatives from which the final product will be purchased. Fullerton (2013) states that there is no single way used by all consumers to evaluate the products and services that they are up to purchase. Each consumer will have his or her unique style of evaluating and then finally deciding the product that they want. Perreau (2013) describes the positive and negative attitudes formulated during the evaluation phase as a result of a perception that consumer will create towards the product or the service. For example, an opinion created with regard to a salty meal in an Indian restaurant will result in a negative attitude while another brand of a restaurant recommended by a consumer's friend could result in forming a positive perception towards the restaurant. According to authors, this opinion is consistent with positive and negative attitudes formulation as described by Kotler et al. (2014) earlier. Baker (2003) also describes the list of products with positive attitudes as an "evoked set" or consideration set. On the other hand, consumers will also form a list of all the products against which they have developed a negative attitude, which is called the "inept set".

#### **2.6 The phase of actual purchase**

This is the phase that will enable the consumer to eliminate the level of tension that emerged in the phase of need awareness. In this phase the consumer will finally reach the ultimate level that he or she desired at phase one (Khan, 2006). According to Sachdeva (2013), the purchase phase represents the execution of the buying intentions, and the purchase decision will involve a set of five main other decisions, that are brand, dealer, quantity, timing and payment method. The product or service purchased at this phase should be the result of the above three stages, but this is not always the case. According to Kotler and Keller (2011), there are two factors that will disrupt the final purchase decision; those factors are : negative feedback from other consumers perceived by the consumer who is about the purchase the product, for example when a consumer finally decides to go for an HP laptop, a negative opinion about that product will completely shift the consumer away from purchasing it; the second factor is the result of a wide verity of a set of situational factors such as in-store factors that will be discussed in depth in the later sections of this literature.

#### **2.7 The phase of post purchase behavior**

Following the phase of the product purchase, consumers will start a post purchase behavioral actions that represent the results of their experiences with the product. Consumers usually make their purchases with an amount of expectation that they have formulated as a result of information gathering and evaluation phases. Solomon et al. (2013) describes a Model of expectancy disconfirmation, which states that all consumers will form expectations before buying the product. Once those expectations are met consumers will be satisfied; they will be delighted once the product exceeds their expectations and disappointed when the product or the service fails to meet their level of expectation. The ability of the product to meet or exceed the expectations of the consumers represents the building blocks of their post purchase behaviors and actions.

#### **2.8 Factors influencing the consumer behavior**

As suggested by Rani (2014) categorizing these influencing factors into four major categories that involve cultural, social, psychological & personal factors. Tanner and Raymond, (2012) explain those factors in greater details. Although their set of factors is similar to Rani (2014), they also have added the

situational factors as an integral set of factors influencing the behaviour of consumer. They broke down those factors into other factors such as mood, time and the quality of shopping experience.

### **2.9 Personal & Psychological Factors**

In order to understand how personal factors, influence our behaviour as consumers, it is important to acknowledge the building blocks of those personal factors. The most important aspect that makes up those factors is the consumer's personality. As described by Tanner & Raymond (2012), the personality of consumers defines his or her disposition and helps in showing how people are different from each other. The personality of a consumer also encompasses his or her unique set of traits and characteristics. On the other hand, Khosla and Swati (2010) define personality as a set of distinguishing human psychological traits that lead to a relatively consistent and enduring response to environmental stimuli. They emphasise that the personality influences the buying behavior of consumers and could be useful in predicting the brands that consumer chooses. That's why they even suggested what is called a Brand personality that basically describes a mix of human traits that could be attributable to a specific brand. According to Perner (2010), perception is an approximation of our reality and it's a process that involves three main stages: 1) Exposure: which occurs when the stimulus comes to the range of consumer's sensory receptors; 2) Attention: that is described as the extent to which processing activity is devoted to a specific stimulus; Solomon et al. (2013) says, attention also involves the perceptual selection which means that consumers attend to only a small part of the stimuli that they are exposed with; and 3) Interpretation: making sense out of the stimulus, it basically involves assigning meanings to the stimulus that consumers encounter.

As for beliefs and attitudes as influencing factors, Perner (2010) suggests that beliefs are one aspect that composites the attitudes of consumers. The other two factors include the feeling of consumers, as well as their behavioral intentions. Positive or negative beliefs will lead to positive or negative feelings and therefore different behaviors by consumers. When addressing the personal factors that influence consumers buying behavior, we should consider the Lifestyle of consumers, as defined by Kardes et al. (2014). Lifestyle is a person's pattern of living that is expressed in terms of interests, activities and opinions. Kardes emphasizes that our lifestyles simply reflect the way we live our everyday lives. Solomon et al. (2013) also agrees with him, he describes lifestyles reflect who we are and what we do; he defines it as a pattern of consumption that reflect consumer's choices of how to spend both time and money. Kotler and Keller (2011) say that age of the consumers plays an integral part as one of the major factors. Every age phase requires a set of related products and services. As Tanner and Raymond (2012) mentioned, a teenager might prefer more loud and brighter clothing colours than adults; seniors or elderly people will require special healthcare services more than other age segments. Loncica and Petrescu (2012) stated that educational level of consumers is also an important influencing factor., They conducted a study to measure the demand to the insurance services with regard to the consumers educational level and found that the more educated the consumer was the more knowledge he or she had about the insurance services, and therefore the more is the tendency to acquire the insurance services.

### **2.10 Social Factors**

As stated by Khan (2006), social factors can influence the behavior of consumers to a great extent. One aspect of the social factors includes the social class, as he defines it as a hierarchical division of society into relatively distinct and homogeneous groups with respect to attitudes, values, and lifestyles. Schiffman, et al (2013) describes the class structure of USA as a structure that involves six social classes including upper upper, lower upper, upper middle, lower middle, upper lower, and lower lower. He describes the social structure of USA as a stable structure in comparison with the Arab and Asian countries.

### **2.11 Cultural Factors**

According to Bhasin (2015), Cultural factors play a major role in deciding the needs and wants of the consumer. This role starts the early phases of the purchasing process and continues until the post purchase behavior takes place. A large portion of the overall makeup of consumers' values, needs, perceptions are the end results of the learning process that happens with a great integration and association of the cultural environment of the consumer. Crofts and Erdmann (2006) developed a study in

order to find out the impact of national cultures on the evaluation of travel services, which showed that the national culture crucially influences the purchasing behavior of consumers particularly when it comes to the travel services. The study recognized that consumers prefer the travel services offered by national airline companies. Cultural trends can contribute to shifting the consumers towards or against some consumption behaviors. Perreau (2013) describes those trends as Bandwagon that “represents trends followed widely by people who are amplified by their mere popularity and by conformity or compliance with social pressure”. She suggested some examples of cultural trends such as the consumers following a particular fashion trend, social networking trend and most importantly the political changes and circumstances that might lead to a dramatic change in the overall culture and behavior of consumers.

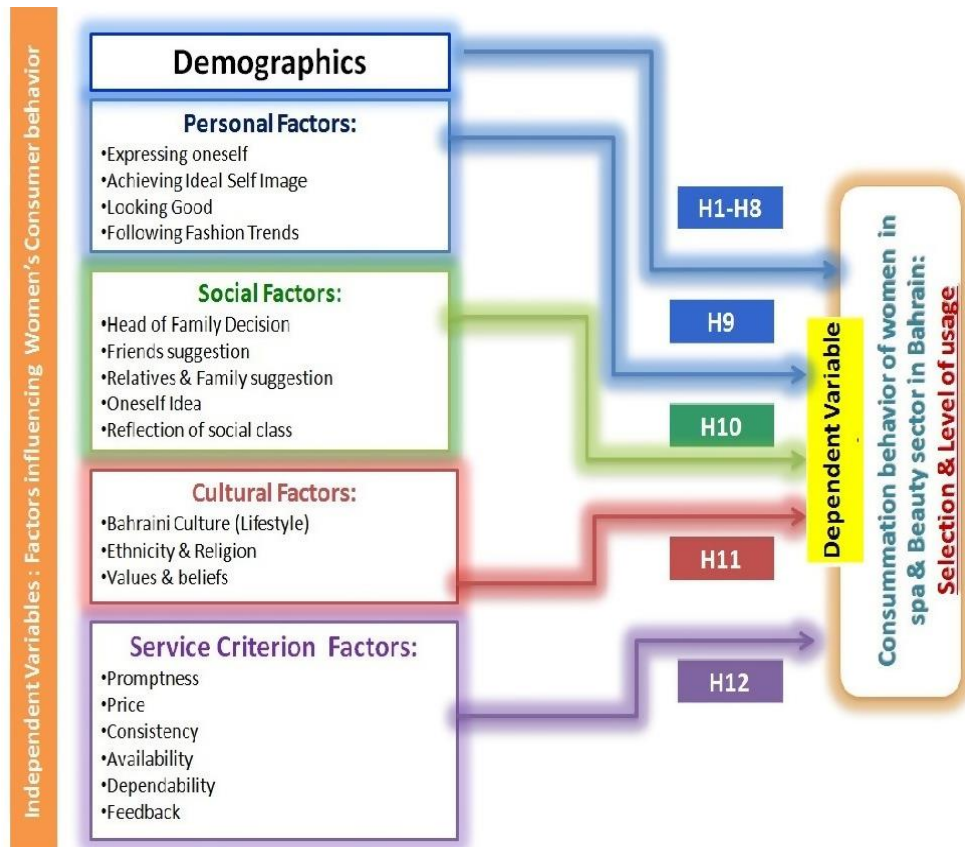


Figure I: Conceptual Framework of the study

## Methods

The Research population represents the overall pool from which the sample is selected. In this research the women populations within the kingdom of Bahrain is selected specifically between the age of 13 and 50 years, and the reason for that is, while gathering the information during the literature review phase the researcher observed that the majority of the female segment acquiring the Spa & Beauty services fall within this age range. According to the Central Informatics Organization (2015), the population of women in the Kingdom of Bahrain between the age of 15 and 50 is equivalent to 302,223 women divided on the governorates of Bahrain. Among the techniques of non-probability sampling, the researcher followed the judgment or the purposive sampling technique. The reason for the selection of this technique is that the research has a set of characteristics and attributes to be found within the selected sample; also, the researcher approached those females within the sample conveniently. Furthermore, the researcher chose to select a number of respondents from each governorate of the Kingdom of Bahrain to increase the representativeness of the sample. So, in deciding the size of the sample, a ratio sampling was

implemented in which, according to the CIO (2015), the overall population of females in Bahrain was 302,223, as mentioned in the below table:

| Age Range | Capital Governorate | Muharraq Governorate | Northern Governorate | Southern Governorate | Total      |
|-----------|---------------------|----------------------|----------------------|----------------------|------------|
| 13 - 19   | 9,875.00            | 6,825.00             | 11,685.00            | 7,056.00             |            |
| 20-24     | 13,248.00           | 8,165.00             | 13,336.00            | 8,736.00             |            |
| 25-29     | 21,659.00           | 10,060.00            | 14,514.00            | 10,761.00            |            |
| 30-34     | 21,501.00           | 9,235.00             | 12,918.00            | 10,190.00            |            |
| 35-39     | 18,114.00           | 8,004.00             | 11,056.00            | 8,703.00             |            |
| 40-44     | 12,912.00           | 6,281.00             | 9,022.00             | 6,660.00             |            |
| 45-50     | 10,943.00           | 5,670.00             | 9,197.00             | 5,897.00             |            |
| Total     | 108,252.00          | 54,240.00            | 81,728.00            | 58,003.00            | 302,223.00 |

Table I: Women population in Bahrain's Governorates (Central Informatics Organization, 2015)

This population was divided into the governorates of Bahrain according to the sampling ratio, which was obtained by dividing the overall number of females within each governorate to the overall number of females in Bahrain by Titterington and Cox (2001). Since the confidence level of 95% was used in calculating the sample size, this yielded in a sample size of 384 members that was farther divided into the four governorates as specified in the following table:

|                  | Capital Governorate | Muharraq Governorate | Northern Governorate | Southern Governorate | Total |
|------------------|---------------------|----------------------|----------------------|----------------------|-------|
| Sampling Ratio % | 108,252/302,223     | 54,240/302,223       | 81,728.00/302,223    | 58,003/302,223.00    |       |
| Sampling Units   | 36%                 | 18%                  | 27%                  | 19%                  | 100%  |
|                  | 36%X384             | 18%X384              | 27%X384              | 19%X384              |       |
|                  | 138                 | 69                   | 104                  | 73                   | 384   |

Table II: Sampling units according to Bahrain's Governorates

Since this research is based on the quantitative research methods and as researchers like Hanks and Mattila (2012), Tawil (2011), and Kim et al. (2010) also used a questionnaire to collect data for their studies, therefore, in this research the major instrument used to collect the data was the questionnaire which was constructed according to different variables and concepts founded during the literature review phase conducted by the researcher. Each section of the questionnaire matches the predetermined research questions and hypothesis that were already mentioned in the first chapter of this research. This is what ensures the relevancy of the instrument since it's relevant to the aim, objectives, questions and hypotheses of the research. The questionnaire involved a combination of the two major question types; the open-ended response questions in the form of short answer questions and the fixed alternative questions that require the respondent to select an answer from a fixed and limited set of alternatives. The collected data were analyzed statistically using the software package of SPSS, which is a Statistical Package for Social Sciences. Multiple types of tests were used as part of the SPSS analysis starting with demographical profile analyzed using descriptive statistics, which according to Zikmund et al. (2013) summarize and describe the data in a simple and understandable manner. For instance, the frequency distribution that focuses on the number of times a particular value of variables occurs and the percentage distribution that associates percentages with particular values of variables. Some variables were also measured by using the measure of central tendency which is the mean. Mean scores were used primarily in determining the decision-making process as well as the perceptions towards personal, social and cultural factors. As described by Titterington and Cox (2001), the inferential statistics are used to project attributes and characteristics of the sample to the entire population. Both types of statistics were considered by the researcher during the SPSS data analysis process. To test the hypothesis, chi-square was used since the majority of the research data were nominal. As more numerical data were involved, the researcher also

used Pearson Product Moment Correlation which basically measures the linear relationships between two variables along with Eta correlation used to determine if a relationship exists between variables (Zikmund et al., 2013). So, the researcher used this technique to measure many relationships between other dependent variables and the independent variable which is the consumer behavior of women in Spa industry within Bahrain.

### Findings

In terms of the demographic profile, it was revealed that most of the respondents belong to the age range of 13-18 years, which is indicated by the highest frequency count of 115 or 29.9% of the total number of samples. Most of the respondents are Bahraini, which is indicated by the highest frequency count of 301 or 78.4% of the total number of samples. It was revealed in the survey that most of the respondents are single, which is indicated by the highest frequency count of 213 or 85.5% of the total number of samples. A majority of the respondents are taking their bachelor's degree, which is indicated by the highest frequency count of 201 or 52.34% of the total number of samples. It was also observed that most of the respondents are full-time employees, which is indicated by the highest frequency count of 278 or 72.4% of the total number of samples. Most of the respondents have a monthly income that ranges between 601-900 BD, which is indicated by the highest frequency count of 139 or 36.2% of the total number of samples. In terms of the monthly spa budget, most of the respondents have a monthly spa budget that ranges below 100 BD, which is indicated by the highest frequency count of 153 or 39.8% of the total number of samples. Most of the respondents are living in the Capital Directorate. This is indicated by the highest frequency count of 138 or 35.9% of the total number of samples as shown below. It was discovered in this research that most of the respondent's avail of the facial services on a monthly basis, which is indicated by the highest frequency count of 239 or 36.2% of the total number of samples. Moreover, most of the respondent's avail of the bathing services on a monthly basis, which is indicated by the highest frequency count of 182 or 47.4% of the total number of samples. It was also revealed that most of the respondent's avail of the hair services on a weekly basis, which is indicated by the highest frequency count of 244 or 63.5% of the total number of samples. The results also indicated that most of the respondent's avail of the hands and feet services on a weekly basis, which is indicated by the highest frequency count of 294 or 76.6% of the total number of samples. It was found in the results that most of the respondent's avail of the massage services on a monthly basis, which is indicated by the highest frequency count of 256 or 66.7% of the total number of samples. A large percentage of the respondent's avail of the body treatment services on a monthly basis, which is indicated by the highest frequency count of 173 or 45.1% of the total number of samples. Lastly, most of the respondent's avail of the fitness services daily, which is indicated by the highest frequency count of 239 or 62.2% of the total number of samples according to the following table:

| General Beauty and Spa Services | Findings |      |        |      |         |      |        |      |
|---------------------------------|----------|------|--------|------|---------|------|--------|------|
|                                 | Daily    |      | Weekly |      | Monthly |      | Yearly |      |
|                                 | F        | %    | F      | %    | F       | %    | F      | %    |
| Facial Services                 | 0        | 0    | 139    | 36.2 | 239     | 62.2 | 6      | 1.6  |
| Bathing Services                | 0        | 0    | 104    | 27.1 | 182     | 47.4 | 98     | 25.5 |
| Hair Services                   | 0        | 0    | 244    | 63.5 | 132     | 34.4 | 8      | 2.1  |
| Hands and Feet Services         | 0        | 0    | 294    | 76.6 | 82      | 21.4 | 8      | 2.1  |
| Massage Services                | 0        | 0    | 65     | 16.9 | 256     | 66.7 | 63     | 16.4 |
| Body Treatments                 | 0        | 0    | 119    | 31   | 173     | 45.1 | 92     | 24   |
| Fitness Services                | 239      | 62.2 | 89     | 23.2 | 48      | 12.5 | 8      | 2.1  |

Table III: Highest Frequency Count

In terms of complementary services, most of the respondents want to avail of complementary drinks and snacks, which is indicated by the highest frequency count of 326 or 84.9% of the total number

of samples. Most of the respondents want to avail of television services, which is indicated by the highest frequency count of 316 or 82.3% of the total number of samples. A large percentage of the respondents want to avail of online reservation services, which is indicated by the highest frequency count of 271 or 70.6% of the total number of samples. Most of the respondents want to avail of Wi-Fi services, which is indicated by the highest frequency count of 372 or 96.9% of the total number of samples. However, most of the respondents do not want to avail of newspapers and magazines, which is indicated by the highest frequency count of 249 or 64.8% of the total number of samples. The results also indicate that most of the respondents use the recommendations from friends and family to find information about beauty and spa services in the country. This is indicated by the highest frequency count of 198 or 51.6% of the total number of samples. Furthermore, most of the respondents use Instagram to find information about beauty and spa services in the country. This is indicated by the highest frequency count of 260 or 67.7% of the total number of samples. Not surprisingly, most of the respondents prefer the Eid season as the most ideal time in availing of the beauty and spa treatments. This is indicated by the highest frequency count of 217 or 56.5% of the total number of samples.

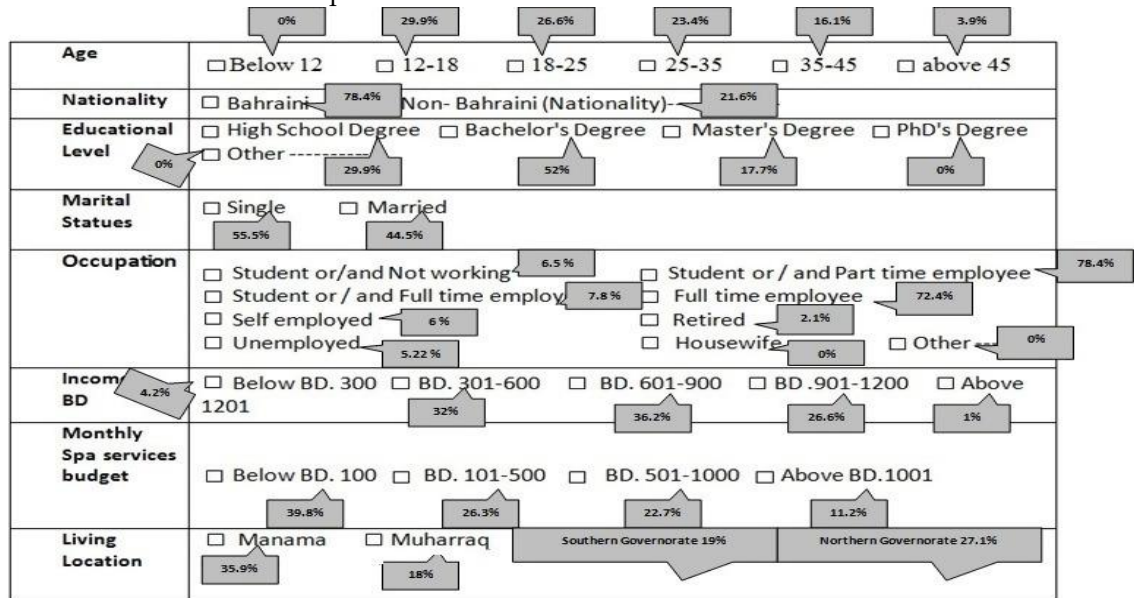


Figure II: Highest Frequency Count

In terms of the perceived factors, achieving an ideal self-image is the highly perceived personal factors among the respondents of the study. This is indicated by the highest mean score level of 5.73. Following an insight or idea from themselves was considered a perceived social factor among the respondents of the study. This is indicated by the highest mean score level of 4.73. The respondents mostly agree with the idea that their set of values and beliefs influences the type of beauty services that they acquire. This is indicated by the highest mean score level of 4.20. In addition, promptness, price, availability, and responsiveness are the most perceived factors affecting the process of availing beauty and spa services. This is indicated by the mean score levels that range between 4.56 -5.5 according to the following summary:

| General Factors          | Mean Score | Interpretation              |
|--------------------------|------------|-----------------------------|
| Personal Factor          | 5.02       | Perceived Factor            |
| Social Factor            | 3.83       | Moderately Perceived Factor |
| Cultural Factor          | 3.56       | Moderately Perceived Factor |
| Service Criterion Factor | 4.56       | Perceived Factor            |

Table IV: Summary



The statistical analysis suggested that all the demographic variables, except for educational attainment, have a significant correlation with the general spa and beauty services of the respondents. This is indicated by the p-values that are lower than 0.05 level of significance in these categories. However, the perceived personal, perceived social, perceived cultural, service criterion factors, have no significant correlation with the general spa and beauty services of the respondents. This is indicated by the p-values that are higher than 0.05 level of significance in these categories. Interestingly, there were some areas wherein the perceived personal, perceived social, perceived cultural, service criterion factors, and decision-making factors have a correlation with. The significantly correlated factors are described in the below tables.

| Variables                | Computed Value | P-Value | Interpretation |
|--------------------------|----------------|---------|----------------|
| Expressing Oneself       |                |         |                |
| Achieving Ideal Image    |                |         |                |
| Hands and Feet Services  | .129           | .011    | Significant    |
| Looking Good             |                |         |                |
| Following Fashion Trends |                |         |                |
| Hands and Feet Services  | .129           | .011    | Significant    |

Table V: Relationship between Personal Factors and the beauty/spa consumption behaviors of the female respondents

| Variables                               | Computed Value | P-Value | Interpretation |
|---|----------------|---------|----------------|
| Cultural Factor 1: Bahraini Culture     |                |         |                |
| Hair Services                           | .009           | .032    | Significant    |
| Cultural Factor 2: Religion & Ethnicity |                |         |                |
| Hair Services                           | .120           | .019    | Significant    |
| Cultural Factor 3: Values & Beliefs     |                |         |                |
| Facial Services                         | .110           | .031    | Significant    |

Table VI: Relationship between Social Factors and the beauty/spa consumption behaviors of the female respondents

| Variables                             | Computed Value | P-Value | Interpretation |
|---------------------------------------|----------------|---------|----------------|
| Decision of the Head of the Family    |                |         |                |
| Hands and Feet Services               | .129           | .011    | Significant    |
| Suggestion from Friends               |                |         |                |
| Suggestions from Relatives and Family |                |         |                |
| Idea of Oneself                       |                |         |                |
| Hands and Feet Services               | .129           | .011    | Significant    |
| Social Status and Social Classes      |                |         |                |
| Facial Services                       | .241           | .000    | Significant    |
| Hands and Feet Services               | .129           | .011    | Significant    |
| Fitness Services                      | .130           | .011    | Significant    |

Table VII: Relationship between Cultural Factors and the beauty/spa consumption behaviors of the female respondents

| Variables               | Computed Value | P-Value | Interpretation |
|-------------------------|----------------|---------|----------------|
| Promptness              |                |         |                |
| Facial Services         | .135           | .008    | Significant    |
| Price                   |                |         |                |
| Hands and Feet Services | .108           | .034    | Significant    |

|                                 |      |      |             |
|---------------------------------|------|------|-------------|
| Fitness Services                | .197 | .000 | Significant |
| Consistency                     |      |      |             |
| Facial Services                 | .102 | .045 | Significant |
| Hands and Feet Services         | .114 | .026 | Significant |
| Fitness Services                | .135 | .008 | Significant |
| Availability                    |      |      |             |
| Fitness Services                | .099 | .052 | Significant |
| Responsiveness                  |      |      |             |
| Hands and Feet Services         | .105 | .039 | Significant |
| Fitness Services                | .151 | .003 | Significant |
| Reliability                     |      |      |             |
| Facial Services                 | .193 | .000 | Significant |
| Hands and Feet Services         | .317 | .000 | Significant |
| Fitness Services                | .224 | .000 | Significant |
| Feedback/ Post Purchase Service |      |      |             |
| Facial Services                 | .381 | .000 | Significant |

Table VIII: Relationship between Service Criterion Factors and the beauty/spa consumption behaviors of the female respondents

The regression analysis is conducted on the different independent variables like, the beauty and spa behaviors of the respondents. The best predictor for the facial services behavior of the respondents is the feedback and post-purchase service, which has an F-value of 64.975, with a sum of squares of 14.382, indicated by the R-square of .143 and a beta of .433. There is only one best predictor for hair services behavior. This is the cultural factor based on the values and belief system of the respondent. This is indicated by the F-value of 5.539, with a sum of squares of 4.797, indicated by the R-square of .014 and a beta of .120. The best predictor for the hands and feet services is the second personal factor. This has an F-value of 6.482, with a sum of squares of 1.485, indicated by the R-square of .017 and a beta of .184. For the fitness services, the best predictor is the reliability of the company, which as an F-value of 20.236, with a sum of squares of 12.036, indicated by the R-square of .050 and a beta of .194. There were no best predictors for other beauty and spa services just like body treatment services. It must be noted that these predictors were generated based on the multiple regression analysis conducted. Other variables which were seen to have a correlation with the dependent variable in the previous section did not qualify as a good predictor in terms of significant statistical perspective. Hence, the predictors stated in this table were generated based on the actual regression analysis, as seen in the below table:

| Independent Variables                        | F-Value | Sum of Squares | R Square | Beta | P-Value |
|--|---------|----------------|----------|------|---------|
| Facial Services                              |         |                |          |      |         |
| Feedback/ Post Purchase Service              | 64.975  | 14.382         | .143     | .433 | .000    |
| Promptness                                   | 58.356  | 23.200         | .234     | .356 | .000    |
| Responsiveness                               | 52.037  | 28.809         | .291     | .256 | .000    |
| Reliability                                  | 45.719  | 32.201         | .325     | .220 | .000    |
| Social Status and Social Classes             | 41.140  | 34.865         | .352     | .175 | .000    |
| Hair Services                                |         |                |          |      |         |
| Values and Belief System (Cultural Factor 2) | 5.539   | 4.797          | .014     | .120 | .019    |
| Hands and Feet Services                      |         |                |          |      |         |

|                                  |        |        |      |      |      |
|----------------------------------|--------|--------|------|------|------|
| Personal Factor 2                | 6.482  | 1.485  | .017 | .184 | .011 |
| Social Status and Social Classes | 7.796  | 3.499  | .039 | .156 | .000 |
| Price                            | 7.649  | 5.068  | .057 | .135 | .000 |
| Fitness Services                 |        |        |      |      |      |
| Reliability                      | 20.236 | 12.036 | .050 | .194 | .000 |
| Consistency                      | 14.249 | 16.649 | .070 | .184 | .000 |
| Responsiveness                   | 12.962 | 22.210 | .093 | .162 | .000 |

Table IX: Actual Regression Analysis

The preferred beauty-related services according to the location of residence/income range & age range of the respondents using the average mean scores were calculated for each service using the SPSS.

| Category of Beauty Services | Location of Residence |          |                      |                      |
|-----------------------------|-----------------------|----------|----------------------|----------------------|
|                             | Capital Governorate   | Muharraq | Northern Directorate | Southern Directorate |
| Facial Services             | Rank 2                | Rank 3   | Rank 3               | Rank 2               |
| Bathing Services            | Rank 1                | Rank 1   | Rank 1               | Rank 3               |
| Hair Services               | Rank 3                | Rank 4   | Rank 4               | Rank 3               |
| Hands and Feet Services     | Rank 3                | Rank 5   | Rank 6               | Rank 3               |
| Massage Services            | Rank 1                | Rank 2   | Rank 6               | Rank 3               |
| Body Treatments             | Rank 1                | Rank 1   | Rank 2               | Rank 1               |
| Fitness Services            | Rank 4                | Rank 1   | Rank 5               | Rank 3               |

Table X: Actual Regression Analysis

| Category of Beauty Services | Income Range |        |        |        |        |
|-----------------------------|--------------|--------|--------|--------|--------|
|                             | A            | B      | C      | D      | E      |
| Facial Services             | Null         | Rank 1 | Rank 2 | Rank 4 | Rank 3 |
| Bathing Services            | Null         | Rank 2 | Rank 1 | Rank 1 | Rank 1 |
| Hair Services               | Null         | Rank 3 | Rank 4 | Rank 3 | Rank 4 |
| Hands and Feet Services     | Null         | Rank 3 | Rank 4 | Rank 5 | Rank 4 |
| Massage Services            | Null         | Rank 2 | Rank 1 | Rank 2 | Rank 4 |
| Body Treatments             | Null         | Rank 2 | Rank 1 | Rank 1 | Rank 2 |
| Fitness Services            | Null         | Rank 3 | Rank 3 | Rank 6 | Rank 4 |

Table XI: Legend: A- 100-300BD; B- 301-600 BD; C- 601-900 BD; D- 901-1200BD; E- Above 1000 BD

| Category of Beauty Services | Age Range |        |        |        |        |        |
|-----------------------------|-----------|--------|--------|--------|--------|--------|
|                             | A         | B      | C      | D      | E      | F      |
| Facial Services             | Null      | Rank 5 | Rank 4 | Rank 4 | Rank 4 | Rank 2 |
| Bathing Services            | Null      | Rank 1 | Rank 2 | Rank 2 | Rank 2 | Rank 1 |
| Hair Services               | Null      | Rank 4 | Rank 5 | Rank 5 | Rank 5 | Rank 3 |
| Hands and Feet Services     | Null      | Rank 6 | Rank 6 | Rank 6 | Rank 6 | Rank 3 |
| Massage Services            | Null      | Rank 2 | Rank 1 | Rank 1 | Rank 1 | Rank 1 |
| Body Treatments             | Null      | Rank 3 | Rank 3 | Rank 3 | Rank 3 | Rank 1 |
| Fitness Services            | Null      | Rank 7 | Rank 7 | Rank 7 | Rank 7 | Rank 4 |

Table XII: Legend: A- Below 12 Years Old; B- 13-18 Years Old; C- 19-25 Years Old; D- 26-35 Years Old; E- 36-45 Years Old; F- Above 45 Years Old

## Conclusion

It's important to put forward that achieving an ideal self-image is the highly perceived personal factors, while following an insight or idea from themselves was considered a perceived social factor that obtained the highest rating. They also agree most with the idea that their set of values and beliefs influences the type of beauty services that they acquire. Promptness, price, availability, and responsiveness are the most perceived factors affecting the process of availing beauty and spa services. Finally, the correlation profile revealed that all of the demographic variables, except for educational attainment, have a significant correlation with the general spa and beauty services of the respondents. Perceived personal factors have only a significant correlation with their behavior of availing hands and feet services. Perceived social factors have only a significant correlation with their behavior of availing facial services and hands and feet services. Perceived cultural factors have only a significant correlation with their behavior of availing hair services, facial services, and hands and feet services. Promptness is a service criterion factor that has only a correlation with facial services and massage. Price is another service criterion factor that has only a correlation with hair services and fitness services. Consistency, responsiveness, and reliability are service criterion factors that have a correlation only with facial services, hands and feet services, and fitness services. Availability is service criterion factor that has only a correlation with fitness services. Feedback has only a correlation with facial services.

Because the majority of the female respondents were among the age range of 13-18 years old, this indicates that there is a high tendency from the teenagers to adults to acquire and use the Spa & Beauty services. This could help the Spa business owners in creating special Spa packages and offers that best match the majority of this age segment, especially with their lifestyle requirements that requires them to balance between their different needs and wants and to utilize their limited budget in the most efficient way. So, coming up with special packages for this segment especially in terms of price could increase their acquirement and usage potential of Spa & Beauty services even farther. Considering the price as an important criterion for female consumers in Bahrain should be a priority for Spa owners when designing their service menus along with their prices. As mentioned earlier majority of females in Bahrain will not spend more than BD 100 on Spa & beauty services per month. This also indicates that the majority of women are somehow price and budget-conscious especially for hair and fitness services. Not to forget that Eid is one of the highest seasons in which women in Bahrain acquire and use the Spa and Beauty services. So increasing the working hours of Spas and beauty services providers during this particular season is highly beneficial and recommended for business owners as they will be able to capture more customers during this period. Increasing the Spa capacity by adding more employees could also be beneficial during Eids. As the majority of the complementary services were preferred by women consumers in Bahrain, it's extremely recommended that Spa business owners include those services especially beverages, snacks and Wi-Fi connections. Also since this research concluded that women in Bahrain will acquire Spa services mainly when they recognize that they need them, it's important for marketers and business to establish those needs for women in Bahrain by undertaking heavy marketing campaigns through their favorite social media channel which is the Instagram as this research indicates. And since most of them follow the recommendations of family members and friends, accelerating the positive word of mouth through family and friends offers is also recommended. The main limitation of this research was the time constraint; it was difficult to gather 384 responses in a short period of time. Especially with the sampling method applied by the researcher that restricts the number of respondents that should be approached from each governorate within the kingdom of Bahrain according to the sampling ratio calculated in relation to the overall population and sample size. Although the sample was large considering the time constraints faced by the researcher, ensuring greater representativeness could be achieved by applying a confidence level of 99% and increasing the sample size and therefore increasing the accuracy of generalizations from the sample to the overall population of the females of Bahrain.

## Limitations and direction for future research

It's important for Spa & Beauty businesses to target women within age segment of 13-25 more innovatively by creating special packages for school & university students, also emphasizing on seasons of Eids, increasing inputs to accommodate the Beauty Spa customers' needs. While recognizing the

importance of complementary services for Beauty Spa users especially WIFI & Snacks services, on the other hand, Tailoring marketing Campaigns with a special focus on Instagram as a social media channel as well as Family and friends' recommendations (word of mouth), Designing Beauty Spa services by considering important service criterions. (Such to consider price consciousness when setting different Beauty Spa services especially hair & fitness). Academically future researchers are recommended to explore more influencing factors within each group not from a perceptual aspect but from an actual behavioral perspective through conduction qualitative observation study as an example. It's also recommended to study the impact of factors over a set of decision-making process stages, study one specific factor of service criterion such as price in correlation to the consumer behavior towards spa service consumption.

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