

CUSTOMER'S SPA INTERESTS: UTILIZING 4C'S MARKETING STRATEGIES

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ABSTRACT

This study aimed to explore customer interests in spa services through the lens of the 4C's marketing model: Customer Wants and Needs, Cost to Satisfy, Convenience to Buy, and Communication. The research focused on customers from four spa establishments affiliated with the Davao Wellness Organization (DavWell). Data was collected from 399 spa clients through on-site survey distribution. Statistical methods such as frequency count, percentage, mean, t-test, and ANOVA were employed for data analysis. Findings revealed no significant difference in the level of interest in 4C's marketing strategies when customer profiles (e.g., age, gender, income) were considered. The study concludes that spa businesses may benefit from applying 4C strategies to enhance service quality, customer satisfaction, and overall competitiveness in the wellness industry.

Keywords: Spa, Wellness, 4C Marketing Strategies, Customer Satisfaction, Marketing Strategy

INTRODUCTION

The International Spa Association defines a spa as a place dedicated to overall well-being, offering a range of professional services that encourage the renewal of the mind, body, and spirit (Ramos & Untong, 2015). In recent years, wellness and spa tourism has emerged as a strategic segment within the tourism and hospitality industry, appealing to both domestic and international travelers.

Despite the growing demand, limited academic research has been conducted on how modern marketing strategies—particularly the 4C's model—influence customer behavior and satisfaction in the spa industry. As social media continues to evolve as a dominant communication platform, businesses must align their marketing efforts to resonate with the personalized needs of their consumers (Killian & McManus, 2015). Furthermore, understanding the dynamics between customer motivation, satisfaction, and loyalty remains a critical gap in wellness marketing (Hashemi et al., 2015).

In the Philippine context, the Department of Tourism (DOT) recognizes the potential of wellness tourism to contribute to economic growth. The country is strategically positioned as a

health and wellness destination due to its natural resources, traditional healing practices, English proficiency, and cost-effective services.

This study investigates how spa customers engage with 4C's marketing strategies, particularly by assessing their preferences, perceived value, purchasing convenience, and communication experience. The goal is to determine how these factors influence customer satisfaction and loyalty in spa establishments.

METHODS

Research Respondents

The respondents of this study consisted of customers from four spa establishments affiliated with the Davao Wellness Organization (DavWell) located in Davao City. A total of 399 participants were selected to take part in the research. The survey gathered demographic information from the respondents, specifically their age, gender, and income level, to help identify variations in customer perceptions and behaviors across different demographic profiles.

Table1. Profile of Respondents

<i>Profile Variables</i>	<i>Group</i>	<i>Frequency</i>	<i>Percent</i>
Sex	Male	142	35.6%
	Female	257	64.4%
Age	18-24	176	44.1%
	25-31	96	24.1%
	32-38	37	9.3%
	39-45	65	16.3%
	46-52	25	6.3%
	Educational Attainment	High School Level	39
High School Graduate		85	21.3%
College Level		145	36.3%
College Graduate		126	31.6%
Postgraduate		4	1.0%

The results are organized according to the respondents' profiles and their perceptions of the 4C's marketing components: Consumers' Wants and Needs, Cost to Satisfy, Convenience to Buy, and Communication. A total of 399 individuals participated in the study. Regarding gender distribution, 142 respondents were male, while 257 were female, indicating a higher female representation among spa customers. In terms of age, the largest group consisted of 176 respondents aged between 18 and 24 years old, suggesting that spa services attract a predominantly young clientele. Educationally, most respondents were at the college level, accounting for 145 participants. Based on these findings, it can be concluded that the typical spa customer within the DavWell organization is a young adult, both male and female, with a considerable number being college-educated professionals.

Research Instruments and Materials

The primary research instrument used in the study was a structured, two-part survey questionnaire. The first part of the questionnaire collected demographic data, including age, gender, and income level. The second part was designed to assess customer perceptions based on the four components of the 4C's marketing model: Customer Wants and Needs, Cost to Satisfy, Convenience to Buy, and Communication. To ensure the validity of the instrument, it was reviewed and validated by a research adviser and panel members. For data analysis, statistical tools such as frequency distribution, percentage, mean scores, t-tests, and ANOVA were employed to interpret the data and determine significant trends and differences based on the respondents' profiles.

Research Design and Procedure

This study employed a quantitative descriptive survey design to evaluate customer interests in spa services using the 4C's marketing framework. The researchers developed and validated the survey questionnaire before distributing it on-site at four selected spa establishments under the Davao Wellness Organization. The survey was administered in person to ensure proper data collection and a high response rate. Once the responses were gathered, the researchers processed and analyzed the data using various statistical techniques to derive meaningful insights.

RESULT AND DISCUSSION

Level of Spa Customers' Interest in Utilizing 4C's Strategies

Table 2 presents the level of spa customers' interest in utilizing the 4C's marketing strategies. The overall results indicate a high level of interest, with an average mean score of 4.36 and a standard deviation of 0.567. This suggests that spa customers in Davao City strongly agree with and appreciate the application of the 4C's framework—Customer Wants and Needs, Cost to Satisfy, Convenience to Buy, and Communication—in spa services.

These findings imply that the 4C marketing strategies resonate well with spa clients, reinforcing the importance of aligning services with customer expectations. As Melton (2008) highlights, spas serve as sanctuaries where individuals seek relaxation, escape, and rejuvenation. The spa environment plays a critical role in shaping customer experience, where exceptional facilities, effective treatments, amenities, and staff professionalism are essential components.

Table 2. Level of spa customer's interest in utilizing 4C's strategies, n= 399.

Indicators	Mean	Std. Deviation	Description
Consumer Wants and Needs	4.47	0.604	Very High
Cost to Satisfy	4.50	0.604	Very High
Convenience to Buy	4.41	0.652	Very High
Communication	4.05	0.776	High
Overall	4.36	0.567	Very High

Moreover, outstanding customer service is vital for building lasting relationships in the spa industry. As noted by Parasuraman, Berry, and Zeithaml (1990), customer perception is the ultimate measure of service quality. Regardless of the company's internal perspective, if customers perceive the service as inadequate, their judgment holds true, and the business risks losing their loyalty. Hence, spa operators must prioritize the 4C's strategies to meet customer expectations and secure repeat patronage.

Significant Difference in Spa Customers' Interest in 4C's Marketing Strategies Based on Sex

The analysis revealed **no significant difference** in spa customers' interest in the 4C's marketing strategies when examined by sex. All p-values exceeded the 0.05 significance level, with female respondents showing a mean score of 4.38 and male respondents a mean score of 4.31. Consequently, the null hypothesis—stating there is no difference between male and female customers' interest—was accepted.

This indicates that both male and female spa customers share similar levels of interest and place equal importance on the four components of the 4C's marketing framework when choosing spa services. In other words, spa customers, regardless of sex, apply the same criteria when selecting a spa to visit.

These findings align with the Thai Spa Association (2013), which noted that both male and female spa consumers prioritize quality treatments, hygiene, and ambiance. This reinforces the idea that despite possible differences in service preferences, customers uniformly value these core factors in their spa experience.

Table 3. Independent samples t-test results showing the differences in spa customer's interests in 4C's marketing strategies when analyzed by sex.

	Group	N	Mean	Std. Deviation	t-value	p-value
Consumer Wants and Needs	Male	142	4.43	0.639	0.999	0.318
	Female	257	4.49	0.584		
Cost to Satisfy	Male	142	4.47	0.631	0.758	0.449
	Female	257	4.52	0.590		
Convenience to Buy	Male	142	4.35	0.654	1.338	0.182
	Female	257	4.44	0.649		
Communication	Male	142	3.98	0.775	1.184	0.237
	Female	257	4.08	0.776		
Overall	Male	142	4.31	0.573	1.258	0.209
	Female	257	4.38	0.563		

*p<0.05

Significant Difference in Spa Customers' Interest in 4C's Marketing Strategies Based on Age

Table 4 presents the analysis of spa customers' interest in the 4C's marketing strategies based on age groups. The findings indicate no significant difference across all four factors when analyzed by age, as all significance values (p-values) exceeded the 0.05 threshold established for this study. Specifically, the p-values were 0.152 for Consumers' Wants and Needs, 0.750 for Cost to Satisfy, 0.215 for Convenience to Buy, and 0.061 for Communication, resulting in an overall p-value of 0.315. These results led to the acceptance of the null hypothesis, suggesting that customers' age does not influence their interest level in the 4C's marketing strategies.

This outcome aligns with data from the International Spa Association (2000), which reported that approximately 14% of spa-goers are aged 16 to 24—a demographic prominently reflected in the current study's respondent profile. The consistency between these findings supports the validity of the results, indicating that spa customers across different age groups similarly value the 4C components when selecting spa services.

Table 4. Summary of ANOVA results showing the differences in spa customer's interest in 4C's marketing strategies when analyzed by age.

			Sum of Squares	df	Mean Square	F	Sig.
Consumer Wants and Needs	Between Groups	2.455	4	.614	1.690	0.152	
	Within Groups	143.135	394	.363			
	Total	145.590	398				
Cost to Satisfy	Between Groups	.707	4	.177	0.480	0.750	
	Within Groups	144.925	394	.368			
	Total	145.632	398				
Convenience to Buy	Between Groups	2.465	4	.616	1.456	0.215	
	Within Groups	166.725	394	.423			
	Total	169.190	398				
Communication	Between Groups	5.406	4	1.352	2.271	0.061	
	Within Groups	234.491	394	.595			
	Total	239.897	398				
Overall	Between Groups	1.531	4	.383	1.190	0.315	
	Within Groups	126.684	394	.322			
	Total	128.215	398				

*p<0.05

Significant Difference in Spa Customers' Interest in 4C's Marketing Strategies Based on Educational Attainment

Table 5 presents the analysis of spa customers' interest in the 4C's marketing strategies according to their educational attainment. The findings indicate that the null hypothesis should not be rejected, meaning there is generally no significant difference in interest levels across most of the 4C components based on education. However, an exception was found in the Communication indicator, where educational attainment showed a significant difference. This suggests that customers with higher education levels perceive and respond to communication strategies differently compared to those with lower educational backgrounds.

This difference in communication aligns with the evolving landscape of marketing, where advancements in digital technology have transformed how businesses and consumers interact. According to Kotler et al. (2017), marketing communications have become increasingly complex, moving beyond one-way messages from provider to consumer to more interactive, multi-directional exchanges facilitated by social media and digital platforms. In this environment,

companies must adapt to fast-changing communication channels, which now offer personalized and targeted marketing opportunities. The ability to navigate these diverse channels is crucial, as consumers today have greater power than ever to influence brand perception through their interactions (Kotler et al., 2017).

Table 5. Summary of ANOVA results showing the differences in spa customer's interest in 4C's marketing strategies when analyzed by educational attainment

		Sum of Squares	df	Mean Square	F	Sig. de
Consumer Wants and Needs	Between Groups	1.061	4	0.265	0.723	0.576
	Within Groups	144.529	394	0.367		
	Total	145.590	398			
Cost to Satisfy	Between Groups	2.163	4	0.541	1.485	0.206
	Within Groups	143.469	394	0.364		
	Total	145.632	398			
Convenience to Buy	Between Groups	2.892	4	0.723	1.713	0.146
	Within Groups	166.298	394	0.422		
	Total	169.190	398			
Communication	Between Groups	7.412	4	1.853	3.140	0.015*
	Within Groups	232.486	394	0.590		
	Total	239.897	398			
Overall	Between Groups	2.699	4	0.675	2.118	0.078
	Within Groups	125.515	394	0.319		
	Total	128.215	398			

* $p < 0.05$

Supporting this notion, Vossa et al. (2007) emphasized that individuals with academic backgrounds expect knowledgeable, enthusiastic, and approachable service providers. Their study showed that quality service perceptions positively impact satisfaction and loyalty, often encouraging word-of-mouth referrals. This principle is directly applicable to the spa industry, where customers expect staff to be well-informed and capable of addressing their needs. A knowledgeable and engaging communication approach can enhance customer motivation and satisfaction.

Furthermore, Magoffin (2015) highlighted the importance of focusing on communication touchpoints to drive customer conversion. Similarly, Lo et al. (2013) underscored the critical role of pre-visit interactions and the variety of spa facilities in influencing customer decisions. Fripp (2015) described communication as an essential tool for businesses to compete effectively, while Wu (2006) noted its role in managing customer complaints, gathering feedback, and promoting new services.

In summary, while educational attainment does not significantly influence customers' interests in most 4C components, it plays a notable role in how customers perceive and engage with communication strategies. Spa businesses should therefore tailor their communication approaches to meet the expectations of a diverse clientele with varying educational backgrounds to enhance satisfaction and loyalty.

CONCLUSION AND RECOMMENDATION

Based on the findings of this study, it can be concluded that the level of spa customers' interest in utilizing the 4C's marketing strategies is high. Additionally, there is no significant difference in the level of interest when analyzed according to respondents' profiles. Therefore, the null hypothesis, which states that there is no significant difference in customers' spa interests based on their demographic background, is accepted. This indicates that spa customers consistently value the 4C's marketing components—Consumer Wants and Needs, Cost to Satisfy, Convenience to Buy, and Communication—regardless of their profile.

In light of these conclusions, several recommendations are proposed. Members of the DAVWELL organization should prioritize delivering excellent service by creating a relaxing atmosphere through comfortable beds and chairs, efficient air conditioning, soothing music, and treatments that promote improved blood circulation and overall wellness. Since customers value high privacy in treatment rooms, trained and experienced therapists, modern equipment, quality amenities, and a clean, calm, and welcoming environment, spa establishments in Davao City are encouraged to invest in these areas. Spa owners should ensure their therapists possess proper certification and experience, while staff should consistently demonstrate positive, accommodating, and welcoming behavior.

Furthermore, spa locations must be accessible, safe, and equipped with adequate parking. Providing home service options can further enhance customer convenience. To maintain competitiveness, spas should implement and continuously improve the 4C's marketing strategies by offering quality and satisfactory services. Leveraging social media platforms as marketing channels is essential to share relevant business information, promotions, special offers, and holiday discounts that foster customer loyalty. Lastly, future researchers may use this study as a valuable reference to gain broader insights into the spa industry and its marketing strategies.

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