

รูปแบบกลยุทธ์การตลาดบริการสุขภาพการแพทย์ทางเลือกโดยการฝังเข็ม ของโรงพยาบาลเอกชนในประเทศไทย

SERVICES MARKETING STRATEGY MODEL FOR HEALTHCARE ON ALTERNATIVE MEDICINE BY ACUPUNCTURE OF PRIVATE HOSPITALS IN THAILAND

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บทคัดย่อ

การวิจัยครั้งนี้ มีวัตถุประสงค์เพื่อหารูปแบบกลยุทธ์การตลาดบริการสุขภาพการแพทย์ทางเลือก โดยการฝังเข็มของโรงพยาบาลเอกชนในประเทศไทย ประชากรคือ ประชาชนที่มาใช้บริการฝังเข็มของโรงพยาบาลเอกชนในประเทศไทย กลุ่มตัวอย่าง คือ ผู้ใช้บริการฝังเข็ม จำนวน 446 คน เก็บข้อมูลแบบสุ่ม หลายขั้นตอน เครื่องมือที่ใช้เป็นแบบสอบถาม สถิติที่ใช้ ได้แก่ สถิติวิเคราะห์เส้นทางอิทธิพลเชิงสาเหตุ และ สถิติวิเคราะห์โน้มเดลสมการโครงสร้าง โดยมีตัวแปรแ芳 4 ตัว ประกอบด้วย ปัจจัยด้านสังคมวัฒนธรรม ปัจจัย ด้านจิตวิทยา กลยุทธ์การตลาดบริการสุขภาพ และผลการดำเนินงานการแพทย์ทางเลือกโดยการฝังเข็ม ผลการวิจัยพบว่า รูปแบบกลยุทธ์การตลาดบริการสุขภาพการแพทย์ทางเลือกโดยการฝังเข็มของโรงพยาบาลเอกชนในประเทศไทย ประกอบด้วย ปัจจัยด้านจิตวิทยา ได้แก่ ความเชื่อ ทัศนคติ และการรับรู้ ตามลำดับ ปัจจัยที่สองคือ กลยุทธ์การตลาดบริการสุขภาพ ได้แก่ ผลิตภัณฑ์บริการ และ การส่งเสริมการตลาด โดย กลยุทธ์การตลาดบริการสุขภาพมีอิทธิพลทางตรงต่อผลการดำเนินงานการแพทย์ทางเลือกโดยการฝังเข็มมาก ที่สุด รองลงมาคือ ปัจจัยด้านจิตวิทยามีอิทธิพลทั้งทางตรงและทางอ้อมต่อผลการดำเนินงานการแพทย์ทางเลือกโดยการฝังเข็ม ส่วนปัจจัยด้านสังคมวัฒนธรรมมีอิทธิพลทางตรงต่อผลการดำเนินงานการแพทย์ทางเลือกโดยการฝังเข็มน้อยมาก ส่วนผลการดำเนินงานการแพทย์ทางเลือกโดยการฝังเข็มที่มีความสำคัญมาก ที่สุดคือ ความพึงพอใจ รองลงมาคือ ความปลอดภัย การใช้บริการและคุณภาพชีวิต ดังนั้นรูปแบบกลยุทธ์ การตลาดบริการสุขภาพจึงมีความสำคัญและจำเป็นสำหรับการจัดบริการฝังเข็มของโรงพยาบาล

คำสำคัญ: รูปแบบกลยุทธ์การตลาดบริการ การแพทย์ทางเลือก การฝังเข็ม โรงพยาบาลเอกชน

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Abstract

The objective of this research was to find services marketing strategy of alternative medicine operation by acupuncture of private hospitals in Thailand. The study population was people who used acupuncture services at private hospitals in Thailand, and the sample population was 446 acupuncture users selected by multistage sampling. The research instrument was questionnaire. Statistical analysis was done using path analysis and structural equation model. The variables of the study were 4 latent variables consisted of sociocultural factor, psychological factor, health services marketing strategy, and operation of alternative medicine by acupuncture. The research results showed that services marketing strategy model for healthcare on alternative medicine by acupuncture of private hospitals in Thailand consisted of psychological factor, namely, beliefs, attitude, and perception respectively. Secondly were health services marketing strategy, namely, productivity and quality, people, physical evidence, place, process, price, product, and promotion. However health services marketing strategy had the greatest direct effect to operation of alternative medicine by acupuncture, followed by psychological factor, which had both a direct and indirect effect on operation of alternative medicine by acupuncture. Sociocultural factor had a direct effect on operation of alternative medicine by acupuncture of private hospitals in Thailand at a very low level. The most important factor of operation on alternative medicine by acupuncture was satisfaction, followed by safety, services, and quality of life. Hence health services marketing strategy model is important and need for hospital providing acupuncture.

Keywords: Services Marketing Strategy Model, Alternative Medicine, Acupuncture, Private Hospitals

Introduction

Todays world economic changes rapidly. Services business is also one importance business to economic system. Many countries have aimed to develop economic growth in productive industry section, but now world economic growth depends on service section. It is found that in developed country use increasing productivity of service business to drive economic which is the principle and may be called services industry. In 2014 services section had economic growth of gross domestic product (GDP) proportion two third or 63.50 percent of the world, industry section 30.50 and agriculture section only 6.10 percent (The World Facebook, 2015). Also in Thailand 2014 services section was 52 percent of GDP. The factors that activated changing of services business system were public policy, social change, business trend, advanced technology, and globalization (Lovelock & Wirtz, 2011, p. 29) Other factors were consumer behavior change which demand all of completed goods cycle, and increased services comfort of people. Health services business is the most important part of service section for people. Now it is found that heath services expense of treatment in conventional

medicine increases every year. During 2013-2015 health expense increases from 331.702 million baht to 361.958 million baht (Office of the National Economic and Social Development Board, 2016) average 10.005 million baht per year. So government policy supports alternative medicine business to be a part of people healthcare and helps gradually decreased conventional medicine expense. In addition the policy of country developing to be medical hub of Asia emphasize on 4 main service .Treatment service business promotion service business, service business of traditional medicine and alternative medicine, and health product of Thai herbs business. Also the policy of open free trade in Asean Economic Community (AEC) appreciates Thailand to be leader in complementary and alternative medicine (CAM). It effects to marketing competition in health services business for its advantage and success. Especially health service business of private hospital where foreigners increased come to receive service. In 2001 foreigner patients of hospitals in Thailand were five hundred fifty thousand customers and 2002 increased to two million two hundred thousand customers. Average rate increased 27 percent per year. In 2005 Kasikorn Thai bank research center expected foreigner patients would have more role in making revenue for private hospital business of Thailand which enlarged more than 10-15 percent and was more than 107,000 million baht. (Kasikorn Thai Research center, 2005). Supportive factors enlarged health service business of private hospital which were the following importance factors. Public policy for Thailand health center of Asia, open free trade and service, enlargement of tourist medicine advance in contact with offices of forcing government for treatment sending patients in Thailand, advance in contact with office of foreign government to send patients for treatment in Thailand, celebrity of hospitals, comfort, advanced instruments, skillful of doctor and medical official, promotional activities of coordination trend between hospitals, defined strategy for segmentation marketing to large customer group. (Chaivach sockaroensak, 2002; Kasikornthai Research Center, 1999)

So alternative medicine is another way of people health care. Now it is found that the medicine is still not enough consumer's need. First priority of world health organization accepts alternative medicine is acupuncture, 160 countries in the world services acupuncture, and more than 50,000 clinics and institution for services. In Thailand 2004 government and private hospitals provided acupuncture which increased 4 folds. But the problem are service rate still low, only in high revenue group, high socioeconomic status and affordable service cost. The majority was female and elderly group. Beside this the importance hindrance of using alternative medicine depended on attitude, perception, believe, also health problem. It was found from study alternative medicine want marketing strategy using for service competitive advantage. Alternative medicine by acupuncture in Thailand the problem is still no service marketing strategy for planning which effect to performance alternative medicine by acupuncture .Thus strategy of alternative medicine by acupuncture .This study developed 8 P's strategy by using concept of Lovelock and Wirtz (2007, p. 22) for strategy effectiveness.

Objective of the research

The objective of this study was to find marketing strategy models for private hospitals in Thailand to offer alternative medicine healthcare services by acupuncture.

Hypothesis of the research

Sociocultural factor, Psychological factor, and health services marketing strategy had influenced on direct and indirect effect to operation of alternative medicine by acupuncture of private hospitals in Thailand.

Scope of the research

1. Content scope: This research studied 4 main factors, These were sociocultural factor, psychological factor, health services marketing strategy, and operation of alternative medicine by acupuncture of private hospitals in Thailand.

2. Time scope: Time period of date collecting was 3 months from June to August, 2016.

3. Population scope: The population was Thai customers of services alternative medicine by acupuncture in 55 private hospitals in 2016. Thai customers was sampling cover 5 regions of Thailand and Bangkok.

Conceptual framework

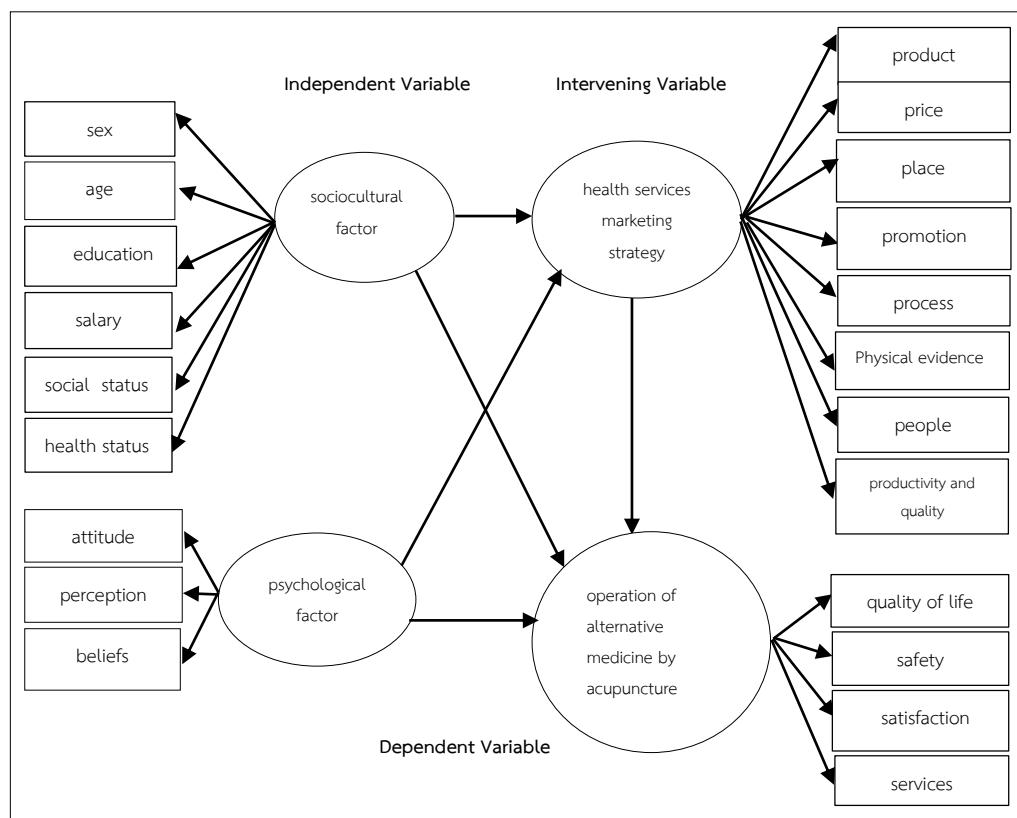


Figure 1 Conceptual framework

Definition of specific words

Services marketing strategy means method or instrument in marketing that private hospitals used to manage health services in responsive for customers and need to attain hospital objective .Using services marketing 8P's of Lovelock and Wirtz (2007, p. 22) which some of the distinctive challenges involved in marketing services formed a framework for developing a services marketing strategy.

Alternative medicine means health services which was not conventional medicine, Thai traditional and Indigenous medicine.

Acupuncture means a type of alternative medicine which was Chines medicine for treatment, rehabilitation, promotion, and prevention of diseases. By using needles punctured through specific points of the body for treatment and system balancing. Body returned to normal function by natural energy of the and relieved pain. (Institution of Thai Chinese Medicine, 2009).

Expected advantage

Services marketing strategy model for healthcare on alternative medicine by acupuncture of private hospitals in Thailand which was developed for entrepreneurs or hospital administrators can use in trend to define planning of marketing strategy for advantage competition in health services business. This a good impacts operation of hospital and use in another similar health service business.

Literature review

In this study research used concepts, theories, and importance issues with respect to other research. From the concept of consumer behavior with influences on consumer decision making of health services on alternative medicine consisted of sociocultural factor and psychological factor. And model of consumer decision making we understood that output of consumer decision making was post-services evaluation (Schiffman & Kanuk, 2010, p. 36). The concept of services marketing 8P's was developed for strategy model of health services marketing on alternative medicine by acupuncture in private hospitals which consisted of 1) product/service strategies 2) price strategies 3) place strategies 4) promotion strategies 5) process strategies 6) physical evidence strategies 7) people strategies 8) productivity and quality. And from different among services affect consumer behavior, evaluation against expectation future intention was the final stage of services consumption (Lovelock & Wirtz , 2007, p. 22). Thus sociocultural factor, psychological factor, and services marketing strategy were involved the operation of health services on alternative medicine by acupuncture. Another study related research about all latent variables of alternative medicine were sociocultural factor, psychological factor, services marketing strategy, and operational result of alternative medicine by acupuncture. For sociocultural factor, Pratt (2012, p. 1-8) studied

assessment of benefits from utility of complementary and alternative medicine, and found that using alternative medicine related to sex, financial status, healthy beliefs, and illness mind and body. This accorded with the studied patient characteristic and efficient management of pain in acupuncture clinic by Hsu, Dunn, Bradshaw and Conboy (2014, p. 284-293). They found that majority of customers were female, age about 40, white and not Hispanic or Latino, marital status, high education and job employment. Most patients were confident in acupuncture and more than 68.20 percent required acupuncture for relieve pain. For psychological factor Basedow, Runciman, March and Esterman (2014, p. 237-242) studied the use of and beliefs about complementary and alternative medicines in Australians with osteoarthritis. The principal factor of the reason for using was belief in the safety and efficiency of CAM. Chan, Tsang and Fung (2015, p. 158-174) studied attitudes toward acupuncture in Hong Kong found that lack of trust in acupuncturists and perceived inferiority of acupuncture were the major barriers of acceptance of acupuncture. For services marketing strategy Altuntas, Semercioz and Eregez (2013, p. 143-145) studied the role of innovation in private healthcare organizations, linking strategic and market orientations to organizational performance. They found the relationship between strategic factor and marketing factor with statistical significance at 0.01 level, also the relationship between organizational performance factor and strategic factor, marketing factor, innovative factor with statistical significance at 0.95 level. And for the effect of alternative medicine performance by acupuncture, Romeo, Parton, Russo, Hays and Conboy (2015, p. 357) studied acupuncture to treat the symptoms of patients in a palliative care setting. They found that acupuncture was effective for the reduction and relief of symptoms which affected commonly quality of life patients. In addition White et. al. (2013, p. 481-485) studied by literature review of research relating with using alternative medicine in many country. They found that the first priority importance of using alternative medicine was safety, and the second importance beliefs and attitudes to practitioners, public and professional organization.

Research methodology

Research model: This research was mixed method of quantitative and qualitative research .For qualitative used interview for hospital administrators to contribute questionnaire, and quantitative used questionnaire to ask customer's opinion on alternative medicine by acupuncture of private hospital .The questionnaire was verified by IOC with values 0.60-1.00 and by reliability with values 0.900-0.926.

Population and sample: Population in the study was customers of alternative medicine by acupuncture of private hospital in Thailand 5 regions and Bangkok. Multistage sampling was used which sample was customers of acupuncture and sample size was not less than 20 times of observed variables (Supamas Angsuchoti, Somtawin Vijitwannna & Ruchanegoon Pinyopanuwat, 2014, p. 25). From 21 observed variables sample size was 420

customers and calculated by customer proportion with 30 patients per hospital, finally 14 hospitals of alternative medicine by acupuncture were collected. The research also had 1 extra hospital for that if the hospital did not return the questionnaire. Thus 15 hospitals were collected with 446 patients sample.

Data analysis: Data analysis used path analysis and structural equation modeling (SEM) to find services marketing strategy model for health care of alternative medicine by acupuncture of private hospitals in Thailand.

Research Finding

Analysis used structural equation modeling for services marketing strategy model that effected to operation of alternative medicine by acupuncture. Confirmatory Factor Analysis (CFA) was used to analyze latent variables which were sociocultural factor, psychological factor, health services marketing strategy; and Exploratory Factor Analysis (EFA) was used to analyze latent variables for outcome of alternative medicine operational by acupuncture. The research found that every factors of the model accorded with empirical data. Analysis of measurement model for sociocultural factor found that factor loading values of age, education, salary and social status were statistical significance at level 0.01, but health status was statistical significance at level 0.05, and all of these were range of factor loading value 0.2 – 0.77. But sex variable was not statistical significance, For psychological, factor loading values of variables; attitude, perception, and beliefs were statistical significance at level 0.01 and were range 0.80–0.89. For health services marketing strategy, factor loading values of variables; product, price, place, promotion, process, physical evidence, people, productivity and quality were statistical significance at level 0.01 and were range 0.65 –0.89. For operation of alternative medicine by acupuncture of variables; quality of life, safety, satisfaction, and service use were statistical significance at level 0.01 and were range 0.84 – 0.91.

Analysis of the strategy model

From results of empirical data analysis accorded with the strategic model which researcher developed. ($\chi^2 = 330.08$, $df = 167$, $p = 0.00$, $\chi^2/df = 1.98$, $GFI = 0.93$, $AGFI = 0.91$, $NFI = 0.98$, $IFI = 0.99$, $CFI = 0.99$, Standardized RMR = 0.04, RMSEA = 0.05). Analysis for measurement model of health services marketing strategy model found that the model was validity and standard factor loading were positive values with statistical significance (t- value over 1.96)

Table 1 Analytical results of health services marketing strategy model on alternative medicine by acupuncture of private hospitals in Thailand

latent variables	observe variables	Factor Loading				R ²	factor scores regressions
		b	B	SE	t		
Socialcu	sex	0.00	0.01	0.03	0.13	0.00	0.01
	age	4.56	0.36	0.79	5.75**	0.13	0.02
	edu	0.25	0.52	0.03	8.43**	0.27	0.06
	salary	0.71	0.70	0.06	11.24**	0.50	0.45
	social	0.26	0.46	0.03	8.22**	0.21	0.35
	health	0.05	0.10	0.03	1.63	0.01	0.21
Psycho	atti	0.56	0.84	0.03	21.04**	0.70	0.37
	perce	0.62	0.78	0.03	19.16**	0.61	0.28
	believ	0.62	0.90	0.03	23.63**	0.81	0.69
Strategy	produc	1.00	0.71	0.00	-	0.51	0.01
	price	0.98	0.73	0.06	17.65**	0.53	0.05
	chanel	1.03	0.77	0.06	17.17**	0.60	0.07
	promo	1.05	0.71	0.06	16.73**	0.51	0.05
	proces	1.13	0.76	0.07	15.59**	0.58	0.08
	ENV	1.05	0.81	0.06	16.66**	0.66	0.10
	people	1.01	0.83	0.06	16.89**	0.68	0.08
	quali	1.10	0.86	0.00	17.53**	0.74	0.13
Outcome	QOF	1.00	0.83	0.00	-	0.69	0.14
	safety	0.99	0.85	0.05	21.90**	0.71	0.16
	satis	1.03	0.87	0.04	23.03**	0.77	0.17
	service	0.97	0.84	0.05	21.41**	0.70	0.11

**p<0.01

Analytical results of direct and indirect influence factors

From date analysis, factors that effected to operation of alternative medicine by acupuncture were influenced from sociocultural factor. Direct influence of this factor had coefficient value 0.10 with statistical significance at 0.01 level. Indirect influence of the factor had coefficient value 0.01 with statistical significance at 0.01 level. From psychological factor, direct influence of the factor had coefficient value 0.12 with statistical significance at 0.01 level. Indirect influence of the factor had coefficient 0.69 level. For health services marketing strategy, direct influence of the factor had coefficient value 0.83 with statistical significance at 0.01 level. All variables could explain the variation alternative medicine of operation by acupuncture 91 percent. From correlation matrix it found that relation between independent

variables and dependent variables were sociocultural factor, psychological factor, health services marketing strategy to outcome of operation alternative medicine with values range 0.23 – 0.95. Health services marketing strategy related to outcome of operational alternative medicine with highest value of correlation coefficient 0.95. But sociocultural factor related to outcome of operational alternative medicine with lowest value of correlation coefficient 0.23

The research found from development for causal model of factors that effected to operation of alternative medicine were health services marketing strategy, psychological factor, and sociocultural factor respectively.

Table 2 Analytical result of influence factor for causal model that effected to operation of alternative medicine by acupuncture of private hospitals in Thailand

Independent variable Result variable	Socialcu			Psycho			Strategy		
	TE	IE	DE	TE	IE	DE	TE	IE	DE
Strategy	0.02 (0.00)	- (0.00)	0.02 (0.00)	0.82** (0.03)	- (0.03)	0.82** (0.03)	- (0.08)	- (0.08)	- (0.08)
Outcome	0.12** (0.02)	0.01** (0.00)	0.10** (0.02)	0.44** (0.03)	0.69** (0.03)	0.12** (0.03)	0.83** (0.08)	- (0.08)	0.83** (0.08)
$\chi^2 = 330.08$, df = 167, p = 0.00, GFI = 0.93, AGFI = 0.91, Standardized RMR = 0.04									
structure equation of variable				Strategy			Outcome		
R-SQUARE				0.69			0.91		
matrix correlation between variable									
Latent variable	Socialcu			Psycho			Strategy		Outcome
Socialcu	1.00								
Psycho	0.15			1.00					
Strategy	0.14			0.83			1.00		
Outcome	0.23			0.82			0.95		1.00

**P < 0.01

Result of hypothesis testing

From analytical results of direct and indirect influence factors, sociocultural factor, psychological factor, health services marketing strategy were direct influence on operation of alternative medicine by acupuncture of private hospitals in Thailand. Beside these sociocultural factor and psychological factor were indirect influence on alternative medicine by indirect transfer from health services marketing strategy of alternative medicine by acupuncture.

Result of strategic model effected to operation of alternative medicine by acupuncture

The services marketing strategy model which effected to operation of alternative medicine by acupuncture of private hospitals in Thailand was demonstrate by acceptance of research hypothesis testing with statistical significance ,path coefficient value with direct and indirect influence on operational alternative medicine by acupuncture ,and values of standardize factor loading. As the following figure 2

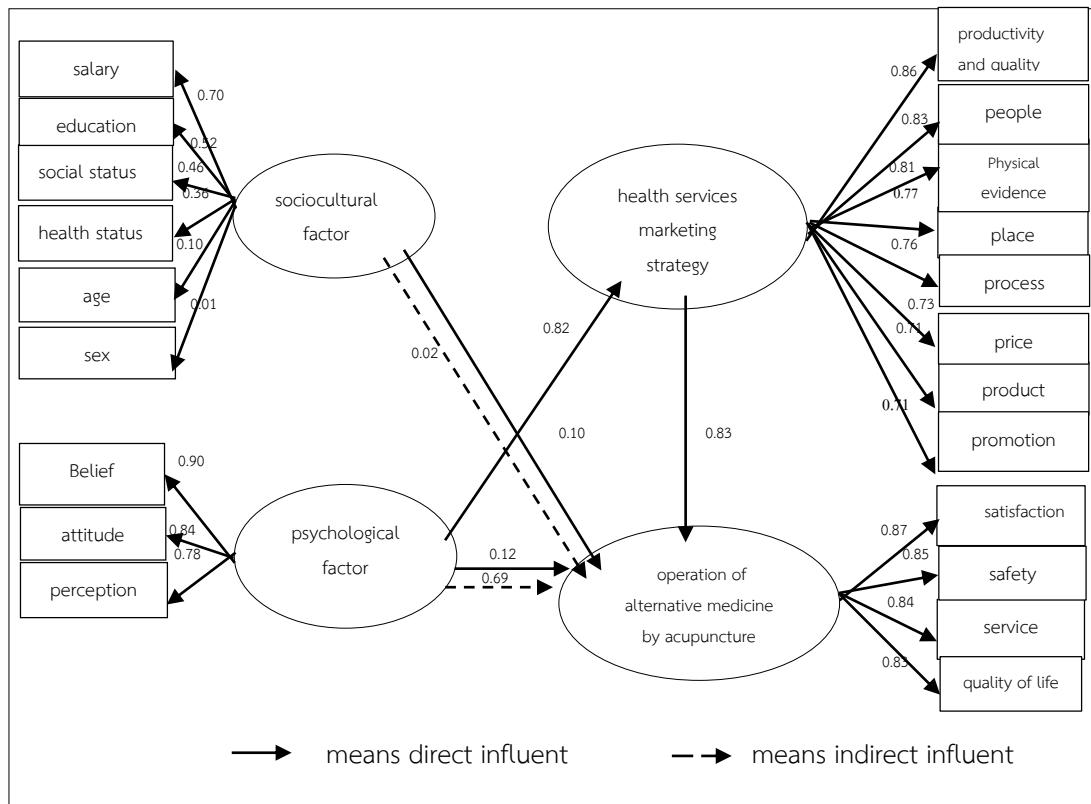


Figure 2 Services marketing strategy model of alternative medicine by acupuncture of private hospitals in Thailand.

From fig 2 Finding of services marketing strategy model of alternative medicine by acupuncture found that strategic model and psychological factor most effected to operation of alternative medicine of private hospitals in Thailand. For sociocultural factor direct effected to operation of alternative medicine with very low value of coefficient 0.10, and indirect effected with coefficient value only 0.01.Thus it very low effected to that operating. So factors which were influence of operation on alternative medicine by acupuncture could explained as the following importance.

1. Health services marketing strategy had direct influence on performance of alternative medicine with high coefficient values 0.83. When consideration factors which related to strategy found that every latent variables had factor loading values over 0.70.From high to low factor loading values they were found that productivity and quality had highest value 0.85, people with value 0.83 physical evidence with value 0.81,place with value

0.77, process with value 0.76, price with value 0.73, product and promotion with same value 0.71.

2. Psychological factor had direct influence on performance of alternative medicine by acupuncture with coefficient values 0.12, and indirect influence on performance with rather high coefficient values 0.69. When consideration factors which related to psychological factor found that every latent variables had factor loading values over 0.70. From high to low values of factor loading they were found that belief was positive relation with highest value 0.90, attitude positive relation with value 0.84, and perception positive relation with value 0.78

Conclusion and Discussion

From study strategy of marketing model of health services effected to operation of alternative medicine by acupuncture of private hospitals in Thailand found that health services marketing strategy and psychological factor most effected to operation of alternative medicine by acupuncture. Observed variables which had priority highest values standardized factor loading were 3 variables; productivity and quality, people, and physical environment, So entrepreneur or hospital administrator need to prepare strategy providing for sufficiency services of acupuncture to customer required, quality services and continuous development, responsiveness to customer's confidence and beliefs of skillful doctor or provider, sufficient personal for all service levels, knowledge and skill development in acupuncture ,clean environment in acupuncture, comfortable facilities such as television ,toilet, sitting room, communication, costume room, private-silent relaxing place of acupuncture .These were accorded with the study of value of consumer in healthcare services of alternative medicine by Dodds ,Bulmer and Murphy (2014,p1-10) The study found values assessment in using alternative medicine of consumer that quality of care and treatment efficiency was the first priority important issue. Beside these Altantas et.al.(2013,p413-419) researched the link between strategy and market orientations which effected to performance of private healthcare organizations in Turkey found that strategic factor related to marketing factor with statistical significance at level 0.01.

For psychological factor effected to alternative medicine by acupuncture found that latent variable with highest values of standardized factor loading were beliefs, attitude, and perception respectively. Thus the business entrepreneurs or hospital administrators need to make strategy of psychological factor. Especially for beliefs that acupuncture helped to decrease for drugs, treatment for disease, and healthy. Also treatment by acupuncture made patients recovered from diseases syndrome. May be giving knowledge to customer and increasing communicational channel of knowledge. For attitude that hospital administrators need to created positive attitude of acupuncture to customer that it is good method and not dangerous. Acupuncture must be the first priority treatment of alternative medicine when using services. For perception that hospital administrators need to contribute perception of customers that who are treated by acupuncture most receive good results, is knowing

acupuncture and acupuncture treatment .These accorded to the study of beliefs in complementary and alternative medicine of arthritis patients in Australia. Basedow et.al. (2014). They found that beliefs in complementary and alternative medicine was very importance .The study accorded to Chan et.al. (2015) who studied attitude of acupuncture in Hong Kong. They discovered that attitude of confidence to provider or doctor about acupuncture was the importance barrier problem of acceptance using acupuncture.

Suggestion of this research

The suggestion of this research is the customers of population differ from regions of Thailand, so may be effect to some observed variables such as beliefs, attitude ,and social status.

Suggestion of further research.

1. To study marketing strategy models for public hospitals in Thailand to offer alternative medicine healthcare services by acupuncture.
2. To study about another fields of alternative medicine which not acupuncture such as chiropractic ,Hydrotherapy, Aroma Therapy, Homeopathy ,Chelation Therapy.

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