

**KEY FACTORS INFLUENCING INTEREST OF THAI PEOPLE
IN SPORT INDUSTRY**



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IN SPORT INDUSTRY**

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ABSTRACT

This research aimed to analyse factors influencing interest of Thai people in sport industry in the aspects of information exposure from different sources of media to survey social values in Thai society toward Thai Sport to investigate the exposure of Thai sport news via different media such as newspapers, television and online media, to study attitudes of Thai people toward sport and to explore significant reasons which caused changes in sport.

The sample of this study included 30 people who were interested sport in Bangkok selected by convenience sampling. The field questionnaires were distributed to collect data.

The results showed that the interviewee respondents expressed their opinions about the factors influencing interest of Thai people in Sport Industry as follows. Social values, perceptions of media and attitudes were at a high level. When considering each aspect, social values, perceptions of media and attitudes influenced interest of Thai people in Sport Industry. It could be concluded that perceptions of social values, perceptions of media and attitudes influenced interest of Thai people in Sport Industry.

KEY WORDS: Social values/ Media/ Attitudes

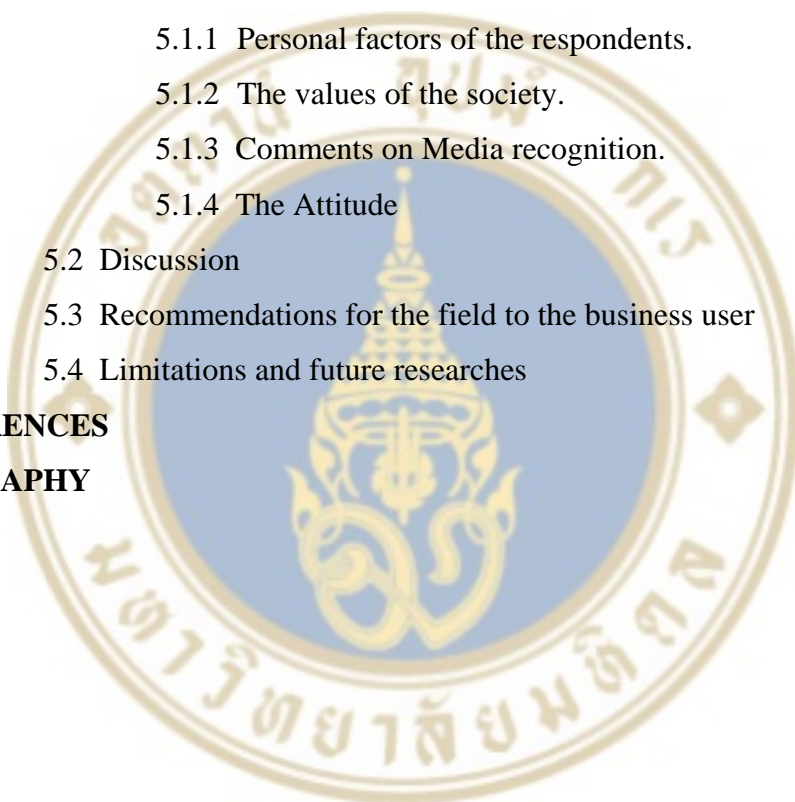
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CHAPTER I

INTRODUCTION

1.1 The Importance of The Research Problem

Currently, sports have gained popularity because it is a fun past time. Track, for example, is a sport that impresses easily. Various media including television, radio and online media has attributed to the business of sports today. Tremendous value in making sports a priority rather than just a sport lies on the competition. There is an expectation in sports that there will be some sort of prize or medal bringing about competition leading to fame and sentimental value for fans as well. This is why the popularity of sports is so widespread today.

The popularity of sports in the country stems from the reign of King Rama V. Sports culture has become one of social phenomenon of the time linking to the fact that sports reflect life and culture (sociology) in action.

Popularity of sports in countries such as England, Spain, Italy, etc... has overflowed into Thai culture starting from the newspapers that give sports recaps in both Thai and English. The nature of the information that appeared in the early stages was reported in brief or as a translation. International sports can also easily be followed online or on TV from all over the world making the scores and play by plays easy to follow.

For example Football in Thailand was not yet very popular in the beginning of the year 2449 Thai soccer at that time consisted mostly of tournaments. The Royal Trophy, B, C and D categories. The trophy up and later in 2539 the Football Association of Thailand. Initiatives to improve football in the country started for the purpose of the model by profession. More established football leagues beginning at 10 teams before adding a 12th team. Later a competitive football league system, with points racing team home and away team took 8-9 months for the first race of the season for the club to collect maximum points at the end of the season as the team won the championship. This is the same system that marks domestic leagues in Europe.

Sports marketing uses sports, in any form, to help sell goods and services. This particular style of marketing is less about using a single strategy and more about using the content of sports to assist marketing efforts. This is not limited to professional sports and may include college athletics, minor leagues, or alternative sports. Since sports can be watched on a variety of platforms, sports marketing can take many different forms. Teams sell advertising space inside their stadiums to marketers who want to purchase billboards and other print ads, while TV networks sell airtime during the events. Famous athletes also sign contracts to work as celebrity endorsers and lend their images to marketers. (Nation Newspaper Website 2015)

The biggest advantage of sports marketing is that it allows marketers to piggyback on the popularity and devotion many fans feel towards their favorite teams and athletes. If a baseball fan has loved a specific team since childhood, any marketer who associates themselves with that team gains instant credibility in that fan's mind. Since the revenue ultimately goes to support the team, the marketer is considered a sponsor and invested in the team's success. The only major disadvantage is that the sport's marketing industry is so large that it can be hard to stand out in a crowd. A fan who watches a three hour football game will be exposed to dozens of different marketing messages. Marketers must advertise to a wide range of customers, but risk that their ad gets overlooked by fans who are more interested in the game.

No other form of content can induce so much passion, conversation, engagement and, in this particular case, heated debate as sports. No other form of content has the power to provoke a sense of patriotism and tribalism. Sports are directly synonymous with the words "victory", "determination", "perseverance", "cooperation", and many other terms associated with the human will, which is the reason countless millions are glued to the television whenever representatives of Thailand go head-to-head with opposing nations. Brands want to associate themselves with the human heart, and nothing else comes close to touching hearts as the power of sports. (Bangkok Post Newspaper 2014)

The Thai national soccer team has reached the final round of the Asian World Cup qualification round for the first time in history, and the women's volleyball team is improving leaps and bounds in establishing themselves as world-beaters. Even Leicester City's recent fairytale victory has given hope to the underdogs of the world

in an era where it takes money to build success. The great thing about sports is that you don't have to be a sports brand to be associated with it. But brands want to be associated with the aforementioned context that only sports can induce and surround themselves with the elite group of winners that has the power to uplift the nation's spirits. With the Euro Championships and Olympics fast approaching, brands are vying to be a part of everyday conversations that have played a key role in the culture of modern life, especially in urban dwellings, where digital platforms help facilitate the sharing of opinions around sports within groups small and big.

The business arena has evolved rapidly from pure "marketing 1.0" to what is in essence now marketing 3.0, which involves the human spirit, as previously mentioned. So has sponsorship in sports, where simply buying loose spots is a thing of yesteryear. Integrated packages have now dominated sports' sponsorship, with content creation and brand activation playing an important part in driving brand awareness, association and preference. Because of the rising popularity of sports in the Kingdom, licensing costs to broadcast live sporting events have inflated dramatically and have consequently led to higher advertising rates.

According to the researcher's experience, as I have worked in the marketing field until now, I believe that sport's marketing in Thailand is popular now and maybe more so in the future due to many brands in Thailand utilizing it to build brand awareness such as sponsorship and sport's presenter. This change also has heavy effects on the overall sport's industry.

The researcher also considers the problem that the way that we use strategy to build brand by sport's marketing is because they only use two things such as sport team by sponsorship and presenter from famous sport.

1.2 Research Objectives

The researcher would like to conduct this research to serve the main objectives;

1. To analyze the factors that affect the motivation of sports in Thai people. In the news from various media from the audience compete in games and things of sport circles in Thailand.

2. To Explore the Values of society towards sport in Thailand.
3. To discover which forms of media are effective for educating Thai people on sports.
4. To Study the Attitudes of Thai people towards Sports.
5. The researcher believes that the results of this research can help a marketer to use the best strategy about sport's marketing in Thailand.

1.3 Scope of Study

There are many sport in Thailand. This study focuses on sport industry of Thailand resulting requirement of higher interesting involvement from Thai people. While sport industry will popular in Thailand focus on Social Value, Media Intention and Attitude.

1.4 Expected Benefits

The results are beneficial to the parties involved are as follows.

1. To understand the factors that affect the interesting of Thailand about Sport Industry in Thailand. The study and use it to benefit the industry in the development or the Sport Association of Thailand.
2. To provide information about the social values that influence interesting and Thailand attracted about sport.
3. To determine the attitudes that influence interesting to pursue the sport in Thai society.
4. In order to know more about the perception that the media influences the interesting to follow Thailand's sport.

People in Thailand were studied and used to benefit the community or the Sport Association of Thailand.

CHAPTER II

LITERATURE REVIEW

This research presents the concepts theories and research related to the variables of the study in which the researchers conducted a search of academic papers and research from a variety of sources.

The content of this research is divided into three parts.

1. Concepts and theories about social values.
2. Concepts and theories about media recognition.
3. Concepts and theories on attitudes.

2.1 Theoretical Foundation

2.1.1 Concepts and theories about social values .

“Value” วิรัช วิรัชนิการธรรม (2004, page 31) Summarizes the meaning of the values that is defined as "belief, ideology or behavior that looks permanent individual or group in society the Commissioner upheld the practice field or in the conduct of official duties in life." (Rokeach, 1968) American psychologists define your values clearly. Values are beliefs with some goal or practice on certain things and see how good they are to uphold values Practices and guidelines in the conduct of life to define the values of him has been tremendous and is always referred to in the study of values.

The values associated with the culture closely and "values" have something. The "core" of the culture of Thailand. The values therefore mean adherence to cultural values.

Han (1998) Asia has seen that values Cause favoritism (Cronyism) for Nepotism (Favoritism) system to support relatives (Nepotism) to avoid the official (Informality) fostering relationships. (Patron-Client relations) of corruption and corrupt system. Cable ties (Quantic) Concepts of social values in Asia.

Social value in Thailand Education and applied research has done a lot of work to examine values. Thailand is in the realm of social, cultural, educational or business. (Hofstede, 1980)

1. High Power Distance Thailand society is a society that is regarded as a prince. Higher division hierarchy and learning exists in Thailand meaning that one must accept the position of their relatives. He was expelled from the youngest to the aging process applied research has demonstrated the Thailand inherent separation. The difference between them and the social status of the others. And to treat them well consistency (Holmes & Tangtongtavy, 1995) from the origin of the structure with the order by the elite Thailand's culture, which could be attributed to the teachings of Buddhism. People believe in their presence in Thailand. This is the result of an act or behavior in their previous life. Also known as the first action. This is a different type of search evidence from documents that have been around since the 15th century. First, there is Feudalism (Sakdina System), which every citizen will be required to bear a mark of distinction (Dignity Mark), which is significant from a paddy field. And the meaning of love, which means power, though. This feudal system was abolished in the latter but the belief still exists in Thailand. (Rabibhadana,1975), which for the first time in Thailand were all repelled position as a hierarchy. It is recognized that this shows. That the orientation to the stage at high power and can be used to describe the respect of the people (Hallinger & Kantamara, 2000).

2. High Collectivism in Thailand has a long history of social generations regarding collectivism, which expresses the expectations and works together with (Hallinger & Kantamara, 2000) culture in promoting Thailand's dependence on the word "we" rather than "I".(Holmes & Tangtongtavy, 1995) This orientation is evident as seen in Thailand, which has good spacing to avoid conflict, and does not break the harmony of society. What is involved in this approach is that the power of the mind refers to moral or spiritual and reflects by combining the robust nature of Thailand from the power of the state to encourage interdependence.

3. High Uncertainty Avoidance Thailand, people are always trying to look for stability and regulatory compliance, which may indicate that the decision (Decision. Paralysis) is halted When the situation is unfamiliar (Hallinger & Kantamara, 2000) orientation to avoid instability in Thailand culture holds that there is a very high possibility to apply ambiguity or complexity, which has become a challenge for the people of Thailand.

4. Femininity in Thailand will focus on the cultural harmony in social relations that are more productive and competitive. This emphasis is to be associated with fun, which is the norm. The society that is overall more happy and excited to participate in Thailand is considered to be more women than men (Hallinger & Kantamara, 2000), which are natural features. There is little competition in Thailand and people are likely to take pleasure in the simple activities of daily life as normal (Fieg & Mortlock, 1989).

5. Short Term Orientation (Hutchcroft, 1994) views that the Social value of Asia's first six, including social order, are uniting State officials that are responsible to open up new ideas of Freedom, thought, and expression. They respect the power to command while the values of Americans are six reasons as well, including freedom and expression of rights of the individual personal freedom leaving an openness to debate. Concluding in the idea that state officials are responsible.

2.1.2 Concepts and theories about the media recognition

Klapper J. T. (1960) said that to get the selection process or exposure as news filtered in human perception includes a four-part screening process as detailed below:

1. Selective Exposure is the first step in selecting a communication channel. Individuals are selected regarding media exposure and news. From various sources such as a purchase. The single issue Selects Enable radio station broadcasting as one. Interest and Needs of individual, although, Skills and expertise in the perception of the individual, but it is different. Some may feel more inclined to listen rather than read meaning that some people might like to listen to the radio or watch television rather than reading books, etc.

2. Selective attention to exposure is likely to select interesting news from a source. They are often selected based on preference or interest. In response to the attitudes

that exist, and avoid anything that is inconsistent with knowledge, understanding or attitude towards it to avoid imbalance or mental uneasiness called inconsistencies in the understanding.

3. Selective Perception and Interpretation When people get the information. That perception is all in the spirit of the messenger as always. People often choose to recognize and interpret the news that varies according to their interests, attitudes, experiences. Expectations, beliefs, motives, needs, physical condition or mental and emotional state. This individual may be interpreted in accordance with the specific information of a personal nature that will help. The news was partially cut off to a distorted message to the desirable individual.

4. Selective Retention that everyone will remember me in the match. Attention to their own attitudes, etc. and not to forget or to ignore their own part in the relay. Opposed or objected to the idea of the conflict itself. News that we shall always remember the content. To help promote or support Attitudes and values feeling or beliefs of the people who live there. Originally to be more clearly established and more difficult to change in order to exploit opportunities in the field and may be used in the event of a conflict, or something that causes an uncomfortable feeling.

2.1.3 Concept of Advertising Media

The term "advertising" in English comes from the word "Advetere" in Latin meaning to deflect or "to Turn to" which is a broad term meaning the diversion of buyers to turn to products that apply to advertising. Based on the advertising model dictionary of the Royal Academy (2003), meaning that advertising is the publication informing the public.

ศิริพรรณวดี รุ่งวุฒิชจร (1998), defines advertising as the communications media to encourage consumers to buy the product or service and must be free of charge to the media and be well identified in the ad.

Assael (1998) said that exposure refers to the senses of the consumer: touch, smell, sound, and sight, which are activated by stimuli allowing consumers to choose whatever matches their needs the most. Consumers should avoid provocation and self-interest which is not that important if consumers choose the exposure will occur the exposure is associated with the intention of exposure. The interest (Interest) and relevance

(Involvement) of consumers with stimuli that are reflected in the level of attention (Attention), consumers have the right stimuli.

Becker (1997) defines media exposure as follows:

1. Information Seeking is wanting to seek knowledge that is similar to others in the matter or in general.
2. Information Receptivity means that people are exposed to information they want to know.
3. Experience Receptivity is exposure to people wanting to do something to relax.

Mandell (1984) defines advertising as a form of promotion through the media, not by individuals which is required to be paid by the sponsors or advertisers who support Hamas, which focused on the ads that are significantly different from other forms of promotion such as sales and employees promoting sales, etc.

Pattis (1974) Scholars, said Advertising means communication in any form or to offer comments or reasons. The action is so common that people have opinions or practices that conform to the guidelines for the advertiser.

The definition of "advertising" can be summarized as follows: advertising is a medium that can influence through media, not individuals and also pay for the product or service reviews by advertisers or sponsors. Although there are differences in the details it's also similar in that any advertiser or sponsor must pay for the media and content or information in the advertising. This could be a message in the comments to advertise, which is aimed at content in a way that is persuasive communication in different ways. The media has to be a carrier of data to those groups, or targeted advertising which should be considered before buying by persuading the media in various forms, encouraging consumer demands and providing consumers with greater merchandise.

Advertising (Siriwan Serirat, 1997)

1. Previous marketing (Marketing Function) as part of the marketing mix. To meet the demand, and satisfy consumers which lead to sales and profits.
2. Previous communications (Communication Function) advertising to inform, to persuade, induce the needs and attitudes of the target group.

3. Acting Awareness (Education Function) advertising caused trading. Allowing businesses to operate as an extension of the investment. And affect the economy as a whole.

4. Social responsibility (Social Function) advertising is one of the factors that leads to an improved standard of life, maintaining people. Additionally, advertising, takes the burden of social responsibility and also contributes to the development of society and culture.

2.1.4 Media Advertisement

1. The media is another tool that is intended for all types of news including entertainment.

2. The media, including advertising messages to be sent to a large number of individuals.

3. เสรี วงษ์มณฑา (1997), defines the media field as a carrier to take various marketing messages from vendors to target consumers more effectively. The philosophy of advertising is to reach the most appropriate choices with the highest frequency in the most efficient way staying within the budget.

Advertising is a tool or channel that allows users to communicate from the sender to the recipient, the target compound, to achieve the objectives of the messenger. Advertising can be isolated by the media as follows.

1. Print Advertising Media

- Newspaper Ad
- Magazine Ad

2. Electronic Advertising Media

- Television Ad
- Radio Ad
- Online Ad
- Out of house Advertising Media
- Direct mail Advertising Media

Nowadays, there are is a lot of advertising media (Mass Media) and non-media (Non-Mass Media) Media, which each have a different take on advertising. The

manners in which these differences will lead to effective messaging to target consumer groups are different too. The popular media uses the most, including online media, which can be any form of news presentation is as follows: 6. (Gunter, 2003, p. 57)

1. The board of News Group (Bulletin Board Newsgroup) is available in newsgroups and bulletin boards on the Internet. This provides information and can be exchanged freely between group members. No information in the administrative bulletin boards where adult supervision is often not very credible news or news without quality news content in a way that is not good due to a lack of monitoring data coming through the boards.

2. Newsgroups Usenet (Usenet Newsgroup) is an information service that categorizes into different topics. Readers can choose to make use of their services for their purpose.

3. Annual Forum website (Website Based Bulletin Boards) is a bulletin board with a good deal on one level. It has always been a favorite of those who want to invest in business news and monitoring the stock market. This information is usually more qualified.

4. Listing Service Electronic Mail (E-mail Lists) is an information service different from services newsgroups (Newsgroup) that has content offering a summary of the results of the conference in particular, and presentations by scholars as the core.

5. Corporate News (Online Newswires and Broadcasters) is the agency that makes up business news such as CNN, Reuters, MCOT and so on.

6. Online magazines and newspapers online (Online Newspaper and Magazines) channel presentation of news publications. Whether it's a newspaper or magazine to online media as a supplement to the presentation of the same content but in the online edition of the paper.

2.2 Concepts and theories on attitudes.

Attitude is a belief about the sense that is both positive and negative. The parties expressed readiness to counter the attitude of the abstract and the importance in determining a person's behavior.

Roger (1978, p. 208-209 cited Surapong Ostna Stability, 2010, page 122) saying that the attitude is the index of the person with thoughts and feelings about the people around you as well as various environmental objects or situations; the attitude that is rooted in the belief that might affect future behavior. Attitude is a readiness to respond to stimuli and bring a dimension of assessment to like or dislike the issue, one of which is communication within the party (Interpersonal Communication), the effects of exposure that will affect the next.

Rosenberg and Hovland (1960, p. 1) declares that attitudes can be defined by the incentive to respond specifically to what has happened.

Howard H. Kendler (1963, p. 572) suggest that attitude refers to the state of readiness of the individual to act out in support of or against a person or situation.

Carter V. Good (1959, p. 48) says that attitude is ready to act in any manner by taking one look at the support or against a certain situation or person whatsoever.

Newcomb (1854, p. 128) provides that attitude depends on the environment. Behavior can be expressed possibly in two ways, look like or satisfaction, which gives others the love that it wants to close. Another aspect of the dissatisfaction expressed as hate.

1. There are three components of attitude aspects.

- Fancy (Cognitions) is the belief of the people involved with things in which they have a positive idea or knowledge, it will always have a positive attitude towards it. This includes three parts: a knowledge of the facts, the belief, and assessment of Imagery and perception of us all.

- Feeling (The Affective Responses) that is associated with emotions varying according to the personality of the person.

- The action is on the attitude in any way to anything and will come out in the act lack thereof.

2. The attitude change theory

- Apply a Necessity

- Imitation

- Adoption of new arenas in mind and profound.

Learning theory by placing conditions and empowerment by using the same principles of classical conditioning. theory temptation and conflict with the principles of learning theory and the relations of power involved. However, this theory focuses on changing attitudes by focusing on the benefits that people receive.

3. The attitude

- Specialized experience which is direct to individuals.
- Communicating with others to influence journalism and the behavior change.

- Model (Model) watching the bullpen.
- The composition of the institutions or schools that teach children to be good and develop the individual in society.

4. Attitudes and behavior: The relationship between the sense of the behaviors that shows a consistent which means when the feeling was expressed.

5. Benefits of attitude

- As a tool to adapt and apply differently.
- Using anti-mental state of certain attitudes or beliefs making a believer out of and individual or at least a more comfortable attitude.

- Indicates the values that allow others to see or recognize.

- The benefits of religious and academic knowledge.

6. Measuring attitudes: Measuring attitudes is a manner that is focused on tools to measure, called Scale score at will from most to least which was scored a lot of it is attitude, which is very possible, either positively or negatively. As well as, measuring the attitudes in many ways, strong or weak active or inactive, and for better or worse.

7. Elements that influence attitude change.

- The draw is:

- 1) Reliability - expertise in a responsible manner with trusted reliability.

- 2) Attractiveness - similar to those induced. It is a trait or fall into the same situation and a liking for each other

- 3) Has the power - to express their feelings when they were not persuaded to follow. The position can be authorized and has the power to award if compliance and penalties can be induced with non-compliance.

- The uninfluenced have the following features.

1) Personality of the uninfluenced have the effect of diverting believed personality anxiety. Personality refers to belief in their own power or belief in an authority outside their own.

2) The situation in persuading the uninfluenced is to affect the efficiency of such high tension. The situation aroused people's lack of confidence in themselves to convince the appearance of being influenced; the plan to effectively induce strong persuasion will be as expected.

2.3 Previous Research Study

Numchai Supalerk and colleagues (2014) have conducted a study on the development of value. Behaviors, values and culture of Thailand with sustained research synthesis. The purpose of this research to analyze and synthesize the research community and the community Koh Wai Nong Mak Fai. To study the factors affect behavior, values and culture of Thailand. And to develop a model for promoting behavior Thailand Cultural values and sustainability. The study showed that Factors that affect behavior, values and culture of Thailand is the most. Psychosocial factors, including the nature of faith, Thailand Puan. Factors such circumstances, a causal factor. The traditional way of life of the people of Thailand Puan. And psychological factors such as the attitude towards behavior. According to the values and culture of Thailand, respectively, and behavior-based values and culture are factors which Thailand. The most likely include the integration and the development of forms of behavior and values. Thailand Cultural sustainable are encouraging causal factors related to behavior based on values and culture of Thailand.

Chayanin Srinakharinwirot University Ratnmni Lenz et al (2012) have conducted a study on strengthening the values: A Review of the Knowledge and Research Values Thailand in the future. The purpose is to study and review documents related to research in the field values to the Plan of research on values in Thailand This study is integrated. The study showed that Studies and documents related to the popular Thailand gathered there the content of the document rather diverse high. The direction is not clear. However, studies and documents about the values and aesthetic values in politics

Thailand is a very small amount. The study, Values Thailand in the future. Should focus on Modern issues And must transcend original position. The study provides a multidisciplinary much uphill. Educational values along the main academic theory came together and think systematically included. The importance of the acquisition. The soothing and maintain power over another person.

Wang sand (2010) has conducted research on the behavior of different types of media consumption. Teen in Chiang Mai The aim was to study the consumption of media in teenagers Chiang Mai, education, media, newspapers, radio, television and the Internet. The study showed that Consumers perceived the media does not charge to use the service to get information and any other factors that are important in choosing a form of perception in the media. Media Consumption Most consumers use the Internet. Use every day for more than two home. The purpose of the study attributed to perception research. The house report and to recognize the events of today. The key factors influencing the information. Consumer Focus its quick access to the information most topical to the Internet as a medium that meets its needs. Consumers most popular and widely used.

Thanapoom (2012) has conducted research on exposure to media and customer satisfaction relations within the Corporate Office of the Company. Case Management Water Resources Development and it Eastern Co., Ltd. (Thailand) aims to study exposure to media and customer satisfaction relations within the organization that affect the perception of employees. And to compare the behavior recognition Media relations, internal employee The study showed that The exposure of the organization's media relations staff. Found that the level of exposure of employees within the organization most webmail The level of satisfaction. Media organizations found that employee satisfaction levels within the media. Organization of workers in the most prompt of webmail. I used to say that the sound and sides language.

Sukiitcha (2011) have conducted a study of the attitudes and expectations. Satisfaction of Parents and Youth Soccer Training Academy. The study showed that Youth sports like football, healthy, happy and proud. The study on football players' expectations for the future of their finds. Youth want to be a professional footballer affiliated club FC and Manchester United the most. And dreamed of becoming a footballer National common feature of most parents, parents of youth aged males than females. More than 36 years had an average income per month 15001-20000 baht married. The

results of the study the attitude of parents to find the football, all football like most parents. Have a comment that youth football is beneficial to the body as possible. And peace of mind that youth spend their free time. A distant drug. Happy to have brought youth to play ball. The expectations of parents. Youth and Sports found that parents expect to youth athletes in football. Most parents dream of the future and the youth football world, most parents have. Very satisfying project.

Yanwoot Tawinan and team (2010) have conducted research on motivation in the sport of gymnastics. Training Center of Thailand - Japan DIN 2010 aimed to determine and compare the motivation. Sports Gymnastics Training Center of Thailand - Japan Din 2010. The study showed that The motivation for the sport of gymnastics as a whole. Incentives within Member Favorites fun in sports gymnastics. And external motivation like the challenge of playing equipment. Gymnastics at high level The motivation of different sexual gymnastics. Find interesting the gymnastics of the internal motivation. The external motivation and overall interesting comparing the different motivations of gymnastics a different experience. Find interesting Gymnastics of the internal motivation is different but the motivation and external motivation. Overall, no significant differences.

Pawarisa (2012) has conducted research on the personal motivation to leave power. Fitness and exercise habits of people in the district town of Chonburi. The research is the objective is to study and compare the motivation to exercise and behavior off the power. Body public By personal factors and study the relationship between motivation to exercise with. The exercise habits of people in the district town of Chonburi. The study showed that Comparison of different levels of motivation in the exercise. People's personal factors were different. The behavior of the frequency of exercise. It is hard for a long time to exercise. Find all the difference. And the relationship between interesting to exercise behavior, exercise and behavior off exercise showed. Frequency, duration and intensity of the exercise are related.

CHAPTER III

RESEARCH METHODOLOGY

The content of this research describes how the data was collected for this study. The use of qualitative research includes population and sample. The instruments used to study Data collection interpretation of data and statistical methods were utilized for the analysis and testing hypotheses about the relationship between variables. The population of this study is the general public who show an interest in sports and who live in Bangkok, Thailand.

In order to gain a deep and insightful understanding of the Key Factors Influencing Interest of Thai People in Sport Industry, this research was conducted by utilizing qualitative method to collect data. Since this research aims to do so, in-depth interview were used with interviewees ranging from different people who know and show interest in sports in Thailand. Qualitative research method provides the researcher details about human behavior, emotion, and personality characteristics of the respondents that quantitative studies cannot match. While using quantitative research makes the type of data collected and the questions asked more limited to a certain format. After obtaining the respondents' data, the data was theoretically analyzed in order gain reliable results afterwards which represent the factors Influencing Interest of Thai people in the sport Industry.

3.1 Research Design

Qualitative research is designed to reveal a target audience's range of behavior and the perceptions that drive it with reference to specific topics or issues. It uses in-depth studies of small groups of people to guide and support the construction of a hypotheses. The results of qualitative research are descriptive rather than predictive. As the researcher would like to conduct the exploratory research, qualitative research methodology suitably provides the researcher room for asking some probing questions

and obtaining unexpected answers together with insightful understanding of their purchase intention. The interviews were conducted by face-to-face as well as via telephone which provided the researcher an ability to access respondents countrywide. The respondents were asked to answer questions which had been translated into Thai to avoid misinterpretation and misunderstanding caused by the language difference of the questions. Open-ended questions were mostly asked and were conducted in 10 to 25 minutes for each respondent.

3.2 Population and Sampling

The in-depth interview via face-to-face and telephone was used with 30 samples of people that have some experience of sport's marketing aged above 18 years old from different places in Thailand in order to represent the whole population of all Thai citizens which is approximately 65.7 million people (National Statistical Office of Thailand, 2015).¹⁴As the objective of the study is to see key factors that influence sport's marketing in Thailand.

3.3 Data Collection

There are three fundamental types of research interviews: structured, semi-structured and unstructured. Structured interviews are, essentially, verbally administered questionnaires, in which a list of predetermined questions are asked with little or no variation and with no scope for follow-up questions that warrant further elaboration. Consequently, they are relatively quick and easy to administer and may be of particular use if clarification of certain questions is required or if there are literacy or numeracy problems with the respondents. However, by their very nature, they only allow for limited participant responses and are, therefore, of little use if 'depth' is required.

To gain a deep understanding of their factor, the respondents were all informed that participation is voluntary and anonymous to make them free from worries. They were also informed that the conversations during the interview will be recorded to analyze for educational purposes only. The respondents were requested to answer the questions regarding to the factors of sport's marketing.

3.4 Research Instrument

The stages of the interview were composed of three sections, the introductory section, the actual interview, and ending section. The introductory section began by allowing the respondent to introduce himself together with informing the purpose and procedure of the interview. After the introduction finished, the selected respondent was politely asked to participate in this research. Once the participant agreed, the actual interview started. The questions asked about which factor that the interviewee believes to be related to sport's marketing. After the interview was completed, the participant was given sincere gratitude.

Interview Questions

The interview questions were related to information about key factors influencing the motivation of Thai people in sports as provided below:

1. Social values .
 - Do you think sports can create unity?
 - Do you think sports can build health benefits?
 - Have you enjoyed sports in Thailand?
 - Do you like sports in Thailand?
 - Can sports entertain you?
 - Can sports allow you to gain more friends when you go out to watch them outside the home?
2. Media recognition.
 - In which media form are you interested in receiving news about sports?
 - Can you get information on viewing sport through listening rather than reading from the media?
3. Attitudes.
 - Do you to trust sports in Thailand?
 - Do you believe that Thailand will be able to develop sports better?
 - Do you have a positive attitude towards sport in Thailand?
 - Do you appreciate the skills of athletes in Thailand?

CHAPTER IV

DATA ANALYSIS AND FINDINGS

4.1 Data Analysis

In this chapter, the results from qualitative data via personal interviews conducting from consumers who interested and have some concern about sports in Thailand. The sample populations were applied according to the previous statement mentioned in Chapter III which are people aged above 20 years old from different places holding different jobs in Thailand. The majority of the respondents were Thai authentic leather goods before are comprehensively analyzed in order to capture the important exploratory outcomes. The sample populations are applied according to the previous statement mentioned in Chapter III which are people aged above 20 years old from different places in Thailand. The majority of the respondents are aged 20-40 years old. The youngest one is 11 years old and the oldest is 37 years old.

The data is obtained by conducting a series of interviews the people who qualify with the predefined criteria above. The total sample respondents are 10 females and 20 males who are interest in sport and know some details about sports in Thailand. The main question were asked which intent to address the factors that affect the interesting of Thai people in sport industry, with some additional questions pertaining to the attitude of those respondents.

This chapter describes and analyzes the data to test a hypotheses associated with each variable, which was collected from an exhaustive total of 30 people. The analysis is divided into four components.

Section 4.1 Basic information.

Section 4.2 Social, Media Awareness and Attitude

Section 4.3 Motivation to pursue sports.

Section 4.4 Summary of the results of the interviews.

Section 4.1 Basics information.

Table 4.1 shows the number and percentage of subjects classified by gender

Gender	Amount	Percentage
Male	20	67
Female	10	33
Total	30	100

Data from the sample by gender in Table 4.1 shows that the majority of respondents were male, representing 67 percent, followed female which represents 33 percent of the respondents.

Table 4.2 shows the number and percentage of respondents classified by age

Age	Amount	Percentage
20 – 30	20	67
30 – 40	10	33
Total	30	100

Data from the sample by age in Table 4.2 revealed that most samples between 20-30 years, a total of 20 people, representing 67 percent and the remaining range in age from 30-40 years, with a total of 10 people, representing 33 per cent.

4.2 As part of information about Society, Media awareness and Attitudes.

4.2.1 Society

The study shows that the respondents have a similar opinion on social values on many levels. However, consideration of the popularity of social categories was given and hence answers were found. There were a lot of comments on the social values of sports in Thailand, health and building a harmonious society.

4.2.2 Media Awareness

The study shows that respondents overall reviewed media awareness on a massive scale but considering the perception of media types and found that the respondents

reviewed the most up-to recognize the media are interested in receiving news about football via social media such as the Internet, etc., and to a lesser extent to comment. Minimal media recognition for keeping track of soccer or flows through publications Thailand. Moreover, the media recognition through reading rather than listening.

4.2.3 Attitudes

The study shows that respondents hold a similar opinion on many levels .Many believed that Thai soccer, or football, can and will be better developed. To the lesser extent, some held the attitude of the least satisfaction with sports organizations in Thailand stating that they may be developed to the maximum already.

Section 4.4 Summary of the results of the test.

1. Social values influence the motivation to pursue sports.

The study of social values influences the motivation to pursue sports. Social values affect Motivation. By tracking sports in Thailand the results of such studies were consistent with the hypothesis that social norms and behaviors influence the motivation to pursue sports.

2. Perceived media influence on the motivation to pursue soccer.

The study perceived media influence as the motivation to pursue sports in Thailand, with its analysis of the data obtained; resulting in the conclusion of the motivation to pursue sports in Thailand which is consistent with the hypothesis that media recognition influences the motivation to pursue sports in Thailand.

3. Attitude influences the motivation to pursue sports.

The study of attitude to influence the motivation to pursue sports in Thailand with its analysis of data from the interviews showing that the motivation to pursue sports in Thailand is consistent with the hypothesis that attitude influences the motivation to pursue sports.

4. The hypothesis testing

The test concluded that the study results were consistent with the hypothesis. Social values influence the motivation to pursue sports. In addition, perceived media influences the motivation to pursue pleasure and attitudes influence motivation to pursue sports.

CHAPTER V

SUMMARY AND DISCUSSION

Factors that influence the motivation to pursue sports in Thailand, the objective:

1. To analyze the factors that affect the motivation of people regarding sports in Thailand; both the news from the media, traffic from the games in the stadium and things of sport.
2. To explore the social values of sports in Thailand on foot. The study on the perception of sports through the media, newspapers, television and online media.
3. To study the attitudes of people towards sports in Thailand.

This research is a qualitative research that provides a way to study in the survey (Survey Research). The sample consisted of 30 people, with findings and recommendations following discussions.

5.1 Conclusion

5.1.1 Personal factors of the respondents.

Most of the respondents were male, 67 percent are being released as a 80 percent favorite pastime of watching sport 85 percent.

5.1.2 The values of the society.

Regarding respondents' opinions on social values: overall, considering the high level found that most opinions agree that Thailand soccer has health benefits. Opinion in the second was very happy to enjoy the sport. Favorite athlete's ability Sports are working together and complementing each other perfectly. The performance of athletes in Thailand fulfilled the expected goals. Sports and unity and minimum Sporting made known to draw about forgiveness.

5.1.3 Comments on Media recognition.

Respondents' opinions towards recognition; The overall level In consideration of the opinion that the most. Interest in the know about the sport via social media such as the Internet, etc., in the opinions of many, followed by hours of receiving information. Read news about the sport through the media rather than watching. Exposure and interesting information about sports as well as posters/ billboards affecting the perception of the sport is minimal and Thailand always follows the movement or flow of sports through the media.

5.1.4 The Attitude

Respondents' attitudes; The overall level On the revenue side found that most believe that athletes can develop better. Opinions are in a minor is agreed to develop the skills of athletes to enhance performance of Thailand's sports even further. Attitude towards sports in Thailand to admire the skill. The athlete with a positive attitude towards sports Thailand. Satisfaction with the performance of the athletes. Thailand and reliable sports in Thailand and minimum Satisfied with the selection of Thai athletes.

5.2 Discussion

1. Social values on the motivation to pursue sports; The study was found to be consistent with the hypothesis on the issue.

Sport's Health Benefits Opinions on the highest level. The survey shows that social values influence the sport, even though the sport is beneficial to health. It has been very popular, whether it's children or adults either watching or playing competitive sport, but also not a factor that can affect the incentives for sports. This is consistent with the research of the Chayanin Srinakharinwirot University Ratnmni Lenz et al (2012) Enhancing values: a review of research, knowledge and guidance values in Thailand future results. Study finds Studies and documents related to the popular ideas that Thailand gathered content or subject matter. There are a variety of documents and the direction is not clear.

2. Media recognition to the motivation to pursue sport.

The study indicated a consistency with the hypothesis. Interest in the know about the sport via social media such as the Internet. Etc. The opinion is at the highest level. Awareness information related to that sport. Media, social media is the main channel for the public to get information. The channel is available. News spreads quickly and as easily as possible free of charge and to be distributed or passed on to others quickly which is consistent with the research in pan on Wang Sai (2010) who conducted research on media consumption habits of teenagers in Chiang Mai. The study showed that the consumers select media recognition at no cost to use the service (Media, social media) and which service has the most information. This is consistent with the research of Thanapoom Like Son (2012) who conducted research and exposure. Results showed satisfaction with the organization's media relations office of the company regarding case Studies and Management Eastern Water Resources Development Company Limited's (PLC). The behavior of media exposure of employees within the organization found that the level of exposure within the organization was mostly through webmail.

3. Attitude towards motivation to pursue sports.

The study indicated a consistency with the hypothesis. I believe that Thailand will be able to develop better athletes. There was a high-level review on this particular matter that the attitude of the majority of respondents believe that athletes can develop more. Both attitudes are even more factors that affect motivation in sports. So that the image of Thailand as a sport in a way that is much better. This is consistent with the research of Mr. Kitcha Chantadee junction and colleagues (2013) who conducted a research study of the attitudes and expectations as well as satisfaction of Parents and youth soccer training academy. The study showed that Youth sports like football in order to maintain a healthy body, provide happiness and a sense of pride to have played football results and expectations for the future. It was found that many youth wanted to be part of a professional football club affiliated club FC and Manchester United, with many dreaming of becoming a footballer. It is consistent with the research of the love I SERT (2013) which conducted research into the attitudes and behavior of consumers towards buying a house brand. Type of Business: The Case of the Big C supercenter and Tesco Lotus Supercenter in the province. Ubon study researchers found that most consumers have experience in buying house brands and the type of goods that are

purchased are household appliances and beauty products. Respondents asked for an attitude in line with the marketing mix, it was found in that mix. Marketing is a set of product requirements. The products find a wide range of products. The samples are the most important. Experts found that attitudes about money Brad House grand that has great value when compared to the quality. Channel distribution showed that demand placed the distributor with the ease of travel to promote the marketing group, for instance, a positive attitude towards the Tesco Lotus and Big C with regular advertising.

5.3 Recommendations for the field to the business user

1. Respondents' opinions on social values and Sports Health Benefits

So those who are involved in sports should promote the sport worldwide. A sport's event, through schools and universities should be encouraged more and make people aware of its benefits. Sport is vital to good health. Respondents; opinions on social values is minimal, sporting made known the draw to forgive, so there should be a wake buried conscience of sportsmanship. When there is no competition to the sport, any supposed to draw out and inexcusable angry or upset when they do not win the race, every athlete should show sportsmanship by encouraging and congratulating others on their successes.

2. Respondents' opinions on most media recognition is interested in receiving news about sports pass.

The media, social media such as the Internet, and whoever is associated with the distribution of news ; sports should continue to publish news of the sport's media, social media and be increasing constantly allowing quick access to information, including access to the media channel. Respondents' comments on media awareness is minimal. Poster / billboard effect. Get news, sports should be added to make posters or signs. Process is about the sport even more, tracking what people can see easily. These posters should come with eye-catching designs and so on.

3. Respondents' opinions attitudes show that Thailand will be able to develop better athletes.

So those who are involved in the care of athletes should be trained for the development of athletes with the skills to play better in order for an athlete to constantly

improve their performance on the field. A minimum amount of respondents held the idea that they were satisfied with the selection of athletes in Thailand so the next time there should be a criterion for selection requiring a better committee for the selection to be as fair as possible for athletes with performance criteria specified.

5.4 Limitations and future researches

The results of this study can be extended to a wider range of views which will be useful to explain the problem and organizational development of social values in media recognition and attitudes towards motivation to pursue sports as well as other relevant issues. Therefore applying the recommendations of this research.

1. Recommendations for the study population / sample groups in different locations.

For a more in-depth study, the image shows more clearly that the population/sample regarding the result in the motivation for most sports. The resolution for the research is to have more to do next time.

2. Introduction to the study of other variables that may be related to the variables.

Additional analysis variables of interest to study or has identified other factors that affect motivation in sports for better clarity to see if any other factors affect motivation in sport. Study variables that will be clear and a small band of motivation and interest in more sports.

3. Is recommended for use with other statistical analysis on other aspects to analyze the data of variables.

This creates an interesting premise for a new case study benefiting people who have been involved with sports. In other dimensions, including the increased reliability.

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