

**THE KEY MOTIVATION FACTORS THAT INFLUENCE THAI
PEOPLE WHO LIVE IN BANGKOK TO PARTICIPATE
MUAY THAI CLASS AT MUAY THAI GYM**



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MUAY THAI CLASS AT MUAY THAI GYM**

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THE KEY MOTIVATION FACTORS THAT INFLUENCE THAI PEOPLE WHO LIVE IN BANGKOK TO PARTICIPATE MUAY THAI CLASS AT MUAY THAI GYM

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ABSTRACT

The purpose of this study is to investigate potential influencing factors such as demographic, health related motives, service marketing mix, social factors, psychological factors which influence Thai consumers in Bangkok to attain Muay Thai class at Muay Thai gym in order to gain better understanding about Thai participants' decision making and behaviors. Quantitative approach and self-administered online questionnaire were used for this research.

The research results revealed that no differences between gender and income groups toward participating intention in Muay Thai class among Thai participants at the age 18 – 40 years old. There are three key influencing factors that showed the significant relationship between Muay Thai class participation intention in Muay Thai class which are Value on mental and health, Growth needs motivation, Reference group. Consequently, the results bring about better understanding in Thai consumer behavior and help to create suitable marketing strategies that valuable for Muay Thai gym business owners in highly competitive market.

KEY WORDS: Muay Thai/ Thai boxing/ Participating intention/ Consumer behavior/ Motivation/ Service marketing mix

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CHAPTER I

INTRODUCTION

Nowadays, healthy trend becomes more popular among Thai people which obviously go into the opposite direction comparing with last 5 years data reported by The National Statistical Office that only 26.1 percent of Thai population aged 11 years and over played sport or did exercise in their daily routine as it shown in figure 1 (Ministry of Information and Communication Technology, 2011). Especially, urbanized Thai consumers tend to be more health conscious. They precisely focus on their food, health and active lifestyle. In addition, the fast-growing trend of health related business such as fitness center, clean food and sportswear and sport equipment can be used to represent more clearly about how popular healthy lifestyle in Thailand recently is. This new phenomenon occurred resulting from many driven variables. Both of the Thai government and the general public emphasized more to invest in financial, land spaces and human capitals in order to encourage Thai people to do exercise (Torrarin, 2010). Furthermore, growing in numbers and popularity in private the fitness centers and sport clubs which they also see this opportunity and try to fulfill the high demand of people who have a limitation to go exercise at public places such as living far from public park, serious traffic in Bangkok or working until late evening.

The impact of Social networking especially Facebook and Instagram on allowing people to get connected also helps spread widely the new trend of being healthy. Many famous persons and celebrities have become a trend leader in doing exercise, consuming healthy diets and being healthy. They normally share their lifestyle and interests via pictures on social media which bring about inspiring some Thai consumers to want to follow and be healthy as their favorite stars.

During the century of high awareness in health conscious among Thai people including with high competitive in fitness center business, availability of a broad range of exercise and physical activities across age groups has been used as a strategy for the gym to attract their consumers in order to fulfill customer needs and satisfaction. Wang et al

have found that exercise program is criteria for customers when choosing the fitness center (Wang, 2008). The fitness firms have to be able to differentiate their service program from competitors (Woolf, 2008). Similarly, in Thailand, a variety of fitness classes are provided in order to develop sustainable health business. Body combat, Yoga, Pilates and Power plate are the popular classes among Thai consumers. Surprisingly, one of Thai traditional martial arts like Muay Thai (Thai Kick Boxing) which perceived as Thai traditional martial art becomes very popular both internationally and internally (Prangtip Yuvanont, 2010). Thai boxing has spread worldwide and increasingly established as an exercise program in fitness centers. All age range is actually allowed to practice and enjoy the class of Muay Thai. According to the data from Boxing Commission Sports Authority of Thailand, it showed that In 2014, there are 4,516 Thai boxing gym registered in Thailand which top Muay Thai training camps are located in Bangkok (Techita Chai-orn, 2015). That is a reason why Thai boxing seems to be a trendy sport activity among Thai participants nowadays.

Many of the previous researches have studied primarily about participation motivations that influence on respondents in practicing martial arts. Gareth et al have found that affiliation, friendship and fitness are perceived as importance variables in martial art motivations among participants in the West midlands (Gareth W. Jones, 2006). Participants' individual characteristics and different factors have an impact on individuals participating in various forms of sport (Liyi Ding, 2015). The study by Tah Fatt Ong revealed that physical fitness and self-defense help motivating Malaysians' participation in Muay Thai (Tah Fatt Ong, 2015). Although Muay Thai is one of the fastest growing martial arts in the world and Muay Thai training business is currently facing very competitive market, only a few published researches have attempted to focus and evaluate in participation motivation in Thai kick boxing. Consequently, this study aims to precisely understand about Thai consumer behaviors and also participation motivations among Thai kick boxing practitioners who live in Bangkok and use to have at least one time experience in Muay Thai. As a result the owners of Muay Thai gyms or marketers can use and apply this informative resource in order to benefit their competitive advantages and sustainable the growth of Muay Thai business including with satisfy Thai consumers effectively.

Table 1 Number of population aged 11 years and over by playing sport or exercise, age group, sex, area and region

กลุ่มอายุ (ปี) เขตการปกครองและภาค	จำนวนประชากรอายุ 11 ปีขึ้นไป			จำนวนประชากรที่เล่นกีฬาหรือออกกำลังกาย			Age group (years), area and region
	Number of population aged 11 year and over			Number of population who playing sport or exercise			
	รวม Total	ชาย Male	หญิง Female	รวม Total	ชาย Male	หญิง Female	
ทั่วราชอาณาจักร	57,688,327	28,139,527	29,548,800	15,074,213	7,696,909	7,377,304	Whole Kingdom
11 - 14	3,836,502	1,968,097	1,868,405	2,303,994	1,260,279	1,043,715	11 - 14
15 - 24	10,410,354	5,319,090	5,091,264	4,159,266	2,464,407	1,694,859	15 - 24
25 - 59	35,246,256	17,239,038	18,007,218	6,680,555	3,119,568	3,560,988	25 - 59
60 ขึ้นไป	8,195,215	3,613,302	4,581,913	1,930,398	852,656	1,077,742	60 and over
ในเขตเทศบาล	19,773,923	9,390,610	10,383,313	6,003,228	3,036,019	2,967,210	Municipal area
11 - 14	1,200,459	606,853	593,606	699,703	371,069	328,635	11 - 14
15 - 24	3,203,997	1,596,994	1,607,003	1,306,069	759,671	546,398	15 - 24
25 - 59	12,628,199	6,003,884	6,624,315	3,073,738	1,484,849	1,588,889	25 - 59
60 ขึ้นไป	2,741,268	1,182,879	1,558,389	923,719	420,430	503,288	60 and over
นอกเขตเทศบาล	37,914,404	18,748,917	19,165,487	9,070,985	4,660,890	4,410,095	Non-municipal area
11 - 14	2,636,043	1,361,244	1,274,799	1,604,291	889,210	715,081	11 - 14
15 - 24	7,206,357	3,722,096	3,484,261	2,853,197	1,704,736	1,148,462	15 - 24
25 - 59	22,618,057	11,235,154	11,382,903	3,606,817	1,634,719	1,972,098	25 - 59
60 ขึ้นไป	5,453,947	2,430,423	3,023,524	1,006,680	432,226	574,454	60 and over
กรุงเทพมหานคร	5,894,485	2,695,588	3,198,897	1,858,890	923,313	935,577	Bangkok metropolis
ภาคกลาง	13,814,124	6,685,321	7,128,803	3,034,045	1,614,346	1,419,699	Central region
ภาคเหนือ	10,674,489	5,244,851	5,429,638	3,072,786	1,548,559	1,524,227	Northern region
ภาคตะวันออกเฉียงเหนือ	19,487,199	9,656,086	9,831,113	4,767,438	2,390,148	2,377,290	Northeastern region
ภาคใต้	7,818,030	3,857,681	3,960,349	2,341,054	1,220,543	1,120,510	Southern region

Figure 1.1 Number of population aged 11 years and over by playing sport or exercise

1.1 Research question

What are the key motivation factors that influence Thai people who live in Bangkok to participate Muay Thai class at Muay Thai gym?

1.2 Research objective

The main objective of this study is to investigate potential influencing factors behind Thai consumers who actually attain Muay Thai class at Muay Thai gym in order to understand Thai participants better and try to evaluate valuable information from the study results. Consequently, the results will bring about suitable marketing strategies that might help Thai Boxing gym business in competitive and sustainable in growth.

1.3 Research scope

1. The study will focus on Thai respondents who live in Bangkok either having or not having experience in practicing Muay Thai at Thai Boxing gym before.

2. The age range of respondents will be focused on Thai customer's age between 18 – 40 years old in order to analyze their motivations toward taking Muay Thai class.



CHAPTER II

LITERATURE REVIEW

Muay Thai or Thai Kick Boxing is Thai traditional martial art that existed in Thailand over hundreds years ago. Muay Thai is very famous for its aggressive fighting system known as “the sign of eight limbs” which incorporates the use of hands, elbows, knees and legs. It benefits in both physical and mental development. Muay Thai becomes one of the fastest growing martial arts around the globe (Prangtip Yuvanont, 2010). There are many Muay Thai gyms registered and established around Bangkok area. Some of the Muay Thai gyms are facilitated in fitness centers as a Muay Thai class but some is opened separately outside fitness centers and provides specifically for Thai boxing class. Most of the Thai boxing gyms offer a range of training options ranking from increasing health and fitness benefit such as weight loss program until improving martial arts techniques starting from beginner level to professional fighter. The training programs are various depending on the individual customer skill levels. Muay Thai equipment, experienced trainers, a variety of training system including with gym facilities are ready to serve their customers. Each session of training class will last about 90 minutes which consist of warm up stage, boxing training and cool down stage (RSM, 2014).

2.1 Definition and Key Concepts

2.1.1 Consumer Behavior

It relates to the 3 main stages which are selection, purchase and consume in goods or services in order to satisfy customer’s wants and needs (Rani, 2014). Also, it can describe the reasons and logic that underlie decision making in purchase and consumption patterns (Sahney, 2014). To concentrate in how consumer behavior changes could benefit the business to serve their customers effectively (Bin Wang, 2008).

2.1.2 Purchase Intention

Purchase Intention is explained as an individual's readiness and willingness to buy a particular product or service which can be influenced by external and/or internal factors (Ajzen, 1975). Found that time pressure is a major reason for not exercising among respondents in Liverpool. Individual's perception about body image and self-esteem has an impact on fitness participation motivation (Woolf, 2008).

2.2 Demographic Characteristics

Numerous studies have found that differences in age, gender, education, marital status and income will result in different impacts on martial art participation motivation and consumer behaviors. However, this research aims to focus on gender, and income to understand motivation to attain Muay Thai training class among Thai customers in Bangkok.

2.2.1 Gender

Customer's wants, needs, value and believe among gender which relate to gender; male or female might impact on their intention to buy (Kotler, 1997). One of previous studies about fitness club membership illustrated that there are significant differences regarding gender and age in reasons for initial involvement in and sustained commitment to physical activity (Whaley, 2010). Tah Fatt Ong et al have found that female's participation motivation in fitness gym will be focused firstly on physical fitness and self-defense and secondly on relatedness factor. Besides, growth - relatedness factor will be focused by male (Tah Fatt Ong, 2015). Therefore, the hypothesis for this study will be presented:

H1: There will be a difference in Bangkok consumers' gender toward purchasing intention in Muay Thai training class.

2.2.2 Income

Money as a one of consumer resources will have an impact on customer purchasing power (Engel, 1995). People who have high income will be allowed to have more chance in spending more (Chaiyawat, 1998). The research conducted by Bin

shown that the majority of fitness club participants in Malaysia is high average monthly income group (Bin Wang, 2008). Consequently, the differences in individual income or salary might result in different purchasing power in Muay Thai class.

H2: There will be a difference in Bangkok consumers' income range toward purchasing intention in Muay Thai training class.

2.3 Health Related Motives

2.3.1 Body Weight Control

The previous research that aimed to discover customers' expectation of service quality in Thai University fitness centers located in the Bangkok metropolitan area revealed that both health-fitness and weight control are accounted for customer expectation to attain Thai university fitness center (Senakham, 2008).

H3: Body weight control will have positive relationship with purchasing intention in Muay Thai training class.

2.3.2 Physical Fitness Improvement

Numerous studies in the past have revealed that physical fitness is one of the most important motivational factors in sports participation. Twemlow et al found that the two most important motives in martial arts among 170 US participants basically are self-defense and physical fitness (Twemlow, 1996). To improve muscle endurance, strength, and reduce body fat are a part of motivations among middle-aged participants to decide to train themselves through martial arts programs (Douris, 2004).

H4: Physical fitness improvement will have positive relationship with purchasing intention in Muay Thai training class.

2.4 Service Marketing Mix (7P's Marketing Mix)

Marketing usually focuses on providing the right products and services, and then foregoing the relationships between customers and those products and services (Marketing of Sport and Leisure). The marketing mix is an approach which can develop

relationship. Each of aspects in marketing mix will have more or less influence depend on the particular settings. The first four aspects are commonly referred to the 4P's while the last three aspects relates specifically to services marketing which is called the 7P's; product, price, place, promotion, people, physical evidence and process.

2.4.1 Product

A variety of fitness programs, facilities and equipment that fitness centers offer to their customers such as beauty treatment, running groups, sport competitions, massage and physical therapy, child care, food & restaurants are relevant to competitive advantage in the health and fitness industry (Woolf, 2008). Facilities and equipment were scored by fitness members as the most important factors among 7 aspects of service mix that influence on service selection of yoga and kick boxing (Wasinee, 2015).

H5: A variety and flexible schedule for training class will have positive relationship with purchasing intention in Muay Thai training class.

2.4.2 Price

According to the previous study about expectations of foreign customers toward quality service of Muay Thai Camps, it found that price aspect in 7P's has positive relation toward quality of service. Foreigner customers expected that transparency of price and reasonable price will refer to the quality of service (Techita Chai-orn, 2015). From the previous research, price is the most important cause among participants in Liverpool for not exercising (Li, 2014).

H6: Price offering will have positive relationship with purchasing intention in Muay Thai training class.

2.4.3 Place

Both location and accessibility of the service play an important role toward service marketing. In addition, not only easy in physical accessibility but effective channel distribution and availability are also crucial and relevant to quality of service (Mohammed Rafiq, 1995). Rujeepoj has studied about the factors that affect service behavior in small size fitness center among Thai consumers in Bangkok. The result is stated that channel distribution significantly has positive impact on the frequency of consumption, that

could provide business owner informative data in order to create or develop their business strategies (Insuwan, 2012).

H7: Convenient location will have positive relationship with purchasing intention in Muay Thai training class.

2.4.4 Promotion

It covers all activities which companies intent to communicate to the market which includes with Advertising, Personal selling, Sales promotion, Public relation and Direct marketing (Philip, 2000). Promotion have been related to the expectation about quality of service at fitness gym; reliability, assurance, responsiveness and empathy (Techita Chai-orn, 2015).

H8: Sales promotion will have positive relationship with purchasing intention in Muay Thai training class.

2.4.5 People

Any stakeholders in company side who comes to contact with your customers will make an impression. Many clients cannot separate the product or service from the sales staff who provides it, so your people will have a profound effect either positive or negative on customer satisfaction. All employees who have contact with customers should be suit to the role, well-trained, well-motivated with the right attitude (The Chartered Institute of Marketing, 2015). From the previous study among fitness center clients in India, it revealed that fitness trainers have to account for providing customers well training as they are specialized person and together with empathy for all members (V.Jyothirmai, 2014).

H9: Muay Thai staffs' service quality will have positive relationship with purchasing intention in Muay Thai training class.

2.4.6 Process

The process of delivering either products or service, and the behavior of those Stakeholder who deliver it, are very important to customer satisfaction. A user-friendly website, waiting times, all information given to customers and the empathy of staff are crucial to make customers happy (The Chartered Institute of Marketing, 2015).

The former researcher uncovered that any process during visit fitness center, staff member with best service mind and patient, fast and professional service are mostly expected by the customers either existing members or temporary visit clients (Techita Chai-orn, 2015).

H10: Good service will have positive relationship with purchasing intention in Muay Thai training class.

2.4.7 Physical Evidence

The store environment has significant impact on the customers' mind which probably encourage and make the customer enjoyable together with higher chance of impulsive buying (Donovan, 1982). Once the customers are exited, it helps lowering down the customer's ability to think before action (Leith, 1996). Nice, clean and good airflow in the Muay Thai gym has significantly influenced customer's decision to purchase a membership (Wasinee, 2015).

H11: Good environment will have positive relationship with purchasing intention in Muay Thai training class.

2.5 Social Factor

2.5.1 Reference Group

The membership groups are generally referred to its social origin, age, place of residence, work, hobbies, leisure, etc. Reference groups have an influence on shaping a person attitude or behavior. The effect of reference groups normally relies on the type of products and brands. In addition, opinion leader can also be included as a reference group. Although an individual is a membership of group or not, this group will have a direct influence on the consumer who desire to belong to the group and want to look like its members and probably buy the same product as them (Rani, 2014). Sport Heroes and Entertainment figures as a comparative reference can also influence individual's aspiration (Bourne, 1957). Consumers' respond to marketing messages might be reflected by reference group (Fishbein, 1975). A study on Thai consumers' intention to purchase

for green products showed that the subjective norm (family, friends, peers and relevant others) plays a major role in buying intention (Soontonsmai, 2001).

H12: Reference group will have positive relationship with purchasing intention in Muay Thai training class.

2.6 Psychological Factors

2.6.1 Motivation

Motivation can be described as a conscious experience or subconscious condition, which play a role as a factor in determining an individual's behavior or social conduct in a given situation (Alderson, 1955). To understand the reasons why consumers participate in a particular sport and the their expectations from sports participation will bring about an informative information (Maslow, 1943). There are two main theories that explained about motivation among consumers which are Maslow's Hierarchy of Needs Theory and ERG Theory

1. Maslow's Hierarchy Theory

This is one of the most popular motivational theories that have been referred in numerous researches. The theory combines with five basic needs which are Physiological, Safety, Social, Self-esteem and Self-actualization regarding to importance to the individual. In this theory, once the lower-level need is substantially fulfilled, then the next higher-level need will become the motivation focus for an individual (Maslow, 1943).

2. ERG Motivation Theory

There are three core needs which are Existence, Relatedness and Growth. This theory stated that people seek to fulfill needs at more than one level a time. Also, if satisfaction of a higher level of need cannot be fulfilled, then the desire to satisfy a lower order need will increase (Alderfer, 1969). Generally, several studies of motivation in sports participation revealed that fun, skill development, challenge and fitness played the most important motivational factors.

In addition, EGR theory, existence focuses on satisfying human basic needs and mostly associated with Maslow's physiological and security needs. For example,

the study of Twemlow and Lerma found that self-defense and physical fitness are the two major motivation factors for martial arts participation (Twemlow S.W., 1996). Also, a previous study that have studied about Muay Thai participation motivation among Malaysian people found that both Male and Female of Muay Thai participants were highly motivated by Existence motivation factor (physical fitness and self-defense). Relatedness is about to maintain interpersonal relationships and relate to Maslow's social needs. In addition, Stefanek's study discovered that young Taekwondo participants were motivated by friendship when they decided to go for practicing this martial art (Stefanek, 2004). Growth is related to personal development and similar to Maslow's esteem and self-actualization. Jones's study revealed that martial arts participants have strong motives of reward, competition, situational and skill development which drive them to participate this gym activities (Jones G.W., 2006). A previous research has found that ERG theory is more valid than Maslow's hierarchy of needs. Resulting from ERG theory reflects closer on knowledge of how importance of various factors act to motivate an individual simultaneously (Schneider, 1973).

H13: Existence needs will have positive relationship with purchasing intention in Muay Thai training class.

H14: Relatedness needs will have positive relationship with purchasing intention in Muay Thai training class.

H15: Growth will have positive relationship with purchasing intention in Muay Thai training class.

2.7 Proposed Framework Model

Based on the literature review, this study aims to mainly focus on the influential factors which impact on purchasing intention in attaining Muay Thai class. The 5 major aspects will be scoped in Demographic, Health related motives, Service Marketing Mix, Social factor and Psychological factor. The conceptual framework of the study is as shown in figure 2.1

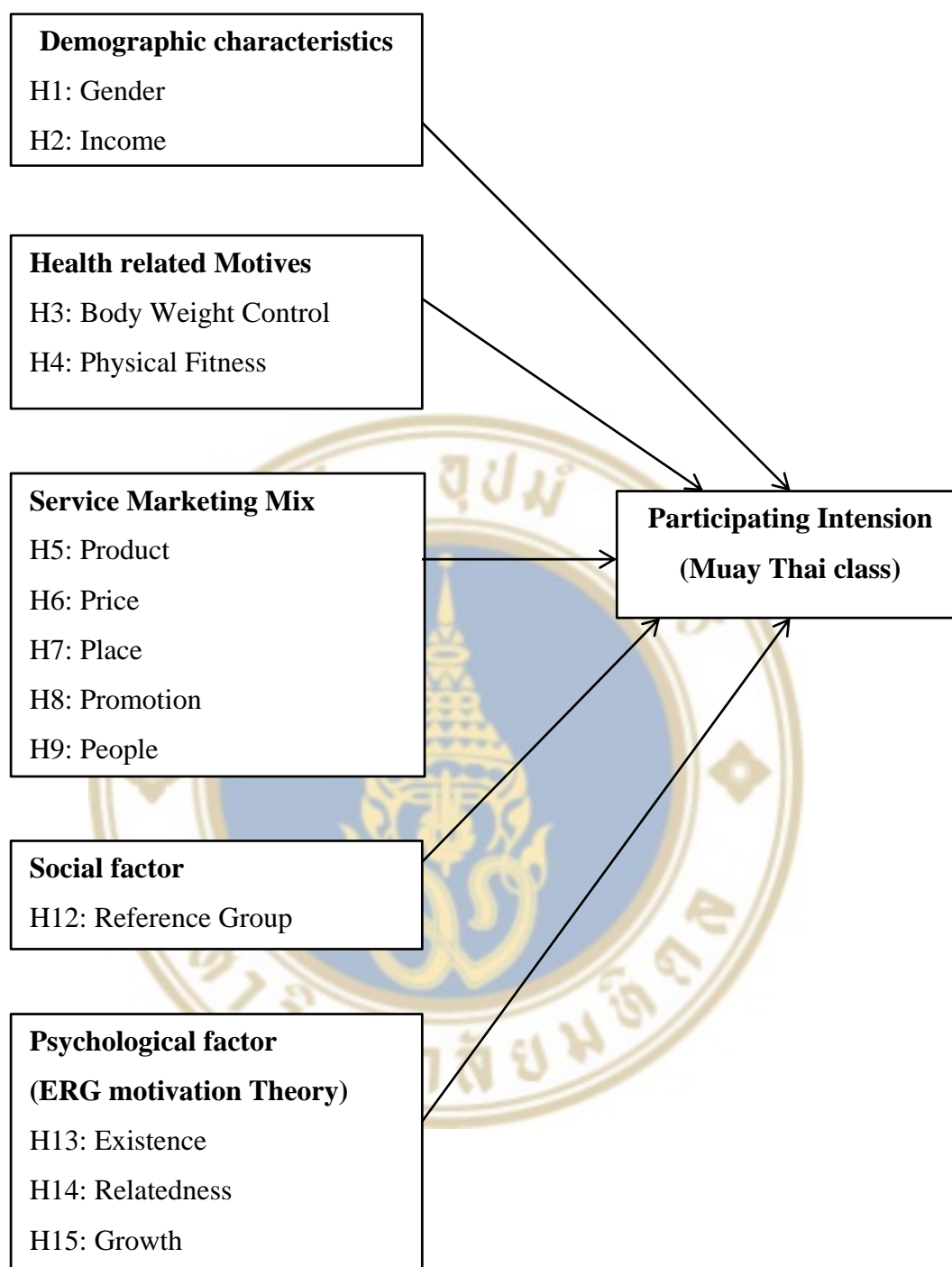


Figure 2.1 Framework Model Influential factors that impact on purchasing intention in attaining Muay Thai class

CHAPTER III

METHODOLOGY

In this chapter, the methodology is outlined. The content comprises of research design (Quantitative analysis), sample size, quantitative design, research questionnaire, data collection, and data analysis. In addition, the method of data analysis will be included descriptive statistics, one-way ANOVA, factor analysis, correlation analysis, and multiple regressions. Understanding customer motivations and purchase intention and the factors that may influence these variables seems to be a crucial element in order to address customer satisfaction, which account for customer loyalty and profit (Johnson, 2000).

3.1 Research Design

This is a survey research with questionnaire constructed based on literature reviews regarding of martial arts and fitness center participants. The study will be conducted by using a non-experimental quantitative analysis employing both descriptive and inferential statistics in order to collect and gain better understanding in consumer behaviors and motivations. The reason why using quantitative method is because it is a research approach that useful and easy to compare the differences in impacts of each motivations which influence Muay Thai participation in a systematic way. Also, it makes generalizations to test the theories with hypothesis. Consequently, this study design is expected to get appropriate and valid answers about the most influential factors which impact the enrollment of Muay Thai class at Muay Thai gym among Thai respondents who live in Bangkok and being in 18 to 40 years old age range.

3.2 Sample Size

The sample for this study was gathered from both having and not having Muay Thai respondents who live in Bangkok. Due to the fact that there is no statistic data of fitness or Muay Thai gym members is available. Therefore, the exact number of Muay Thai participants is not able to identify. However, the researcher will use the published tables by Yamane which provide the sample size for a given set of criteria to determine the sample (Yamane, 1967). According to data from National Statistical Office, there were 1,858,890 Bangkok population aged 11 years and over who playing sport or exercise in 2011 (Ministry of Information and Communication Technology, 2011). As a result, the target sample size for this study will expect to be 100 individuals with $\pm 10\%$ Precision Levels where Confidence Level Is 95% and $P=.5$ whether they have or not have experience in practicing Thai boxing at Muay Thai gym. The sample size table was showed below.

Table 3.1 Sample Size for $\pm 3\%$, $\pm 5\%$, $\pm 7\%$, and $\pm 10\%$ Precision Levels where Confidence Level Is 95% and $P=.5$

Size of Population	Sample Size (n) for Precision (e) of:			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100

Table 3.1 Sample Size for $\pm 3\%$, $\pm 5\%$, $\pm 7\%$, and $\pm 10\%$ Precision Levels where Confidence Level Is 95% and $P=.5$ (cont.)

Size of Population	Sample Size (n) for Precision (e) of:			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.

According to the sample size table above, it shows that 100 sets of questionnaires in a form of www.google.com will be distributed to consumers for this study via Line and Facebook. The duration to conduct the questionnaires will be held on 20 June 2016 to 25 June 2016. However, the researcher will conduct as much as possible of the questionnaire from the respondents who attain the survey questionnaire in order to provide good representative results.

3.3 Quantitative Design

The quantitative analysis in this research relied on descriptive and inferential statistics. The reason why choose this research approach is because the results are generalizable. Also, this approach will provide relevant stats to describe overall population and segments of interest and allow statistical testing of hypothesis. Descriptive statistics such as frequency, means will use to characterize the sample group. Inferential statistics such as factor analysis and analysis of variance (One-way ANOVA) will help to determine if there are some relationships exist between the predictor and response variables and compare the differences between group respectively.

3.4 Research Instrument

3.4.1 Constructs Measurements

The research instrument was adapted from the measurement of martial arts participant motivation scale which was conducted by Ko, Yu kim and Valachi (Kim, Martial arts participation: consumer motivation, 2010). Moreover, this study will use 2 types of the scale which are nominal scale and interval scale. The nominal scale will be applied to demographic and general question part. For Interval scale, A five-point Likert type scale will be used to ask respondents to specify the level of agreement toward Muay Thai participation motivations and intention to purchase part of questionnaire where 1 is equal to strongly disagree and 5 is equal to strongly agree.

3.4.2 Questionnaire Design

The research questions in this study are developed based on literature reviews regarding the topics of consumer behaviors, martial arts and Muay Thai participation motivations and purchase intentions among Muay Thai and martial arts respondents. For the current questionnaire, the scope of questions will cover demographic, motivations and intention to buy questions aspects. The original questionnaire that used in this research was first written in the English. Therefore, it has to be translated to Thai language in order to assure that all the Thai respondents can understand and answer the questionnaire clearly. In addition, the questionnaire for this study will comprise of 4 sections which include 58 questions.

Section 1: Personal demographic information, nominal scale will be used to analyze the first 4 questions.

Section 2: Overview about participating Muay Thai class, nominal scale will be used to determine the 6 questions in order to illustrate the basic characteristics of Muay Thai participant in attaining Thai boxing class.

Section 3: To investigate personal opinions toward each factor that influence Thai consumer behavior and purchase intention to enroll Muay Thai class. This section will consist of 47 questions that related to the motivation factors.

Section 4: To measure purchasing intention toward Muay Thai class among Muay Thai participants in Bangkok who either having or not having experience in Thai

boxing and within age range 18-40 years old. There is 1 question to examine intention to purchase.

The five point Likert scale will be applied to this questionnaire section. Starting from 5 (strongly agree), 4 (Agree), 3 (neutral), 2 (disagree), and 1 (strongly disagree)

Demographic section (4 questions)

Table 3.2 Demographic questionnaire references.

Factors	Questions	References
Gender	What is your gender?	(Thompson, 2011)
Age	What is your age range?	(Thompson, 2011)
Income	What is your average personal income per month (Baht)?	(Insuwan, 2012)
City	Do you live in Bangkok?	(Thompson, 2011)

Overview about participating Muay Thai class (6 questions)

Table 3.3 General information questionnaire references

Factors	Questions	References
Experience	Have you ever joined Muay Thai class at Muay Thai gym in Bangkok before?	(Insuwan, 2012)
Frequency	How often do you go to Muay Thai gym in a week?	(Insuwan, 2012)
Experience period	How long have you practiced Muay Thai at Muay Thai gym?	(Thompson, 2011)
Schedule	When do you usually go for Muay Thai class?	(Chaisuriyathavikun, 2014)
Time	What time do you usually go for Thai boxing?	(Thompson, 2011)
Membership	What is your current membership program (pricing plan)?	(Thompson, 2011)

Table 3.4 Independent factors questionnaire references (47 questions)

Factors	Questions	References
Health Related Motives		
Weigh control	I want to practice Muay Thai in order to lose my weight.	(Gareth W. Jones, 2006)
	Practicing Muay Thai helps me stay in good physical shape.	
	I will go to the gym when I am getting fat.	
Physical Fitness	I attend Thai boxing class because I believe it makes me healthy.	(Insuwan, 2012)
	Muay Thai helps improve my physical fitness.	
Service Marketing Mix		
Product	I select Muay Thai gym based on a variety of training activities they offer.	(Insuwan, 2012)
	I prefer the gyms that have a flexible timetable so I can join the class anytime.	
	The gym should have many levels of Muay Thai programs to choose.	
	I think closing at 9pm is early for the Muay Thai gym.	(Patamadilok, 2010)
	I prefer the membership program as a package rather than pay per visit.	
	I prefer the gym that sell a variety of Muay Thai gear such as Muay Thai gloves, body protectors, elastic bandage.	(Wasinee, 2015)
	I decide to choose Muay Thai gym based on its reputation.	
	Muay Thai gym should have many branches available.	(Insuwan, 2012), (Patamadilok, 2010)
Price	I prefer to buy the unlimited package rather than one pass ticket.	(Patamadilok, 2010)
	I decide to choose the Muay Thai gym after I compare the price with other Muay Thai gyms.	
	Muay Thai gym should have a wide range of pricing plan.	(Insuwan, 2012), (Patamadilok, 2010)
	I would rather pay for Muay Thai gym that has many branches available.	
	Muay Thai gym should accept credit card payment.	(Wasinee, 2015)

Table 3.4 Independent factors questionnaire references (47 questions) (cont.)

Factors	Questions	References
Place	The Muay Thai gym that I like is located nearby my place.	(Patamadilok, 2010)
	Car parking is necessary to make a decision when I choose the Muay Thai gym.	
	I prefer the gym that is convenient to travel to.	
	I prefer Muay Thai gym that located in shopping center such as department stores, community malls.	
Promotion	The sales promotion can attract me to pay for a membership.	(Insuwan, 2012)
	Allow me to share membership package with friends makes me more interested to be a member.	
	I choose Muay Thai gym because of attractive advertising promotion.	
People	Sale person has an influence when I make a decision.	(Chaisuriyathavikun, 2014)
	I love Muay Thai gym where staffs provide me good service.	
	Teaching style of trainers is important for me when I select Muay Thai gym.	
Process	The registration process of joining Muay Thai class should be done easily.	(Thompson, 2011)
	I prefer Muay Thai gym that provides me fast service.	
	All necessary information should be informed to the customers at the beginning.	(Chaisuriyathavikun, 2014)
Physical evidence	I prefer Muay Thai gyms that have air conditioner.	(Patamadilok, 2010)
	Muay Thai gym should have nice atmosphere.	
	Muay Thai gym should provide full facilities.	
Group reference	I choose the Muay Thai gym that my friends recommend me.	(Chaisuriyathavikun, 2014)
	I like to go to Muay Thai gym where celebrities go for Thai boxing.	
	Trend of Thai boxing on social medias inspires me to go for Thai boxing.	
	I have heard people talking about practicing Muay Thai so I decide to attain Muay Thai class.	(Thompson, 2011)

Table 3.4 Independent factors questionnaire references (47 questions) (cont.)

Factors	Questions	References
Psychological Factors (ERG Motivation Theory)		
Existence	I decide to take a Muay Thai class because I want to have fun.	(Kim, Martial arts participation: consumer motivation, 2010)
	Muay Thai training helps me develop self-defence ability	
	I am interested in Muay Thai because it might help me release stress.	
Relatedness	I prefer to join Muay Thai class because it gives me chance to improve social relationships.	(Kim, Martial arts participation: consumer motivation, 2010)
	Practicing Muay Thai lets me spend more time with my friends.	
	Muay Thai makes me feel like I belong to a special group.	
Growth	I would love to be successful in Muay Thai.	(Kim, Martial arts participation: consumer motivation, 2010)
	Taking Muay Thai class might help me feel more confident in my abilities.	
	Muay Thai lets me understand the value of hard work.	

Dependent variables (1 question)

Table 3.5 Purchase intention questionnaire reference

Factors	Questions	References
Purchase Intention	I have an intention to buy Muay Thai training course in the next 12 months.	(Chaisuriyathavikun, 2014)

3.5 Data Collection

Convenience sampling method will be used in this study according to time and budget limitation and separated location of the gyms across the metropolitan area of Bangkok. Nonrandom sampling method allows the researcher convenient access. However, care should be taken in order to minimize biases. The questionnaires are decided to distribute online to consumers via googledoc.com. In addition, to implement

the online survey tool, the researcher based on the fact that online questionnaire provides real-time monitoring of data collection from the participants. Furthermore, a diversity of responses will help to reduce potential biases in the data. Lastly, the researcher also expects fast and high return rate for the survey questionnaire.

3.6 Data Analysis

After the participants returned questionnaire to the researcher, all collected data will be analyzed by using the Statistical Package for Social Science software program (SPSS) version 22.0. All legible responses that meet inclusion criteria will be focused on. Several statistical methods will be used to test the hypotheses related to the topic of factor affecting consumer motivation and intention to purchase Muay Thai course.

The measurement for this study comprises of descriptive analysis, One-way ANOVA, Factor analysis, Correlation, and Multiple regressions.

1. Descriptive analysis will be used to describe respondent's personal information such as age, gender, and personal monthly income.
2. One-way ANOVA analysis is useful to compare between age, gender, and personal monthly income towards Muay Thai purchasing intention.
3. Exploration factor analysis will help to investigate the numbers of significant constructs.
4. Correlation analysis will describe relationship among the group of variables.
5. Multiple linear regression analysis is a statistical instrument that useful to explain the relationship between independent variables and dependents variable (Field, 2005).

CHAPTER IV

FINDINGS

The results of data analysis were conducted from questionnaire answers of 164 respondents who are 18-40 years old, live in Bangkok and either have or not have experience in Muay Thai before. However, since the researcher distributed questionnaire via googledoc.com and spread widely among respondents as convenient sampling method so the exact number of distributed questionnaire and number of return (response rate) cannot be identified. In fact, a total of 178 questionnaires were collected at first but the scope of study aimed to emphasize only respondent who live in Bangkok. As a result, the questionnaires from 14 respondents who do not live in Bangkok were excluded and a total of 164 questionnaires from those who are accepted by inclusion criteria will be used for further analysis.

The first section would begin with the result finding of demographic profile of respondents, general information about involvement in Muay Thai. Moreover, this research illustrated the result of mean score between two groups to measure demographic (gender and income) toward Muay Thai class purchasing intention by using ANOVA. In addition, Factor Analysis will also be used to determine whether constructs successfully measure purchasing intention. After that, this research re-hypothesis for testing constructs with dependent variable by using multiple linear regression analysis.

4.1 Result and Analysis

4.1.1 Demographic profile of respondents

The results of the demographic background of respondents such as gender, age, and income were shown in Table 4.1.

Table 4.1 Demographic profile of respondents

Demographic Characteristics		Frequency (N=164)	Percentage (%)
Gender	Male	43	26.2
	Female	121	73.8
Age	18 - 25 years old	26	15.9
	25 – 35 years old	109	66.5
	36 – 40 years old	29	17.7
Income	<15,000 Baht	11	6.7
	15,000 – 25,000 Baht	18	11.0
	25,000 – 35,000 Baht	25	15.2
	35,000 – 45,000 Baht	51	31.1
	>45,000 Baht	59	36.0

According to the Table 4.1, there were 164 respondents participated in this research. In term of gender, 73.8% of the respondents were female, while 26.2% of the respondents were male.

In regards to age group, most of the respondents were adult aged from 25–35 years old which contributed to 66.5% of the total respondents. There were 17.7% of respondents aged from 36-40 years old. 15.9% of respondents were aged from 18-25 years old. This result indicated that 25-35 years old age group are the majority of research respondents.

Correspond to average monthly income, most of the respondents had income more than 45,000 Baht and 35,000-45,000 Baht which represented 36.0% and 31.1% of the total respondents respectively. Whereas, 15.2% of the respondents had personal monthly income in the range of 25,000-35,000 Baht and 11.0% had 15,000-25,000 Baht. The lowest percentage was having average monthly income less than 15,000 Baht (6.7%).

4.1.2 General profile about Involvement in Muay Thai.

The results of the Muay Thai involvement characteristics of respondents were shown in Table 4.2.

Table 4.2 General information of involvement in Muay Thai among research respondents

Involvement in Muay Thai characteristics		Frequency (N=112)	Percentage (%)
Experience	No	52**	31.7
	Yes	112	68.3
Year of involvement	<1 year	76	67.9
	1-3 years	33	29.5
	>3 years	3	2.7
Frequency	< Once a week	60	53.6
	1-3 Days a week	52	46.4
	>3 Days a week	0	0
Day of participation	Weekday	44	39.3
	Weekend	68	60.7
Time of participation	6am - 9am	1	0.9
	9am – 12pm	9	8.0
	12pm – 3pm	17	15.2
	3pm – 6pm	37	33.0
	6pm – 9pm	48	42.9
	9pm – 12am	0	0
Membership program	One day pass	27	24.1
	<3 Months	43	38.4
	3-6 Months	29	25.9
	>6 Months	13	11.6

** According to the skip pattern of questionnaire, there were 52 respondents answered having no experience in Muay Thai before so they will skip the questions about Muay Thai involvement and then start continuing in the next section of questionnaire.

The results of involvement in Muay Thai were summarized in the Table 4.2. There were 68.3% of the total 164 respondents who have participated in Muay Thai class at Muay Thai gym before. However, 31.7% of the total respondents have never experienced in Muay Thai class in their past experience. Consequently, this

group of respondents was allowed to skip the rest of the questions about involvement in Muay Thai class and start answering again in the next section of questionnaire.

Majority of the respondents (67.9%) have practiced Muay Thai less than 1 year, whereas 29.5% had involvement of 1 - 3 years. Only 2.7% of the respondents had participated for more than 3 years.

In relation to the frequency of participation in Muay Thai class, the highest percentage of respondents are those who attend Muay Thai class less than once a week (53.6%), followed by 46.4% who participated Muay Thai class about 1 – 3 days a week. However, none of the respondents participated more than 3 days a week.

In terms of the day to participate Muay Thai class, a majority of respondents attended class on the weekends (60.7%) and 39.3% usually goes practicing Muay Thai in the weekdays.

Most of the respondents participated Muay Thai class at 6 pm – 9 pm (42.9%), followed by at 3 pm – 6 pm (33.0%). There were 15.2% of the respondents who attended Muay Thai class at 12 pm – 3 pm and 8% participated at 9 am – 12 pm. A few of the respondents go practicing Muay Thai at 6am – 9am (0.9%) and none of them attended class after 9 pm.

In regards to the membership program, there were 38.4% of respondents who prefer <3 months pricing program and 25.9% in 3-6 months membership. 24.1% of the respondents preferred One day pass plan and 11.6% had >6 months membership.

4.2 Analysis of variance, ANOVA

The one-way analysis of variance (ANOVA) is a statistical testing that is used to determine whether there are any significant differences between the means of two or more independent groups (Kent State University, 2016). Furthermore, ANOVA can analyze the hypothesis which the mean scores have no difference including with the significant level is higher than 0.05 will be rejected. On the other hand, the hypothesis which the mean score is different and the significant level is equal or less than 0.05 will be accepted with 95% confidence interval. The statistical testing helps to prove that results would not occur by chance (Field, 2005).

4.2.1 Gender

This statistical approach is used to compare the means of intention to participate Muay Thai class between 2 different gender groups among 18 – 40 years old respondents in Bangkok. The testing result is aimed to determine whether there is statistical evidence that the associated population means are significantly different. The result showed in Table 4.3

H1: There will be a difference in Bangkok consumers' gender toward purchasing intention in Muay Thai training class.

Table 4.3 ANOVA Testing result between the different gender groups toward purchasing intension in Muay Thai training class among 18 – 40 years old Thai consumers in Bangkok

Dependent variable	Gender	n	Mean	F	Sig.
Intention to participate Muay Thai training class in the next 12 months	Male	43	3.60	.549	.460
	Female	121	3.74		
	Total	164	3.71		

The result in Table 4.3 showed that the mean score for male ($m=3.60$) is slightly lower than female participants ($m=3.74$), in term of overall motivation factor. Moreover, the significant value was 0.460 which higher than 0.05 level of significance. It revealed that there were no statistically significant differences between different genders. Therefore,

H1: There will be a difference in Bangkok consumers' gender toward purchasing intention in Muay Thai training class is **rejected** at 95% confident interval.

4.2.2 Income

One-way ANOVA testing is used in order to analyze how mean of intention to participate Muay Thai class vary between different income groups. The result showed in Table 4.4.

H2: There will be a difference in Bangkok consumers' income range toward purchasing intention in Muay Thai training class.

Table 4.4 ANOVA Testing result between the different income groups toward purchasing intension in Muay Thai training class among 18 – 40 years old Thai consumers in Bangkok

Dependent variable	Average Monthly Income (Baht)	n	Mean	F	Sig.
Intention to participate Muay Thai training class in the next 12 months	<15,000	11	3.82	2.221	0.069
	15,000 – 25,000	18	3.11		
	25,000 – 35,000	25	3.76		
	35,000 – 45,000	51	3.94		
	>45,000 Baht	59	3.64		
	Total	164	3.71		

Mean intention to participate Muay Thai class at Muay Thai gym showed that the differences in income group were not statistically significant (Sig. = 0.069). Compare to all income ranges, the highest mean score for participation intention in Muay Thai class is average personal monthly income at 35,000 – 45,000 Baht ($m = 3.94$). The second rank participating intention is <15,000 Baht with mean score of 3.82. Then, followed by 25,000 – 35,000 Baht for average monthly income group ($m = 3.76$, more than 45,000 Baht/month income group ($m = 3.64$), and 15,000 – 25,000 Baht/month average income group ($m = 3.11$) respectively. Therefore,

H2: There will be a difference in Bangkok consumers' income range toward purchasing intention in Muay Thai training class is **rejected** at 95% confident interval.

4.3 Factor analysis

Factor analysis is a statistical method used to summarize data and identify items of a questionnaire that “stick together” so that relationships and patterns can be easily interpreted and understood. It is normally used to classify a new groups of variables based on the most important features that were determined after the process of data reduction (Pearce, 2013). Consequently, it helps to isolate constructs and concepts. Factor analysis uses mathematical procedures for the simplification of interrelated measures to discover patterns in a set of variables (Child, 2006).

The interpretation of factor analysis is related to rotated factor loadings, rotated eigenvalues, and scree test. To use rotation and suppressing small coefficients will make the interpretation easier. To identify significant variables, factor loading is used to analyze a correlation between the original variables in order to determine and cut the insignificant values which have factor loading less than 0.4 (Hair, 2006). Moreover, eigenvalue score has to be greater than 1 because it represents the level of each variable contribution (Field, 2005). In addition, the rotated eigenvalues and scree plot are useful to determine the number of significant factors (Pearce, 2013).

4.3.1 Total Variance Explained

Total variance explained is used to determine the number of significant factors and the percentage of the significant level of overall constructs. The result were showed in Table 4.5

Table 4.5 Total variance explained six factors influencing Thai customers' purchasing behavior in gold ornament

Total Variance Explained						
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.953	23.814	23.814	2.871	11.486	11.486
2	2.974	11.898	35.711	2.751	11.005	22.490
3	2.643	10.574	46.285	2.647	10.586	33.076
4	1.780	7.118	53.404	2.565	10.259	43.336
5	1.673	6.691	60.095	2.545	10.180	53.516
6	1.364	5.454	65.549	2.450	9.799	63.315
7	1.199	4.795	70.345	1.757	7.029	70.345
8	.916	3.664	74.009			
9	.741	2.964	76.973			
10	.683	2.730	79.703			
11	.602	2.408	82.111			
12	.549	2.194	84.306			
13	.488	1.952	86.257			
14	.448	1.793	88.051			

Table 4.5 Total variance explained six factors influencing Thai customers' purchasing behavior in gold ornament (cont.)

Total Variance Explained						
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
15	.415	1.662	89.712			
16	.348	1.393	91.105			
17	.343	1.372	92.477			
18	.331	1.323	93.801			
19	.301	1.205	95.006			
20	.289	1.155	96.161			
21	.232	.929	97.090			
22	.227	.907	97.997			
23	.185	.740	98.737			
24	.169	.675	99.411			
25	.147	.589	100.000			

Extraction Method: Principal Component Analysis.

According to the result of factor analysis in Table 4.5, it showed that there were seven significant factors influenced Bangkok customers' participating intention toward Muay Thai class. The total variance explained is illustrated that the initial eigenvalues is more than 1 with cumulative percent over than 60%. All the factors that matter for this research were arranged in the descending order based on the most explained variance. Also, the results in table 4.5 presented that there were seven components at 70.345% significant of the total variability of data.

4.3.2 Scree Plot

SPSS output for scree plot will indicate the number of significant factors that were clearly separated in the plot as showed in Figure 4.1

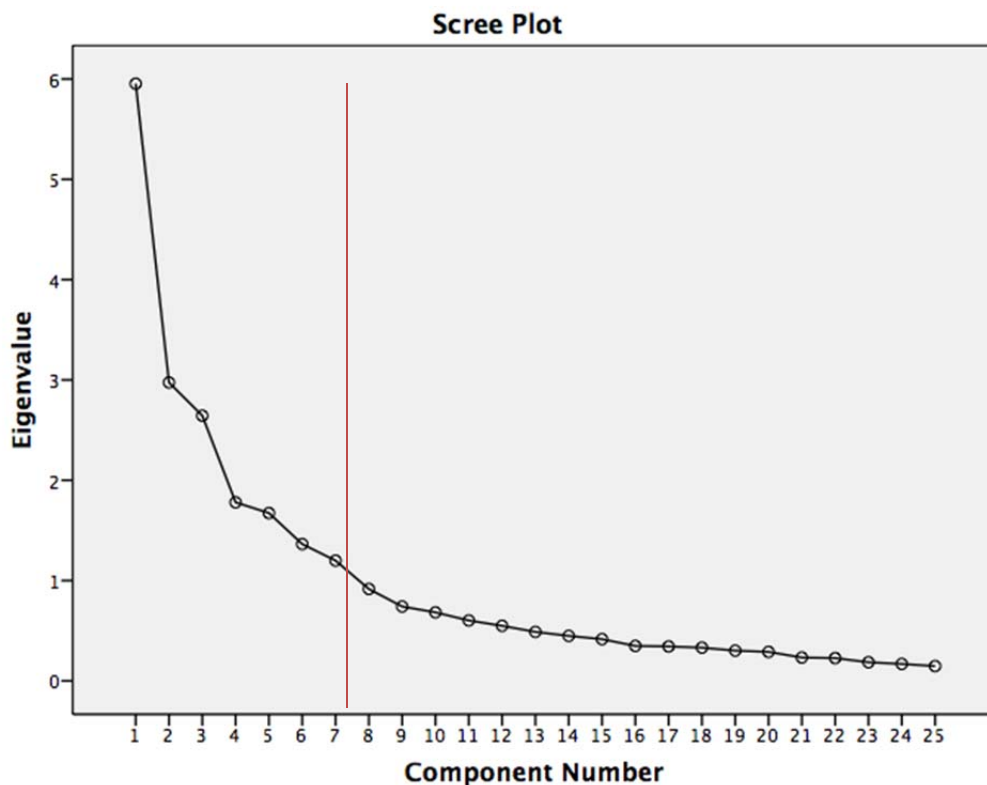


Figure 4.1 Scree Plot of seven factors influencing Thai consumer behavior toward purchasing intention in Muay Thai.

According to the output from scree plot, it showed that 7 important numbers of constructs were accounted for participating intention toward Muay Thai class.

4.3.3 Rotated Component Matrix

From Rotated Component Matrix in Table 4.6, each factor is an underlying dimension that explains the correlation among a set of variables which factor loading will be used to measure the strength of a relationship between variable and factor. The closer a value gets to ± 1 the stronger the relationship between variable (attribute) and factor. However, a variable has to make sense in the group which mean the meaning need to match.

Table 4.6 Rotated Component Matrix of seven factors influencing Thai customers' participating intention toward Muay Thai class

Rotated Component Matrix ^a							
	Component						
	1	2	3	4	5	6	7
Q46: I like to go to Muay Thai gym where celebrities go for Thai boxing.	.835						
Q47: Trend of Thai boxing on social medias inspires me to go for Thai boxing.	.810						
Q45: I choose the Muay Thai gym that my friends recommend me.	.697						
Q48: I have heard people talking about practicing Muay Thai so I decide to attain Muay Thai class.	.693						
Q39: The registration process of joining Muay Thai class should be done easily.		.878					
Q40: I prefer Muay Thai gym that provides me fast service.		.836					
Q41: All necessary information should be informed to the customers at the beginning.		.741					
Q38: Teaching style of trainers is important for me when I select Muay Thai gym.		.699					

Reference group

**Muay Thai Gym's
Service**

Table 4.6 Rotated Component Matrix of seven factors influencing Thai customers' participating intention toward Muay Thai class. (cont.)

Rotated Component Matrix ^a							
	Component						
	1	2	3	4	5	6	7
Q56: Taking Muay Thai class might help me feel more confident in my abilities.			.915				
Q55: I would love to be successful in Muay Thai.			.858				
Q57: Muay Thai lets me understand the value of hard work.			.855				
Q33: The sales promotion can attract me to pay for a membership.				.780			
Q34: Allow me to share membership package with friends makes me more interested to be a member.				.744			
Q27: Special price for the first trial encourage me to go attending Muay Thai.				.672			
Q25: I decide to choose the Muay Thai gym after I compare the price with other gyms.				.631			
Q15: Muay Thai helps improve my physical fitness.					.819		
Q51: I am interested in Muay Thai because it might help me release stress.					.764		
Q14: I attain Thai boxing class because I believe it makes me healthy.					.746		
Q49: I decide to take a Muay Thai class because I want to have fun.					.722		

Table 4.6 Rotated Component Matrix of seven factors influencing Thai customers' participating intention toward Muay Thai class. (cont.)

Rotated Component Matrix ^a							
	Component						
	1	2	3	4	5	6	7
Q22: I decide to choose Muay Thai gym based on its reputation.						.759	
Q23: Muay Thai gym should have many branches available.						.707	
Q42: I prefer Muay Thai gyms that have air conditioner.						.672	
Q32: I prefer Muay Thai gym that located in shopping center such as department stores, community malls.						.613	
Q11: I want to practice Muay Thai in order to lose my weight.							.878
Q13: I will go to the gym when I am getting fat.							.867

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

The output of rotated component matrix as the table 4.6 showed that there were 7 factors that have an influence on Thai customers intention to participate in Muay Thai class. After doing factor analysis, giving the names that best represent the variables within the factors were did. So, these new variable groups can be named as new constructs (factors) which different from the constructs that the researcher created in framework model in the beginning of study (Figure2). The new constructs are;

1. Reference group: friends, celebrities, being trendy, and word of mount are influencing factors that influence respondents in Bangkok decide to either participate Muay Thai class or choose the Muay Thai gym.

2. Muay Thai gym's service quality: good, fast, and completed services from staff and trainers play an important role toward the places to go for Thai boxing.

3. Growth (ERG motivation): being successful, improving self-confident, respecting to value of hard working contributed to Muay Thai participation motivations.

4. Priced related: price and sales promotion have an influence when decide to choose Muay Thai gym among Bangkok participants.

5. Mental and Health benefit: Improving physical fitness, being healthy, fun and relaxing are all motivations to participate Muay Thai.

6. Muay Thai gym (Product in service marketing mix): Reputation, number of branches available, facilities, and location of Muay Thai gym itself can influence a decision making to choose Muay Thai gym.

7. Weight Control: Losing weight, when doing Muay Thai encourage participants to attain Muay Thai class.

The results from the factor analysis illustrated some of the insignificant variables were removed according to rule of thumb. Therefore, the previous hypotheses (H3 – H15) that have created in Chapter2 has to be revised. These new hypotheses of this study need to be tested by using multiple regressions in order to explain the relationship between independent variables and dependents variable which is intention to participate Muay Thai class at Muay Thai gym. The new hypotheses are shown below:

H3: Reference group will have positive relationship with participating intention in Muay Thai training class.

H4: Muay Thai gym's service quality will have positive relationship with participating intention in Muay Thai training class.

H5: Growth Needs motivation will have positive relationship with participating intention in Muay Thai training class.

H6: Reduced Price will have positive relationship with participating intention in Muay Thai training class.

H7: Value on mental & health will have positive relationship with participating intention in Muay Thai training class.

H8: Convenience and facilities at Muay Thai gym will have positive relationship with participating intention in Muay Thai training class.

H9: Body weight control will have positive relationship with participating intention in Muay Thai training class.

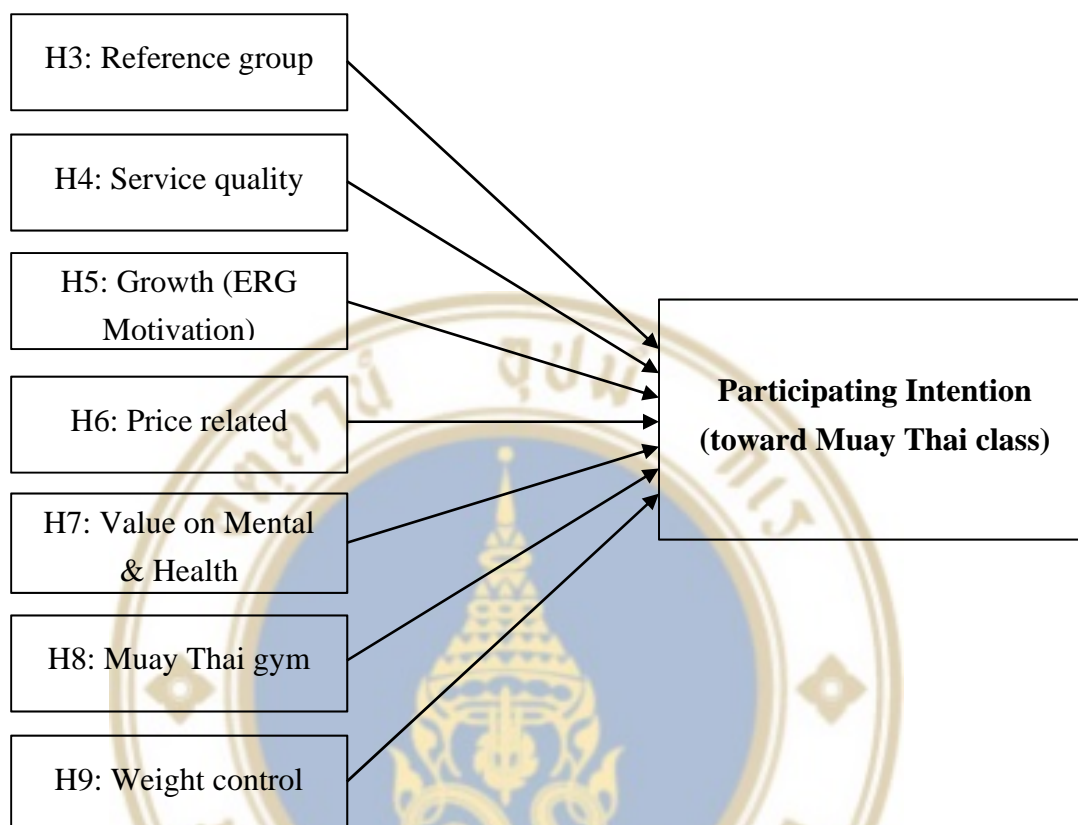


Figure 4.2 Framework Model (Revised) Influential factors that impact on participating intention toward Muay Thai class

4.4 Multiple regression analysis

Multiple regression is a statistical approach which used to analyze the value of a dependent variable based on the value of two or more other independent variables. It is also implemented for determining the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained (Leard Statistic, 2013). After running the factor analysis, the new significant factors which are “Reference group, Muay Thai gym’s service quality, Growth Needs motivation, Reduced Price, Value on mental & health, Convenience and facilities at Muay Thai gym, and Body weight control” will be tested with participating intention toward Muay Thai class. To accept or reject the hypothesis, 95% confidential interval and P-value is less

than 0.05 level of significant will be a cut off point in statistical testing in order to avoid errors (Field, 2005).

4.4.1 ANOVA result of running Multiple regressions

The level of significant of ANOVA's result when running the Multiple regression in order to measure the significant level of independents variables and dependent variables in Table 4.8 as follow:

Table 4.7 ANOVA showed the results of seven factors influencing Thai customers' participating intention toward Muay Thai class which the significant rate showed 0% which less than 0.05 level of significant

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	52.376	7	7.482	9.006	.000 ^b
	Residual	125.448	151	.831		
	Total	177.824	158			

a. Dependent Variable: Q58: I have an intention to participate Muay Thai training course in the next 12 months.

b. Predictors: (Constant), Weight.control.new, Price.Promotion.new, Growth.ERG.motivation.new, Health.Fitness.new, Service.new, MT.Gym.new, Ref.Group.new

According to the result from the Multiple regression analysis, it found that participating intention toward Muay Thai class among Thai customers in Bangkok in which was a dependent variable had significant relationship with group of independent variables (Reference group, Muay Thai gym's service quality, Growth Needs motivation, Reduced Price, Value on mental & health, Convenience and facilities at Muay Thai gym, and Body weight control). As it showed in table 4.6, ANOVA of seven factors of Bangkok respondents' motivation in participating intention toward Muay Thai class illustrated that the significant level of the independent constructs was 0.00 which less

than 0.05 significant levels. Consequently, it can be stated there was significant in relationship between participating intention and seven constructs.

4.4.2 Model Summary

The result from running the Multiple regression also presented the model summary which will be useful to explain how well the dependent variable can be predicted by the independent variables. An the result were showed in Table 4.9.

Table 4.8 The Model Summary of seven factors seven factors influencing Thai customers' participating intention toward Muay Thai class

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.543 ^a	.295	.262	.911

a. Predictors: (Constant), Weight.control.new, Price.Promotion.new, Growth.ERG.motivation.new, Health.Fitness.new, Service.new, MT.Gym.new, Ref.Group.new

According to the Model Summary output, it illustrated that Adjusted R-square of .262 showed the overall correlation between participating intention toward Muay Thai and the means of the seven independent variables was a borderline good prediction model.

4.4.3 Coefficients result of running Multiple regression

The testing the coefficient of seven factors influencing Thai customers' participating intention toward Muay Thai class explained how strong the impact on participation in tention toward Muay Thai class of each seven influencing factors. The result showed in the Table 4.10.

Table 4.9 Coefficients result of running Multiple regression of seven factors influencing Thai customers' participating intention toward Muay Thai class

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.657	.888		.740	.461
	Ref.Group	.260	.105	.209	2.482	.014
	Service	-.146	.154	-.072	-.948	.345
	Growth.ERG	-.361	.091	-.294	-3.979	.000
	Price.Promotion	-.093	.152	-.053	-.613	.541
	Health.Fitness	1.125	.161	.512	6.987	.000
	MT.Gym	-.068	.127	-.043	-.537	.592
	Weight.control	-.018	.081	-.016	-.222	.824

a. Dependent Variable: Q58: I have an intention to participate Muay Thai training course in the next 12 months.

According to the result from table 4.10, the regression showed the value of a and b_i coefficients which will be used to create the regression model and also describe the impact of each seven influencing factors on participating intention toward Muay Thai. Moreover, the result also found that there were three independent variables that had significant impact on participating intention toward Muay Thai class among the Bangkok respondents (Sig. < .05). Reference group, Growth needs, and Value on mental & health were those three significant influencing factors with .014, .000, and .000 significant respectively. To prioritize the level of impact of each significant influencing factors toward intention to participate Muay Thai class at Muay Thai gym, Value on mental & health with .000 significant (Sig. < .05) and Unstandardized Coefficients (Beta) of 1.125 represented as the factors that had the greatest impact on Muay Thai participating intention. Therefore, the hypothesis **H7**: Value on mental & health will have positive relationship with participating intention in Muay Thai training class was **accepted**.

In addition, Growth needs in ERG motivation with .000 significant (Sig. < .05) and Unstandardized Coefficients (Beta) of -.361 represented as the factors that had the second great impact on Muay Thai participating intention. As a result, the hypothesis **H5**: Growth Needs motivation will have positive relationship with participating intention in Muay Thai training class was **accepted**. However, the negative value might have to be tested with other statistics in order to confirm the direction of relationship between dependent and independent variable.

Furthermore, Reference group with .014 significant (Sig. < .05) and Unstandardized Coefficients (Beta) of .260 represented as the factors that had the third greatest impact on Muay Thai participating intention. Therefore, the hypothesis **H3**: Reference group will have positive relationship with participating intention in Muay Thai training class was **accepted**.

Refer from these three significant factors' results, the Regression Model of this study will be:

$$Y = 0.657 + 1.125(X_1) - 0.361(X_2) + 0.260(X_3)$$

Y = Intention to participate Muay Thai class in the next 12 months

X₁ = Value on mental & health

X₂ = Growth Needs motivation

X₃ = Reference group

If Value on mental & health, Growth Needs motivation, and Reference group increase equally at 1 point, then the intention to participate Muay Thai class in the next 12 would increase equal at 1.681.

However, for the four hypotheses which were **H4**: Muay Thai gym's service quality, **H6**: Reduced Price, **H8**: Convenience and facilities, and **H9**: Body weight control, the result showed that they had no significant impact on participating intention toward Muay Thai. This was because the significant levels of these independent variables were higher than the acceptable significant level 0.05 (95% CI) as it showed in Table 4.9 which were 0.345, 0.541, 0.592, and 0.824 respectively. Therefore, the hypothesis **H4**, **H6**, **H8**, and **H9** are **rejected**.

4.5 Hypotheses Summary

According to the research results from one-way ANOVA and Multiple Regression methods, the relationship between the independent variables (from Factor Analysis) and dependent variable will be illustrated as;

Reference group, Growth needs, and Value on mental & health were the three significant influencing factors toward participating intention in Muay Thai class with .014, .000, and .000 significant level respectively.

However, there were six hypotheses rejected resulting from significant level was lower than 0.05 which were **H1** (Gender), **H2** (Income), **H4** (Muay Thai gym's service quality), **H6** (Reduced price), **H8** (Convenience and facilities), and **H9** (Body weight control). The summary of the research finding was illustrated in Table 4.10

Table 4.10 Hypotheses summary testing on independent variables

Hypotheses	Testing Method	Results
H1: There will be a difference in Bangkok consumers' gender toward purchasing intention in Muay Thai training class	One-way ANOVA	Rejected
H2: There will be a difference in Bangkok consumers' income range toward purchasing intention in Muay Thai training class	One-way ANOVA	Rejected
H3: Reference group will have positive relationship with participating intention in Muay Thai training class.	Multiple Regression	Accepted
H4: Muay Thai gym's service quality will have positive relationship with participating intention in Muay Thai training class.	Multiple Regression	Rejected
H5: Growth Needs motivation will have positive relationship with participating intention in Muay Thai training class.	Multiple Regression	Accepted
H6: Reduced Price will have positive relationship with participating intention in Muay Thai training class.	Multiple Regression	Rejected
H7: Value on mental & health will have positive relationship with participating intention in Muay Thai training class.	Multiple Regression	Accepted
H8: Convenience and facilities at Muay Thai gym will have positive relationship with participating intention in Muay Thai training class.	Multiple Regression	Rejected
H9: Body weight control will have positive relationship with participating intention in Muay Thai training class.	Multiple Regression	Rejected

4.6 Discussion

This study explored the influencing factors that impact Thai consumers in Bangkok to participate Muay Thai class at Muay Thai gym. The research finding can be explained separately into two parts which firstly are the influencing factors that have influenced Bangkok respondents' behaviors in participating Muay Thai class which were emphasized from the results of factor analysis. Secondly, Bangkok respondents' participating behaviors toward intention to participate Muay Thai class which can be illustrated by the result of multiple regression approach.

4.6.1 Key influencing factors of Bangkok respondents' behaviors in participating Muay Thai class.

From the factor analysis result, the 7 key influencing factors that have an impact on Bangkok respondents' participating behavior in Muay Thai class comprised of Reference group, Muay Thai gym's service quality, Growth Needs motivation, Reduced Price, Value on mental & health, Convenience and facilities and Body weight control. However, there were only 3 influencing factors that significantly contributed to intention to participate Muay Thai class which are Reference group, Growth needs, and Value on mental & health.

4.6.2 Key influencing factors of Bangkok respondents' participating behaviors toward intention to participate Muay Thai class.

The research results showed that the differences in both gender and income have insignificantly impact on participating intention to Muay Thai class among the respondents in Bangkok who are above 18 years old either have experienced in practicing Muay Thai or not. However, if the comparing were focused mainly based on service marketing mix factors and the motivation related factors (Social, Health, and Psychological related motivations), Bangkok consumers will significantly be influenced by motivations based factors which are reference group, growth needs, and value on mental & health. Moreover, when compare this research results with a previous theoretical research result that was also conducted to understand the motivation factors in Muay Thai among Malaysians, it found that influencing factors were not consistent with a previous research that studied in Malaysia. The Malaysian research result indicated that the differences

in gender significantly had an impact on Malaysian's participation motivations. Also, it revealed that both gender of Muay Thai participants in Malaysia was highly motivated by existence-related factor (physical fitness and self-defense) instead of relatedness and growth needs (Tah Fatt Ong, 2015). Moreover previous literature about motivation for youth participation in sport and physical activity several gender differences was showed the finding that males are going to be motivated by the competition itself. In contrast, females were influenced by social /affiliate and fitness reasons instead (Robert, 2000).

4.6.3 Motivation for Value on mental & health.

The finding of this research revealed the significant relationship between value on mental and health especially health related benefits, emotional benefits toward Muay Thai class participation intention. This means that there were some consistent factors toward participating intention when comparing with previous studies as follow

According to the result, Thai people in Bangkok tend to participate the gym based on the believe of being healthy, good physical fitness, relaxed & fun when doing exercise or sports. Further more, based on the fact that Thai society is both Hedonism, this possibly contributes to encourage Thai people to participate Muay Thai class in order to serve their mental needs such as fun and happiness. Moreover, the characteristics of Muay Thai sport might also match with hedonic needs as Thai consumer behavior. As a consequent, value of participating Muay Thai in mental and health aspects is relevant to Thai consumer's insight and will play an important role to motivate them to practice Muay Thai. Similarly, relate to a previous research from USA which conducted about Martial arts participation and consumer motivation by Kim, it found that fun and physical fitness were the two most important reasons why people attain in martial arts (Kim, 2010). Moreover, the study among Malaysian participants disclosure that fun and fitness were the most 2 important reasons which influence Malaysian people to participate in Muay Thai (Tah Fatt Ong, 2015).

4.6.4 Growth needs motivation

According to the research finding, there was significant relationship between growth related needs motivation and Muay Thai participating intention. However, the

regression model above, the negative sign of Growth needs factors leads to accept the hypothesis as “Growth Needs motivation will have negative relationship with participating intention in Muay Thai training class”. It can be explained that the more Bangkok consumers’s participation motivation were driven by to be successful in their lives (too focus on achievement, award, and result oriented), build up self confidence or the value of being patient to do the difficult things, the less they were interested in participating Muay Thai class. People might decide to have fun and enjoyment when joining Thai boxing rather than expect about be proud of doing it. However, the former study about motivation toward attaining rate of fitness center showed that doing gym activities in fitness center helps enhancing self-control and confidence levels as positive psychological (V. Jyothirmai, 2014). This means that there were some inconsistent factors toward participating intention when comparing with previous studies as follow

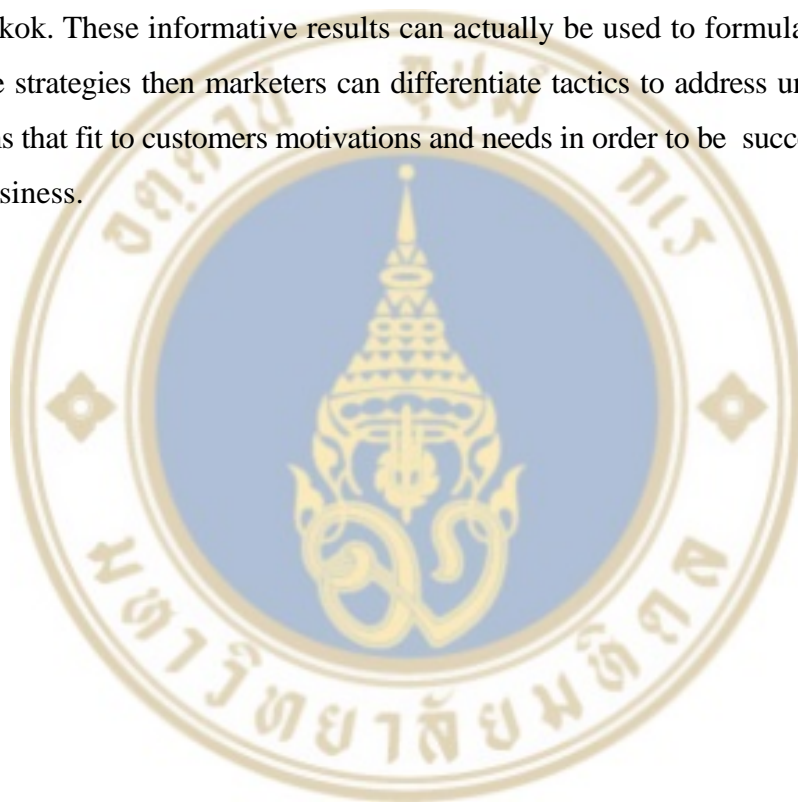
From the previous research in martial arts participation by Kim, the results were stated that martial arts participants were motivated by personal growth opportunities offered in martial arts course (Kim Y. J., 2010). All growth-related factor such as achievement, self-esteem and value development were perceived as influencing factors that drive practitioners to participate in martial arts. In other words, martial arts participants perceive that personal improvement is the most beneficial value they gained from martial arts training class (Ko, 2010). Nevertheless, this current research was also inconsistent with Boudreau’s findings that the psychological benefits of martial arts courses accounted for important motives (Boudreau, 1995). Besides, Kim has found that participate in martial arts is perceived to be a way to a more fulfilling life (Kim S. , 1997). Enlightenment and self-improvement were counted to be the primary motivation that drives martial arts participants. Finally, the research results of this study support that growth-related motivations had inverse relationship with motivations for today’s Muay Thai practitioners. This might result from the fact that once society has become more civilized, the importance of the traditional value of martial arts training will be decreased (Boudreau, 1995). Also, Thai consumers might emphasize more on fun and enjoyment in Muay Thai class to meet existence needs as the researcher already mentioned in 4.9.3 value on mental and health. That is a reason why the relationship between growth related motives and participating intention toward Muay Thai class shown as negative.

4.6.5 Reference Group

The research findings are also found that Reference group including social trend, friends' suggestion, and celebrity as an influencer has positive relationship with participating intention in Muay Thai training class. Thai consumers significantly decided to spend their time on a particular leisure activity such as practicing Muay Thai based on recommendations from friends' suggestions, inspiration from celebrities, social trend. They are very closed to social media such as Line, Facebook, Youtube, and Instagram so it is easy to be inspired by surrounding. For example, if their favorite actresses always post their pictures of doing Muay Thai class, it will help motivate their fan club to have an inspiration to do the same. Some people have seen their friends go practicing Muay Thai and frequently talked about their experiences then he or she is automatically convinced by peer pressure. According to a previous research finding, it revealed that Thai people as collectivism culture will realize that social relation for exchanging information is necessary to assure their purchasing decision (Argo, 2005). Moreover the high technology on internet, it allows people to communicate and consume rich information via social medias. This could be one possible factor that create the visibility of Muay Thai classes and also catalyze Thai consumers to have first experience in this particular sport. In addition, this finding result is consistency with the previous study in USA revealed that greater than 50% of martial arts participants had obtained information about their martial arts schools via word of mouth and friend referrals (Min Kil Kim, 2015). Another study discovered that consumers make decision or take part in a sport activity are externally affected by positive referrals from reference group, friends, family, peers, and colleagues (Eric C. Schwarz, 2013). Reference group tends to provide a source of information about sport activities which consequently brings about attractiveness, creditability, and expertise. Nevertheless, Tourism Authority of Thailand, they also utilized the opportunity of the increasingly popular global sport of Muay Thai boxing. They believed that partnering with celebrities is a critical aspect of marketing strategy during 2014 - 2015. Besides, it could be an effective way to maximize efficient use of budgets, especially in fast-growing markets such as India (The Pacific Asia Travel Association , 2014). According to the impacts of reference group that the researcher mentioned above, it can imply that this current finding is a consistency with previous researches and information.

4.6.6 Summary

The results from this research illustrated that the differences in gender and income among Thai customers in Bangkok at the age above 18 years old have an insignificant relationship toward intention to participate Muay Thai class at Muay Thai gym. Moreover, when comparing between consumer perception (service marketing mix) and consumer behavior (motivation related factors) in the context of participating intention toward Muay Thai class, the result had found that motivation related factors had stronger relationship and more significant value than the service marketing mix for Thai consumers in Bangkok. These informative results can actually be used to formulate attractive and effective strategies then marketers can differentiate tactics to address unique Muay Thai programs that fit to customers motivations and needs in order to be success in Muay Thai class business.



CHAPTER V

CONCLUSION AND LIMITATION

The purpose of this study was to develop a better understanding of the most influential factors which impact the participating intention toward Muay Thai class at Muay Thai gym among Thai respondents who live in Bangkok and 18 to 40 years old age range. All the independent variables which include demographic characteristics (gender, and income), Health related motives (body weight control, physical fitness improvement), Service Marketing Mix, Social factors (reference group), and Psychological Motivation (ERG) were purposed and investigated in order to analyze the statistic data by using descriptive analysis, one-way ANOVA, exploratory factor analysis, reliability analysis, and multiple linear regression analysis.

Overall respondents' profile, there were 164 respondents accepted by inclusion criteria which 73.8% were female and 26.2% were male. The adult aged from 25 – 35 years old was a majority age group who participate this questionnaire survey as 66.5%. The most of the respondents had an average monthly income more than 45,000 Baht (36.0%) and 35,000-45,000 Baht (31.1%). The ratio of respondents between experienced and non experienced in Muay Thai were 2:1 approximately which among experienced respondents mostly 67.9% have experience less than 1 year. The frequency of attaining Muay Thai class were less than once a week (53.6%) followed by 46.4% of 1 – 3 days a week. In addition, the weekend was the most convenient days for respondents to practice Muay Thai, 60.7%. The most comfortably schedule will be at 6pm – 9pm (42.9%) and at 3pm – 6pm (33.0%) respectively. Regarding to the membership program, there were 38.4% of respondents who prefer <3 months membership program, 25.9% for 3-6 months membership, and 24.1% more preferred one pass ticket.

One-Way ANOVA was used as compare means analysis in order to analyze the differences between gender and income group as H1: There will be a difference in Bangkok consumers' gender toward participating intention in Muay Thai training class and H2: There will be a difference in Bangkok consumers' income range toward participating

intention in Muay Thai training class. The present findings illustrated that Muay Thai class participation intention differences were not found between different gender and income group. Moreover, the respondents aged between 36-40 years old have more intention to buy gold ornament when comparing the mean score within the group.

According to factor analysis results, there were seven key influencing factors that influence Thai customers intention to participate in Muay Thai class which were Reference group, Muay Thai gym's service quality, Growth (ERG motivation), Priced related, Mental and Health benefit, Muay Thai gym (Product in service marketing mix), and Weight Control. Then, Multiple regression was used to analyze and measure the relationship between seven independent factors and participating intention toward Muay Thai class. The results revealed that only three influencing factors that significantly contributed to intention to participate Muay Thai class which are Reference group, Growth needs, and Value on mental & health. As a result, the 4 hypothesis about Muay Thai gym's service quality, Mental and Health benefit, Muay Thai gym (Product in service marketing mix), and Weight Control were rejected.

5.1 Conclusion

The results of this research helps to answer the research question of this study, which demonstrated into two parts which are Thai customers' participating behavior and their participating intention. This research showed the seven factors influencing Muay Thai participating behaviors which were Reference group, Muay Thai gym's service quality, Growth (ERG motivation), Priced related, Mental and Health benefit, Muay Thai gym (Product in service marketing mix), and Weight Control. Moreover, there are three key influencing factors of Thai consumers' behavior toward Muay Thai participating intention. First, there were no differences between gender and income groups toward participating intention in Muay Thai class. Moreover, it showed the significant relationship between Muay Thai class participation intention and value on mental and health especially health related benefits, emotional benefits. However, the relationship between growth related motives and participating intention toward Muay Thai class was negative. This explained that if the participants more account for being successful and return on high attempt, they might not be motivated easily to attain

Muay Thai class. Lastly, social motivation such as reference group (i.e. recommendations from friends, celebrities, and social trend) can influence to motivate Thai consumers to participate Muay Thai training class.

Table 5.1 Explanation of factors influencing Thai customers' participating intention toward Muay Thai class

Key factors influencing Thai customers' participating intention toward Muay Thai class		
Value on mental and health		Finding Support
Mental and Health benefits	Thai people in Bangkok decide to participate the Muay Thai gym based on the believe of being healthy, good physical fitness, relaxed & fun.	(Kim Y. J., 2010) (Tah Fatt Ong, 2015)
Growth related motives		Finding Support
Growth related (ERG) motivation	Growth Needs motivation will have negative relationship with participating intention in Muay Thai training class. The more Bangkok consumers's participation motivation were driven by to be successful, build up self confidence or the value of being patient to do the difficult things, the less they were interested in participating Muay Thai class.	(Boudreau, 1995) (Kim S. , 1997) (Ko, 2010)
Reference group		Finding Support
Reference group	Thai consumers significantly decided to spend their times on a particular leisure activity, Muay Thai based on recommendations from friends, celebrities, social trend.	(Eric C. Schwarz, 2013) (Min Kil Kim, 2015) (The Pacific Asia Travel Association, 2014)

5.2 Contribution of the Study

As Muay Thai crosses national borders and becomes a popular cultural sport globally, Muay thai literatures have called for both insight and broader research on Muay Thai practitioners including with the Muay Thai business owners. The academic effort that aimed to discover more consumers' insight is not only essential for maintaining an achievement and success but also generating the extended growth of the industry in the future. Overall, the results of this study contribute to a better understanding of the better understanding of Muay Thai participants that is very useful to develop consumer

profiles. The result findings suggested that Muay Thai practitioners have a wide range of needs to be met. Ultimately, the informative data of this study can be employed and utilized by Muay Thai service providers including with marketer team in order to forecast the consumption behavior of Muay Thai participants and also to develop effective marketing strategies such as market segmentation and differentiated service programs to fulfill and satisfy the needs and wants of Muay Thai participants.

5.3 Recommendations and Practical Implications

According to the research finding, it can benefit all the managerial and marketing people including with stakeholders of Muay Thai business to define more effective planning and strategies for management and marketing team. This could finally lead to better achievement in encourage Thai people to participate more on Thai boxing class.

In term of segmentation, Muay Thai training class is equally accepted and participated by both gender and all income range groups. However, an additional statistic testing for demographic factor found that age range between 18-35 years old was the most potential group in participating Muay Thai. As a result, before implementing any marketing strategies, the managerial level should not ignore insights from this particular age group. That is because their attitudes and preference will probably distinguish from other age groups. So, the more focusing on their insights, the better performance in increasing participation rate in Muay Thai class.

In addition, resulting from significantly impact of Reference group, Growth related needs, and Value on mental & health toward Muay Thai participating intention, it implies better understanding of how Thai participants be motivated to join Muay Thai training course. For the finding about value on mental and health, the campaign of using celebrities who are good representative of taking care their physical fitness and health especially successful person who already falling in love with Muay Thai to promote the benefit of practicing Muay Thai together with sharing some good impression after joined that particular Muay Thai gym or even let them review about their experience in Muay Thai at the Muay Thai gym. Moreover, the way to encourage Thai people to have experience in Muay Thai have to take in to account about Thais' Hedonism behaviors

which related to fun, happiness and relaxing when do Thai Boxing. Not only value on mental and health, research findings about growth related factor are also meaningful to apply with marketing techniques. The key message to communicate with target audiences should not primarily motivate with self- actualization aspects because it might not fit Thai consumers' needs. On the contrary, convincing with basic needs such as mental and health benefits could be more effective way in term of touching them timely from their insights. Based on reference group motivation factors, the marketers could retrieve this useful information to launch suitable marketing campaigns and promotions in order to gain more engagement and participation rate. For example, they can implement referral program to let the existing customers to pursue their friends or family members to join first free trial class or even give special discount when they register Muay Thai class as a group. That is also suit Thai consumer behavior in term of Collectivism as well. Similarly, the campaign to build up brand awareness and engagement such as "Like and Share" the Facebook page and website or posting pictures about joining Muay Thai gym across their friends, so then both new and existing customers will get rewards or special deals. These strategies should be used as tools for social media and online.

5.4 Limitations

The limitation of the present study firstly is, a questionnaire pilot testing before the real launch did not be implemented due to the limitation of the time and location convenience when the research was first conducted. As a result it cannot ensure that this survey questionnaire is easy to understand and be able to cover effectively all aspects that aimed to know from the results.

Secondly, the response rate cannot be calculated resulting from the online survey was sent via Line and Facebook to respondents who were asked to forward the survey link to other respondents. Also, the number of respondents should be cover more sample size in order to create generalization and increase reliability of the result.

Thirdly, this research only captured big picture of Muay Thai participating behavior toward intention to participate Muay Thai class. It did not precisely focused

in comparing between each segment of age, gender, income, potential users groups, and membership groups toward participating intention.

Lastly, this research should cover more on cultural and attitude aspects toward behavior and participating intention toward Muay Thai class because some of Thai culture are different from other countries that conducted former researches.

5.5 Future Research

For future researches, researcher recommends that further study should be expanded to broader areas in Thailand and conducted more samples to provide a better understanding and generalization of the Muay Thai consumers market. Moreover, Qualitative Analysis such as focus groups, onsite interview should be implemented in order to gain more details in customer insights. Both on-site and online questionnaires should be distributed in order to cover all potential target effectively. Also, a various dimensions of psychographic variables such as attitudes and perceptions towards the Muay Thai training class which could be useful to enhance the further comprehension about Muay Thai participation precisely. Moreover, the researcher obviously sees that future research is very necessary in order to re-examine the reliability and validity for these measurements via using potentially revised items and different samples. For example, cultural related motivations should be focused in order to clarify the relationship between Thai consumer's culture and participation intention toward Muay Thai class including with better capture a broader spectrum of cultural learning processes in Muay Thai training. Consequently, the refined information can support more decisively prediction about decision making to participate Muay Thai training class.

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Appendix A: Questionnaire in English



Mahidol University

This questionnaire is a part of “Thematic Paper” course. The study is being conducted by Charathorn Wittayakool, a master degree student at College of Management Mahidol University (CMMU). The purpose of this study is to determine **“The key motivation factors that influence participation of Muay Thai class at Muay Thai gym among Thai people who live in Bangkok”** Your response will be anonymous and only be used for academic purpose. Please select or answer each question that best describe you or your opinion. Your information will be kept in confidential and used for academic purpose only. This questionnaire will take approximately 15 minutes of your valuable time. Thank you for your time and support.

The questionnaire consists of 4 sections:

1. Demographic information
2. General information about participating Muay Thai class
3. Personal opinions toward each factor that influence Thai consumer behavior and purchase intention to enroll Muay Thai class.
4. Purchasing Intention toward Muay Thai class

SECTION 1:

Please check in the appropriate box that best describes your situations.

1. What is your gender?

<input type="checkbox"/> Male	<input type="checkbox"/> Female
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2. What is your age range?

<input type="checkbox"/> 18 – 25 Years old	<input type="checkbox"/> 26 – 35 Years old	<input type="checkbox"/> 36 - 40 Years old
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3. What is your average personal income per month (Baht)?

<input type="checkbox"/> < 15,000 Baht	<input type="checkbox"/> 15,000 – 25,000 Baht	<input type="checkbox"/> 25,001 – 35,000 Baht
<input type="checkbox"/> 35,001 – 45,000 Baht	<input type="checkbox"/> > 45,000 Baht	
4. Do you live in Bangkok?

<input type="checkbox"/> Yes	<input type="checkbox"/> No (Thank you for your cooperation)
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SECTION 2:

Please check in the appropriate box that best describes your situations.

5. Have you ever joined Muay Thai class at Muay Thai gym in Bangkok before?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
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(If your answer is “No”, you can skip Q6-Q10 and continue answer in Q11)

6. How long have you practiced Muay Thai at Muay Thai gym?

<input type="checkbox"/> < 1 Years	<input type="checkbox"/> 1- 3 Years	<input type="checkbox"/> >3 Years
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7. How often do you go to Muay Thai gym in a week?

<input type="checkbox"/> < once a week	<input type="checkbox"/> 1-3 days a week	<input type="checkbox"/> >3 days a week
--	--	---
8. When do you usually go for Muay Thai class?

<input type="checkbox"/> Weekday	<input type="checkbox"/> Weekend
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9. What time period do you usually go for Muay Thai class?

<input type="checkbox"/> 6am – 9am	<input type="checkbox"/> 9am – 12pm	<input type="checkbox"/> 12pm – 3pm
<input type="checkbox"/> 3pm – 6pm	<input type="checkbox"/> 6pm – 9pm	<input type="checkbox"/> 9pm – 12am
10. Which membership program (pricing plan) do you prefer?

<input type="checkbox"/> Temporary (one pass)	<input type="checkbox"/> < 3 month
<input type="checkbox"/> 3-6 Month	<input type="checkbox"/> >6 Month

SECTION 3:

Please check in table to specify the level of your agreement on each following statement about influencing factors to join Muay Thai class.

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	(5)	(4)	(3)	(2)	(1)
Heath Related Motives					
Q11: I want to practice Muay Thai in order to lose my weight.					
Q12: Practicing Muay Thai helps me stay in good physical shape.					
Q13: I will go to the gym when I am getting fat.					
Q14: I attain Thai boxing class because I believe it makes me healthy.					
Q15: Muay Thai helps improve my physical fitness.					
Service Marketing Mix					
Q16: I select Muay Thai gym based on a variety of training activities they offer.					
Q17: I prefer the gyms that have a flexible timetable.					
Q18: The gym should have many levels of Muay Thai programs to choose.					
Q19: I think closing at 9pm is early for the Muay Thai gym.					
Q20. I prefer the membership program as a package rather than pay per visit.					

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	(5)	(4)	(3)	(2)	(1)
Q21: I prefer the gym that sell a variety of Muay Thai gear such as Muay Thai gloves, body protectors, elastic bandage.					
Q22: I decide to choose Muay Thai gym based on its reputation.					
Q23: Muay Thai gym should have many branches available.					
Q24: I prefer to buy the unlimited package rather than one pass ticket.					
Q25: I decide to choose the Muay Thai gym after I compare the price with other gyms.					
Q26: Muay Thai gym should have a wide range of pricing plan.					
Q27: Special price for the first trial encourage me to go attaining Muay Thai					
Q28: Muay Thai gym should accept credit card payment.					
Q29: Muay Thai gym that I like is located nearby my place.					
Q30: Car parking is necessary to make a decision when I choose Muay Thai gym.					
Q31: I prefer Muay Thai gym that is convenient to travel to.					

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	(5)	(4)	(3)	(2)	(1)
Q32: I prefer Muay Thai gym that located in shopping center such as department stores, community malls.					
Q33: The sales promotion can attract me to pay for a membership.					
Q34: Allow me to share membership package with friends makes me more interested to be a member.					
Q35: I choose Muay Thai gym because of attractive advertising promotion.					
Q36: Sale person has an influence when I make a decision.					
Q37: I love Muay Thai gym where staffs provide me good service.					
Q38: Teaching style of trainers is important for me when I select Muay Thai gym.					
Q39: The registration process of joining Muay Thai class should be done easily.					
Q40: I prefer Muay Thai gym that provides me fast service.					
Q41: All necessary information should be informed to the customers at the beginning.					
Q42: I prefer Muay Thai gyms that have air conditioner.					

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	(5)	(4)	(3)	(2)	(1)
Q43: Muay Thai gym should have nice atmosphere.					
Q44: Muay Thai gym should provide full facilities.					
Social Factors					
Q45: I choose the Muay Thai gym that my friends recommend me.					
Q46: I like to go to Muay Thai gym where celebrities go for Thai boxing.					
Q47: Trend of Thai boxing on social medias inspires me to go for Thai boxing.					
Q48: I have heard people talking about practicing Muay Thai so I decide to attain Muay Thai class.					
Psychological Factors (ERG Motivation Theory)					
Q49: I decide to take a Muay Thai class because I want to have fun.					
Q50: Muay Thai training helps me develop self-defence ability					
Q51: I am interested in Muay Thai because it might help me release stress.					
Q52: I prefer to join Muay Thai class because it gives me chance to improve social relationships.					

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	(5)	(4)	(3)	(2)	(1)
Q53: Practicing Muay Thai lets me spend more time with my friends.					
Q54: Muay Thai makes me feel like I belong to a special group.					
Q55: I would love to be successful in Muay Thai.					
Q56: Taking Muay Thai class might help me feel more confident in my abilities.					
Q57: Muay Thai lets me understand the value of hard work.					

SECTION 4:

Please check in table to specify your purchase intention in Muay Thai class.

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	(5)	(4)	(3)	(2)	(1)
Purchase Intention					
Q58: I have an intention to participate Muay Thai training course in the next 12 months.					

Thank you for your great support.

Appendix B: Questionnaire in Thai



มหาวิทยาลัยมหิดล

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของงานวิจัย ที่ทำการศึกษาโดย น.ส.ชรรร วิทยากุล นักศึกษาหลักสูตร ปริญญาโทสาขาการการตลาดและการจัดการ มหาวิทยาลัยมหิดล โดยมีวัตถุประสงค์เพื่อศึกษาถึงปัจจัยที่มีอิทธิพล ในการตัดสินใจฝึกมวยไทยในสถานที่ฝึกสอนมวยไทยของกลุ่มบริโภครที่อาศัยอยู่ในเขตจังหวัดกรุงเทพมหานคร ที่มีอายุระหว่าง 18-40 ปี ทั้งท่านที่เคยมีประสบการณ์และไม่เคยมีประสบการณ์ในการเรียนมวยไทยมาก่อน ข้อมูลที่ได้รับจากท่านทางผู้จัดทำวิจัยจะเก็บรักษาไว้เป็นความลับและนำไปใช้เพื่อการศึกษาของมหาวิทยาลัยมหิดลเท่านั้นจึงหวังเป็นอย่างยิ่งว่าจะได้รับความร่วมมือจากท่านในการตอบแบบสอบถามในการตอบแบบสอบถามฉบับนี้จะใช้เวลาโดยประมาณทั้งสิ้น 15 นาที ผู้วิจัยจึงขอขอบพระคุณทุกท่านที่กรุณาสละเวลาให้ความร่วมมือในการตอบแบบสอบถามฉบับนี้อย่างดียิ่ง

แบบสอบถามฉบับนี้แบ่งออกเป็น 4 ส่วน ดังนี้

ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ส่วนที่ 2 ข้อมูลเกี่ยวกับการเข้าใช้บริการในสถานที่ฝึกสวมวยไทย

ส่วนที่ 3 ทศนคติต่อการเลือกใช้บริการสถานที่ฝึกสอนมวยไทย

ส่วนที่ 4 ความตั้งใจในการเป็นสมาชิกหรือเข้าใช้บริการสถานที่ฝึกสอนมวยไทย

ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

คำชี้แจง: กรุณาใส่เครื่องหมาย ✓ ในช่องที่ตรงกับข้อเท็จจริงของท่านมากที่สุด

1. เพศ
 - ชาย หญิง
2. อายุ
 - 18 – 25 ปี 26 – 35 ปี 36 - 40 ปี
3. รายได้ส่วนบุคคลเฉลี่ยต่อเดือน
 - < 15,000 บาท 15,000 – 25,000 บาท
 - 25,001 – 35,000 บาท 35,001 – 45,000 บาท
 - > 45,000 บาท
4. คุณพักอาศัยอยู่ในกรุงเทพมหานคร
 - ใช่ ไม่ (ขอพระราชทานที่กรุณาระยะเวลาในการตอบแบบสอบถาม)

ส่วนที่ 2 ข้อมูลเกี่ยวกับการเข้าใช้บริการในสถานที่ฝึกสวยมวยไทย

คำชี้แจง: กรุณาใส่เครื่องหมาย ✓ ในช่องที่ตรงกับข้อเท็จจริงของท่านมากที่สุด

5. คุณเคยเข้ารับบริการในสถานที่ฝึกสอนมวยไทยมาก่อนหน้านี้
 - ใช่ ไม่ (ถ้าท่านเลือกคำตอบ “ไม่” กรุณาข้ามไปตอบคำถามข้อที่ 11)
6. ระยะเวลาตั้งแต่ที่ท่านเรียนหรือฝึกมวยไทย
 - น้อยกว่า 1 ปี 1-3 ปี มากกว่า 3 ปี
7. ความถี่ในการเรียนหรือฝึกมวยไทยในหนึ่งสัปดาห์
 - น้อยกว่า 1 วันต่อสัปดาห์ 1-3 วันต่อสัปดาห์ มากกว่า 3 วันต่อสัปดาห์
8. วันที่คุณเข้าใช้บริการสถานที่ฝึกสอนมวยไทยโดยส่วนใหญ่
 - วันจันทร์-วันศุกร์ วันเสาร์ -วันอาทิตย์
9. ช่วงเวลาที่คุณเข้าใช้บริการสถานที่ฝึกสอนมวยไทยโดยส่วนใหญ่
 - 6:00น. – 9:00น. 9:00น. – 12:00น. 12:00น. – 15:00น.
 - 15:00น. – 18:00น. 18:00น. – 21:00น. 21:00น. – 24:00น.
10. โปรแกรมสมาชิกต่อยมวยที่คุณเลือก
 - รายครั้ง เหมาะจ่ายเป็นคอร์ส แบบ 1 สัปดาห์ ถึง 2 เดือน
 - เหมาะจ่ายเป็นคอร์ส แบบ 3-6 เดือน เหมาะจ่ายเป็นคอร์ส ตั้งแต่ 6 เดือนขึ้นไป

ส่วนที่ 3 ทักษะต่อการเลือกใช้บริการสถานที่ฝึกสอนมวยไทย

คำชี้แจง: กรุณาใส่เครื่องหมาย ✓ ในตารางที่ตรงกับระดับความพึงพอใจ ความคิดเห็นหรือข้อเท็จจริงของท่าน มากที่สุด ลักษณะการตอบแบบสอบถามเป็นแบบประเมินค่า (Rating Scale) โดยกำหนดคะแนนดังนี้ (5 คือ เห็นด้วยมากที่สุด, 4 คือ เห็นด้วยมาก, 3 คือ เห็นด้วยปานกลาง, 2 คือ เห็นด้วยน้อย, 1 คือ เห็นด้วยน้อยที่สุด)

คำถาม	เห็นด้วยมากที่สุด	เห็นด้วยมาก	เห็นด้วยปานกลาง	เห็นด้วยน้อย	เห็นด้วยน้อยที่สุด
	(5)	(4)	(3)	(2)	(1)
ปัจจัยกระตุ้นเกี่ยวกับเรื่องสุขภาพ					
11. ฉันต้องการฝึกมวยไทยเพื่อช่วยควบคุมน้ำหนัก					
12. การเรียนมวยไทยจะช่วยให้ฉันมีบุคลิกภาพทางกายที่ดี					
13. ฉันอยากที่จะไปต่อยมวยเมื่อรู้สึกว่ารำแค้น					
14. ฉันเชื่อว่าการฝึกมวยไทยจะทำให้ร่างกายแข็งแรง					
15. มวยไทยช่วยให้ฉันมีสุขภาพดีขึ้น					
ส่วนประสมทางการตลาดบริการ					
16. ฉันจะเลือกสถานที่ฝึกมวยที่มีกิจกรรมอื่นๆ ที่หลากหลายให้ทำนอกเหนือไปจากการเรียนมวยไทย					
17. ฉันชอบสถานที่ฝึกที่มีตารางเวลาการฝึกที่ยืดหยุ่นได้					
18. สถานที่ฝึกมวยไทยควรมีระดับการฝึกที่หลากหลายขึ้นอยู่กับทักษะของแต่ละบุคคล					
19. ฉันคิดว่าสถานที่ฝึกมวยที่ปิดเวลา 21.00 น. นั้นปิดเร็วเกินไป					

คำถาม	เห็นด้วย มากที่สุด	เห็นด้วย มาก	เห็นด้วย ปานกลาง	เห็นด้วย น้อย	เห็นด้วย น้อยที่สุด
	(5)	(4)	(3)	(2)	(1)
20. ฉันชอบโปรแกรมสมาชิกแบบ เหมาจ่ายมากกว่าแบบจ่าย รายครั้ง					
21. ฉันชอบสถานที่ฝึกมวยที่มีอุปกรณ์ สำหรับชมมวยจำหน่ายอย่างครบครัน เช่น นวม, อุปกรณ์ป้องกัน, ผ้าพันมือ					
22. ฉันตัดสินใจเลือกสถานฝึกมวยที่มี ชื่อเสียง					
23. สถานที่ฝึกมวยไทยควรมีจะมี หลายสาขาให้เลือกใช้บริการ					
24. ฉันชอบแพ็คเกจแบบไม่จำกัด จำนวนครั้งมากกว่าแบบ รายครั้ง					
25. ฉันจะตัดสินใจเลือกสถานที่ฝึก มวยหลังจากที่เปรียบเทียบ ราคา กับ สถานที่อื่นแล้ว					
26. โปรแกรมฝึกมวยไทยควรมี หลากหลายราคาให้เลือก					
27. ราคาพิเศษสำหรับทดลองเรียน มวยไทยครั้งแรกทำให้ฉัน ตัดสินใจที่ จะฝึกมวยไทย					
28. สถานที่ฝึกมวยควรรองรับการ ชำระเงินผ่านบัตรเครดิต					
29. สถานที่ฝึกมวยไทยที่ฉันเลือกอยู่ ใกล้ที่ทำงานหรือบ้าน					
30. ที่จอดรถเป็นสิ่งสำคัญในการ พิจารณาเลือกสถานที่ต่อมวย					
31. ฉันชอบสถานที่ฝึกมวยที่เดินทาง สะดวก					

คำถาม	เห็นด้วย มากที่สุด	เห็นด้วย มาก	เห็นด้วย ปานกลาง	เห็นด้วย น้อย	เห็นด้วย น้อยที่สุด
	(5)	(4)	(3)	(2)	(1)
32. ฉันชอบสถานที่ฝึกมวยไทยที่ตั้งอยู่ในห้างสรรพสินค้า					
33. การส่งเสริมการขาย (โปรโมชั่น) มีส่วนสำคัญในการตัดสินใจ สมัคร เป็นสมาชิกสถานที่ฝึกมวย					
34. การที่ยิมอนุญาตให้แชร์แพ็คเกจกับเพื่อนทำให้ฉันตัดสินใจ เป็นสมาชิกง่ายขึ้น					
35. ฉันเลือกสถานที่ฝึกสอนมวย เนื่องจากมีโฆษณาที่ดึงดูดใจ					
36. พนักงานขายมีส่วนสำคัญในการตัดสินใจเลือกสถานที่ฝึก มวยไทย					
37. ฉันชอบสถานที่ฝึกสอนมวยไทยที่พนักงานให้บริการดี					
38. สไตลล์การสอนของครูฝึกมีส่วนสำคัญในการตัดสินใจเลือก ที่ฝึกมวยไทย					
39. ขั้นตอนการสมัครเข้าใช้บริการของสถานที่ฝึกสอนมวย ต้องง่ายไม่ซับซ้อน					
40. ฉันชอบสถานที่ฝึกมวยที่ให้บริการลูกค้าด้วยความรวดเร็ว					
41. พนักงานควรมีการให้ข้อมูลที่ครบถ้วนกับลูกค้าตั้งแต่ ขั้นตอนแรกของการตัดสินใจสมัครใช้บริการ					
42. ฉันชอบสถานที่ฝึกสอนมวยที่ติดแอร์					
43. สถานที่ฝึกสอนมวยไทยควรมีบรรยากาศที่ดี					

คำถาม	เห็นด้วย มากที่สุด	เห็นด้วย มาก	เห็นด้วย ปานกลาง	เห็นด้วย น้อย	เห็นด้วย น้อยที่สุด
	(5)	(4)	(3)	(2)	(1)
44.สถานที่ฝึกสอนมวยไทยควรมีสิ่งอำนวยความสะดวกครบครัน					
ปัจจัยทางสังคม					
45. ฉันเลือกสถานที่ฝึกมวยไทยตามคำแนะนำของเพื่อน					
46. ฉันอยากที่ใช้บริการสถานฝึกมวยไทยที่มีคาราหรือคนดัง ไปใช้บริการ					
47. กระแสสังคมบนโซเชียลมีเดียเกี่ยวกับการต่อมวยทำให้ ฉันอยากที่จะไปฝึกมวยไทย					
48. การที่ฉันได้ยินคนรอบข้างพูดเกี่ยวกับการต่อมวยบ่อยๆทำให้ฉันตัดสินใจที่จะไปต่อมวย					
ปัจจัยทางจิตวิทยา (จากทฤษฎี ERG Motivation)					
49. ฉันอยากไปต่อมวยเนื่องจากเป็นกิจกรรมที่น่าสนุก					
50. การฝึกมวยไทยจะช่วยทำให้ฉันมีความสามารถในการ ป้องกันตัวเองดีขึ้น					
51. ฉันสนใจฝึกมวยไทยเนื่องจากมวยไทยจะทำให้ฉันผ่อนคลายความตึงเครียด					
52. ฉันอยากที่จะไปสมัครเรียนมวยไทยเนื่องจากมวยไทย จะช่วยให้ฉันมีเพื่อนมีสังคมมากขึ้น					
53. การไปฝึกมวยไทยทำให้ฉันได้ใช้เวลาร่วมกับเพื่อนๆมากขึ้น					

คำถาม	เห็นด้วย มากที่สุด	เห็นด้วย มาก	เห็นด้วย ปานกลาง	เห็นด้วย น้อย	เห็นด้วย น้อยที่สุด
	(5)	(4)	(3)	(2)	(1)
54. การไปฝึกมวยไทยทำให้ฉันรู้สึกเป็นส่วนหนึ่งของกลุ่มคนที่พิเศษกว่าคนทั่วไปในสังคม					
55. ฉันต้องการจะประสบความสำเร็จในการฝึกมวยไทย					
56. มวยไทยช่วยให้ฉันมีความมั่นใจในความสามารถของตัวเอง					
57. มวยไทยทำให้ฉันเรียนรู้คุณค่าของสิ่งที่ต้องแลกมาด้วยความพยายามความตั้งใจ					

ส่วนที่4 ความตั้งใจในการเป็นสมาชิกหรือเข้าใช้บริการสถานที่ฝึกสอนมวยไทย

คำชี้แจง: กรุณาใส่เครื่องหมาย ✓ ในตารางที่ตรงกับระดับความพึงพอใจ ความคิดเห็นหรือข้อเท็จจริงของท่าน มากที่สุด ลักษณะการตอบแบบสอบถามเป็นแบบประเมินค่า (Rating Scale) โดยกำหนดคะแนนดังนี้ (5 คือ เห็นด้วยมากที่สุด, 4 คือ เห็นด้วยมาก, 3 คือ เห็นด้วยปานกลาง, 2 คือ เห็นด้วยน้อย, 1 คือ เห็นด้วยน้อยที่สุด)

คำถาม	เห็นด้วย มากที่สุด	เห็นด้วย มาก	เห็นด้วย ปานกลาง	เห็นด้วย น้อย	เห็นด้วย น้อยที่สุด
	(5)	(4)	(3)	(2)	(1)
ความตั้งใจในการเป็นสมาชิกหรือเข้าใช้บริการสถานที่ฝึกสอนมวยไทย					
58. ฉันมีความตั้งใจที่จะฝึกมวยไทยในสถานที่ฝึกมวยไทยในอีก 12 เดือนข้างหน้า					

ขอขอบพระคุณทุกท่านที่กรุณาสละเวลาให้ความร่วมมือในการตอบแบบสอบถามอย่างดียิ่ง