

**A STUDY OF PEOPLE'S MOTIVATION TO PARTICIPATE
IN MINI MARATHONS IN THAILAND**

The image shows a large, faint watermark of the Mahidol University logo in the background. The logo is circular and features a central emblem with Thai script around the perimeter. The text 'SUPAPORN PROMNOI' is centered over the logo.

SUPAPORN PROMNOI

**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
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Thematic paper
entitled
**A STUDY OF PEOPLE'S MOTIVATION TO PARTICIPATE
IN MINI MARATHONS IN THAILAND**

was submitted to the College of Management, Mahidol University
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A STUDY OF PEOPLE'S MOTIVATION TO PARTICIPATE IN MINI MARATHONS IN THAILAND

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ABSTRACT

This research examines the factors for the people's motivation to participate in mini marathons in Thailand. This research has identified nine major factors of Motivations of Marathoners Scale (MOMS) model (Masters et al., 1993) from literature reviews on the several factors, including Psychological, Self Esteem, Life Meaning, General Health Orientation, Weight Concern, Affiliation, Recognition, Competition and Personal Goal Achievement that motivate people's behavior to participate in mini marathons. The MOMS questionnaire was distributed to 453 persons, comprising male and female mini marathon runners (in the age range of 15–60+ years) who have already participated in mini marathons in Thailand.

The findings of this research show that the most important factor that motivates people to participate in mini marathons in Thailand is general health orientation, i.e. improvement of their health. Personal goal achievement is the second factor that motivates people to compete with themselves and accomplishing the marathon.

The goal is to find a mutual benefit for organizers of public and private sectors in order to organize or develop such a supporting mini marathon event for people who would like to participate in mini marathons in Thailand.

KEY WORDS: Mini marathons/ Motivations of Marathoners Sales/ Psychological/ Self Esteem, Life Meaning/ General Health Orientation

61 pages

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CHAPTER I

INTRODUCTION

The research topic of this thematic paper is to study the key factors that motivate people's behavior to participate in marathons in Thailand.

1.1 Background

Nowadays, mini marathons which are a long-distance road running race of 10.5 kilometers, are a popular trend for Thai people. Thai people are now becoming more health conscious and engaged in more physical exercise. Mini marathons are suited for that because the distance is not too short or too long. This trend has been greatly increased in the past five years.

According to the recent report, the statistics showed that in 2017, the number of running events in Thailand was nearly 700. Moreover, about 900-1,000 running events occurred in 2018, or with an average of 19 running events during a week (Wingnaidee, 2018). This is the new record that has the most events ever organized within a year when compared with an average of 500 programs during the past five years. Similarly, the record showed that in 2018, Thailand has 15 million runners, a number that is increasing continuously from 2016 when there were 12 million runners and compared with 5.8 million runners in 2002 (Institute for Population and Social research: Mahidol University and the Office of Health Promotion Foundation or SSO, 2018). Furthermore, these running exercise trends are supported by the businesses and companies from both private and public sectors. For example, the private sectors are: Samsung, Blackmore, Muang Thai Insurance and BMW, and public sector for example; EGAT, PTT and Port Authority of Thailand by organizing the running events which includes mini marathons would help in promoting the company's image and brands and engaged with their employees as well. This results of exercise by running to align with the National Health Development

Plan no 12, period of 2017-2021 which includes health development's strategy to encourage more Thai People to exercise in figure 1.1.

Previously, mini marathons running is a simple sport by using fewer expenses because it can be done anytime, anywhere and the runners do not require a lot of equipment. The runners only take a pair of shoes and go run. Runners are willing to run and are inspired because it is a physical test, test of self-discipline, build a personal goal or self-esteem and healthy image. Therefore, the runners ought to train several weeks and prepare themselves well in order to take the mini marathons seriously. In addition, the runners spend more money nowadays for running equipment for instance; running shoes, running watch, compression clothes and socks and ticket to join the running events. Mini marathons cost approximately 500-800 THB per running event for the ticket, and approximately 3,000-5,000 THB in total per running event including transportation and accommodation's expenses in case of the runners participate in a running event in other provinces or upcountry (BBC, 2018). Moreover, the runners might pay money for their pictures from the professional photographers of the running events.

From the researcher's experience for applying to participate in mini marathons running events, it was more difficult for runners because the number of runners that would like to participate the running event are more than the running event's capacity, especially for new runners. Some events that are famous and popular for all runners, the running tickets were sold out in short time. For example, Burirum marathons, Phukethon, some event offers an entrance via a lottery system or a the runners qualifying time randomly by the booking number, for example, Bangsaen mini marathons. In addition, the runners participate more than an event per month. Their expenses will be doubled when compared with an average of 1,800-2,500 THB for fitness fee per month. As mentioned above, the runners faced with high expenses combined with difficult to apply some events for runners. However, it is not an obstacle for the runners to participate and it still the latest trend for Thai people who are really conscious in healthy exercise nowadays that the volume of runner's upward trend continued in the upcoming years

Therefore, the motivation factors of health perspective is expected to be a key factor for all runners for participating mini marathons and in addition to various other motivation factors. This research identifies the motivation factors that influence people to participate in mini marathons runs in Thailand by focusing on the motivation

factors of new social trends for instance; Facebook and Instagram, influencers, personal goals (self-esteem and image), and charity. Running award prizes for example collection of medal, running shirt, racing BIBs number, running organizers and friendship building during running.

1.2 Research Objective

Being an ardent marathon runner and having participated in multiple marathons the purpose of selecting this area of study is firstly, the understand the purpose and to observe why people participate in mini marathon running events.

Secondly, to evaluate the motivation factors that can influence people to run in mini marathons, except for the health perspective. Thirdly, for the mutual benefits of all parties and organizers in Thailand, the last objective is to share the useful information and recommendations to people or new running joiners who are interested in mini marathons, running parties or organizers or running equipment providers to predict the trends to develop their products or services and for others who are interested in this research.

1.3 Problem Statement

The main research question is to explore why mini marathons running events are successful in Thailand. This research will collect and analyze data on the relationship between various motivation factors and running behavior intention, including the attitudes toward mini marathons events. Last but not least, the trend of running exercise in Thailand should be able to be predicted once insights about the aforementioned factors are obtained.

1.4 Research Scope

The study conducts a quantitative research approach by the online survey. The total sample size will be approximately 100 respondents who have experience participating in mini marathons runs. The survey will measure factors influencing them to

participate in the mini marathon runs in Thailand. This research will be conducted from February 2019 to March 2019.

1.5 Research Questions

This study investigates how people perceive the mini marathon running events, how often people participate in the mini marathons event per year in Thailand, and besides the health perspective factor, what are the key motivation factors that influence people to participate in mini marathons? And what are the perceived benefits of minimarathons running for people?

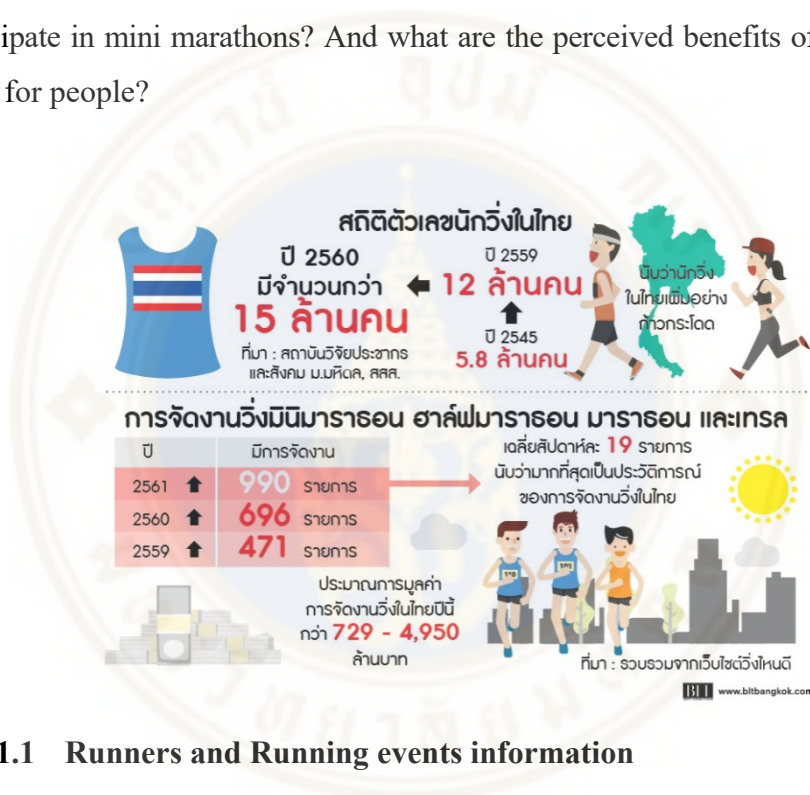


Figure 1.1 Runners and Running events information

CHAPTER II

LITERATURE REVIEW

This chapter aims to study the various motivation factors that influence people to participate in mini marathon runs. The chapter starts with the definition of relevant variables and background of the topic, and then discusses further on the conceptual framework for the study.

2.1 The definition of related terms.

1. Mini Marathons, according to the Wikipedia website, “A mini marathon is a long-distance road race of a distance which is less than a marathon” Retrieved on 1st February 2018 from https://en.wikipedia.org/wiki/Mini_marathon. It has an official distance of 10 kilometers which is 0.62 miles or 1,093.6 yards (Metric-conversions, 2018) and can be completed by running, walking or a run/walk strategy. Mostly mini marathons are a part of a marathon. The first mini marathon event took place in Central Park, New York City in the United States. The event was held in 1972 and it is called the New York Mini marathon. In this event only women participate in the race.

2. Marathons are a long distance run and have an official distance of 42.195 kilometers which is 26.219 miles; 26 miles 385 yards (IAAF competition rules, 2010). The original marathon took place in Greece and it became one of the modern Olympic events in 1896. Retrieved on 1st February 2018 from https://en.wikipedia.org/wiki/Mini_marathon

3. Health Perspective, according to the Medical New today website, “Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”, the World Health Organization (WHO), 1948. To maintain a healthy balance and reduce the health issue by doing regular exercise, balanced nutrition and take enough rest.

2.2 Marathons background Globally and in Thailand

According to the record, the evidence shows that the first marathons took place in 490 B.C. after the soldier Pheidippides ran from near Marathon to Athens, Greece. He ran approximately 25 miles to announce the defeat of the Persians to the Athens population and then he passed away afterwards. In fact, once the Persians arrived at Marathon, Pheidippides was sent to Sparta to ask for assistance. He ran approximately 150 miles in two days and then he ran the last 25 miles from the battlefield to Athens. Nowadays, every September a Spartathlon happens in Greece to commemorate Pheidippides's trek with an ultra-distance marathon which has a distance of 246 kilometers or approximately 153 miles from Athens to Sparta with a 36-hour cut-off. After a period of time, in 1908 after London Olympic in England, the marathon running continue slowly to grow into a real expanding phenomenon in worldwide. The number of participants has dramatically increased from 25,000 participants in 1980 to 224,000 participants in 1990. Which illustrates that the number of participants has grown by 800% in 10 years. It makes marathons are a popular exercise in the United States, Germany and also Asia. Particularly in China, it shows that every year the number of participants have been greatly increased by 300% (Romanov, 2017) The trend is similar in Japan, Singapore, Thailand and elsewhere.

In Thailand, running is the oldest sport for Thai people in the past because they did not know how to make a living. Most of them are often homeless, they do not have clothes and lived inside the cave. Therefore, they have to face with the natural disasters and fight with the fierce wild animals. Once they went out to find food for their life, sometimes they have to walk or run for survival. In 1985, the first mini marathon competition was officially organized in Chom Bueng, Ratchaburi Province. There are less than 100 participants who participate and the running fee cost was 20 baht per person. Subsequently, the Chom Bueng Half marathons and Chom Bueng Full marathon are added in the competition. After they organized mini marathons two years later, there are marathon phenomenon called "Royal Bangkok Marathon" was held to celebrate the opening for Rama 9 bridge in 1987. It initiated the international marathon in Thailand because there were more than 80,000 participants which have 273 international runners from 22 countries. The competition has 3 types of marathons: Full Marathon (42.195 km.) with 1,326 participants, Half Marathon (21.10 km.) with 5,129 participants and Mini Marathon (10 km) with 80,000 participants respectively. From the statistic report

shown that mini marathon was the highlight of the event because it had the most participants that make Rama 9 bridge full of running participants. It is shown in figure 2.1



Figure 2.1 Royal Bangkok marathon at Rama 9 bridge

In 2017 Artiwara Kongmalai, known as rocker “Toon” Bodyslam became the first Thai person who received the “Thailand Records” certification from the charity project called Kao Kon Lakao (everyone takes a step). He successfully ran 2,215 kilometers, a 55 days marathon during 11th November to 25th December 2017 from the southernmost of Thailand in Betong, Yala to the northernmost in Mae Sai, Chiang Rai. Receiving 1,195 million baht and donating all of the money to 11 hospitals around Thailand. Moreover, in 2016 he ran 400 kilometers from Bangkok to Bang Saphan district in Prachuap Khiri Khan to receive 85 million baht for the mid-sized Bang Saphan Hospital. These events highly encourage Thai people to participate in marathon running and promote sustainable health that dramatically increased around Thailand.

2.3 Motivation for Marathoners Scales

Motivation for Marathoners Scales or “MOMS” developed by Masters, Ogles, and Jolton (1993) is the most important set of motivational scales and psychological factors for sport participation and Marathon runners (Posters / Journal of Science and Medicine in Sport 15 (2012), S127–S187). Refer to Carmack & Martens, 1979; Masters & Lambert, 1989; Curtis & McTeer, 1981), Masters et al. (1993) identified four main categories of running motivations which consist of two and more sub dimensions are (1) physical health which consists of general health orientation and weight concern, (2) social motives which consists of affiliation and recognition, (3) achievement which consists of competition and personal goal achievement, and the last (4) psychological motives which consists of psychological coping, self-esteem, and life meaning. It is shown in figure 2.2.

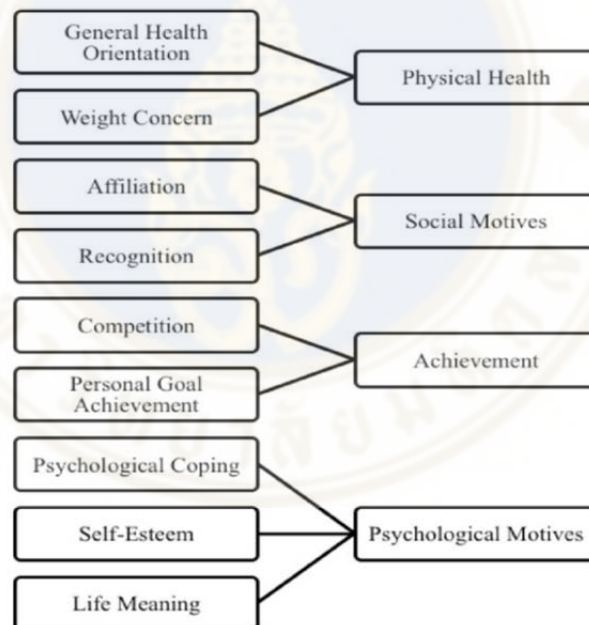


Figure 2.2 Motivation of Marathoners Scale

2.4 Conceptual Framework

In this paper, the researcher applies the MOMS scales in a sample of Thai mini marathon runners. Using the Self-Determination Theory, or SDT, this theory is related to personality, human motivation, and optimal functioning. Thus, the two main types of motivation are intrinsic and extrinsic-and both are powerful forces in shaping who we are and how we behave (Deci & Ryan, 2008). Both intrinsic and extrinsic motivation are key influential determinants of human behavior and they can bring people to the three basic needs identified by the SDT model in figure 2.3:

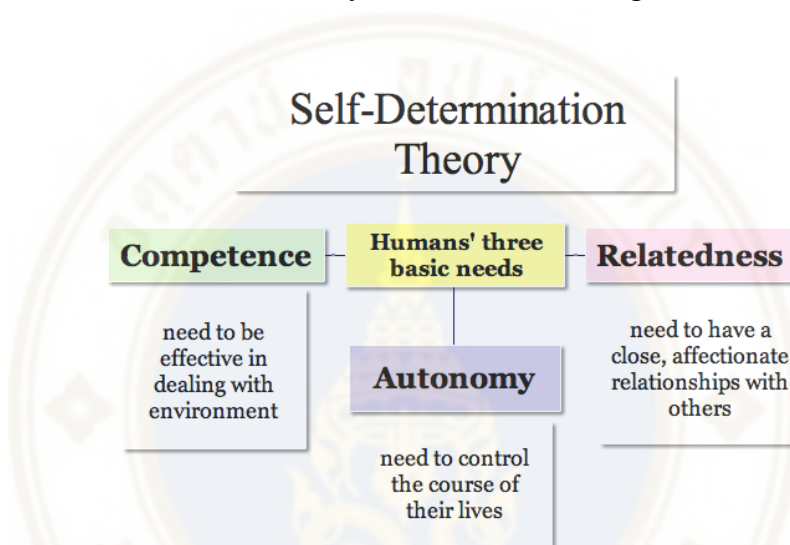


Figure 2.3 Self-Determination Theory

Based on the information above, it shows that the trend of Thai people turn to running has dramatically increased in the past few years. Therefore, the researcher expects that the Thai population's illness and disease will be significantly decreased because of better health from the marathons or running exercise. In fact, referring to the worldatlas website identified that the illness that hit the Thai population at a high level is cancer (19%). It is the leading cause of death in Thailand, followed by ischemic heart disease (12%) and strokes (10%) respectively. According to the Table 2.1.

Table 2.1 Leading Causes of Death in Thailand

Rank	Cause of Death	% Of Total Deaths
1	Cancer	19%
2	Ischemic Heart Disease	12%
3	Stroke	10%
4	Lower Respiratory Infections	9%
5	HIV	4%
6	Chronic Obstructive Pulmonary Disease	4%
7	Diabetes	4%
8	Road Injuries	4%
9	Chronic Kidney Disease	2%
10	Cirrhosis	2%

In the end of this paper, the researcher would like to investigate the motivation of people in Thailand to participate mini marathons by using four main categories of motivations of marathoner's scale (MOMS) and Self-Determination Theory (SDT). In order to gain more insights and understanding about the reason's individuals drop out of marathon running and to help make the psychological characteristics of marathon runners more pertinent. Particularly, the knowledge from this paper may assist runners in applying the determination to finish a mini marathon to other demanding challenges in an active lifestyle.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research was conducted by performing the quantitative method to study people's motivation for participating in mini marathon runs. More specifically, the purpose is to investigate the relationship between other motivation factors that influence people's decision, apart from the health benefits. Due to limited budget and time, this research used non-probability sampling method to do a survey. This study focused on the appropriate populations who are both male and female participants. They must live in Thailand and have completed at least one mini marathon.

The researcher used online questionnaires to collect information from the population, starting with the running club of the researcher's work place. The researcher also got the cooperation from social network community groups such as "42.195 We Will Go To Marathon Together" and the "Wingnaidee" community on Facebook, and the running Line group application. At the same time, a questionnaire link was published on the researcher's Facebook wall, asking friends to complete the questionnaire in the procedure of "a friend brings a friend" and the researcher also used snowball sampling method to send the questionnaires to the researcher's friends, colleagues and relatives and then they forwarded the online questionnaire to others to gain more respondents. The quantitative research method was applied because it allows for studying a larger sample, more representative of the population. The results of the online survey can be analyzed real-time or in a limited timeframe, which is an advantage compared to qualitative survey. (Smart Survey, 2019).

3.2 Population and Data Collection

The online questionnaire was distributed with a target sample size of 100 people, age ranging 15 to 65 years. The target population for the questionnaire is people who had already completed at least one mini marathon event in Thailand. The questionnaires were pre-tested to ensure that the target population understood the questions. Some questions were rephrased based on the feedback comments. Questions were asked concerning the people's motivation to participate in mini marathon running events. All respondents in the current study were provided with information about the study topic and invitation to participate online by clicking on a link to the questionnaire and answered anonymously through the Google Docs system. Questionnaire completion time takes approximately 15 minutes.

After done collecting the online questionnaire data, the researcher will use SPSS to analyze the basic descriptive statistics and prepartate the data analysis report.

3.3 Instrument

This online questionnaire includes demographic questions, consisting of gender and age. Also, it includes mini marathon habits questions, for example the number of completed mini marathons and motivation question for running mini marathon.

The questionnaire comprised of 56 questions rated on using a Seven-point Likert type scale. A score of 1 would indicate that the item is "not a reason" for running; a score of 7 indicates that the item is a "very important reason" for running; and sores in-between represent relative degrees of each reason. The questionnaire comprises the following three parts;

Part 1: Screening Questions

Part 2: Measurement of Variables by the Motivations of Marathoners Scales' Questionnaires (MOMS) developed by K.S. Masters, B.M. Ogles and J.A. Jolton (1993).

Part 3: Demographical and Personal Information.

CHAPTER IV

RESEARCH FINDINGS

The target population of this research consists of people who participated to mini marathon running in Thailand. The total number of respondents who participated in this research are 617 from various demographic profiles. After checking the sample from the screening questions, 164 respondents' data are not qualified to use for analysis. Therefore, the research used the data from 453 qualified respondents for the analysis. This paper set the significant level at 0.05. The research findings chapter consists of the following parts: Instruments, demographic information, descriptive statistics and cross tabulation.

4.1 Instruments

The Motivations of Marathoners Scales (MOMS) consists of four general reasons for running: psychological motives, physical health motive, social motives and achievement motives.

Within this major division, there are up to nine specific questions for each motive. The following Table 1 provides information about the grouping of the conceptual questions:

Table 4.1 Grouping all questions on each factor

Factors	Questions
Psychological	10. To become less anxious
	15. To become less depressed
	18. To distract myself from daily worries
	28. To improve my mood
	36. To have time alone to sort things out
	38. To concentrate on my thoughts
	39. To solve problems
	47. To blow off steam
50. To get away from it all	
Self-Esteem	11. To improve my self-esteem
	23. To feel more confident about my self
	29. To improve my sense of self-worth
	31. It is a positive emotional experience
	32. To feel proud of my self
	34. To feel a sense of achievement
	53. To feel mentally in control of my body
	56. To feel like a winner
Life Meaning	13. To add a sense of meaning of life
	20. To make my life more purposeful
	25. To make myself feel whole
	27. To make my life more complete
	41. To feel a sense of belonging in nature
	49. To have time alone with the world
	55. To feel at peace with the world
General Health Orientation	8. To improve my health
	14. To prolong my life
	17. To become more physically fit
	26. To reduce my chance of having a heart attract
	37. To stay in physical condition
	44. To prevent illness

Table 4.1 Grouping all questions on each factor (cont.)

Factors	Questions
Weight Concern	1. To help control my weight
	4. To reduce my weight
	21. To look leaner
	42. To stay physically attractive
Affiliation	7. To socialize with other runners
	12. To have something in common with other people
	16. To meet people
	24. To participate with my family or friends
	30. To share a group identity with other runners
	33. To visit with friends
Recognition	3. To earn respect of peers
	6. To earn the respect of people in general
	19. To make my family or friends proud of me
	45. People look up to me
	48. Brings me recognition
	54. To get compliments from others
Competition	2. To compete with others
	40. To see how high, I can place in races
	43. To get a faster time than my friends
	52. To beat someone, I've never beaten before
Personal Goal Achievement	5. To improve my running
	9. To compete with myself
	22. To try to run faster
	35. To push myself beyond my current limits
	46. To see if I can beat a certain time
	51. To make my body perform better than before

4.2 Demographic Information.

This research assessed gender; age, marital status, country, education, monthly income, employment status.

Table 4.2 Demographic Information of the target respondents (N=453) and shows percentages (%) of respondent's groups

Demographic Information	Frequency	Percentage (%)
Gender		
Male	211	46.6
Female	242	53.4
Age		
15 - 21 years old	4	.9
22 - 30 years old	62	13.7
31 - 40 years old	183	40.4
41 - 50 years old	129	28.5
51 - 60 years old	69	15.2
61 years old and above	6	1.3
Marital Status		
Single	230	50.8
Married	223	49.2
Born country		
Thailand	448	98.9
Asia	4	.9
Europe	1	.2
Africa	0	0
America	0	0
Education		
Below Bachelor's Degree	28	6.2
Bachelor's Degree	259	57.2
Master's Degree	153	33.8
Doctoral Degree	13	2.9
Monthly income		
Less than 15,000 THB	27	6.0
15,000 - 30,000 THB	114	25.2
30,001 - 50,000 THB	136	30.0
50,001 - 80,000 THB	94	20.8
80,001 THB and above	82	18.1

Table 4.2 Demographic Information of the target respondents (N=453) and shows percentages (%) of respondent's groups (cont.)

Demographic Information	Frequency	Percentage (%)
Current Employment status		
Full time employment	338	74.6
Part-time employment	11	2.4
Unemployed	11	2.4
Self-employed	77	17.0
Home-maker	8	1.8
Student	7	1.5
Missing from survey	1	.2

4.3 Respondant's Mini Marathons Performance.

This research assessed number of mini marathons attempted, number of previously completed mini marathons, and the best and average finish times for previous mini marathons.

Table 4.3 Respondant's mini marathons performance

Mini marathons performance	Frequency	Percentage (%)
Number of mini marathons the respondents have attempted		
1 time	54	11.9
2-3 times	78	17.2
4-5 times	58	12.8
6-9 times	59	13.0
10 times and above	204	45.0
Number of mini marathons the respondents have completed		
0 time	4	.9
1 time	51	11.3
2-3 times	72	15.9
4-5 times	58	12.8
6-9 times	55	12.1
10 times and above	213	47.0

Table 4.3 Respondant's mini marathons performance (cont.)

Mini marathons performance	Frequency	Percentage (%)
Best mini marathons performance time		
Less than an hour	133	29.4
1-1.15 hours	168	37.1
1.16 – 1.30 hours	108	23.8
1.31-1.45 hours	23	5.1
1.46- 2 hours	15	3.3
More than 2 hours	6	1.3

4.4 Main Finding

Table 4.4 Factor 1: Psychological Coping

Factors	Level of Importance reason							Total
	Very unimportant	Unimportant	Slightly unimportant	Neutral	slightly important	Important	Very important	
To become less anxious	10.15%	6.84%	9.05%	21.63%	22.96%	14.13%	15.23%	100%
To become less depressed	24.94%	9.71%	6.40%	19.65%	12.14%	10.82%	16.34%	100%
To distract myself from daily worries	18.32%	10.15%	7.28%	17.88%	20.09%	13.02%	13.25%	100%
To improve my mood	5.52%	3.97%	5.08%	14.35%	24.94%	23.62%	22.52%	100%
To have time alone to sort things out	9.49%	4.42%	8.39%	20.09%	22.52%	19.87%	15.23%	100%
To concentrate on my thoughts	8.17%	5.74%	7.51%	17.88%	24.94%	18.76%	17.00%	100%
To solve problems	16.56%	8.17%	8.39%	26.49%	18.54%	10.15%	11.70%	100%
To blow off steam	5.08%	4.42%	5.30%	17.22%	22.08%	20.31%	25.61%	100%
To get away from it all	32.67%	11.48%	11.26%	17.66%	11.48%	7.06%	8.39%	100%

Table 4.5 Factor 1: Psychological Coping statistics

Statistics		To become less anxious	To become less depressed	To distract myself from daily worries	To improve my mood	To have time alone to sort things out	To concentrate on my thoughts	To solve problems	To blow off steam	To get away from it all
N	Valid	453	453	453	453	453	453	453	453	453
	Missing	0	0	0	0	0	0	0	0	0
Mean		4.44	3.82	4.03	5.10	4.62	4.70	4.00	5.10	3.19

The result show that based on the nine reasons of psychological Coping factor, most respondents think that blowing off steam, improving a mood are very important reasons of psychological coping factor, while the respondents think that getting away from it all and becoming less depressed are very unimportant. The average scores of these nine issues are 4.44, 3.82, 4.03, 5.10, 4.62, 4.70, 4.00, 5.10 and 3.19 respectively. From the result the psychological coping is an important factor that motivate people to participate mini marathon in Thailand.

Table 4.6 Factor 2: Self-Esteem

Factors	Level of Importance reason							Total
	Very unimportant	Unimportant	Slightly unimportant	Neutral	Slightly important	Important	Very important	
To improve my self-esteem	9.93%	7.28%	6.62%	18.10%	21.85%	16.78%	19.43%	100%
To feel more confident about my self	5.30%	3.53%	4.64%	13.69%	25.83%	22.74%	24.28%	100%
To improve my sense of self-worth	9.49%	4.86%	5.74%	18.54%	24.28%	19.87%	17.22%	100%
It is a positive emotional experience	1.77%	1.77%	3.53%	8.83%	20.75%	32.45%	30.91%	100%
To feel proud of my self	2.43%	3.53%	1.55%	8.17%	17.88%	28.04%	38.41%	100%
To feel a sense of achievement	2.43%	1.77%	3.53%	8.61%	19.43%	28.70%	35.54%	100%
To feel mentally in control of my body	5.52%	2.65%	4.86%	15.23%	24.50%	21.63%	25.61%	100%
To feel like a winner	19.43%	10.38%	9.05%	18.98%	15.23%	11.70%	15.23%	100%

Table 4.7 Factor 2: Self-Esteem statistics

Statistics		To improve my self-esteem	To feel more confident about my self	To improve my sense of self-worth	It is a positive emotional experience	To feel proud of my self	To feel a sense of achievement	To feel mentally in control of my body	To feel like a winner
N	Valid	453	453	453	453	453	453	453	453
	Missing	0	0	0	0	0	0	0	0
Mean		4.63	5.17	4.72	5.66	5.73	5.69	5.18	3.96

The results show that based on the eight reasons of the self-esteem factor, most respondents think that feeling proud of themselves, sense of achievement and positive emotional experience are very important reasons of self-esteem factor, while the respondents think that feeling like a winner, improving self-esteem and improving sense of self-worth are somewhat less important. The average scores of these eight issues are 4.63, 5.17, 4.72, 5.662, 5.732, 5.692, 5.18 and 3.96 respectively. From the result the self-esteem factor is an important factor that motivate people to participate in mini marathons in Thailand.

Table 4.8 Factor 3: Life Meaning

Factors	Level of Importance reason							Total
	Very unimportant	Unimportant	Slightly unimportant	Neutral	slightly important	Important	Very important	
To add a sense of meaning of life	9.93%	6.62%	5.08%	17.00%	23.84%	17.44%	20.09%	100%
To make my life more purposeful	5.08%	2.87%	4.42%	9.27%	20.31%	25.17%	32.89%	100%
To make myself feel whole	14.35%	7.28%	7.95%	19.87%	21.85%	15.23%	13.47%	100%
To make my life more complete	11.70%	3.97%	4.86%	18.76%	24.06%	17.66%	18.98%	100%
To feel a sense of belonging in nature	12.58%	7.28%	9.49%	23.40%	21.85%	13.25%	12.14%	100%
To have time alone with the world	20.09%	8.39%	9.27%	20.53%	17.44%	11.70%	12.58%	100%

Table 4.9 Factor 3: Life Meaning statistics

Statistics		To add a sense of meaning of life	To make my life more purposeful	To make myself feel whole	To make my life more complete	To feel a sense of belonging in nature	To have time alone with the world	To feel at peace with the world
N	Valid	453	453	453	453	453	453	453
	Missing	0	0	0	0	0	0	0
Mean		4.71	5.44	4.27	4.68	4.23	3.92	4.82

The result show that based on the seven reasons of life meaning factor, most of respondents think that making life more purposeful, feeling at peace with the world and adding a sense of meaning of life are very important reasons of life meaning factor, while the respondents think that having time alone with the world, making myself feel whole and feeling a sense of belonging in nature are very unimportant. The average scores of these eight issues are 4.71, 5.44, 4.27, 4.68, 4.23, 3.92 and 4.82 respectively. From the result the life meaning factor is an important factor that motivate people to participate in mini marathons in Thailand.

Table 4.10 Factor 4: General Health Orientation

Factors	Level of Importance reason							Total
	Very unimportant	Unimportant	Slightly unimportant	Neutral	Slightly important	Important	Very important	
To improve my health	0.88%	0.44%	0.66%	3.75%	11.48%	22.30%	60.49%	100%
To prolong my life	3.53%	1.77%	2.43%	10.82%	19.65%	22.30%	39.51%	100%
To become more physically fit	1.77%	1.55%	1.99%	5.30%	17.66%	29.80%	41.94%	100%
To reduce my chance of having a heart attract	8.17%	2.65%	3.75%	12.14%	22.52%	21.41%	29.36%	100%
To stay in physical condition	3.09%	0.88%	2.87%	10.60%	23.18%	24.28%	35.10%	100%
To prevent illness	1.77%	1.77%	3.31%	7.51%	16.11%	24.06%	45.47%	100%

Table 4.11 Factor 4 General Health Orientation statistics

Statistics		To improve my health	To prolong my life	To become more physically fit	To reduce my chance of having a heart attract	To stay in physical condition	To prevent illness
N	Valid	453	453	453	453	453	453
	Missing	0	0	0	0	0	0
Mean		6.33	5.66	5.93	5.20	5.63	5.89

The result show that based on the six reasons of general health orientation factor, most of respondents think that improving health, preventing illness and becoming more physically fit are very important reasons of general health orientation factor, while the respondents think that reducing a chance of having a heart attract, prolonging life and staying in physical condition are very unimportant. The average scores of these eight issues are 6.33, 5.66, 5.93, 5.20, 5.63 and 5.89 respectively. From the result the general health orientation factor is an important factor that motivate people to participate in mini marathons in Thailand.

Table 4.12 Factor 5 Weight concern

Factors	Level of Importance reason							Total
	Very unimportant	Unimportant	Slightly unimportant	Neutral	slightly important	Important	Very important	
To help control my weight	12.60%	4.40%	5.70%	15.90%	24.70%	16.60%	20.10%	100%
To reduce my weight	15.67%	7.51%	6.62%	15.01%	20.53%	16.11%	18.54%	100%
To look leaner	11.48%	7.06%	6.84%	18.98%	21.63%	17.44%	16.56%	100%
To stay physically attractive	20.53%	10.60%	10.15%	23.62%	16.11%	9.93%	9.05%	100%

Table 4.13 Factor 5 Weight concern statistics

Statistics		To help control my weight	To reduce my weight	To look leaner	To stay physically attractive
N	Valid	453	453	453	453
	Missing	0	0	0	0
Mean		4.66	4.40	4.51	3.70

The result show that based on the four reasons of weight concern factor, most of respondents think that helping control weight and reducing weight are very important reasons of weight concern factor, while the respondents think that staying physically attractive are slightly less unimportant. The average scores of these four issues are 4.66, 4.40, 4.51 and 3.70 respectively. From the result the weight concern factor is an important factor that motivate people to participate in mini marathons in Thailand.

Table 4.14 Factor 6: Affiliation

Factors	Level of Importance reason							Total
	Very unimportant	Unimportant	Slightly unimportant	Neutral	slightly important	Important	Very important	
To socialize with other runners	12.58%	8.39%	10.38%	19.65%	25.61%	15.01%	8.39%	100%
To have something in common with other people	39.96%	10.60%	13.91%	20.31%	7.95%	4.86%	2.43%	100%
To meet people	12.14%	9.05%	8.61%	21.19%	25.61%	12.80%	10.60%	100%
To participate with my family or friends	8.17%	6.18%	5.74%	14.79%	22.96%	20.53%	21.63%	100%
To share a group identity with other runners	20.09%	9.71%	11.26%	20.75%	22.52%	7.51%	8.17%	100%
To visit with friends	7.51%	7.06%	6.84%	19.87%	22.74%	17.88%	18.10%	100%

Table 4.15 Factor 6: Affiliation statistics

Statistics		To socialize with other runners	To have something in common with other people	To meet people	To participate with my family or friends	To share a group identity with other runners	To visit with friends
N	Valid	453	453	453	453	453	453
	Missing	0	0	0	0	0	0
Mean		4.16	2.70	4.20	4.86	3.71	4.69

The result show that based on the six reasons of affiliation factor, most of respondents think that participating with family and friends, visiting with friends and meeting people are very important reasons of affiliation factor, while the respondents think that having something in common with other people, sharing a group identity with other runners and socializing with other runners are not so important. The average scores of these four issues are 4.16, 2.70, 4.20, 4.86, 3.71, and 4.69 respectively. From the result the affiliation factor is an important factor that motivate people to participate in mini marathons in Thailand.

Table 4.16 Factor 7: Recognition

Factors	Level of Importance reason							Total
	Very unimportant	Unimportant	Slightly unimportant	Neutral	slightly important	Important	Very important	
To earn respect of peers	43.93%	14.57%	13.47%	17.22%	6.62%	2.87%	1.32%	100%
To earn the respect of people in general	38.63%	13.47%	13.02%	17.22%	11.92%	4.19%	1.55%	100%
To make my family or friends proud of me	23.18%	10.60%	9.05%	21.85%	18.76%	8.83%	7.73%	100%
People look up to me	24.50%	12.80%	12.14%	20.09%	18.54%	6.62%	5.30%	100%
Brings me recognition	18.76%	7.73%	11.04%	22.52%	20.09%	10.38%	9.49%	100%
To get compliments from others	32.01%	13.47%	13.02%	18.54%	14.13%	4.86%	3.97%	100%

Table 4.17 Factor 7: Recognition statistics

Statistics	To earn respect of peers	To earn the respect of people in general	To make my family or friends proud of me	People look up to me	Brings me recognition	To get compliments from others
N Valid	453	453	453	453	453	453
Missing	0	0	0	0	0	0
Mean	2.42	2.69	3.60	3.36	3.87	3.00

The result show that based on the six reasons of recognition factor, most of respondents think that bringing recognition, making family or friends proud of them and people look up to them and are very important reasons of recognition factor, while the respondents think that earning respect from peers and people in general, and getting compliments from other are unimportant. The average scores of these four issues are 2.42, 2.69, 3.60, 3.36, 3.87 and 3.00 respectively. From the result the recognition factor is a somewhat less important factor that motivate people to participate in mini marathons in Thailand, less so than other factors, as the average response value is below neutral.

Table 4.18 Factor 8: Competition

Factors	Level of Importance reason							Total
	Very unimportant	Unimportant	Slightly unimportant	Neutral	slightly important	Important	Very important	
To compete with others	35.54%	13.47%	14.35%	18.76%	11.04%	4.19%	2.65%	100%
To see how high, I can place in races	21.63%	11.26%	9.27%	20.75%	17.44%	9.49%	10.15%	100%
To get a faster time than my friends	26.05%	11.70%	12.36%	20.97%	16.34%	7.06%	5.52%	100%
To beat someone, I've never beaten before	45.25%	10.82%	8.17%	13.91%	7.95%	7.06%	6.84%	100%

Table 4.19 Factor 8: Competition statistics

Statistics		To compete with others	To see how high, I can place in races	To get a faster time than my friends	To beat someone, I've never beaten before
N	Valid	453	453	453	453
	Missing	0	0	0	0
	Mean	2.79	3.70	3.33	2.77

The result show that based on the four reasons of competition factor, most of respondents think that seeing how high they can place in races and getting a faster time than friends are important reasons of competition factor, while the respondents think that beating someone that never beaten before and competing with others are less important. The average scores of these four issues are 2.79, 3.70, 3.33 and 2.77 respectively. From the result, the competition factor is not an important factor that motivate people to participate in mini marathons in Thailand, as the average response value is below neutral.

Table 4.20 Factor 9: Personal Goal Achievement

Factors	Level of Importance reason							Total
	Very unimportant	Unimportant	Slightly unimportant	Neutral	slightly important	Important	Very important	
To improve my running	1.10%	1.55%	4.19%	9.27%	21.63%	26.93%	35.32%	100%
To compete with myself	1.10%	0.22%	1.99%	3.31%	12.80%	23.40%	57.17%	100%
To try to run faster	5.52%	1.77%	4.86%	14.79%	21.63%	27.15%	24.28%	100%
To push myself beyond my current limits	1.77%	1.10%	1.55%	5.96%	18.98%	25.17%	45.47%	100%
To see if I can beat a certain time	5.52%	1.77%	4.42%	11.48%	21.85%	22.30%	32.67%	100%
To make my body perform better than before	1.55%	0.88%	1.77%	5.96%	22.30%	29.36%	38.19%	100%

Table 4.21 Factor 9: Personal Goal Achievement statistics

Statistics	To improve my running	To compete with myself	To try to run faster	To push myself beyond my current limits	To see if I can beat a certain time	To make my body perform better than before
N Valid	453	453	453	453	453	453
Missing	0	0	0	0	0	0
Mean	5.71	6.25	5.24	5.97	5.40	5.87

The result show that based on the six reasons of personal goal achievement factor, most of respondents think that competing with one self, pushing yourself beyond a current limit and making your body perform better than before are somewhat less important, while the respondents think that trying to run faster and seeing they can beat a certain time are import. The average scores of these six issues are 5.71, 6.25, 5.24, 5.97, 5.40 and 5.87 respectively. From the result the personal goal achievement factor is an important factor that motivates people to participate in mini marathons in Thailand.

Table 4.22 Compare Mean of all factors

Factors	Questions	N	Minimum	Maximum	Mean	Std. Deviation
Psychological	To become less anxious	453	1	7	4.44	1.81
	To become less depressed	453	1	7	3.82	2.17
	To distract myself from daily worries	453	1	7	4.03	2.01
	To improve my mood	453	1	7	5.10	1.65
	To have time alone to sort things out	453	1	7	4.62	1.77
	To concentrate on my thoughts	453	1	7	4.70	1.76
	To solve problems	453	1	7	4.00	1.88
	To blow off steam	453	1	7	5.10	1.68
	To get away from it all	453	1	7	3.19	2.00
Self-Esteem	To improve my self-esteem	453	1	7	4.63	1.87
	To feel more confident about my self	453	1	7	5.17	1.63
	To improve my sense of self-worth	453	1	7	4.72	1.78
	It is a positive emotional experience	453	1	7	5.66	1.34
	To feel proud of my self	453	1	7	5.73	1.46
	To feel a sense of achievement	453	1	7	5.69	1.42
	To feel mentally in control of my body	453	1	7	5.18	1.64
	To feel like a winner	453	1	7	3.96	2.06
Life Meaning	To add a sense of meaning of life	453	1	7	4.71	1.86
	To make my life more purposeful	453	1	7	5.44	1.65
	To make myself feel whole	453	1	7	4.27	1.91
	To make my life more complete	453	1	7	4.68	1.86
	To feel a sense of belonging in nature	453	1	7	4.23	1.82
	To have time alone with the world	453	1	7	3.92	2.00
	To feel at peace with the world	453	1	7	4.82	1.84

Table 4.22 Compare Mean of all factors (cont.)

Factors	Questions	N	Minimum	Maximum	Mean	Std. Deviation
General Health Orientation	To improve my health	453	1	7	6.33	1.05
	To prolong my life	453	1	7	5.66	1.52
	To become more physically fit	453	1	7	5.93	1.29
	To reduce my chance of having a heart attract	453	1	7	5.20	1.78
	To stay in physical condition	453	1	7	5.63	1.43
	To prevent illness	453	1	7	5.89	1.39
Weight Concern	To help control my weight	453	1	7	4.66	1.91
	To reduce my weight	453	1	7	4.40	2.04
	To look leaner	453	1	7	4.51	1.88
	To stay physically attractive	453	1	7	3.70	1.91
Affiliation	To socialize with other runners	453	1	7	4.16	1.78
	To have something in common with other people	453	1	7	2.70	1.72
	To meet people	453	1	7	4.20	1.80
	To participate with my family or friends	453	1	7	4.86	1.82
	To share a group identity with other runners	453	1	7	3.71	1.87
	To visit with friends	453	1	7	4.69	1.77
Recognition	To earn respect of peers	453	1	7	2.42	1.57
	To earn the respect of people in general	453	1	7	2.69	1.69
	To make my family or friends proud of me	453	1	7	3.60	1.92
	People look up to me	453	1	7	3.36	1.84
	Brings me recognition	453	1	7	3.87	1.89
	To get compliments from others	453	1	7	3.00	1.80
Competition	To compete with others	453	1	7	2.79	1.72
	To see how high, I can place in races	453	1	7	3.70	1.97
	To get a faster time than my friends	453	1	7	3.33	1.85
	To beat someone, I've never beaten before	453	1	7	2.77	2.02
Personal Goal Achievement	To improve my running	453	1	7	5.71	1.33
	To compete with myself	453	1	7	6.25	1.12
	To try to run faster	453	1	7	5.24	1.60
	To push myself beyond my current limits	453	1	7	5.97	1.28
	To see if I can beat a certain time	453	1	7	5.40	1.65
	To make my body perform better than before	453	1	7	5.87	1.23

The table 4.22 shows all factor with the result of mean response from the highest to the lowest. Factors with the highest mean are very important for the respondents and the lowest result of mean is less important for the respondents' motivation factors to participate to in mini-marathon in Thailand. Therefore, the results show that the top 5 factors that are very important for motivation people to participate to mini marathon in Thailand are "General health orientation [To improve my health]", "Personal Goal Achievement [To compete with myself]", "Personal Goal Achievement [To push myself beyond my current limits]", "General health orientation [To become more physically fit]", "General health orientation [To prevent illness]" with mean at 6.33, 6.25, 5.97, 5.93 and 5.89 respectively. The factors that are less important for the respondents are "Recognition [To earn respect of peers] and [To earn the respect of people in general]", "Affiliation [To have something in common with other people]", "Competition [To beat someone, I've never beaten before] and [To compete with others]" with means at 2.42, 2.69, 2.70, 2.77 and 2.79 respectively.

Table 4.23 Calculation the average score for each respondent for the reasons for each of the nine factors

Factors	N	Minimum	Maximum	Mean	Std. Deviation
Factor 1: Psychological	453	1	7	4.33	1.39
Factor 2: Self Esteem	453	1	7	5.09	1.21
Factor 3: Life Meaning	453	1	7	4.58	1.34
Factor 4: General Health Orientation	453	1	7	5.77	1.10
Factor 5: Weight Concern	453	1	7	4.32	1.63
Factor 6: Affiliation	453	1	7	4.05	1.37
Factor 7: Recognition	453	1	7	3.16	1.42
Factor 8: Competition	453	1	7	3.15	1.49
Factor 9: Personal Goal Achievement	453	1	7	5.74	1.02

The table 4.23 shows nine factors with the result of mean response from the highest to the lowest.

Factors with the highest mean are very important for the respondents and the lowest result of mean is less important for the respondents' motivation factors to participate to in mini-marathons in Thailand. Therefore, the results show that the top five factors that are very important for motivation people to participate to mini marathon in Thailand are "General health orientation", "Personal Goal Achievement", "Self Esteem", "Life Meaning", "Psychological" and "Weight Concern" with mean at 5.77, 5.74, 5.09, 4.58, 4.33 and 4.32 respectively. The factors that are less important for the respondents are "Competition", "Recognition" and "Affiliation" with means at 3.15, 3.16, and 4.05 respectively.

4.4 Compare Mean and Cross tabulation Analysis

4.4.1 Gender

Cross tabulation was conducted to compare the effect of gender on each variable.

Table 4.24 Compare Mean of all factors between males and female runners

Factors	Questions	Gender				p-value
		Male		Female		
		N	Mean	N	Mean	
Psychological	To become less anxious	211	4.39	242	4.48	0.46
	To become less depressed	211	3.82	242	3.83	0.82
	To distract myself from daily worries	211	3.82	242	4.22	0.64
	To improve my mood	211	5.08	242	5.12	0.74
	To have time alone to sort things out	211	4.51	242	4.72	0.38
	To concentrate on my thoughts	211	4.64	242	4.76	0.87
	To solve problems	211	3.92	242	4.06	0.84
	To blow off steam	211	5.04	242	5.15	0.37
	To get away from it all	211	3.18	242	3.19	0.41

Table 4.24 Compare Mean of all factors between males and female runners (cont.)

Factors	Questions	Gender				
		Male		Female		p-value
		N	Mean	N	Mean	
Self-Esteem	To improve my self-esteem	211	4.51	242	4.73	0.44
	To feel more confident about my self	211	5.09	242	5.23	0.19
	To improve my sense of self-worth	211	4.68	242	4.75	0.32
	It is a positive emotional experience	211	5.53	242	5.78	0.05
	To feel proud of my self	211	5.53	242	5.91	0.01
	To feel a sense of achievement	211	5.57	242	5.79	0.42
	To feel mentally in control of my body	211	5.31	242	5.07	0.82
Life Meaning	To feel like a winner	211	4.15	242	3.80	0.22
	To add a sense of meaning of life	211	4.66	242	4.75	0.75
	To make my life more purposeful	211	5.40	242	5.48	0.60
	To make myself feel whole	211	4.31	242	4.24	0.62
	To make my life more complete	211	4.70	242	4.67	0.66
	To feel a sense of belonging in nature	211	4.18	242	4.28	0.50
	To have time alone with the world	211	3.91	242	3.93	0.21
General Health Orientation	To feel at peace with the world	211	4.70	242	4.93	0.80
	To improve my health	211	6.27	242	6.39	0.43
	To prolong my life	211	5.66	242	5.66	0.79
	To become more physically fit	211	5.81	242	6.03	0.85
	To reduce my chance of having a heart attract	211	5.33	242	5.09	0.15
	To stay in physical condition	211	5.53	242	5.72	0.99
Weight Concern	To prevent illness	211	5.89	242	5.88	0.86
	To help control my weight	211	4.60	242	4.71	0.47
	To reduce my weight	211	4.28	242	4.50	0.79
	To look leaner	211	4.28	242	4.71	0.61
Affiliation	To stay physically attractive	211	3.75	242	3.66	0.25
	To socialize with other runners	211	4.40	242	3.95	0.43
	To have something in common with other people	211	2.87	242	2.55	0.18
	To meet people	211	4.34	242	4.07	0.06
	To participate with my family or friends	211	4.8636	242	4.8626	0.04
	To share a group identity with other runners	211	3.94	242	3.51	0.08
To visit with friends	211	4.78	242	4.62	0.26	

Table 4.24 Compare Mean of all factors between males and female runners (cont.)

Factors	Questions	Gender				
		Male		Female		p-value
		N	Mean	N	Mean	
Recognition	To earn respect of peers	211	2.65	242	2.22	0.04
	To earn the respect of people in general	211	2.84	242	2.56	0.92
	To make my family or friends proud of me	211	3.73	242	3.49	0.54
	People look up to me	211	3.45	242	3.29	0.62
	Brings me recognition	211	3.80	242	3.93	0.50
	To get compliments from others	211	3.09	242	2.92	0.55
Competition	To compete with others	211	3.16	242	2.48	0.89
	To see how high, I can place in races	211	3.84	242	3.58	0.83
	To get a faster time than my friends	211	3.57	242	3.12	0.54
	To beat someone, I've never beaten before	211	3.04	242	2.54	0.59
Personal Goal Achievement	To improve my running	211	5.56	242	5.84	0.28
	To compete with myself	211	6.22	242	6.29	0.35
	To try to run faster	211	5.20	242	5.27	0.12
	To push myself beyond my current limits	211	5.89	242	6.04	0.09
	To see if I can beat a certain time	211	5.47	242	5.33	0.18
	To make my body perform better than before	211	5.90	242	5.85	0.41

From table 4.24 shows that comparisons for all factors has a significant different mean score between gender at the P-Value ($p < 0.05$) level for three variables which are “Affiliation [To feel proud of myself] with p-value = .006, “Recognition [To earn respect of peers] with p-value = .039 and “Affiliation [To participate with my family or friends] with p-value = .042.

The result shows that female respondents rate the factor of “Affiliation [To feel proud of myself] as a more important reason than male respondents with statistical significance with mean of 5.91 and 5.53 respectively. The male respondents rate the factor of “Recognition [To earn respect of peers]” as more important reason than female respondents with statistical significance, with means of 2.22 and 2.65 respectively. The same as rating the factor of “Affiliation [To participate with my family or friends] the female respondent rate more important reason than male with statistical significance, with means of 4.86.

4.4.2 Age Group

Cross tabulation was conducted to compare the effect of 2 age group of younger group (age 15-40) and older group (age 40 and up) on each variable.

Table 4.25 Compare Mean of all factors between age groups

Factors	Questions	Age Group				
		Younger 15-40		Older 41 and up		P- value
		N	Mean	N	Mean	
Psychological	10. To become less anxious	249	4.54	204	4.31	0.17
	15. To become less depressed	249	3.84	204	3.80	0.96
	18. To distract myself from daily worries	249	4.26	204	3.75	0.97
	28. To improve my mood	249	5.22	204	4.95	0.89
	36. To have time alone to sort things out	249	4.68	204	4.55	0.91
	38. To concentrate on my thoughts	249	4.84	204	4.53	0.99
	39. To solve problems	249	4.08	204	3.89	0.52
	47. To blow off steam	249	5.20	204	4.98	0.27
	50. To get away from it all	249	3.36	204	2.97	0.30
Self-Esteem	11. To improve my self-esteem	249	4.63	204	4.62	0.20
	23. To feel more confident about my self	249	5.31	204	5.00	0.91
	29. To improve my sense of self-worth	249	4.73	204	4.70	0.07
	31. It is a positive emotional experience	249	5.69	204	5.63	0.98
	32. To feel proud of my self	249	5.79	204	5.67	0.85
	34. To feel a sense of achievement	249	5.76	204	5.61	0.41
	53. To feel mentally in control of my body	249	5.33	204	4.99	0.82
	56. To feel like a winner	249	4.12	204	3.77	0.64
Life Meaning	13. To add a sense of meaning of life	249	4.69	204	4.73	0.78
	20. To make my life more purposeful	249	5.43	204	5.45	0.45
	25. To make myself feel whole	249	4.29	204	4.25	0.55
	27. To make my life more complete	249	4.67	204	4.70	0.21
	41. To feel a sense of belonging in nature	249	4.18	204	4.29	0.95
	49. To have time alone with the world	249	4.01	204	3.82	0.11
	55. To feel at peace with the world	249	4.86	204	4.77	0.43

Table 4.25 Compare Mean of all factors between age groups (cont.)

Factors	Questions	Age Group				
		Younger 15-40		Older 41 and up		P- value
		N	Mean	N	Mean	
General Health Orientation	8. To improve my health	249	6.25	204	6.43	0.03
	14. To prolong my life	249	5.55	204	5.80	0.00
	17. To become more physically fit	249	5.87	204	6.00	0.03
	26. To reduce my chance of having a heart attract	249	5.09	204	5.33	0.42
	37. To stay in physical condition	249	5.59	204	5.69	0.44
	44. To prevent illness	249	5.73	204	6.08	0.00
Weight Concern	1.To help control my weight	249	4.67	204	4.65	0.79
	4. To reduce my weight	249	4.46	204	4.32	0.44
	21. To look leaner	249	4.54	204	4.47	0.31
	42. To stay physically attractive	249	3.80	204	3.58	0.20
Affiliation	7. To socialize with other runners	249	4.18	204	4.13	0.42
	12. To have something in common with other people	249	2.66	204	2.75	0.05
	16. To meet people	249	4.35	204	4.02	0.26
	24. To participate with my family or friends	249	4.93	204	4.78	0.35
	30. To share a group identity with other runners	249	3.77	204	3.64	0.93
	33. To visit with friends	249	4.86	204	4.50	0.76
Recognition	3. To earn respect of peers	249	2.41	204	2.43	0.22
	6. To earn the respect of people in general	249	2.66	204	2.73	0.29
	19. To make my family or friends proud of me	249	3.55	204	3.66	0.09
	45. People look up to me	249	3.43	204	3.29	0.41
	48. Brings me recognition	249	4.02	204	3.68	0.37
	54. To get compliments from others	249	3.18	204	2.78	0.08
Competition	2. To compete with others	249	2.87	204	2.71	0.71
	40. To see how high, I can place in races	249	3.78	204	3.60	0.75
	43. To get a faster time than my friends	249	3.45	204	3.18	0.22
	52. To beat someone, I've never beaten before	249	3.04	204	2.44	0.00
Personal Goal Achievement	5. To improve my running	249	5.76	204	5.65	0.98
	9. To compete with myself	249	6.32	204	6.18	0.59
	22. To try to run faster	249	5.37	204	5.08	0.79
	35. To push myself beyond my current limits	249	6.04	204	5.87	0.08
	46. To see if I can beat a certain time	249	5.52	204	5.25	0.82
	51. To make my body perform better than before	249	5.81	204	5.95	0.04

From table 4.25 shows that the comparisons with a significant different mean score between age group of younger group (15-40 years old) and older group (40 years and up) at the P-Value (p) < 0.05 level for six variables which are “General Health Orientation [To prolong my life]” with p-value= .000, “General Health Orientation [To prevent illness]” with p-value= .000, “Competition [To beat someone, I've never beaten before]” with p-value= .000, “General Health

Orientation [To improve my health]” with p-value= .030, “General Health Orientation [To become more physically fit]” with p-value= .030 and “Personal Goal [To make my body perform better than before]” with p-value= .039.

The results show that the older age group rates the factor of “General Health Orientation [To prolong my life]” as more important reason than younger group with statistical significance, with means of 5.80 and 5.55 respectively. Further, the older group also rates the factor “General Health Orientation [To prevent illness]” as more important reason than younger group with statistical significance, with means of 6.08 and 5.73 respectively. The younger group rate the factor of “Competition [To beat someone, I've never beaten before]” as a more important reason than the older age group, with statistical significance with mean 3.04 and 2.44 respectively. The old group rate the factor of “General Health Orientation [To improve my health]” as a more important reason than younger group with statistically significant, with means of 6.43 and 6.25 respectively. Further, the older group rate the factor of “General Health Orientation [To become more physically fit]” as a more important reason than younger group with statistical significance with means of 5.60 and 5.87 respectively. Last variable, the old group rate the factor of “Personal Goal [To make my body perform better than before]” as more important than younger group with statistical significance, with means of 5.95 and 5.81 respectively.

4.4.3 Monthly Income

Cross tabulation was conducted to compare the effect of two Monthly income groups of Average income group (income less than 15K-50K) and High income group (income 15K and up) on each variable.

Table 4.26 Compare Mean of all factors between monthly income group

Factors	Questions	Monthly Income				
		Average (15K-50K)		High (50K&up)		p- value
		N	Mean	N	Mean	
Psychological	10. To become less anxious	277	4.53	176	4.29	0.37
	15. To become less depressed	277	3.87	176	3.74	0.84
	18. To distract myself from daily worries	277	4.13	176	3.88	0.75
	28. To improve my mood	277	5.21	176	4.94	0.17
	36. To have time alone to sort things out	277	4.81	176	4.34	0.02
	38. To concentrate on my thoughts	277	4.84	176	4.48	0.08
	39. To solve problems	277	4.18	176	3.70	0.55
	47. To blow off steam	277	5.24	176	4.88	0.26
	50. To get away from it all	277	3.21	176	3.15	0.44
Self-Esteem	11. To improve my self-esteem	277	4.69	176	4.52	0.86
	23. To feel more confident about my self	277	5.27	176	5.01	0.75
	29. To improve my sense of self-worth	277	4.81	176	4.57	0.41
	31. It is a positive emotional experience	277	5.72	176	5.56	0.18
	32. To feel proud of my self	277	5.83	176	5.59	0.21
	34. To feel a sense of achievement	277	5.77	176	5.57	0.40
	53. To feel mentally in control of my body	277	5.24	176	5.09	0.46
	56. To feel like a winner	277	4.00	176	3.90	0.43
Life Meaning	13. To add a sense of meaning of life	277	4.80	176	4.57	0.28
	20. To make my life more purposeful	277	5.52	176	5.32	0.12
	25. To make myself feel whole	277	4.39	176	4.09	0.10
	27. To make my life more complete	277	4.80	176	4.50	0.01
	41. To feel a sense of belonging in nature	277	4.43	176	3.91	0.62
	49. To have time alone with the world	277	3.99	176	3.81	0.22
	55. To feel at peace with the world	277	5.06	176	4.45	0.03
General Health Orientation	8. To improve my health	277	6.42	176	6.19	0.00
	14. To prolong my life	277	5.81	176	5.44	0.00
	17. To become more physically fit	277	5.95	176	5.90	0.86
	26. To reduce my chance of having a heart attract	277	5.28	176	5.07	0.05
	37. To stay in physical condition	277	5.65	176	5.61	0.65
	44. To prevent illness	277	5.98	176	5.73	0.00

Table 4.26 Compare Mean of all factors between monthly income group (cont.)

Factors	Questions	Monthly Income				
		Average (15K-50K)		High (50K&up)		p- value
		N	Mean	N	Mean	
Weight Concern	1. To help control my weight	277	4.84	176	4.37	0.00
	4. To reduce my weight	277	4.52	176	4.20	0.02
	21. To look leaner	277	4.57	176	4.41	0.69
	42. To stay physically attractive	277	3.69	176	3.72	0.99
Affiliation	7. To socialize with other runners	277	4.19	176	4.11	0.59
	12. To have something in common with other people	277	2.75	176	2.62	0.74
	16. To meet people	277	4.29	176	4.06	0.44
	24. To participate with my family or friends	277	4.97	176	4.70	0.17
	30. To share a group identity with other runners	277	3.74	176	3.66	0.79
	33. To visit with friends	277	4.77	176	4.58	0.12
Recognition	3. To earn respect of peers	277	2.38	176	2.48	0.87
	6. To earn the respect of people in general	277	2.68	176	2.72	0.31
	19. To make my family or friends proud of me	277	3.73	176	3.39	0.88
	45. People look up to me	277	3.34	176	3.40	0.42
	48. Brings me recognition	277	3.93	176	3.76	0.39
	54. To get compliments from others	277	3.03	176	2.95	0.63
Competition	2. To compete with others	277	2.83	176	2.73	0.90
	40. To see how high, I can place in races	277	3.89	176	3.41	0.98
	43. To get a faster time than my friends	277	3.48	176	3.10	0.14
	52. To beat someone, I've never beaten before	277	2.88	176	2.59	0.00
Personal Goal Achievement	5. To improve my running	277	5.77	176	5.61	0.03
	9. To compete with myself	277	6.26	176	6.24	0.95
	22. To try to run faster	277	5.29	176	5.16	0.30
	35. To push myself beyond my current limits	277	6.05	176	5.84	0.01
	46. To see if I can beat a certain time	277	5.60	176	5.09	0.00
	51. To make my body perform better than before	277	5.99	176	5.70	0.00

From table 4.26 shows that comparisons for nearly all factors has a significant different mean score between monthly income group of low group (income 15K-50K) and high group (50K and up) at the P-Value ($p < 0.05$) level for thirteen variables which are “Weight Concern [To help control my weight]” with $p\text{-value} = .00$, “General Health

Orientation [To prolong my life]" with p-value= .00, "Competition [To beat someone, I've never beaten before]" with p-value= .00, "Personal Goal Achievement [To see if I can beat a certain time]" with p-value= .00, "Personal Goal Achievement [To make my body perform better than before]" with p-value= .00, "General Health Orientation [To prevent illness]" with p-value= .00, "General Health Orientation[To improve my health]" with p-value= .00, "Personal Goal Achievement [To push myself beyond my current limits]" with p-value= .011, "Life Meaning [To make my life more complete]" with p-value = .01, "Weight Concern [To reduce my weight]" with p-value= .02, "Psychological [To have time alone to sort things out]" with p-value= .02, "Personal Goal Achievement [To improve my running]" with p-value= .03 and "Life Meaning [To feel at peace with the world]" with p-value= .03.

The result shows that low income group rate the factor of "Weight Concern [To help control my weight]" as more important reason than high income group with statistical significance with mean of 4.84 and 4.37 respectively, Further, also the lower income group rate the factor of "General Health Orientation [To prolong my life]" as more important reason than high income group with statistical significance with mean 5.81 and 5.44 respectively. The low-income group rate the factor of "Competition [To beat someone, I've never beaten before]" as more important reason than high income group with statistical significance with mean 2.88 and 2.59 respectively. The low-income group rate the factor of "Personal Goal Achievement [To see if I can beat a certain time]" as a more important reason than the high-income group with statistical significance with mean 5.60 and 5.09 respectively. The low-income group rate the factor of "Life Meaning [To make my life more complete]" as more important reason than the high-income group with statistical significance with mean 4.80 and 4.50 respectively. The low-income group rate the factor of "Personal Goal Achievement [To make my body perform better than before]" as more important reason than the high group with statistical significance with mean 5.99 and 5.70 respectively. The lower group rate the factor of "General Health Orientation [To prevent illness]" as more important reason than the high group with statistical significance with mean 5.98 and 5.73 respectively. The low-income group rate the factor of "General Health Orientation [To improve my health]" as more important reason than the high-income group with statistical significance with mean 6.42 and 6.19 respectively. The low-income group rate the factor of "Personal

Goal Achievement [To push myself beyond my current limits]” are more important reason than the high-income group with statistical significance with mean 6.05 and 5.84 respectively. The lower income group rate the factor of “Weight Concern [To reduce my weight]” are more important reason than the high-income group with statistical significance with mean 4.52 and 4.20 respectively. The low-income group rate the factor of “Psychological [To have time alone to sort things out]” as more important reason than the high-income group with statistical significance with mean 4.81 and 4.34 respectively. The low income group rate the factor of “Personal Goal Achievement [To improve my running]” are more important reason than the high income with statistic significance with mean 5.77 and 5.61 respectively and also the low income group rate the factor of “Life Meaning [To feel at peace with the world]” as a more important reason than the high income group with statistical significance with mean 5.06 and 4.45 respectively.

Table 4.27 Compare mean by using the cross-tabs of “Number of mini marathons the respondents have attempted” by grouping into three groups: 1-3 times, 4-9 times and 10 times and more

Factors	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Weight concern	1) 1-3 times	132	4.18	1.70	.15	3.88	4.47	1	7
	2) 4-9 times	117	4.53	1.59	.15	4.24	4.82	1	7
	3) 10 times and more	204	4.28	1.60	.11	4.06	4.50	1	7
	Total	453	4.32	1.63	.08	4.17	4.47	1	7
Psychological	1) 1-3 times	132	4.05	1.42	.12	3.81	4.29	1	7
	2) 4-9 times	117	4.56	1.43	.13	4.30	4.82	1	7
	3) 10 times and more	204	4.39	1.33	.09	4.20	4.57	1	7
	Total	453	4.33	1.39	.07	4.20	4.46	1	7
Self Esteem	1) 1-3 times	132	4.96	1.25	.11	4.75	5.18	1	7
	2) 4-9 times	117	5.23	1.15	.11	5.02	5.44	1	7
	3) 10 times and more	204	5.10	1.20	.08	4.93	5.26	1	7
	Total	453	5.09	1.21	.06	4.98	5.20	1	7
Life Meaning	1) 1-3 times	132	4.34	1.36	.12	4.10	4.57	1	7
	2) 4-9 times	117	4.77	1.26	.12	4.54	5.00	1	7
	3) 10 times and more	204	4.64	1.35	.09	4.45	4.82	1	7
	Total	453	4.58	1.34	.06	4.46	4.71	1	7
General Health Orientation	1) 1-3 times	132	5.55	1.18	.10	5.35	5.75	1	7
	2) 4-9 times	117	5.98	.96	.09	5.81	6.16	3	7
	3) 10 times and more	204	5.80	1.10	.08	5.64	5.95	2	7
	Total	453	5.77	1.10	.05	5.67	5.87	1	7

Table 4.27 Compare mean by using the cross-tabs of “Number of mini marathons the respondents have attempted” by grouping into three groups: 1-3 times, 4-9 times and 10 times and more (cont.)

Factors		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Affiliation	1) 1-3 times	132	3.83	1.35	.12	3.59	4.06	1	7
	2) 4-9 times	117	4.00	1.38	.13	3.75	4.25	1	7
	3) 10 times and more	204	4.23	1.35	.09	4.05	4.42	1	7
	Total	453	4.05	1.37	.06	3.93	4.18	1	7
Recognition	1) 1-3 times	132	3.07	1.28	.11	2.85	3.29	1	7
	2) 4-9 times	117	3.16	1.43	.13	2.90	3.42	1	7
	3) 10 times and more	204	3.21	1.51	.11	3.00	3.42	1	7
	Total	453	3.16	1.42	.07	3.02	3.29	1	7
Competition	1) 1-3 times	132	2.84	1.41	.12	2.60	3.09	1	7
	2) 4-9 times	117	3.24	1.55	.14	2.95	3.52	1	7
	3) 10 times and more	204	3.30	1.48	.10	3.09	3.50	1	7
	Total	453	3.15	1.49	.07	3.01	3.29	1	7
Personal Goal Achievement	1) 1-3 times	132	5.36	1.19	.10	5.15	5.57	1	7
	2) 4-9 times	117	5.95	.88	.08	5.79	6.11	3	7
	3) 10 times and more	204	5.87	.92	.06	5.74	5.99	1	7
	Total	453	5.74	1.02	.05	5.65	5.83	1	7

Table 4.28 Statistics of Number of mini marathons the respondents have attempted by grouping into three groups: 1-3 times, 4-9 times and 10 times and more

Factors		Sum of Squares	df	Mean Square	F	P-Value
Weight concern	Between Groups	8.09	2	4.04	1.53	.22
	Within Groups	1190.80	450	2.65		
	Total	1198.89	452			
Psychological	Between Groups	17.18	2	8.59	4.50	.01
	Within Groups	858.98	450	1.91		
	Total	876.16	452			
Self Esteem	Between Groups	4.42	2	2.21	1.52	.22
	Within Groups	652.34	450	1.45		
	Total	656.75	452			
Life Meaning	Between Groups	12.45	2	6.23	3.53	.03
	Within Groups	794.37	450	1.77		
	Total	806.82	452			

Table 4.28 Statistics of Number of mini marathons the respondents have attempted by grouping into three groups: 1-3 times, 4-9 times and 10 times and more

Factors		Sum of Squares	df	Mean Square	F	P-Value
General Health Orientation	Between Groups	11.95	2	5.97	5.01	.01
	Within Groups	536.24	450	1.19		
	Total	548.18	452			
Affiliation	Between Groups	13.67	2	6.83	3.68	.03
	Within Groups	834.65	450	1.85		
	Total	848.31	452			
Recognition	Between Groups	1.62	2	.81	.40	.67
	Within Groups	912.13	450	2.03		
	Total	913.75	452			
Competition	Between Groups	17.80	2	8.90	4.08	.02
	Within Groups	982.88	450	2.18		
	Total	1000.68	452			
Personal Goal Achievement	Between Groups	27.45	2	13.73	13.86	.00
	Within Groups	445.65	450	.99		
	Total	473.10	452			

From the table 4.27 and 4.28 there are significantly different mean scores of number of mini marathons the respondents have attempted by grouping into three groups: 1-3 times, 4-9 times and 10 times and more at the $p < 0.05$ level for six variables which are “Psychological” with P-Value (0.01), “Life Meaning” with P-Value (0.03), “Affiliation” with P-Value (0.03), “Competition” with P-Value (0.02) and “Personal Goal Achievement” with P-Value (0.00).

The results show that the respondents who have attempted mini marathons for 4-9 times rate the factor Psychological more important (mean = 4.56) than the respondents who have attempted mini marathons for 10 times and more, and 1-3 times with statistical significance (mean 4.39 and 4.05). The respondents who have attempted mini marathons for 4-9 times rate the factor of Life Meaning more important (mean = 4.77) than the respondents who have attempted mini marathons for 10 times and more, and 1-3 times with statistical significance (mean 4.64 and 4.34). Further, the respondents who have attempted mini marathons for 10 times and more rate the factor of Affiliation more important (mean = 4.23) than the respondents who have attempted mini marathons for

4-9 times and 1-3 times with statistical significance (mean 4.00 and 3.83). The respondents who have attempted mini marathons for 10 times and more rate the factor of Competition more important (mean = 3.30) than the respondents who have attempted mini marathons for 4-9 times and 1-3 times with statistical significance (mean 3.24 and 2.84). The respondents who have attempted mini marathons for 4-9 times rate the factor of Personal Goal Achievement more important (mean = 5.95) than the respondents who have attempted mini marathons for 10 times and more and 1-3 times with statistical significance (mean 5.87 and 5.36).

Table 4.29 Compare mean of all factors by using the cross-tabs between “the respondents ages” by grouping into four groups: group 1 (Age 15-30), group2 (Age 31-40), group3 (Age 41-50) and group4 (Age 51 and up)

Factors	Age	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Weight concern	Age 15-30	66	4.53	1.57	.19	4.15	4.92	1	7
	Age 31-40	183	4.31	1.66	.12	4.06	4.55	1	7
	Age 41-50	129	4.21	1.65	.15	3.92	4.49	1	7
	Age51 and up	75	4.34	1.57	.18	3.98	4.70	1	7
	Total	453	4.32	1.63	.08	4.17	4.47	1	7
Psychological	Age 15-30	66	4.43	1.40	.17	4.08	4.77	1	7
	Age 31-40	183	4.45	1.39	.10	4.25	4.66	1	7
	Age 41-50	129	4.25	1.34	.12	4.01	4.48	1	7
	Age51 and up	75	4.10	1.46	.17	3.77	4.44	1	7
	Total	453	4.33	1.39	.07	4.20	4.46	1	7
Self Esteem	Age 15-30	66	5.18	1.26	.15	4.87	5.49	2	7
	Age 31-40	183	5.17	1.24	.09	4.98	5.35	1	7
	Age 41-50	129	4.91	1.13	.10	4.71	5.10	1	7
	Age51 and up	75	5.16	1.17	.14	4.89	5.42	2	7
	Total	453	5.09	1.21	.06	4.98	5.20	1	7
Life Meaning	Age 15-30	66	4.49	1.29	.16	4.17	4.81	1	7
	Age 31-40	183	4.63	1.32	.10	4.43	4.82	1	7
	Age 41-50	129	4.55	1.33	.12	4.32	4.78	1	7
	Age51 and up	75	4.62	1.43	.17	4.29	4.95	1	7
	Total	453	4.58	1.34	.06	4.46	4.71	1	7

Table 4.29 Compare mean of all factors by using the cross-tabs between “the respondents ages” by grouping into four groups: group 1 (Age 15-30), group2 (Age 31-40), group3 (Age 41-50) and group4 (Age 51 and up) (cont.)

Factors	Age	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
General Health Orientation	Age 15-30	66	5.53	1.17	.14	5.25	5.82	1	7
	Age 31-40	183	5.73	1.18	.09	5.56	5.90	1	7
	Age 41-50	129	5.79	1.10	.10	5.60	5.98	2	7
	Age51 and up	75	6.06	.74	.09	5.89	6.23	3	7
	Total	453	5.77	1.10	.05	5.67	5.87	1	7
Affiliation	Age 15-30	66	4.04	1.23	.15	3.74	4.34	1	7
	Age 31-40	183	4.15	1.39	.10	3.95	4.36	1	7
	Age 41-50	129	3.86	1.45	.13	3.61	4.12	1	7
	Age51 and up	75	4.15	1.27	.15	3.86	4.45	1	7
	Total	453	4.05	1.37	.06	3.93	4.18	1	7
Recognition	Age 15-30	66	3.36	1.44	.18	3.01	3.72	1	7
	Age 31-40	183	3.15	1.48	.11	2.93	3.37	1	7
	Age 41-50	129	3.06	1.37	.12	2.83	3.30	1	6
	Age51 and up	75	3.14	1.33	.15	2.84	3.45	1	6
	Total	453	3.16	1.42	.07	3.02	3.29	1	7
Competition	Age 15-30	66	3.57	1.50	.18	3.20	3.94	1	7
	Age 31-40	183	3.18	1.53	.11	2.96	3.41	1	7
	Age 41-50	129	2.99	1.40	.12	2.74	3.23	1	6
	Age51 and up	75	2.98	1.46	.17	2.64	3.31	1	7
	Total	453	3.15	1.49	.07	3.01	3.29	1	7
Personal Goal Achievement	Age 15-30	66	5.79	1.07	.13	5.52	6.05	2	7
	Age 31-40	183	5.81	1.06	.08	5.65	5.96	1	7
	Age 41-50	129	5.73	.96	.08	5.56	5.89	3	7
	Age51 and up	75	5.56	.99	.11	5.33	5.79	2	7
	Total	453	5.74	1.02	.05	5.65	5.83	1	7

Table 4.30 Statistics of the respondents ages by grouping into four groups: group 1 (Age 15-30), group 2 (Age 31-40), group 3 (Age 41-50) and group 4 (Age 51 and up)

Factors		Sum of Squares	df	Mean Square	F	P-Value
Weight concern	Between Groups	4.71	3	1.57	.59	.62
	Within Groups	1194.18	449	2.66		
	Total	1198.89	452			
Psychological	Between Groups	8.19	3	2.73	1.41	.24
	Within Groups	867.97	449	1.93		
	Total	876.16	452			
Self Esteem	Between Groups	6.18	3	2.06	1.42	.24
	Within Groups	650.57	449	1.45		
	Total	656.75	452			
Life Meaning	Between Groups	1.13	3	.38	.21	.89
	Within Groups	805.69	449	1.79		
	Total	806.82	452			
General Health Orientation	Between Groups	10.24	3	3.41	2.85	.04
	Within Groups	537.94	449	1.20		
	Total	548.18	452			
Affiliation	Between Groups	7.25	3	2.42	1.29	.28
	Within Groups	841.06	449	1.87		
	Total	848.31	452			
Recognition	Between Groups	3.94	3	1.31	.65	.58
	Within Groups	909.81	449	2.03		
	Total	913.75	452			
Competition	Between Groups	17.46	3	5.82	2.66	.05
	Within Groups	983.22	449	2.19		
	Total	1000.68	452			
Personal Goal Achievement	Between Groups	3.52	3	1.17	1.12	.34
	Within Groups	469.59	449	1.05		
	Total	473.10	452			

From table 4.29 and 4.30 there are significantly different mean scores between four groups of the respondent age of group 1 (Age 15-30), group 2 (Age 31-40), group 3 (Age 41-50) and group 4 (Age 51 and up) at the $p < 0.05$ level for two variables which are General Health Orientation with p-value (0.04) and competition with p-value (0.05).

The result shows that the respondents who have age group 4 (51 years and up) rate the factor of General Health Orientation more important (mean 6.06) than the respondents who have age group 3 (Age 41-50), group 2 (Age 31-40) and group 1 (Age 15-30) with statistical significance (mean 5.79, 5.73 and 5.53). The respondents who have age group 1 (Age 15-30) rate the factor of competition (mean 3.57) more important than the respondents who have age group 2 (Age 31-40), group 3 (Age 41-50) and group 4 (Age 51 and up) with statistical significance (mean 3.18, 2.99 and 2.98).

Table 4.31 Compare mean of all factors by using the cross-tabs between “the respondents monthly income” by grouping into three groups: group1 (0 -30,000 THB), group2 (30,001-50,000 THB) and group3 (50,001 and up)

Factors	Income	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Weight Concern	1) Income: 0-30,000 THB	141	4.45	1.58	.13	4.19	4.72	1	7
	2) Income: 30,001 - 50,000 THB	136	4.35	1.53	.13	4.10	4.61	1	7
	3) Income: 50,001 and more	176	4.18	1.74	.13	3.92	4.43	1	7
	Total	453	4.32	1.63	.08	4.17	4.47	1	7
Psychological	1) Income: 0-30,000 THB	141	4.63	1.41	.12	4.39	4.86	1	7
	2) Income: 30,001 - 50,000 THB	136	4.26	1.28	.11	4.04	4.48	2	7
	3) Income: 50,001 and more	176	4.15	1.43	.11	3.94	4.37	1	7
	Total	453	4.33	1.39	.07	4.20	4.46	1	7
Self Esteem	1) Income: 0-30,000 THB	141	5.28	1.16	.10	5.09	5.47	2	7
	2) Income: 30,001 - 50,000 THB	136	5.05	1.20	.10	4.84	5.25	1	7
	3) Income: 50,001 and more	176	4.98	1.24	.09	4.79	5.16	1	7
	Total	453	5.09	1.21	.06	4.98	5.20	1	7
Life Meaning	1) Income: 0-30,000 THB	141	4.88	1.24	.10	4.68	5.09	1	7
	2) Income: 30,001 - 50,000 THB	136	4.53	1.28	.11	4.32	4.75	1	7
	3) Income: 50,001 and more	176	4.38	1.41	.11	4.17	4.59	1	7
	Total	453	4.58	1.34	.06	4.46	4.71	1	7

Table 4.31 Compare mean of all factors by using the cross-tabs between “the respondents monthly income” by grouping into three groups: group1 (0 -30,000 THB), group2 (30,001-50,000 THB) and group3 (50,001 and up) (cont.)

Factors	Income	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
General Health Orientation	1) Income: 0-30,000 THB	141	5.89	.96	.08	5.73	6.05	1	7
	2) Income: 30,001 - 50,000 THB	136	5.80	1.03	.09	5.62	5.97	2	7
	3) Income: 50,001 and more	176	5.66	1.24	.09	5.47	5.84	1	7
	Total	453	5.77	1.10	.05	5.67	5.87	1	7
Affiliation	1) Income: 0-30,000 THB	141	4.27	1.29	.11	4.06	4.49	1	7
	2) Income: 30,001 - 50,000 THB	136	3.96	1.42	.12	3.72	4.20	1	7
	3) Income: 50,001 and more	176	3.95	1.38	.10	3.75	4.16	1	7
	Total	453	4.05	1.37	.06	3.93	4.18	1	7
Recognition	1) Income: 0-30,000 THB	141	3.31	1.40	.12	3.08	3.54	1	7
	2) Income: 30,001 - 50,000 THB	136	3.05	1.44	.12	2.80	3.29	1	7
	3) Income: 50,001 and more	176	3.12	1.43	.11	2.90	3.33	1	7
	Total	453	3.16	1.42	.07	3.02	3.29	1	7
Competition	1) Income: 0-30,000 THB	141	3.47	1.48	.12	3.23	3.72	1	7
	2) Income: 30,001 - 50,000 THB	136	3.06	1.55	.13	2.80	3.33	1	7
	3) Income: 50,001 and more	176	2.96	1.41	.11	2.75	3.17	1	7
	Total	453	3.15	1.49	.07	3.01	3.29	1	7
Personal Goal Achievement	1) Income: 0-30,000 THB	141	5.86	.88	.07	5.71	6.01	2	7
	2) Income: 30,001 - 50,000 THB	136	5.79	.91	.08	5.63	5.94	2	7
	3) Income: 50,001 and more	176	5.61	1.19	.09	5.43	5.78	1	7
	Total	453	5.74	1.02	.05	5.65	5.83	1	7

Table 4.32 Statistics of the respondents' monthly income by grouping into three groups: group1 (0 -30,000 THB), group2 (30,001-50,000 THB) and group3 (50,001 and up

Factors		Sum of Squares	df	Mean Square	F	P-Value
Weight Concern	Between Groups	6.33	2	3.16	1.19	.30
	Within Groups	1192.56	450	2.65		
	Total	1198.89	452			
Psychological	Between Groups	18.55	2	9.28	4.87	.01
	Within Groups	857.61	450	1.91		
	Total	876.16	452			
Self Esteem	Between Groups	7.78	2	3.89	2.70	.07
	Within Groups	648.98	450	1.44		
	Total	656.75	452			
Life Meaning	Between Groups	20.53	2	10.26	5.87	.00
	Within Groups	786.30	450	1.75		
	Total	806.82	452			
General Health Orientation	Between Groups	4.54	2	2.27	1.88	.15
	Within Groups	543.64	450	1.21		
	Total	548.18	452			
Affiliation	Between Groups	9.82	2	4.91	2.63	.07
	Within Groups	838.50	450	1.86		
	Total	848.31	452			
Recognition	Between Groups	5.26	2	2.63	1.30	.27
	Within Groups	908.49	450	2.02		
	Total	913.75	452			
Competition	Between Groups	22.32	2	11.16	5.13	.01
	Within Groups	978.36	450	2.17		
	Total	1000.68	452			
Personal Goal Achievement	Between Groups	5.41	2	2.71	2.60	.08
	Within Groups	467.69	450	1.04		
	Total	473.10	452			

From table 4.31 and 4.32 there are significantly different mean scores between three groups: group1 (0 -30,000 THB), group2 (30,001-50,000 THB) and group3 (50,001 and up) at the $p < 0.05$ level for there variable which are life meaning with p-value (0.00), physiological with p-value (0.01) and competition with p-value (0.01).

The result shows that the respondents who earn monthly income in group 1 rate the factor of life meaning (mean =4.88) more important than the respondents who earn monthly income in group 2 and group 3 with statistical significance (mean 4.53 and 4.38). The respondents who earn monthly income in group 1 rate the factor of physiological more important (mean = 4.63) than the respondents who earn monthly income in group 2 and group 3 with statistical significance (mean 4.26 and 4.15). The respondents who earn monthly income in group 1 rate the factor of competition more important (mean = 3.47) than the respondents who earn monthly income in group 2 and group 3 with statistical significance (mean 3.06 and 2.96).

Table 4.33 Compare mean of all factors between “the respondents gender”

Factors	Gender	N	Mean	Std. Deviation	Std. Error Mean	P- Value
Weight Concern	Female	242	4.39	1.66	.11	.51
	Male	211	4.23	1.59	.11	
Psychological	Female	242	4.39	1.41	.09	.62
	Male	211	4.26	1.37	.09	
Self-Esteem	Female	242	5.13	1.21	.08	.92
	Male	211	5.05	1.20	.08	
Life Meaning	Female	242	4.61	1.37	.09	.27
	Male	211	4.55	1.30	.09	
General Health Orientation	Female	242	5.80	1.13	.07	.96
	Male	211	5.75	1.07	.07	
Affiliation	Female	242	3.93	1.41	.09	.17
	Male	211	4.20	1.31	.09	
Recognition	Female	242	3.07	1.42	.09	.74
	Male	211	3.26	1.42	.10	
Competition	Female	242	2.93	1.41	.09	.33
	Male	211	3.40	1.53	.11	
Personal Goal Achievement	Female	242	5.77	1.06	.07	.65
	Male	211	5.71	.99	.07	

From table 4.33 the result shows that there are no significantly different mean scores between the respondent's gender and all motivation factor at the $p < 0.05$ level.

The result shows that the respondents' gender is unimportant for all motivation factors for the respondents to participate mini marathons in Thailand.



CHAPTER V

CONCLUSIONS

5.1 Discussion

The conclusions for the predominant research question of understanding the factors that motivate people to participate in the mini marathons in Thailand support the framework of Motivation of Marathoners Scales and it is also in line with the Self-determination theory at large. The target respondents were runners who ever joined a mini marathon in Thailand. The analysis on 453 valid samples (from a total of 617 respondents) presented in Chapter IV gives several noticeable results.

The results from this research also highlights that all the nine factors, that is, Psychological, Self Esteem, Life Meaning, General Health Orientation, Weight Concern, Affiliation, Recognition, Competition and Personal Goal Achievement do affect the motivation of people to participate in minimarathons. Out of the nine factors the general health orientation to improve their health is the top most reason for people to join mini marathons. This can relate to the indication of a lifestyle change in people, as now people are more conscious of their health and concerned about being healthy and fit.

The personal goal achievement is the second most important factor that motivates to people to join mini marathons to compete with themselves. The people get larger sense of achievement when they overrun the old timings they have set in the previous runs. This is one strong drive that the runners set up for themselves and always motivates and attracts them towards mini marathons.

Factors like competition are not given much significance as the runners are not much bothered by competition. They do not intend to join the race to compete and try to beat other people they have not beaten before, but rather join for the love of running and self-test more. Likewise, achievement of recognition via the run is not an important factor. They do not look at it as a means to earn respect of their peers and family or friends via participation in mini marathons.

5.2 Contribution of the study

This research supports the theory about the main factors as presented in the literature. Masters et al. (1993) identified four main categories of running motivations which consist of two or more subdimensions, which are (1) physical health which consists of general health orientation and weight concern, (2) social motives which consists of affiliation and recognition, (3) achievement which consists of competition and personal goal achievement, and the last (4) psychological motives which consist of psychological coping, self-esteem, and life meaning. Deci & Ryan (2008) find that both intrinsic and extrinsic motivation are key influential determinants of human behavior. According to the results, all factors can motivate people to participate in mini marathons in Thailand, but most important are health orientation and personal goal achievement.

5.3 Recommendations

The result of the current research shows that the most important factors to motivate people to participate in mini marathon in Thailand are general health orientation and personal goal achievement. The running organizers or investors should focus on these two factors which contribute most to participation in mini marathons in Thailand.

5.4 Limitation and future research

There are some limitations in this research. This study focused only on a sample of runners who are interested in participating in mini marathons in Thailand between 20.02.2019 – 27.02.2019. Thus, the findings of this study might not be applied to all running groups or clubs in Thailand. Additionally, this study measured only motivational factors for respondents who participated in mini marathons, and consequently, as of today, the standards of mini marathon events, prices and organizers are still not generally considered in this research.

Additional studies should be conducted to gain more understanding about the perceived benefits of motivational factors and how they affect the participation in mini marathons. Future research could be done at times when there are special events

related to mini marathon running in Thailand. The researcher recommends research to be conducted in other running groups or clubs of Thailand to expand the knowledge and to include runners of the whole region in the analysis.



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Appendix A: Research Questionnaire



A study of People's motivation to participate in mini-marathon in Thailand.

This questionnaire is developed by a Master of Management student, in the International Program of Mahidol University, Thailand, to serve academic purposes as part of an Individual Research study (MGMG697). The objective of this questionnaire is to study and understand people's motivation to participate in mini-marathons in Thailand.

The questionnaire consists of three parts which are screening questions, measurement of variables, and demographic information. It takes approximately 5 to 15 minutes to complete. Please read the questions carefully and provide answers for all questions. Please be assured that your opinions matter. The researcher will ensure that your answers are kept confidential. Thank you for your participation.

DEFINITION: A Mini marathon, for this survey means a long-distance run with an official distance of 10 kilometers which is 0.62 miles or 1,093.6 yards.

Instructions: Please put a checkmark in the box in front of your answer.

PART 1: SCREENING QUESTIONS

1. Do you live in Thailand?

Yes No (End of the questionnaire.)

2. Have you ever participated in a mini marathon running event?

Yes No (End of the questionnaire.)

PART 2: MEASUREMENT OF VARIABLES

Please rate each of the following items in term of its importance as a reason for you to run. Use the 7-point scale next to each item to indicate your rating. Read each item and then put a checkmark in the appropriate score to indicate how important the specific item is a reason for you to participate in mini marathon running events in Thailand.

A score of 1 would indicate that the item is “Very unimportant reason” for running; a score of 7 indicates that the item is a “Very important reason” for running; and scores in-between represent relative degree of each reason.

No.	Statements	Very unimportant reason	Unimportant reason	Slightly unimportant reason	Neutral	Slightly important reason	Important reason	Very important reason
		1	2	3	4	5	6	7
1	To help control my weight	1	2	3	4	5	6	7
2	To compete with others	1	2	3	4	5	6	7
3	To earn respect of peers	1	2	3	4	5	6	7
4	To reduce my weight	1	2	3	4	5	6	7
5	To improve my running speed	1	2	3	4	5	6	7
6	To earn the respect of people in general	1	2	3	4	5	6	7
7	To socialize with other runners	1	2	3	4	5	6	7
8	To improve my health	1	2	3	4	5	6	7
9	To compete with myself	1	2	3	4	5	6	7
10	To become less anxious	1	2	3	4	5	6	7
11	To improve my self-esteem	1	2	3	4	5	6	7
12	To have something in common with other people	1	2	3	4	5	6	7
13	To add a sense of meaning of life	1	2	3	4	5	6	7
14	To prolong my life	1	2	3	4	5	6	7
15	To become less depressed	1	2	3	4	5	6	7
16	To meet people	1	2	3	4	5	6	7
17	To become more physically fit	1	2	3	4	5	6	7
18	To distract myself from daily worries	1	2	3	4	5	6	7
19	To make my family or friends proud of me	1	2	3	4	5	6	7

No.	Statements	Very unimportant reason	Unimportant reason	Slightly unimportant reason	Neutral	Slightly important reason	Important reason	Very important reason
		1	2	3	4	5	6	7
20	To make my life more purposeful	1	2	3	4	5	6	7
21	To look leaner	1	2	3	4	5	6	7
22	To try to run faster	1	2	3	4	5	6	7
23	To feel more confident about my self	1	2	3	4	5	6	7
24	To participate with my family or friends	1	2	3	4	5	6	7
25	To make myself feel whole	1	2	3	4	5	6	7
26	To reduce my chance of having a heart attract	1	2	3	4	5	6	7
27	To make my life more complete	1	2	3	4	5	6	7
28	To improve my mood	1	2	3	4	5	6	7
29	To improve my sense of self-worth	1	2	3	4	5	6	7
30	To share a group identity with other runners	1	2	3	4	5	6	7
31	It is a positive emotional experience	1	2	3	4	5	6	7
32	To feel proud of my self	1	2	3	4	5	6	7
33	To visit with friends	1	2	3	4	5	6	7
34	To feel a sense of achievement	1	2	3	4	5	6	7
35	To push myself beyond my current limits	1	2	3	4	5	6	7
36	To have time alone to sort things out	1	2	3	4	5	6	7
37	To stay in physical condition	1	2	3	4	5	6	7
38	To concentrate on my thoughts	1	2	3	4	5	6	7
39	To solve problems	1	2	3	4	5	6	7
40	To see how high, I can place in races	1	2	3	4	5	6	7
41	To feel a sense of belonging in nature	1	2	3	4	5	6	7
42	To stay physically attractive	1	2	3	4	5	6	7
43	To get a faster time than my friends	1	2	3	4	5	6	7
44	To prevent illness	1	2	3	4	5	6	7
45	People look up to me	1	2	3	4	5	6	7
46	To see if I can beat a certain time	1	2	3	4	5	6	7
47	To blow off steam	1	2	3	4	5	6	7
48	Brings me recognition	1	2	3	4	5	6	7

No.	Statements	Very unimportant reason	Unimportant reason	Slightly unimportant reason	Neutral	Slightly important reason	Important reason	Very important reason
		1	2	3	4	5	6	7
49	To have time alone with the world	1	2	3	4	5	6	7
50	To get away from it all	1	2	3	4	5	6	7
51	To make my body perform better than before	1	2	3	4	5	6	7
52	To beat someone, I've never beaten before	1	2	3	4	5	6	7
53	To feel mentally in control of my body	1	2	3	4	5	6	7
54	To get compliments from others	1	2	3	4	5	6	7
55	To feel at peace with the world	1	2	3	4	5	6	7
56	To feel like a winner.	1	2	3	4	5	6	7

PART 3: DEMOGRAPHICAL AND PERSONAL INFORMATION

1. Gender

Male

Female

2. Age

15 – 21 years old

22 – 30 years old

31 – 40 years old

41 – 50 years old

51 – 60 years old

61 years old and above

3. Marital Status

Single

Married

4. Country where you born

Thailand

Asia

Europe

Africa

America

Others

5. Education

Below Bachelor's Degree

Bachelor's Degree

Master's Degree

Above Master's Degree

6. Monthly Income

- | | |
|---|--|
| <input type="checkbox"/> Less than 15,000 THB | <input type="checkbox"/> 15,000 - 30,000 THB |
| <input type="checkbox"/> 30,001 – 45,000 THB | <input type="checkbox"/> 45,001 – 60,000 THB |
| <input type="checkbox"/> 60,001 THB and above | |

7. Current employment status

- | | |
|---|---|
| <input type="checkbox"/> Full-time employment | <input type="checkbox"/> Part-time employment |
| <input type="checkbox"/> Unemployed | <input type="checkbox"/> Self-employed |
| <input type="checkbox"/> Home-maker | <input type="checkbox"/> Student |
| <input type="checkbox"/> Retired | |

8. Number of mini marathons you have attempted

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> 0 time | <input type="checkbox"/> 1 time |
| <input type="checkbox"/> 2-3 times | <input type="checkbox"/> 4-5 times |
| <input type="checkbox"/> 6 – 9 times | <input type="checkbox"/> 10 times and above |

9. Number of mini marathons you have completed

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> 0 time | <input type="checkbox"/> 1 time |
| <input type="checkbox"/> 2-3 times | <input type="checkbox"/> 4-5 times |
| <input type="checkbox"/> 6 – 9 times | <input type="checkbox"/> 10 times and above |

10. Your best mini marathon performance time (personal record)

- | | |
|--|--|
| <input type="checkbox"/> Less than an hour | <input type="checkbox"/> 1-1.15 hours |
| <input type="checkbox"/> 1.15-1.30 hours | <input type="checkbox"/> 1.31-1.45 times and above |
| <input type="checkbox"/> 1.46-2 hours | <input type="checkbox"/> 2 hours and above |