

**THE FACTOR THAT CUSTOMERS CONSIDER THE MOST FOR  
REGISTER MEMBERSHIP IN THE FITNESS CENTER**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
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Thematic paper  
entitled  
**THE FACTOR THAT CUSTOMERS CONSIDER THE MOST FOR  
REGISTER MEMBERSHIP IN THE FITNESS CENTER**

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**WHAT IS THE FACTOR THAT CUSTOMERS CONSIDER THE MOST FOR REGISTER MEMBERSHIP IN THE FITNESS CENTER?**

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M.M. (ENTREPRENEURSHIP MANAGEMENT)

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**ABSTRACT**

This research is about the factors that can influence the decision to register the membership in the fitness center. This research gathers the data by questionnaire target the respondents who are usually exercising. The data were collected from 112 respondents in Thailand.

The findings of this research show that the factors that can influence the decision to register the membership in the fitness center are the health consciousness and the service. People who are concern about their health have a higher chance to join the fitness center and the service that the fitness center provide can also affect the decision to join the membership too.

**KEY WORDS:** fitness center/ gym/ decision to join a membership

41 pages

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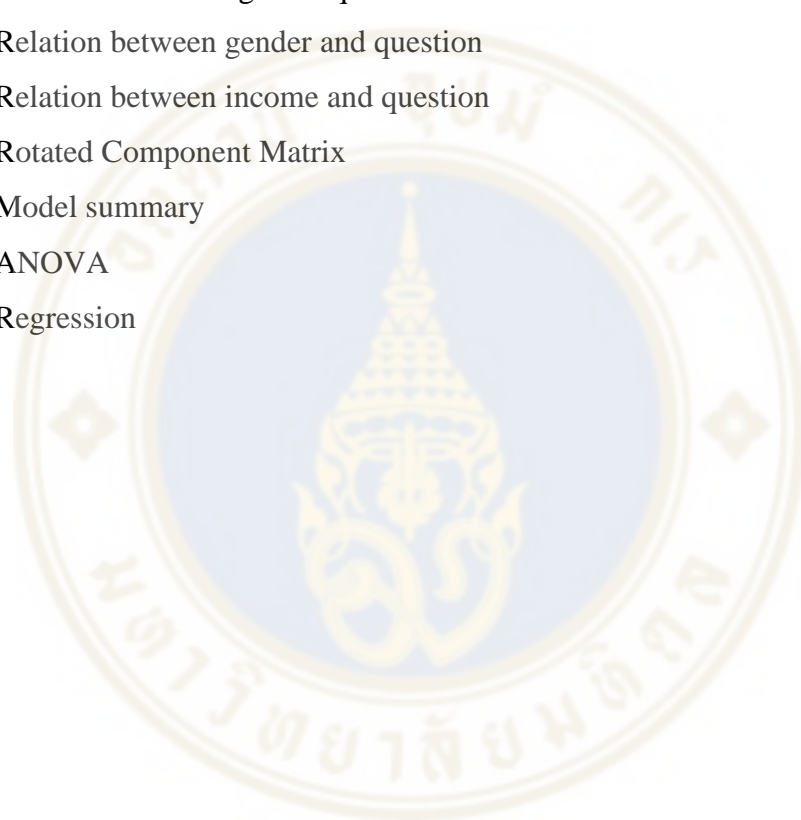
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# CHAPTER I

## INTRODUCTION

### 1.1 Introduction and motivation

Nowadays the trend for exercise and health concern is very popular in Thailand. By doing an exercise can make you strong, help reduce stress, also brings good mental health. But with the limitation of time and effort convenient causing some group of people to turn out to exercise indoors or place provide for exercise because that place has more equipment and more convenience. Fitness center is the place that can respond to the need of people.

The fitness center business in Thailand is growing a lot. The market value is worth 6000-9000 million Bath. The market is very interesting for many entrepreneurs to come in. By having more the fitness center, customers will have more choice to choose so it becomes more competitive for the fitness owner. Fitness owner needs to attract more customers to their business and gain more members because the income for fitness business comes from membership most. By looking at many factors that have a chance to increase more willingness to register membership.

From what researchers mention before, researchers try to study the factors that customers will consider the most for register membership in the fitness center. Researcher sees the benefits of this research that will bring benefits to the researcher's family business which is to gain more customers by learning the factors for register membership.

### 1.2 Problem statements

What is the factor that customers consider the most for register membership in the fitness center?

### **1.3 Objective**

1. To study the factors that could influence the decision to register membership in the fitness center

### **1.4 Potential Output**

The output of the research can apply to the researcher's family fitness business or other fitness center entrepreneur to increase the numbers of membership register. By looking at which factor we should consider improving most to gain more customers.



## **CHAPTER II**

### **LITERATURE REVIEW**

This research's objective is to study the most important factor that customers of the fitness center consider most for register membership. The researcher has studied the theory and research that related to applying for creating a hypothesis, research framework and tool for research by these headers.

- 2.1 Sports business market size and growth in Thailand
- 2.2 Marketing Mix
- 2.3 Buying decision process
- 2.4 Service quality
- 2.5 Customer satisfaction
- 2.6 Relevant research/ Literature review

#### **2.1 Sports business market size and growth in Thailand**

According to Watana (2019) trend for exercise and playing sports is very popular. Foundation of sports business in 2018 is growing by 14% when compared with the same period in 2017 growing by 5.85%. In term of profit for this industry, profit is increasing in rate of 38.13% per year. In 2016, the growth rate increase from 2015 by 45.74% and in 2017 the growth rate increase from 2016 by 66.62%. The sports business with high income comes from the production of energy drink and health drink. Followed by wholesale, retail, sportswear, and accessory. Fitness facilities respectively.

#### **2.2 Marketing Mix:4P**

According to McCathy (1993), marketing mix contains 4 components which are the product, price, place, and promotion. 4P is a tool to apply with products and services to achieve the objective of marketing in business.

2.2.1 Product is the things that should design and create for target group customer. The product can satisfy customers need and create satisfaction.

2.2.2 Price is determining the value of the exchange product or service in the form of currency. Customers will compare the value of service or product with the price to make a purchase.

2.2.3 Place is the channel to send out the product or service. Place should meet the expectation of the customers which is can easily access and feel comfortable.

2.2.4 Promotion is the communication to customers to persuade them in product or service.

## 2.3 Buying decision process

According to John Dewey (1910) buying decision process is a stage of decision for the consumer by going through 5 procedures 1) Problem/Need Recognition 2) Information Search 3) Evaluation of alternatives 4) Purchase decision 5) Post-purchase behavior

**2.3.1 Problem/Need recognition** is need from yourself that could come from inside or outside stimuli also include physiological needs and psychological needs.

**2.3.2 Information search If the stimulus is enough to satisfy consumer need, consumers will seek for related information in 5 groups which is**

- (1) Personal sources include friend, acquaintance and family.
- (2) Commercial sources include advertisement, salesperson, package and product display.
- (3) Experiential sources include control and check the product.
- (4) Public sources include mass media and consumer protection organizations.
- (5) Experimental sources include experience after use.

The influence is different base on the type of product and consumer behavior. The most effective source comes from a personal source.

**2.3.3 Evaluation of alternatives** When consumers gain information, they will understand and assessment their choice.

**2.3.4 Purchase decision** Consumer decides to purchase the product they like most. Factors that involve in purchase intention are

(1) Attitude of others that have a positive and negative sides. Both side effect to purchase decision

(2) Anticipated situation factors, consumer will predict the factor that involves with them such as income, cost of product and benefit of the product.

(3) Unanticipated situation factors, while consumers are deciding to purchase an unexpected situation can occur and it will affect the decision to buy.

**2.3.5 Post-Purchase behavior** After purchase and try the product, the consumer will have experience. If they appreciate the product, it is possible that they will repeat the purchase. Oppositely, if they do not appreciate the product, they will stop buying it.

## **2.4 Service quality**

According to Parasuraman, Zeithamal and Berry (1997), the service quality come from the comparison between expected service and recognized service which are

(1) Reliability: The ability to always serve the service for customers in proper ways.

(2) Tangible: The physical form of tools, facilities and tools for communication.

(3) Credibility: Organization, company and personnel can create trust by offering the best service quality.

(4) Responsiveness: Personnel is willing to serve the service and solve a problem for customers.

(5) Security: The service is safety without risk and danger.

(6) Access: The service that offers to customers' needs to be facilitated in time and place. In other words, customers don't need to wait and can communicate easily.

(7) Understanding customers: Personnel is willing to understand customer to serve what they want

(8) Competence: Personnel has knowledge, ability and skill to serve the service.

(9) Communication: Personnel can give necessary information to customers in a proper way and can understand easily.

(10) Courtesy: Personnel politely serve the service, friendly and respectful to customers.

## **2.5 Customer satisfaction**

According to Kotler and Armstrong (2001) satisfaction is a personal matter which different in each person. Satisfaction can be changing all the time according to the situation or environment, so it is possible for dissatisfying in the things that they satisfy before. It is the consequence of comparing the quality of product or service and expectation. If the result from product or service is beyond the expectation, it will create satisfaction.

## **2.6 Relevant Research**

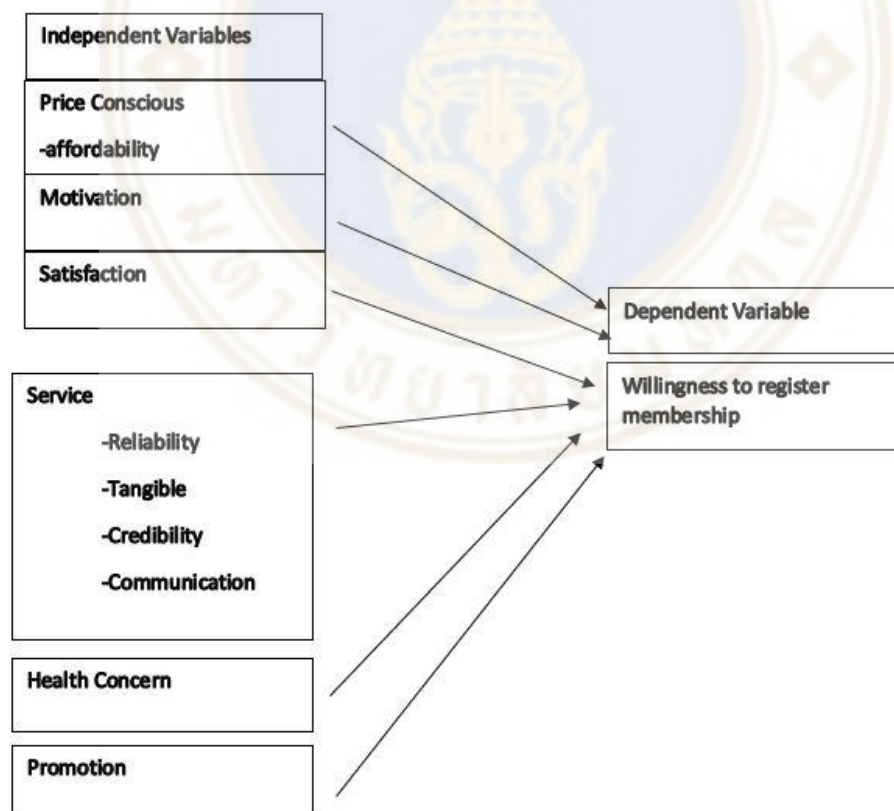
Mintel (2018) had studied Thai behavior in terms of health concern. They found that 73 % of consumer want to exercise more. Because of the growth in income and the growth of expanding in the city, Thai consumer tends to concern about their health more than before. They are willing to pay for the brand that has suitable service or product especially in food category (67%) or fitness center (63%).

Jirawut (2010) has studied factor in demographics that would affect the decision to go to fitness center in Bangkok. He studied from 400 samples and found that gender, age and income affected the decision to go to fitness center. The elderly people attach great importance to the variety of equipment.

Jang, Won Yong, Kyungho (2018) have studied factor influencing choice when enrolling at fitness center. They studied from 283 customers who enroll at fitness centers in Seoul. The results are equipment, environment, accessibility and membership fee. These factors are primary factors that influence customer's enrollment in fitness center. The most important factor is member fees.

Chami (2017) has studied about lifestyle that effects on behavior of choosing fitness center in Bangkok. She studied from fitness center membership in Bank 400 people. She found out that customers use fitness machine the most because of behavior that need to be rush. She also found out that the people that most influence in going to fitness center is friend because customers feel relax more if they are with their friends.

From literature review, researchers can conclude the factors that should affect the decision to register membership in the fitness center. Which can set a framework as follow



**Figure 2.1 Framework**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

In this research, the researcher follows the steps below

1. Define population and choose a sample size
2. Create the tool for research
3. Analyze the data
4. The statistic that uses for analyzing the data

#### **3.1 Define the population and choose sample size**

The population is the people that live in Thailand who usually exercise. The sample size is 100.

#### **3.2 Create the tool for research**

Step to creating a tool for research is

1. Study from related theory and research to gain some guideline to build quantitative research.
2. Updated and adapt to a questionnaire related to the theory and concept of this research. The questionnaire is creating on Google Form. The questionnaire will be done online.

#### **3.3 Research tool**

The research tool is questionnaire contain with 4 parts which are

1. Screening question: use for screen out the people who are not matched with this research that is the person who doesn't exercise. The question will be the close-



end question. Sample who answer no in the screen question will force to end the questionnaire immediately.

2. General question: The question asked about the behavior of exercise.

3. Specific questions: The question in each aspect of a variable that are price conscious, service quality, convenience, health concern, and promotion. The data will measure by an interval scale. The score will be divided into 4 level

a. 1: Strongly disagree

b. 2: Disagree

c. 3: Agree

d. 4: Strongly agree

4. Demographic question: The questionnaire about the personal information which age and income per month. The questionnaire is a nominal scale

### **3.4 Analyze the data**

The data will be export into excel file and import into SPSS software to analyze how effective in each variable for register membership. The data will analyze base on descriptive analysis and Inferential statistics.

### **3.5 The statistic that uses for analysing the data**

#### **3.5.1 Descriptive statistics**

a. Percentage: represent a ratio as a fraction of 100

b. Mean: represent the average the set of data

c. Frequency: To represent the distribution of data

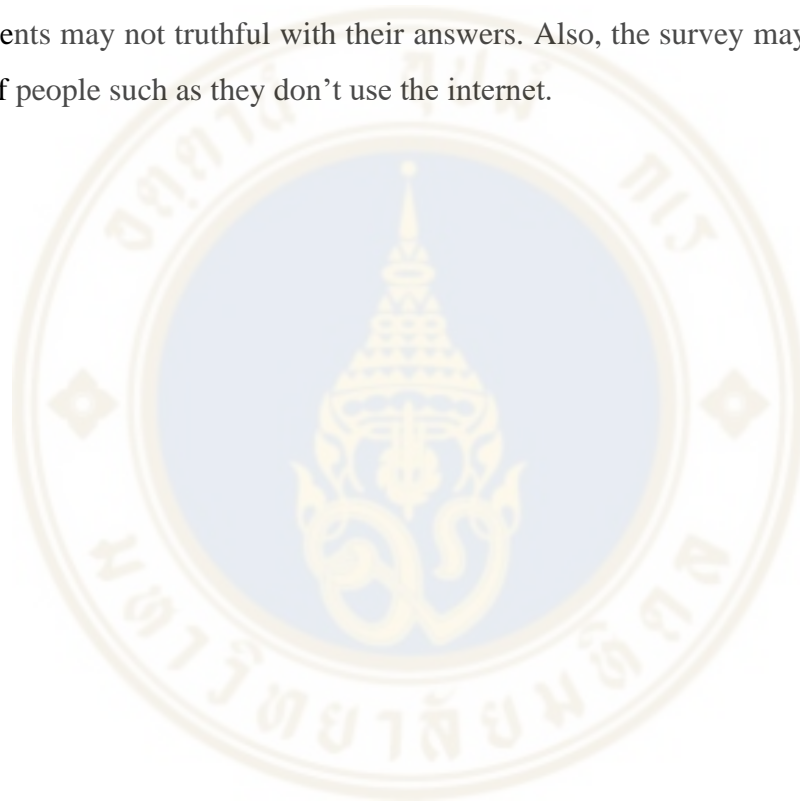
#### **3.5.2 Inferential statistics**

a. Factor analysis: To group the related factor and provide a comprehensive interpretation

- b. Linear Regression: Use for study the relation between 2 variables which is predictor and responses.
- c. One-way ANOVA: compare the differences between two or more variables that affect the decision of register membership

### **3.6 Limitation of research**

Because data collection is done by questionnaire, not an interview so respondents may not truthful with their answers. Also, the survey may not reach some group of people such as they don't use the internet.



## CHAPTER IV

### RESULT AND DATA ANALYSIS

This research has the objective of study the factor that influences the decision to register membership in the fitness center. The researcher analyses the data by using statistic into each part by

#### 4.1 Demographic Data

The researcher collected the data from the people who currently exercise in total number of 112 with demographic as follow

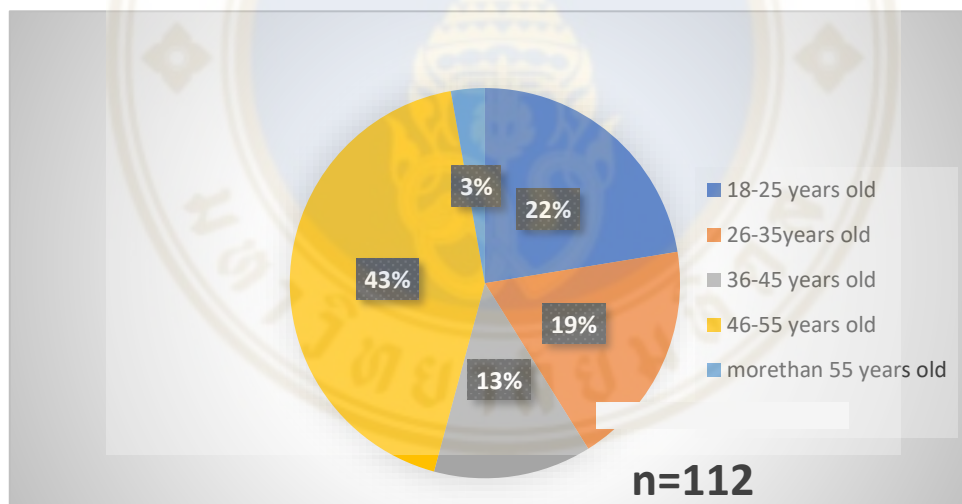
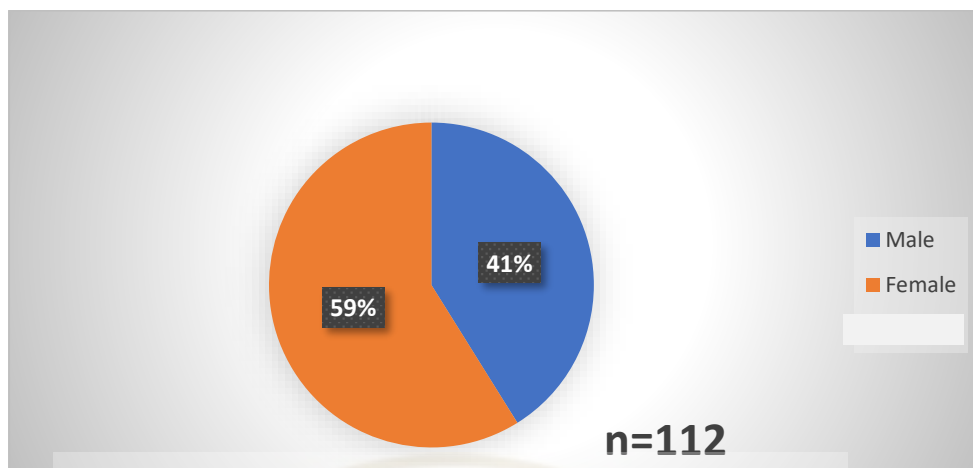
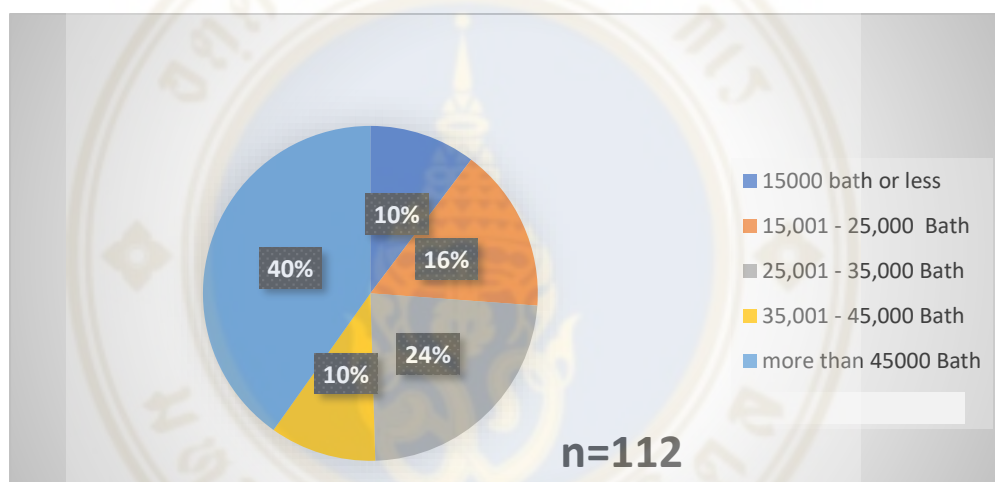


Figure 4.1 Age pie chart



**Figure 4.2** Gender pie chart



**Figure 4.3** Income pie chart

From the figure above, 59% of respondents are female and 41% are male. Most of the respondents are 46-55 years old followed by 18-25 years old which is 22%. The income of respondents is more than 45,000 bath which is 40% followed by 25,001-35,000 bath which is 24%.

## 4.2 General Question

The researcher collects the data about the behavior of the respondents in terms of exercise describe as the following diagram.

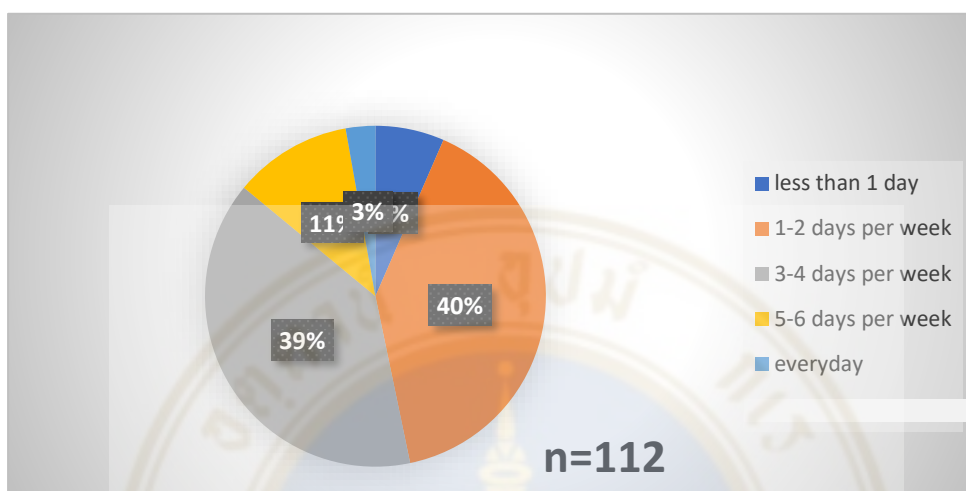


Figure 4.4 Exercise per week pie chart

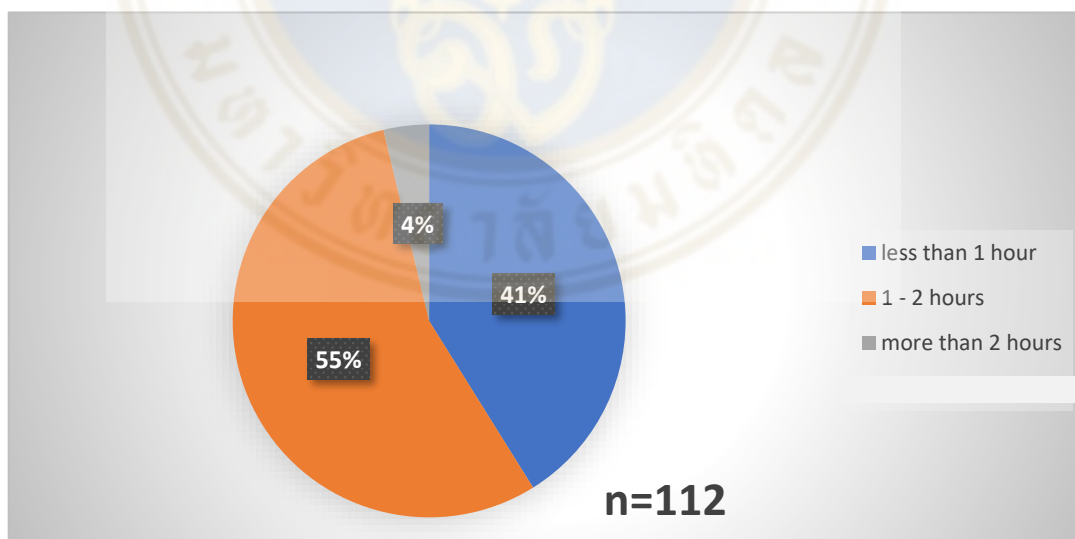
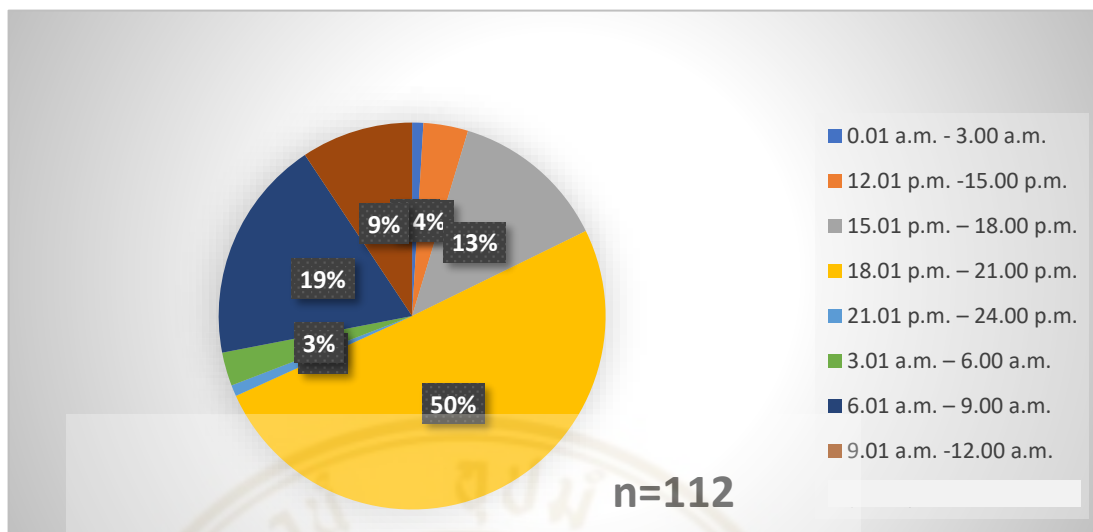
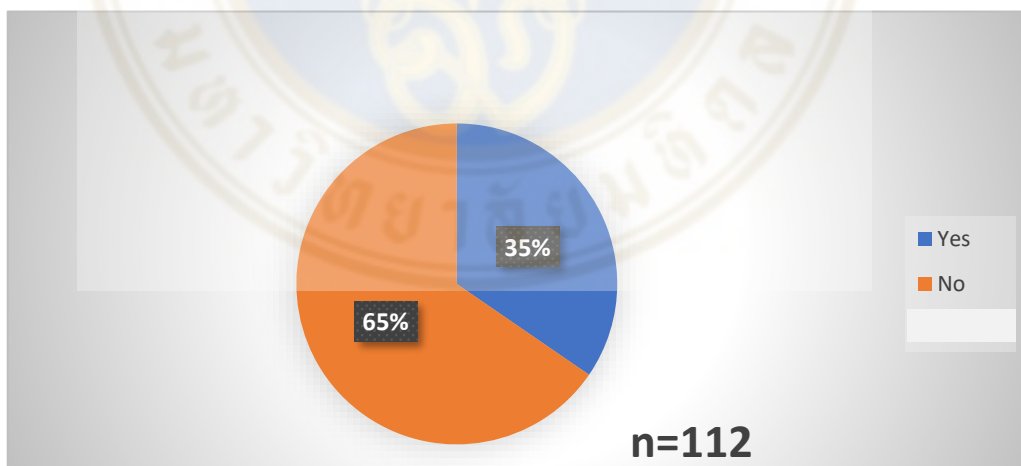


Figure 4.5 Time exercise per day pie chart



**Figure 4.6 Time for an exercise pie chart**

Most of the respondents exercise 1-2 days per week or 3-4 days per week with a percentage of 40% and 39%. And they usually exercise 1-2 hours per day. The time that they exercise most is 18.01 p.m. - 21.00 p.m. 65% of the respondents are not the fitness center membership.



**Figure 4.7 Fitness center membership pie chart**

### 4.3 Specific Question

Data are collected in each specific question to determine the relation that might influence the intention to join the fitness center.

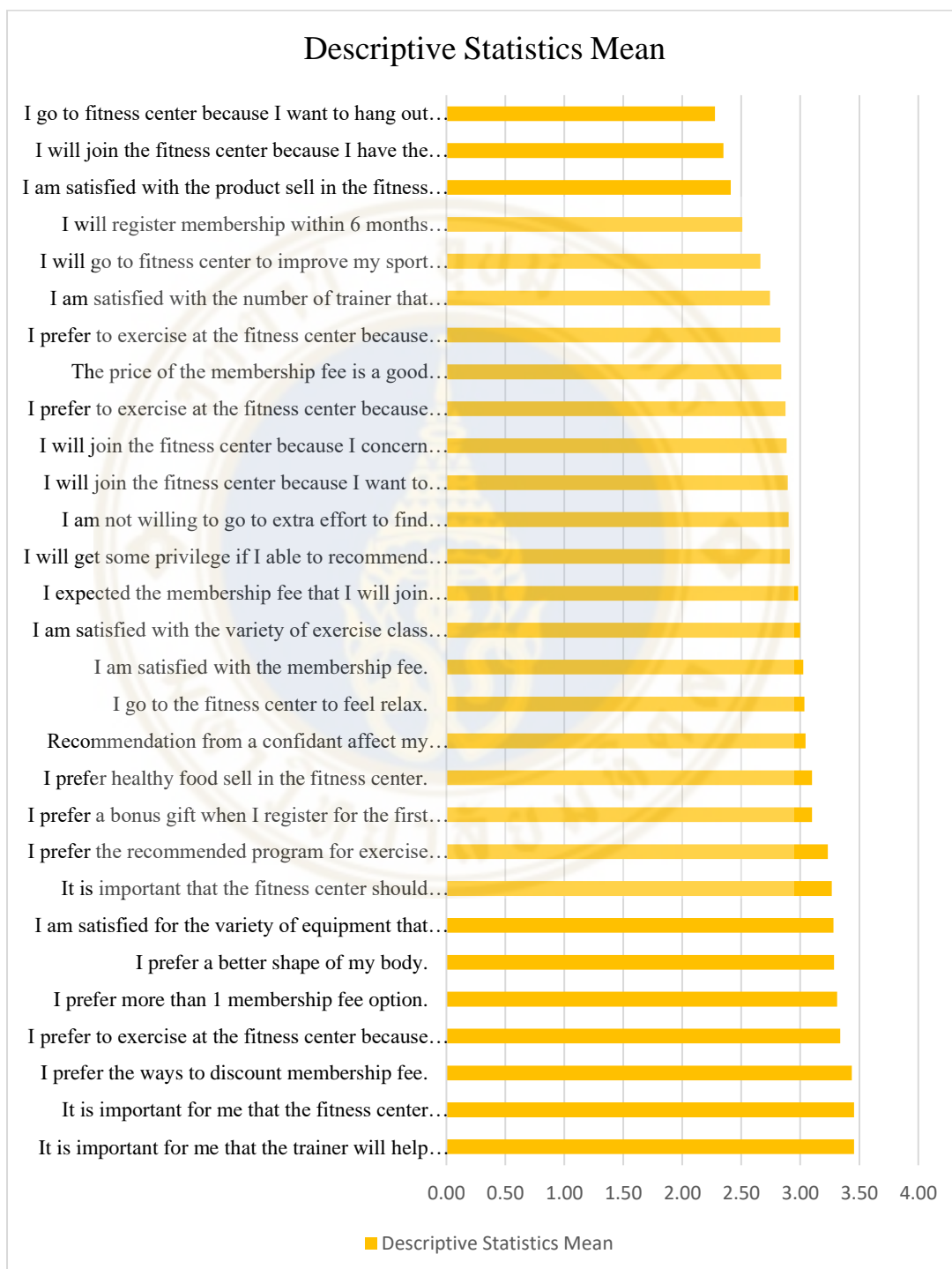


Figure 4.8 Descriptive Statistics Mean

The dependent variable for this research is the intention to join the fitness center within 6 months or renewable membership within 6 months. From the table, the dependent variable can measure from “intentiontojoin” variable which the means score is 2.51 that mean level of agreement is “not agree”.

#### 4.4 One-way ANOVA

The researcher analyses whether demographic has affects on each question or not. The result is followed by these tables.

##### 4.4.1 Age

**Table 4.1 Relation between age and question**

	Descriptives					Descriptives			
	Age	n	Mean	Sig.		Age	n	Mean	Sig.
I am not willing to go to extra effort to find lower prices in terms of register fee.	18-25 years old	26	2.69	0.137	I prefer to exercise at the fitness center because fitness center provide variety equipment for exercise	18-25 years old	26	3.19	0.652
	26-35 years old	21	2.67			26-35 years old	21	3.24	
	36-45 years old	15	2.93			36-45 years old	15	3.40	
	46-55 years old	47	3.13			46-55 years old	47	3.45	
	more than 55 years old	3	2.67			more than 55 years old	3	3.33	
	Total	112	2.90			Total	112	3.34	



**Table 4.1 Relation between age and question (cont.)**

The price of the membership fee is a good indicator of the fitness quality.	18-25 years old	26	3.00	0.381	I prefer to exercise at the fitness center because I need the personal trainer to help me exercise.	18-25 years old	26	2.92	0.535
	26-35 years old	21	2.57			26-35 years old	21	2.71	
	36-45 years old	15	3.07			36-45 years old	15	2.60	
	46-55 years old	47	2.81			46-55 years old	47	2.94	
	more than 55 years old	3	2.67			more than 55 years old	3	2.33	
	Total	112	2.84			Total	112	2.83	
I expected the membership fee that I will join are not different from other fitness center that much.	18-25 years old	26	3.04	0.927	I prefer to exercise at the fitness center because I can join many of exercise class.	18-25 years old	26	2.77	0.411
	26-35 years old	21	2.86			26-35 years old	21	2.62	
	36-45 years old	15	3.07			36-45 years old	15	3.13	
	46-55 years old	47	2.98			46-55 years old	47	2.96	
	more than 55 years old	3	3.00			more than 55 years old	3	3.00	
	Total	112	2.98			Total	112	2.88	
I prefer more than 1 membership fee option.	18-25 years old	26	3.23	0.874	I go to the fitness center to feel relax.	18-25 years old	26	2.92	0.331
	26-35 years old	21	3.29			26-35 years old	21	2.81	
	36-45 years old	15	3.33			36-45 years old	15	3.00	
	46-55 years old	47	3.38			46-55 years old	47	3.19	
	more than 55 years old	3	3.00			more than 55 years old	3	3.33	
	Total	112	3.31			Total	112	3.04	

**Table 4.1 Relation between age and question (cont.)**

It is important for me that the fitness center provide a parking slot.	18-25 years old	26	3.15	0.034	I will join the fitness center because I have the problem with my health.	18-25 years old	26	2.65	0.142
	26-35 years old	21	3.19			26-35 years old	21	2.43	
	36-45 years old	15	3.53			36-45 years old	15	2.33	
	46-55 years old	47	3.72			46-55 years old	47	2.13	
	more than 55 years old	3	3.33			more than 55 years old	3	2.67	
	Total	112	3.46			Total	112	2.35	
I prefer healthy food sell in the fitness center.	18-25 years old	26	3.04	0.482	. I will join the fitness center because I want to lose weight.	18-25 years old	26	3.35	0.048
	26-35 years old	21	2.90			26-35 years old	21	3.00	
	36-45 years old	15	3.00			36-45 years old	15	2.60	
	46-55 years old	47	3.26			46-55 years old	47	2.70	
	more than 55 years old	3	3.00			more than 55 years old	3	2.67	
	Total	112	3.10			Total	112	2.89	
It is important that the fitness center should have an exercise class every day.	18-25 years old	26	3.08	0.52	I will join the fitness center because I concern about my health.	18-25 years old	26	3.15	0.366
	26-35 years old	21	3.19			26-35 years old	21	2.90	
	36-45 years old	15	3.53			36-45 years old	15	2.60	
	46-55 years old	47	3.34			46-55 years old	47	2.81	
	more than 55 years old	3	3.00			more than 55 years old	3	3.00	
	Total	112	3.27			Total	112	2.88	

**Table 4.1 Relation between age and question (cont.)**

It is important for me that the trainer will help me use the equipment even I don't buy a trainer course.	18-25 years old	26	3.23	0.198	I prefer a better shape of my body.	18-25 years old	26	3.46	0.191
	26-35 years old	21	3.33			26-35 years old	21	3.33	
	36-45 years old	15	3.40			36-45 years old	15	2.80	
	46-55 years old	47	3.66			46-55 years old	47	3.32	
	more than 55 years old	3	3.33			more than 55 years old	3	3.33	
	Total	112	3.46			Total	112	3.29	
Recommendation from a confidant affect my decision to register the membership a lot.	18-25 years old	26	3.12	0.463	I prefer the ways to discount membership fee.	18-25 years old	26	3.50	0.396
	26-35 years old	21	2.76			26-35 years old	21	3.19	
	36-45 years old	15	3.20			36-45 years old	15	3.67	
	46-55 years old	47	3.09			46-55 years old	47	3.45	
	more than 55 years old	3	3.00			more than 55 years old	3	3.33	
	Total	112	3.04			Total	112	3.44	
I will go to fitness center to improve my sport skill.	18-25 years old	26	2.46	0.421	I prefer a bonus gift when I register for the first time	18-25 years old	26	3.19	0.572
	26-35 years old	21	2.81			26-35 years old	21	2.90	
	36-45 years old	15	2.93			36-45 years old	15	3.40	
	46-55 years old	47	2.60			46-55 years old	47	3.04	
	more than 55 years old	3	3.00			more than 55 years old	3	3.00	
	Total	112	2.66			Total	112	3.10	

**Table 4.1 Relation between age and question (cont.)**

I go to fitness center because I want to hang out with my friends.	18-25 years old	26	2.12	0.41	I will get some privilege if I able to recommend my friend for a membership register.	18-25 years old	26	3.00	0.762
	26-35 years old	21	2.48			26-35 years old	21	3.10	
	36-45 years old	15	2.20			36-45 years old	15	2.93	
	46-55 years old	47	2.26			46-55 years old	47	2.79	
	more than 55 years old	3	3.00			more than 55 years old	3	2.67	
	Total	112	2.28			Total	112	2.91	
					I prefer the recommended program for exercise when I register membership for the first time.	18-25 years old	26	3.23	0.915
						26-35 years old	21	3.33	
						36-45 years old	15	3.33	
						46-55 years old	47	3.17	
						more than 55 years old	3	3.00	
						Total	112	3.23	

Age has an effect on the effort to find the lower price, the older people are not willing to go on extra effort to find the lower price, unlike younger people.

Age has the effect on the parking slot that the fitness center should be able to provide, the older people think that it is important for them to have the parking slot available when they go to the fitness center.

Age has an effect on the weight concern, 18-35 years old people they concern about their weight unlike other groups of the age they do not really care.

#### 4.4.2 Gender

**Table 4.2 Relation between gender and question**

Descriptives					Descriptives				
Question	Gender	n	Mean	Sig.	Question	Gender	n	Mean	Sig.
I am not willing to go to extra effort to find lower prices in terms of register fee.	Male	46	2.93	0.730	I prefer to exercise at the fitness center because I need the personal trainer to help me exercise.	Male	46	2.80	0.800
	Female	66	2.88			Female	66	2.85	
	Total	112	2.90			Total	112	2.83	
The price of the membership fee is a good indicator of the fitness quality.	Male	46	2.78	0.560	I prefer to exercise at the fitness center because I can join many of exercise class.	Male	46	2.57	0.001
	Female	66	2.88			Female	66	3.09	
	Total	112	2.84			Total	112	2.88	
I expected the membership fee that I will join are not different from other fitness center that much.	Male	46	2.96	0.767	I go to the fitness center to feel relax.	Male	46	2.98	0.519
	Female	66	3.00			Female	66	3.08	
	Total	112	2.98			Total	112	3.04	
I prefer more than 1 membership fee option.	Male	46	3.28	0.730	I will join the fitness center because I have the problem with my health.	Male	46	2.33	0.823
	Female	66	3.33			Female	66	2.36	
	Total	112	3.31			Total	112	2.35	
It is important for me that the fitness center provide a parking slot.	Male	46	3.24	0.024	I will join the fitness center because I want to lose weight.	Male	46	2.98	0.435
	Female	66	3.61			Female	66	2.83	
	Total	112	3.46			Total	112	2.89	
I prefer healthy food sell in the fitness center.	Male	46	3.22	0.186	I will join the fitness center because I concern about my health.	Male	46	3.02	0.171
	Female	66	3.02			Female	66	2.79	
	Total	112	3.10			Total	112	2.88	

**Table 4.2 Relation between gender and question (cont.)**

It is important that the fitness center should have an exercise class every day.	Male	46	3.15	0.253	I prefer a better shape of my body.	Male	46	3.37	0.388
	Female	66	3.35			Female	66	3.23	
	Total	112	3.27			Total	112	3.29	
It is important for me that the trainer will help me use the equipment even I don't buy a trainer course.	Male	46	3.43	0.817	I prefer the ways to discount membership fee.	Male	46	3.39	0.580
	Female	66	3.47			Female	66	3.47	
	Total	112	3.46			Total	112	3.44	
Recommendation from a confidant affect my decision to register the membership a lot.	Male	46	3.00	0.619	I prefer a bonus gift when I register for the first time	Male	46	2.93	0.121
	Female	66	3.08			Female	66	3.21	
	Total	112	3.04			Total	112	3.10	
I will go to fitness center to improve my sport skill.	Male	46	2.83	0.103	I will get some privilege if I able to recommend my friend for a membership register.	Male	46	2.76	0.179
	Female	66	2.55			Female	66	3.02	
	Total	112	2.66			Total	112	2.91	
I go to fitness center because I want to hang out with my friends.	Male	46	2.48	0.046	I prefer the recommended program for exercise when I register membership for the first time.	Male	46	3.13	0.292
	Female	66	2.14			Female	66	3.30	
	Total	112	2.28			Total	112	3.23	
I prefer to exercise at the fitness center because fitness center provide variety equipment for exercise	Male	46	3.30	0.679					
	Female	66	3.36						
	Total	112	3.34						

Gender effects on motivation to go to the fitness center to join the exercise class which female interest in an exercise class or than male. Female also agree on having the parking slot available more than male. But male intends to go to the fitness center to meet their friends more than female.

### 4.4.3 Income

**Table 4.3 Relation between income and question**

Question	Income	N	Mean	Sig.	Question	Income	N	Mean	Sig.
I am not willing to go to extra effort to find lower prices in terms of register fee.	Less than 15000	11	2.64	0.515	I prefer to exercise at the fitness center because I need the personal trainer to help me exercise.	Less than 15000	11	2.91	0.991
	15001 -25000	20	2.70			15001 -25000	20	2.80	
	25001 -35000	25	2.96			25001 -35000	25	2.84	
	35001 -45000	12	2.92			35001 -45000	12	2.92	
	more than 45000	44	3.02			more than 45000	44	2.80	
	Total	112	2.90			Total	112	2.83	
The price of the membership fee is a good indicator of the fitness quality.	Less than 15000	11	3.09	0.767	I prefer to exercise at the fitness center because I can join many of exercise class.	Less than 15000	11	2.82	0.632
	15001 -25000	20	2.85			15001 -25000	20	2.80	
	25001 -35000	25	2.76			25001 -35000	25	2.80	
	35001 -45000	12	3.00	0.434		35001 -45000	12	3.25	
	more than 45000	44	2.77			more than 45000	44	2.86	
	Total	112	2.84			Total	112	2.88	
I expected the membership fee that I will join are not different from other fitness center that much.	Less than 15000	11	3.00	0.514	I go to the fitness center to feel relax.	Less than 15000	11	3.00	0.613
	15001 -25000	20	3.00			15001 -25000	20	3.05	
	25001 -35000	25	2.96			25001 -35000	25	2.84	
	35001 -45000	12	3.33			35001 -45000	12	3.25	
	more than 45000	44	2.89			more than 45000	44	3.09	
	Total	112	2.98			Total	112	3.04	

**Table 4.3 Relation between income and question (cont.)**

I prefer more than 1 membership fee option.	Less than 15000	11	3.09	0.434	I will join the fitness center because I have the problem with my health.	Less than 15000	11	2.55	0.766
	15001 -25000	20	3.15			15001 -25000	20	2.40	
	25001 -35000	25	3.28			25001 -35000	25	2.36	
	35001 -45000	12	3.58			35001 -45000	12	2.50	
	more than 45000	44	3.39			more than 45000	44	2.23	
	Total	112	3.31			Total	112	2.35	
It is important for me that the fitness center provide a parking slot.	Less than 15000	11	3.27	0.338	. I will join the fitness center because I want to lose weight.	Less than 15000	11	3.00	0.302
	15001 -25000	20	3.25			15001 -25000	20	2.95	
	25001 -35000	25	3.36			25001 -35000	25	3.16	
	35001 -45000	12	3.42			35001 -45000	12	3.00	
	more than 45000	44	3.66			more than 45000	44	2.66	
	Total	112	3.46			Total	112	2.89	
I prefer healthy food sell in the fitness center.	Less than 15000	11	2.91	0.143	I will join the fitness center because I concern about my health.	Less than 15000	11	3.09	0.851
	15001 -25000	20	3.10			15001 -25000	20	2.85	
	25001 -35000	25	2.84			25001 -35000	25	2.92	
	35001 -45000	12	3.00			35001 -45000	12	2.67	
	more than 45000	44	3.32			more than 45000	44	2.89	
	Total	112	3.10			Total	112	2.88	
It is important that the fitness center should have an exercise class every day.	Less than 15000	11	3.00	0.562	I prefer a better shape of my body.	Less than 15000	11	3.27	0.659
	15001 -25000	20	3.15			15001 -25000	20	3.10	
	25001 -35000	25	3.24			25001 -35000	25	3.32	
	35001 -45000	12	3.17			35001 -45000	12	3.58	
	more than 45000	44	3.43			more than 45000	44	3.27	
	Total	112	3.27			Total	112	3.29	



**Table 4.3 Relation between income and question (cont.)**

It is important for me that the trainer will help me use the equipment even I don't buy a trainer course.	Less than 15000	11	3.27	0.290	I prefer the ways to discount membership fee.	Less than 15000	11	3.36	0.965
	15001 -25000	20	3.35			15001 - 25000	20	3.35	
	25001 -35000	25	3.32			25001 - 35000	25	3.48	
	35001 -45000	12	3.33			35001 - 45000	12	3.50	
	more than 45000	44	3.66			more than 45000	44	3.45	
	Total	112	3.46			Total	112	3.44	
Recommendation from a confidant affect my decision to register the membership a lot.	Less than 15000	11	2.91	0.687	I prefer a bonus gift when I register for the first time	less than 15000	11	3.18	0.352
	15001 -25000	20	3.05			15001 - 25000	20	3.10	
	25001 -35000	25	2.88			25001 - 35000	25	3.20	
	35001 -45000	12	3.17			35001 - 45000	12	3.50	
	more than 45000	44	3.14			more than 45000	44	2.91	
	Total	112	3.04			Total	112	3.10	
I will go to fitness center to improve my sport skill.	Less than 15000	11	2.55	0.944	I will get some privilege if I able to recommend my friend for a membership register.	Less than 15000	11	3.27	0.477
	15001 -25000	20	2.70			15001 - 25000	20	2.95	
	25001 -35000	25	2.56			25001 - 35000	25	2.88	
	35001 -45000	12	2.67			35001 - 45000	12	3.17	
	more than 45000	44	2.73			more than 45000	44	2.75	
	Total	112	2.66			Total	112	2.91	
I go to fitness center because I want to hang out with my friends.	Less than 15000	11	2.36	0.563	I prefer the recommended program for exercise when I register membership for the first time.	Less than 15000	11	3.36	0.291
	15001 -25000	20	2.20			15001 - 25000	20	3.00	
	25001 -35000	25	2.16			25001 - 35000	25	3.20	
	35001 -45000	12	2.67			35001 - 45000	12	3.67	
	more than 45000	44	2.25			more than 45000	44	3.20	
	Total	112	2.28			Total	112	3.23	

**Table 4.3 Relation between income and question (cont.)**

I prefer to exercise at the fitness center because fitness center provide variety equipment for exercise	less than 15000	11	3.09	0.272
	15001 -25000	20	3.10	
	25001 -35000	25	3.40	
	35001 -45000	12	3.58	
	more than 45000	44	3.41	
	Total	112	3.34	

From table 4.3, the income doesn't affect the agreement level from respondents because there aren't any questions that have a significant level lower than 0.05.

#### 4.5 Factor Analysis

The researcher cleans the raw data to group the related factor and provides a comprehensive interpretation by running factor analysis in SPSS software to remove the questions which are not good for measuring. The researcher use extraction in Principal Component Analysis and use varimax in rotation. The criteria for decision are the eigenvalue is greater than 1 and the loading value for the variable is not less than 0.4.

At first, researchers input the total number of 23 questions to factor analysis. After cutting the question with cross-loading and has a different meaning in its group, the remaining question is 13 questions show as the table below.

**Table 4.4 Rotated Component Matrix**

Rotated Component Matrix <sup>a</sup>				
	Component			
	1	2	3	4
Health_loseweight	0.877			

**Table 4.4 Rotated Component Matrix (cont.)**

Health_concern	0.768			
Health_healthprob	0.679			
Health_shape	0.679			
Promo_bonusgift		0.874		
Promo_prevedge		0.820		
Promo_reccomendprog		0.710		
Promo_discount		0.578		
Service_parking			0.809	
Service_helpfromtrainer			0.716	
Service_food			0.715	
Motivation_sportskill				0.797
Motivation_gowithfriends				0.746
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. <sup>a</sup>				
a. Rotation converged in 6 iterations.				

From the figure above, the table comes from factor analysis process, which is left with 4 components, so the researchers group each question into these 4 components and name the group by creating compound variables. The new variables are service provider, health-conscious, promotion and motivation. The researcher will use these 4 variables to determine the relationship between the dependent variable in the regression process.

#### 4.6 Regression

The researcher uses 4 factors from above which are service provide, health conscious, promotion and motivation to run multiple regression with enter method and with the significant value at 0.05. The result is followed by a table below

**Table 4.5 Model summary**

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.550 <sup>a</sup>	0.302	0.276	0.884	0.302	11.598	4	107	0.000
a. Predictors: (Constant), Motivation, Promotion, Serviceprovider, Healthconcius									

From table 4.5, the researcher found that R Square equal to 0.276. This value suggests that 4 factors can explain the influence of the decision to join the fitness center in the percentage of 27.6.

**Table 4.6 ANOVA**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.290	4	9.073	11.598	.000 <sup>b</sup>
	Residual	83.701	107	0.782		
	Total	119.991	111			
a. Dependent Variable: Intentiontojoin						
b. Predictors: (Constant), Motivation, Promotion, Serviceprovider, Healthconcius						

From table 4.6, the researcher comes with the hypothesis which are  
 $H_0$ : Every independent variable doesn't affect the intention to join the fitness center.

$H_1$ : At least 1 independent variable has an effect on the intention to join the fitness center.

From the result in the table. Sig. value is 0.00 which less than  $\mu$  at 0.05. Therefore, the researcher can reject  $H_0$  and accept  $H_1$  which is there is at least 1 independent variable that affects the intention to join the fitness center.

**Table 4.7 Regression**

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.960	0.544		1.766	0.080
	Healthconscious	0.683	0.136	0.462	5.036	0.000
	Promotion	0.246	0.142	0.166	1.731	0.086
	Serviceprovider	-0.470	0.146	-0.291	-3.223	0.002
	Motivation	0.157	0.119	0.110	1.315	0.191

a. Dependent Variable: Intentiontojoin

From table 4.7, 2 independent variables have a significant value of less than 0.05 which means they are an effect on the decision to join the fitness center. Also, the researcher can see the beta coefficients which can show how much the independent variable affects the dependent variable. The higher value means more effect. “Service provides” and “Health concern” are the variable that has an effect on the intention to join.

The service provider has a significant value at 0.002 that means reject  $H_0$  and accept  $H_1$ . This can be interpreted as providing the healthy food, car parking slot and help from the trainer is the factor that influences the decision to register membership for the fitness center.

Health-consciousness has a significant value at 0.000 that means reject  $H_0$  and accept  $H_1$ . This can be interpreted as people who concern about their health and want to lose weight is the factor that influences the decision to register membership for the fitness center.

## **CHAPTER V**

### **CONCLUSIONS AND RECOMMENDATIONS**

This research has the objective to study the factors that could influence the decision to register membership in the fitness center. The researcher research from the respondents who are usual exercise.

This research is survey research after the researcher reviews the relevant literature and collect the data from the online survey. The number of respondents who usually exercise is 112. Finally, the researcher uses the data to evaluate and analyses through statistic software according to the objective of this research that can describe as follow

#### **5.1 Research Summary and Discussion**

In general, respondents are female in the percentage of 59. The age between 46-55 years in the percentage of 43. The income group more than 45000 in the percentage of 40. They usually exercise 1-2 days per week in the percentage of 40, exercise around 1-2 hours in the percentage of 55 and exercise in the time between 18.01-21.00 in the percentage of 50.

In terms of analysis from factor analysis, the researcher cut out the questions that don't provide a good answer for statistic out and combine the rest questions into 4 factors. The researchers use a new factor in multiple regression. The result that the researcher found out was 2 factors out of 4 has an effect on the intention to register the membership or renewable the membership by looking at a significant value. The factors are health consciousness and service provides which can describe in detail as follow

5.1.1 Health consciousness has an effect on the decision to register membership in the fitness center the most which are people want to lose their weight through exercise, people worry about their health, people that currently sickness and the people who want the better shape by exercise. People that concern about their health

and shape, they are more likely to go to exercise so that influence the decision to join the fitness center because when the consciousness is kept increasing the chance that they will join the fitness center will be increasing too.

5.1.2 Service provides has an effect on the decision to register membership in the fitness center which is the parking lot, support from trainer even customers don't buy the training course and healthy food that should be sell in the fitness center. Service is the factor that can affect the decision to join the fitness center from the customers. The fitness center that can provide these services can draw the intention from the customers more.

## **5.2 Recommendation for entrepreneurs**

From this research, it suggests the factor that can influence the decision to register the membership for the fitness center so entrepreneurs can use this data to adapt to their business in their own fitness center to fulfill the customers need and gain more member in their fitness center. The researcher concludes the recommendation for entrepreneurs as follow

5.2.1 Entrepreneurs should provide good services such as the parking lot should be enough for the member especially for the older people that they think that a parking lot is important to them, the trainer should help every member of the fitness center even they are not buying the training course.

5.2.2 Customers who are health consciousness have a higher chance to join the membership such as the younger people join the fitness center because they want to lose their weight so entrepreneurs should use this advantage and try to convince them to buy the membership because it will be easier than the customers who are not concern about their health.

## **5.3 Limitation from this research**

This research collects the data from the online survey only and the number of the respondents is only 112 people that can result in some group of people are a very

low amount such as people who are older than 55 years old. This research collects the data with the Thai people only so the data might not be useful when analyzing with a foreigner.

## **5.4 Recommendation and Further research**

5.4.1 The amount of the respondents should be larger than this research to reach more people.

5.4.2 This research should add more tool to collect the data such as focus group, in-depth interview along with the survey to gain more precise and better data.

5.4.3 Study more about the independent variable that can affect the decision to join the fitness center.

5.4.4 Research about the interest in exercise class to plan the exercise program that can fulfill the customer need.

5.4.5 Study about the personality type of customers, introvert and extrovert person will have different behavior for exercise or not.

5.4.6 Study more about the competitor of the industry such as Fitness First, We society



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## **Appendix A: Questionnaires**

### **Fitness Center questionnaire**

This questionnaire is a part of the Master of Management Thematic paper project at the College of Mahidol University, researching the moral and emotional views on factors for register membership in the fitness center.

### **Screening Questions**

1. Do you currently exercise?
  - Yes
  - No (Thank you. End of the questionnaire)

### **General Questions**

2. How many times have you exercised per week?
  - Less than 1 week
  - 1-2 days per week
  - 3-4 days per week
  - 5-6 days per week
  - Everyday
3. How long you exercise each day?
  - Less than 1 hour
  - 1 hour -2 hours
  - More than 2 hours
4. What time do you usually go to exercise?
  - 6.01 a.m. – 9.00 a.m.
  - 9.01 a.m. -12.00 a.m.
  - 12.01 p.m. -15.00 p.m.
  - 15.01 p.m. – 18.00 p.m.
  - 18.01 p.m. – 21.00 p.m.

- 21.01 p.m. – 24.00 p.m.
- 0.01 a.m. - 3.00 a.m.
- 3.01 a.m. – 6.00 a.m.

5. Do you currently are the membership of fitness center?

- Yes
- No (Skip satisfaction part)

6. How much do you pay for membership fee in each month?

- Below 1000 Bath.
- 1001-1500 Bath
- 1501-2000 Bath
- 2001-2500 Bath
- 2501-3000 Bath
- More than 3000 Bath

### Specific Questions

Please specify the level of agreements in terms of satisfaction for the fitness center that you are currently join in each of the following statements.

Statements	Strongly Agree	Agree	Disagree	Strongly Disagree
5. I am satisfied for the variety of equipment that the fitness center provides.				
6. I am satisfied with the membership fee.				
7. I am satisfied with the variety of exercise class provide by the fitness center.				
8. I am satisfied with the number of trainer that fitness center has.				
9. I am satisfied with the product sell in the fitness center.				

What do you dissatisfy in your fitness center?

-Open answer

Please specify the level of agreements in terms of price perception for each of the following statements.

Statements	Strongly Agree	Agree	Disagree	Strongly Disagree
10. I am not willing to go to extra effort to find lower prices in terms of register fee.				
11. The price of the membership fee is a good indicator of the fitness quality.				
12. I expected the membership fee that I will join are not different from other fitness center that much.				
13. I prefer more than 1 membership fee option.				

Please rate your level of agreement in terms of service provider of the following statement

Statements	Strongly Agree	Agree	Disagree	Strongly Disagree
14. It is important for me that the fitness center provide a parking slot.				
15. I prefer healthy food sell in the fitness center.				
16. It is important that the fitness center should have an exercise class every day.				
17. It is important for me that the trainer will help me use the equipment even I don't buy a trainer course.				

Please specify the level of agreements in terms of motivation for each of the following statements

Statements	Strongly agree	agree	disagree	Strongly disagree
18. Recommendation from a confidant affect my decision to register the membership a lot.				
19. I will go to fitness center to improve my sport skill.				
20. I go to fitness center because I want to hang out with my friends.				
21. I prefer to exercise at the fitness center because fitness center provide variety equipment for exercise				
22. I prefer to exercise at the fitness center because I need the personal trainer to help me exercise.				
23. I prefer to exercise at the fitness center because I can join many of exercise class.				
24. I go to the fitness center to feel relax.				

Please specify the level of agreements in terms of health concern for each of the following statements

Statements	Strongly agree	agree	disagree	Strongly disagree
25. I will join the fitness center because I have the problem with my health.				
26. I will join the fitness center because I want to lose weight.				
27. I will join the fitness center because I concern about my health.				
28. I prefer a better shape of my body.				

Please specify the level of agreements in terms of promotion for each of the following statements

Statements	Strongly agree	agree	disagree	Strongly disagree
29. I prefer the ways to discount membership fee.				
30. I prefer a bonus gift when I register for the first time				
31. I will get some privilege if I able to recommend my friend for a membership register.				
32. I prefer the recommended program for exercise when I register membership for the first time.				

Please specify the level of agreements for each of the following statements regarding your Intention to join the fitness center

Statements	Strongly agree	agree	disagree	Strongly disagree
33. I will register membership within 6 months based on the factor that you assessed				

### Demographic Questions

27. What is your age?

- Less than 18 years old
- 18-25 years old
- 26-35 years old
- 36-45 years old
- 46-55 years old
- 56 years old or over

28. Which income group do you fall under?

- Less than 15,000 THB
- 15,001 THB - 25,000 THB
- 25,001 THB - 35,000 THB

- 35,001 THB - 45,000 THB
- 45,001 THB or over

