FACTORS INFLUENCING THE INTENTION OF PEOPLE TO USE FITNESS CENTER MEMBERSHIP IN BANGKOK

CHUTIMA THONABUT

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……..…..……....
Miss Chutima Thonabut
Candidate

.....	.....
Asst. Prof. Chanin Yoopetch, Ph.D. Advisor	Boonying Kongarchapatara, Ph.D. Chairperson
.....	.....
Assoc. Prof. Vichita Ractham, Ph.D. Dean College of Management Mahidol University	Suthawan Chirapanda Sato, Ph.D. Committee member

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Chutima Thonabut

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CHUTIMA THONABUT 6249018

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. CHANIN YOOPETCH, Ph.D., BOONYING KONGARCHAPATARA, Ph.D., SUTHAWAN CHIRAPANDA SATO, Ph.D.

ABSTRACT

This study aims to examine the factors that influence and contribute to the intention to participate in a fitness center and use fitness membership in Bangkok. Also, investigate the relationship between factors and the intention to use fitness membership in a fitness center. In other words, it can say that to know why people choose to exercise at the fitness center. In terms of the fitness business side, identify and measure a fitness center's potential that can lead the customers to become fitness members and understand what customers are thinking about their fitness centers. For this study, a Quantitative research method was used to do in this study, also, Google questionnaire was launched as a method to collect the data from respondents. The data was conducted by surveying 400 samples. The target respondents must exercise in the fitness center once per month and have membership in the past three months and have age 18 years old or above who live in Bangkok. In terms of the analysis result, four factors affect the intention to use fitness center membership: Service Quality, Attitude toward good health, Brand Image, and Motivation. Only one factor that doesn't have a positive effect on the intention to use fitness center membership is Subjective norms. So, four factors that positively affect the intention to use fitness center membership have a significant difference between factors and demography.

KEY WORDS: Service Quality / Attitude toward good health / Brand Image / Motivation / Subjective Norms / Intention to use fitness center membership

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CHAPTER I
INTRODUCTION

1.1 Introduction

Fitness center is a place of business with exercise machine, exercise equipment and facilities for exercising and improving physical health. Fitness center also is a social community that provide exercise area, sport and other physical activities in terms of social community and institutional supported center. For physical activities in fitness center, normally they offer different type of group classes and individual physical activity programs such as yoga classes, spinning classes, dance group classes, cardiovascular training, weight training, swimming, and other activities. In terms of individual physical activities, the fitness center also provides fitness trainers for advising the customers in order how to exercise in the right way. Not only in door activities in fitness center, fitness center also has outdoor activities for the customers, such as running track, swimming pool, and other sports playing. In additional, to represent the service of fitness center that apart from physical activities, some fitness centers support their customers by providing a juice or snack bar, living area, sport spectator seating, saunas, hot tubs and bathroom. (Eric G. Mion, 2017)

Currently, to serve the difference of customer personality, there are several types of fitness centers that provide different types of exercise activities that make customer can focus on programming to improve specific personal health matching with customer's lifestyle. The summary of each type of fitness center are as below;

1.1.1 Individual fitness center and fitness center Franchises

This type of fitness can define that individual fitness center was operated by a single owner or group of fitness center's owners in a single location. It has its name by creating it from the owner. For fitness center franchises, they locate in many areas with the same name. The fitness center franchises are quite more popular than

individual fitness centers because they have a brand reputation and have more branches to reach the customer and also have more standard of service quality.

Both of these fitness centers provide a difference of exercise options to attract a diverse customer such as weight training are, exercise machines, group classes (yoga class, aerobic class, dance class, etc.), swimming pool, and saunas. The customer can choose the exercise option based on their lifestyle and membership conditions. Fitness center also provides personal fitness trainers to educate the member on how to utilize the equipment, design fitness exercise routines and workout program with their personal health goals in the customer mind, and discuss about the nutritional supplementation aspects and dietary requirements towards with good health or weight loss.

1.1.2 Gym

All gyms typically focus on only weight training and strength physical body training. For the equipment in gym is usually a kind of set of free weights, dumbbells, weight equipment, and weight machines as a cardiovascular equipment. They were specifically designed to exercise, develop and build strengthen the muscles of the body. Sone of gym provide the group class but the primary focusing is on weight training to customers who are interested in building muscle, weightlifting and strength physical body training. Most gyms also have personal trainers and have membership like fitness center.

Gyms usually attract more male members when compared to the other types of fitness centers.

1.1.3 Yoga Centers

Yoga centers normally focus on exercise techniques associated with deep breathing, mental and physical relaxation, and body movements, which are designed to increase the flexibility of muscle tissue, body balance, tendons and ligaments and also developing or improving all body toning and structural body strength. It was conducted by trained instructors.

The benefits of performing a yoga class are the better focus and calm on their mind, relaxing mental aspects, and stress-relief.

1.1.4 Dance Centers

Dance centers are another type of fitness center. It quite popular in a group of customers who are interested in exercise with songs. Dance centers have a variety of dance classes and are designed for customers to learn the individual movement and how to perform styles of dance. Dance is one of the exercises that improve cardiovascular health, body flexibility, structural strength, body balance, and body coordination. There are many dance types, such as hip-hop dance, jazz dance, freestyle dance, etc.

1.1.5 Athletic clubs

Athletic clubs provide an area to exercise in terms of sport activities such as basketball, racquetball, squash, swimming, table tennis, badminton, tennis, etc. Most customer can participate to play as a group team member or join with other group to perform the activities. In addition, many athletic clubs provide an on-site restaurant and bar for their members.

1.1.6 Pilates centers

Pilates has increased in popularity over several years. Pilates centers are the place to exercise by using specific Pilates equipment. Pilates is one type of exercise that not only focuses on the physical aspects of good health and good body shape but the mental aspects as well that help to be better focus and improve the muscles. There are several main principles associated with the practice of Pilates; Proper Alignment, Centering, Concentration, Control, Precision, Breathing and Flowing movement

1.2 Background

Everyone desires to have a good healthy life. Healthy is the needed foundation of people. For the way to achieve good health, basically, exercise or regular physical activity is key to achieve the goal. Exercise has been defined as a reasonable way to contributes and maintain a good health status (O'Brien, 2005; Adeogun & Dansu 2006). In the research of O'Brien and friends (2005) found that sports and Exercise Psychologists try to explore the reason that contribute the motivation of people to exercise at the levels, in which can increase physical health. Due to Biddle, Fox and Boutcher (2000) mentioned

that exercise can gain and balance the human emotion such as happiness, mood, posture. Also help to decrease depression. Similarly, Fox (1999) explains that exercise not only can prevent some diseases but also increase the positive mental mind toward good health of living. To summarize, exercise is the important key of human health to drive energy from body movement and physical activity.

Nowadays, the health-conscious trend has increased all around the world. Same as Thailand, many people tend to care about themselves for living longer, looking younger, and looking better in front of a public. So, it affects the exercise trend. Many people tend to interest in exercise activities. Joining in the fitness center is one of the popular activities that make people reach fitness goals in terms of good health and good body shape. The trend of exercise has increased come up with many fitness center businesses have increased as well to serve the customers' needs and try to become a part of customer's life. Also, a fitness center is one of the many choices that can provide the place and exercise equipment for people to do a physical activity or exercise. (Gerson, 1999; McCarthy,2014).

One of the customers' choices, fitness center is not only a place that provides the various exercise activities in one place such as weight training zone, yoga class, dance class, bike class, aerobic class, innovative exercise machine, etc. But also, is the place that provides body consult (fitness trainer) to advise the fitness member about how to exercise in the right way to the customers. And also support the customers by providing a juice or snack bar, sport spectator seating, saunas, and hot tubs. Some people use fitness centers to be the social community or the meeting place to meet new people and a new environment. It can say that fitness is not only the exercise place but also is the social community.

The data of the Department of Business Development has statistics from the year 2016 to 2018. It shows that the fitness industry has grown following the trend. It shows that the value of registered capital has increased steadily. Especially in 2018, the amount of registered capital has 377 million baht, which increased by 87 million baht. So, it represents that the increased investment in the fitness business has increased following the trend.

The establishment of this increased business reflects the changing lifestyles of consumers. The fitness owners tend to choose locations to reach more customers, such

as located along the sky train, expands more branches and create more activities in fitness center. Most of the fitness centers were located in Bangkok, 340 locations. 46 fitness centers are in the area of Watthana and 26 fitness centers in Pathumwan area. For other provinces, there are 82 fitness centers in Phuket, 54 fitness centers in Chonburi, and 37 fitness centers in Chiang Mai, where the areas with a dense population, purchasing power, tourist spot, and transportation center. (Department of Business Development Ministry of Commerce, 2019)

In Thailand, there are many fitness centers that popular among people. Such as Fitness First, We Fitness, Jetts Fitness, Fitwhey, Virgin Active Thailand, etc. These are kind of the Fitness center franchise that provides a one-stop service in terms of exercise to their customers. These brands are the strong fitness center brand because they have a good reputation, and many branches where located in many locations to capture their target customers. And also provide a variety of group classes, exercise machines or exercise equipment, and knowledgeable fitness trainers.

Fitness center franchises tend to adapt themselves to follow the customer's lifestyle by expanding many branches in different locations to provide convenience for their customers. For example, in 2019, Virgin Active fitness has eight branches in Thailand, Fitness First has thirty-four branches in Thailand, Jetts fitness has twenty-two branches in Thailand, We Fitness has seven branches in Thailand, Fitwhey has two branches in Thailand. These fitness brand franchises try to gain attention from their target customers by creating and adding new activities in fitness centers such as dance class, yoga hot and yoga fly class, Pilates class, etc. Also, come up with an affordable price member, good service quality, and many activities included. Like individual fitness centers, they also adapt themselves to gain more customers and survive in the industrial fitness competition.

As mentioned above, regular exercise is the key to live longer and has a healthy life. However, people have many ways to exercise. For example, going for a run outside, doing a fitness DVD in their living room, or lifting weights in a home. It depends on people’s lifestyle. Sometime, if it not enough for full exercise, it would motivate people to go to fitness center and use a fitness center membership to support their need

However, there are more reasons and factors that lead people to join in a fitness center than just only motivation. Fitness centers also offer group classes, a variety of equipment, and a machine that people won't have at home. Also, exercise at the fitness center has an opportunity to receive the advice from fitness trainers, and it safer than exercise at home.

1.3 Objectives

The objective of this study is to examine the factors that influence and contribute the intention to participate in a fitness center and use fitness membership in Bangkok. Also, investigate the relationship between factors and the intention to use fitness membership in a fitness center. In other words, it can say that to know why people choose to exercise at the fitness center. In terms of the fitness business side, identify and measures the potential of a fitness center that can lead the customers to become fitness members and also understand what customers are thinking to their fitness centers that they pay for. By surveying 400 samples who have fitness members and exercise at fitness center franchises or individual fitness centers once per month.

CHAPTER II
LITERATURE REVIEWS

2.1 Service Quality

A service quality can consider as satisfactory if the service can reach customer needs and customer expectations. Customer satisfaction is achieved through good service, more efficient, and more effective. If the customer was not satisfied with that service which means these services are ineffective and inefficient. Also, the level of customer satisfaction with the service quality is an important factor in developing a service delivery system that is responsive to customers' needs, minimizing costs and time, and maximizing the impact of services to the target customer (Kotler, 2008).

Service quality was evaluated by customers. It develops from customer satisfaction and dissatisfaction of individual service between the service provider and customer (Bitner et al., 1990). Service experience is come from service quality that customer experiences and evaluate the service provider. For the customer's perception of service quality, the customers have expected the service quality in their mind as a customer's expectation. They expect about the experience using the standard of intrinsic and extrinsic service that make customer can evaluate the performance standards (Clow and Vorhies, 1993; Gould-Williams, 1999). So, service expectations are influenced by the intrinsic and extrinsic cues that related to customer experience when they obtain the service quality from service provider. And also relate to a global perspective that create from previous customer's experiences. (Gould-Williams, 1999). To summarize, the service experience was evaluated by consumers on their expectations of service's quality and perception of using the service. Also, it can explain satisfaction and dissatisfaction form customer's expectations about future consumption experiences (Clow and Vorhies, 1993; Garbarino and Johnson, 1999; Yi and La, 2003).

According to the definition of service quality that mentioned above. Relate to the study, how to measure the service quality in fitness center is very important. The service quality of fitness center has affect to the customer satisfaction and dissatisfaction

that towards to fitness center brand image and customer brand loyalty. The importance of service quality to fitness center performance has been used in fitness facilities and expert training providers, which includes training class, weight training section, exercise machine section, and other facilities that serve the customers to make customer satisfaction with the fitness center service. It is generally accepted that service quality can contribute the customer satisfaction when customers participate to exercise at fitness center. If the customer satisfies with fitness center quality, it would become customer loyalty in the future (Bloemer and Kasper, 1995; Buttle, 1996; Caruana, 2002; McDougall and Levesque, 2000).

2.2 Attitude toward good health

Personal attitude is about people's perception that obtain from their experiences. It becomes the people's willingness that was gained from the customer's direct experience and personal attitude was influenced from individual's experience that response to objects and situations (Allport, 1935). For the meaning of attitude, it defines as the individual motivation of people that obtain the knowledge to learn and improve the use of individual skills as Tsang & Chan (1993) mentioned. Attitudes also can predict the behavior of people such as what people want and what people like. Fishbein and Ajzen (1983) mentioned, increasing attention can affect to the attitude that depends on how much intention on the topic. So, the role of attitude defines as a cognition behavior. Therefore, the development of a good attitude toward taking part in physical activity and fitness exercise are the most important steps to stay healthy in life.

The attitude can towards to a particular behavior. It can say that the action of behavior depends on individual attitude. Also, attitude can affect the behavior that will give the specific result, consequences, or other attributes from the action of behavior. Means that specific result, consequences, and other attributes from the action of behavior are evaluated in from positive attitude or negative attitude. Attitude also conduct with emotion which is the component of the attitude. Attitude with emotion has affect to the behavior in which automatically perceive as a desirable (in term of positive effect) or undesirable (in term of negative effect).

Attitude also affect to other factors, for example, attitude has affected the intentions to buy and behavior in which it was influenced from external factors (Kim & Hunter, 1993)

Relating with this study, Schutz & Smoll (1977) found in their research that the attitude toward physical activity, it can happen in both women and men. It shows that women have more favorable attitude to fitness center that give the result to them in terms of aesthetic field than the men. But, in term of the use of fitness center that give the benefit to health, the result shows that both of male and female engage with exercise at fitness center.

To summarize, it can say that some people choose to go to fitness center to exercise for health, and some do not exercise for health but for other reasons such as for beauty term. It can show that people choose to go to fitness to do what they want depends on people's attitude that was influenced from other factors. Therefore, the development of a positive attitude toward physical activity at fitness center is the easier way to achieve the good health and safer than exercise at home.

2.3 Motivation

Keller mentioned that Motivation refers to the way of thinking that makes people get their goal by using people's experiences to influence people thinking choices as motivation. They will approach or avoid; it depends on how respect they are. Also, motivation is the reason to believe that it affects people's behavior (Keller, 1984, InG.Crookes, G.&R.W.Schmidt, 1991).

The general model of Motivation in this study is how much effort they are prepared to exercise at fitness center, what people are prepared themselves to do something in terms of exercise at fitness center. So, understanding the factors that motivate health-enhancing physical activities to have considerable merit given the role of lifestyle behavior and promoting quality of life.

Motivation is the concept that we use when describing the forces acting to direct behavior. There are two types of motivation which are intrinsic motivation and extrinsic motivation. For intrinsic motivation, it can refer to engage in an activity for the pleasure, appreciation, and satisfaction derived from doing the exercise. Extrinsic

motivation explains that to engage in many behaviors as a means to an end and not for their own sake (Deci, 1975). Intrinsic motivation is usually considered more powerful and leading to more stable behavior than extrinsic motivation and is highly relevant for sports.

To the best of our knowledge, only two associated studies have examined participants' reasons for joining a fitness facility, although a number of studies have examined general motives for exercising (e.g., King, et al., 1992; Marklund & Hardy, 1993; Whaley & Schrider, 2005). Drummond and Lenes (1997) determined that among community-based fitness facilities, 8 factors described participants' reasons for joining: socialization (e.g., opportunities exist to interact with other members), intrinsic motivation (e.g., enjoyment of an activity), extrinsic motivation (e.g., receiving praise), aquatic-related facilities (e.g., saunas, swimming pools), recreational facilities (e.g., indoor track, racquetball courts), resistance equipment (e.g., free weights, machines), aerobic equipment (e.g., treadmills, stationary cycles), and amenities (e.g., snacks, television). These findings suggest that individual and contextual factors play an important role in one's decision to join a fitness center.

2.4 Subjective norms

Subjective norm must be come from the individual's perception that was influenced from the environment. Sometimes, when people were influenced from people around them, it must drive those people to do in the same way as other people. If they obtain those behavior, they will perform in the same behavior. But if they do not obtain those behavior, they will not perform in the same behavior. How to perform to do something must developed from an individual's beliefs and referent groups. Subjective norm also can lead the people behavior and tend to contribute the people beliefs. Most of an individual will intend to behave a particular action that perceive from environment and people thinking. Subjective norm also will gain people to think that what people should do or should not do. However, subjective norm always come from an individual's family member, close friends, health professional, etc (Ajzen & Fishbein, 1980).

Jogiyanto (2007) mentioned that subjective norms are a kind of social pressure. It comes from people's beliefs, which can affect people's interest so that customers have taken into account to perform or not to perform a particular behavior. “Subjective norms can define as social pressure experienced by individuals to conduct particular behavior (Lee, 2009).

It can refer the meaning of subjective norm to this study that some people who are not like to go to fitness center were influenced by many people who often go to the fitness center and have the result in terms of having a good health and good body shape as a social pressure affect people behavior. It might influence those of people that in one day, they will be like other people by going to exercise at fitness center. The more social pressure, the more taking action. It can show that people who get successful in exercising at fitness center can contribute the benefit of exercise in fitness center and can create believe of exercise in fitness center to other people.

2.5 Brand image

Akaah (1988) found that most of the customers always purchase the product from well-known brands because those well-known brand products have a positive brand image to lower purchase risks. This argument is also supported by Rao and Monroe (1988) that a brand with a more positive image does have the effect of reducing consumers’product perception risks and increasing positive feedback from consumers. Keller (1993) explains that a brand image can be an association or perception based on a customer's memory toward the product. Thakor et al. (1997) said that brand image could make consumers recognize a product, evaluate the quality, lower purchase risks, and obtain certain experience and satisfaction out of product differentiation.

Brand image is one important component of brand equities. It also defines that good brand image can increase the engagement of consumers toward brand equity. Brand image is about the reasoned and emotional perceptions of people. It can define as a belief, an idea, and an impression that create the people’s perception toward an object. Brand image represent the mental consumer that affect consumer’s beliefs of the brand (Keller, 2001). Brand image can evaluate from the customer trust, customer impressions according to the use of product and service by customers. Sometimes,

customer's perception of brand image differs from organizational perception of brand image because the way the company want to be in position and the way customer perceive are different. It makes companies have to develop their brand image matching the target customer. So, brand communication is important tool to create the brand image and brand associations. It depends on what customer take from brand communication. Eventually, brand image normally formed on what customer obtain from brand message and brand communication. And the meaning of the brand can have many images depending on customer's awareness of the brand (Sinapuelas & Sisodiya, 2010)

From the meaning of brand image, to relate with this study, Fitness center brand image will affect the customer perception who are in the decision-making process to choose the fitness center that they want. Good fitness brand image can gain more new enter customers to use the fitness center membership. Also, bad fitness brand image affect the brand reputation and make the new enter customers decreasing in long term. So, fitness brand image is quite important to gain the customer in long term because it will held in customer memory. It means that positive fitness center brand image can associate and crate customer perception and it affects the new customer or exist customer who want to use fitness center service.

2.6 Intention to use fitness center membership

Intention to use is one of intention but perform in specific behavior (Fishbein and Ajzen, 1975). Attitude towards the fitness center influences the intention to use and intention to return to the fitness center (Gao and Koufaris, 2006). Intention to use a fitness center membership is used to measure customers' behavior who like to go to the fitness center. The actual use of a fitness center membership is measured using how often consumers use fitness center membership and how long the customers spend time in the fitness center. According to this study, based on the concept of the theory of reasoned action (TRA). Intention to use fitness center membership conducts with service quality of fitness center, attitude of people who want to exercise at fitness center, customer's motivation, subjective norm of people who was influenced by fitness center environment and the good result of people who exercise at fitness center and

brand image of fitness center which create the people perception of the fitness brand image. All of these factors have affect to the use of fitness center membership that come from people intention. Intention to use fitness center membership also was explained to be the person's motivation that want to have a good health and good body shape. (Ajzen & Fishbein, 1980).

2.7 Conceptual Framework

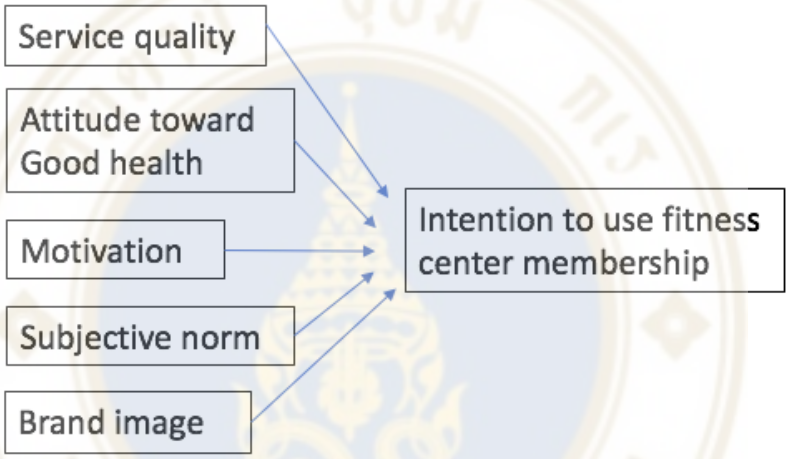

Figure 2.1 Conceptual Framework

CHAPTER III
MATERIALS AND METHODS

3.1 Population Sample

In order to cover the research objective, the scope of this study and sample group were chosen base on people who live in Bangkok and have fitness membership and exercise at fitness center once per month in Bangkok. The target respondents must have the experience exercising or visiting fitness center and have the fitness center membership of each fitness center where they like to visit. The sample size of this research is 400 samples as the total number of target respondents who are 18 years old or higher. To make sure that they can make decision by themselves without parents.

3.2 Data Collection and Sample Size

This study will use the formula from Taro Yamane (1967) to calculate the appropriate sample size. The formula is as below;

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = sample size required

N = number of people in the population

e = allowable error (%)

Population of Bangkok Metropolitan Region is 14,626,225

$$n = 14{,}626{,}225 + 14{,}626{,}225(0.05)^2$$

$$n = 399.989$$

According to formula data collection and sample size from Taro Tamane (1967). The result must be 399.989. But in reality, the researcher can collect the data of 506 respondents as a total. However, the data which able to use in this study is only 417 respondents. Because of the screening question part, there are 27 respondents who did not exercise and 62 respondents who did not have fitness center membership. It means 89 respondents from people who did not exercise and did not have fitness center membership cannot be counted to analyze in this study because they are not the population sample who did not relate to the topic. Base on the questionnaire that researcher designed, the questionnaire consists 8 sections which are Screening section to screen the respondents who have behavior relate the study, followed by Service quality section, Attitude toward good health section, Brand Image section, Motivation section, Subjective norms section, Intention to use fitness center membership section and Personal respondent information section. This questionnaire was launched by Google questionnaire in order to collect the data from respondent. Also, using the Thai language is the main language of questionnaire for this study.

3.3 Data Analysis

According to quantitative analysis that researcher used, the frequency analysis will be applied descriptive statistics which will be used for identifying the average answer of each factor which is Service quality, Attitude toward good health, Brand Image, Motivation, Subjective norms and Intention to use fitness center membership. Also, T-test analysis will be applied with subgroup of gender to see the different opinion between male and female while ANOVA analysis will be used to analyze and evaluate consumption frequency, age, education, occupation, and personal income, customer spending in order to identify the differences among these subgroups. Lastly, regression analysis will be applied to this study for identifying the cause and effect of intention to use fitness center membership factor.

CHAPTER IV
RESULTS

4.1 Frequency

Table 4.1 Gender

Gender	Frequency	Percent
Male	210	50.4
Female	207	49.6
Total	**417**	**100.0**

From the data in gender's part, most gender respondents are male, which are 210 people or 50.4% of total respondents. For the female, it consists of 207 people or 49.6% of total respondents.

Table 4.2 Age

Age	Frequency	Percent
Less than 20	4	1.0
20 - 29	186	44.6
30 - 39	178	42.7
40 - 49	42	10.1
50 - 59	4	1.0
More than 60	3	.7
Total	**417**	**100.0**

From the data in age's part, majority of respondent's age is 20 – 29 years old which can be counted for 186 people or 44.6% of total respondents, followed by 178 people or 42.7% of total respondents who are in 30-39 years old, 42 people or 10.1% of total respondents who are in 40-49 years old, 4 people or 1% of total respondents who are in

20-29 years old, 4 people or 1% of total respondents who are in 50-59 years old. The rest are 3 people or 0.7% of total respondents who are 60 years old and above.

Table 4.3 Personal income

Personal income	Frequency	Percent
Less than 10,000	14	3.4
10,000 - 18,000	77	18.5
18,001 - 24,000	67	16.1
24,001 - 35,000	83	19.9
35,001 - 50,000	95	22.8
50,001 - 85,000	56	13.4
85,001 - 160,000	23	5.5
More than 160,000	2	.5
Total	**417**	**100.0**

From the data in monthly income's part, most respondents had an income of 35,001-50,000 Baht, which is 95 people or 22.8% of total respondents. The second respondent's group had an income of 24,001-35,000 Baht, which is 83 people or 19.9% of total respondents. The third respondent's group had an income of 10,000-18,000 Baht, which is 77 people or 18.5% of total respondents. Followed by 67 people or 16.1% of total respondents who had income 18,001-24,000 Baht, 56 people or 13.4% of total respondents who had income 50,001-85,000 Baht, 23 people or 5.5% of total respondents who had income 85,001-160,000 Baht and the rest is 14 people or 3.4% of total respondents who had income less than 10,000 Baht per month.

Table 4.4 Education

Education	Frequency	Percent
High school	9	2.2
Undergraduate	249	59.7
Postgraduate	159	38.1
Total	**417**	**100.0**

From the data in education's part, the majority of respondents are undergraduate, which is 249 people or 59.7% of total respondents. The second respondent's education is postgraduate, which is 159 people or 38.1% of total respondents. And the rest is high school as a respondent's education, which is 9 people or 2.2% of total respondents.

Table 4.5 Occupation

Occupation	Frequency	Percent
Student	16	3.8
Company employee	207	49.6
Government staff	65	15.6
Business owner	74	17.7
Housewife	4	1.0
Retirement	3	.7
Freelance	38	9.1
Unemployed	6	1.4
Other	4	1.0
Total	**417**	**100.0**

From the data in the occupation's part, the majority of respondent's work is a company employee which is 207 people or 49.6% of total respondents. The second respondent's position is the business owner which is 74 people or 17.7% of total respondents. The third respondent's work is government staff which is 65 people or 15.6% of total respondents. Followed by 38 people or 9.1% of total respondents who work as a freelance, 16 people or 3.8% of total respondents who are a student, 6 people or 1.4% of total respondents who are unemployed, 4 people or 1% of total respondents who are housewife, also, 4 people or 1% of total respondents who has other jobs that are not in the list such as fitness trainer, state enterprise employee. And the rest is retirement which is 3 people or 0.7% of total respondents.

Table 4.6 Frequency Usage

How often do you go to fitness center?	Frequency	Percent
Everyday	54	12.9
1 time per week	99	23.7
2 times or more per week	240	57.6
1 time per month	10	2.4
2 times or more per month	14	3.4
Total	**417**	**100.0**

According to the data above, the result has shown that most of the respondents like to go to the fitness center 2 times or more per week which is 240 people or 57.6% of total respondents. Followed by 99 people or 23.7% of total respondents who like to go to fitness 1 time per week, 54 people or 12.9% of total respondents who want to go to fitness every day, 14 people or 3.4% of total respondents who like to go to fitness 2 times or more per month and 10 people or 2.4% of total respondents who want to go to fitness 1 time per month.

Table 4.7 Average spending cost

Average fitness member's spending cost (per month)	Frequency	Percent
Less than 1,000 Baht	26	6.2
1,001 - 2,000 Baht	176	42.2
2,001 - 3,000 Baht	171	41.0
3,001 - 4,000 Baht	39	9.4
More than 4,001 Baht	5	1.2
Total	**417**	**100.0**

For the average fitness member's spending cost, the most expensive fitness membership cost that respondents pay for is 1,001-2,000 Baht per month, 176 people, or 42.2% of total respondents. The second price range is 2,001-3,000 Baht per month, which is 171 people or 41% of total respondents. The third price range is 3,001-4,000

Baht per month, which is 39 people or 9.4% of total respondents—followed by 26 people or 6.2% of total respondents who pay the fitness membership less than 1,000 Baht. And the rest is 5 people or 1.2% of total respondents who pay the fitness membership more than 4,001 Baht.

4.2 Reliability Analysis

According to Hulin, Netemeyer and Cudeck (2001) research, they mentioned that the general accepted rule of Reliability analysis is that if the result of Cronbach's alpha is 0.6-0.7 which mean it refers to acceptable level of reliability. Then, Cronbach's alpha is 0.8 or more which means it refers to a very good level of reliability. Anyway, if the result of Cronbach's alpha was higher than 0.95, it would not be necessarily good because sometimes it might refer to redundant.

In this study, the result of Cronbach's alpha is in between 0.8 or more range of reliability level which mean that all of Cronbach's alpha of each factors in this study which is Service quality, Attitude toward good health, Motivation, Subjective norms, Brand image and Intention to use fitness center membership. These factors are very good level of reliability and can be used in further analysis

Table 4.8 The result of Cronbach's alpha in Reliability analysis

Factors	Cronbach's Alpha	Number of items
Service Quality	0.842	5
Attitude toward good health	0.831	5
Motivation	0.872	6
Subjective norms	0.802	9
Brand image	0.859	6
Intention to use fitness center membership	0.804	6

4.3 Descriptive Statistic

For 6 factors which are service quality, Attitude toward good health, Brand image, Motivation, Subjective norms and Intention to use fitness center membership. The researcher will use descriptive statistics to analyze the data. So, the researcher would like to show each statement's mean score from each factor by using a scale of 1 to 5, which is 1 being the least agreement and 5 being the most agreement.

Table 4.9 Descriptive Statistic of Service Quality

Service Quality	Mean	S.D.
1. I think this fitness center is clean and comfortable	4.59	.583
2. I think the fitness trainer can provide a good suggestion to me.	4.29	.591
3. I think the exercise machines and exercise equipment have good quality and standard.	4.35	.637
4. I think there are many interesting of group class and variety of group classes.	4.38	.700
5. I think I like snack bar and beverage bar in the fitness center where I visited.	4.05	.869
Total	**4.33**	**.404**

From the data above, the mean score of the Service quality factor is 4.33. It means that fitness centers where respondents go, they have good quality in terms of a clean, comfortable, good fitness trainer, good exercise equipment, having more group classes, and also having snack bars in the fitness center. For the highest score of service quality factor is a mean of 4.59, which is “I think this fitness center is clean and comfortable.” So, it means that most of the fitness centers where respondents go, are quite clean and comfortable for the users. For the lowest score of service quality factor is a mean of 4.05, which is “I think I like the snack bar and beverage bar in the fitness center where I visited.” So, it means most of the fitness center where respondents go, they like a good snack bar and beverage bar. But some fitness centers, they don’t like the snack bar and beverage bar, as the score has shown.

Table 4.10 Descriptive Statistic of Attitude toward good health

Attitude toward good health	Mean	S.D.
1. I am the one who want to have good body shape.	4.57	.560
2. I am the one who want to have good physical health.	4.74	.498
3. I feel bad when I didn't do exercise. (Because of time, traffic jam, personal reason, etc.)	3.78	1.061
4. I think that my mental health will be better, if I do exercise.	4.33	.629
5. I have a perception that exercise can help me get my health goal and body goal	4.66	.536
Total	**4.41**	**.332**

From the data above, the mean score of Attitude toward good health factor is 4.41. It means that most of the respondents have an attitude toward good health. For example, they want to have a good body shape and good physical health as a goal. Even if they are busy or in rush time, they still want to exercise, and they will feel bad if they cannot go to exercise. And also, they think that their mental health is better when they exercise. For the highest score of Attitude toward good health factor is a mean of 4.74, which is "I am the one who wants to have good physical health." So, most of the respondents go to exercise because they really want to have good physical health as the main reason. For the lowest score of Attitude toward good health factor is mean of 3.78, which is "I feel bad when I didn't do exercise. (Because of time, traffic jam, personal reason, etc.)". It shows that some respondents didn't feel anything if they cannot go to exercise. But most respondents still feel bad if they cannot go to exercise.

Table 4.11 Descriptive Statistic of Brand Image

Brand Image	Mean	S.D.
1. I think this fitness center is the best one in terms of exercise.	4.38	.747
2. I think this fitness center is very famous and has more reputation among customers.	4.20	.732
3. I have good experiences with this fitness center.	4.32	.665
4. I think the cost of fitness center membership is reasonable.	4.40	.687
5. I heard that many people mentioned about this fitness center in terms of positive way	4.35	.671
6. I like this fitness center brand.	4.35	.667
Total	**4.33**	**.441**

From the data above, the mean score of the Brand image factor is 4.33. It means that fitness centers where respondents go, in their opinion, think that those fitness centers have a positive brand image in terms of brand reputation and reasonable fitness membership cost. In this factor, every statement has a near mean score for each other, which is 4.38, 4.20, 4.32, 4.40, 4.35, and 4.35. Which means the respondents have a positive attitude toward the fitness center brand image where they visit. The reason came from the respondent's experience toward their fitness center, their personal attitude from the other people who positively mentioned those fitness centers. Otherwise, the highest mean score is 4.40. It talks about the reasonable cost of a fitness center.

Table 4.12 Descriptive Statistic of Motivation

Motivation	Mean	S.D.
1. I exercise at this fitness center because of affordable and reasonable fitness center membership cost.	4.45	.804
2. I exercise at this fitness center because of good service qualities such as exercise machine, cleanness, and fitness facilities	4.29	.775
3. I exercise at this fitness center because this fitness center is near my house or my office	4.20	.888
4. I exercise at this fitness center because I want to have good health and good body shape	4.45	.706
5. I exercise at this fitness center because I like this fitness center brand.	4.11	.859
6. I exercise at this fitness center because I think it is better and safer than exercise at home or park	4.36	.782
7. I exercise at this fitness center because of interesting promotion	4.26	.830
8. I exercise at this fitness center because there are more interesting exercise machine and more interesting group classes	4.29	.785
9. I exercise at this fitness center because of knowledgeable fitness trainers	4.27	.880
Total	**4.29**	**.562**

From the data above, the mean score of the Motivation factor is 4.29. It means that most of the respondents have more motivation to go to exercise that those fitness centers such as those fitness centers have a reasonable cost of membership, good exercise machines, cleanness, fitness facilities, interesting promotion, knowledgeable fitness trainers, interesting exercise machines, and interesting group classes. Then, most respondents have the motivation to go to the fitness center because they want to have good health and body shape, and also, they think that exercise at the fitness center is safer than exercise at home or other places. For the highest mean score of Motivation factor, there are 2 statements of this factor that got 4.45 as the highest mean score which is “I exercise at this fitness center because of affordable and reasonable fitness center

membership cost" and "I exercise at this fitness center because I want to have good health and good body shape." It means that the price and good health are the strong motivation to gain more people to go to the fitness center. And the lowest mean score is 4.11, which is "I exercise at this fitness center because I like this fitness center brand."

Table 4.13 Descriptive Statistic of Subjective norms

Subjective norms	Mean	S.D.
1. I think I want to exercise at fitness center because I want to do like they do	3.75	1.207
2. I think I want to have good health like other people who exercise at fitness center.	4.26	.851
3. I think I want to have good body shape like other people who exercise at fitness center.	4.24	.820
4. I think I want to join in this fitness center because society of people in this fitness center.	3.83	1.163
5. I think I want to exercise at fitness center because I want to have social status as other people	2.71	1.474
6. I think I want to exercise at fitness center because my friends and my colleagues recommended for me.	3.72	1.117
Total	**3.75**	**.777**

From the data above, the mean score of the Subjective norms factor is 3.75. It shows that most respondents think that subjective norms cannot influence them to go to the fitness center. For example, a society of people, social status, and recommendations from their friends and colleagues cannot influence respondents to go to the fitness center. But some respondents agree that subjective norms can influence them to go to the fitness center. For the highest score of the Subjective norms factor is a mean of 4.26, which is "I think I want to have good health like other people who exercise at a fitness center." It means that good health and good body shape still influence people to go to exercise at the fitness center. And the lowest score is a mean of 2.71, which is "I think I want to exercise at the fitness center because I want to have social status as other

people.” It means that they disagree with exercise at fitness can help their social status like other people being.

Table 4.14 Descriptive Statistic of Intention to use fitness center membership

Intention to use fitness center membership	Mean	S.D.
1. I will go to exercise again at this fitness center.	4.56	.625
2. I will recommend this fitness center to a friend or colleague.	4.28	.714
3. Even I am busy, I will go to exercise at fitness center.	4.12	.766
4. My experiences of this fitness center have affected toward exercise decisions.	4.43	.662
5. If my fitness center membership has expired, I will continue it	4.33	.714
6. If my friends and my colleagues went to exercise at fitness center, I would go either.	4.21	.826
Total	**4.32**	**.449**

From the data above, the mean score of Intention to use the fitness center membership factor is 4.32. It means that most respondents tend to use fitness center membership. They will also recommend this fitness center to a friend or colleague, and they will continue their fitness center membership when it had expired. For the highest score of Intention to use fitness center membership factor is mean of 4.56, which is “I will go to exercise again at this fitness center.” And the lowest score is a mean of 4.12, which is “Even I am busy, I will go to exercise at the fitness center.”

Table 4.15 Overall of Descriptive Statistic result

Descriptive Statistic	Mean	Number of items
Service Quality	4.33	5
Attitude toward good health	4.41	5
Brand Image	4.33	6
Motivation	4.29	9
Subjective Norms	3.75	6
Intention to use fitness center membership	4.32	6

From the result in Table 4.15 shows that most respondents agreed with Attitude toward good health factor by mean score of 4.41, followed by Service Quality and Brand Image factor that have the same mean score which is 4.33. Then, Motivation factor got mean score of 4.29 and Intention to use fitness center membership got mean score of 4.32. For the least mean score is 3.75 which is Subjective norms factor, it can refer that most of respondents though that subjective norms cannot influence them to go to fitness center. However, Descriptive statistic can show the average of respondent result, it is not enough to explain in deep detail.

4.4 T-Test Analysi

4.4.1 Gender

T-Test analysis normally used to analyze and compare the difference between 2 groups. In this study, Gender was used to analyze in this method to see how difference of result between male respondents and female respondents.

Table 4.16 T-Test Analysis of Gender and Brand Image

Independent Sample Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
4. I think the cost of fitness center membership is reasonable.	Equal variances assumed	4.327	.038	2.570	415	.011
	Equal variances not assumed			2.566	394.342	.011

Group statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
4. I think the cost of fitness center membership is reasonable.	Male	210	4.49	.605	.042
	Female	207	4.31	.752	.052

According to T-test analysis of table 4.16 in Brand Image factor, question no.4 which is “I think the cost of fitness center membership is reasonable.” It shows the result that there is significant difference between male and female in the result of this statement which is 2.566 of T value of this statement and Sig. (2-tailed) is 0.011. In addition, mean of male (4.49) in this statement is higher than female (4.31). It means that male thinks the cost of fitness center membership is reasonable rather than female.

Table 4.17 T-Test Analysis of Gender and Motivation

Independent Sample Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
5. I exercise at this fitness center because I like this fitness center brand	Equal variances assumed	.219	.640	3.091	415	.002
	Equal variances not assumed			3.087	397.917	.002
7. I exercise at this fitness center because of interesting promotion.	Equal variances assumed	3.801	.052	2.146	415	.032
	Equal variances not assumed			2.143	393.610	.033

Group statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
5. I exercise at this fitness center because I like this fitness center brand.	Male	210	4.24	.764	.053
	Female	207	3.98	.929	.065
7. I exercise at this fitness center because of interesting promotion.	Male	210	4.35	.731	.050
	Female	207	4.17	.913	.063

According to T-test analysis of table 4.17 in Motivation factor, question no.5 which is “I exercise at this fitness center because I like this fitness center brand.” It shows the result that there is significant difference between male and female in the result of question no.5 which is 3.087 of T value of this statement and Sig. (2-tailed) is 0.002. In addition, mean of male (4.24) in question no.5 is higher than female (3.98). It means

that male thinks exercising at fitness center because they like fitness center brand which they always visited rather than female. Besides, question no.7 which is “I exercise at this fitness center because of interesting promotion.”, the result shows that T value is 2.143 and Sig. (2-tailed) is 0.033. Also, mean of male (4.35) in question no.7 is higher than female (4.17). It means that male interested in fitness center’s promotion rather than female. From the result of table 4.4.2, it shows that male has more motivate to use fitness center membership than female.

4.5 One-Way ANOVA (5)

4.5.1 Age Group

The one-way ANOVA analysis method will analyze the age group in different range subgroup, which is less than 20 years old, 20-29 years old, 30-39 years old, 40-49 years old, 50-59 years old and more than 60 years old. These age ranges of subgroup will analyze across each factor such as Service Quality, Attitude toward good health, Brand Image, Motivation, Subjective norms and Intention to use fitness center membership to find the result of respondents.

Table 4.18 ANOVA Analysis between Age group and Attitude toward good health

3. I feel bad when I didn't do exercise. (Because of time, traffic jam, personal reason, etc.)						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups		21.175	5	4.235	3.893	.002
Within Groups		447.084	411	1.088		
Total		468.259	416			
Post Hoc Tests						
(I) How old are you?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
40 - 49	20 - 29	-.758*	.178	.000	-1.28	-.23
	30 - 39	-.620*	.179	.009	-1.15	-.09

From the table 4.18 with the question is “I feel bad when I didn’t do exercise (Because of time, traffic jam, personal reason, etc.)” in Attitude toward good health section. There is significant difference between age group by Sig. of 0.002. Then, move on to Bonferroni table, it shows that respondents in age range 40-49 years old give importance to exercise less than respondents in age range 20-29 years old with the mean difference of (-0.758) and respondents in age range 30-39 years old with the mean difference of (-0.620).

Table 4.19 ANOVA Analysis between Age group and Brand Image (1)

1. I think this fitness center is the best one in terms of exercise.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		7.950	5	1.590	2.918	.013
Within Groups		223.939	411	.545		
Total		231.890	416			
Post Hoc Tests						
(I) How old are you?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
20 - 29	30 - 39	-.247*	.077	.023	-.48	-.02

From the table 4.19 with the question is, “I think this fitness center is the best one in terms of exercise.” in Brand Image section. There is a significant difference between age group by Sig. of 0.013. Then, move on to Bonferroni table. It shows that respondents in age range 20-29 years old trust in their fitness center where they like to visit less than respondents in age range 30-39 years old with the mean difference of (-0.247).

Table 4.20 ANOVA Analysis between Age group and Brand Image (2)

2. I think this fitness center is very famous and has more reputation among customers.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		7.494	5	1.499	2.858	.015
Within Groups		215.585	411	.525		
Total		223.079	416			
Post Hoc Tests						
(I) How old are you?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
50 - 59	More than 60	-1.750*	.553	.025	-3.38	-.12

From the table 4.20 with the question is "I think this fitness center is very famous and has more reputation among customers." in Brand Image section. There is significant difference between age group by Sig. of 0.015. Then, move on to Bonferroni table, it shows that respondents in age range 50-59 years old trust in their fitness center reputation where they like to visit less than age range more respondents in than 60 years old with the mean difference of (-1.750).

Table 4.21 ANOVA Analysis between Age group and Motivation

5. I exercise at this fitness center because I like this fitness center brand.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		10.811	5	2.162	3.001	.011
Within Groups		296.114	411	.720		
Total		306.926	416			
Post Hoc Tests						
(I) How old are you?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
20 - 29	30 - 39	-.268*	.089	.041	-.53	-.01

From the table 4.21 with the question is "I think this fitness center is very famous and has more reputation among customers." in Motivation section. There is significant difference between age group by Sig. of 0.011. Then, move on to Bonferroni table,

it shows that respondents in age range 20-29 years old thinks that their fitness center brand that they like could motivate them to go to exercise less than respondents in age range 30-39 years old with the mean difference of (-0.268).

Table 4.22 ANOVA Analysis between Age group and Subjective norms (1)

2. I think I want to have good health like other people who exercise at fitness center						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		13.161	5	2.632	3.759	.002
Within Groups		287.822	411	.700		
Total		300.983	416			
Post Hoc Tests						
(I) How old are you?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
50 - 59	Less than 20	-1.750*	.592	.049	-3.50	.00
	20 - 29	-1.774*	.423	.001	-3.02	-.53
	30 - 39	-1.770*	.423	.001	-3.02	-.52
	40 - 49	-1.833*	.438	.001	-3.13	-.54
	More than 60	-2.167*	.639	.012	-4.05	-.28

From the table 4.22 with the question is "I think I want to have good health like other people who exercise at fitness center." in Subjective norms section. There is a significant difference between age group by Sig. of 0.002. Then, move on to Bonferroni table, it shows that respondents in age range 50-59 years old give less importance in terms of the desire to have good health as other than respondents in age range less than 20 years old with the mean difference of (-1.750), respondents in age range 20-29 years old with the mean difference of (-1.774), respondents in age range 30-39 years old with the mean difference of (-1.770), respondents in age range 40-49 years old with the mean difference of (-1.833) and respondents in age range more than 60 years old with the mean difference of (-2.167).

Table 4.23 ANOVA Analysis between Age group and Subjective norms (2)

5. I think I want to exercise at fitness center because I want to have social status as other people.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		62.970	5	12.594	6.158	.000
Within Groups		840.497	411	2.045		
Total		903.468	416			
Post Hoc Tests						
(I) How old are you?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
40 - 49	20 - 29	-1.217*	.244	.000	-1.94	-.50
	30 - 39	-.831*	.245	.012	-1.56	-.11

From the table 4.23 with the question is "I think I want to exercise at fitness center because I want to have social status as other people." in Subjective norms section. There is a significant difference between age group by Sig. of 0.000. Then, move on to Bonferroni table, it shows that respondents in age range 40-49 years old give less importance in terms of social status in fitness center than respondents age range 20-29 years old with the mean difference of (-1.217) and respondents in age range 30-39 years old with the mean difference of (-0.831).

Table 4.24 ANOVA Analysis between Age group and Intention to use fitness center membership

		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		8.281	5	1.656	3.336	.006
Within Groups		204.050	411	.496		
Total		212.331	416			
Post Hoc Tests						
(I) How old are you?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 20	50 - 59	1.500*	.498	.042	.03	2.97

From the table 4.24 with the question is “If my fitness center membership has expired, I will continue it.” in Intention to use fitness center membership section. There is a significant difference between age group by Sig. of 0.006. Then, move on to Bonferroni table, it shows that respondents in age range less than 20 years old give more importance in continuing fitness center membership than respondents in age range 50-59 years old with the mean difference of 1.500.

4.5.2 Education group

This one-way ANOVA analysis will analyze the education subgroup which is High school, Undergraduate and Postgraduate. These education subgroups will analyze across each factor such as Service Quality, Attitude toward good health, Brand Image, Motivation, Subjective norms and Intention to use fitness center membership to find the result of respondents.

Table 4.25 ANOVA Analysis between Education group and Service quality

2. I think the fitness trainer can provide a good suggestion to me.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		2.874	2	1.437	4.173	0.016
Within Groups		142.593	414	.344		
Total		145.468	416			
Post Hoc Tests						
(I) What is your highest level of education?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
High school	Postgraduate	.551*	.201	.019	.07	1.03

From the table 4.25 with the question is “I think the fitness trainers can provide a good suggestion to me.” in Service Quality section. There is a significant difference between education group by Sig. of 0.016. Then, move on to Bonferroni table, it shows that respondents who are in high school level have more trust in fitness trainers than respondents who are in postgraduate level with the mean difference of 0.551.

Table 4.26 ANOVA Analysis between Education group and Attitude toward good health (1)

1. I am the one who want to have good body shape.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		2.327	2	1.163	3.759	.024
Within Groups		128.110	414	.309		
Total		130.436	416			
Post Hoc Tests						
(I) What is your highest level of education?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
Under graduate	Post graduate	.155*	.056	.019	.02	.29

From the table 4.26 with the question is "I am the one who want to have good body shape." in Attitude toward good health section. There is a significant difference between education group by Sig. of 0.024. Then, move on to Bonferroni table, it shows that respondents who are in undergraduate level give more importance to have good body shape than respondents who are in postgraduate level with the mean difference of 0.155.

Table 4.27 ANOVA Analysis between Education group and Attitude toward good health (2)

3. I feel bad when I didn't do exercise. (Because of time, traffic jam, personal reason, etc.)						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		7.256	2	3.628	3.258	.039
Within Groups		461.003	414	1.114		
Total		468.259	416			
Post Hoc Tests						
(I) What is your highest level of education?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
High school	Undergraduate	-.906*	.358	.035	-1.77	-.05
	Postgraduate	-.910*	.362	.037	-1.78	-.04

From the table 4.27 with the question is “I feel bad when I didn’t do exercise (Because of tome, traffic jam, personal reason, etc.)” in Attitude toward good health section. There is a significant difference between education group by Sig. of 0.039. Then, move on to Bonferroni table, it shows that respondents who are in high school level give less importance to exercise than respondents who are in undergraduate level with the mean difference of (-0.906). Also, respondents who are in high school level give less importance to exercise than respondents who are in postgraduate level with the mean difference of (-0.910).

Table 4.28 ANOVA Analysis between Education group and Attitude toward good health (3)

4. I think that my mental health will be better, if I do exercise.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		2.625	2	1.312	3.353	.036
Within Groups		162.042	414	.391		
Total		164.667	416			
Post Hoc Tests						
(I) What is your highest level of education?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Post graduate	Under graduate	-.161*	.064	.035	-.31	-.01

From the table 4.28 with the question is “I think that mental health will be better, if I do exercise.” in Attitude toward good health section. There is a significant difference between education group by Sig. of 0.036. Then, move on to Bonferroni table, it shows that respondents who are in postgraduate level give less importance in mental health by doing exercise than respondents who are in undergraduate level with the mean difference of (-0.161)

Table 4.29 ANOVA Analysis between Education group and Motivation

4. I exercise at this fitness center because I want to have good health and good body shape						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups		5.650	2	2.825	5.798	.003
Within Groups		201.688	414	.487		
Total		207.338	416			
Post Hoc Tests						
(I) What is your highest level of education?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
Under graduate	Post graduate	-.201*	.071	.015	-.37	-.03

From the table 4.29 with the question is "I exercise at this fitness center because I want to have good health and good body shape." in Motivation section. There is a significant difference between education group by Sig. of 0.003. Then, move on to Bonferroni table, it shows that respondents who are in undergraduate level give less importance in good health and good body shape than respondents who are in postgraduate level with the mean difference of (-0.201)

4.5.3 Occupation group

This one-way ANOVA analysis will analyze the occupation subgroup which is Student, Company employee, Business owner, Government staff, Housewife, Retirement, Freelance, Unemployed, Professional i.e Doctor, Lawyer, Teacher, Engineer, etc., and other. These occupation subgroups will analyze across each factor such as Service Quality, Attitude toward good health, Brand Image, Motivation, Subjective norms and Intention to use fitness center membership to find the result of respondents.

Table 4.30 ANOVA Analysis between Occupation group and Service quality

5. I think I like snack bar and beverage bar in the fitness center where I visited.						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups		18.769	7	2.681	3.715	.001
Within Groups		295.173	409	.722		
Total		313.942	416			
Post Hoc Tests						
(I) What is your occupation?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
Unemployed	Student	-1.441*	.403	.011	-2.71	-.17
	Company employee	-1.538*	.352	.000	-2.64	-.43
	Business owner	-1.527*	.361	.001	-2.66	-.39
	Government staff	-1.634*	.362	.000	-2.77	-.50
	Freelance	-1.842*	.373	.000	-3.02	-.67

From the table 4.31 with the question is "I think I like snack bar and beverage bar in the fitness center where I visit." in Service Quality section. There is a significant difference between occupation group by Sig. of 0.001. Then, move on to Bonferroni table, it shows that Unemployed people give less importance of snack bar and beverage bar in the fitness center where they visit than Students with the mean difference of (-1.441). Also, Unemployed people give less importance of snack bar and beverage bar in the fitness center where they visit than Company employees with the mean difference of (-1.538), Business owner with the mean difference of (-1.527), Government staff with the mean difference of (-1.634) and Freelance people with the mean difference of (-1.842).

Table 4.31 ANOVA Analysis between Occupation group and Brand Image

2. I think this fitness center is very famous and has more reputation among customers.						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups		11.345	7	1.621	3.131	.003
Within Groups		211.734	409	.518		
Total		223.079	416			
Post Hoc Tests						
		Mean Difference (I-J)	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
Unemployed	Company employee	-1.045*	.298	.014	-1.98	-.11
	Business owner	-1.131*	.305	.007	-2.09	-.17
	Government staff	-1.057*	.307	.017	-2.02	-.09
	Retirement	-1.833*	.509	.010	-3.43	-.23

From the table 4.31 with the question is “I think this fitness center is very famous and has more reputation among customers.” in Brand Image section. There is a significant difference between occupation group by Sig. of 0.003. Then, move on to Bonferroni table, it shows that Unemployed people agree with this statement less than Company employees with the mean difference of (-1.045). Also, Unemployed people agree with this statement less than Business owner with the mean difference of (-1.131), Government staff with the mean difference of (-1.057) and Retirement people with the mean difference of (-1.833).

Table 4.32 ANOVA Analysis between Occupation group and Motivation

8. I exercise at fitness center because there are more interesting exercise machine and more interesting group classes.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		8.717	7	1.245	2.057	.047
Within Groups		247.590	409	.605		
Total		256.307	416			
Post Hoc Tests						
(I) What is your occupation?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Company employee	Unemployed	1.022*	.322	.045	.01	2.04

From the table 4.32 with the question is "I exercise at fitness center because there are more interesting exercise machine and more interesting group classes." in Motivation section. There is a significant difference between occupation group by Sig. of 0.047. Then, move on to Bonferroni table, it shows that Company employees agree with this statement more than Unemployed people with the mean difference of 1.022.

4.5.4 Personal Income group

This one-way ANOVA analysis will analyze the Personal income subgroup which is Less than 10,000 THB, 10,000-18,000 THB, 18,001 – 24,000 THB (C-), 24,001 – 35,000 THB (C), 35,001 – 50,000 THB (C+), 50,001 – 85,000 THB (B), 85,001 – 160,000 THB (A), and more than 160,000 THB. These personal income subgroups will analyze across each factor such as Service Quality, Attitude toward good health, Brand Image, Motivation, Subjective norms and Intention to use fitness center membership to find the result of respondents.

Table 4.33 ANOVA Analysis between Income group and Service Quality

2. I think the fitness trainer can provide a good suggestion to me.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		6.413	7	.916	2.695	.010
Within Groups		139.054	409	.340		
Total		145.468	416			
Post Hoc Tests						
(I) What is your monthly income?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10,000 - 18,000	24,001 - 35,000	.323*	.092	.014	.03	.61

From the table 4.33 with the question is "I think the fitness trainer can provide a good suggestion to me." in Service Quality section. There is a significant difference between Personal income group by Sig. of 0.010. Then, move on to Bonferroni table, it shows that respondents who have personal income in range of 10,000-18,000 THB agree with this statement more than respondents who have personal income in range of 24,001-35,000 THB with the mean difference of 0.323.

Table 4.34 ANOVA Analysis between Income group and Motivation

9. I exercise at this fitness center because of knowledgeable fitness trainers.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		16.454	7	2.351	3.147	.003
Within Groups		305.464	409	.747		
Total		321.918	416			
Post Hoc Tests						
(I) What is your monthly income?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10,000 - 18,000	24,001 - 35,000	.442*	.137	.038	.01	.87

From the table 4.34 with the question is "I exercise at this fitness center because of knowledgeable fitness trainers." in Motivation section. There is a significant difference between Personal income group by Sig. of 0.003. Then, move on to Bonferroni

table, it shows that respondents who have personal income in range of 10,000-18,000 THB agree with this statement more than respondents who have personal income in range of 24,001-35,000 THB with the mean difference of 0.442.

Table 4.35 ANOVA Analysis between Income group and Subjective norms (1)

1. I think I want to exercise at fitness center because I want to do like they do.						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups		30.497	7	4.357	3.096	.003
Within Groups		575.566	409	1.407		
Total		606.062	416			
Post Hoc Tests						
(I) What is your monthly income?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
10,000 - 18,000	18,001 - 24,000	.707*	.198	.011	.08	1.33

From the table 4.35 with the question is "I think I want to exercise at fitness center because I want to do like they do." in Subjective section. There is a significant difference between Personal income group by Sig. of 0.003. Then, move on to Bonferroni table, it shows that respondents who have personal income in range of 10,000-18,000 THB agree with this statement more than respondents who have personal income in range of 24,001-35,000 THB with the mean difference of 0.707.

Table 4.36 ANOVA Analysis between Income group and Subjective norms (2)

3. I think I want to have good body shape like other people who exercise at fitness center.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		10.681	7	1.526	2.322	.025
Within Groups		268.815	409	.657		
Total		279.496	416			
Post Hoc Tests						
(I) What is your monthly income?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
More than 160,000	Less than 10,000	-1.929*	.613	.050	-3.86	.00
	10,000 - 18,000	-1.877*	.581	.037	-3.70	-.05
	85,001 - 160,000	-1.935*	.598	.037	-3.81	-.06

From the table 4.36 with the question is "I think I want to have good body shape like other people who exercise at fitness center." in Subjective section. There is a significant difference between Personal income group by Sig. of 0.025. Then, move on to Bonferroni table, it shows that respondents who have personal income more than 160,000 THB agree with this statement less than respondents who have personal income less than 10,000 THB with the mean difference of (-1.929). Also, respondents who have personal income more than 160,000 THB agree with this statement less than respondents who have personal income in range of 10,000-18,000 THB with the mean difference of (-1.877), respondents who have personal income in range of 85,001-160,000 THB with the mean difference of (-1.935).

Table 4.37 ANOVA Analysis between Income group and Subjective norms (3)

4. I think I want to join in this fitness center because society of people in this fitness center.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		33.362	7	4.766	3.681	.001
Within Groups		529.550	409	1.295		
Total		562.911	416			
Post Hoc Tests						
(I) What is your monthly income?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10,000 - 18,000	18,001 - 24,000	.822*	.190	.001	.22	1.42

From the table 4.37 with the question is "I think I want to join in this fitness center because society of people in this fitness center." in Subjective section. There is a significant difference between Personal income group by Sig. of 0.001. Then, move on to Bonferroni table, it shows that respondents who have personal income in range of 10,000-18,000 THB agree with this statement more than respondents who have personal income in range of 18,001-24,000 THB with the mean difference of 0.822.

Table 4.38 ANOVA Analysis between Income group and Subjective norms (4)

5. I think I want to exercise at fitness center because I want to have social status as other people.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		62.965	7	8.995	4.377	.000
Within Groups		840.503	409	2.055		
Total		903.468	416			
Post Hoc Tests						
(I) What is your monthly income?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10,000 - 18,000	18,001-24,000	.830*	.240	.016	.08	1.58
	24,001-35,000	.911*	.227	.002	.20	1.62
	35,001-50,000	.736*	.220	.025	.05	1.43
	50,001-85,000	.977*	.252	.003	.19	1.77
	85,001-160,000	1.355*	.341	.002	.28	2.43

From the table 4.38 with the question is “I think I want to exercise at fitness center because I want to have social status as other people.” in Subjective section. There is a significant difference between Personal income group by Sig. of 0.000. Then, move on to Bonferroni table, it shows that respondents who have personal income in range of 10,000-18,000 THB agree with this statement more than respondents who have personal income in range of 18,001-24,000 THB with the mean difference of 0.830. Also, respondents who have personal income in range of 10,000-18,000 THB agree with this statement more than respondents who have personal income in range of 24,001-35,000 THB with the mean difference of 0.911, respondents who have personal income in range of 35,001-50,000 THB with the mean difference of 0.736, respondents who have personal income in range of 50,001-85,000 THB with the mean difference of 0.977, respondents who have personal income in range of 85,001-160,000 THB with the mean difference of 1.355.

Table 4.39 ANOVA Analysis between Income group and Subjective norms (5)

6. I think I want to exercise at fitness center because my friends and my colleagues recommended for me.						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups		37.818	7	5.403	4.589	.000
Within Groups		481.468	409	1.177		
Total		519.285	416			
Post Hoc Tests						
(I) What is your monthly income?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
10,000 - 18,000	18,001-24,000	.790*	.181	.000	.22	1.36
	24,001-35,000	.574*	.172	.025	.03	1.11
	More than 160,000	2.604*	.777	.025	.16	5.05

From the table 4.39 with the question is “I think I want to exercise at fitness center because my friends and my colleagues recommended for me.” in Subjective section. There is a significant difference between Personal income group by Sig. of 0.000. Then, move on to Bonferroni table, it shows that respondents who have personal income in range of 10,000-18,000 THB agree with this statement more than respondents

who have personal income in range of 18,001-24,000 THB with the mean difference of 0.790. Also, respondents who have personal income in range of 10,000-18,000 THB agree with this statement more than respondents who have personal income in range of 24,001-35,000 THB with the mean difference of 0.574 and respondents who have personal income more than 160,000 THB with the mean difference of 2.604.

4.5.5 Frequency Usage group

This one-way ANOVA analysis will analyze the Frequency usage subgroup which is exercise every day, exercise 1 time per week, exercise 2 times or more per week, exercise 1 time per month and exercise 2 times or more per month. These Frequency usage subgroups will analyze across each factor such as Service Quality, Attitude toward good health, Brand Image, Motivation, Subjective norms and Intention to use fitness center membership to find the result of respondents.

Table 4.40 ANOVA Analysis between Frequency group and Service Quality (1)

3. I think the exercise machines and exercise equipment have good quality and standard.						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups		5.664	4	1.416	3.574	.007
Within Groups		163.219	412	.396		
Total		168.882	416			
Post Hoc Tests						
(I) How often do you go to fitness center?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
every day	1 time per month	.674*	.217	.020	.06	1.29

From the table 4.40 with the question is “I think the exercise machines and exercise equipment have good quality and standard.” in Service Quality section. There is a significant difference between Frequency usage group by Sig. of 0.007. Then, move on to Bonferroni table, it shows that respondents who exercise every day, they agree with this statement more than respondents who exercise 1 time per month with the mean difference of 0.674.

Table 4.41 ANOVA Analysis between Frequency group and Service Quality (2)

4. I think there are many interesting of group class and variety of group classes.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		6.070	4	1.518	3.161	.014
Within Groups		197.819	412	.480		
Total		203.890	416			
Post Hoc Tests						
(I) How often do you go to fitness center?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
2 times or more per week	2 times or more per month	.576*	.191	.026	.04	1.11

From the table 4.41 with the question is "I think there are many interesting of group class and variety of group classes." in Service Quality section. There is a significant difference between Frequency usage group by Sig. of 0.014. Then, move on to Bonferroni table, it shows that respondents who exercise 2 times or more per week, they agree with this statement more than respondents who exercise 2 times or more per month with the mean difference of 0.576.

Table 4.42 ANOVA Analysis between Frequency group and Attitude toward good health (1)

1. I am the one who want to have good body shape.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		6.541	4	1.635	5.438	.000
Within Groups		123.895	412	.301		
Total		130.436	416			
Post Hoc Tests						
		Mean Difference (I-J)	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
2 times or more per week	every day	-.278*	.083	.008	-.51	-.05
	1 time per week	-.245*	.066	.002	-.43	-.06

From the table 4.42 with the question is “I am the one who want to have good body shape.” in Attitude toward good health section. There is a significant difference between Frequency usage group by Sig. of 0.000. Then, move on to Bonferroni table, it shows that respondents who exercise 2 times or more per week, they agree with this statement less than respondents who exercise every day with the mean difference of (-0.278). Also, respondents who exercise 2 times or more per week, they agree with this statement less than respondents who exercise 1 time per week with the mean difference of (-0.245).

Table 4.43 ANOVA Analysis between Frequency group and Attitude toward good health (2)

2. I am the one who want to have good physical health.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		2.429	4	.607	2.488	.043
Within Groups		100.554	412	.244		
Total		102.983	416			
Post Hoc Tests						
(I) How often do you go to fitness center?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1 time per week	2 times or more per week	-.177*	.059	.028	-.34	-.01

From the table 4.3 with the question is “I am the one who want to have good physical health.” in Attitude toward good health section. There is a significant difference between Frequency usage group by Sig. of 0.043. Then, move on to Bonferroni table, it shows that respondents who exercise 1 time per week, they agree with this statement less than respondents who exercise 2 times or more per week with the mean difference of (-0.177).

Table 4.44 ANOVA Analysis between Frequency group and Attitude toward good health (3)

3. I feel bad when I didn't do exercise. (Because of time, traffic jam, personal reason, etc.)						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		13.876	4	3.469	3.145	.014
Within Groups		454.383	412	1.103		
Total		468.259	416			
Post Hoc Tests						
(I) How often do you go to fitness center?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
every day	2 times or more per week	-.488*	.158	.022	-.93	-.04

From the table 4.44 with the question is "I feel bad when I didn't do exercise (Because of time, traffic jam, personal reason, etc." in Attitude toward good health section. There is a significant difference between Frequency usage group by Sig. of 0.014. Then, move on to Bonferroni table, it shows that respondents who exercise every day, they agree with this statement less than respondents who exercise 2 times or more per week with the mean difference of (-0.488).

Table 4.45 ANOVA Analysis between Frequency group and Brand Image (1)

2. I think this fitness center is very famous and has more reputation among customers.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		8.181	4	2.045	3.921	.004
Within Groups		214.898	412	.522		
Total		223.079	416			
Post Hoc Tests						
(I) How often do you go to fitness center?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
2 time or more per month	every day	-.780*	.217	.004	-1.39	-.17
	1 time per week	-.722*	.206	.005	-1.30	-.14
	2 times or more per week	-.604*	.199	.025	-1.16	-.04

From the table 4.45 with the question is “I think this fitness center is very famous and has more reputation among customers.” in Brand Image section. There is a significant difference between Frequency usage group by Sig. of 0.004. Then, move on to Bonferroni table, it shows that respondents who exercise 2 times or more per month, they agree with this statement less than respondents who exercise every day with the mean difference of (-0.780). Also, respondents who exercise 2 times or more per month, they agree with this statement less than respondents who exercise 1 time per week with the mean difference of (-0.722) and respondents who exercise 2 times or more per week with the mean difference of (-0.604).

Table 4.46 ANOVA Analysis between Frequency group and Brand Image (2)

4. I think the cost of fitness center membership is reasonable.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		5.871	4	1.468	3.178	.014
Within Groups		190.249	412	.462		
Total		196.120	416			
Post Hoc Tests						
(I) How often do you go to fitness center?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
2 times or more per month	every day	-.622*	.204	.024	-1.20	-.05
	1 time per week	-.588*	.194	.026	-1.14	-.04
	2 times or more per week	-.656*	.187	.005	-1.18	-.13

From the table 4.46 with the question is “I think the cost of fitness center membership is reasonable.” in Brand Image section. There is a significant difference between Frequency usage group by Sig. of 0.014. Then, move on to Bonferroni table, it shows that respondents who exercise 2 times or more per month, they agree with this statement less than respondents who exercise every day with the mean difference of (-0.622). Also, respondents who exercise 2 times or more per month, they agree with this statement less than respondents who exercise 1 time per week with the mean difference of (-0.588) and respondents who exercise 2 times or more per week with the mean difference of (-0.656).

Table 4.47 ANOVA Analysis between Frequency group and Brand Image (3)

5. I heard that many people mentioned about this fitness center in terms of positive way.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		4.649	4	1.162	2.619	.035
Within Groups		182.823	412	.444		
Total		187.472	416			
Post Hoc Tests						
(I) How often do you go to fitness center?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
every day	2 times or more per month	.643*	.200	.014	.08	1.21

From the table 4.47 with the question is "I heard that many people mentioned about this fitness center in terms of positive way." in Brand Image section. There is a significant difference between Frequency usage group by Sig. of 0.035. Then, move on to Bonferroni table, it shows that respondents who exercise every day, they agree with this statement more than respondents who exercise 2 times or more per month with the mean difference of 0.643.

Table 4.48 ANOVA Analysis between Frequency group and Brand Image (4)

6. I like this fitness center brand.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		6.408	4	1.602	3.692	.006
Within Groups		178.772	412	.434		
Total		185.180	416			
Post Hoc Tests						
(I) How often do you go to fitness center?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
2 times or more per month	every day	-.585*	.198	.033	-1.14	-.03
	1 time per week	-.679*	.188	.003	-1.21	-.15
	2 times or more per week	-.560*	.181	.021	-1.07	-.05

From the table 4.48 with the question is “I like this fitness center brand.” in Brand Image section. There is a significant difference between Frequency usage group by Sig. of 0.006. Then, move on to Bonferroni table, it shows that respondents who exercise 2 times or more per month, they agree with this statement less than respondents who exercise every day with the mean difference of (-0.585). Also, respondents who exercise 2 times or more per month, they agree with this statement less than respondents who exercise 1 time per week with the mean difference of (-0.679) and respondents who exercise 2 times or more per week with the mean difference of (-0.560).

Table 4.49 ANOVA Analysis between Frequency group and Subjective norms

5. I think I want to exercise at fitness center because I want to have social status as other people.						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups		39.507	4	9.877	4.710	.001
Within Groups		863.961	412	2.097		
Total		903.468	416			
Post Hoc Tests						
(I) How often do you go to fitness center?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
1 time per week	every day	.808*	.245	.011	.12	1.50
	2 times or more per week	.694*	.173	.001	.21	1.18

From the table 4.49 with the question is “I think I want to exercise at fitness center because I want to have social status as other people.” in Subjective norms section. There is a significant difference between Frequency usage group by Sig. of 0.001. Then, move on to Bonferroni table, it shows that respondents who exercise 1 time per week, they agree with this statement more than respondents who exercise every day with the mean difference of 0.808 and also, respondents who exercise 1 time per week, they agree with this statement more than respondents who exercise 2 times or more per week with the mean difference of 0.694.

Table 4.50 ANOVA Analysis between Frequency group and Intention to use fitness center membership (1)

4. My experiences of this fitness center have affected toward exercise decisions.						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups		6.229	4	1.557	3.644	.006
Within Groups		176.074	412	.427		
Total		182.302	416			
Post Hoc Tests						
(I) How often do you go to fitness center?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
1 time per month	every day	-.663*	.225	.034	-1.30	-.03
	1 time per week	-.634*	.217	.036	-1.25	-.02
	2 times or more per week	-.671*	.211	.016	-1.27	-.08

From the table 4.50 with the question is “My experiences of this fitness center have affected toward exercise decisions.” in Intention to use fitness center membership section. There is a significant difference between Frequency usage group by Sig. of 0.001. Then, move on to Bonferroni table, it shows that respondents who exercise 1 time per month, they agree with this statement less than respondents who exercise every day with the mean difference of (-0.663). Also, respondents who exercise 1 time per month, they agree with this statement less than respondents who exercise 1 time per week with the mean difference of (-0.634) and respondents who exercise 2 times or more per week with the mean difference of (-0.671).

Table 4.51 ANOVA Analysis between Frequency group and Intention to use fitness center membership (2)

5. If my fitness center membership has expired, I will continue it					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	9.557	4	2.389	4.855	.001
Within Groups	202.774	412	.492		
Total	212.331	416			

Post Hoc Tests

(I) How often do you go to fitness center?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
2 times or more per month	every day	-.913*	.210	.000	-1.51	-.32
	1 time per week	-.670*	.200	.009	-1.24	-.10
	2 times or more per week	-.690*	.193	.004	-1.23	-.15

From the table 4.51 with the question is "If my fitness center membership has expired, I will continue it." in Intention to use fitness center membership section. There is a significant difference between Frequency usage group by Sig. of 0.001. Then, move on to Bonferroni table, it shows that respondents who exercise 2 times or more per month, they agree with this statement less than respondents who exercise every day with the mean difference of (-0.913). Also, respondents who exercise 2 times or more per month, they agree with this statement less than respondents who exercise 1 time per week with the mean difference of (-0.670) and respondents who exercise 2 times or more per week with the mean difference of (-0.690).

4.5.6 Spending group

This one-way ANOVA analysis will analyze the Spending subgroup on average cost of fitness center membership in each month which is Less than 1,000 THB per month, 1,001-2,000 THB per month, 2,001-3,000 THB per month, 3,001-4,000 THB per month and more than 4,001 THB per month. These Spending subgroups will analyze across each factor such as Service Quality, Attitude toward good health, Brand Image, Motivation, Subjective norms and Intention to use fitness center membership to find the result of respondents.

Table 4.52 ANOVA Analysis between Spending group and Service Quality

4. I think there are many interesting of group class and variety of group classes.						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups		12.615	4	3.154	6.793	.000
Within Groups		191.275	412	.464		
Total		203.890	416			
Post Hoc Tests						
(I) How much of fitness center membership do you spend each month?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
Less than 1,000 Baht	2,001 - 3,000 Baht	-.582*	.143	.001	-.99	-.18
1,001 - 2,000 Baht	2,001 - 3,000 Baht	-.294*	.073	.001	-.50	-.09

From the table 4.52 with the question is "I think there are many interesting of group class and variety of group classes." in Service Quality section. There is a significant difference between Spending group by Sig. of 0.000. Then, move on to Bonferroni table, it shows that respondents who spend fitness center membership cost less than 1,000 THB per month, they agree with this statement less than respondents who spend fitness center membership cost in range of 2,001-3,000 THB per month with the mean difference of (-0.582). On the other hand, respondents who spend fitness center membership cost in range of 1,001-2,000 THB per month, they agree with this statement less than respondents who spend fitness center membership cost in range of 2,001-3,000 THB per month with the mean difference of (-0.294).

Table 4.53 ANOVA Analysis between Spending group and Attitude toward good health (1)

2. I am the one who want to have good physical health.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		4.106	4	1.027	4.278	.002
Within Groups		98.877	412	.240		
Total		102.983	416			
Post Hoc Tests						
(I) How much of fitness center membership do you spend each month?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,001 - 2,000 Baht	2,001 - 3,000 Baht	-.194*	.053	.003	-.34	-.05

From the table 4.53 with the question is "I am the one who want to have good physical health." in Attitude toward good health section. There is a significant difference between Spending group by Sig. of 0.002. Then, move on to Bonferroni table, it shows that respondents who spend fitness center membership cost in range of 1,001-2,000 THB per month, they agree with this statement less than respondents who spend fitness center membership cost in range of 2,001-3,000 THB per month with the mean difference of (-0.194).

Table 4.54 ANOVA Analysis between Spending group and Attitude toward good health (2)

3. I feel bad when I didn't do exercise. (Because of time, traffic jam, personal reason, etc.)						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		15.136	4	3.784	3.441	.009
Within Groups		453.123	412	1.100		
Total		468.259	416			
Post Hoc Tests						
(I) How much of fitness center membership do you spend each month?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 1,000 Baht	2,001 - 3,000 Baht	-.664*	.221	.028	-1.29	-.04

From the table 4.54 with the question is “I feel bad when I didn't do exercise (Because of time, traffic jam, personal reason, etc.).” in Attitude toward good health section. There is a significant difference between Spending group by Sig. of 0.009. Then, move on to Bonferroni table, it shows that respondents who spend fitness center membership cost less than 1,000 THB per month, they agree with this statement less than respondents who spend fitness center membership cost in range of 2,001-3,000 THB per month with the mean difference of (-0.664).

Table 4.55 ANOVA Analysis between Spending group and Brand Image (1)

1. I think this fitness center is the best one in terms of exercise.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		14.967	4	3.742	7.107	.000
Within Groups		216.923	412	.527		
Total		231.890	416			
Post Hoc Tests						
(I) How much of fitness center membership do you spend each month?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 1,000 Baht	1,001 - 2,000 Baht	-.654*	.152	.000	-1.08	-.22
	2,001 - 3,000 Baht	-.799*	.153	.000	-1.23	-.37
	3,001 - 4,000 Baht	-.744*	.184	.001	-1.26	-.23

From the table 4.55 with the question is “I think this fitness center is the best one in terms of exercise.” in Brand Image section. There is a significant difference between Spending group by Sig. of 0.000. Then, move on to Bonferroni table, it shows that respondents who spend fitness center membership cost less than 1,000 THB per month, they agree with this statement less than respondents who spend fitness center membership cost in range of 1,001-2,000 THB per month with the mean difference of (-0.654). Also, respondents who spend fitness center membership cost less than 1,000 THB per month, they agree with this statement less than respondents who spend fitness center membership cost in range of 2,001-3,000 THB per month with the mean difference of (-0.799) and respondents who spend fitness center membership cost in range of 3,001-4,000 THB per month with the mean difference of (-0.744).

Table 4.56 ANOVA Analysis between Spending group and Brand Image (2)

2. I think this fitness center is very famous and has more reputation among customers.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		13.024	4	3.256	6.386	.000
Within Groups		210.055	412	.510		
Total		223.079	416			
Post Hoc Tests						
(I) How much of fitness center membership do you spend each month?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
Less than 1,000 Baht	1,001 - 2,000 Baht	-.683*	.150	.000	-1.11	-.26
	2,001 - 3,000 Baht	-.748*	.150	.000	-1.17	-.32
	3,001 - 4,000 Baht	-.615*	.181	.007	-1.13	-.11

From the table 4.56 with the question is "I think this fitness center is very famous and has more reputation among customers." in Brand Image section. There is a significant difference between Spending group by Sig. of 0.000. Then, move on to Bonferroni table, it shows that respondents who spend fitness center membership cost less than 1,000 THB per month, they agree with this statement less than respondents who spend fitness center membership cost in range of 1,001-2,000 THB per month with the mean difference of (-0.683). Also, respondents who spend fitness center membership cost less than 1,000 THB per month, they agree with this statement less than respondents who spend fitness center membership cost in range of 2,001-3,000 THB per month with the mean difference of (-0.748) and respondents who spend fitness center membership cost in range of 3,001-4,000 THB per month with the mean difference of (-0.615).

Table 4.57 ANOVA Analysis between Spending group and Brand Image (3)

5. I heard that many people mentioned about this fitness center in terms of positive way.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		6.474	4	1.618	3.684	.006
Within Groups		180.998	412	.439		
Total		187.472	416			
Post Hoc Tests						
(I) How much of fitness center membership do you spend each month?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
Less than 1,000 Baht	1,001 - 2,000 Baht	-.401*	.139	.042	-.79	-.01
	2,001 - 3,000 Baht	-.510*	.140	.003	-.90	-.12
	3,001 - 4,000 Baht	-.487*	.168	.039	-.96	-.01

From the table 4.57 with the question is "I heard that many people mentioned about this fitness center in terms of positive way." in Brand Image section. There is a significant difference between Spending group by Sig. of 0.006. Then, move on to Bonferroni table, it shows that respondents who spend fitness center membership cost less than 1,000 THB per month, they agree with this statement less than respondents who spend fitness center membership cost in range of 1,001-2,000 THB per month with the mean difference of (-0.401). Also, respondents who spend fitness center membership cost less than 1,000 THB per month, they agree with this statement less than respondents who spend fitness center membership cost in range of 2,001-3,000 THB per month with the mean difference of (-0.510) and respondents who spend fitness center membership cost in range of 3,001-4,000 THB per month with the mean difference of (-0.487).

Table 4.58 ANOVA Analysis between Spending group and Brand Image (4)

6. I like this fitness center brand.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		5.357	4	1.339	3.069	.016
Within Groups		179.823	412	.436		
Total		185.180	416			
Post Hoc Tests						
(I) How much of fitness center membership do you spend each month?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
Less than 1,000 Baht	3,001 - 4,000 Baht	-.538*	.167	.014	-1.01	-.07

From the table 4.58 with the question is "I like this fitness center brand." in Brand Image section. There is a significant difference between Spending group by Sig. of 0.016. Then, move on to Bonferroni table, it shows that respondents who spend fitness center membership cost less than 1,000 THB per month, they agree with this statement less than respondents who spend fitness center membership cost in range of 3,001-4,000 THB per month with the mean difference of (-0.538).

Table 4.59 ANOVA Analysis between Spending group and Motivation

5. I exercise at this fitness center because I like this fitness center brand.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		15.580	4	3.895	5.508	.000
Within Groups		291.346	412	.707		
Total		306.926	416			
Post Hoc Tests						
(I) How much of fitness center membership do you spend each month?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
1,001 - 2,000 Baht	2,001 - 3,000 Baht	-.343*	.090	.002	-.60	-.09

rom the table 4.59 with the question is "I exercise at this fitness center because I like this fitness center brand." in Motivation section. There is a significant difference between Spending group by Sig. of 0.000. Then, move on to Bonferroni table, it shows that respondents who spend fitness center membership cost in range of 1,001-

2,000 THB per month, they agree with this statement less than respondents who spend fitness center membership cost in range of 2,001-3,000 THB per month with the mean difference of (-0.343).

Table 4.60 ANOVA Analysis between Spending group and Subjective norms (1)

1. I think I want to exercise at fitness center because I want to do like they do.						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups		26.619	4	6.655	4.732	.001
Within Groups		579.444	412	1.406		
Total		606.062	416			
Post Hoc Tests						
(I) How much of fitness center membership do you spend each month?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
More than 4,001 Baht	Less than 1,000 Baht	-1.731*	.579	.030	-3.37	-.10
	1,001 - 2,000 Baht	-1.739*	.538	.013	-3.26	-.22
	2,001 - 3,000 Baht	-1.912*	.538	.004	-3.43	-.39

From the table 4.60 with the question is "I think I want to exercise at fitness center because I want to do like they do." in Subjective norms section. There is a significant difference between Spending group by Sig. of 0.001. Then, move on to Bonferroni table, it shows that respondents who spend fitness center membership cost more than 4,001 THB per month, they agree with this statement less than respondents who spend fitness center membership cost less than 1,000 THB per month with the mean difference of (-1.731). Also, respondents who spend fitness center membership cost more than 4,001 THB per month, they agree with this statement less than respondents who spend fitness center membership cost in range of 1,001-2,000 THB per month with the mean difference of (-1.739) and respondents who spend fitness center membership cost in range of 2,001-3,000 THB per month with the mean difference of (-1.912).

Table 4.61 ANOVA Analysis between Spending group and Subjective norms (2)

6. I think I want to exercise at fitness center because my friends and my colleagues recommended for me.					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	11.938	4	2.985	2.424	.048
Within Groups	507.347	412	1.231		
Total	519.285	416			

Post Hoc Tests

(I) How much of fitness center membership do you spend each month?		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
2,001 - 3,000 Baht	3,001 - 4,000 Baht	.566*	.197	.043	.01	1.12

From the table 4.61 with the question is "I think I want to exercise at fitness center because my friends and my colleagues recommended for me." in Subjective norms section. There is a significant difference between Spending group by Sig. of 0.048. Then, move on to Bonferroni table, it shows that respondents who spend fitness center membership cost in range of 2,001-3,000 THB per month, they agree with this statement more than respondents who spend fitness center membership cost in range of 3,001-4,000 THB per month with the mean difference of 0.566.

4.6 Regression Analysis

Table 4.62 Regression Analysis of Intention to use fitness center membership

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.721[a]	.521	.515	.31292	1.959

a. Predictors: (Constant), mean.Brand Image, mean.Subjective norm, mean.Motivation, mean.Attitude toward good health, mean.Service Quality

b. Dependent Variable: mean.Intention to use fitness center membership

ANOVA[a]						
	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	43.686	5	8.737	89.229	.000[b]
	Residual	40.245	411	.098		
	Total	83.931	416			

a. Dependent Variable: mean.Intention to use fitness center membership

b. Predictors: (Constant), mean.Brand Image, mean.Subjective norm, mean.Motivation, mean.Attitude toward good health, mean.Service Quality

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	.385	.242		1.589	.113
	Service Quality	.150	.052	.135	2.887	.004
	Attitude toward good health	.126	.048	.093	2.606	.009
	Motivation	.467	.045	.459	10.315	.000
	Subjective norm	.054	.032	.067	1.667	.096
	Brand Image	.128	.021	.221	6.034	.000

a. Dependent Variable: mean.Intention to use fitness center membership

From the table 4.62 which is Regression analysis of intention to use fitness center membership. ANOVA table shows that F value is 89.229 and Sig. value is 0.000, so it refers that this regression analysis result is useable and acceptable. Apart of ANOVA table, the model summary table shows that R Square is 0.521 which means the predictor independent variables of this study can explain the change of dependent variable is 52.1%.

However, according to Coefficients table, there is one factor that is not significant influence intention to use fitness center membership which is Subjective norms by Sig. of 0.096 because this result of Sig. is over than 0.005. The result in this table shows that people tend to believe in other factors which are Service quality, Attitude toward good health, Motivation and Brand Image instead of Subjective norms, so it can assume that fitness center membership is the health product that Subjective norms cannot influence user to use it, if they are not believe in this product, maybe they might believe in themselves before making decision to buy fitness center membership. Anyway, from the result in regression analysis, it shows that there are four significant factors which can influence intention to use fitness center membership. For the most influential factor that influence intention to use fitness center membership is Motivation with the standardized coefficients beta of 0.459. The second influential factor that influence intention to use fitness center membership is Brand Image with the standardized coefficients beta of 0.221. The third influential factor that influence intention to use fitness center membership is Service Quality with the standardized coefficients beta of 0.135. followed by Attitude toward good health with the standardized coefficients beta of 0.093 as the shown on the table.

CHAPTER V
DISCUSSION

5.1 Gender

For Gender, this study uses T-test analysis to analyze the difference between gender and six factors: Service Quality, Attitude toward good health, Brand Image, Motivation, Subjective norms, and Intention to use fitness center membership. In this study, the analysis result shows that there is a significant difference between males and females with Brand Image and Motivation factors. In terms of Brand Image factor, there is one statement: "I think the cost of fitness center membership is reasonable" shows that different gender has a different opinion that males agree with this statement more than females on the Brand Image factor. It means male thinks the cost of fitness center membership is reasonable rather than female. Also, it relates to the statement in Motivation factors that have significantly different between males and females as well. These statements are "I exercise at this fitness center because I like this fitness center brand" and "I exercise at this fitness center because of an interesting promotion" The result shows that males like to exercise at the fitness center where they want because of the brand. Also, they like the interesting fitness center promotion rather than female as well. It means that males positively affect Brand Image and Motivation factors with healthy products more than females. The result also was supported by Rujeepoj, I. (2012).

5.2 Age

For Age group, this study uses the one-way ANOVA analysis method to analyze the age group in different range subgroup which is less than 20 years old, 20-29 years old, 30-39 years old, 40-49 years old, 50-59 years old and more than 60 years old. These age ranges of the subgroup are analyzed across each factor, such as Service Quality, Attitude toward good health, Brand Image, Motivation, Subjective norms, and

Intention to use fitness center membership. For the result, it shows that there is a significant difference between age group and five factors except for Service quality factors. From the Attitude toward good health factor, people in an age range between 40 and 49 give importance to exercise less than people in the age range 20-29 and 30-39 years old. It means that the different age range has a different opinion on attitude toward good health. Other factors found in the different age range have a different opinion on fitness brand Image, which is people in the age range 20-29 trust in the fitness center where they visit less than 30-39 years old. And people in age range 50-59 agree that the fitness center where they visit has more reputation in terms of the brand image among the customers less than people who are more than 60 years old. For motivation to exercise, people in the age range 30-39 years old have more motivation to exercise because they like their fitness center brand than people in the age range 20-29 years old. Another significant result from Subjective norms is that people in all age ranges would like to have good health as other people who exercise in the fitness center except people in the age range 50-59 who were less influenced by other people. Also, people in the age range 40-49 years old have a different opinion about social status in the fitness center that differs from people in the age range 20-29 and 30-39 years old who want to have social status as other people in the fitness center they visit. For the intention to use fitness center membership, young people (less than 20 years old) tend to continue their fitness membership more than older people (50-59 years old). The result also was supported by Rujeepoj, I. (2012).

5.3 Personal Income

For, personal income, this study use the one-way ANOVA analysis to analyze the personal income subgroup which is Less than 10,000 THB, 10,000-18,000 THB, 18,001 – 24,000 THB (C-), 24,001 – 35,000 THB (C), 35,001 – 50,000 THB (C+), 50,001 – 85,000 THB (B), 85,001 – 160,000 THB (A), and more than 160,000 THB. These personal income subgroups are analyzed across each factor, such as Service Quality, Attitude toward good health, Brand Image, Motivation, Subjective norms, and Intention to use fitness center membership. For the result of this part. It shows there is significant difference people who have income in the range of 10,000-18,000 THB per

month, they agree with the statement about the service quality of trainer in the fitness center where they visit and also agree with the statement about knowledgeable fitness trainer as a motivation to exercise in fitness center more than people who have income in the range of 24,001-35,000 THB per month. Also, people who have income in the range of 10,000-18,000 THB per month were the most influenced by other people as a subjective norm factor. The result also was supported by Rujeepoj, I. (2012).

5.4 Factors Affecting Intention to use fitness center membership

For the factors affecting the intention to use fitness center membership. As a result of the analysis in this study, the Service Quality factor has a positive effect on the intention to use fitness center membership with a beta of 0.135 and a significance of 0.004. It means that most respondents agree that service quality is one of the important factors that can influence the customer to go to the fitness center and use fitness center membership. This result was supported by the study from Mukdawan, S. (2015). which shows that service quality will relate to customer satisfaction, so it can lead the customer to intend to use fitness center membership.

Another factor affecting the intention to use fitness center membership is Attitude toward good health factor with the beta of 0.093 and a significance of 0.009. It means that most respondents agree with this factor which can influence customer to use fitness center membership because attitude about health and body shape can drive the behavior about exercise as the supported study from Kim & Hunter (1993).

Moreover, the Motivation factor is also an important factor that can lead customers to use fitness center membership. As the result shows, the beta of the motivation factor is 0.459, and the significant result is 0.000. As a result, this study has shown that motivation factor is the most influential factor that influences the intention to use fitness center membership. It means that intention to use fitness center membership to exercise or other reason has come from the people's motivation, which depends on people's goal of people they want to be. It was supported by the study from Petri (1981)

The last factor that has a positive effect on the intention to use fitness center membership is Brand Image with a beta of 0.221 and a significance of 0.000. It means that most respondents agree with this factor, which can influence the customer to use fitness center membership because of brand's reputation and positive brand image can influence people to intend to use something from those brand as the supported study from Mukdawan, S. (2015)

CHAPTER VI
RECOMMENDATIONS

6.1 Conclusion

In conclusion, regarding to the objective of this study, the result of this study can answer all the objectives and make this study become successful research. The first objective is to examine the factors that influence and contribute the intention to participate in a fitness center and use fitness membership in Bangkok. So, the result of this objective is there are only four factors in this study that can influence the factor of intention to use fitness center membership which are Service Quality factor with the beta of 0.135, followed by Attitude toward good health factor with the beta of 0.093, Brand Image factor with the beta of 0.221 and Motivation factor with the beta of 0.459.

Moreover, the second objective is to investigate the relationship between factors and the intention to use fitness membership in a fitness center. In other words, it can say that to know why people choose to exercise at the fitness center. From the result that researcher collected. It found that four factors in this study have positive effect on intention to use fitness center membership which are Service Quality factor, Attitude toward good health factor, Brand Image factor, and Motivation factor. It implies that service quality of fitness center is the important factor to gain the customer come to use and exercise at fitness center. For example, variety of group classes, standard of exercise machine and equipment, including snack bar and fitness trainer are one of service quality element that customer will consider what it would be benefit for them or not. Then, attitude toward good health is also one of the important factors that drive customers come to use and exercise at fitness center. For example, if the customer would like to have good health and good body shape, fitness center will be one of the best choices to support the customer goal apart from eating healthy and joining exercise activity outside fitness center. Also, attitude toward good health may come from motivation of people that is one of the most influence factor in this study. Motivation of customers are

depending on customer's experience and customer's knowledge that they met in their environments in real life. So, it becomes an action following their what they want in their life. For the brand image factor is one of the important factors to influence people to join in fitness center. In this study found that if fitness center where respondents like to visit have positive brand image and positive reputation among the customers, the respondents will join in those fitness center because they like those fitness center's brand. Sometime, brand image came from service quality of the fitness center that create word of mouth which become customer satisfaction.

In this study still found that there is only one factor in this study that has no positive effect on intention to use fitness center membership which is subjective norm with the significance of 0.096 and the beta of 0.067. As the result from questionnaire that researcher collected, it implies that fitness center is the heathy product which cannot was influenced by subjective norms. Maybe fitness center is considered as a healthy product, the users will believe in themselves directly to the action instead of other opinions which means the other opinion cannot influence the user or force to do something if they don't have any information in their mind. It assumes that healthy product must attract the people who have the positive attitude in health-conscious trend or people who interested in healthy product. For example, people who exercise regularly cannot influence other people who don't exercise to do exercise like them because they don't exercise as usual or they don't have motivation to exercise.

6.2 Recommendations for Fitness owner

In terms of the fitness business side. In this study, there are four potential factors that can lead the customers to become fitness center members. As the result of analysis has shown on chapter 4. It makes researcher understand what customers are thinking to their fitness centers where they like to visit. In order to gain more customers who would like to use fitness center membership in terms of exercising or community place, there are four factors that the fitness owner need to focus.

The first factor is Service Quality. As the result in analysis part, researcher found the significant difference between personal income group and service quality of fitness center. It shows that the quality of fitness trainer has positive influence to the

customers. So, researcher recommends fitness owner should focus on developing fitness trainer by providing product training or customer relationship management knowledge to develop fitness trainer knowledge. Even it is the small part of developed fitness center, but I would affect to the customer satisfaction who used to visit fitness center. It could say that fitness trainer is one of the important resource in fitness center that affect to fitness quality and fitness brand image. Also, other fitness service quality should develop as well to maintain the existing customers and attract the new customers such as exercise machine and equipment, group classes and other facilities in fitness center.

The second factor is Brand Image. As the result in analysis part, researcher recommends fitness owner should develop the service quality of fitness as researcher mentioned before and also, create marketing campaign and marketing communication to promote fitness center brand to become more reputation and one of customer's choices. Also, decoration and location can attract the new customers who would like to exercise in fitness as well. Because positive brand image will affect on customer perception that lead to intention to use fitness center membership as a profit of fitness center.

The third factor is Attitude toward good health. As the result in analysis part, researcher found the significant difference between age group and attitude toward good health of customers including frequency usage of using fitness center and attitude toward good health. It shows that the people in age range 20-29 and 30-39 like to exercise at fitness center 2 times or more per week. To maintain and gain more customers, researcher recommends fitness owner should create marketing communication to communicate directly to the customers in which to influence the customers to join in fitness center such as promote about the benefit of exercise. Also, the effect of marketing communication might gain more customer's awareness and drive customer's attitude toward good health and good body shape that can lead to customer's behavior in the future.

The last factor is motivation. As the result in analysis part, researcher found the significant difference among gender, age group, personal income, education, occupation with motivation factor. This factor is the most influence factor from this study. It can imply that these demographics of respondents have positive effect on motivation factor. So, customer motivation toward fitness center was influenced by cost of fitness center membership, service quality of fitness center, fitness center location,

fitness center brand image, fitness center safety, interesting of fitness center promotion and knowledgeable fitness trainers. So, researcher recommends fitness owner should maintain and develop in these elements of customer's experiences toward customer's motivation. Also, in order to create the foundation of health-conscious trend in people life. Motivation is the most key factor to influence people tend to take care themselves. The owner should promote and create about the healthy trend campaign, the benefit of taking care themselves campaign or the benefit of exercising in fitness center campaign to create brand awareness and customer perception that it becomes customer's motivation. Then motivation will lead to attitude and become behavior.

6.3 Limitation and Opinion for Future Research

In terms of researcher opinion, there three main limitations of this study. First, due to Covid-19 situation, researcher cannot launch the questionnaire as face to face communication with respondents because of social distancing regulation. There is only one way to launch the questionnaire is using Google form for launching through social media such as Facebook, Instagram and Twitter. Also, researcher cannot go to visit fitness center where the target respondents visit.

Second, during processing this study. Researcher had joint in International Exchange Student program and had studied at university in Korea for 4 months. It affects to collect the data from respondents as well because Korean people are not the main target of this study and also, difference of language is the main barrior to collect the data from them as well.

The last limitation is the age range of the population sample. According to this study, most of the population sample was people who have age between 20-39 years old. It affects respondents' data quality because there is no balance of information between people between 20-39 years old and people who have aged over 40 years old. The researcher should collect more respondents from people who have an age range over 40 years old to make this study more reliable. It makes this study have the information cover all of the age range that makes the researcher easier to analyze the data.

For the opportunity in the future study, the study can be continued as nationwide by collecting the data from many provinces in Thailand. And also, this study can

continued develop in terms of marketing way such as 4Ps that can examine the price, place, promotion and product in order to support the fitness center brand and fitness center owner after knowing the intention to use fitness center membership from this study, so the result from marketing 4Ps would help fitness center owner develop their fitness center's brand, so, it would make some fitness center has more advantage from the competitors in the fitness center industry.

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APPENDICES

Appendix A: The Questionnaire for Quantitative Analysis

Factors influencing the intention of people to use fitness center membership in Bangkok.

This study's purpose is to identify the factors that influence the intention of people who use fitness center membership in Bangkok. All responses are confidential for a study purpose only.

Part 1: Screening Section

1. Do you exercise?

   ☐ Yes ☐ No (Terminate)

2. Do you have fitness center membership? (Including Yoga Centers, Dance center, Pilates center, Muaythai center, etc.)

   ☐ Yes ☐ No (Terminate)

3. How often do you go to fitness center?

   ☐ Everyday ☐ 1 time per week

   ☐ 2 times or more per week ☐ 1 time per month

   ☐ 2 times or more per month

4. On average, how much of fitness center membership do you spend each month? (Thai Baht)

   ☐ Less than 1,000 ☐ 1,001 – 2,000 ☐ 2,001 – 3,000

   ☐ 3,001 – 4,000 ☐ More than 4,001

5. Which fitness center do you most frequently visit?

   ☐ Fitness First ☐ WE Fitness ☐ Jetts Fitness

   ☐ Fitwhey ☐ Virgin Active Thailand ☐ FITFAC Muaythai

   ☐ Absolute You ☐ Yoga and Me ☐ Other_____

Please answer the following questions regarding the answer number 5.

Please think of your most frequently visited fitness center in order to answer the below questions

Part 2: Service Quality

Please specify how much do you agree with these statements from 1 to 5, 1 means strongly disagree and 5 means strongly agree;

Service Quality section	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. I think this fitness center is clean and comfortable					
2. I think the fitness trainer can provide a good suggestion to me.					
3. I think the exercise machines and exercise equipment have good quality and standard.					
4. I think there are many interesting of group class and variety of group classes.					
5. I think I like snack bar and beverage bar in the fitness center where I visited.					

Part 3: Attitude toward good health

Please specify how much do you agree with these statements from 1 to 5, 1 means strongly disagree and 5 means strongly agree;

Attitude toward good health Section	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. I am the one who want to have good body shape.					
2. I am the one who want to have good physical health.					

Attitude toward good health Section	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
3. I feel bad when I didn't do exercise. (Because of time, traffic jam, personal reason, etc.)					
4. I think that my mental health will be better, if I do exercise.					
5. I have a perception that exercise can help me get my health goal and body goal					

Part 4: Brand Image Section

Please specify how much do you agree with these statements from 1 to 5, 1 means strongly disagree and 5 means strongly agree;

Brand Image Section	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. I think this fitness center is the best one in terms of exercise.					
2. I think this fitness center is very famous and has more reputation among customers.					
3. I have good experiences with this fitness center.					
4. I think the cost of fitness center membership is reasonable.					
5. I heard that many people mentioned about this fitness center in terms of positive way					
6. I like this fitness center brand.					

Part 5: Motivation Section

Please specify how much do you agree with these statements from 1 to 5, 1 means strongly disagree and 5 means strongly agree;

Motivation Section	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. I exercise at this fitness center because of affordable and reasonable fitness center membership cost.					
2. I exercise at this fitness center because of good service qualities such as exercise machine, cleanness, and fitness facilities					
3. I exercise at this fitness center because this fitness center is near my house or my office					
4. I exercise at this fitness center because I want to have good health and good body shape					
5. I exercise at this fitness center because I like this fitness center brand.					
6. I exercise at this fitness center because I think it is better and safer than exercise at home or park					
7. I exercise at this fitness center because of interesting promotion					
8. I exercise at this fitness center because there are more interesting exercise machine and more interesting group classes					
9. I exercise at this fitness center because of knowledgeable fitness trainers					

Part 6: Subjective norms Section

Please specify how much do you agree with these statements from 1 to 5, 1 means strongly disagree and 5 means strongly agree;

Subjective norms Section	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. I think I want to exercise at fitness center because I want to do like they do					
2. I think I want to have good health like other people who exercise at fitness center.					
3. I think I want to have good body shape like other people who exercise at fitness center.					
4. I think I want to join in this fitness center because society of people in this fitness center.					
5. I think I want to exercise at fitness center because I want to have social status as other people					
6. I think I want to exercise at fitness center because my friends and my colleagues recommended for me.					

Part 7: Intention to use fitness center membership Section

Please specify how much do you agree with these statements from 1 to 5, 1 means strongly disagree and 5 means strongly agree;

Intention to use fitness center membership Section	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. I will go to exercise again at this fitness center.					
2. I will recommend this fitness center to a friend or colleague.					
3. Even I am busy, I will go to exercise at fitness center.					
4. My experiences of this fitness center have affected toward exercise decisions.					
5. If my fitness center membership has expired, I will continue it					
6. If my friends and my colleagues went to exercise at fitness center, I would go either.					

Part 8: Personal Information Section

1. What is your gender?

   ☐ Male ☐ Female

2. How old are you?

   ☐ Less than 20 ☐ 20-29 ☐ 30-39

   ☐ 40-49 ☐ 50-59 ☐ More than 60

3. What is your highest level of education?

   ☐ High school ☐ Undergraduate ☐ Postgraduate

4. What is your occupation?

☐ Student ☐ Company Employee ☐ Business owner

☐ government staff ☐ Professional i.e Doctor, Lawyer, Teacher, Engineer etc.

☐ Housewife ☐ Retirement ☐ Freelance

☐ Unemployed ☐ Other_____

5. What is your monthly income? (Thai baht)

☐ Less than 10,000 ☐ 10,000 - 18,000 ☐ 18,001 – 24,000

☐ 24,001 – 35,000 ☐ 35,001 – 50,000 ☐ 50,001 – 85,000

☐ 85,001 – 160,000 ☐ More than 160,000