

Badminton Equipment Buying Behavior

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Abstract: *Studying Badminton equipment buying behavior. The purpose of this study was to investigate the behavior and marketing mix factors affecting badminton equipment purchasing behavior. Quantitative research using 400 questionnaires as a tool to collect data. Chi-Square and Regression Analysis*

The results showed that the respondents Mostly male. Age between 21-30 years old. Bachelor's Degree. Earn in the range. 20,001-30,000 Baht Period from the purchase of badminton equipment for 2-3 years to buy badminton. Reasons to buy To improve the performance of badminton. Those who are influential in buying are badminton friends. Buy from department store. By buying it manually. Opinions on marketing mix factors affecting badminton equipment purchase behavior.

The average value of the product is moderate. Overall, the mean was very high.

Distribution channel The average score was moderate. Marketing promotion The average score was moderate.

The hypothesis test showed that sex, age, family status, occupation, income per month. Different factors affect the buying behavior of badminton equipment, including the reasons for choosing badminton equipment. How long has it been since buying badminton equipment? Influential people in buying badminton equipment.

How to buy badminton equipment. But different levels of education. different Has no effect on badminton equipment purchase behavior. The marketing mix was related to badminton equipment purchase behavior in four aspects: product quality, badminton equipment and sports equipment. The brand name of the product is famous for its price, there are many products and equipment to choose from. Marketing promotion includes the reduction of prices of sporting goods and equipment. Relationship in the same direction. Significant 0.05 and distribution. There is no relationship to badminton equipment purchase behavior.

Suggestions from the study Badminton equipment distributors should focus on The highest quality of badminton equipment. And brand of famous products. Sourcing products at a wide range of prices. Product replacement in case of problem. Badminton and sporting goods are also being sold at major festivals.

Keywords: *Badminton, Equipment, Behavior*

1. Introduction

At present, the exercise of healthy people. They have different styles and methods of exercise. Maybe it's because of comfort or aptitude. It is an individual's satisfaction. The need to choose the type and method of exercise. To be helpful in developing many aspects of life. So, there are a variety of fitness options available, such as running, aerobics, yoga, or fitness. It is an exercise that has the same health benefits. And is considered to be a popular group of people who love health. But there is another option for people who love to exercise. It is a form of sport. There are various types of sports to choose from, popularity, individual preferences and aptitudes.

Badminton is another type of sport that is popular in Thailand. It can be held in 2-3 years. This is the golden age of badminton in Thailand. There are national and professional athletes in Thailand. Can create international reputation. It can also be ranked Top10 of the world for many people at all. For example, Miss Ratchaphruek Inthanon or Thai people known in the name of May. Made famous for Thailand by creating many new world records. He is the youngest man in the world at the age of 18.

They can also win the World Badminton Championship. The success of Thailand. Compile points to be the world's 1st hand badminton player. By the ranking of the World Badminton Federation. So it makes badminton. Come back to popular and interested again in Thailand.

Badminton An indoor sport that does not require impact. Can play at any age. And can manage the body in all proportions. But badminton There is one element that is very important. This is especially needed for players

of this type. Badminton Shoes Badminton Shoes Sports and Badminton Sportswear and so on, resulting in companies producing badminton equipment and products. In the open market in Thailand. High competition in the production of goods and equipment.

To sell in the market in a variety of formats. But badminton equipment and goods are important. And the main focus in this sport is badminton racket for badminton. Badminton, badminton or badminton Fabric for badminton racket. Including the ligaments for the use of a badminton racket or so on, so the researcher interested in studying the behavior of the purchase of badminton equipment. What is the difference between badminton and badminton?

Therefore, the study participants were interested in studying the behavior of purchasing badminton equipment. And marketing mix factors affecting badminton equipment purchase behavior. Know the behavior of buying badminton equipment. This is a good way to improve the distribution of badminton equipment.

2. Purpose of study

1. To study the buying behavior of badminton equipment.
2. To study the marketing mix factors affecting badminton equipment purchase behavior.

3. Assumptions of the study

1. Different personal factors. Effects of badminton equipment purchase behavior.
2. Marketing mix factors were related to badminton equipment purchase behavior.

4. Scope of study

1. This study investigates consumer behavior and marketing mix theory.
2. Examples are 400 people who play badminton.

5. The Benefits of the Study

1. Know the behavior of buying badminton equipment.
2. Know the marketing mix factors that affect the buying behavior of badminton equipment.
3. To serve as a guide to the development of the distribution of badminton equipment to meet the needs of consumers.

6. Terminology

Badminton equipment refers to equipment used to play badminton, including badminton rackets, badminton rackets. Badminton Shoes Chicken feathers or badminton balls. And The instrument used in the study was a questionnaire.

7. Statistics used in data analysis.

1. Descriptive Statistics are the analysis by frequency. To measure the distribution of data used to describe the personal factors of the respondents. Percentage Mean (Mean) Standard Deviation SD To measure the distribution of data used to describe the personal factors of the respondents. Badminton equipment buying behavior And marketing mix factors .Badminton equipment buying behavior
2. Inferential Statistics are used to test hypotheses by Chi-Square and Regression Analysis.

8. Conclusion

- Personal factors The majority of respondents were male, 21-30 years of age, education level, bachelor's degree, Revenue is in range. 20,001-30,000 baht per month. Badminton equipment buying behavior It was found that most respondents had 2-3 years of badminton equipment. The badminton equipment was badminton. Reasons to buy because of the effectiveness of badminton. Influential people in buying decisions. Badminton friends Where to buy badminton equipment are. Department store the way to buy is to buy yourself.

- Marketing mix factors affecting badminton equipment purchase behavior were found. Products There are 6 reviews. With emphasis on Quality of badminton equipment Brand of famous products. Badminton products and equipment are durable. Imported goods and equipment from abroad. The packaging style is colorful and beautiful. The beauty of badminton equipment.
- The price is in the high level of 4 comments with focus on. There are many products and equipment to choose from. Introducing new products at discounted prices. Products and equipment are affordable. Convenient payment method (Cash and credit cards) and a moderate level of feedback.
- Distribution Rated 6 reviews with emphasis on In-Store Easy to access. Can change product in case of problem. The style of the store is up-to-date. Get information and services through the website. There are enough stocks to meet the needs and the areas where they are located in a convenient location.
- Marketing Promotion In the medium level, 6 items were rated Promotional marketing on the price reduction of goods and equipment. Advertising through television, radio, flyers, and the winners list. Promoting marketing to increase product and equipment. Have if you buy a product in a specified quantity and Have activities, introduce products and participate in activities.

9. Hypothesis

Hypothesis 1: Different personal factors affect behavioral selection.

The differences in sex, age, Monthly Income Occupation Different behaviors have different effects. Buy Badminton Equipment The reason for buying badminton equipment, the period since the purchase of badminton equipment. Influenced people in buying badminton equipment. How to buy badminton equipment. Influence of decision making on different types of badminton equipment. different Effect of badminton equipment selection behavior. not different

Hypothesis 2: Marketing mix factors related to badminton equipment purchase behavior. According to studies, it has been found that Marketing mix is related to the buying behavior of badminton equipment. Products The quality of badminton equipment. And brand of famous products.

Price There are many products and equipment to choose from. Marketing promotion Badminton products and equipment It was found that all three aspects were related to the purchasing behavior of badminton equipment. And the distribution. There is no relationship to badminton equipment purchase behavior.

10. Discussion

Marketing mix factors affecting badminton equipment purchase behavior. The participants discussed the following issues.

Products The average level is very high. Consistent with the research of the Pumpkat Samkulchonnate (BE2552) To study the marketing factors of badminton equipment. Branded products are famous for their product range. The average level is very high. And consistent with the research of Chanwit Pakdeekratiwong (BE 2554) Factors affecting the purchase of badminton imported from Yonex, Victor, Lining and Apac brand of badminton players in Chonburi. The beauty of badminton equipment.

Price is very high. Piyanate Apaskuldate (BE.2554) studied the marketing mix factors affecting consumers' buying behaviors in Bangkok. There are many products to choose from.

Distribution At the moderate level Consistent with the research of Pumpate Sapkulchon (BE 2009). To study the marketing factors for the purchase of badminton equipment. Get information and services through the website.

Marketing Promotion The average was moderate. Consistent with the research of Pumpate sapkulnate (BE.2552). To study the marketing factors of badminton equipment. The ads are advertised through radio, flyers.

11. Recommendations from the study

The study has the following suggestions.

1. Products Distributors should select good quality badminton equipment. And famous brands. And it is durable to serve customers.
2. The price of the distributor should organize badminton equipment to a variety of prices. And advertising signs, new products and prices.

3. Distribution Distributor The products and equipment in the shop should be classified into categories to facilitate the purchase. And in case of problems. Customers can change their order at any time.
4. Marketing promotion Distributor Badminton equipment should be discounted. During the sport. And should be advertised through television, radio, flyers to encourage more frequent purchases.

12. Suggestions for the next study.

This study to behavior of buying badminton equipment generally. Therefore, in the next study should be classified into each category such as badminton rackets or badminton shoes. To get more clear results.

13. Referencing and Bioagraphy

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