

# Marketing Mix Factors Affecting Decision to Use Fitness Service in Bangkok Services

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**Abstract**— This study aims to study research Correlation analysis Between Factors Marketing Mix with the decision to use the Fitness Service Purchase Evaluation And show the factors of marketing mix Influence the decision to use the Beast Fitness service. Using questionnaires 400 sets Instrumental In the store Gather information And use statistics In analysis Data is Percentage Mean The test Model hypothesis t- test, F-test (One-Way ANOVA), Correlation and Multiple Regression Analysis Study results Found that Respondents Most of them are female. Age between 31-40 years old Single Status Bachelor's degree Income Average per month More than 30,000 baht and Occupation Private Employee Marketing mix factors in choosing to use Beast Fitness Service The overall picture is level. Very important Overview of the decision-making process Is very important Hypothesis test results Personal age information Education Level Average monthly income and occupation Different Affect Decision making Choose to use Beast Fitness. Different Relationship between factors Marketing Mix with the decision to use the Beast Fitness Service in the overall relationship level Very high, same direction Compound Factor Marketing as some whole Influence Decisions Choose to use Beast Fitness. With statistical significance at the .05 level

**Feedback from the study Product Aspect** The operator should Prepare the equipment Basic Exercise Completely Necessary Room Divider Physical power is proportionate Format application Diverse Members The price should set the price. Appropriate according to Needs of users Prices are set for those who are members. Flexible Distribution Channels There should be enough parking places for people to use the service. Marketing promotion Should provide marketing promotion. Many styles and continued Such as reduction, exchange, giveaway, personal side Should have knowledge and ability in advising service users Beaming Friendly Service Process The service is not as difficult as it is. Physical characteristics Are clean and tidy The bathrooms are clean and adequate..

**Keywords**— Marketing Mix, Decision, Fitness

## I. INTRODUCTION

Nowadays, Thai people are interested to taking care of their health care the social trends in this country (Tejativaddhana, Briggs, Singhadej, & Hinoguin, 2018) Urban life is quite competitive hard work. (Jessop, & Sum, 2000) This is why it causes worsening of health, as well as increased stress leads to deteriorating mental health. (Bor, Dean, Najman, & Hayatbakhsh, 2014) As a result, Thais turn to exercise more

seriously and regularly and become important in daily life. (Larson, 1989) with time constraints and convenience in urban Bangkok (Piaseu, 2005) In the midst of an urban society One of most popular forms of exercise "fitness" (Geraplansub, & Gultawatvichai, 2019) therefore, a place to exercise that is very suitable for the needs of urban residents Monika (Stodolska & Kimberly, Shinew, 2010) Makes exercising in the fitness travel more convenient to use. Because it is in a hotel, condo, village, community, shopping mall or various office buildings (Simpson, 2010)

Moreover, nowadays, not only the new generation who are more popular with fitness services, marketing trends and consumer behavior of Exercise similar to the lifestyle people. (Honary, Bell, Clinch, Wild, McNaney, 2019) all over the world, including Thailand, are entering the Aging Society. up from the popularity of these consumers Therefore, the tendency for the fitness market in Thailand have to opportunity expand even more in the future. (Rujiramora, 2017) At present, there has been a rapid increase in the opening of the fitness center business, (Sven, Voelpel, Leibold & Tekie (2004) especially business area in the densely populated urban areas and the high demand for fitness services.

(Brockelman, 1975) There is a complete range of exercise equipment to open for service. (Pelletier, Ditor, Latimer-Cheung, A. et al, 2014) Especially world-class fitness (Horne, 2011). bands can enter the market in Thailand. (Cohen, 1995)

In Bangkok are large office buildings densely located. It houses many companies, schools, entertainment venues and shopping malls in the area, (Vorng, 2012) while being a modern residential district in the heart of city, in shopping malls, (John, Browder, James Bohland & Scarpaci (1995) the popular fitness facility use multiple distribution services Especially in department stores. (Judith, 2004) The residential areas attitude of the gym or fitness users may therefore be affecting to decision service use the usage behavior of the gym in the future. This may be based on personal fundamentals and marketing mix factors of the fitness or fitness facility itself. (Heroux, 2017)

The study therefore was interested the factors of marketing mix affecting selection of Beast Fitness service and to know the factors affecting the decision to use the service in order to use the results from the study as a guideline for the development and improvement of the service. In accordance with the needs of the target customers. Objectives of this research Correlation analysis Between Factors Marketing Mix with the decision to use the Fitness Service Purchase Evaluation and show the

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factors of marketing mix Influence the decision to use the Beast Fitness service.

## II. RESEARCH STUDY SCOPE

In terms of content, the study of marketing mix factors affecting the selection of the Beast Fitness service was based on the theory of marketing mix factor (7P's) (Product) (Price) (Place) (Promotions) (People) (Process) (Physical Evidence) And study the 5-step decision-making process for Beast Fitness and consumer decision-making theory, which includes Need Recognition (Information search) (Evaluation of alternatives) (Timing decision) (Post-purchase). behavior) Population and sample used in the study. Is a group of people who use the Beast Fitness service, selecting an example of 400 people.

### A. Literature Review

Kotler defined marketing as a means of managing operations. To meet a person or a group of people by promoting product exchange through creativity and give a definition about "Marketing mix" refers to the types of marketing tools that an organization has to find the true consumer needs. And there must be efforts to meet the needs of consumers. Especially target customers with specific products or services by developing good relationships with customers and developing marketing mixes in accordance with consumer needs.( Rafiq,Ahmed,1995) There are 5 types of marketing promotion tools: Advertising Personal Selling Interpersonal Sale Promotion Process Procedures The Service Delivery and Operation Systems). Physical Evidence( Afande, & Maina, 2015).

### B. Research Methodology

The marketing mix factors affecting decision to Beast Fitness service was aimed the decision to use Beast Fitness service, to compare the satisfaction making decision the Beast Fitness classified by personal information and relationship between marketing mix factors and decision-making to use Beast Fitness service, and the Primary data (Primary Data) is the data obtained from a query in the data collection. From the Beast Fitness service users by allowing the users to answer the secondary data questionnaire (Secondary Data) which is the data obtained from the textbooks Study reports and related documents and the Internet

Population and Samples Used in the Study The population used in the study were users of Beast Fitness. 400 samples were selected for this study. Using the calculation of sample size without knowing the exact population of (Cochran1954) at 95% confidence level as follows:

$$n = P (1-P) (Z^2) / (e^2) \text{ represent } n = (.50) (1-.50) (1.962) / (.052) n = (.5) (.5) (3.8416) / .0025 n = .9604 / .0025 n = 384.16$$

In the calculations, a sample of 385 people was obtained, but this was to prevent errors that occurred in the questionnaire. The information is not complete. The researcher then used a sample of 400 people. The tools used in this study The tool used in this study. The questionnaire was used as a tool for data collection by the study.

### C. Methods of data collection and Data processing and analysis

To complete the study There is a way to collect information. As follows, information was gathered from various research sources including textbooks, documents and other research findings. Relevant information obtained from the target audience's questionnaires. And get it back by yourself Carry out a clean check This is to ensure that the questionnaire is complete and can be analyzed for further analysis.

To process the data obtained from the questionnaire with a computer program. By finding the percentage ratio (Percentage) and mean (Mean) Microsoft Excel program, which is a ready-made program for creating a pie chart (Pie Chart) and a bar chart (Bar Chart) with a description of the results. And the results from the chart are presented for analysis according to the characteristics of various variables

Descriptive Statistics Statistics used are percentage (Percentage) mean (Mean) to describe the demographic data of respondents and various variables. Inferential Statistics were used for hypothesis testing. The statistics used were t-test. ANOVA was used for F-test, (One-way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis. The importance of marketing mix factors affecting the use of Beast Fitness service and the decision to use the service. The correlation coefficient was between  $-1 < r < 1$ . The results of data analysis were used to compare the differences among respondents of different genders and the decision-making process of the Beast Fitness service. Can be summarized as in the table

The analysis of the relationship between marketing mix factors was related to the decision to use Beast Fitness service in post-purchase evaluation.

Marketing mix factor	Relationship, decision making, lease awareness, problem awareness			
	r	Sig	Relationship level	sequence
Product	.743**	.000	same direction	3
Price	.792**	.000	same direction	1
Distribution channels	.689**	.000	same direction	7
Marketing promotion	.756**	.000	same direction	2
Personal side	.741**	.000	same direction	4
Service process	.730**	.000	same direction	6
Physical characteristics	.733**	.000	same direction	5
Average overview	.890**		same direction	

\*\* Has statistical significance at the .01 (2-tailed)

The marketing mix factor correlated with the decision to use the Beast Fitness service in the overall average overview was very high correlated. Same direction (r) = .890 \*\* Consider the correlation from the correlation coefficient r in descending order. In terms of marketing promotion and decision to use Beast Fitness services in the overall level, the relationship was high, the same direction (r) = .733 \*\* in terms of marketing promotion and the overall decision to use Beast Fitness was high. Same direction (r) = .756 \*\* Person side and decision to use Beast Fitness service in overall relationship High level of relationship High direction (r) = .741 \*\* Product side and decision to use Beast Fitness service in overall relationship level Same direction high (r) = .743 \*\* In terms of service process and decision to use Beast Fitness service in overall level of relationship high same direction (r) = .730 \*\* Distribution channels and decision to use Beast Overall fitness set, high correlation level, same direction (r) = .689 \*\* price and decision to use Beast Fitness service in overall, high correlation level. Same way (r) = .792 \*\*

Comments and suggestions on marketing mix factors Deciding to use Beast Fitness would like to add additional exercise cycles that should be adjusted to increase the cost of exercise for children as an important part of the decision, depending on a number of factors, clean, price. Not too expensive The ability to pay for a toilet is too small, there is no shower room. Parking sometimes has to park very far And in the alley is quite dark When quitting alone when it is dark, it is scary. The most advantage is that it is close to the house and the staff are very well taken care of. Compared to the price Better value than other fitness A lot of being a small business Making members close to the owner See dedication and determination in doing business and serving Additional equipment available Keep improving the location regularly Members can get to know each other. It is a natural community building. It's one of the charms of Beast Fitness.

### III. CONCLUDE

The study of decision making, marketing mix factors, deciding to use Beast Fitness service was aimed to study. Level

of Importance of Marketing Mix Factors Deciding to Use Beast Fitness Service Deciding on Beast Fitness Service to Compare Beast Fitness Selection Based on Personal Information And to study relationships Marketing Mix Factor and Decision to Use Beast Fitness Service by using 400 questionnaires as a tool to collect data and use statistics for data analysis, namely percentage, mean, hypothesis test, t- test, F-test. (One-Way ANOVA), Correlation and Multiple Regression Analysis.

A. *From the analysis results, the data can be summarized as follows*

The study of information on the level of significance of marketing mix factors in choosing the Beast Fitness service was found that the product aspect, price, distribution channel. In promoting marketing, personalization, service delivery processes and physical aspects. Overall, the marketing mix is at a very important level. With details as follows

- Product side The results of the study were found to be of great importance. (Luan,& Sudhir, 2010) With detailed comments, consisting of separate exercise rooms such as gym, class room, yoga room, cardio room. There are a variety of player equipment. And there are many types of exercise activities to choose from There is a reliable standard. And have a well-trained caregiver

- terms of price, the results of the study were found to be very important (Möller, 2006) With detailed comments items, consisting of prices, can be adjusted to suit the appropriate needs The prices are appropriate for the duration of the membership. The membership fee rate is suitable for the quality of service. The membership rate is cheaper than other gymnasiums. Able to accurately check the net price before deciding to become a member.

- Distribution channels The results of the study were found to be of great importance (Thornton,& White,2001) With detailed comments items consist of the convenience of parking locations. There are enough branches that can be used for services and easy to travel to use the service.

- Marketing promotion The results of the study were of great importance (Ivy,2008), with detailed opinions. consisting of a

variety of promotions on a regular basis. Able to make membership application programs and choose the duration by themselves via various online channels Fitness equipment is distributed / free when applying for membership. There is a discount on membership prices and special conditions are provided when persuading others to apply.

- Person side, the results of the study were found to be of great importance (Duncan, & Moriarty,1998)with detailed opinions. items consisted of a friendly and smiling staff. The staff in charge of the Beast Fitness service have the knowledge and understanding of how to use the equipment. Staff take care of adequate advice on the use of the Beast Fitness service, and the staff are courteous and respectful of users.

- Service process The results of the study were of great importance (Rafiq, and Ahmed,1995), importance with detailed opinions. services such as a small childcare corner Fitness classes are the novelty in providing systematic exercise classes, such that classes are continuous. The sound of music in the fitness center enters the atmosphere and has adequate exercise equipment for the number of members.

- Physical characteristics (Kukanja, Omerzel, & Kodrič, 2017) The results of the study were of great importance with detailed opinions, including the condition within the Beast Fitness service, clean and tidy, Beast Fitness has adequate restrooms. The air inside the Beast Fitness service is well-ventilated, not too hot and has organized exercise areas divided into categories. Classify appropriately.

#### IV. STUDY SUGGESTIONS THE FOLLOWING SUGGESTIONS ARE USEFUL FOR THE STUDY

In conducting this research, the factors of marketing mix were identified. And decision-making of service users to be used as a guideline for entrepreneurs, Beast Fitness has modified Develop to meet the needs of the service users as much as possible. Based on the factors of marketing mix as follows: price, the Beast Fitness operator should pay more attention to The ability to pay for distribution channels, the Beast Fitness operator should be given a priority, should increase the cost of exercise for children. In marketing promotion, Beast Fitness entrepreneurs should focus on I would like to add a Class exercise cycle. On the service process, Beast Fitness operators should pay more attention to The bathroom is too little, no shower room, parking, sometimes has to park very far and in the alley is quite dark. The best advantage is that it is close to the house and the staff are very well looked after.

#### V. SUGGESTIONS FOR THE NEXT STUDY

1. Further studies should be carried out on the attitude or satisfaction of consumers who have decided to use Beast Fitness service in order to better know the needs of consumers.2. There should be studies of influencing factors in other areas such as 4Cs marketing strategy in solving customer problems (Customer Solution), Cost of Customer, customer convenience. (Convenience) and communication with customers (Communication) related to the decision to choose the Beast

Fitness service.

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