

Marketing Mix Factor that Affect the Decision to Use Swimming Pool in Thailand

Araya Pumchitamorn, Chinnaso Visitnitikija and Tosaporn Mahamud

Abstract— This research aimed to study 1) to study the marketing mix factors affecting swimming pool service in Thailand 2) to study the decision to use swimming pool service in Thailand 3) to compare the decision to use swimming pool Swimming in Thailand 4) To study the relationship between marketing mix factors and the decision to use swimming pool services in Thailand. The data were collected from 400 questionnaires. The statistics used for data analysis were The descriptive statistics were frequent, percentage, mean, and inferential statistics used in hypothesis testing, namely Independent-Sample T-Test, ANOVA analysis using an F - test, (One-way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis.

The results showed that most of the respondents were female, aged 21-30 years and 41-50 years. To exercise a career contractor / company employee Bachelor's degree and the average monthly income is more than 50,000 baht. Marketing mix factors affecting the decision to use swimming pool services in Thailand as a whole are of great importance. The overall decision-making process with a medium level of importance. Hypothesis test results Different gender, personal factors have different pool service decision-making processes. Marketing mix factors are related to the decision of choosing a swimming pool service in Thailand. Distribution channels and marketing promotion in general, there is a relationship to the decision-making process of using swimming pool services in Thailand. Medium correlation level, same direction and price side, low correlation level. Factor of marketing mix, price, distribution channel marketing promotion and personal influences on swimming pool service decisions in Thailand. With statistical significance at the .05 level.

Recommendations From the results of the study, the pool business operators in Thailand should pay more attention to maintaining the water quality standard. Not harmful to the user. Clear price tags for all types of services Opening a property in a location with convenient transportation Organize promotional activities in ways that create attractive service decisions. Provide a knowledgeable trainer who can teach swimming Maintain the safety of the service users at all times the service is open. The environment of the swimming pool is clean, beautiful and tidy..

Keywords— Marketing mix, factor, affect, decision.

I. INTRODUCTION

Nowadays, people are more interested in health care. Causing the business of providing exercise services Which is called a

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fitness center Able to respond to the needs of people in society who are inconvenient in matters such as having limited time. The place to exercise is not appropriate. There is no equipment used for exercise, etc. The fitness center will consist of standard exercise equipment. And up-to-date together with the staff to educate and guidelines for exercising correctly Provide advice and advice on how to maintain health. The fitness center has gained attention. And it is another option for people who are interested in maintaining their health, thus increasing the number of sports management businesses. To support the service needs of such groups (Watt,2004)

The changing social trend, the popularity of exercise, has created a challenge. Urban life is quite competitive in terms of work, school, and sometimes neglect health care. But there are some groups that still see the importance of health. And exercise, actors, actresses and singers are working together until the flow of exercise has begun to become important in daily life. Because apart from remembering to have good health Reduces Stress Also brings good mental health but with the weather in Thailand is quite hot all year to exercise outdoors, it is necessary to do activities when there is no sun. Or the weather is too hot These people turned their attention to exercise in a place where they could do activities in spite of the heat, namely the pool In the hot weather, coming into the water makes you feel refreshed. Including the occurrence of a swimming campaign to be safe swimming to reduce the drowning rate Which parents are interested in giving their children a multi-faceted ability. In order to survive even when safely playing in the water alone Resulting in the pool business to meet this demand (Mahamud & Kulsarunporn, 2019)

For that country It is considered that there are swimming pools all over the region. With a swimming pool that has been established for a long time and still win the hearts of users as the top of the survey is Thammasat University Rangsit University Swimming Pool (Srivanit & Selanon, 2018) Prachaniwet Sports Center Hua mark Sports Vision Swimming Institute From the above, it is a fully equipped swimming pool. And has the most facilities Such as gyms, steam saunas, and restaurants, etc. With this complete completeness Making the above-mentioned swimming pools a recognized swimming pool From swimmers, triathletes and the general public To exercise and meditate, so the pool must maintain efficiency. And ready to develop both quality And service to advance even further in order to fight against business competitors who are ready to outpace in the future (Noppamash,2018)

The types of swimming pools on the market can be

categorized into two main groups: Residential Pool or Home Pool and / Commercial Swimming Pool. The difference is exactly as the name suggests. As for the global growth trend in the \$ 28 billion business, 79% of the market share comes from Europe and the United States combined. In Thailand, the market value of the pool business is approximately 10 billion baht when it comes to the percentage of pool growth already. The global market is more popular with residential pools, or Residential pools, with the largest markets in America and Europe accounting for 76%, while commercial pools account for 24%. Looking back at the Asian markets, this figure is completely reversed. By the proportion of commercial swimming pools It is much higher than the swimming pool in the house. For Asian and Thai people The swimming pool in the house is a home decoration material on the high end market. That is to say, it must be a high-income house to have a private swimming pool in the house. That's part of the factor. But another factor that we find is The way of life and living in this era where people are recruiting townhomes, various projects or condominiums as affordable housing. Almost every project has a communal swimming pool to share. There is no need to invest in the installation of a private pool. In addition, the area is open for commercial swimming pools not far from the community for an affordable subscription. Causing people to choose to turn to the community swimming pool more (Ministry of Public Health,2018)

For the aforementioned reasons, the study is interested in studying the factors affecting the decision to use a swimming pool in Thailand. The data obtained from the study can be used as a guideline for those interested in running a swimming pool business. Used to develop and improve the service to meet the needs of the users. (Alsos, & Ljunggren, 2014).

II. OBJECTIVES OF THE STUDY

To study the factors of marketing mix that affect the use of swimming pool services in Thailand.

To study the decision to use swimming pool service in Thailand

To compare the decision to use swimming pool service in Thailand Classify information by individual

To study the relationship between marketing mix factors and the decision to use swimming pool services in Thailand.

A. Study hypothesis

Different Personal Information There are different decisions to use the swimming pool in Thailand.

Marketing mix factors are related to the decision to use swimming pool service in Thailand.

Marketing mix factors influence the decision to use swimming pool service in Thailand.

B. Scope of study

Content aspect of the study on marketing mix factors. That affect your decision to use swimming pool service in Thailand Based on the theory of marketing mix factor (7P's), (Ivy, 2008) which consists of Product aspect, price aspect, distribution

channel In marketing promotion, personal marketing, process Physical characteristics And study the theory of 5 steps of decision-making, namely awareness of problems that arise Finding information Selection evaluation Buying decision Behavior after purchase Population studies A study of 400 users of swimming pool in Thailand selected for the study period starting from June 2020 - September 2020.

C. Marketing mix theory

Marketing Mix means marketing tools used in Implementing strategic planning to achieve business objectives (Sadeghpour, Far, Khah, & Akbardokht Amiri,2017) meet consumer needs. Service is characterized by that it is different from conventional products, that is, the service is intangible and intangible. Apart from this, the service is time dependent. Therefore, the service marketing mix will have an additional element from the general product marketing mix. It will consist of all 7 elements that are mixed. (Kalyanam & McIntyre, 2002)

7Ps In Defining Marketing Strategy To meet the target group is Product (Product) Price (Price), place or distribution channel (Place), marketing promotion (Promotion), People (Process), and physical appearance (Physical Evidence) to provide Able to meet the needs of target customers as follows (Rafiq, & Ahmed,1995).

III. DECISION THEORY

A. Definition of the decision-making process

Explained about the consumer decision-making process (Naresh & Malhotra 1982) Under the purchasing behavior of consumers from time to time, consumers may not always think exactly how they act, so an analysis of the consumer decision-making process begins. The step in which a buyer chooses the product or service to purchase is the Purchase Decision Process, which has 5 steps: problem awareness. Seeking information Alternative Consideration Buying Decision Behavior after purchase. Theories. Concepts of decision making. (Leeson, &Springthorpe, 2007)

Had said that Decision making is the process of choosing between the available options to diminish. To achieve results in achieving the objectives set Based on objectives coupled with external factors And internal factors that cause and effect to be involved in this decision

Decision theory

The Buying Decision Process involves a series of steps from the consumer's awareness of their needs. Therefore, information is sought. Compare, evaluate different options, and compare them to get the most desired answers. Which led to a purchase decision And after purchase, the consumer is evaluated on that purchase to be used as part of their next purchase decision. Shown as the illustration (Butler & Cantrell RS. A (1984).

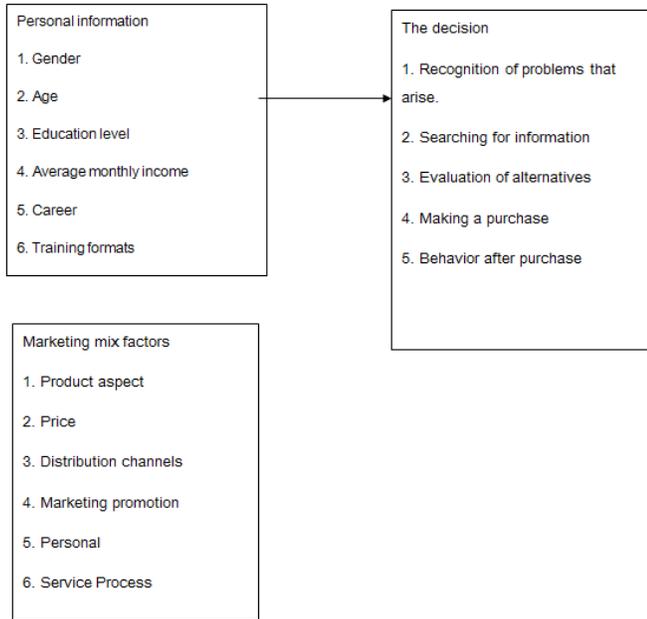
B. Conceptual framework for education

From the study above The study used a theory of marketing mix (7Ps) and 5-step decision making, summarized and coordinated as a framework for studying the factors affecting

the decision to use swimming pools in Thailand.

Independent variable

Dependent Variable



Marketing	Unstandardized Coefficients		Standardized Coefficient			test
	B	Std. Error	Beta	t	Sig.	
(Constant)	1.510	.183		8.275	.000	
Product	-.18	.052	-.021	-.354	.724	no
Price	-.137	.043	-.173	-3.209	.001*	yes
Distribution	.194	.050	.232	3.903	.000*	yes
promotion	.157	.041	.213	3.861	.000*	yes
Personal	.196	.054	.242	3.601	.000*	yes
Process	.128	.072	.135	1.790	.074	no
Physic	.046	.059	.051	.791	.430	no

* Has statistical significance at .05

The results of the hypothesis testing with regression at a significant level of 0.05 found that the marketing mix factor influenced the decision to use the swimming pool service in Thailand with the overall picture (Sig. = .000) showing that the main hypothesis was rejected. The result was that the factor of the market mix, price, distribution channel Marketing Promotion And personal aspects had significant influence on decision to use swimming pool service in Thailand 0.05.

C. Research Methodology

A study on the factors of marketing mix influencing the decision to use a swimming pool service in Thailand. The objective is to study the decision-making process. And marketing mix factors affecting the decision to use swimming pool service in Thailand. Data from this study can be used as a guideline to improve the service in order to increase the number of swimming pool users in Thailand. The primary data was obtained from a questionnaire, with 400 questionnaires distributed to all swim club users across the country as respondents. Secondary data is information obtained from textbooks. Study reports and related documents And the Internet.

D. Study Populations and Samples

The population used in the study was Users of a swimming club in Thailand Whose population is unknown The study then used the sample group determination from the formula of The sample size (Cocharn,1963) was 384.16 people or approximately 385 people. In this study, 400 people were distributed with questionnaires. The tools used in this study, the students used questionnaires as a tool to collect the data by the students who created them themselves. Create a questionnaire (Questionnaire) which has followed the steps as follows.

E. Study results

The Study of Marketing Mix Factors Affecting The Decision To Use Swimming Pool Service in Thailand Example studied People who come to use swimming pools throughout Thailand The 400 questionnaires were used as a tool to collect the data and returned 400 sets as follows.

Marketing mix factors influence the decision to use swimming pool service in Thailand.

F. Conclusions and recommendations

The Study of Marketing Mix Factors Affecting The Decision To Use Swimming Pool Service in Thailand The objective of this study was to study the marketing mix factors affecting the decision to use swimming pool service in Thailand. To compare the decision to use swimming pool service in Thailand based on personal information And to find the correlation between marketing mix factors and the decision to use swimming pool services in Thailand. 400 questionnaires were used to collect data and used statistics for data analysis, namely percentage, mean, t-test, F-test (One-Way ANOVA), Correlation and Multiple Regression Analysis.

From the analysis results, the data can be summarized as follows: Personal Information From the study of the marketing mix factors affecting the decision to use the swimming pool service in Thailand, it was found that

- Physical characteristics The results of the study were found to be of great importance. With detailed comments It is in a very important level of 3 items, consisting of the swimming pool area, cleanliness, tidy, and adequate bathrooms. And an airy place that can be well ventilated respectively

- Service process The results of the study were found to be of great importance. With detailed comments Is in the very important level 4 items consist of quality cleaning processes. Quality security processes The collection is clear in showing prices accurately and transparent, and the coaching is systematic. Designed to serve users of all genders and ages respectively.

- Personality, the results of the study were found to be of great importance. With detailed comments Is in the very important level 4 items, consisting of cleaning staff who care for their duties The security officer is trustworthy and honest. And

it is trustworthy Respectively, received good service from the service staff. And have trainers with high skills, knowledge and abilities respectively

- - Product Side The results of the study were found to be of great importance. With detailed comments It is at a very important level, 3 items consisting of suitable water quality such as unsalted water, no bad smell, no sensitivity, standardized chlorine value, etc., with reliable support standards. And have a well trained caregiver It has a full range of amenities such as toilets, fitness equipment, etc., and places great emphasis on products. At the moderate level, 1 item is a member can be chosen in various forms according to the suitability of the service users, respectively.

- In terms of price, the results of the study were found to be of great importance. With detailed comments Is in a very important level of 3 items consisting of showing prices to customers clearly The membership rate is suitable for the quality of service. The price is reasonable for the service. And the personal coaching fees are reasonable respectively

- Distribution channels The results of the study were found to be of great importance. With detailed comments Is at a very important level, 3 items are as follows The size of the service area can accommodate the customers sufficient The journey is comfortable. There is a parking lot for customers who use their own cars. And focus on distribution channels (Location) at a moderate level, 1 item is near restaurants and convenience stores, respectively.

- - Marketing Promotion The results of the study were found to be of great importance. With detailed comments It is in high priority 2 items, consisting of a discount on subscription. The members' prices are used in conjunction with other services such as fitness, running, etc. And given a moderate level of marketing promotion priority, one item is that customers access the word-of-mouth pool of different people respectively.

IV. DISCUSSION OF RESULTS

From a study on the factors of marketing mix that influence the decision to use a swimming pool in Thailand. The study authors have issues to discuss as follows: Different gender personal factors influence the decision to use a swimming pool in Thailand differently. Marketing Mix Factors That Affect the Decision to Use Swimming Pool in Thailand. By product factor Physical Characteristics in terms of distribution channels, personal and price, the overall picture is very important.

V. SUGGESTION FROM STUDY

In conducting this research, the factors of marketing mix were identified. And consumer decision-making processes to be used as a guideline for entrepreneurs in the swimming pool business in Thailand have been modified. Developed to meet the needs of consumers the most. This is useful suggestions for the following:

In terms of product, Thai swimming pool operators should pay more attention to maintaining water quality. Standard Colleen Values in terms of price, pool operators in Thailand

should pay more attention to price tags, use of their services, in terms of distribution channels. Pool operators in Thailand should open their property. In a location where transportation is convenient Provide enough parking for visitors to use the service. In terms of marketing promotion, swimming pool entrepreneurs in Thailand should organize promotional activities in ways that generate interest in their service decisions, such as providing a free trial for a short period of time. Swimming pools in Thailand should focus on arranging trainers who have the knowledge to teach swimming. In terms of service processes, operators of swimming pool businesses in Thailand should pay more attention to Swimming pool cleaning quality In terms of physical characteristics, pool operators in Thailand should pay more attention to providing a beautiful pool environment. There is a tidiness of the premises, the service area has enough toilets, shower rooms and changing rooms. And able to ventilate air efficiently.

VI. SUGGESTIONS FOR THE NEXT STUDY

There should be studies of other influencing factors such as 4Cs marketing strategy in solving customer problems (Customer Solution), Cost of Customer, customer convenience. (Convenience) and communication with customers (Communication) that correlates with consumers' behavior of using swimming pool services in Thailand.

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