

Factors Affecting the Decision Use a Martial Arts Training Center

Onanong Sangsirichok¹, Watchara Yeesoontes¹ and Tosaporn Mahamud¹

¹Graduate School of business Administration, Kasembundit University, Bangkok

Abstract: *The objectives of this research were to study 1) marketing mix factors in choosing a martial arts training center service 2) a decision to choose a martial arts training center service 3) to compare the decision to use a martial arts training center practicing martial arts self defense Classified by personal data, 4) the relationship of marketing mix factors to the decision to use the service of a martial arts training center, and 5) marketing mix factor influencing the decision to choose a martial arts training center service. one It is a quantitative study. The data were collected by using a questionnaire of 400 sets. The statistics used in the data analysis were descriptive statistics such as frequency, percentage, mean and inferential statistics used to test the hypothesis, i.e. Independent-Sample t- test. ANOVA used F-test (One-Way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis.*

The study found that respondents Most of them were male, aged 41-50 years, married, graduating from high school. Bachelor's degree or equivalent monthly income less than or equal to 20,000 baht and have a career civil servant / state enterprise It was found that the marketing mix of martial arts training center service was at a very important level. The decision to use the Martial Arts Training Center is of great importance. Different personal data had no different effect on the decision to use the Martial Arts Training Center. The marketing mix factors were related to the decision to choose the service of the high-level martial arts training center in the same direction. and products, prices, distribution channels, personnel, processes, services, and physical aspects. Significant influence on consumer decision-making at the 0.05 level

Suggestions from the results of the study of martial arts training center operators should focus on the implementation of the training center's service standard certificate. Set a variety of membership rates according to user groups or types of services. Develop staff and personnel to be ready to provide services Choose a location where users have access to the service. Provide a training center environment to have a good image.

Keywords: *Martial Arts Training Center Marketing mix Factors, decision making*

1. Introduction

Due to changing social trends current fitness stream Being popular, most people have turned their attention to exercise. And there are not many people who are interested in martial arts sports. From the past, when talking about combat sports, many people tend to view it as a subject that uses violence as the main. suitable for big people Only strong.” But nowadays, this value has been changed as “Everyone can practice martial arts if we just have to learn it properly. Importantly, martial arts can be developed and further developed for those who have learned to use it for self-defense. Self-defense is something everyone can learn. (Donohua, 2005)

At present, the fitness industry in the form of Martial Arts has become more competitive, thus making the exercise activities in the form of Martial Arts have developed leading to all kinds of martial arts. Coming together, including Muay Thai, Taekwondo, Judo, Jujitsu and Mixed martial arts was born as a martial arts training center. The sport that is more popular than other combat sports is Thai boxing sport by learning Thai boxing activities It has evolved from an old boxing camp that trains only for competition to a new, modern

boxing gym. Exercise exercises for good health It is a new trend that comes with beauty. Because women believe that beautiful people have to be in good shape. therefore, turned to exercise a lot by martial arts training activities Help to burn fat is excellent. It also helps promote positive mental health (THINK TRADE THINK DITP indicates the 2018 Muay Thai trade channel creates an opportunity to compete in the online world market). Only professional athletes The main customer groups are women, teenagers and working people who are interested in exercise for health. Exercising to promote personality, good shape, needs new exercises. more variety It is a new trend in self-defense martial arts training. In this regard, sports science has been applied as well. to reduce muscle injury There are stretches and warm-ups to prepare the body before entering the class. This has made the fitness industry in the form of Martial Arts more popular and attracted more and more people. (Delp, 2012)

According to statistics, the new establishment of sports business in 2018 has a tendency to grow higher. The business establishment growth rate between 2014-2017 was averaged at 14%. The number of business establishments in 2018 (Jan.-Sept.) was 507, an increase of 5.85% compared to the same period of Year 2017 (Jan.-Sept.) Registration of sports business establishment There is still a good trend from health, fitness and fashion trends that are still popular. The total income of the sports business group in 2014-2016 has increased steadily. With an average growth rate of 6.2% per year, in 2015, the growth rate jumped from 2014 to 11.96%. In the net profit / loss of the sports business group continued to rise in the same direction with an average growth rate of 38.13% per year, which in 2014 had a leaping growth rate from 2013 to 45.74% and in 2015, a leaping growth rate from 2014 to 66.62% The results of the preliminary study found that Good marketing is essential to the success of any small or large business unit, whether domestic or international. For-profit or non-profit organization Achieving the essential marketing efforts requires marketing factors, which use these controllable marketing mixes to meet the needs of the target market, including: Product, Price, Distribution Channel, Place, Promotion, People or Employees, Physical Characteristics (Physical), Process, to suit Service business can be collectively referred to as the 7 P's service marketing mix, which is the marketing mix theory of (Kotler, 2012). The marketing mix is a fundamental concept. That is to make the service able to communicate with users to make decisions about using the service. and the marketing mix All variables are related and share those variables. This will require the marketing mix to be specific to each type of service. (Pookaiyaudom, 2020).

2. Study objectives

Analysis of correlation between marketing mix factors related to decision to choose training service for Martial Arts Training Center in general Marketing mix factors influence the decision to use a martial arts training center. (Jain, 2013)

3. Marketing mix theory

A service has a special feature that is different from a general product, that is, a service is intangible and intangible. In addition to this, the service is mainly time dependent. Therefore, the service marketing mix will have more components from the marketing mix of general products. It consists of 7 components that are a mix. Marketing mix refers to marketing variables that can be controlled. which many businesses have used together to meet the satisfaction of target customers

7Ps in Marketing Strategies To meet the target group, namely Product, Price, Place or Distribution Channel (Place), Marketing Promotion (Promotion), People (People), Process, and Physical Evidence. able to meet the needs of target customers as follows: (Chen, & Green, 2009)

4. Decision theory

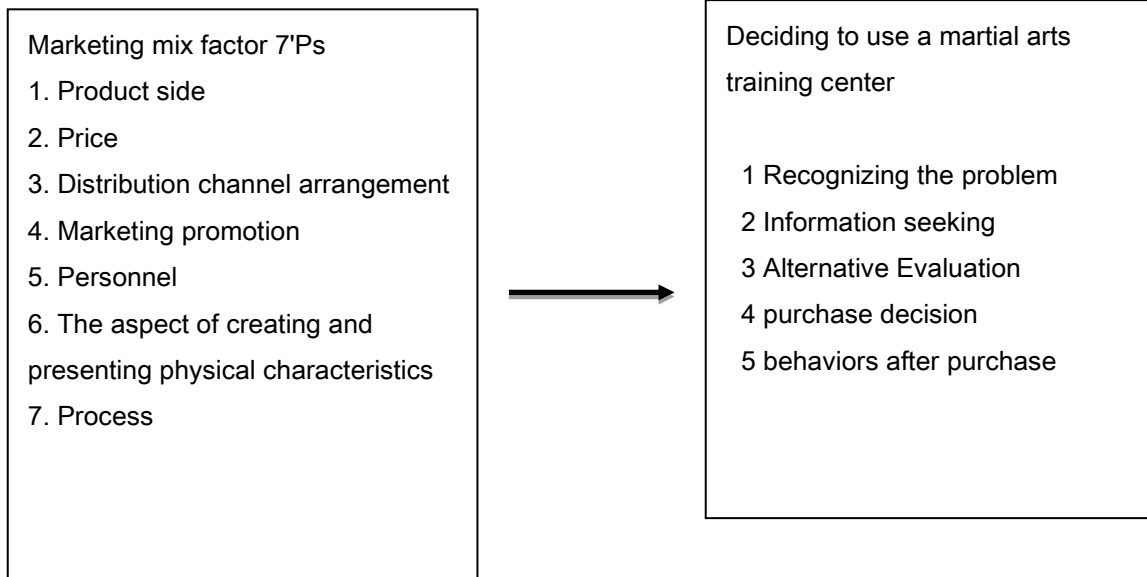
Kotler and Keller The Buying Decision Process involves the steps from the consumer becoming aware of his or her needs. Therefore, information is sought. Compare and evaluate various options. The purchasing decision process consists of the pre-purchase stage. Purchase process and post-purchase process (Kotler, & Keller, 2016)

Educational conceptual framework

From the above study The study was based on the 7Ps marketing mix theory (Eti, 2020) and the 5-step decision-making process, summarized and coordinated as a conceptual framework to study the factors affecting the decision to use the Martial Arts Training Center service as follows:

(Independent Variable)

(Dependent Variable)



Methods of conducting the study

A study of factors affecting the decision to use a martial arts training center The objective is to study the decision-making process. and marketing mix factors affecting the decision to use a martial arts training center The data from the study can be used as a guideline for marketing planning to increase the service users of the Martial Arts Training Center. Therefore, the methodology for the study was established as follows: (Kennedy, & Guo, 2005)

Used in the study

There are two types of data sources in this study. From the population who came to use the service of martial arts training centers in 5 Bangkok districts, namely Lat Phrao District, Don Mueang District, Sai Mai District, Bang Kapi District and Bang Khen District, to be the Secondary Data respondents, which were obtained from textbooks. Study reports, related documents and internet

Population and samples used in the study

Population used in the study This was a sample group who came to use the service of martial arts training centers in 5 Bangkok districts, namely Lat Phrao District, Don Mueang District, Sai Mai District, Bang Kapi District, and Bang Khen District. (Zeitoun, & Wakshal, 2013)

(Show example calculation method)

$$n = (.5)(1-.5)(1.96)^2/ (.05)^2$$
$$n = (.5) (.5)(3.8416)/.0025$$
$$n = .9604/.0025$$
$$n = 384 .16$$

In the calculations, 385 samples were obtained, but in order to prevent errors that may occur in the incomplete responses to the questionnaire. Therefore, 400 samples were used.

Study results

Study subject Factors Affecting the Decision to Use a Martial Arts Training Center The sample group studied People who came to use the Martial Arts Training Center in 5 Bangkok areas, namely Lat Phrao District, Don Mueang District, Sai Mai District, Bang Kapi District and Bang Khen District, used 400 questionnaires as a tool to collect data and 400 sets were returned, representing 100% of the questionnaire, the results of the study were divided into 5 parts as follows: (King, 2011)

Analysis of correlation between marketing mix factors related to decision to choose training service for Martial Arts Training Center in general

Marketing mix factor	Relationships,decision-making,perceived problems			
	r	Sig	relationship level	ลำดับ
Product	.824**	.000	high in the same direction	2
price	.830**	.000	high in the same direction	1
distribution channel	.809**	.000	same direction high	3
marketing promotion	.802**	.000	same direction high	5
personal	.766**	.000	same direction high	7
service process	.808**	.000	same direction high	4
physical appearance	.799**	.000	same direction high	6
Average overview	.927**		very high in the same direction	

Statistically significant at the .01 (2-tailed) level.

Marketing mix factors were related to decision to choose Martial Arts Training Center training service. Overall, average, there was a very high correlation in the same direction (r) = .927**.

Marketing mix factors influence the decision to use a martial arts training center

Marketing Mix	Unstandardized Coefficients		Standardized Coefficients			Test
	B	Std. Error	Beta	t	Sig.	
(Constant)	.247	.080		3.073	.002	
Product	.125	.029	.152	4.279	.000*	yes
price	.220	.029	.245	7.590	.000*	yes
distribution channel	.152	.030	.165	5.043	.000*	yes
marketing promotion	.050	.031	.0056	1.582	.115	no
personal	.117	.026	.134	4.570	.000*	yes
service process	.142	.029	.164	4.973	.000*	yes
physical aspect	.136	.029	.151	4.716	.000*	yes

Recommendations on factors influencing the decision to use a martial arts training center

Instructors must be professional. beaming Instructors in charge of teaching must be friendly and accommodating. atmosphere of training Most importantly, if training time is knowledge coupled with having fun, getting to know good friendships, martial arts training centers should have a variety of combat types to choose from. The training site must be highly secure. Modern equipment, private place There is convenient parking. The price is reasonable, not too expensive. will be used to help decide in choosing the next service The positive attitude of the trainers to the martial arts and coaches in other gyms. Especially in the event that the trainees have been practicing with other sciences (cross training) or the learners have moved to practice. The trainers have knowledge and can transfer them to the trainers to understand and use in real life. various techniques The service provider attaches importance to the coach's teaching method because the coaches who have the ability to extract the potential of each athlete are not the same, pulling out the strengths or strengths of that athlete. Indicates the ability to teach and the development of learners' learning.

5. Conclusion

A study of factors affecting the decision to use a martial arts training center The objective is to study the factors of marketing mix. Deciding to use a martial arts training center To compare the selection of martial arts training centers according to personal data and to study relationships Marketing mix factors and decision to choose martial arts training center service 400 sets of questionnaires were used as data collection tools and statistical data were used for data analysis, i.e. percentage, mean, t-test, F-test (One-Way ANOVA), (Kim,2017) Correlation and Multiple Regression Analysis. The results of the data analysis can be summarized as follows:

Personal information

From the study of 400 respondents, it was found that most of them were male, aged 41-50 years, married, graduating with a bachelor's degree or equivalent. monthly income less than or equal to 20,000 baht and have a career civil servant / state enterprise

Summarize the results obtained from the study of marketing mix factors.

From the study of information on the importance of marketing mix factors in choosing a martial arts training center service, it was found that in terms of products, prices, distribution channels, marketing promotion, personnel, service process and the overall physical aspect of the marketing mix is at a very important level. The details are as follows.

Product The overall importance is at a high level. and attaches great importance to 4 products: a training center with a certificate of reliable support, a well-known training center The coaching style is safe and standardized. And the training center offers a variety of teaching courses, respectively.

In terms of price, the overall importance is at a high level. and pay attention to the price at a very high level, 4 items have a variety of membership rates, according to the needs appropriately The net price is clearly displayed to the customers. The membership rates are cheaper compared to the membership rates of other training centers and the prices are reasonable for the length of service, respectively.

Distribution channel The overall importance is at a high level. and attaches importance to distribution channels at a high level 4 items The training facility is close to the residence / work. The size of the service area can only support customers. There is a parking lot for customers who bring their own cars to use the service. And the location is convenient to travel, respectively.

Marketing promotion The overall importance is at a high level. and attaches importance to marketing promotion at a high level; 4 items are advertised through various media such as video clips on facebook, Youtube, etc. There is a discount when applying for membership. The training center has continued success. And there is a list of training courses in a variety of packages to choose from according to your needs, respectively.

On the personal side, the overall importance was at a high level. and giving importance to the person at a high level 4 items. The trainers have skills, knowledge / abilities that are recognized. The staff/trainers have a good personality and dress appropriately. There is a sufficient number of staff/trainers to provide services. and staff/trainers who have service-minded manners, respectively

Service process The overall importance is at a high level. and attaches importance to the service process at a high level, 4 items, with many training classes to choose from, and clearly separated training classes according to the wishes of the users, such as health fitness classes, athlete classes, etc. Practicing has a safety system for trainees The coaching style is uniquely designed unlike other training centers. And there are various training formats that can accommodate users of all genders and ages respectively.

Physical appearance The overall importance is at a high level. and attaches importance to physical features at a very high level 4 items designing a place that is modern and beautiful There are complete facilities such as toilets, shower rooms, changing rooms, etc. The equipment used for practice is clean and standardized. and a clean training facility Good ventilation, respectively. Zarrella, D. (2009)

Information about deciding to use a martial arts training center

From the study of information about the decision to choose a martial arts training center, it was found that the perception of the problem occurred. seeking information Alternative evaluation purchase decision Evaluation after purchase Overall, the decision-making process is of great importance. The details are as follows.

The perception of the problems that arise The results of the study were found to be at a high level. and focus on the perception of problems that arise at a high level 4 items, consisting of: You want to know the basics of martial arts. you want to lose weight You feel insecure in your life and property from various crimes and need a new and unique exercise, respectively.

Seeking information The results of the study were found to be at a high level. and attaches importance to seeking information at a very high level; You know through online media or websites such as facebook, etc. You know from watching the match on television in a live broadcast. And you know from the staff or teachers who work within the training center respectively.

Alternative Evaluation The results of the study were found to be at a high level. and gave importance to the evaluation of 4 options at a high level consisting of You give importance to the personnel who teach in the training center. You pay attention to the beautiful atmosphere surroundings. It is clean and quiet. You pay attention to the price when comparing the price with other training centers are cheaper. And you pay attention to the location with convenient transportation, respectively.

Purchase decision The results of the study were found to be at a high level. and attaches importance to purchasing decisions at a very high level; 3 items consist of various past performances of the training center Reviews from various websites and your parents, relatives, close people or people you trust. Helping to make decisions, respectively.

Evaluation after purchase The results of the study were found to be at a high level. and attaches importance to the evaluation after purchase at a high level, 4 items consisting of recommending acquaintances or close people to use the service want to apply for membership to receive discounts and privileges Feel the safety of life and property when using the training center and are satisfied and will come back to use the service again, respectively.

6. Discussion of results

The study of factors affecting the decision to use the Martial Arts Training Center for the students were discussed as follows:

Different personal data affects the decision to use a martial arts training center. Currently, differences in personal factors such as gender, age, status, occupation and income are no barriers to choosing a martial arts center. Due to the openness of the society that everyone has equal rights to use the services of the training center

and receiving service In addition, the martial arts center It is a service business that must provide good service to all service users in order to achieve the highest satisfaction of service users without Separating the personal factors of service users in different areas may need to look at the appropriateness sometimes, for example, the service users are children or the elderly. The services provided may differ, however, the services provided. The difference must be good service and make users satisfied.

From the study of the marketing mix factors influencing the decision to use the service of the 7 Martial Arts Training Centers, but only one factor that had no influence was the marketing mix of marketing promotion. May be due to the acceptance of each martial arts martial arts. Seeing that each martial art has its charm. Unique and attractive identity, therefore marketing promotion has no influence on decision making. The service users take into account the marketing mix in terms of products, prices, locations, services, personnel, physical

Recommendations from the study

From the study of factors affecting the decision to choose the service of a martial arts training center The students have suggestions for entrepreneurs as follows:

Product side The service users attach great importance to the training center having a certificate of reliable support. Therefore, the martial arts training center operator Should focus on receiving training from different agencies. Study the relevant certification criteria. both in service business and sports to plan and implement a certificate, accreditation standards from relevant agencies

In terms of price, service users pay attention to different types of membership price rates according to their needs. Therefore, martial arts training center operators There should be a policy to set the rates for various member price formats to meet each service user group, such as a group of people who come to practice for exercise. A group of people who want to train for self-defense. Group of trainers for professional athletes women's and children's groups Or divided according to martial arts science, such as the arming group in the hands and legs, punching, punching, elbowing, kneeling, kicking. The group focuses on the fight to fall to the ground (Takedowns). in the lying position (Ground Fighting), etc.

Distribution channels Users pay attention to the training facility that is close to their residence / work at the highest level, that is, the place where users can travel to use the service easily. Near the service user, so the operator of a martial arts training center should be considered in terms of location in service by choosing to open a service near the community or open in a department store to provide users with the convenience of using the service.

In terms of personnel, service users pay attention to the fact that the trainers have skills, knowledge / abilities that are accepted. Martial Arts Training Center Operator There should be a plan for the development of staff and personnel at all times, such as training and developing teaching competency of teachers in each martial arts field, etc.

Service process Service users pay attention to There are many training classes to choose from, and the training classes are clearly separated according to the wishes of the users, such as fitness classes for health, athlete classes, etc. Martial arts training center operators. Appropriate training and service programs, such as youth and women martial arts training programs, should be designed and developed. Martial arts training program for beginners Martial arts training program for professional athletes, etc.

Physical appearance It was found that the service users pay attention to the design of the place that is modern and beautiful. Martial Arts Training Center Operator Should pay attention to the environment of the training center. to be clean and beautiful ventilated There is an area for resting after exercise or a waiting area for parents, for example.

7. Suggestions for the next study

Should study how to build a good relationship with customers. in order to apply the guidelines that have been established Strategies for Maintaining the Martial Arts Training Center's Customer Base Should study the

expectations of service users towards the service quality of the Martial Arts Training Center. In order to provide users with the highest satisfaction after receiving the service.

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