CUSTOMER CHOICE'S CRITERIA FOR FOOTBALL FIELD

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ABSTRACT

The purpose of this study is to determine and identify on the variables and the factors which influence on customer choice's criteria for football field. This can prove that the factors we set up as a customer choices criteria for football field are influence on customer to choose the field to play. This is a quantitative research by distributing the questionnaire in 3 ways which are online via Facebook and Line application and Instragram. The sample size of this research is male 400 respondents who is living in Bangkok area. The age of respondents are between 18 years old – 50 years old and usually play football. The questions are about demographic, consumer behavior, marketing mix, brand, product, service and quality to examine which one is significant. The result was showed in statistics to indicate the frequency by percentage to analyze the data, indicate the cross tabulation to explain the relationship between the factors and type of football field, indicate binary logistic regression analysis to identify customer choice's criteria for football field which influence on customers to choose football field to prove the hypothesis and make them to repurchase the service.

According to the result of this study, researcher found that factors which are consumer behavior, marketing mix, brand, service and quality influence on customer to choose football field.

ACKNOWLEDGEMENT

For this independent study, there are many people who give me a support to complete this study. I am appreciated to give them credit in this acknowledgement.

Firstly, I would like to thank you my advisor, Dr. Sumas Wongsunopparat who give me a big support to complete this independent study. He guided, leaded and advised me to complete this study. It is impossible that this research will be complete without his big support.

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Finally, I would like to apologize in advance if there is any error or typo in this study. Hopefully, this study will be useful for people and researcher who would like to use this research as their guideline.
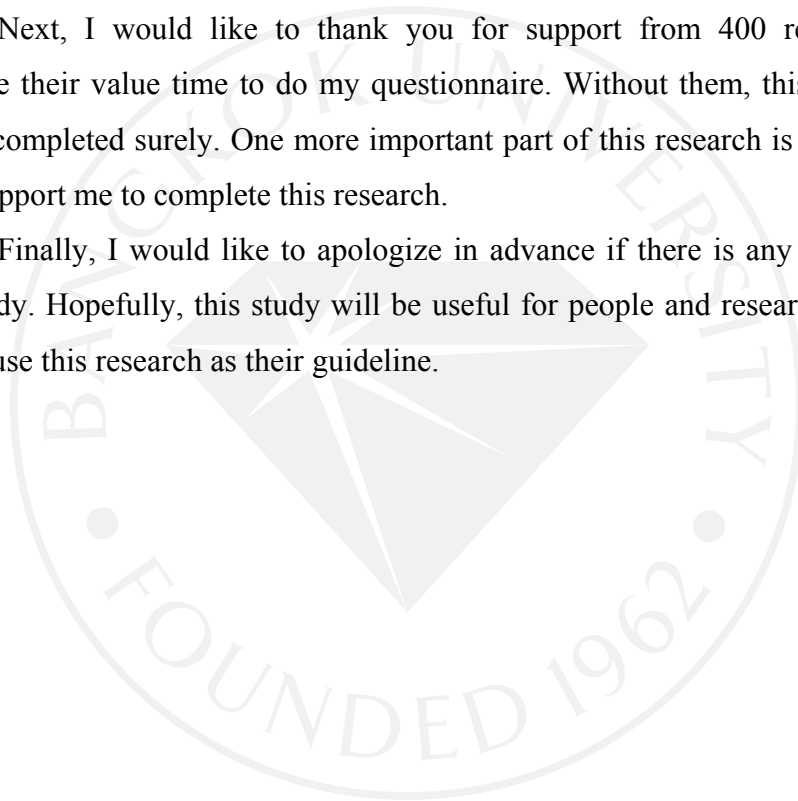
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CHAPTER1

INTRODUCTION

This chapter explains the overall of the research which is background, problem statement, the objective, the research question, the research methodology, the definition of term, and conclusion which is related the study of "Customer choice's criteria for football field"

1.1 Background of Study

According to the government's health policy, it encourages public interest in the exercise. Exercising is becoming more popular in Thailand as people are more concerned on their health. According to sports in Thailand, Football is a sport which is the most popular in Thailand, football. (Div.Policy and planning The Sports Authority of Thailand, 2538). Football is a very popular sport among the people. In the past, there were only public football fields in Thailand where have no roof-cover(Open air only). When there is raining or sunny, people could not play football as there is no roof. And when people have to share the field as it is the public fields, they feel uncomfortable to play with strangers. So, people can find out the new opportunity business which can find a solution for the stated problem when playing football which is football field business. This business is becoming more popular in Thailand and get interested for many investors. Even RS (A big media company in Thailand) launched their football field business called S-ONE which is located in BANGNA TRAD area. This shows that this business is quite interesting for investor who is looking to have their own business. However, the cost to launch this business is quite high compare to other businesses and it is a long term business if you are looking to get your invented money back. Now there are more than 170 football fields which are both indoor and outdoor field in Bangkok area.

The business of renting football field in the present is very high competitive. Having only the football field for renting is not enough to attract people to rent the field

as there are other variables which influence customers to choose the field. So, they have to create the augmented products to make the field look completely and not only for players but the people who do not play football but want to meet their friends. There are some fields who offer internet WIFI, shopping complex, fitness center and food & beverage shop in their football field area. This can make them more interested in our football field. The field is not only for playing with our friends but it can be a place to organize the event of your organization. There are many companies who host the yearly event of company at football field.

However, there are some football fields where still lack of services and augmented products to attract customer using their field. There is too strictly with customer such as not allow to wear stud shoes playing football on their artificial grass field that make customer uncomfortable and unsatisfied with their service level. The price of renting football field also can affect to the customer decision making in football field. Therefore, we have to determine the benchmark of service level and customer choice's criteria for football field to make the business survive and make their customer repurchase their field.

1.2 Objective of Study

    1.2.1   The objective of this research is to find out the factors that affect to customer choosing football field.

    1.2.2   A possibility to be successful on opening football field business in Thailand.

    1.2.3   To study consumer behavior in football field business

    1.2.4   To study marketing plan to run the football field business

    1.2.5   To determine customer's repurchase decision making in football field

1.3 Problem Statement

Nowadays, there are many football fields opened in Bangkok area which is quite high competitive in this business compared to the past. Now, we have almost 70 fields in Bangkok for renting which do not have the actual value of this business but well known by people who play football. Therefore, we have to determine the factors that are customer choice's criteria for football field to make customers satisfy with our service and repurchase when they want to play football.

1.4 Important of Study

The outcome from this study can help to understand the market of football field business. We can know the customer choice's criteria for football which can apply to the football field business to improve their service and quality. When we understand the factors of this business then we can use them to apply to the business.

1.5 Scope of Study

For this study, the researcher study about the factors that can be customer choice's criteria for artificial grass of football field. The researcher used the questionnaire as a tool of survey and set the scope of the study as below;

1.5.1 Scope of Content

This study explores on the consumer behavior and also examine on the relationship between the independent variables and customer choice's criteria for football field in Bangkok area. This is the quantitative research base on the concept of consumer behavior, brand, service, marketing mixes, and quality.

1.5.2 Scope of Methodology, Samples Population

This questionnaire focus on the male who live in Bangkok area only for being the respondents by age is between 15years to 50 years old. The methodology is

quantitative by using social media such as facebook, line application and Instragram. Timing of this study is August to October, 2015. The sample size of this study is 400 respondents.

1.5.3 Scope of Related Variable.

H1o: All beta_brand equity = 0

H1a: At least one of beta_brand equity not equal to 0

H2o: All beta_price = 0

H2a: At least one of beta_price not equal to 0

H3o: All beta_place = 0

H3a: At least one of beta_place not equal to 0

H4o: All beta_promotion = 0

H4a: At least one of beta_promotion not equal to 0

H5o: All beta_core product= 0

H5a: At least one of beta_core product not equal to 0

H6o: All beta_augmented product= 0

H6a: At least one of beta_augmented product not equal to 0

H7o: All beta_service= 0

H7a: At least one of beta_service not equal to 0

H8o: All beta_quality= 0

H8a: At least one of beta_quality not equal to 0

1.6 Focus and Limitation

This study is focusing to find the consumer behavior of male who play football in Bangkok area. Therefore, it is convenience to find the respondents as this sport is the most popular in Thailand and most of my friends can be a target as they play football every week. However, there is still some limitation that female cannot be a respondent for this research as we focus on male only. This caused me to take a long time to complete my 400 questionnaire.

1.7 Definition of Term

Artificial grass

Artificial turf is a surface of synthetic fibers made to look like natural grass. It is most often used in arenas for sports that were originally or are normally played on grass.

Criteria

A rule or principle for evaluating or testing something.

Marketing mix

Marketing mix is a general phrase used to describe the different kinds of issues that organizations must make in the whole process to bring a product or service to market. The 4Ps is a way – probably the best-known way – of defining the marketing mix, and was first expressed in 1960 by E J McCarthy. The 4Ps are Product (or Service),Place, Price, and Promotion.

Professional

The person who have the high-skill, fully information or can called "Specialist".

Product

Product is the item offer for sale. A product is a service or an item. It can be physical or in virtual or cyber form. Every product is made at cost and each is sold at a price. The price that can be charged depends on the market, the quality, the marketing and the segment that is targeted.

Price

Price is the value that is put for a product. It depends on the cost of production, segment target, potential of the market to pay for, supply - demand and a host of other direct and indirect factors. There are various types of pricing strategies, each tied in with an overall business plan. Pricing can also be used to differentiate and enhance the image of a product.

Place

A system of delivery product and/or service from factory to consumer.

Purchasing decision

This can explain what is the factor to affect on purchasing decision of consumer. It has the factor which is about the behavior to decide for purchasing and the market trend related.

Brand Equity

Brand is a marketing practice to create a name, symbol or design that identify and differentiate your product from other products.

Brand recognition

Brand recognition is an extent to which the public (or target market of organization) is able to identify a brand by its attribute.

Brand knowledge

Brand knowledge is awareness of the brand name and trust about the brand image. Valuable beliefs are authentic beliefs – consistent and stable. In addition to believe, consumer experience is important of brand knowledge.

Brand relevance

Brand relevance is the alignment of a brand strategy and identity to offer a clearly benefit that addresses a need, want or desires of consumer.

Brand loyalty

Brand Loyalty is where consumers buy products from the same manufacturer repeatedly than from other suppliers.

Service

Service is type of economic activity which is intangible, not stored and does not result in its owner.

Quality

Quality is a characteristic or features that product, service or someone have. It can be noticed as a part of something.

CHAPTER 2
LITERATURE REVIEW

2.1 Theorotical Foundation

The followings theories and related literature support the main conceptual framework of this study. There are 5 theories including

1. Concept on Consumer behavior
2. Concept on Marketing mix
3. Concept on Brand
4. Concept on Service
5. Concept on Quality

2.2 Concept on consumer behavior

Consumer Behavior is the study of how customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and preference. It refers to the actions of consumers in the market and the emphasizing motives for those actions. (Kuester, Sabine 2012)

Consumer Behavior is the study of how people make decisions about what they buy, want, need or act in regards to a product, service, or company.

According to the above definition of consumer behavior, it is clearly shows that consumer behavior is the study of peoples, groups or organizations making decision process to buy product or use service. This is very important things to learn as it has a big impact when we launch our product into the market. We have to know their behavior and their preference of buying product.

In this study, consumer behaviors affect to the people to select football field. Some people prefer to play on the real grass football field and some people prefer to play on the artificial grass football field. Therefore, when we will open the field we have to know

well about people preference before we launch the business to avoid the failure. For the timing of playing football, this is also important to be aware as we can know that the rent price can be raised up when the peak period that people want to play football. Then, we can generate more revenue to our business and can save cost of hiring people and electricity fee in the period that less people prefer to play. So, timing, fields preference can be customer's choices criteria for football field.

2.3 Concept on Marketing mix

Marketing mix is a general phrase used to describe the different kinds of issues that organizations must make in the whole process to bring a product or service to market. The 4Ps is a way – probably the best-known way – of defining the marketing mix, and was first expressed in 1960 by E J McCarthy. The 4Ps are Product (or Service),Place, Price, and Promotion.

The above definition is easily to understand the marketing mix which is the tools to use in the organization to identify company strategy once bring the product or service into the market which are product, place, price and promotion.

2.3.1   Product

Product is the item offer for sale. A product is a service or an item. It can be physical or in virtual or cyber form. Every product is made at cost and each is sold at a price. The price that can be charged depends on the market, the quality, the marketing and the segment that is targeted.

In this study, I classify product to be 2 types which are Core product and Augmented product.

Core product is a company's product or service that are most directly relate to their core competencies. In this research, the core product is football field. This is the main product that we are trying to offer to customer. It can be a customer choice's criteria of football field.

Augmented product is a product that has both primary physical attributes and non-physical attributes which are added to raise the product's value. Non-physical attributes of an augmented product may include a product warranty, service or installation, and may increase the price of the basic product, and allow the company sells the goods to provide the people with other services that make using the product easier. In the football field, augmented products are food and beverage shops, shopping plaza, internet WI-FI, parking car and bathroom.

2.3.1 Place

Place in the marketing mix is the channel, or the route, through which product are moved from the source to the consumer. Place can be the intermediaries, distributors, wholesalers and retailers. The options that you can make your product or service available to customers which will have effect on your sales volume. In football field business, place is the location of the field which is important that people can get to it easy or not. It can affect to the business if the place is not located in the right area. Service is also in the product as football filed business is a same type as hotel business which we provide a place and service to customers. Service is type of economic activity which is intangible, not stored and does not result in its owner. Service is consumed at the point of sale. For football field business, service in this business means employees who serve customers in the field. They are also an important part compare to the hotel business as a reception. Customers will be happy if they give a warm welcome to customers and can advise the first aid when customers get injury during they play.

2.3.2 Price

Price is the value that is put for a product. It depends on the cost of production, segment target, potential of the market to pay for, supply - demand and a host of other direct and indirect factors. There are various types of pricing strategies, each tied in with an overall business plan. Pricing can also be used to differentiate and enhance the image of a product.

Pricing is one of the most important elements of the marketing mix, as it is the only mix, which generates a turnover for the organization. It costs to produce and design a product, it costs to distribute a product and costs to promote it. Price must support these elements of the mix. Pricing is difficult and must reflect supply and demand relationship. Pricing a product too high or too low can be a loss of sales for the organization. In the football field business, price will be considered with the location and the quality of the field. For example, the rent price of the football field in RAMAIV is THB2200/hour but in RAMII the rent price of the football field is only THB1200/hour which is almost 80% cheaper than the price in RAMAIV.

2.3.3 Promotion

Promotion is activities undertaken to make the product or service known to the consumer and trade. This can include advertising, word of mouth, press reports, incentives, commissions and awards. A successful promotion will increase sales and reputation to be well known in the market.

Building Awareness

A product or brand may need to create an identity within the market. For the most part, it applies to a new company, a new brand or a new product. But often it may need in times of rebranding or build up a failing product. The aim is to select those promotional activities that help to inform customers about the companies and the products.

Creating Interest

If the customer is already aware of the product, it becomes necessary to move them along to actual purchasing behavior. This tries to identify a need that the product fulfill and make sure that the customers recognize this need as something that is unfulfilled for them.

Providing Information

A company may need to provide necessary information regarding the product, its benefit, feature or usage to the customer. It may be the case if a new product is introduced into the market. Unique features or benefits may need to be explained. In other cases, a new feature on an existing product may need to be highlighted. In some cases, such as in instances where environmental impact or health scares be in play, information about a change in business practices and company policy need communication.

Stimulate Demand

A company needs to enhance the sales through promotion. If sales have been lower than usual, then the aim is to get them back up to target level by re-engaging old customers and encourage new ones to try a product.

In football field business, stamp collection and member discount are mostly used as promotion. Some well known and popular fields sometime do not offer the promotion to customer as they are confidence that their location and product quality are high enough to attract consumer to rent their field.

2.4 Brand

Brand is a marketing practice to create a name, symbol or design that identify and differentiate your product from other products.

In this research, I apply four brands equity strategies as per below to identify the customer's choice criteria of football field.

2.4.1   Brand recognition

Brand recognition is an extent to which the public (or target market of organization) is able to identify a brand by its attribute. For football field business, now there is a brand which has franchises around Bangkok, SOCCER PRO. There are five branches in Bangkok which are SOCCER PRO RAMINTRA, SOCCER PRO LADPHRAO87, SOCCER PRO NGARMWONGWAN, SOCCER PRO CHAROENRAT and SOCCER PRO PRACHAUTHIT. This field has a very good facility and quality of field.

2.4.2   Brand knowledge

Brand knowledge is awareness of the brand name and trust about the brand image. Valuable beliefs are authentic beliefs – consistent and stable. In addition to believe, consumer experience is important of brand knowledge. Consumer experiences includes emotions, and activities. Brand knowledge is created by consumers and marketers who have experiences in the brand they used.

2.4.3   Brand relevance

Brand relevance is the alignment of a brand strategy and identity to offer a clearly benefit that addresses a need, want or desires of consumer. This is also can be a factor in customer's choice criteria of football field. When people know about the brand which is matched with their desire of football field, this can attract people to choose the field.

2.4.4   Brand Loyalty

Brand Loyalty is where consumers buy products from the same manufacturer repeatedly than from other suppliers. It consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be represented by repeated buying of products or services, or other positive behaviors such as verbal.

2.5   Quality

QUALITY is a characteristic or features that product, service or someone have. It can be noticed as a part of something.

There are five aspects of quality in a business context:

1. Producing – providing something.
2. Checking – confirming that something has been done correctly.
3. Quality Control – controlling a process to ensure that the outcomes are predictable.
4. Quality Management – directing an organization so that it optimizes its performance through analysis and improvement.
5. Quality Assurance – obtaining confidence that a product or service will be satisfactory. (Normally performed by a purchaser)

In football field business, quality refers to how good of the field, grass, atmosphere and the size of the field. Football field is a core product of this business. So, owner must be aware as this is a very important part which can impress customers and make them come to use the field repeatedly.

2.6 Related article

2.6.1 The Study of Users Satisfaction Towards Artificial Turf Football Field, (Chalempol Panmongkon Warayt Mahima), Udon Thani Rajabhat University, Year2012

-   This research has purpose to study of users satisfaction towards artificial turf football field in Udonthani as it is becoming more popular in Thailand. People after their work who want to plays football do not have a field to play as the time is very limited. They finished their work at 17:30hrs which is very difficult to find a field to play football as it public football field does not provide light for them. So, they have to rent the field to play football that caused artificial turf football field become more popular. They study on 8 factors which are personal need, Intended use, degree of Motivation, experience with Product, price, logic of external Information, support for external group ideas, and direct and Indirect External Influence. The result of this research shows that almost 8 factors

influence customer satisfaction and they advise to study more about the users satisfaction to find more factors and improve the business.

2.6.2 Effective Service Model of Artificial Grass Indoor Football Fields in Bangkok Metropolitan, (Mr. Wiwit Senawat), YEAR 2012

The purpose of this research were to analyze the factors affecting the decision making process of the service users of artificial indoor football fields in Bangkok area, and to create an effective service model of artificial indoor football fields in Bangkok area. Mixed methodologies in both qualitative and quantitative research were employed. Questionnaires and Focus group interviews were used to gather the data. The sample selected by using purposive sampling consisted of 569 service users of the artificial indoor football fields in Bangkok Metropolitan area. The collected data was analyzed by techniques such as One-Way ANOVA, Scheffe' Method, and Factor Analysis. It was found that the factors affecting the decision making of using artificial indoor football fields in Bangkok area consisted of 9 factors consisting of service support, physical and process evidence, marketing support, product, personnel, price, appropriateness of activities, convenience of location, and marketing channels. The researcher then proposes an effective service model of the artificial grass indoor football fields in Bangkok area called PRO-D Model were consisted of P – Model (Professional Field Management: P),R– Model (Recreation Activities: R), O – Model (Service Oriented: O), and D – Model (Dynamic Promotion: D).

2.6.3 The Service Marketing Mix Factors Influencing Customers' Repurchase Decision-Making in Artificial Grass Soccer Field in Muang Hatyai, Songkhla Province, (Kewalin Soisa-ard*, Chutima Wangbenmad and Pakorn Limyothin), YEAR 2015

-   The objectives of the study are to 1)Determine the customers' repurchase decision – making in artificial grass soccer field, 2)Determine the service marketing mix factors that important for customers repurchase decision – making in artificial grass soccer field, 3)Determine the service marketing mix factors that influencing the customers repurchase decision – making in artificial grass soccer. The data

was collected by questionnaires from the people who ever used the artificial grass soccer field service. Data collection based on 400 people. In Hatyai, Songkhal province, there are four artificial grass soccer fields. A quota sampling technique was used in this study then the sample size in each field was 100 people. Analytical statistics used were descriptive Statistic and stepwise multiple regression analysis. The results were as follows: (1)The repurchase decision – making in artificial grass soccer field are in the high level (x = 4.65), (2)The service marketing mix factors that important for repurchase decision – making in artificial grass soccer field which can be arranged from high to low as follows 1)Personal (x = 4.79), 2)Place (x = 4.70), 3)Product and Physical Evidence (x = 4.69), 4)Price (x = 4.65), 5)Promotion (x = 4.62), and 6)Process (x = 4.59) and (3)The service marketing mix factors namely process, promotion, physical and price could predict the repurchase decision – making in artificial grass soccer field at a significance level of .001 with R2 = 64 %, but product, place, personal couldn't predict the repurchase decision – making in artificial grass soccer field. So, recommendation and future research are suggested

2.6.4 Factors Affecting Services Uses Behaviors of Rental Soccer Field's Users in Bangkok, (Nobbongkoch Naruicharnpattarat), Year 2011

- The research purpose is to study the customer's characteristic and marketing mix factors affecting using behavior in the soccer field rental of customer in Bangkok. The sample groups data are based on 400 people. Questionnaires are used to collect data and the statistic methods which are used in data analysis. They got the result as per below.
  1. Majority of respondents are over 26 years with bachelor degree educational level who have income 20,001-30,000Baht/month.
  2. The marketing mix factors which is the most important thing of using artificial grass football field are the equipment, food and beverage stores, quality of grass, price, place, and promotion

3. Most of people will rent the football field during 20:00-24:00 hrs on Monday-Friday. The essential reason to use the service of football field is to exercise.

2.6.5 Consumers Behaviors of Chiangmai University Students Using Artificial Grass Service of Football Field, (Naruedon Temisak), Year 2013

-   The purpose of this research is to study consumer behaviors of CHAINGMAI UNIVERSITY STUDENTS using artificial grass football field and to know the factors of making decision to use football field. They apply S-R model to their research which are simuli, buyer's black box and buyer's response. The data they used to analyze in this research are based on 100 students in Chiangmai University. Their factors in this research are product and services, equipment, intended uses, and others service and product such as food and beverage stores.

2.7 Hypothesis and Framework
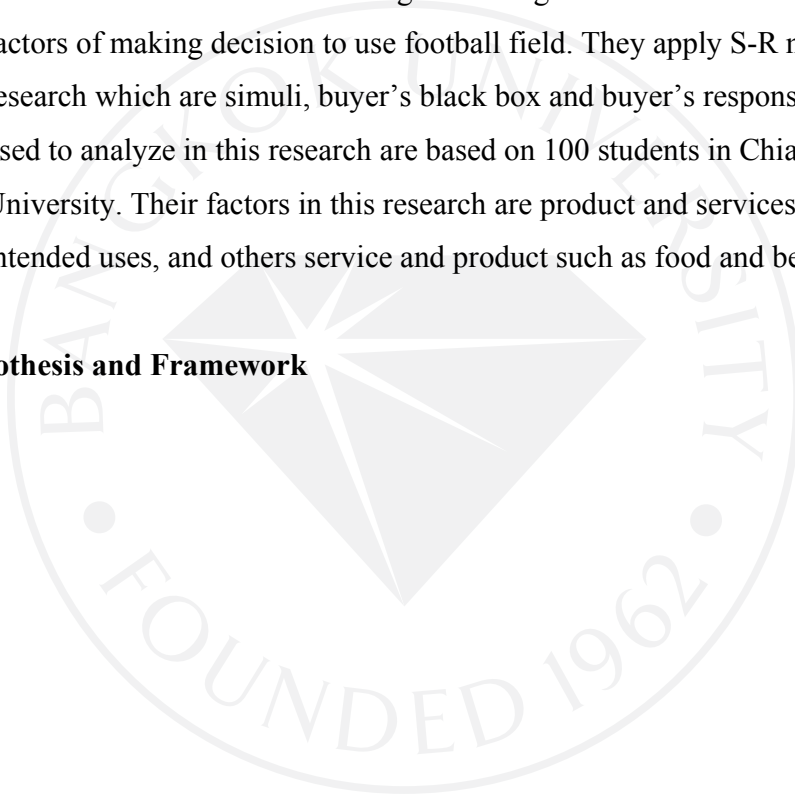
Figure 1 : Research Framework

According to above framework, have independent variables as Marketing mix (price, place, core product, augmented product, brand equity, quality, and service. Dependent variable is customer choice's criteria of football field.

2.7.1 Hypothesis

H1o: All beta_brand equity = 0

H1a: At least one of beta_brand equity not equal to 0

H2o: All beta_price = 0

H2a: At least one of beta_price not equal to 0

H3o: All beta_place = 0

H3a: At least one of beta_place not equal to 0

H4o: All beta_promotion = 0

H4a: At least one of beta_promotion not equal to 0

H5o: All beta_core product= 0

H5a: At least one of beta_core product not equal to 0

H6o: All beta_augmented product= 0

H6a: At least one of beta_augmented product not equal to 0

H7o: All beta_service= 0

H7a: At least one of beta_service not equal to 0

H8o: All beta_quality= 0

H8a: At least one of beta_quality not equal to 0

CHAPTER 3
RESEARCH METHODOLOGY

This chapter explains about research methodology. Following:

3.1 Research Strategies

The study of Customer choice's criteria for football field by this study the research was conducted as follows:

1. Population and sampling to determine
2. Creating tools used in the research.
3. Data Collection
4. Data Analysis
5. The statistics used to analyze the data.
6. The variables

3.2 Population and Sampling to Determine

The research are conducted from male who lived in Bangkok area play football in Bangkok are by age from 15 - 60 years

Calculated by the following formula:

Formula $n = (N / (1 + N (e) 2)$.

Requiring is the sample size

N is the population size

E is the error of sampling

The population in this study is women who live in Bangkok in 2015, the population of 2,695,519 people, so $n = 2,695,519 / (1 + (2,695,519 (0.05) 2)$

The calculations are based on a sample size of 400 samples

Then assume that in this study the sample size was 400 samples

3.3 Creating Tools Used In The Research

For creating tool used in this research the researcher used convenience sampling for collecting the data 400 sampling by the tools for collecting data in this research is questionnaire to study about customer choice's criteria for football field.

3.4 Questionnaire Structure

Researcher divide questionnaire into 5 part

Part 1 Researcher begins to question about *Personal Information* by using multiple choices to answer the questions following

1. Male (Ordinal Scale)

2. Age (Ordinal Scale)

3. Education (Ordinal Scale)

4. Occupation (Nominal Scale)

5. Personal Income (Ordinal Scale)

Part 2 Researcher question about *Consumer Behavior* by using multiple choices and Closed-Ended Question for measure Interval scale to answer the questions following :

1. Type of football field responders often play (Nominal Scale)

2. Favorite hobby of responders (Nominal Scale)

3. Frequency of playing football (Nominal Scale)

4. How long of they play football per time (Ordinal Scale)

5. What times do they play football (Nominal Scale)

6. What day do they play football (Nominal Scale)

7. Rating factors that affect to their decision making to choose football field which will divide into 6 levels as per below: (Ordinal Scale)

0	mean	Not Important
1	mean	Less Important
2	mean	Important
3	mean	More Important
4	mean	Very Important
5	mean	The Most Important

Part 3 The factor of Brand by using Closed-Ended Question for measure Interval scale divided 5 levels to answer the questions following :

1	mean	Strongly Disagree
2	mean	Disagree
3	mean	Neutral
4	mean	Agree
5	mean	Strongly Agree

Part 4 The factor of *Marketing mix (Price, Place, Promotion, Product)* by using Closed-Ended Question for measure Interval scale divided 5 levels to answer the questions following :

1	mean	Strongly Disagree
2	mean	Disagree
3	mean	Neutral
4	mean	Agree
5	mean	Strongly Agree

Part 5 The factor of *service (Service mind and first aid skill of employees)* by using Closed-Ended Question for measure Interval scale divided 5 levels to answer the questions following :

1	mean	Strongly Disagree
2	mean	Disagree
3	mean	Neutral
4	mean	Agree
5	mean	Strongly Agree

Part 6 The factor of *Quality(quality of grass and the field)* by using Closed-Ended Question for measure Interval scale divided 5 levels to answer the questions following :

1	mean	Strongly Disagree
2	mean	Disagree
3	mean	Neutral
4	mean	Agree
5	mean	Strongly Agree

For interpretation and analysis interval scale with rating scale of liker scale in the questionnaire and the rating average is calculated as following :

$$Average = \frac{maximum - minimum}{level}$$

$$= \frac{5 - 1}{5}$$

$$= 0.8$$

Then, The analyze of rating scale can interpret as following :

4. 25 - 5.00	mean	Strongly Agree
3.41 - 4.20	mean	Agree
2. 61 - 3.40	mean	Neutral
1. 81 - 2.60	mean	Disagree
1. 00 - 1.80	mean	Strongly Disagree

3.5 Data Collection

Researcher collecting data following these process

1. Researcher studied collecting information from similar research that can be guideline to

create questionnaire which is suitable for this research.

2. Researcher designed questionnaire and distributed to sampling populations as Online and offline survey.

- Online: By posting questionnaire to popular website community and Social media.

Such as : Facebook, Line, Instagram,.

3. The period to collect the data from random sample survey of 400 respondents in the month of Sep, 2015 to Oct, 2015

Quality monitoring tool

This research test quality of complete questionnaire from validity test and reliability test with 2 processes following:

1.Validity test by asking the advisor and expertise to check and correct the question to make the questionnaire most appropriate and easy for respondents to understand.

$$IOC = \frac{\sum R}{N}$$

IOC = Consistency between the objective and content or questions and objective.

$\sum R$ = Total assessment points given from all qualified experts.

N = Number of qualified experts

The consistency index value must have the value 0.5 or above to be accepted.

After assessment result, the questions have changed and have adapted to confirm that each question has the consistency index value more than 0.5.

There are 5 experts who experience in related field in order to confirm content.

1. Jen Rujitanakul- Owner of Jen Sports

2. Kittisak Sonsombutt- Real Madrid Thailand Football team head coach

3. Veerathep Prukviwat – Sales Manager of PIL

4. Somchai Srisuwan - Field keeper of The City football field

5. Jedsada Chatchawalkitja - Owner Samrae Football team

2. Reliability is tested by the researcher do Pre-test with sample group of 40 respondents to ensure that each questions are appropriate and clearly to understand. Then, collected the research via SPSS program to test reliability coefficient with Cronbach's Coefficient Alpha analysis the value must not less than 0.7 For this reliability of this research are 0.778 which is considered as reliability.

3.6 Analyses and Data Processing

The process and analysis by using SPSS program for processing and statics analysis. The statistical were used to analyze the data in this study are following:

1. Descriptive statistics to present the results by percentage used to analyze the data for consumer in Bangkok area.

1.1 Frequency; the percentage and frequency (number of respondents) for the qualitative variables including
age, education, occupation, income, Hobby and lifestyle.

1.2 Cross tabulation; the contingency analysis to analyze categorical data by the number of frequency of respondents that can explain specific characteristic of the research (dominance).

2. The analysis of regression binary logistic analysis to describe the relevance between the influence of customer choice's criteria for football field and type of football field.

3.7 The Variable

The variables in this study can divide into 2 groups. First, Independent Variables and Second, Dependence Variables following:

Independent Variables

1. Demographic
2. Consumer Behavior
3. Brand

4. Marketing Mix (Product, Price, Channel, Promotion)
5. Service

6. Quality

Dependence Variables

Customer choice's criteria for artificial grass of football field.

CHAPTER 4

RESEARCH FINDING AND DATA ANALYSIS

In this chapter, the researcher explains about the outcome of the research including an analysis of the empirical study. The analysis part will be consisted of the research framework which is clarify in the second chapter and method given which is clarify in the third chapter. The result of the research will be described into 4 parts ;

Part 1 : The analysis of general demographic and consumer behavior information of sample by using frequency and percentage.

Part 2 : The analysis of cross tabulation to determine that whether demographic and consumer behavior is influence on choosing type of football

Part 3 : The analysis of regression analysis to describe the relevance between the influence of customer choice's criteria for football field.

Part 4 : The analysis of hypothesis test.

4.1 The Analysis of General Demographic and Consumer Behavior Information of Sample

The questionnaire has been submitted 440 respondents, by separate to 40 respondents are used to test the validity and 400 respondents are used to analyze.

Table 4.1.1 : Frequency and Percentage of General Demographic : Age

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 years	20	5.0	5.0	5.0
	21-25 years	47	11.8	11.8	16.8
	26-30 years	246	61.5	61.5	78.3
	31-35 years	51	12.8	12.8	91.0
	More than 35	36	9.0	9.0	100.0
	Total	400	100.0	100.0	

- Most respondents age are in range between 26-30 years old which is equal to 246 respondents(61.5%), followed by range between 31-35 years old with 51 respondents(12.8%), then range between 21-25 years old with 47 respondents(11.8%), and above 35 years old 36 respondents (9.0%).

Table 4.1.2 : Frequency and Percentage of General Demographic : Education

EDUCATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower than Bachelor degree	27	6.8	6.8	6.8
	Bachelor degree	286	71.5	71.5	78.3
	Higher than Bachelor degree	87	21.8	21.8	100.0
	Total	400	100.0	100.0	

- Mainly respondents are graduated with Bachelor Degree which is equal to 286 respondents (71.5%), following by Above Bachelor Degree with 87 respondents (21.8%), and Below Bachelor Degree with 27 respondents (6.8%).

Table 4.1.3 : Frequency and Percentage of General Demographic : Occupation

OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	41	10.3	10.3	10.3
	Employed	232	58.0	58.0	68.3
	Self-Employed	121	30.3	30.3	98.5
	Unemployed	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

- The most of respondents are employed which is 232 respondents (58%), following by students are 41 respondents (10.3%), then self-employed with 121 respondents (30.3%), and the last one is unemployed with 6 respondents or 1.5%.

Table 4.1.4 : Frequency and Percentage of General Demographic : Monthly Income

INCOME

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid LESS THAN 15000 BAHT	40	10.0	10.0	10.0
15001-30000 BAHT	147	36.8	36.8	46.8
30001-45000 BAHT	114	28.5	28.5	75.3
45001-60000 BAHT	34	8.5	8.5	83.8
60001- AND ABOVE	65	16.3	16.3	100.0
Total	400	100.0	100.0	

- The majority of respondents earn THB15,001-THB30,000 per month are 147 respondents (36.8%), following by THB30,001-THB45000 with 114 respondents (28.5%), then THB60,0001-and above with 65 respondents (16.3%), less than THB15,000 with 40 respondents (10%), and THB45,001-THB60,000 with 34 respondents (8.5%).

Table 4.1.5 : Frequency and Percentage of Consumer Behavior : Type of football field

TYPE OF FOOTBALL FIELD

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid REAL GRASS	101	25.3	25.3	25.3
ARTIFICIAL GRASS	299	74.8	74.8	100.0
Total	400	100.0	100.0	

- The majority of respondents prefer to play artificial grass with 299 respondents or 74.8% and 101 respondents or 25.3% prefer to play real grass field.

- According to the above table, we can know that most of the customers prefer to play artificial grass more than real grass which is 74.8%. However, we could not ignore customer who prefer to play real grass as the amount is not that low. So, when we want to open the football field business, we can build both real and artificial grass fields to attract both group of customers to use our field.

Table 4.1.6 : Frequency and Percentage of Consumer Behavior : Favorite Hobby

FAVORITE HOBBY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SURFING INTERNET	106	26.5	26.5	26.5
	EXERCISE	186	46.5	46.5	73.0
	SHOPPING	6	1.5	1.5	74.5
	MOVIE	62	15.5	15.5	90.0
	READING	17	4.3	4.3	94.3
	OTHER	23	5.8	5.8	100.0
	Total	400	100.0	100.0	

- Respondents's favorite hobby is mainly exercise which is 186 respondents (46.5%), following by surfing internet 106 respondents (26.5%), movie 62 respondents (15.5%), others(travelling) 23 respondents (5.8%), reading 17 respondents (4.3%) and shopping is the minority 6 respondent (1,5%)

Table 4.1.7 : Frequency and Percentage of Consumer Behavior : How often they playing football

HOW OFTEN PLAYING FOOTBALL

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ONCE A MONTH	146	36.5	36.5	36.5
2-3 TIMES PER MONTH	99	24.8	24.8	61.3
MORE THAN 3 TIMES PER MONTH	155	38.8	38.8	100.0
Total	400	100.0	100.0	

- The most of respondents play football more than 3 times a month which is 155 respondents (38.8%), following by once a month 146 respondents (36.5%), and 2-3 times a month 99 respondents (24.8%).

Table 4.1.8 : Frequency and Percentage of Consumer Behavior : How long they playing football

HOW LONG PER TIME

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ONE HOUR	70	17.5	17.5	17.5
ONE HOUR AND HALF	38	9.5	9.5	27.0
TWO HOURS	258	64.5	64.5	91.5
MORE THAN TWO HOURS	34	8.5	8.5	100.0
Total	400	100.0	100.0	

- The most of respondents play football two hours per time which is 258 respondents (64.5%), following by one hour per time 70 respondents (17.5%), one an half hour per time 38 respondents (9.5%), and more than two hours per time 34 respondents (8.5%).

Table 4.1.9 : Frequency and Percentage of Consumer Behavior : What time they usually play football

TIMING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8:00-12:00	13	3.3	3.3	3.3
	12:00-16:00	8	2.0	2.0	5.3
	16:00-20:00	122	30.5	30.5	35.8
	20:00-24:00	257	64.3	64.3	100.0
	Total	400	100.0	100.0	

- The most of respondents who usually play football at 20:00-24:00 which is 257 respondents (64.3%), following by 16:00-20:00 122 respondents (30.5%), 8:00-12:00 13 respondents (3.3%), and 12:00-16:00 8 respondents (2%).

Table 4.1.10 : Frequency and Percentage of Consumer Behavior : What time they usually play football

DAY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MON-FRI	182	45.5	45.5	45.5
	SAT-SUN	218	54.5	54.5	100.0
	Total	400	100.0	100.0	

- Most of respondents prefer to play football on Saturday-Sunday at 218 respondents (54.5%) which is follow by Monday-Friday at 182 respondents (45.5%)

4.2 THE CROSSTAB ANALYSIS ON DEMOGRPHIC AND CONSUMER BEHAVIOR TO CHOOSE TYPE OF FOOTBALL FIELD

Table 4.2.1 : Cross tabulation analysis ; Between ages and types of football field

Crosstab

			TYPE OF FOOTBALL FIELD		Total
			REAL GRASS	ARTIFICIAL GRASS	
AGE	18-20 years	Count	17	3	20
		% within AGE	85.0%	15.0%	100.0%
	21-25 years	Count	15	32	47
		% within AGE	31.9%	68.1%	100.0%
	26-30 years	Count	29	217	246
		% within AGE	11.8%	88.2%	100.0%
	31-35 years	Count	23	28	51
		% within AGE	45.1%	54.9%	100.0%
	More than 35	Count	17	19	36
		% within AGE	47.2%	52.8%	100.0%
Total		Count	101	299	400
		% within AGE	25.3%	74.8%	100.0%

- The most age of respondents who prefer to play real grass are age between 18-20 years old which is 85% following by respondents who are more than 35 years old is 44.2%. For artificial grass, the most respondents who are between 26-30 years old which is 88.2% which is followed by respondents who are 21-25 years old 68.1%.

Table 4.2.2 : Cross tabulation analysis ; Between Education and types of football field

Crosstab

| | | | TYPE OF FOOTBALL FIELD | | |
			REAL GRASS	ARTIFICIAL GRASS	Total
EDUCATION	Lower than Bachelor degree	Count	22	5	27
		% within EDUCATION	81.5%	18.5%	100.0%
	Bachelor degree	Count	65	221	286
		% within EDUCATION	22.7%	77.3%	100.0%
	Higher than Bachelor degree	Count	14	73	87
		% within EDUCATION	16.1%	83.9%	100.0%
Total		Count	101	299	400
		% within EDUCATION	25.3%	74.8%	100.0%

- The most education level of respondents who prefer to play real grass are respondents who is graduated lower than bachelor degree which is 81.5% following by respondents who are graduated bachelor 44.2%. For artificial grass, the most respondents who are graduated higher than bachelor degree

which is 83.9% which is followed by respondents who are graduated bachelor degree 77.3%.

Table 4.2.3 : Cross tabulation analysis ; Between Occupation and types of football field

OCCUPATION * TYPE OF FOOTBALL FIELD Crosstabulation

| | | | TYPE OF FOOTBALL FIELD | | |
			REAL GRASS	ARTIFICIAL GRASS	Total
OCCUPATION	Student	Count	23	18	41
		% within OCCUPATION	56.1%	43.9%	100.0%
	Employed	Count	48	184	232
		% within OCCUPATION	20.7%	79.3%	100.0%
	Self-Employed	Count	30	91	121
		% within OCCUPATION	24.8%	75.2%	100.0%
	Unemployed	Count	0	6	6
		% within OCCUPATION	0.0%	100.0%	100.0%
Total		Count	101	299	400
		% within OCCUPATION	25.3%	74.8%	100.0%

- The most occupation of respondents prefer to play real grass is students with 56.1% following by respondents who are self-employed 24.8%. For artificial

grass, the most respondents who prefer t play artificial grass are unemployed with 100% which is followed by respondents who are employed 79.3%.

Table 4.2.4 : Cross tabulation analysis ; Between Income and types of football field

INCOME * TYPE OF FOOTBALL FIELD Crosstabulation

| | | | TYPE OF FOOTBALL FIELD | | |
			REAL GRASS	ARTIFICIAL GRASS	Total
INCOME	LESS THAN 15000 BAHT	Count	20	20	40
		% within INCOME	50.0%	50.0%	100.0%
	15001-30000 BAHT	Count	25	122	147
		% within INCOME	17.0%	83.0%	100.0%
	30001-45000 BAHT	Count	31	83	114
		% within INCOME	27.2%	72.8%	100.0%
	45001-60000 BAHT	Count	5	29	34
		% within INCOME	14.7%	85.3%	100.0%
	60001- AND ABOVE	Count	20	45	65
		% within INCOME	30.8%	69.2%	100.0%
Total		Count	101	299	400
		% within INCOME	25.3%	74.8%	100.0%

- The most income level of respondents who prefer to play real grass is income less than THB15000 with 50% following by respondents who have income above THB60000 with 24.8%. For artificial grass, the most respondents who prefer to play artificial grass has income between THB45001-60000 with 85.3% which is followed by respondents who has income between THB15001-30000 with 83%

Table 4.2.5 : Cross tabulation analysis ; Between Favorite hobby and types of football field

FAVORITE HOBBY * TYPE OF FOOTBALL FIELD Crosstabulation

			TYPE OF FOOTBALL FIELD		
			REAL GRASS	ARTIFICIAL GRASS	Total
FAVORITE HOBBY	SURFING INTERNET	Count	27	79	106
		% within FAVORITE HOBBY	25.5%	74.5%	100.0%
	EXERCISE	Count	51	135	186
		% within FAVORITE HOBBY	27.4%	72.6%	100.0%
	SHOPPING	Count	4	2	6
		% within FAVORITE HOBBY	66.7%	33.3%	100.0%
	MOVIE	Count	10	52	62
		% within FAVORITE HOBBY	16.1%	83.9%	100.0%
	READING	Count	1	16	17
		% within FAVORITE HOBBY	5.9%	94.1%	100.0%
	OTHER	Count	8	15	23
		% within FAVORITE HOBBY	34.8%	65.2%	100.0%
Total		Count	101	299	400
		% within FAVORITE HOBBY	25.3%	74.8%	100.0%

- The most respondents who has favorite hobby as shopping prefer to play real
grass which can be calculated percentage at 66.7% following by respondents
who have favorite hobby as others(travelling) with 34.8%. For artificial grass,
the most respondents who prefer to play artificial grass has their favorite
hobby as reading which is calculated percentage at 94.1% which is followed
by respondents who has their favorite hobby as movie at 83.9%.

Table 4.2.6 : Cross tabulation analysis ; Between frequency of playing football and types
of football field

HOW OFTEN PLAYING FOOTBALL * TYPE OF FOOTBALL FIELD Crosstabulation

			TYPE OF FOOTBALL FIELD		Total
			REAL GRASS	ARTIFICIAL GRASS	
HOW OFTEN PLAYING FOOTBALL	ONCE A MONTH	Count	15	131	146
		% within HOW OFTEN PLAYING FOOTBALL	10.3%	89.7%	100.0%
	2-3 TIMES PER MONTH	Count	22	77	99
		% within HOW OFTEN PLAYING FOOTBALL	22.2%	77.8%	100.0%
	MORE THAN 3 TIMES PER MONTH	Count	64	91	155
		% within HOW OFTEN PLAYING FOOTBALL	41.3%	58.7%	100.0%
Total		Count	101	299	400
		% within HOW OFTEN PLAYING FOOTBALL	25.3%	74.8%	100.0%

- The most respondents who prefer to play real grass is usually play football
more than 3 times a month at 41.3% following by respondents who usually

play football 2-3 ties a month at 22.2%. For artificial grass, the most
respondents usually play football once a month at 89.7% which is followed by
respondents who usually play football 2-3 times a month at 77.8%.

Table 4.2.7 : Cross tabulation analysis ; Between how long per time when playing
football and types of football field

HOW LONG PER TIME * TYPE OF FOOTBALL FIELD Crosstabulation

			TYPE OF FOOTBALL FIELD		Total
			REAL GRASS	ARTIFICIAL GRASS	
HOW LONG PER TIME	ONE HOUR	Count	32	38	70
		% within HOW LONG PER TIME	45.7%	54.3%	100.0%
	ONE HOUR AND HALF	Count	3	35	38
		% within HOW LONG PER TIME	7.9%	92.1%	100.0%
	TWO HOURS	Count	51	207	258
		% within HOW LONG PER TIME	19.8%	80.2%	100.0%
	MORE THAN TWO HOURS	Count	15	19	34
		% within HOW LONG PER TIME	44.1%	55.9%	100.0%
Total		Count	101	299	400
		% within HOW LONG PER TIME	25.3%	74.8%	100.0%

- The most respondents who prefer to play real grass is usually play football
  one hour per time at 45.7% following by respondents who usually play
  football more than two hours per time at 44.1%. For artificial grass, the most

respondents who usually play football one hour and half at 92.1% which is followed by respondents who usually play football two hours at 80.2%.

Table 4.2.8 : Cross tabulation analysis ; Between timing of playing football and types of football field

TIMING * TYPE OF FOOTBALL FIELD Crosstabulation

			TYPE OF FOOTBALL FIELD		
			REAL GRASS	ARTIFICIAL GRASS	Total
TIMING	8:00-12:00	Count	0	13	13
		% within TIMING	0.0%	100.0%	100.0%
	12:00-16:00	Count	0	8	8
		% within TIMING	0.0%	100.0%	100.0%
	16:00-20:00	Count	47	75	122
		% within TIMING	38.5%	61.5%	100.0%
	20:00-24:00	Count	54	203	257
		% within TIMING	21.0%	79.0%	100.0%
Total		Count	101	299	400
		% within TIMING	25.3%	74.8%	100.0%

- The most respondents who prefer to play real grass is usually play football at 16:00-20:00 which is 38.5% following by respondents who usually play at 20:00-24:00 which is 21%. For artificial grass, the most respondents who

usually play football at 8:00-12:00 and 12:00-16:00 which is 100% then
followed by respondents who usually play football at 20:00-24:00 which is
79%.

Table 4.2.9 : Cross tabulation analysis ; Between Day of playing football and types of football field

DAY * TYPE OF FOOTBALL FIELD Crosstabulation

			TYPE OF FOOTBALL FIELD		
			REAL GRASS	ARTIFICIAL GRASS	Total
DAY	MON-FRI	Count	36	146	182
		% within DAY	19.8%	80.2%	100.0%
	SAT-SUN	Count	65	153	218
		% within DAY	29.8%	70.2%	100.0%
Total		Count	101	299	400
		% within DAY	25.3%	74.8%	100.0%

- The most respondents who prefer to play real grass is usually play football on
  Sat-Sun which is 29.8% following by respondents who usually play football
  on Mon-Fri which is 19.8%. For artificial grass, the most respondents who
  usually play football on Mon-Fri which is 80.2% then followed by
  respondents who usually play football on Sat-Sun which is 70.2%.

4.3 The Analysis of Logistic Regression Analysis to Describe the Relevance between the Influence of Customer Choice's Criteria of Football Field.

Table 4.3.1 : Binary logistic regression ; Factors of the customer choice's criteria for football field

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	FACTOR1	-.025	.152	.027	1	.870	.975
	FACTOR2	-.207	.198	1.094	1	.296	.813
	FACTOR3	-.064	.140	.207	1	.649	.938
	FACTOR4	.041	.152	.072	1	.788	1.042
	FACTOR5	.242	.136	3.170	1	.075	1.274
	FACTOR6	-.526	.133	15.576	1	.000	.591
	FACTOR7	-.052	.160	.104	1	.747	.950
	FACTOR8	.638	.181	12.371	1	.000	1.893

a. Variable(s) entered on step 1: FACTOR1, FACTOR2, FACTOR3, FACTOR4, FACTOR5, FACTOR6, FACTOR7, FACTOR8.

- Accord to the above table, FACTOR6 (Brand) and FACTOR8 (Quality) are both significant factors which influence on customer choice's criteria for football field. As the number of p-value is lower than 0.5. Therefore, we should focus on both brand and quality of the field to develop them to satisfy customers. For more details of each factors, below table shows that some detailed factors also significant factors for customer choice's criteria for football field.

Table 4.3.2 : Binary logistic regression ; Factors details of the customer choice's criteria for football field

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	B1	.682	.292	5.443	1	.020	1.978
	B2	-.795	.298	7.118	1	.008	.452
	B3	-.804	.226	12.619	1	.000	.448
	B4	-.340	.247	1.896	1	.169	.711
	PRICE1	-.347	.302	1.318	1	.251	.707
	PRICE2	.440	.287	2.359	1	.125	1.553
	PLACE1	.280	.255	1.206	1	.272	1.323
	PLACE2	.007	.338	.000	1	.983	1.007
	PRO1	.414	.237	3.039	1	.081	1.512
	PRO2	-1.316	.261	25.423	1	.000	.268
	PRO3	.196	.201	.950	1	.330	1.217
	CPD1	-.004	.261	.000	1	.989	.996
	CPD2	.137	.314	.190	1	.663	1.147
	CPD3	-.823	.336	5.990	1	.014	.439
	APD1	.271	.304	.795	1	.373	1.311
	APD2	.231	.219	1.111	1	.292	1.260
	APD3	-.501	.216	5.387	1	.020	.606
	APD4	1.888	.339	30.952	1	.000	6.605
	APD5	-.112	.343	.108	1	.743	.894
	SERV1	.783	.377	4.320	1	.038	2.189
	SERV2	-.489	.352	1.934	1	.164	.613
	Q1	.286	.360	.631	1	.427	1.331
	Q2	1.166	.273	18.281	1	.000	3.209
	Q3	-1.092	.354	9.544	1	.002	.336

a. Variable(s) entered on step 1: B1, B2, B3, B4, PRICE1, PRICE2, PLACE1, PLACE2, PRO1, PRO2, PRO3, CPD1, CPD2, CPD3, APD1, APD2, APD3, APD4, APD5, SERV1, SERV2, Q1, Q2, Q3.

- According to above table, it shows that there are ten factors which are significant factors that influence on customer choice's criteria of football field as the p-value is lower than 0.5 They are separated into three factors of

brands, a factor of promotion, two factors of product, a factor of service and two factors of quality.

- Three brand significant factors are B1(Brand recognition) B2(Brand knowledge) and B3(Brand relevance). These factors are significant on customer choice's criteria of football field.

- One promotion significant factor is P2(Member discount).

- One core product significant factor is CPD3(Be clear). It shows that the field atmosphere has to be clear where the air can go through the field. It can help customers to be more difficult to be tired.

- Two augmented product significant factors are APD3(Internet-WIFI), and APD4(Parking car). It shows that customer are more concern on Internet-WIFI and parking car for their choice criteria for football field as the present, internet is very important in our life and parking also important as it can make their life more comfortable.

- One service significant factor is SERV1(Good service mind of employees). It shows that service mind of employees are influence on their criteria for football field. Football field is a service business which service is also a part of their business. So, customer also concern on this one when choosing football field to play.

- Two quality significant factors are Q2(Have roof cover the field) and Q3(Standard size). It shows that roof cover the field is one of criteria for football field as the weather in Thailand cannot be guessed. Some days, it is too sunny or rainy which we cannot forecast. Therefore, roof can help to protect from the unexpected weather which will be the objection for playing football. For standard size of football, it can help customers to feel more fun as feeling of customer can be like they are the professional players same as their idol.

4.4 THE ANALYSIS OF HYPOTHESIS TEST

4.4.1 Binary logistic regression main factors and consumer behavior

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	FACTOR1	-.025	.152	.027	1	.870	.975
	FACTOR2	-.207	.198	1.094	1	.296	.813
	FACTOR3	-.064	.140	.207	1	.649	.938
	FACTOR4	.041	.152	.072	1	.788	1.042
	FACTOR5	.242	.136	3.170	1	.075	1.274
	FACTOR6	-.526	.133	15.576	1	.000	.591
	FACTOR7	-.052	.160	.104	1	.747	.950
	FACTOR8	.638	.181	12.371	1	.000	1.893

a. Variable(s) entered on step 1: FACTOR1, FACTOR2, FACTOR3, FACTOR4, FACTOR5, FACTOR6, FACTOR7, FACTOR8.

From binary logistic regression using type of football field as dependent variable, we found that F6 & F8 are both significant with p-value < .05, therefore we can reject Ho_brand: all beta_brand = 0 and Ho_quality: all beta_quality = 0 and accept Ha: at least one beta_brand not equal to 0 and Ha: at least one beta_quality not equal to 0. As a result, we can conclude with more than 99% confident that both brand and quality are statistically significant choice criteria that consumer uses in selecting football field. This shows that customers are concerning on the brand of football field. Quality of the field is also important to their criteria for choosing football field as it can make them feel more enjoyable when playing with the good quality of the field.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	CB2	.053	.090	.346	1	.556	1.055
	CB3	-1.032	.163	39.888	1	.000	.356
	CB4	.435	.143	9.204	1	.002	1.545
	CB5	-.169	.197	.738	1	.390	.844
	CB6	-.609	.269	5.114	1	.024	.544
	Constant	3.643	1.109	10.787	1	.001	38.197

a. Variable(s) entered on step 1: CB2, CB3, CB4, CB5, CB6.

From binary logistic regression using type of football field as dependent variable, we found that CB3, CB4 and CB6 are significant with p-value < .05, therefore we can reject Ho_consumer behavior: all beta_consumer behavior= 0 and accept Ha: at least one beta_ consumer behavior not equal to 0. As a result, we can conclude with more than 99% confident that frequency (CB3), timing (CB5) and day (CB6) of playing football are statistically significant choice criteria that consumer uses in selecting football field. This shows that customers are concerning on the frequency, date and time when choosing football field to play as it can affect to the traffic. For example, if you play football on Friday evening which the traffic is quite trouble, you must choose the field that is nearby your place for easy to travel to be on time.

4.4.2 Binary logistic regression: Factors details

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1ª	B1	.682	.292	5.443	1	.020	1.978
	B2	-.795	.298	7.118	1	.008	.452
	B3	-.804	.226	12.619	1	.000	.448
	B4	-.340	.247	1.896	1	.169	.711
	PRICE1	-.347	.302	1.318	1	.251	.707
	PRICE2	.440	.287	2.359	1	.125	1.553
	PLACE 1	.280	.255	1.206	1	.272	1.323
	PLACE 2	.007	.338	.000	1	.983	1.007
	PRO1	.414	.237	3.039	1	.081	1.512
	PRO2	-1.316	.261	25.423	1	.000	.268
	PRO3	.196	.201	.950	1	.330	1.217
	CPD1	-.004	.261	.000	1	.989	.996
	CPD2	.137	.314	.190	1	.663	1.147
	CPD3	-.823	.336	5.990	1	.014	.439
	APD1	.271	.304	.795	1	.373	1.311
	APD2	.231	.219	1.111	1	.292	1.260
	APD3	-.501	.216	5.387	1	.020	.606
	APD4	1.888	.339	30.952	1	.000	6.605
	APD5	-.112	.343	.108	1	.743	.894
	SERV1	.783	.377	4.320	1	.038	2.189
	SERV2	-.489	.352	1.934	1	.164	.613
	Q1	.286	.360	.631	1	.427	1.331
	Q2	1.166	.273	18.281	1	.000	3.209
	Q3	-1.092	.354	9.544	1	.002	.336

a. Variable(s) entered on step 1: B1, B2, B3, B4, PRICE1, PRICE2, PLACE1,
PLACE2, PRO1, PRO2, PRO3, CPD1, CPD2, CPD3, APD1, APD2, APD3,
APD4, APD5, SERV1, SERV2, Q1, Q2, Q3.

From more detailed binary logistic regression analysis to look into each independent
variable context, the hypotheses testing results are as follow:

- Ho_brand: all beta_brand = 0, Ha_promotion: at least one of beta_promotion not equal to 0
    o Since p-value of beta_brand1 < .05, so we can reject Ho_brand and conclude that brand plays significant role in consumer's football-field choice criteria, especially brand recognition. It shows that brand recognition can influence customer to choose football field as they will recognize the good things of the field they play and choose the field repeatedly.
    o Since p-value of beta_brand2 < .05, so we can reject Ho_brand and conclude that brand plays significant role in consumer's football-field choice criteria, especially brand knowledge. It shows that when people have knowledge about the football field, it can be influence to customers to choose football as they will know how good it is of the field they are going to play.
    o Since p-value of beta_brand3 < .05, so we can reject Ho_brand and conclude that brand plays significant role in consumer's football-field choice criteria, especially brand relevance. It shows that when customer feel relevance to the field. It can influence customer to choose the field repeatedly as customer may have good relation with employees.
- Ho_promotion: all beta_promotion = 0, Ha_promotion: at least one of beta_promotion not equal to 0
    o Since p-value of beta_pro2 < .05, so we can reject Ho_promotion and conclude that promotion plays significant role in consumer's football-field choice criteria, especially member discount. It shows that customer prefer to have a member discount as it will make customer feel more valuable. If collecting stamp, customers can feel that everyone can get discount.
- Ho_core product: all beta_core product = 0, Ha_core product: at least one of beta_core product not equal to 0

- Since p-value of beta_CPD2 < .05, so we can reject Ho_core product and conclude that core product plays significant role in consumer's football-field choice criteria, especially the field are clear. It shows that the field atmosphere has to be clear where the air can go through the field. It can help customers to be more difficult to be tired.

- Ho_augmented product: all beta_ augmented product = 0, Ha_ augmented product: at least one of beta_ augmented product not equal to 0

  - Since p-value of beta_APD3 < .05, so we can reject Ho_ augmented product and conclude that augmented product plays significant role in consumer's football-field choice criteria, especially Internet WI-FI. It shows that internet WIFI is one of the important criteria for choosing football field as it is not only people who play football will come to the field. There might be their friends, wife, girl friend and child come with them. So, internet WI-FI is one thing that their followers can enjoy when waiting the players.

  - Since p-value of beta_APD4 < .05, so we can reject Ho_ augmented product and conclude that augmented product plays significant role in consumer's football-field choice criteria, especially parking car. If there is no difficulty to find the space for their car, it will make their life easier and more comfortable. This can make them satisfy with our augmented product we provide for customers.

- Ho_service: all beta_service= 0, Ha_ service: at least one of beta_ service not equal to 0

  - Since p-value of beta_ service1 < .05, so we can reject Ho_ service and conclude that service plays significant role in consumer's football-field choice criteria, especially good service mind of employees. It shows that service mind of employees are influence on their criteria for football field. Football field is a service business which service is

> also a part of their business. So, customer also concern on this one when choosing football field to play.

- Ho_quality: all beta_ quality = 0, Ha_ quality: at least one of beta_ quality not equal to 0

  - Since p-value of beta_Q2 < .05, so we can reject Ho_ quality and conclude that quality plays significant role in consumer's football-field choice criteria, especially roof to cover the field. It shows that roof cover the field is one of criteria for football field as the weather in Thailand cannot be guessed. Some days, it is too sunny or rainy which we cannot forecast. Therefore, roof can help to protect from the unexpected weather which will be the objection for playing football

  - Since p-value of beta_Q3 < .05, so we can reject Ho_ quality and conclude that quality plays significant role in consumer's football-field choice criteria, especially standard size of football field. For standard size of football, it can help customers to feel more fun as feeling of customer can feel like they are the professional players same as their idol.

4.4.3 Cross tabulation: Demographic and consumer behavior

4.4.3.1 AGE

Crosstab

			TYPE OF FOOTBALL FIELD		Total
			REAL GRASS	ARTIFICIAL GRASS	
AGE	18-20 years	Count	17	3	20
		% within AGE	85.0%	15.0%	100.0%
	21-25 years	Count	15	32	47
		% within AGE	31.9%	68.1%	100.0%
	26-30 years	Count	29	217	246
		% within AGE	11.8%	88.2%	100.0%
	31-35 years	Count	23	28	51
		% within AGE	45.1%	54.9%	100.0%
	More than 35	Count	17	19	36
		% within AGE	47.2%	52.8%	100.0%
Total		Count	101	299	400
		% within AGE	25.3%	74.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	82.407[a]	4	.000
Likelihood Ratio	77.828	4	.000
Linear-by-Linear Association	.020	1	.888
N of Valid Cases	400		

a. 0 cells (0.0%) have expected count less than 5. The

minimum expected count is 5.05.

Hypotheses testing on demographic variables:

Ho: age is not significant vs. Ha: age is significant

- Given p-value of Pearson Chi-Square < .05, therefore we can reject Ho and
  conclude that age is significant in choosing type of football field with younger
  customer prefer real grass compared to older customer prefer artificial grass with
  99% confident.

4.4.3.2 Education

Crosstab

			TYPE OF FOOTBALL FIELD		Total
			REAL GRASS	ARTIFICIAL GRASS	
EDUCATION	Lower than Bachelor degree	Count	22	5	27
		% within EDUCATION	81.5%	18.5%	100.0%
	Bachelor degree	Count	65	221	286
		% within EDUCATION	22.7%	77.3%	100.0%
	Higher than Bachelor degree	Count	14	73	87
		% within EDUCATION	16.1%	83.9%	100.0%
Total		Count	101	299	400
		% within EDUCATION	25.3%	74.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	50.063[a]	2	.000
Likelihood Ratio	42.841	2	.000
Linear-by-Linear Association	26.974	1	.000
N of Valid Cases	400		

a. 0 cells (.0%) have expected count less than 5. The

minimum expected count is 6.82.

Ho: education is not significant vs. Ha: education is significant

- Given p-value of Pearson Chi-Square < .05, therefore we can reject Ho and conclude that age is significant in choosing type of football field with lower bachelor degree customer prefer real grass compared to higher than bachelor degree customer prefer artificial grass with 99% confident.

4.4.3.3 Occupation

Crosstab

| | | | TYPE OF FOOTBALL FIELD | | |
			REAL GRASS	ARTIFICIAL GRASS	Total
OCCUPATION	Student	Count	23	18	41
		% within OCCUPATION	56.1%	43.9%	100.0%
	Employed	Count	48	184	232
		% within OCCUPATION	20.7%	79.3%	100.0%
	Self-Employed	Count	30	91	121
		% within OCCUPATION	24.8%	75.2%	100.0%
	Unemployed	Count	0	6	6
		% within OCCUPATION	0.0%	100.0%	100.0%
Total		Count	101	299	400
		% within OCCUPATION	25.3%	74.8%	100.0%

Symmetric Measures

		Value	Asymptotic Standardized Error[a]	Approximate T[b]	Approximate Significance
Nominal by Nominal	Phi	.251			.000
	Cramer's V	.251			.000
Ordinal by Ordinal	Gamma	.240	.103	2.270	.023
N of Valid Cases		400			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Ho: occupation is not significant vs. Ha: occupation is significant

- Given p-value of both Phi and Cramer's V < .05, therefore we can reject Ho and conclude that occupation is significant in choosing type of football field with student customer prefer to play real grass compared to unemployed customer prefer artificial grass whereas student with 99% confident.

4.4.3.4 Income

Crosstab

| | | | TYPE OF FOOTBALL FIELD | | |
			REAL GRASS	ARTIFICIAL GRASS	Total
INCOME	LESS THAN 15000 BAHT	Count	20	20	40
		% within INCOME	50.0%	50.0%	100.0%
	15001-30000 BAHT	Count	25	122	147
		% within INCOME	17.0%	83.0%	100.0%
	30001-45000 BAHT	Count	31	83	114
		% within INCOME	27.2%	72.8%	100.0%
	45001-60000 BAHT	Count	5	29	34
		% within INCOME	14.7%	85.3%	100.0%
	60001- AND ABOVE	Count	20	45	65
		% within INCOME	30.8%	69.2%	100.0%
Total		Count	101	299	400
		% within INCOME	25.3%	74.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.554[a]	4	.000
Likelihood Ratio	20.483	4	.000
Linear-by-Linear Association	.150	1	.699
N of Valid Cases	400		

a. 0 cells (.0%) have expected count less than 5. The

minimum expected count is 8.59.

Ho: Income is not significant vs. Ha: Income is significant

- Given p-value of Pearson Chi-Square < .05, therefore we can reject Ho and conclude that income is significant in choosing type of football field with less than THB15000 customer prefer real grass compared to THB45001-60000 customer prefer artificial grass with 99% confident.

4.4.3.5 Favorite hobby

Crosstab

			TYPE OF FOOTBALL FIELD		Total
			REAL GRASS	ARTIFICIAL GRASS	
FAVORITE HOBBY	SURFING INTERNET	Count	27	79	106
		% within FAVORITE HOBBY	25.5%	74.5%	100.0%
	EXERCISE	Count	51	135	186
		% within FAVORITE HOBBY	27.4%	72.6%	100.0%
	SHOPPING	Count	4	2	6
		% within FAVORITE HOBBY	66.7%	33.3%	100.0%
	MOVIE	Count	10	52	62
		% within FAVORITE HOBBY	16.1%	83.9%	100.0%
	READING	Count	1	16	17
		% within FAVORITE HOBBY	5.9%	94.1%	100.0%
	OTHER	Count	8	15	23
		% within FAVORITE HOBBY	34.8%	65.2%	100.0%
Total		Count	101	299	400
		% within FAVORITE HOBBY	25.3%	74.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.138[a]	5	.022
Likelihood Ratio	13.495	5	.019
Linear-by-Linear Association	.673	1	.412
N of Valid Cases	400		

a. 3 cells (25.0%) have expected count less than 5. The

minimum expected count is 1.52.

Ho: Favorite hobby is not significant vs. Ha: Favorite hobby is significant

- Given p-value of Pearson Chi-Square < .05, therefore we can reject Ho and
  conclude that favorite hobby is significant in choosing type of football field with
  customer who like shopping as their hobby prefer real grass compared to
  customer who like reading prefer artificial grass with 99% confident.

4.4.3.6 How often playing football

Crosstab

			TYPE OF FOOTBALL FIELD		
			REAL GRASS	ARTIFICIAL GRASS	Total
HOW OFTEN PLAYING FOOTBALL	ONCE A MONTH	Count	15	131	146
		% within HOW OFTEN PLAYING FOOTBALL	10.3%	89.7%	100.0%
	2-3 TIMES PER MONTH	Count	22	77	99
		% within HOW OFTEN PLAYING FOOTBALL	22.2%	77.8%	100.0%
	MORE THAN 3 TIMES PER MONTH	Count	64	91	155
		% within HOW OFTEN PLAYING FOOTBALL	41.3%	58.7%	100.0%
Total		Count	101	299	400
		% within HOW OFTEN PLAYING FOOTBALL	25.3%	74.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.959[a]	2	.000
Likelihood Ratio	40.352	2	.000
Linear-by-Linear Association	38.363	1	.000
N of Valid Cases	400		

a. 0 cells (.0%) have expected count less than 5. The minimum

expected count is 25.00.

Ho: frequency is not significant vs. Ha: frequency is significant

- Given p-value of Pearson Chi-Square < .05, therefore we can reject Ho and conclude that frequency is significant in choosing type of football field with customer who play football more than 3 times a month prefer real grass compared to customer who play football once a month prefer artificial grass with 99% confident.

4.4.3.7 How long playing football per time

Crosstab

| | | | TYPE OF FOOTBALL FIELD | | |
			REAL GRASS	ARTIFICIAL GRASS	Total
HOW LONG PER TIME	ONE HOUR	Count	32	38	70
		% within HOW LONG PER TIME	45.7%	54.3%	100.0%
	ONE HOUR AND HALF	Count	3	35	38
		% within HOW LONG PER TIME	7.9%	92.1%	100.0%
	TWO HOURS	Count	51	207	258
		% within HOW LONG PER TIME	19.8%	80.2%	100.0%
	MORE THAN TWO HOURS	Count	15	19	34
		% within HOW LONG PER TIME	44.1%	55.9%	100.0%
Total		Count	101	299	400
		% within HOW LONG PER TIME	25.3%	74.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.117[a]	3	.000
Likelihood Ratio	31.338	3	.000
Linear-by-Linear Association	4.307	1	.038
N of Valid Cases	400		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.59.

Ho: period is not significant vs. Ha: period is significant

- Given p-value of Pearson Chi-Square < .05, therefore we can reject Ho and conclude that period is significant in choosing type of football field with customer who play football one hour per time prefer real grass compared to customer who play football one hour an half per time prefer artificial grass with 99% confident.

4.4.3.8 What time do you usually play football

Crosstab

| | | | TYPE OF FOOTBALL FIELD | | |
			REAL GRASS	ARTIFICIAL GRASS	Total
TIMING	8:00-12:00	Count	0	13	13
		% within TIMING	0.0%	100.0%	100.0%
	12:00-16:00	Count	0	8	8
		% within TIMING	0.0%	100.0%	100.0%
	16:00-20:00	Count	47	75	122
		% within TIMING	38.5%	61.5%	100.0%
	20:00-24:00	Count	54	203	257
		% within TIMING	21.0%	79.0%	100.0%
Total		Count	101	299	400
		% within TIMING	25.3%	74.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.930[a]	3	.000
Likelihood Ratio	25.155	3	.000
Linear-by-Linear Association	.146	1	.702
N of Valid Cases	400		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.02.

Ho: timing is not significant vs. Ha: timing is significant

- Given p-value of Pearson Chi-Square < .05, therefore we can reject Ho and conclude that timing is significant in choosing type of football field with customer who play football at 16:00-20:00 prefer real grass compared to customer who play football at 8:00-12:00&12:00-16:00 prefer artificial grass with 99% confident.

4.4.3.9 What day do you usually play football

Crosstab

			TYPE OF FOOTBALL FIELD		
			REAL GRASS	ARTIFICIAL GRASS	Total
DAY	MON-FRI	Count	36	146	182
		% within DAY	19.8%	80.2%	100.0%
	SAT-SUN	Count	65	153	218
		% within DAY	29.8%	70.2%	100.0%
Total		Count	101	299	400
		% within DAY	25.3%	74.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.293[a]	1	.021		
Continuity Correction[b]	4.775	1	.029		
Likelihood Ratio	5.365	1	.021		
Fisher's Exact Test				.028	.014
Linear-by-Linear Association	5.280	1	.022		
N of Valid Cases	400				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 45.96.

b. Computed only for a 2x2 table

Ho: day is not significant vs. Ha: day is significant

- Given p-value of Pearson Chi-Square < .05, therefore we can reject Ho and conclude that day is significant in choosing type of football field with customer who play football on Sat- Sun prefer real grass compared to customer who play football at Mon-Fri prefer artificial grass with 99% confident.

4.4.3.10 Classification table

Classification Table[a]

			Predicted		
			TYPE OF FOOTBALL FIELD		
	Observed		REAL GRASS	ARTIFICIAL GRASS	Percentage Correct
TYPE OF FOOTBALL FIELD	REAL GRASS		12	89	11.9
	ARTIFICIAL GRASS		4	295	98.7
Overall Percentage					76.8

a. The cut value is .500

- Our model is able to predict customer's type of football field correctly with almost 100% correct on artificial grass, but only 12% on real grass. This shows that our model is valid in predicting consumer choice in this regards. However, for real grass, the % correct is quite low, but this is not because of the model predictive power, but simply due to much smaller sample size on real grass preferred consumer in our sample (25% vs. 75%). Therefore, this can be improved in future research.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

In this chapter, the researcher will summarize all the important information from research studied which are hypotheses, concept of theories, related researches and testing hypothesis that will show the result of key factors which influence on customer choice's criteria for football field.

This research can be useful for people who are planning to open the football field in Bangkok, , business owner of the football field business, investors and researchers who are related to football field business. People can bring the result from this study to improve the field to be matched the customer choice's criteria for football field. This can help to make customers who use the field to be satisfy with our service provide and quality of the field. For this research, we used a quantitative data and distributed questionnaire by using Facebook, Email, LINE and Instragram application to people who usually play football which is the target group of this research. The reason that researcher are interested to do this study because researcher love to play football and the football field business is very booming. There are many fields around Bangkok but, not so many fields can be successful in their businesses because some fields are lack of information from customers. When researcher went to play football, researcher felt that there must be something to be improved for this field to satisfy customer otherwise, they will lose customer to other field in the future. They cannot keep customer to repurchase their service. Therefore, researcher needed to determine the customer choice's criteria for football field to be the useful information in the future when investors are looking to open the football field business.. In term of customer benefit, customers can show their opinion toward the field what should they provide to be interesting field. In this research there

are the theoretical foundations of conceptual framework that can measure the related to coming of customer who usually play football and analyzed to hypothesis as following;

H1o: All beta_brand equity = 0

H1a: At least one of beta_brand equity not equal to 0

H2o: All beta_price = 0

H2a: At least one of beta_price not equal to 0

H3o: All beta_place = 0

H3a: At least one of beta_place not equal to 0

H4o: All beta_promotion = 0

H4a: At least one of beta_promotion not equal to 0

H5o: All beta_core product= 0

H5a: At least one of beta_core product not equal to 0

H6o: All beta_augmented product= 0

H6a: At least one of beta_augmented product not equal to 0

H7o: All beta_service= 0

H7a: At least one of beta_service not equal to 0

H8o: All beta_quality= 0

H8a: At least one of beta_quality not equal to 0

This research is quantitative research; researcher collected data by the questionnaire via online application and website such as LINE and FACEBOOK. The sample size is 400 respondents who is only male in Bangkok. The hypothesis analyzed through Frequency, Cross Tabulation, Binary Logistic Regression and Analysis of hypothesis testing.

5.2 Conclusion

From the research the factors that influence on customers to choose football field when they want to play are able to finish off the result as following;

The majority on frequency that most respondents who usually play football are age between 26-30 years which is 246 persons (61.5%). The majority of respondents are graduated bachelor degree at 286 persons (71.5%). The most of respondents are employed which is 232 respondents (58%). The majority of respondents earn THB15,001-THB30,000 per month are 147 respondents (36.8%). The majority of respondents prefer to play artificial grass with 299 respondents or 74.8%. Respondents's favorite hobby is mainly exercise which is 186 respondents (46.5%). The most of respondents play football more than 3 times a month which is 155 respondents (38.8%). The most of respondents play football two hours per time which is 258 respondents (64.5%).The most of respondents who usually play football at 20:00-24:00 which is 257 respondents (64.3%) Most of respondents prefer to play football on Saturday-Sunday at 218 respondents (54.5%).

In the analysis of cross tabulation, researcher use type of football field as the key of this analysis which shows that the most age of respondents who prefer to play real grass are age between 18-20 years old which is 85%. For artificial grass, the most respondents who are between 26-30 years old which is 88.2%. The most education level of respondents who prefer to play real grass are respondents who is graduated lower than

bachelor degree which is 81.5%. For artificial grass, the most respondents who are graduated higher than bachelor degree which is 83.9%. The most occupation of respondents prefer to play real grass is students with 56.1%. For artificial grass, the most respondents who prefer t play artificial grass are unemployed with 100%. The most income level of respondents who prefer to play real grass is income less than THB15000 with 50%. For artificial grass, the most respondents who prefer to play artificial grass has income between THB45001-60000 with 85.3%. The most respondents who has favorite hobby as shopping prefer to play real grass which can be calculated percentage at 66.7%. For artificial grass, the most respondents who prefer to play artificial grass has their favorite hobby as reading which is calculated percentage at 94.1%. The most respondents who prefer to play real grass are usually play football more than 3 times a month at 41.3%. For artificial grass, the most respondents usually play football once a month at 89.7%. The most respondents who prefer to play real grass is usually play football one hour per time at 45.7%. For artificial grass, the most respondents who usually play football one hour and half at 92.1%. The most respondents who prefer to play real grass is usually play football at 16:00-20:00 which is 38.5%. %. For artificial grass, the most respondents who usually play football at 8:00-12:00 and 12:00-16:00 which are 100%. The most respondents who prefer to play real grass is usually play football on Sat-Sun which is 29.8%. For artificial grass, the most respondents who usually play football on Mon-Fri which is 80.2%.

In the analysis of binary logistic regression researcher apply eight factors which we forecast that it can be influence on customer when choosing football field to play and found that only two factors are significant to be influence on customer when choosing football field which are brand and quality. The result of brand in binary logistic regression is 0.000 which is under P-value. Quality result is same as brand at 0.000 which is under P-value.

Researcher also add apply all details factor into binary logistic regression to find the result and get it that the factors which are significant to influence customers when

choosing football field to play is brand recognition (0.020), brand knowledge (0.008), brand relevance (0.000), promotion of member discount (0.000), core product of be clear (0.14), augmented product of Internet WIFI (0.020) and parking car (0.000), service on good service mind of consignee (0.038), quality on roof cover the field (0.000) and standard size of the field (0.002)

In the analysis of hypothesis test according to the hypothesis testing, researcher got the result that all of factors which are consumer behavior, marketing mix, brand, core product augmented product, service and quality are influence on customer when choosing football field to play.

5.3 Discussion

The Study of Users Satisfaction Towards Artificial Turf Football Field, (Chalempol Panmongkon Warayut Mahima), Udon Thani Rajabhat University, Year 2012

This research has purpose to study of users satisfaction towards artificial turf football field in Udonthani as it is becoming more popular in Thailand. People after their work who want to plays football do not have a field to play as the time is very limited. They finished their work at 17:30hrs which is very difficult to find a field to play football as it public football field does not provide light for them. So, they have to rent the field to play football that caused artificial turf football field become more popular. They study on 8 factors which are personal need, Intended use, degree of Motivation, experience with Product, price, logic of external Information, support for external group ideas, and direct and Indirect External Influence. The result of this research shows that almost 8 factors influence customer satisfaction and they advise to study more about the users satisfaction to find more factors and improve the business.

Effective Service Model of Artificial Grass Indoor Football Fields in Bangkok Metropolitan, (Mr. Wiwit Senawat), YEAR 2012

The purpose of this research were to analyze the factors affecting the decision making process of the service users of artificial indoor football fields in Bangkok area, and to create an effective service model of artificial indoor football fields in Bangkok area. Mixed methodologies in both qualitative and quantitative research were employed. Questionnaires and Focus group interviews were used to gather the data. The sample selected by using purposive sampling consisted of 569 service users of the artificial indoor football fields in Bangkok Metropolitan area. The collected data was analyzed by techniques such as One-Way ANOVA, Scheffe' Method, and Factor Analysis. It was found that the factors affecting the decision making of using artificial indoor football fields in Bangkok area consisted of 9 factors consisting of service support, physical and process evidence, marketing support, product, personnel, price, appropriateness of activities, convenience of location, and marketing channels. The researcher then proposes an effective service model of the artificial grass indoor football fields in Bangkok area called PRO-D Model were consisted of P – Model (Professional Field Management: P),R– Model (Recreation Activities: R), O – Model (Service Oriented: O), and D – Model (Dynamic Promotion: D).

The Service Marketing Mix Factors Influencing Customers' Repurchase Decision-Making in Artificial Grass Soccer Field in Muang Hatyai, Songkhla Province, (Kewalin Soisa-ard*, Chutima Wangbenmad and Pakorn Limyothin), YEAR 2015

The objectives of the study are to 1)Determine the customers' repurchase decision – making in artificial grass soccer field, 2)Determine the service marketing mix factors that important for customers repurchase decision – making in artificial grass soccer field, 3)Determine the service marketing mix factors that influencing the customers repurchase decision – making in artificial grass soccer. The data was collected by questionnaires from the people who ever used the artificial grass soccer field service. Data collection based on 400 people. In Hatyai, Songkhal province, there are four artificial grass soccer fields. A quota sampling technique was used in this study then the sample size in each field was 100 people.

Analytical statistics used were descriptive Statistic and stepwise multiple regression analysis. The results were as follows: (1)The repurchase decision – making in artificial grass soccer field are in the high level (x = 4.65), (2)The service marketing mix factors that important for repurchase decision – making in artificial grass soccer field which can be arranged from high to low as follows 1)Personal (x = 4.79), 2)Place (x = 4.70), 3)Product and Physical Evidence (x = 4.69), 4)Price (x = 4.65), 5)Promotion (x = 4.62), and 6)Process (x = 4.59) and (3)The service marketing mix factors namely process, promotion, physical and price could predict the repurchase decision – making in artificial grass soccer field at a significance level of .001 with R2 = 64 %, but product, place, personal couldn't predict the repurchase decision – making in artificial grass soccer field. So, recommendation and future research are suggested

Factors Affecting Services Uses Behaviors of Rental Soccer Field Users in Bangkok, (Nobbongkoch Naruicharnpattarat), Year 2011

The research purpose is to study the customer's characteristic and marketing mix factors affecting using behavior in the soccer field rental of customer in Bangkok. The sample groups data are based on 400 people. Questionnaires are used to collect data and the statistic methods which are used in data analysis. They got the result as per below.

1. Majority of respondents are over 26 years with bachelor degree educational level who have income 20,001-30,000Baht/month.
2. The marketing mix factors which is the most important thing of using artificial grass football field are the equipment, food and beverage stores, quality of grass, price, place, and promotion
3. Most of people will rent the football field during 20:00-24:00 hrs on Monday-Friday. The essential reason to use the service of football field is to exercise.

Consumers Behaviors of Chiangmai University Students Using Artificial Grass Services of Football Field, (Naruedon Temisak), Year 2013

> The purpose of this research is to study consumer behaviors of CHAINGMAI UNIVERSITY STUDENTS using artificial grass football field and to know the factors of making decision to use football field. They apply S-R model to their research which are simuli, buyer's black box and buyer's response. The data they used to analyze in this research are based on 100 students in Chiangmai University. Their factors in this research are product and services, equipment, intended uses, and others service and product such as food and beverage stores.

5.4 Managerial Implication

As per the result of hypothesis testing, we can bring them to improve football field business as per below.

Consumer behavior factor

We can know the frequency, date and time that customer prefer to play football. In this research found that 257 respondents are usually play football at 20:00-24:00 hrs which employed customers finish their work and have time to travel to the field. Therefore, we can increase the price in the peak period to generate more revenue and make the promotion in the period that no people prefer to play to attract more customer.

Brand factor

Brand is also important to the customer as they will recognize the brand and have the knowledge of the brand they play. There is one brand of football field which is successful in expand the branches around Bangkok area, Soccer Pro. They have a good service and quality of the field. Their facility is also good for customers. This can make them to be easy to be recognized by customers. So, field owners can make their field to be recognized by improve the field more memorable by customers.

Promotion factor

It shows that customer prefer to have a member discount as it will make customer feel more valuable. If collecting stamp, customers can feel that everyone can get discount. This will make customers more loyalty to your field if they are member.

Core product factor

It shows that the field atmosphere has to be clear where the air can go through the field. It can help customers to be more difficult to be tired. So, when build the field, investors should concern that the air are go through the field and make it clear.

Augmented product factors

Augmented products are also important to be concerned especially Internet WIFI and car parking. . It shows that internet WIFI is one of the important criteria for choosing football field as it is not only people who play football will come to the field. There might be their friends, wife, girl friend and child come with them. So, internet WI-FI is one thing that their followers can enjoy when waiting the players. For car parking, If there is no difficulty to find the space for their car, it will make their life easier and more comfortable. This can make them satisfy with our augmented product we provide for customers.

Service factor

It shows that service mind of employees are influence on their criteria for football field. Football field is a service business which service is also a part of their business. So, customer also concern on this one when choosing football field to play.

Quality factor

It shows that roof cover the field and standard size of the field are one criterias for football field as the weather in Thailand cannot be guessed. Some days, it is too sunny or

rainy which we cannot forecast. Therefore, roof can help to protect from the unexpected weather which will be the objection for playing football. For standard size of football, it can help customers to feel more fun as feeling of customer can feel like they are the professional players same as their idol.

5.5 Recommendation for Future Research

1. The next research should collect more size of data (respondents) as it can identify more customer's need and improve it in the future.
2. The next research should focus on other cities not in Bangkok area as football is very popular in Thailand and Thai people are mostly play football.

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APPENDIX

APPENDIX

Questionnaire : Customer choice's criteria for football field

Part I: General Information

Gender (เพศ)

- Male (ชาย)

Age (อายุ)

- 18-20 Years
- 21-25 Years
- 26-30 Years
- 31-35 Years
- More than 35

What is the highest level of education you have completed? (ระดับการศึกษา)

- Lower than Bachelor degree (ต่ำกว่าระดับปริญญาตรี)
- Bachelor degree (ระดับปริญญาตรี)
- Higher than Bachelor degree (มากกว่าระดับปริญญาตรี)

What is your profession? (คุณทำอาชีพอะไร)

- Student (นักเรียน/นักศึกษา)
- Employed (พนักงานบริษัท)
- Self-Employed (ธุรกิจส่วนตัว)
- Unemployed (ว่างงาน)

Monthly income (Baht)? (รายได้เฉลี่ยต่อเดือน)

- Less than 15,000 Baht
- 15,001 - 30,000 Baht
- 30,001 – 45,000 Baht
- 45,001 - 60,000 Baht
- 60,001 – and above

Part II Consumer behavior

Which type of football field you often play? (ส่วนใหญ่คุณเล่นฟุตบอลสนามใด)

- o Real grass (หญ้าจริง)
- o Artificial grass (หญ้าเทียม)

What is your favorite hobby? (งานอดิเรกที่คุณชอบมากที่สุด)

- o (Surfing internet) เล่นอินเตอร์เน็ต
- o (Exercise) ออกกำลังกาย
- o (Shopping) เดินห้างสรรพสินค้า
- o (Movie) ชมภาพยนตร์ที่โรงภาพยนตร์
- o (Reading) อ่านหนังสือ
- o (Other) อื่นๆ....................................

How often do you play football? (คุณเล่นฟุตบอลบ่อยแค่ไหน)

- o Once a month (เดือนละครั้ง)
- o 2-3 times per month (2-3 ครั้งต่อเดือน)
- o More than 3 times per month (มากกว่าสามครั้งต่อเดือน)

How long do you play football per time? (ระยะเวลาในการเล่นฟุตบอลต่อครั้ง)

- o One hour (1 ชั่วโมง)
- o One hour and half (1 ชั่วโมง ครึ่ง)
- o Two hours (2 ชั่วโมง)
- o More than 2 hours (มากกว่า 2 ชั่วโมง)

What time do you usually play football? (ช่วงเวลาที่เล่นฟุตบอล)

- o 8:00-12:00
- o 12:00-16:00
- o 16:00-20:00
- o 20:00-24:00

What day do you usually play football? (วันที่เล่นฟุตบอล)

- o   Mon-Fri (จันทร์-ศุกร์)

- o   Sat-Sun (เสาร์-อาทิตย์)

Please indicate your response of choosing football field by marking (√) the box that corresponds to your opinion 5 The most important 4 Very important   3 More important   2 Important 1 Less important   0 Not important

	The most important 5	Very important 4	More important 3	Important 2	Less important 1	Not important 0
1. Place (สถานที่)						
2. Price (ราคา)						
3. Promotion (โปรโมชั่น)						
4. Core Product (สินค้าหลัก คือ สนามฟุตบอล)						
5. Augmented product (สินค้าอื่นๆ เช่น ร้านอาหาร, พลาซ่า)						
6. Brand						

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
7. Service (บริการ)					
8. Quality (คุณภาพสนาม)					

PART III Brand

Please indicate your response of choosing football field by marking (√) the box that corresponds to your opinion

5 Strongly Agree   4 Agree   3 Neutral   2 Disagree   1 Strongly Disagree

Brand	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
3.1 Brand recognition (การจดจำได้ของแบรนด์)					
3.2 Brand knowledge (มีความรู้เกี่ยวกับแบรนด์ที่เลือกใช้)					
3.3 Brand relevance (ความสัมพันธ์ต่อผู้บริโภค)					
3.4 Brand loyalty (ความภักดีต่อแบรนด์)					

Part IV 4ps Marketing mix

Please indicate your response of choosing football field by marking (√) the box that corresponds to your opinion

5 Strongly Agree   4 Agree   3 Neutral   2 Disagree   1 Strongly Disagree

กรุณาให้คะแนนระดับความสำคัญของปัจจัยที่มีผลต่อการตัดสินใจเลือกใช้สนามฟุตบอล โดย 5= สำคัญมากที่สุด ถึง 1= สำคัญน้อยที่สุด

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
1. Price					
1.1 Rent price is cheap					
1.2 Drink & Food price is cheap					
2. Place					
2.1 Nearby your place					
2.2 Easy to travel					
3. Promotion					
3.1 Stamp collecting for free					
3.2 Member discount					
3.3 Credit card discount					
3.4 Others					
4. Core Product					
4.1 Have both real and artificial grass					
4.2 Enough fields for customer need					
4.3 Be Clear					
5. Augmented Product					
5.1 Food and Beverage shop					
5.2 Plaza					
5.3 Internet WIFI					
5.4 Parking car					
5.5 Clean bathroom					

Part V Service

Please indicate your response of choosing football field by marking (√) the box that corresponds to your opinion

5 Strongly Agree   4 Agree   3 Neutral   2 Disagree   1 Strongly Disagree

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น้อยที่สุด

Service (การบริการ)	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
1.1 Good service mind of employees (มีการบริการที่ดี)					
1.2 Have first aid skill (มีความรู้ในการปฐมพยาบาลเบื้องต้นเมื่อได้รับบาดเจ็บ)					

Part VI Quality

Please indicate your response of choosing football field by marking (√) the box that corresponds to your opinion

5 Strongly Agree   4 Agree   3 Neutral   2 Disagree   1 Strongly Disagree

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| Quality (คุณภาพ)	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
1.1 Good quality of grass (พื้นสนามหญ้ามีคุณภาพ)					
1.2 Have roof cover the field (มีหลังคาสนาม)					
1.3 Standard size (ขนาดสนามได้มาตราฐาน)					

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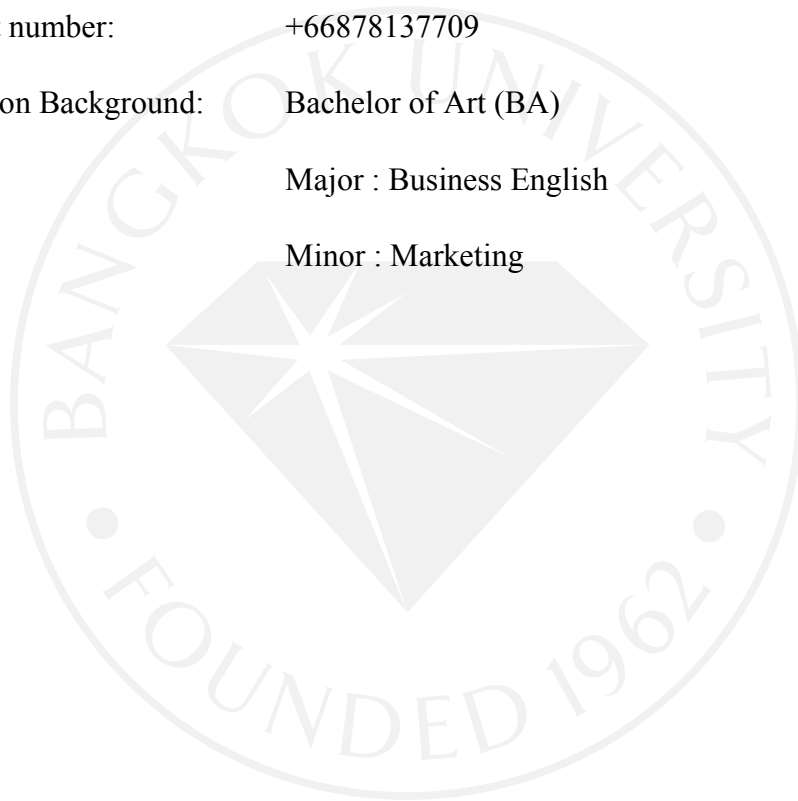
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