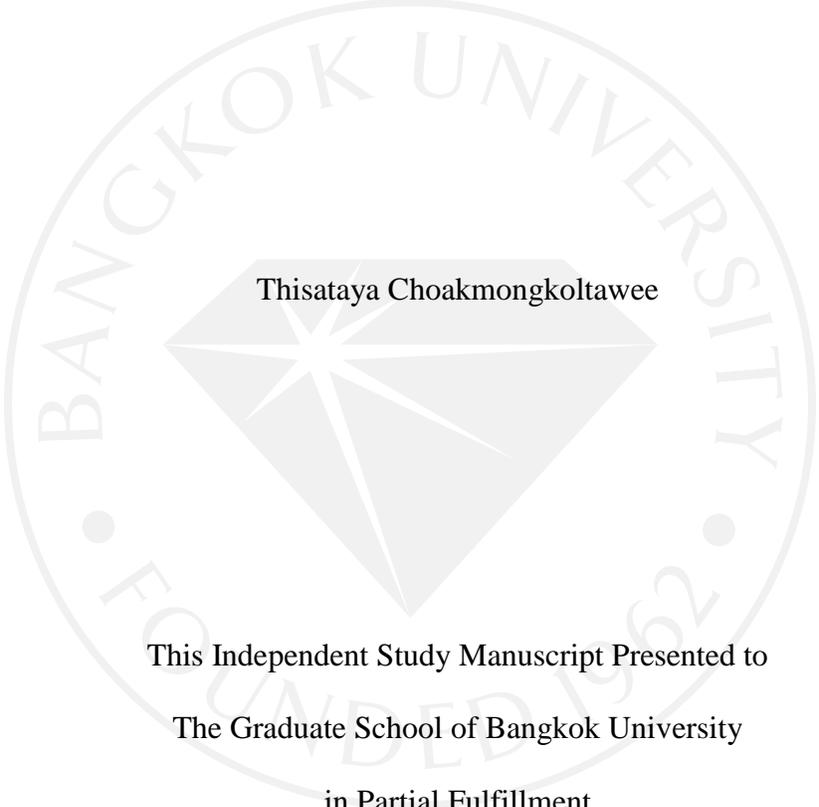


**FACTORS POSITIVELY IMPACTING FUTURE INTENTIONS TO USE THE
SERVICES OF FITNESS STUDIOS' CUSTOMERS IN BANGKOK**



FACTORS POSITIVELY IMPACTING FUTURE INTENTIONS TO USE THE
SERVICES OF FITNESS STUDIOS' CUSTOMERS IN BANGKOK



Thisataya Choakmongkoltawe

This Independent Study Manuscript Presented to
The Graduate School of Bangkok University
in Partial Fulfillment
of the Requirements for the Degree
Master of Business Administration

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**This Independent Study has been approved by
the Graduate School
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Factors Positively Impacting Future Intentions to Use the Services of Fitness Studios'

Customers in Bangkok (80 pp.)

Advisor: Penjira Kanthawongs, Ph.D.

ABSTRACT

The purpose of this paper was to examine the independent factors positively impacting exercisers on their future intentions to use the services at fitness studios in Bangkok. Those independent factors were individual factor, health behaviors, social support, social influence, satisfaction, accessibility, outcome quality, and perceived quality of preferred fitness studio towards future intentions to use the services of fitness studios' customers in Bangkok. Total samples of 238 respondents collected with survey questionnaire in one full-service and two medium-sized fitness studios located in Klong Toey District in Bangkok. Almost all were females aged 30-39 years old, singles, and having bachelor degrees. Most of them were working in private companies with income ranging from 30,001 to 50,000 baht. They exercised 1-2 times a week, spent 1-2 hours workout, and paid less than and equal to 1,500 baht per month to exercise. The data sets utilized descriptive statistics and multiple regression analysis. The researcher found that outcome equality ($\beta=0.428$) and individual factor ($\beta=0.230$) accounted for 45.1% positively impacting future intentions to use the services at fitness studios in Bangkok with statistical significant at .01.

Keywords: Fitness Studio, Future Intentions, Exercise, Services

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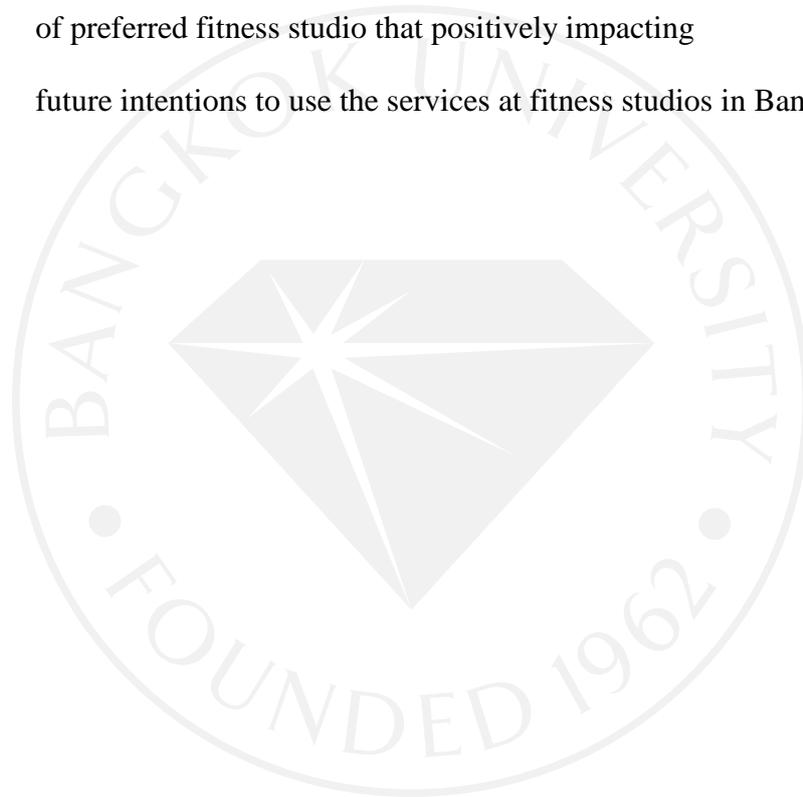
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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem statement

The popularity of the health and wellness trend is on the rise at the present time. People lifestyles are becoming more visible across ages groups in terms of exercising regularly and eating healthily (Weinswig, 2017). A lot of people who regularly exercise have increased significantly in previous decades, thus exercising in fitness studios is also widespread all over the world (Lichtenstein, Emborg, Hemmingsen, & Hansen, 2017). According to the International Health, Racquet and Sports Club Association (IHRSA) global report in 2017, the private health club industry continued to grow as it can be seen from roughly 200,000 clubs that served 162 million members worldwide (Walsh, 2017). Fitness businesses were growing well especially in Asia as they have served more than 17 million members at 31,000 fitness clubs across 14 markets in the Asia-Pacific region in 2016 ("Fitness shapes up as new asian growth industry", 2017).

According to the exercise behavior survey 2011 by National Statistical Office (NSO) found that only one-fourth of Thai population had frequently exercise or about 26.1%, by the majority of Thai people who the most regularly performed exercise were inhabitants in Bangkok (Thairath, 2014). Though, Thai Health Promotion Foundation mentioned that Thai people's behaviors have much changed recently. For instance, people have become inactive people who dislike moving about but sitting in front of a television or absorbing in mobile phones. The research studied by the

Institute for Population and Social Research of Mahidol University found that Thai people about only 67.6% were engaged in physical activity (PA) or exercise, with children in the age of 6 to 14 were less involved in exercise resulting in increasing rate of obesity. In the meantime, Thai Health has been collaborating with its network raise awareness about exercises to Thai people. As can be seen from the international congress was held by the International Society for Physical Activity and Health (ISPAH) has been promoted the new model of exercise in organization, local, and international level (ThaiHealth, 2016).

Base on mentioned above, MD of Fitness First stated that the businesses related to health still had a big opportunity to invest regarding Thai peoples are tend to focus more on health. Thailand fitness industries have kept growing, in reference to Chapman (2015) reported that Fitness first had planned for expanding their brand into many community malls in Bangkok. Also, one of the world's largest fitness chains, namely Virgin Active has announced to open about 30 gyms in Thailand and Singapore ("Fitness shapes up as new asian growth industry", 2017). Moreover, the reported claimed that value of fitness business in Thailand would be worth 5 billion baht together with 480 operators nationwide including more than 200,000 members. In other words, fitness industries in Thailand have the high potential to grow by 10-20% per year by prediction (Chapman, 2015).

Table 1.1: Fitness First, Virgin Active and Jetts 24 hour Fitness SWOT analysis

	Fitness First	Virgin Active	Jetts 24 hour Fitness
Strength	<p>1. Leading in the global fitness industry</p> <p>2. Strong financial structure in terms of revenue and profit.</p> <p>3. Well-managed and developed people skills.</p> <p>4. Has more branches in Thailand than others fitness.</p> <p>5. Offer various activities and group class.</p>	<p>1. Known as luxury health and fitness club in the world.</p> <p>2. Globally recognized brand as it's a part of Virgin Group.</p> <p>3. Offer innovation & modern facilities feature in services such as Relax and Recovery zone, Sleep pods and etc.</p> <p>4. Offer various activities and group class.</p>	<p>1. Available for members to exercise 24/7.</p> <p>2. Non-binding membership agreement.</p> <p>3. Brand new equipment server to members.</p> <p>4. Offer various activities and group class.</p> <p>5. Members have access to join all clubs in overseas.</p>
Weakness	<p>1. High cost of personal trainer (PT) services.</p>	<p>1. Not be able to generate profit for many years.</p>	<p>1. Less brand reputation compared to market leader in Thailand.</p>

(Continued)

Table 1.1 (Continued): Fitness First, Virgin Active and Jetts 24 hour Fitness SWOT analysis

	Fitness First	Virgin Active	Jetts 24 hour Fitness
Weakness	<p>2. Not flexible membership fees due to some activities need pay extra charge.</p> <p>3. Old equipment as operate for a long time.</p>	<p>2. Highest membership fee compares to others fitness.</p> <p>3. Equipment is not enough during peak time.</p>	<p>2. Less branched than others.</p> <p>3. Security concern as no staff at night.</p> <p>4. Lack of advanced equipment.</p>
Opportunity	<p>1. Gain more reputation from corporate social responsibility (CSR).</p> <p>2. Offer better deal for Corporate membership.</p>	<p>1. Create a special class for the elderly, women and kids.</p> <p>2. Famous brand will attract more people.</p> <p>3. Partner with sports clothing brand.</p>	<p>1. People become more cost-oriented.</p> <p>2. More promotion about its lower price to get more members.</p>
Threat	<p>1. Strong competition from local fitness centers.</p> <p>2. Decreasing of inactive population.</p>	<p>1. Strong competition from local fitness centers.</p> <p>2. Decreasing of inactive population.</p>	<p>1. Strong competition from local fitness centers.</p> <p>2. Decreasing of inactive population.</p>

Source: *SWOT analysis on the Anytime Fitness and the Jetts Essay*. (2014). Retrieved from <https://www.bartleby.com/essay/SWOT-analysis-on-the-Anytime-Fitness-and-FKE8CN3TC>

Why choose Jetts. (n.d.). Retrieved from <http://www.jetts.co.th/en/why-jetts>

UKEssays. (2018). *Marketing and Strategic Analysis of Virgin Active*. Retrieved from <https://www.ukessays.com/essays/marketing/marketing-and-strategic-analysis-of-virgin-active-marketing-essay.php>

VirginActive. (n.d.). Retrieved from <https://www.virginactive.co.th/>

Nowadays, not only full-service gyms like Fitness First or Virgin Active have become popular but also new fitness trends are becoming a boom now, which also respond to the customer needs. Business models of new fitness trends focus on specific training purposes or offer one core specialized such as Boxing, Pilates or Yoga. With that, most fitness studios aim to encourage people to participate in exercise routinely, also trainers are educated in influencing fitness members to push themselves to their mental and physical limits (Lichtenstein et al., 2017). Those specific exercise studios typically require less investment and operate in smaller space, competing instead with the professional staff such as trainers and instructors. As a result, many minor operators have entered into exercise markets in recent years (EIC, 2017). Due to growing numbers of fitness studios in Thailand including personal lifestyle changes, people are becoming more health and wellness conscious consumers. Therefore, the researcher is interested to investigate both full-service gyms and specific exercise studios whether which factors can impact their future intentions to use the services at fitness studios. Furthermore, the use of this research

result may appropriate for a small to medium entrepreneurs for future development and growth.

1.2 Objectives of Study

The objective of this research is to study positive influence of factors impacting future intentions to use the services of fitness studio's customers in Bangkok. Those positive factors are individual factor, health behaviors, social support, social influence, satisfaction, accessibility, outcome quality and perceived quality of preferred fitness studio towards future intentions to use the services at fitness studios.

1.3 Contribution of Study

1.3.1 The contributions of this research can offer benefits for fitness industry in respect of potential new markets, strategy improvement or investment decision in the future regarding related factors predicting the future intentions to use the services at fitness studios.

1.3.2 This research is to enlarge the information on factors positively impacting future intentions of fitness studio's customers.

1.3.3 This research expanded the information on how individual factor, health behaviors, social support, social influence, satisfaction, accessibility, outcome quality and perceived quality of preferred fitness studio impacting future intention of fitness studio's customers which would be beneficial to researcher in the future research.

CHAPTER 2

LITERATURE REVIEW

2.1 Related Theories and Previous Studies

2.1.1 Bennie, Timperio, Dunstan, Crawford, and Salmon (2010) studied about a social ecological model as a part of health behavior theories, mentioned that individual factor, social factor, as well as physical environmental factors, were associated the motivation in people of performing an exercise within the workplace in Australia. The research was conducted by using individual factor regarding the exercise behaviors to indicate the exercise participation levels and found that individual factor was connected to multiple levels influence on exercise. Furthermore, personality characteristics such as extraversion and conscientiousness could measure the level of association for exercise. For example, more energetic and self-disciplined peoples were probably had more perform exercise than usual. In some cases in people who have multiple personality characteristics will lead to being physically active and stronger than others (Möttus, Epskamp, & Francis, 2017).

2.1.2 Theoretically, health behavior is related to physical wellness because it can reduce health risk in overall by consuming healthy food, perform exercise regularly and less smoking can be defined a well physical and mental health. The Health Belief Model (HBM) described two factors that have an effect on how peoples engage in health-related behaviors, which are the perception of susceptibility, refers to person's belief in their health risk, and the perception of benefits, refers to person's motive of positive outcome that caused by health-promoting behaviors (Ufholz & Harlow, 2017). The supporting evidence was from the study found that healthy diet

and healthy lifestyle were a part of the health-related behavior, which WHO considered these factors as the powerful health predictor. Level of exercise intensity and nutrition concerns explained the pattern of health behavior which also subject to gender and ages dissimilarity (Burešová, Klimusová, Dosedlová, & Dacerová, 2016). Previous studied of Burke, Dailey, and Zhu (2017) identified the individuals' diet and exercise behaviors were associated with self-perceived of health.

2.1.3 Social support could influence person's health behavior to perform exercise. Peoples tended to engage in exercise when close others convince and present the benefit of performing exercise as a role model. Besides, exercise habits of each person were affected by person's perceived of social support which also depended on the relationship level of the close other. For instance, family support and friend support had the different effect on person's health behavior. In the case, exercise engagement would be stronger if a person was supported by close friend or romantic partners who had similar health behavior (Darlow & Xu, 2011). Moreover, Burke et al.(2017) studied about work out in the workplace and revealed that social support had a direct effect on people's health behavior due to there was more chance to encourage people involved in exercise events or shared a healthy exercise from the communication in the group. Interpersonal communication between people who work together could create the potential of people engage in exercise.

2.1.4 Similar to social support, the effect of peer influence on exercise was associated with persons' healthy habits which lead to more participation in exercise or concern for food consumption per day. Therefore, social influence could change the people's health behavior and emotion in a positive way as the studied of Burke et al.(2017) mentioned that communication in the workplace about the healthier

lifestyle include proper diet and perform exercise regularly. In other words, influencing from others can promote people's social and physical wellness because the self-perception of health could be stimulated when they need someone to be healthier. People were more involved in exercise when perceiving of health-related social influence increased (Burke, Dailey, & Zhu, 2017). Furthermore, previous research suggested that motivational predictors such as social and environmental resources had extreme influence on exercise behavior which in line with a social-ecological model about decision-making process and perspectives of people (Richards, McDonough, & Fu, 2017).

2.1.5 The research of García-Fernández et al. (2017) mentioned about the concept of customer satisfaction that directly involved with perceived value in terms of evaluative judgments. In addition, many researchers confirmed the satisfaction plays an important role impacting on customer loyalty which will result in purchase intentions. Literature about sports management revealed that future behavior intentions of customers could be predicted by level of customer and service quality. Generally, satisfaction refers to emotional influences or personal perception toward a particular service. According to previous studied in health and fitness industry, illustrated the service attributes such as staff assistance and problem handling influenced customers' behavioral intentions directly while satisfaction had a direct positive influence on customer loyalty. As a result, the level of experience of customer affected to overall satisfaction judgments to develop future behavior intentions (Avourdiadou & Theodorakis, 2014).

2.1.6 Conceptually, accessibility referred to time and effort taken by customers and related to service convenience which connected to the purchase

intention or services utilization. For fitness center, accessibility like transportation services, fitness location, and parking space was the one major concern when choosing the place to exercise. Impartially, time spent accessing to location or participating in activities always connected opportunity costs that affect the customers' barriers to exercise. Thereby the more service convenience customers' perceived, the less time for spending with a service (García-Fernández et al., 2017). According to another research by Afthinos, Theodorakis, and Pantelis (2005) studied about service quality that customer in Greek required for using fitness centers found that differences of gender had varied desires regarding expectation in service convenience. For example, female customer saw easy access by transportation to fitness center as more important than male because of their busy schedules.

2.1.7 Outcome quality was one dimension of service quality models as same as interaction and physical environment quality. Thus, outcome quality could be described by evaluation process of service quality that customers received compared with their expectation (Polyakova & Mirza, 2016). Afthinos et al. (2005) concluded the research and suggested that most customers of fitness centers desired the best service quality even there was a difference in expectations among the group of customers. In fitness industry, the influence from professional trainers might lead to self-objectification of customers in respect to health improvement and exercise engagement. Consequently, fitness studios which emphasize on health outcome quality had influenced the most positive on future intentions to use the services at fitness studios of customers (O'Hara, Cox, & Amorose, 2014).

2.1.8 García-Fernández et al. (2017) mentioned the perceived quality referred to the customer's judgment in respect to the perception of the usefulness of product or

service quality received. Besides, perceived quality in fitness industry could be described as customer received the quality of services that fitness studios provided, step into satisfaction and then customer loyalty eventually. In case of satisfaction or quality was not meet customer expectation, these factors could negatively affect the loyalty by means of future intentions (García-Fernández et al., 2017). Another research of O'Hara, Cox, and Amorose (2014) studied about customers' reasons for exercise indicated that female put a special emphasis on her physical appearance, thus they might have high potential and engage in exercise. Typically, exercise environment such as fitness facilities could also encourage high levels of exercise and achieve the exercise goal.

2.1.9 Future intention associated the self-determination theory (SDT) which was about motivation, behavioral principle including engagement in activities. In other words, intention reflected a positive relationship of self-determination motivation toward exercise behaviors and intention to exercise which could be inspired by persons' motivation from the quality of exercise performance that fulfil the customers' expected outcome. The theory of SDT was posited in previous research that human behavior could be broadly classified as intrinsic motivation and extrinsic motivation. For intrinsic motivation, represented behavior driven by internal rewards such as enjoyment in exercise whereas extrinsic motivation was driven by external rewards such as exercise for lose weight. All in all, the enjoyment of exercise and exercise outcome led to future intentions (Stanley, Cumming, Standage, & Duda, 2012)

Notar and Kanthawongs (2016) studied about positive influencing purchase intention of high quality food products brand A of consumers in Bangkok. The study

explored the influence of private label image, social image, perceived quality, brand awareness, corporate social responsibility, price premium, prestige sensitivity, controlled-communication and word-of-mouth communications toward purchase intention. Questionnaire survey method was applied to 340 respondents for data collecting in this study. The research was analyzed by using Multiple Regression Analysis. The majorities of respondents were female, aged 20-25 years old, single and had bachelor degrees. Most of them worked in private company with earned monthly income less than 25,000 baht. They purchased high quality food once a week and spent money on purchasing between 101-300 baht. The results revealed that only price premium, word-of-mouth communications as well as brand awareness were influencing purchase intention of high quality food products at .01 level of signification. The research results beneficial to food business industry.

Thiangthum and Kanthawongs (2017) studied on the influence of personal innovativeness in information technology, mobile marketing, brand loyalty, emotional appeal, informativeness, advertising creativity, social influence and performance expectancy toward purchase intention of smartphones in Mobile Expo 2016. The data were collected by using survey method with 330 respondents. Multiple Regression Analysis was used for hypotheses testing. Most of respondents were female, aged 26 - 30 years old, single and had bachelor degrees. Most of them worked in private company and income range between 20,001 - 30,000 baht per month. They purchase a new smartphone every 3 years and Facebook is their favorite application. The results revealed that informativeness, social influence, brand loyalty and personal innovativeness in information technology had positive influence on purchase intention of smartphones of visitors in Mobile Expo 2016 at .01 level of signification.

2.2 Hypothesis

2.2.1 There is a positive relationship between individual factor and future intentions.

2.2.2 There is a positive relationship between health behaviors and future intentions.

2.2.3 There is a positive relationship between social support and future intentions.

2.2.4 There is a positive relationship between social influence and future intentions.

2.2.5 There is a positive relationship between satisfaction and future intentions.

2.2.6 There is a positive relationship between accessibility and future intentions.

2.2.7 There is a positive relationship between outcome quality and future intentions.

2.2.8 There is a positive relationship between perceived quality of preferred fitness studio and future intentions.

2.2.9 Individual factor, health behaviors, social support, social influence, satisfaction, accessibility, outcome quality and perceived quality of preferred fitness studio have positive influence toward future intentions of fitness studios' customers in Bangkok.

2.3 Conceptual Framework

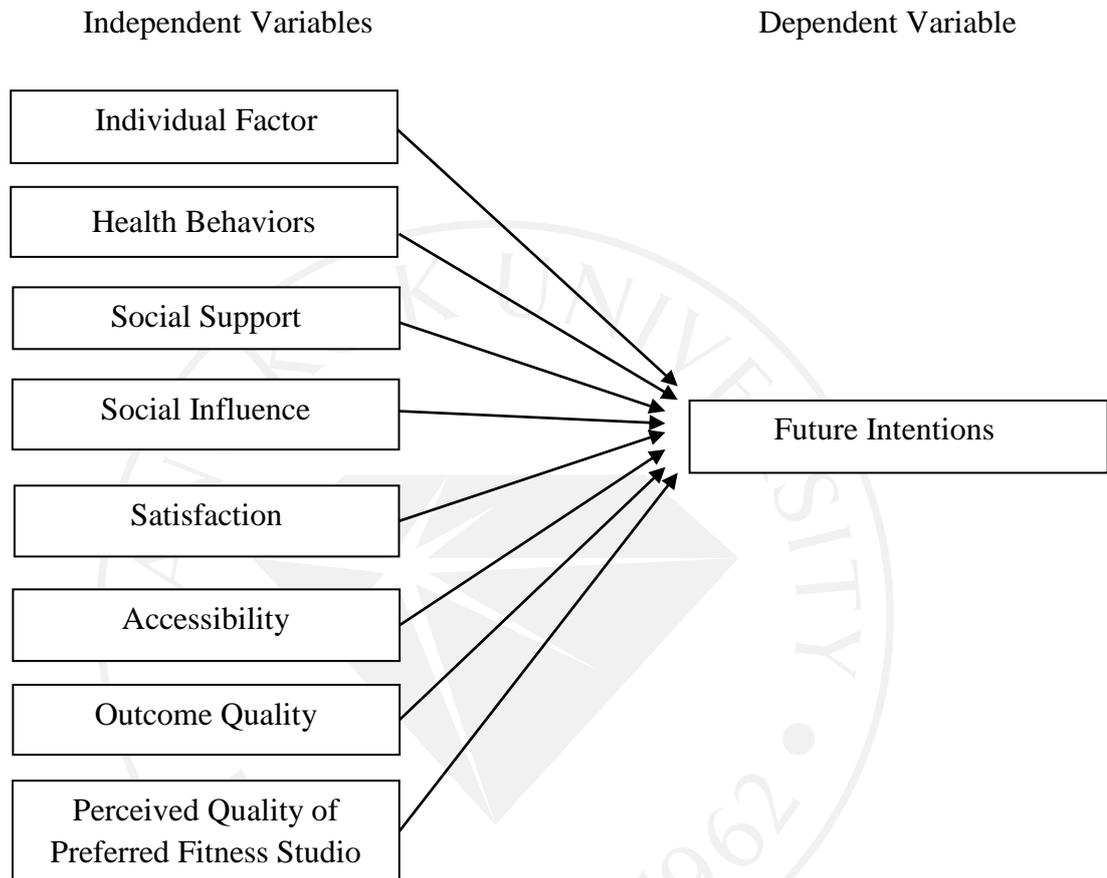


Figure 2.1: Theoretical framework for future intentions

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This research objective was to explore factors positively impacting future intentions to use the services of fitness studios' customers in Bangkok. The methodology was based on the quantitative approach. The survey method and data collection through questionnaires were chosen for this research.

3.2 Population and Sample Selection

Populations in this research were recruited by asking fitness studios' members whether they exercise regularly or at least 1-2 times a week. The researcher conducted survey questionnaires to fitness studios' members from one full-service and two medium-sized fitness studios located in Klong Toey District in Bangkok. There is much evidence showing that Klong Toey District is defined as Bangkok's Central Business District (CBD), with easy access to other areas such as Sukhumvit, Yannawa and Sathorn. Estimated total population in Klong Toey District is around 102,945 people (Wikipedia, 2018). Besides, many of companies are located in these areas resulting in the high potential for employees who love playing sport participate in exercise. However, total numbers of members of these 3 studios were unknown. Hence, the estimated population should be taken from an infinite population.

The sample size was calculated from 40 pilot questionnaires by using G*power version 3.1.9.2, created by Erdfelder, Faul & Buchner (1996) from the concepts of Cohen (1977) and approved by Wiratchai (2012) with the Power (1- β) of

0.80, Alpha (α) of 0.20, Number of Test Predictor of 8, Effect Size of 0.0401630 (Calculated by Partial R^2 of 0.0386). As a result of G*power calculation, the minimum number of the total sample size was 238 (Cohen, 1977). Consequently, total 238 sets of the questionnaire would be collected from participants.

3.3 Research Instrument and Content Validity

3.3.1 Exploring published articles and journals from www.emeraldinsight.com and www.sciencedirect.com which related to exercise, health behavior and fitness centers, together with guidance from an advisor.

3.3.2 Creating questionnaire form which selected from articles and journals to get approval from an advisor.

3.3.3 Pass completed questionnaire form to 2 experts in the fitness industry, Mr.Champ Wanithanon, Bigbox Fight and Fitness, General Manager, and Miss Thanyakorn Kunawatthanaphothikorn, Virgin Active Thailand, Club General Manager gave the advices to be more precise. After that, finalizing questionnaire referred to comments from the experts including an advisor's guidance.

3.3.4 Launching 40 pilots testing of questionnaires. Next step was to conduct the reliability test of each variable in individual factor by using Cronbach's Alpha Coefficient. Value of Cronbach's Alpha was between $0 \leq \alpha \leq 1$, higher value means higher reliability and closely related of a section.

3.3.5 Analysis of the reliability test was executed for 40 pilots testing of questionnaires in order to ensure the grouping of question and the consistency of each factor were aligned with theories of study.

From instruments mentioned above, the questionnaire form that created from related principles could be divided into three parts with total fifty questions.

Part 1 Consist of 12 questions which were 6 closed-ended response questions about demographic and general information such as Gender, Age, Status, Level of education, Monthly income and Professional status. Another 6 questions were about respondent's exercise behavior e.g. How often do you exercise per week? How much time spends on exercise each day? Favorable types of exercise (can select more than 1 choice) and how much you spend per month on exercise?

Part 2 Closed-ended response questions about "Factors Positively Impacting Future Intentions to Use the Services of Fitness Studios' Customers in Bangkok". The purpose was to gain the attitude toward questions of each variable consist of:

Individual Factor	4 Questions
Health Behaviors	4 Questions
Social Support	4 Questions
Social Influence	4 Questions
Satisfaction	4 Questions
Accessibility	5 Questions
Outcome Quality	4 Questions
Perceived Quality of Preferred Fitness Studio	4 Questions
Future Intentions	4 Questions

This part was evaluated from interval scale by using a five-point scales ranking from 1 (lowest agreeable level) to 5 (Highest agreeable level).

Part 3 Open-ended response question for participants to recommend other factors that might affect future intentions to use the services at fitness studios.

3.4 Testing Research Instrument

The researcher examined the validity and appropriateness of each question with 3 experts using an Index of item-Objective Congruence: IOC. After revised questionnaires align with experts recommend, the 40 pilots testing of questionnaires were collected. The Cronbach's Alpha Coefficient of each factor was computed, result value was between 0.668-0.950 which exceed 0.65 regarding the suggested level.

There is one deleted the question from Individual factor (IF) in order to increase the Cronbach's Alpha Coefficient result to reach 0.65 suggested levels (Nunnally, 1978). The question "I am excited about new exercises such as Pilates, Yoga, Material Arts and etc." was removed from this evaluation.

Table 3.1: Cronbach's Alpha Coefficient of 40 pilots testing of questionnaires

Questionnaire	n = 40	n = 238
Variable Factor		
Individual Factor (IF)	.668	.716
Health Behaviors (HB)	.708	.709
Social Support (SS)	.767	.710
Social Influence (SI)	.735	.738
Satisfaction (ST)	.950	.946
Accessibility (AC)	.668	.763
Outcome Quality (OQ)	.853	.901
Perceived Quality of Preferred Fitness Studio (PQ)	.754	.844
Independent Factor		
Future Intentions (FI)	.878	.878

The researcher used factor analysis technique to investigate construct validity as well as analyzed factor loading value of each factor. However, factor loading value result should exceed 0.3 to ensure the reliable component of questions.

Factor analysis was conducted based on these factors: Individual Factor (IF), Health Behaviors (HB), Social Support (SS), Social Influence (SI), Satisfaction (ST), Accessibility (AC), Outcome Quality (OQ), Perceived Quality of Preferred Fitness Studio (PQ) and Future Intentions (FI) at n = 238.

Table 3.2: Factor Analysis of factors positively impacting future intentions to use the services of fitness studios' customers in Bangkok at n = 238

	IF	HB	SS	SI	ST	AC	OQ	PQ	FI
IF1	<u>-0.128</u>								
IF2	0.561								
IF3	0.385								
IF4	0.833								
HB1		0.785							
HB2		0.603							
HB3		0.306							
HB4		<u>0.256</u>							
SS1			0.735						
SS2			<u>0.194</u>						
SS3			0.596						
SS4			0.741						

(Continued)

Table 3.2 (Continued): Factor Analysis of factors positively impacting future intentions to use the services of fitness studios' customers in Bangkok at n = 238

	IF	HB	SS	SI	ST	AC	OQ	PQ	FI
SI1				0.803					
SI2				0.633					
SI3				<u>0.208</u>					
SI4				0.655					
ST1					0.764				
ST2					0.752				
ST3					0.827				
ST4					0.851				
AC1						0.811			
AC2						0.672			
AC3						0.802			
AC4						0.322			
AC5						<u>0.088</u>			
OQ1							0.779		
OQ2							0.828		
OQ3							0.792		
OQ4							0.793		
PQ1								0.421	
PQ2								0.604	

(Continued)

Table 3.2 (Continued): Factor Analysis of factors positively impacting future intentions to use the services of fitness studios' customers in Bangkok at n = 238

	IF	HB	SS	SI	ST	AC	OQ	PQ	FI
PQ3								0.788	
PQ4								0.845	
FI1									0.725
FI2									0.697
FI3									0.768
FI4									0.742

3.5 Statistics for Data Analysis

The questionnaires data were analyzed using statistical analysis software named SPSS version 23 by using Statistical Significant level of .01.

Descriptive statistics analysis such as demographic, general information and respondent's exercise behavior were measured by using Frequency and Percentage; whereas the scale ranking as individual factor, health behaviors, social support, social influence, satisfaction, accessibility, outcome quality, perceived quality of preferred fitness studio and future intentions were measured by using Mean (\bar{x}) and Standard Deviation (S.D). Furthermore, Pearson's Correlation Coefficient and Multiple Regression analysis were used for Inferential statistical analysis to evaluate independent variable.

CHAPTER 4

RESEARCH RESULTS

The aim of this research is to explore factors positively impacting future intentions to use the services of fitness studios' customers in Bangkok. The data was collected from 238 respondents by the survey questionnaire, and then the data analysis completed by SPSS version 23. The Cronbach's Alpha Coefficient of each factor was computed which had the result value between 0.709-0.946 as table 3.1, meaning that all alpha coefficient passed the suggested level (Nunnally, 1978) and had proven to be reliable.

4.1 Summary of Demographic Data

Of 238 respondents consisted of 72.3% females and 27.7% males, with the age between 30-39 years old which calculated as 63.9%. Almost all were singles or 80.7% of the total sample and the majority of the population had bachelor degree accounted for 59.7%. Most of the respondents or about 67.2% were working in private companies, with the largest group of income range was between 30,001 to 50,000 baht with ratio 34%. Participants exercised 1-2 times a week at 53.4%. The percentage of respondents who spent 1-2 hours workout was 63%, in which the highest frequency. Participants who had favorable types of exercise more than 1 type were about 170 respondents accounted for 71.4% of the population sample. Moreover, most of respondents spent money for exercise less than and equal to 1,500 baht per month at 50.8%. Lastly, 55.5% of population sample represented only one group of people who the most influence on respondents' exercise.

4.2 Results of Research Variables

The analysis of the correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of individual factor, health behaviors, social support, social influence, satisfaction, accessibility, outcome quality, perceived quality of preferred fitness studio that positively impacting future intentions to use the services at fitness studios.

Table 4.1: Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient.

(Descriptive Statistic)

	Mean	S.D.	N
Individual Factor	3.5994	0.77051	238
Health Behaviors	3.0945	0.72405	238
Social Support	3.0378	0.76455	238
Social Influence	3.1786	0.82013	238
Satisfaction	3.5126	0.90524	238
Accessibility	3.6370	0.77925	238
Outcome Quality	4.3004	0.60638	238
Perceived Quality of Preferred Fitness Studio	3.7332	0.75384	238
Future Intentions	4.3151	0.61919	238

Table 4.2 : Analysis of correlation between independent variable and the dependent variable using Pearson’s Correlation Coefficient of individual factor, health behaviors, social support, social influence, satisfaction, accessibility, outcome quality, perceived quality of preferred fitness studio that positively impacting future intentions to use the services at fitness studios.

Variable	IF	HB	SS	SI	ST	AC	OQ	PQ	FI
Individual Factor (IF)	1								
Health Behaviors (HB)	.589**	1							
Social Support (SS)	.178**	.344**	1						
Social Influence (SI)	.082	.224**	.622**	1					
Satisfaction (ST)	.501**	.322**	.265**	.252**	1				
Accessibility (AC)	.298**	.250**	.264**	.264**	.626**	1			
Outcome Quality (OQ)	.374**	.297**	.117	.112	.359**	.341**	1		
Perceived Quality of Preferred Fitness Studio (PQ)	.418**	.360**	.230**	.196**	.640**	.424**	.454**	1	
Future Intentions (FI)	.461**	.287**	.141*	.153*	.439**	.276**	.586**	.470**	1

** Correlation is significant at the .01 level

* Correlation is significant at the .05 level

According to table 4.2, Hypothesis can explain as the following

Hypothesis 1, individual factor has a positive relationship toward future intentions or not. The analysis revealed that individual factor had a positive relationship toward future intentions (Pearson's Correlation = 0.461) at .01 significant level.

Hypothesis 2, health behaviors has a positive relationship toward future intentions or not. The analysis revealed that health behaviors had a positive relationship toward future intentions (Pearson's Correlation = 0.287) at .01 significant level.

Hypothesis 3, social support has a positive relationship toward future intentions or not. The analysis revealed that social support had a positive relationship toward future intentions (Pearson's Correlation = 0.141) at .05 significant level.

Hypothesis 4, social influence has a positive relationship toward future intentions or not. The analysis revealed that social influence had a positive relationship toward future intentions (Pearson's Correlation = 0.153) at .05 significant level.

Hypothesis 5, satisfaction has a positive relationship toward future intentions or not. The analysis revealed that satisfaction had a positive relationship toward future intentions (Pearson's Correlation = 0.439) at .01 significant level.

Hypothesis 6, accessibility has a positive relationship toward future intentions or not. The analysis revealed that accessibility had a positive relationship toward future intentions (Pearson's Correlation = 0.276) at .01 significant level.

Hypothesis 7, outcome quality has a positive relationship toward future intentions or not. The analysis revealed that outcome quality had a positive relationship toward future intentions (Pearson's Correlation = 0.586) at .01 significant level.

Hypothesis 8, perceived quality of preferred fitness studio has a positive relationship toward future intentions or not. The analysis revealed that perceived quality of preferred fitness studio had a positive relationship toward future intentions (Pearson's Correlation = 0.470) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.3: Analysis of variance (ANOVA) of individual factor, health behaviors, social support, social influence, satisfaction, accessibility, outcome quality, perceived quality of preferred fitness studio that positively impacting future intentions to use the services at fitness studios in Bangkok.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.017	8	5.127	23.553	0.000^b
	Residual	49.849	229	.218		
	Total	90.866	237			

From table 4.3 above, ANOVA analysis confirmed that independent factor comprised of individual factor, health behaviors, social support, social influence, satisfaction, accessibility, outcome quality and perceived quality of preferred fitness studio had influence on future intentions factor because Sig. of the equation equaled 0.000 at .01 significant level.

Table 4.4: Multiple Regression Analysis of individual factor, health behaviors, social support, social influence, satisfaction, accessibility, outcome quality, perceived quality of preferred fitness studio that positively impacting future intentions to use the services at fitness studios in Bangkok.

Dependent Variable : Future Intentions, R = 0.672 , R² = 0.451 , Constant(a) = 1.289						
<u>Independent Variables</u>	β	<u>Std Error</u>	<u>T</u>	<u>Sig</u>	<u>Tolerance</u>	<u>VIF</u>
(Constant)		0.254	5.067	0.000		
Individual Factor (IF)	0.230**	0.055	3.370	0.001	0.515	1.943
Health Behaviors (HB)	-0.058	0.055	-0.896	0.371	0.577	1.732
Social Support (SS)	-0.022	0.053	-0.330	0.742	0.562	1.778
Social Influence (SI)	0.072	0.048	1.138	0.256	0.593	1.686
Satisfaction (ST)	0.142	0.054	1.808	0.072	0.386	2.589
Accessibility (AC)	-0.085	0.051	-1.314	0.190	0.575	1.738
Outcome Quality (OQ)	0.428**	0.059	7.460	0.000	0.729	1.372
Perceived Quality of Preferred Fitness Studio (PQ)	0.136	0.056	2.007	0.046	0.518	1.929

**significant at the .01 level

From table 4.4, Multiple Regression Analysis results can be defined that two independent variables, which were individual factor (Sig =0.001) and outcome quality (Sig =0.000) could be as the predictors for future intentions. On the other hand, there were another six independent variables that had no positively impact on the future intentions which were health behaviors (Sig =0.371), social support (Sig =0.742), social influence (Sig = 0.256), satisfaction (Sig = 0.072), accessibility (Sig = 0.190) and perceived quality of preferred fitness studio (Sig = 0.046). Thus these six independent variables were not a significant predictor of future intentions.

The most predictive independent variables were outcome quality ($\beta = 0.428$) and individual factor ($\beta = 0.230$). As a result, outcome quality and individual factor could be shown the positively impacting on future intentions of fitness studios' customers at 45.1%. The rest 54.9% were influenced by other variables which were not in used in this research. The standard error was ± 0.254 by the following equation

$$Y (\text{Future Intentions}) = 1.289 + 0.428 (\text{Outcome Quality}) + 0.230 (\text{Individual Factor})$$

From this equation

If outcome quality value increased by 1 point while other factors remained, future intentions would be increased by 0.428 points.

If individual factor value increased by 1 point while other factors remained, future intentions would be increased by 0.230 points.

From table 4.4 used to test the following hypothesis.

Hypothesis 9, by using Multiple Regression Analysis. The result showed that outcome quality and individual factor had positive influence on future intentions at statistically significant level of .01; but on the contrary, health behaviors, social support, social influence, satisfaction, accessibility as well as perceived quality of preferred fitness studio had no positive influence on future intentions at .01 statistic significant.

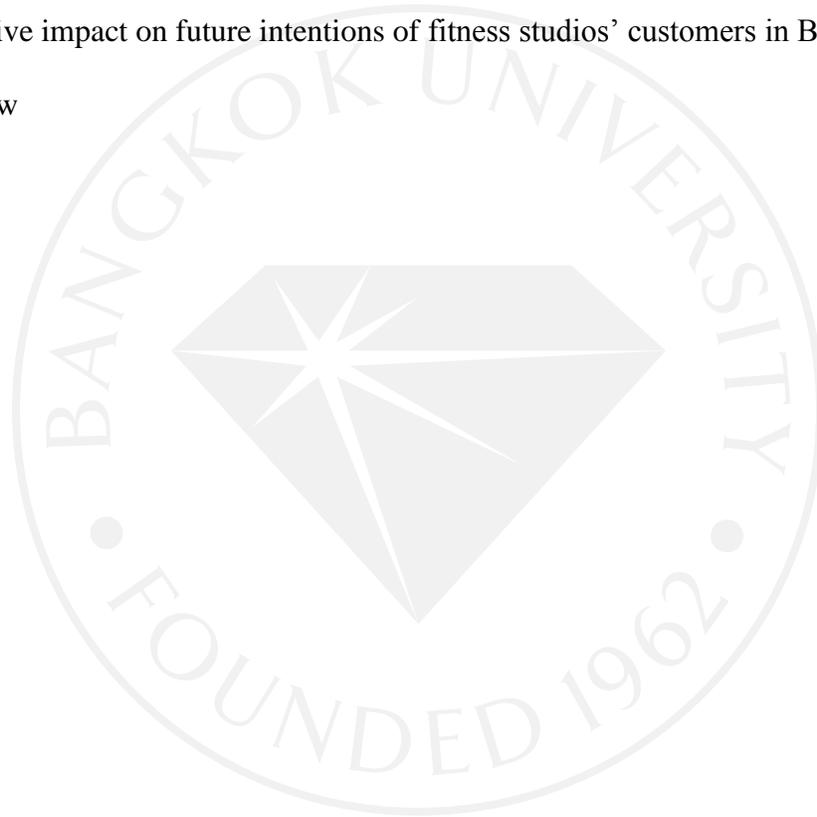
In statistics, Multicollinearity is a circumstance of a very high relationship among the independent variables (StatisticSolutions, 2017). High multicollinearity indicated the high degree of correlation between independent variables which might be caused the deviation from the true value. Likewise, multicollinearity should not occur as it could lead to incorrect interpreting of multiple regression results.

Multicollinearity can be examined by Variance Inflation Factor (VIF) value or Tolerance value. Variance Inflation Factor (VIF) value should not exceed 4 and Tolerance value should exceed 0.2 (Miles & Shevlin, 2001).

The result from table 4.4 showed that Tolerance value of each independent variables exceeded 0.2 with the less Tolerance was 0.386. Furthermore, Variance Inflation Factor (VIF) value of each independent variables values not over than 4 with the highest value was 2.589. All in all, there had no Multicollinearity among the independent variables.

4.4 Summary of Hypothesis Testing

Result of Multiple Regression Analysis found that outcome quality and individual factor had positive impact on future intentions of fitness studios' customers in Bangkok at statistical significant level of .01, whereas health behaviors, social support, social influence, satisfaction, accessibility and perceived quality of preferred fitness studio had no positive impact on future intentions of fitness studios' customers in Bangkok as Figure 4.1 below



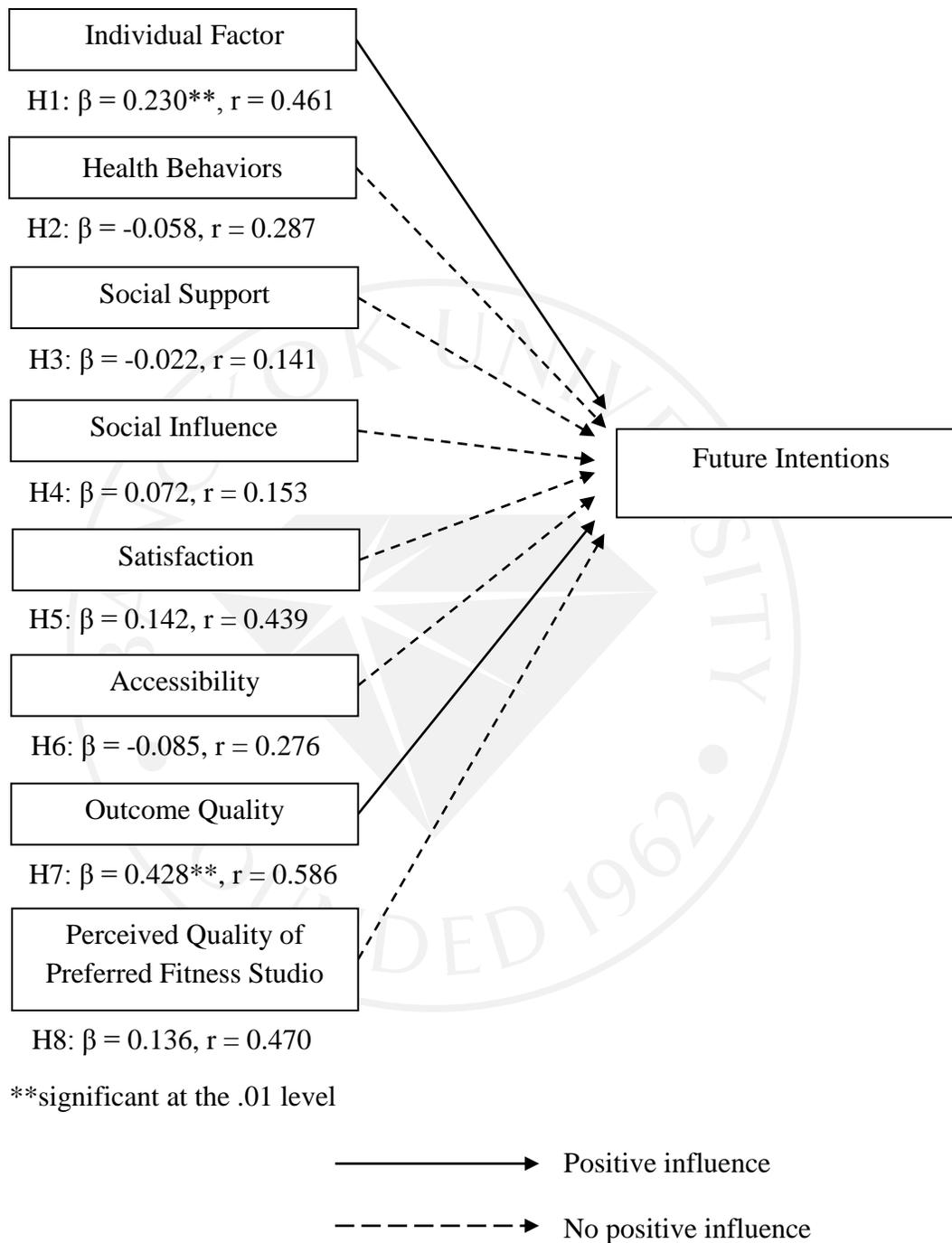


Figure 4.1: Result of Multiple Regression Analysis from scope of Research

CHAPTER 5

DISCUSSION

The purpose of this study is to describe the positive impact factors of individual factor, health behaviors, social support, social influence, satisfaction, accessibility, outcome quality, perceived quality of preferred fitness studio toward future intentions to use the services of fitness studios' customers in Bangkok. A quantitative research method was used for this research through questionnaires surveys to collecting data.

The populations were collected from 238 respondents who exercise regularly or at least 1-2 times a week at fitness studios located in Klong Toey District in Bangkok. The data analysis completed by SPSS version 23, the results could be concluded as the following.

5.1 Research Findings and Conclusion

The majorities of respondents were female at the age of 30-39 years old, single and had a bachelor degree. Almost all worked in private company with income range between 30,001 to 50,000 baht per month. They exercised 1-2 times a week, spent 1-2 hours per times and spent money on exercise less than and equal to 1,500 baht per month. Most of the respondents had favorable types and exercised more than 1 type.

Regarding the analysis results based on hypothesis could be summarized that there was two accepted hypothesis as follow: outcome quality ($\beta = 0.428$) and individual factor ($\beta = 0.230$). Therefore, the result could be concluded that outcome quality and

individual factor had positive influence on future intentions at statistically significant level of .01. In addition, these two factors were explained the positively impacting on future intentions of fitness studios' customers at 45.1% whereas other 54.9% were influenced by other variables which were not in used in this research. Furthermore, the result of Variance Inflation Factor (VIF) value was not exceed 4 that means there had no Multicollinearity among the independent variables. The standard error was ± 0.254 by the following equation

$$Y (\text{Future Intentions}) = 1.289 + 0.428 (\text{Outcome Quality}) + 0.230 (\text{Individual Factor})$$

5.2 Discussion

The research is to examine the factors positively impacting future intentions to use the services of fitness studios' customers in Bangkok; which comprised of individual factor, health behaviors, social support, social influence, satisfaction, accessibility, outcome quality and perceived quality of preferred fitness studio. Based on the sample size recommendations by Cohen (1977), 238 respondents were recruited to complete the survey with questionnaire method. Then analyzed the data by SPSS program and found the interesting points as the following.

Hypothesis 1, individual factor has a positive relationship on future intentions or not. The result from Pearson's Correlation analysis revealed that individual factor had a positive relationship toward future intentions at .01 significant levels which accepted

hypothesis. According to health behavior theories, individual factor was connected to multiple levels influence on exercise (Bennie, Timperio, Dunstan, Crawford, & Salmon, 2010). The individual factor was significantly associated with future intentions to exercise in case respondents who were always excited about new activities or they were able to manage their time to exercise. Moreover, personality characteristics can also predict the level of association e.g. more energetic and self-disciplined peoples were probably had more exercise than usual (Möttus et al., 2017). This finding is consistent with the report from Yi et al. (2016) that attitudes and motivation play important role in terms of maintaining physical activity or exercise (Yi et al., 2016). Hence, individual factor has much influenced future intentions to use the services at fitness studios.

Hypothesis 2, health behaviors has a positive relationship on future intentions or not. The result from Pearson's Correlation analysis revealed that health behaviors had no positive relationship toward future intentions at .01 significant levels which accepted hypothesis. Since health behavior was related to physical wellness, thus the study examined whether respondents were associated with their diet or exercise behavior (Burke et al., 2017). Another study claim that healthy diet and healthy lifestyle were a part of the health-related behavior (Burešová et al., 2016). Nevertheless, not all people combined exercise with diet at the same time so that there was no distinction made between the exercise or diet group related to future intentions. Regarding the observation of researcher found that most of the respondents perform exercise without dieting. Thus, this factor was not effective impacting customers as the perception of customers who did not diet for weight loss; their intention to exercise may not essentially attraction.

Hypothesis 3, social support has a positive relationship toward on intentions or not. The result from Pearson's Correlation analysis revealed that social support had no positive relationship toward future intentions at .01 significant levels which accepted hypothesis. Social support was also engaged with health behavior as they could be influenced the person's health behavior (Darlow & Xu, 2011). Moreover, Burke et al.(2017) confirmed that social support had a direct effect on people's health behavior due to the more chance to encourage people involved in exercise events or shared healthy exercise. Despite there was an unfounded association between peer support and exercise behavior or healthy diet, which were similar to the study of Tamers et al.(2011) that friend, familiar or colleagues support may raise a few improvement in health behavior (Tamers et al., 2011). Another interesting finding from this factor, many types of exercises can perform alone resulting in the lower level of motivation and intention to keep performing an exercise in future.

Hypothesis 4, social influence has a positive relationship with intentions or not. The result from Pearson's Correlation analysis revealed that social influence had no positive relationship toward future intentions at .01 significant levels which accepted hypothesis. Social influence could change the people's health behavior and emotion, in the case of communication about their diet or exercise behavior from others can promote people's social and physical wellness. In other words, the self-perception of health could be stimulated when they need someone to be healthier. Anyhow, Burke et al.(2017) mentioned the exercise behavior response to indirectly social influence and also

identified the same pattern of social support and social influence. People were more involved in exercise when perceiving of health-related social influence increased.

Hypothesis 5, satisfaction has a positive relationship on future intentions or not. The result from Pearson's Correlation analysis revealed that satisfaction had no positive relationship toward future intentions at .01 significant levels which accepted hypothesis. For fitness business, future behavior intentions of customers could be predicted by level of customer satisfaction. Additionally, many researchers confirmed the satisfaction plays an important role regarding the direct effect on customer loyalty (García-Fernández et al., 2017). Similar to the research of García-Fernández et al. (2017) proved that the high levels of quality of the program and services will lead to high satisfaction. In addition, satisfaction in exercise program of customers had a considerable impact on fitness studios owner regarding the program initiation or improvement in order to increase effectiveness. Notwithstanding the research result was not a significant impacting future intentions probably because most of respondents were selected from specific exercise studios, the limited form of exercises offered to customers consequently.

Hypothesis 6, accessibility has a positive relationship on future intentions or not. The result from Pearson's Correlation analysis revealed that accessibility had no positive relationship toward future intentions at .01 significant levels which accepted hypothesis. The time and effort taken by customers could be referred to service convenience which connected to the purchase intention or services utilization. Thus, the implication of accessibility at this research can be defined the customers experience toward fitness studios concerning transport time and convenient access to the location (García-

Fernández et al., 2017). Location is one of the key factors for customers' consideration to join fitness so that most fitness studios are usually located in the central business center or in a shopping mall where customers can access easily. Afthinos et al. (2005) investigated the service expectations of fitness customers' perspective in Greece found that female had a higher expectation than male, in the sense of service quality like trainer skills and the availability of training programs including the variety of programs. While males were more concerned about social activities the most such as non-members invited program that they were able to exercise with friends or family. Hence, convenient access to the location was not a major consideration for most customers (Afthinos, Theodorakis, & Pantelis, 2005).

Hypothesis 7, outcome quality has a positive relationship on future intentions or not. The result from Pearson's Correlation analysis revealed that outcome quality had positive relationship toward future intentions at .01 significant levels which accepted hypothesis. Performing exercises regularly provide numerous benefits much more than reduce the risk of obesity (Kaplan, 2016). Physical and mental health will be also deeply improved when practicing the modest amounts of exercises. As suggested by Afthinos et al. (2005) that most customers of fitness centers desired the best service quality. With that, professional trainers of fitness studios could be an essential part who impacted self-objectification including impulse the best results from customers' capability. Fitness studios which emphasize on health outcome quality had influenced the most positive on future intentions to use the services of customers (O'Hara et al., 2014).

Hypothesis 8, perceived quality of preferred fitness studio has a positive relationship on future intentions or not. The result from Pearson's Correlation analysis revealed that perceived quality of preferred fitness studio had a positive relationship toward future intentions at .01 significant levels which accepted hypothesis. Perceived quality referred to the customer's judgment as well as the perception of the usefulness of product or service quality received (García-Fernández et al., 2017). Then, exercise environment is one key consideration due to fitness facilities could encourage high levels of exercise (O'Hara et al., 2014). The finding of García-Fernández et al. (2017) mentioned that quality was not only impacted the loyalty but also the satisfaction of the customer, as same as satisfaction had a direct influence on customer loyalty. In case of satisfaction or quality was not meet customer expectation, these factors could negatively affect the loyalty by means of future intentions.

Hypothesis 9, the result from Multiple Regression Analysis showed that there were two factors impacting future intentions to use the services at fitness studios, which were outcome quality and individual factor at statistically significant level of .01. Like Afthinos et al. (2005), suggested that fitness customers were most required the service quality in aspect of abilities and attitudes of trainers, which linked to trainer skills such as effective instruction and motivational skills toward customers in achieving the expected outcome. This finding was consistent with another study of O'Hara et al. (2014) that a good experience in exercise led to member retention or high potential to keep performing exercise in future. Another significant predictor is individual factor, which similar to Yi et al. (2016) showed individual factor related to personal attitudes and personal

motivation were probably more associated with physical activity or exercise. Though, future intentions to exercise level of each person depending on personality traits such as extraversion and conscientiousness (Mõttus et al., 2017). In conclusion, outcome quality together with individual factor could enhance the future intentions to use the services at fitness studios.

5.3 Recommendation for Managerial Implication

The results of this research may help fitness industry in the matter of investment decisions for future development in lacking area, including promotes the benefits of exercise to wider communities. As discussed above, the most positive influence on future intentions of fitness studios' customers was outcome quality and individual factor.

5.3.1 Outcome quality also related to service quality provided such as modern facilities and skilled trainers. Since each person expect different outcomes from their exercise but all expect positive results either physical or mental health outcomes. For this reason, fitness studios should emphasize on the efficiency of training programs in order to boost exercise productivity and programs performance regarding customers' expectation. Moreover, qualified trainers recruitment is an important part for fitness studios management due to trainers are directly working close to customers, so they should be drilled to be more professional and able to transfer the correct exercise technique to customers. These elements will help customers to achieve their expected outcome in terms of increasing their energy, respiration and psychological well-being.

5.3.2 Individual factor, as a key factor of future intentions, has been described by attitudes and motivation of customers. Such that new exercise activities like Pilates, Yoga or Boxing will get people excited and be able to manage their time to participate in exercises. People's attitudes toward exercise behaviors are also based on their experiences, thus positive attitudes may lead peoples to feel more energetic and self-disciplined. As a result, peoples were probably had more perform exercise than usual. Therefore, fitness studios should appropriately promote the benefit of exercise that influences on the customer's motivations. In line with Thai Health Promotion Foundation, taking an active role in Thai people wellness by launch attractive campaign on a television commercial or create an event related to a healthy lifestyle to inspire and motivate peoples in the wide range. In the same way, fitness studios should promote their place via social media as a key marketing tool for sharing healthy tips, workouts of celebrity or even sales promotion. Due to the fact that sharing exercise activities in social media may motivate others to do the same, thus it could help business to increase service level to the existing customers as well as explore potential new markets in the future.

5.4 Recommendation for Future Research

This research mostly involved only participants in three specific fitness studios in Klong Toey District, the finding may not cover all potential populations. Moreover, some of them maybe only drop-in members resulting in an inaccurate research result. Hence, in future research should be studied for larger-scale of populations in order to increase more comprehensive understanding of positive factors that influence customers maintaining

their exercise. In addition, the monetary factor should also be analyzed in further studies because the value of money spent compared with the quality received might have a significant impact on future intentions of customers to use the services at fitness studios. As a result, this approach will allow fitness studios identify room for improvement as well as customer engagement strategy in future.



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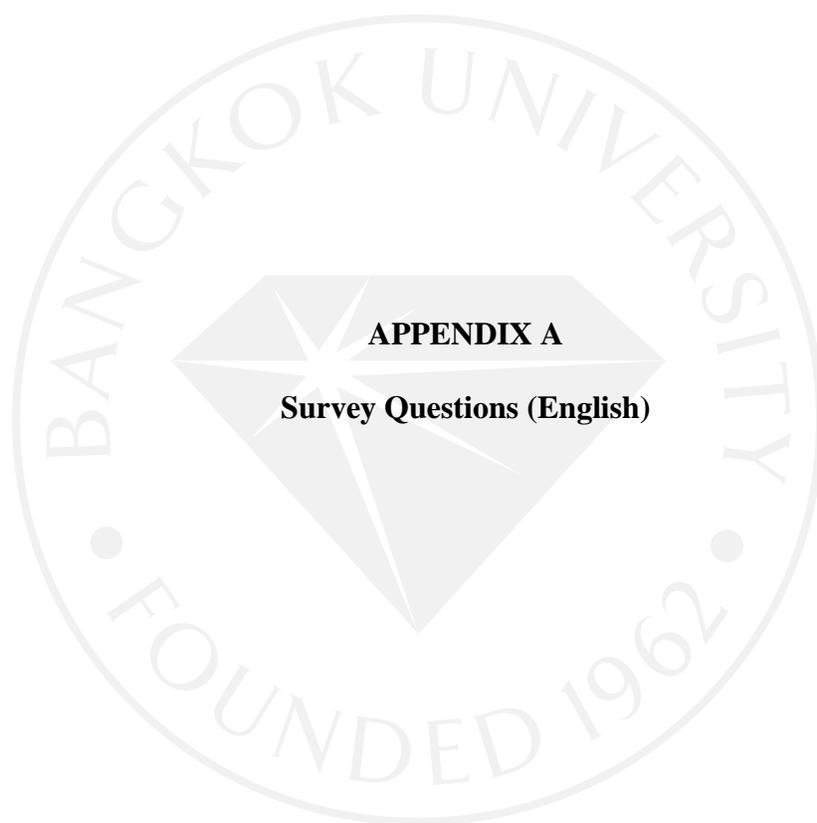
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BANGKOK UNIVERSITY

NO.....

Questionnaire

on

Factors Positively Impacting Future Intentions to Use the Services of Fitness Studios'

Customers in Bangkok

Instruction: Objective of this survey is to collected data for use in Master of Business Administration research, Bangkok University. The result of this research will be benefit to fitness industry. In this regard, cooperation from the respondents are needed. I, Thisataya Choakmongkoltawee, Master's Degree of Business Administration student of Bangkok University thank you for your cooperation.

Instruction: Please answer the following question and put ✓ in that matches you most.

1. Gender

1) Male

2) Female

2. Age

- 1) Under 24 years old 2) 24–29 years old
- 3) 30-39 years old 4) 40-49 years old
- 5) Equal and over 50 years old

3. Status

- 1) Single 2) Married 3) Divorced/ Widowed/ Separated

4. Level of education

- 1) Under Bachelor Degree 2) Bachelor Degree
- 3) Master Degree 4) Doctorate Degree
- 5) Others, Please Specify

5. Monthly income

- 1) Less than and equal to 15,000 baht 2) 15,001–30,000 baht
- 3) 30,001–50,000 baht 4) 50,001-100,000 baht
- 5) 100,001–150,000 baht 6) 150,001– 200,000 baht
- 7) 200,001–500,000 baht 8) More than 500,000 baht

6. Professional Status

- | | |
|--|---|
| <input type="checkbox"/> 1) State enterprise employee | <input type="checkbox"/> 2) Private employee |
| <input type="checkbox"/> 3) Self-Employed | <input type="checkbox"/> 4) Searching for job |
| <input type="checkbox"/> 5) Housewives | <input type="checkbox"/> 6) Retired |
| <input type="checkbox"/> 7) Students | |
| <input type="checkbox"/> 8) Others, Please Specify | |

7. How often do you exercise per week?

- | | |
|--|--|
| <input type="checkbox"/> 1) 1-2 times per week | <input type="checkbox"/> 2) 3-4 times per week |
| <input type="checkbox"/> 3) 5-6 times per week | <input type="checkbox"/> 4) 7 or more times per week |

8. Approximately how much time do you spend for exercise each day?

- | | |
|---|---|
| <input type="checkbox"/> 1) Less than 1 hours | <input type="checkbox"/> 2) 1 to 2 hours |
| <input type="checkbox"/> 3) 3 to 4 hours | <input type="checkbox"/> 4) More than 5 hours |

9. Your favorable types of exercise (Can select more than one choice)

- | | |
|---|---|
| <input type="checkbox"/> 1) Yoga | <input type="checkbox"/> 2) Cross functional training |
| <input type="checkbox"/> 3) Pilates | <input type="checkbox"/> 4) Crossfit |
| <input type="checkbox"/> 5) Running | <input type="checkbox"/> 6) Swimming |
| <input type="checkbox"/> 7) Badminton | <input type="checkbox"/> 8) Dance |
| <input type="checkbox"/> 9) Material Arts | <input type="checkbox"/> 10) Surf |

- 11) Gymnastics
- 12) Bootcamp
- 13) Team sport
- 14) Weights & Lifting
- 15) Others, Please Specify

10. What is (are) your motivation exercise? (Can select more than one choice)

- 1) To lose weight
- 2) To relief stress
- 3) To get stronger
- 4) To spend time with friends
- 5) To obtain new skills/activities
- 6) To use time wisely
- 7) Others, Please Specify

11. How much do you spend per month on exercise?

- 1) Less than and equal to 1,500 baht
- 2) 1,501 – 3,000 baht
- 3) 3,001 – 4,500 baht
- 4) 4,501 – 6,000 baht
- 5) 6,001 – 7,500 baht
- 6) More than 7,500

12. Who has (have) the most influence on you to exercise? (Can select more than one choice)

- 1) Yourself
- 2) Family members
- 3) Colleagues
- 4) Friends
- 5) Others, Please Specify

Please mark every question with only one ✓ in the box that most corresponds to your comments.

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
Individual Factor						
1	I am excited about new exercises such as Pilates, Yoga, Martial Arts and etc.					
2	I am able to find the time each day for my exercises.					
3	I feel energetic with my exercises.					
4	I am a self-disciplined in my exercises.					
Health Behaviors						
1	I often participate in sport/athletic activities.					
2	I never avoid exercise or physical activity.					
3	I often track the nutritional content of the food I eat.					
4	I often choose low fat or low calorie foods.					
Social Support						
1	People around me encourage me to stick with my exercise program.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	People around me arrange their schedules to be able to exercise with me.					
3	People around me eat healthy food with me.					
4	People around me remind me to eat healthy food.					
Social Influence						
1	My colleagues regularly participate in exercises.					
2	My manager concerns about my health.					
3	My relatives encourage me to participate in exercises.					
4	My friends regularly participate in exercises.					
Satisfaction						
1	I am satisfied with the programs and services of fitness studio that I go.					
2	I am happy with the programs and services of fitness studio that I go.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
3	I am pleased to become a member of my fitness studio.					
4	My decision to be a member of my fitness studio has been a wise one.					
Accessibility						
1	It was easy to contact my fitness studio.					
2	It did not take much time to reach my fitness studio.					
3	I can easily figure out the location of my fitness studio.					
4	I choose my fitness studio because it nearby my office.					
5	I choose my fitness studio because it nearby my home.					
Outcome Quality						
1	Exercises help me increase my energy.					
2	Exercises help me improve my health.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
3	Exercises help me improve my fumes (respiration).					
4	Exercises help me improve my psychological well-being.					
Perceived Quality of Preferred Fitness Studio						
1	The equipment of my fitness studio are in good condition.					
2	My fitness studio environment such as temperature and air is good.					
3	Employees of fitness studio response quickly to your needs.					
4	Employees of fitness studio help you feel comfortable.					
Future Intentions						
1	I will make positive comments to friends about exercises.					
2	I will recommend people around me to participate in exercises.					

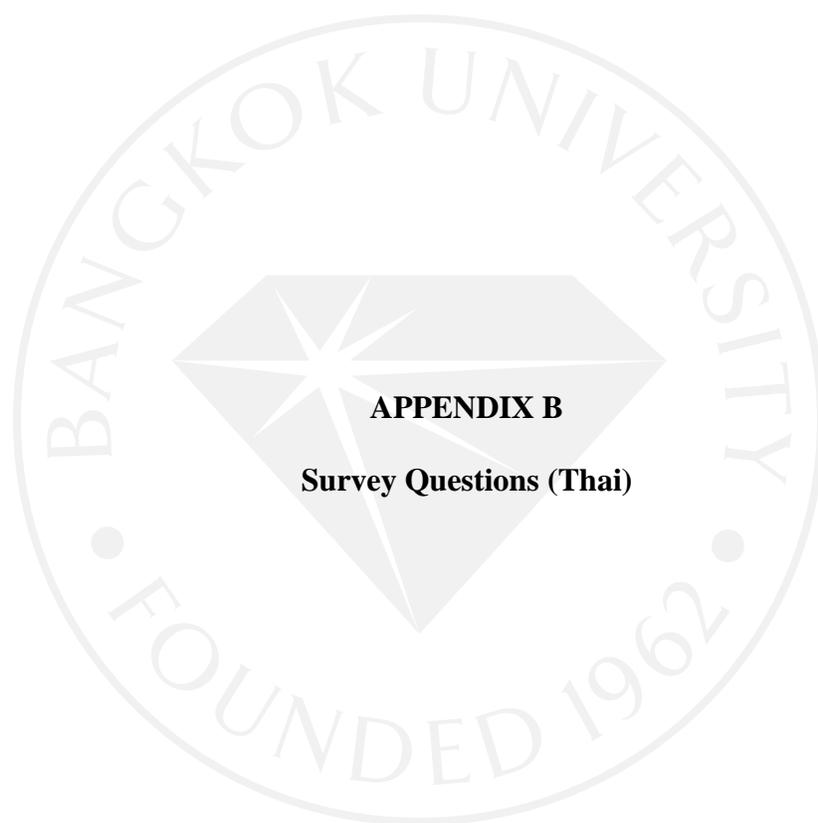
		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
3	I will continue to participate in exercises.					
4	I would restart my exercises if I ever had to stop.					

Please recommend for other factors that might affect future intentions to use the services at fitness studios

Thank you for your cooperation

Miss Thisataya Choakmongkoltawee

E-Mail: thisataya.choa@bumail.net



APPENDIX B

Survey Questions (Thai)



มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

แบบสอบถาม

**เรื่อง ปัจจัยเชิงบวกที่ส่งผลต่อความตั้งใจในการใช้บริการในอนาคตของลูกค้าฟิตเนสสตูดิโอใน
กรุงเทพมหานคร**

คำชี้แจง: แบบสอบถามนี้มีวัตถุประสงค์เก็บรวบรวมข้อมูล เพื่อนำไปประกอบการศึกษาระดับปริญญาโท บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ และสามารถนำผลการวิจัยไปใช้ประโยชน์ได้อย่างมีประสิทธิภาพต่อธุรกิจฟิตเนส ดังนั้นจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามให้ตรงตามความเห็นของท่านมากที่สุด โอกาสนี้ผู้ศึกษาวิจัยนางสาว ธิษิตยา โชคมงคลทวี นักศึกษาปริญญาโท สาขา วิชาเอกบริหารธุรกิจ คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

1. เพศ

- 1) ชาย 2) หญิง

2. อายุ

- 1) น้อยกว่า 24 ปี 2) 24-29 ปี
 3) 30-39 ปี 4) 40-49 ปี
 5) เท่ากับหรือมากกว่า 50 ปี

3. สถานภาพ

- 1) โสด 2) สมรส 3) หย่าร้าง/ หม้าย/ แยกกันอยู่

4. ระดับการศึกษา

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> 1) ต่ำกว่าปริญญาตรี | <input type="checkbox"/> 2) ปริญญาตรี |
| <input type="checkbox"/> 3) ปริญญาโท | <input type="checkbox"/> 4) ปริญญาเอก |
| <input type="checkbox"/> 5) อื่น ๆ โปรดระบุ..... | |

5. รายได้ต่อเดือน

- | | |
|---|--|
| <input type="checkbox"/> 1) ต่ำกว่าหรือเท่ากับ 15,000 บาท | <input type="checkbox"/> 2) 15,001–30,000 บาท |
| <input type="checkbox"/> 3) 30,001–50,000 บาท | <input type="checkbox"/> 4) 50,000-100,000 บาท |
| <input type="checkbox"/> 5) 100,001–150,000 บาท | <input type="checkbox"/> 6) 150,001– 200,000 บาท |
| <input type="checkbox"/> 7) 200,001–500,000 บาท | <input type="checkbox"/> 8) มากกว่า 500,000 บาท |

6. อาชีพ

- | | |
|---|---|
| <input type="checkbox"/> 1) พนักงานรัฐวิสาหกิจ/ รับราชการ | <input type="checkbox"/> 2) พนักงานบริษัทเอกชน/ รับจ้าง |
| <input type="checkbox"/> 3) ธุรกิจส่วนตัว/ ค้าขาย | <input type="checkbox"/> 4) อยู่ในช่วงหางาน |
| <input type="checkbox"/> 5) ไม่ประกอบอาชีพ | <input type="checkbox"/> 6) เกษียณ |
| <input type="checkbox"/> 7) นักเรียน/ นักศึกษา | |
| <input type="checkbox"/> 8) อื่น ๆ โปรดระบุ..... | |

7. ท่านออกกำลังกายกี่ครั้งต่อสัปดาห์

- | | |
|---|---|
| <input type="checkbox"/> 1) 1-2 ครั้งต่อสัปดาห์ | <input type="checkbox"/> 2) 3-4 ครั้งต่อสัปดาห์ |
| <input type="checkbox"/> 3) 5-6 ครั้งต่อสัปดาห์ | <input type="checkbox"/> 4) มากกว่า 7 ครั้งต่อสัปดาห์ |

8. ระยะเวลาโดยประมาณที่ท่านใช้ในการออกกำลังกายในแต่ละวัน

- | | |
|--|---|
| <input type="checkbox"/> 1) น้อยกว่า 1 ชั่วโมง | <input type="checkbox"/> 2) 1-2 ชั่วโมง |
| <input type="checkbox"/> 3) 3-4 ชั่วโมง | <input type="checkbox"/> 4) มากกว่า 5 ชั่วโมง |

9. ชนิดของการออกกำลังกายที่ท่านชอบ (สามารถเลือกได้มากกว่า 1 ข้อ)

- | | |
|---|--|
| <input type="checkbox"/> 1) โยคะ | <input type="checkbox"/> 2) ฟังซึ้นนอลเทรนนิ่ง |
| <input type="checkbox"/> 3) พิลาทิส | <input type="checkbox"/> 4) ครอสฟิต |
| <input type="checkbox"/> 5) วิ่ง | <input type="checkbox"/> 6) วายน้ำ |
| <input type="checkbox"/> 7) แบดมินตัน | <input type="checkbox"/> 8) เต้น |
| <input type="checkbox"/> 9) ศิลปะป้องกันตัว | <input type="checkbox"/> 10) เซิร์ฟ |
| <input type="checkbox"/> 11) ยิมนาสติก | <input type="checkbox"/> 12) บูธแคมป์ |
| <input type="checkbox"/> 13) กีฬาทีม | <input type="checkbox"/> 14) ยกน้ำหนัก |
| <input type="checkbox"/> 15) อื่น ๆ โปรดระบุ..... | |

10. แรงจูงใจในการออกกำลังกายของท่าน (สามารถเลือกได้มากกว่า 1 ข้อ)

- | | |
|--|--|
| <input type="checkbox"/> 1) ลดน้ำหนัก | <input type="checkbox"/> 2) คลายเครียด |
| <input type="checkbox"/> 3) เพื่อให้ร่างกายแข็งแรง | <input type="checkbox"/> 4) ใช้เวลากับเพื่อน |
| <input type="checkbox"/> 5) ฝึกทักษะ/กิจกรรมใหม่ๆ | <input type="checkbox"/> 6) ใช้เวลาว่างให้เป็นประโยชน์ |
| <input type="checkbox"/> 7) อื่นๆ โปรดระบุ..... | |

11. ท่านใช้จ่ายในการออกกำลังกายเป็นจำนวนเท่าไรต่อหนึ่งเดือน

- | | |
|---|---|
| <input type="checkbox"/> 1) น้อยกว่าหรือเท่ากับ 1,500 บาท | <input type="checkbox"/> 2) 1,501 – 3,000 บาท |
| <input type="checkbox"/> 3) 3,001 – 4,500 บาท | <input type="checkbox"/> 4) 4,501 – 6,000 บาท |
| <input type="checkbox"/> 5) 6,001 – 7,500 บาท | <input type="checkbox"/> 6) มากกว่า 7,500 บาท |

12. บุคคลใดมีอิทธิพลต่อความตั้งใจในการออกกำลังกายสำหรับท่าน (สามารถเลือกได้มากกว่า 1 ข้อ)

- | | |
|--|--|
| <input type="checkbox"/> 1) ตัวท่านเอง | <input type="checkbox"/> 2) สมาชิกในครอบครัว |
| <input type="checkbox"/> 3) เพื่อนร่วมงาน | <input type="checkbox"/> 4) เพื่อน |
| <input type="checkbox"/> 5) อื่น ๆ โปรดระบุ..... | |

โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
ปัจจัยส่วนบุคคล (Individual Factor)						
1	ท่านรู้สึกตื่นเต้นที่ได้ออกกำลังกายในรูปแบบใหม่ๆ เช่น พิลาทิส โยคะ ศิลปะป้องกันตัว เป็นต้น					
2	ท่านสามารถจัดสรรเวลาในการออกกำลังกายในแต่ละวันได้					
3	การออกกำลังกายทำให้ท่านรู้สึกสดชื่น มีชีวิตชีวา					
4	ท่านมีระเบียบวินัยในการออกกำลังกาย					
พฤติกรรมสุขภาพ (Health Behaviors)						
1	ท่านมีส่วนร่วมในกิจกรรมกีฬาเสมอๆ					
2	ท่านไม่หลีกเลี่ยงการออกกำลังกาย					
3	ท่านใส่ใจในโภชนาการของอาหารที่ท่านรับประทาน					
4	ท่านมักเลือกอาหารที่มีแคลอรีต่ำ					
การสนับสนุนทางสังคม (Social Support)						
1	คนรอบข้างท่านส่งเสริมให้ท่านออกกำลังกาย					
2	คนรอบข้างท่านจัดตารางออกกำลังกายของเขาเพื่อจะได้ออกกำลังกายกับท่านได้					
3	คนรอบข้างท่านรับประทานอาหารเพื่อสุขภาพกับท่าน					
4	คนรอบข้างท่านคอยเตือนให้ท่านรับประทานอาหารเพื่อสุขภาพ					
อิทธิพลทางสังคม (Social Influence)						
1	เพื่อนร่วมงานของท่านออกกำลังกายอย่างสม่ำเสมอ					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
2	หัวหน้างานของท่านใส่ใจในสุขภาพของท่าน					
3	ญาติของท่านส่งเสริมให้ท่านออกกำลังกาย					
4	เพื่อนๆ ของท่านออกกำลังกายสม่ำเสมอ					
ความพึงพอใจต่อสถานที่ออกกำลังกาย (Satisfaction)						
1	ท่านรู้สึกพอใจในโปรแกรมการออกกำลังกายของฟิตเนสสตูดิโอที่ท่านไป					
2	ท่านมีความสุขกับโปรแกรมการออกกำลังกายของฟิตเนสสตูดิโอที่ท่านไป					
3	ท่านรู้สึกพอใจที่ได้เป็นสมาชิกของฟิตเนสสตูดิโอของท่าน					
4	การตัดสินใจเป็นสมาชิกฟิตเนสสตูดิโอของท่านเป็นการตัดสินใจที่ฉลาด					
การเข้าถึงสถานที่ (Accessibility)						
1	ท่านติดต่อกับฟิตเนสสตูดิโอของท่านได้ง่าย					
2	ท่านใช้เวลาไม่นานในการไปฟิตเนสสตูดิโอของท่าน					
3	ท่านสามารถเข้าถึงสถานที่ของฟิตเนสสตูดิโอของท่านได้อย่างง่ายดาย					
4	ท่านเลือกฟิตเนสสตูดิโอของท่าน เพราะใกล้ที่ทำงาน					
5	ท่านเลือกฟิตเนสสตูดิโอของท่านเพราะใกล้บ้าน					
คุณภาพผลลัพธ์ของการออกกำลังกาย (Outcome Quality)						
1	การออกกำลังกายทำให้ท่านมีผลกำลั้มากขึ้น					
2	การออกกำลังกายทำให้ท่านมีสุขภาพที่ดีขึ้น					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
3	การออกกำลังกายทำให้ท่านมีระบบหายใจที่ดีขึ้น					
4	การออกกำลังกายทำให้ท่านมีสุขภาพจิตดีขึ้น					
การรับรู้คุณภาพของสตูดิโอฟิตเนสที่ต้องการ (Perceived Quality of Preferred Fitness Studio)						
1	อุปกรณ์ออกกำลังกายของฟิตเนสสตูดิโอที่ท่านไปอยู่ในสภาพที่ดี					
2	ฟิตเนสสตูดิโอของท่านมีสภาพแวดล้อมที่ดี เช่น อากาศถ่ายเท					
3	พนักงานของฟิตเนสสตูดิโอตอบสนองความต้องการของท่านได้อย่างรวดเร็ว					
4	พนักงานของฟิตเนสสตูดิโอมีส่วนทำให้ท่านรู้สึกสะดวกสบาย					
ความตั้งใจในอนาคตต่อการออกกำลังกาย (Future Intentions)						
1	ท่านจะให้ความคิดเห็นเชิงบวกแก่เพื่อนๆ เกี่ยวกับการออกกำลังกาย					
2	ท่านจะแนะนำคนรอบข้างท่านให้ออกกำลังกาย					
3	ท่านจะยังคงออกกำลังกายต่อไป					
4	ท่านจะกลับมาออกกำลังกายอีกครั้ง แม้ว่าท่านเคยจะหยุดไปก็ตาม					

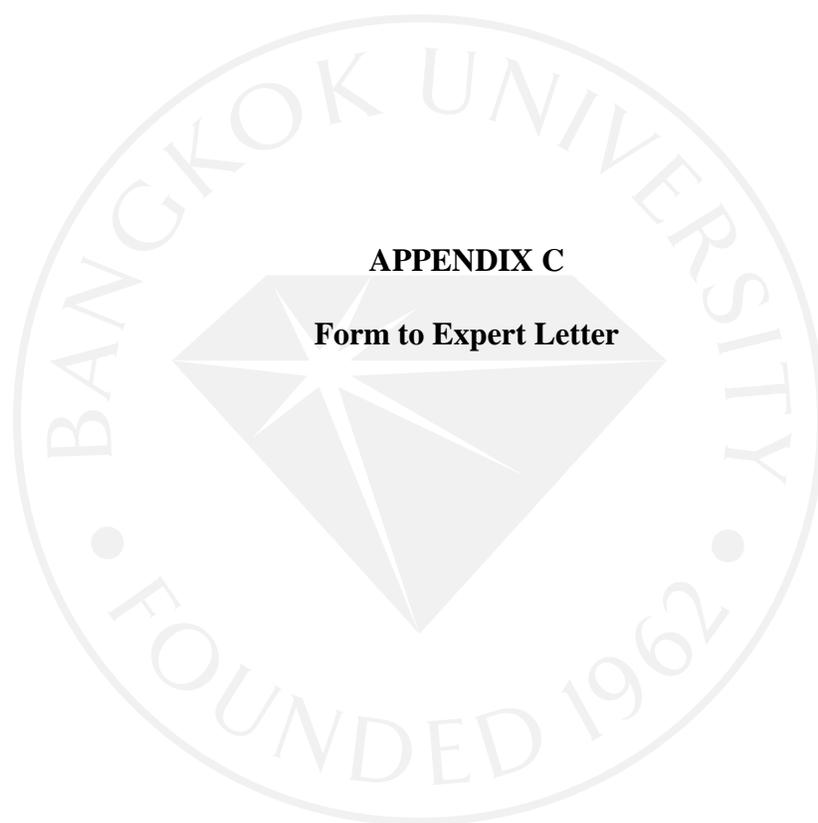
ขอให้ท่านแนะนำเพิ่มเติมสำหรับปัจจัยเชิงบวกอื่น ๆ ที่มีผลต่อความตั้งใจในการใช้บริการฟิตเนส
สตูดิโอในอนาคต

โอกาสนี้ผู้ศึกษาวิจัยขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

นางสาว ธิษตยา โชคมงคลทวี

E-Mail: thisataya.choa@bumail.net





APPENDIX C

Form to Expert Letter

213 Soi Predeeapanomyong 31
Sukhumvit 71 Road, Klongtan,
Wattana, Bangkok 10110
Email: thisataya.choa@bumail.net

November 25, 2017

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Penjira Kanthawongs
Advisor, Bangkok University

I, Thisataya Choakmongkoltawee, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Impacting Future Intentions to Exercise of Fitness Studios' Customers in Bangkok. Due to your expertise in research, I would like to ask you to review the questionnaire items in term of wording and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research, I greatly appreciated your kind assistance.

Best Regards,

Signature


(Dr. Penjira Kanthawongs)
Advisor

Signature


(Thisataya Choakmongkoltawee)
Researcher

213 Soi Predeeponomyong 31
Sukhumvit 71 Road, Klongtan,
Wattana, Bangkok 10110
Email: thisataya.choa@bumail.net

November 29, 2017

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Khun Champ Wanithanon
General Manager
Bigbox Fight and Fitness

I, Thisataya Choakmongkoltawee, a Master of Business Administration’s student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Impacting Future Intentions to Exercise of Fitness Studios’ Customers in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in term of wording and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research, I greatly appreciated your kind assistance.

Best Regards,

Signature ... 
(Champ Wanithanon)
Expert

Signature.. 
(Thisataya Choakmongkoltawee)
Researcher

213 Soi Predeeapanomyong 31
Sukhumvit 71 Road, Klongtan,
Wattana, Bangkok 10110
Email: thisataya.choa@bumail.net

November 30, 2017

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Khun Thanyakorn Kunawatthanaphothikorn
Club General Manager
Virgin Active Thailand

I, Thisataya Choakmongkoltawee, a Master of Business Administration’s student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Impacting Future Intentions to Exercise of Fitness Studios’ Customers in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in term of wording and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research, I greatly appreciated your kind assistance.

Best Regards,

Signature 

(Thanyakorn Kunawatthanaphothikorn)

Expert

Signature 

(Thisataya Choakmongkoltawee)

Researcher

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Individual Factor (IF) (Bennie et al., 2010)	IF1: I get bored with walking the same routes all the time.	IF1: I am excited about new exercises such as Pilates ,Yoga, Martial Arts and etc.	IF1: ท่านรู้สึก ตื่นเต้นที่ได้ ออกกำลังกายในรูปแบบใหม่ๆ เช่น พิลาทิส โยคะ ศิลปะ ป้องกันตัว เป็นต้น			
	IF2: I am unable to find the time each day to walk for recreation or leisure as a means of getting to and from places.	IF2: I am able to find the time each day for my exercises.	IF2: ท่านสามารถจัดสรร เวลาในการออกกำลังกายในแต่ละวันได้			
(Möttus et al., 2017)	IF3: Extraversion	IF3: I feel energetic with my exercises.	IF3: การออกกำลังกายทำให้ท่านรู้สึกสดชื่น มีชีวิตชีวา			
	IF4: Conscientious	IF4: I am a self-disciplined in my exercises.	IF4: ท่านมีระเบียบวินัยในการออกกำลังกาย			
Health Behaviors (HB) (Burke et al., 2017)	HB1: How often do you participate in sport/athletic activities?	HB1: I often participate in sport/athletic activities.	HB1: ท่านมีส่วนร่วมในกิจกรรมกีฬาเสมอๆ			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	HB2: How often you avoid exercise or physical activity?	HB2: I never avoid exercise or physical activity.	HB2: ท่านไม่หลีกเลี่ยงการออกกำลังกาย			
	HB3: How often do you track the nutritional content of the food you eat?	HB3: I often track the nutritional content of the food I eat.	HB3: ท่านใส่ใจในโภชนาการของอาหารที่ท่านรับประทาน			
	HB4: How often do you choose high fat or high calorie foods over nutritious foods?	HB4: I often choose low fat or low calorie foods.	HB4: ท่านมักเลือกอาหารที่มีแคลอรีต่ำ			
Social Support (SS) (Burke et al., 2017)	SS1: My co-workers encourage me to stick with my exercise program.	SS1: People around me encourage me to stick with my exercise program.	SS1: คนรอบข้างท่านส่งเสริมให้ท่านออกกำลังกาย			
	SS2: My co-workers arrange their schedule so we can exercise together.	SS2: People around me arrange their schedules to be able to exercise with me.	SS2: คนรอบข้างท่านจัดตารางออกกำลังกายของเขาเพื่อจะได้ออกกำลังกายกับท่านได้			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	SS3: My co-workers offer to eat healthy foods with me.	SS3: People around me eat healthy food with me.	SS3: คนรอบข้างท่านรับประทานอาหารเพื่อสุขภาพกับท่าน			
	SS4: My co-workers remind me not to eat unhealthy foods.	SS4: People around me remind me to eat healthy food.	SS4: คนรอบข้างท่านคอยเตือนให้ท่านรับประทานอาหารเพื่อสุขภาพ			
Social Influence (SI) (Bennie et al., 2010)	SI1: My work colleagues regularly participate in physical activity at or around work.	SI1: My colleagues regularly participate in exercises.	SI1: เพื่อนร่วมงานของท่านออกกำลังกายสม่ำเสมอ			
	SI2: can we as middle managers interfere with employees' health?	SI2: My manager concerns about my health.	SI2: หัวหน้างานของท่านใส่ใจในสุขภาพของท่าน			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	SI3: My managers or boss believe that it is important to participate in physical activity.	SI3: My relatives encourage me to participate in exercises.	SI3:ญาติของท่านส่งเสริมให้ท่านออกกำลังกาย			
(Justesen, Eskerod, Christensen, & Sjøgaard, 2017)	SI4: My managers or boss regularly participate in physical activity.	SI4: My friends regularly participate in exercises.	SI4: เพื่อนๆของท่านออกกำลังกายสม่ำเสมอ			
Satisfaction (ST) (García-Fernández et al., 2017)	ST1: I am satisfied with the programs and services of this FC.	ST1: I am satisfied with the programs and services of fitness studio that I go.	ST1: ท่านรู้สึกพอใจในโปรแกรมการออกกำลังกายของฟิตเนสสตูดิโอที่ท่านไป			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	ST2: I am happy with the programs and services of this FC.	ST2: I am happy with the programs and services of fitness studio that I go.	ST2: ท่านมีความสุขกับโปรแกรมการออกกำลังกายของฟิตเนสสตูดิโอที่ท่านไป			
	ST3: I am pleased to have taken the decision to become a member of this FC.	ST3: I am pleased to become a member of my fitness studio.	ST3: ท่านรู้สึกพอใจที่ได้เป็นสมาชิกของฟิตเนสสตูดิโอของท่าน			
	ST4: My decision to be a member of this FC was successful.	ST4: My decision to be a member of my fitness studio has been a wise one.	ST4: การตัดสินใจเป็นสมาชิกฟิตเนสสตูดิโอของท่านเป็นการตัดสินใจที่ฉลาด			
Accessibility (AC) (García-Fernández et al., 2017)	AC1: It was easy to contact my FC.	AC1: It was easy to contact my fitness studio.	AC1: ท่านติดต่อกับฟิตเนสสตูดิโอของท่านได้ง่าย			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	AC2: It did not take much time to reach this FC.	AC2: It did not take much time to reach my fitness studio.	AC2: ท่านใช้เวลาไม่นานในการไปฟิตเนสสตูดิโอของท่าน			
	AC3: I can easily figure out the location of this FC.	AC3: I can easily figure out the location of my fitness studio.	AC3: ท่านสามารถเข้าถึงสถานที่ของฟิตเนสสตูดิโอของท่านได้อย่างง่ายดาย			
	AC4: nearby	AC4: I choose my fitness studio because it nearby my office.	AC4: ท่านเลือกฟิตเนสสตูดิโอของท่าน เพราะใกล้ที่ทำงาน			
	AC5: nearby	AC5: I choose my fitness studio because it nearby my home.	AC5: ท่านเลือกฟิตเนสสตูดิโอ ของท่านเพราะใกล้บ้าน			
Outcome Quality (OQ) (García-Fernández et al., 2017)	OQ1: Physical activity programs help me increase my energy.	OQ1: Exercises help me increase my energy.	OQ1: การออกกำลังกายทำให้ท่านมีพลังกำลังมากขึ้น			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	OQ2: Physical activity programs help me improve my health.	OQ2: Exercises help me improve my health.	OQ2: การออกกำลังกายทำให้ท่านมีสุขภาพที่ดีขึ้น			
	OQ3: Physical activity programs help me improve my fumes.	OQ3: Exercises help me improve my fumes (respiration).	OQ3: การออกกำลังกายทำให้ท่านมีระบบหายใจที่ดีขึ้น			
	OQ4: Physical activity programs help me improve my psychological well-being.	OQ4: Exercises help me improve my psychological well-being.	OQ4: การออกกำลังกายทำให้ท่านมีสุขภาพจิตดีขึ้น			
Perceived Quality of Preferred Fitness Studio (PQ) (García-Fernández et al., 2017)	PQ1: The equipment of the FC is in good condition.	PQ1: The equipment of my fitness studio are in good condition.	PQ1: อุปกรณ์ออกกำลังกายของฟิตเนสสตูดิโอที่ท่านไปอยู่ในสภาพที่ดี			
	PQ2: The FC environment (temperature, air) is good	PQ2: My fitness studio environment such as temperature and air is good.	PQ2: ฟิตเนสสตูดิโอของท่านมีสภาพแวดล้อมที่ดี เช่น อุณหภูมิที่ดี อากาศถ่ายเท			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	PQ3: Employees response quickly to customer needs.	PQ3: Employees of fitness studio response quickly to your needs.	PQ3: พนักงาน ของฟิตเนส สตูดิโอ ตอบสนอง ความต้องการ ของท่านได้ อย่างรวดเร็ว			
	PQ4: Employees help customers feel comfortable.	PQ4: Employees of fitness studio help you feel comfortable.	PQ4: พนักงาน ของฟิตเนส สตูดิโอมีส่วน ทำให้ท่านรู้สึก สะดวกสบาย			
Future Intentions (FI) (García- Fernández et al., 2017)	FI1: I will make positive comments to a friend about the programs and services of this FC.	FI1: I will make positive comments to friends about exercises.	FI1: ท่านจะ ให้ความคิดเห็น เชิงบวกแก่ เพื่อนๆ เกี่ยวกับการ ออกกำลังกาย			
	FI2: If you ask me, I will recommend this FC.	FI2: I will recommend people around me to participate in exercises.	FI2: ท่านจะ แนะนำคนรอบ ข้างท่านให้ ออกกำลังกาย			

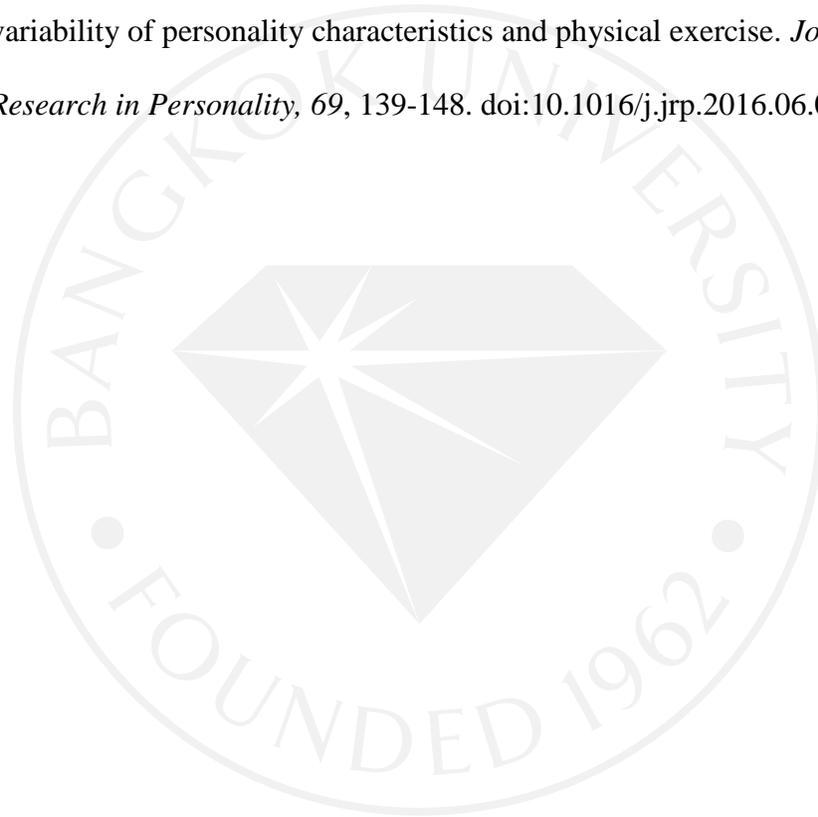
<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	FI3: I will continue to participate in the programs and services of this FC.	FI3: I will continue to participate in exercises.	FI3: ท่านจะยังคงออกกำลังกายต่อไป			
	FI4: I would sign up for this FC if I unsubscribed	FI4: I would restart my exercises if I ever had to stop.	FI4: ท่านจะกลับมาออกกำลังกายอีกครั้ง แม้ว่าท่านเคยจะหยุดไปก็ตาม			

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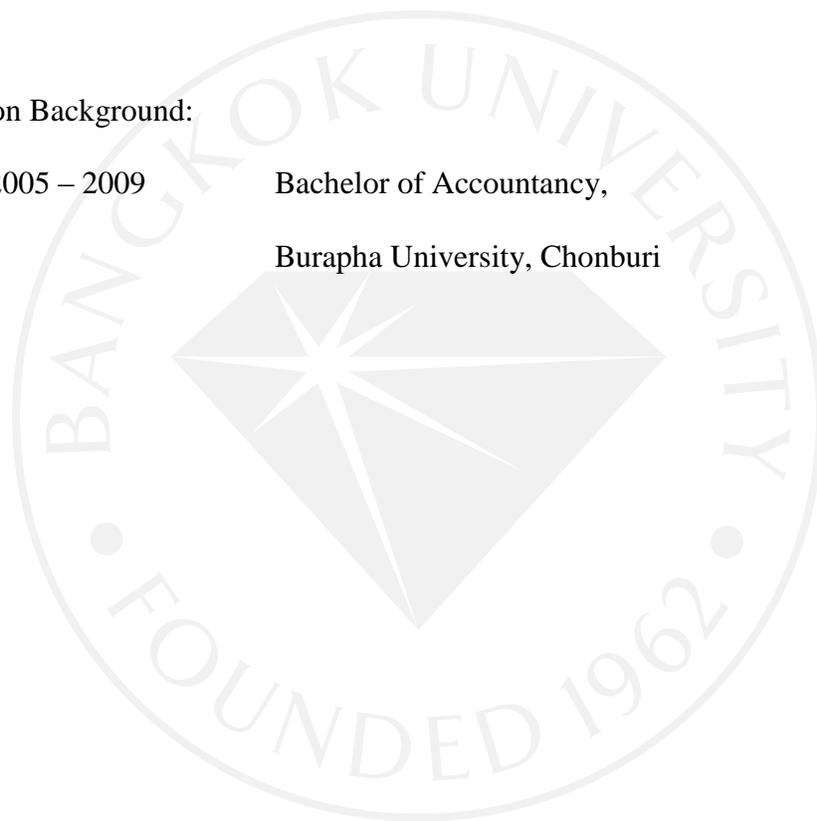
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Bangkok University

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Day 23 Month November Year 2018

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