

BEHAVIOR OF AUDIENCES OF THAI PREMIER LEAGUE FOOTBALL MATCHES IN BANGKOK AND VICINITY

Associate Professor Bhasana Sornphetphisai

Instructor: The Graduate School of Suan Sunandha Rajabhat University, Dusit, Bangkok.

E-Mail: bhasana.so@ssru.ac.th

ABSTRACT

This research was aimed to study the behavior of audiences of Thai Premier League football games in Bangkok and vicinity. There were 2 variable aspects studied, which were personal characteristics and behavior of audiences. Samples were 400 audiences of Thai Premier League football matches in Bangkok and vicinity. Data were collected using questionnaire technique, and respondents were chosen using convenience sampling technique by randomly distributing questionnaire forms, and collecting them from voluntary respondents until reaching the preset number. Statistical analysis tools in use were percentage, mean, standard deviation, and Chi-square analysis using SPSS application software.

Findings revealed the following:

1. Most audiences were male with age range of 31 – 40 years old, holding bachelor's degree, and earning monthly income of 10,001 – 15,000 baht. Most were business owners, followed by students, and governmental/state enterprise officials respectively.
2. Their behavior in viewing Thai Premier League football matches in Bangkok and vicinity was found that most had related news and information from Internet/Websites with frequency of twice a month, spent 500 baht on average each time. Objectives of most audience in viewing those matches were for entertainment from the competition, and enjoyable moments with friend or fellow football club fans, and most went to view the matches with their team being home team.

Keywords-Audience behavior, Thai Premier League Football

INTRODUCTION

Thai Premier League is the football competition in Thailand that establish and manage by Thai Premier League Companywhere under control of Thailand Football association. In now a day, Thai Premier League has more international standard because has a lot of fan club who following this competition that showed they can sing a football club song, shouting for cheer up them team in every stadium both with home team and visitor that showed almost of Thai people were interest more Thai Premier League. In the present, Thai premier league is popular that fanclub always following them team, surely, each football club more increase income until progress and success in leader league.

From reason on above that make me interest to study “Watching Thai Premier League Behavior in Bangkok and Perimeter”that help the stakeholder with Thai Premier League apply to solve any factor of competition for develop Thai Premier League more interesting and can be develop to Thai Premier League later.

Football in Thailand has history more than 100 years ago but has national football league in 1984. Thailand Football Association under The Royal Patronage was created Thailand Soccer League that rely with England Football League but specific only team from Bangkok and perimeter because all team of Bangkok are ready more which use fair lawn to competition only. Later in 1985 can not competition because are not ready in any factors until in 1996 Thailand Football Association was created Football League competition again under main sponsor is name “Johnny Walker Thailand League” Although established national football league but is not popular among Thai people because administration system of each football club are on standard. Also to Thailand Football Association still specific only team from Bangkok and completion in fair

lawn only that make un popular in the local like league in any country where popular in the local too until aware about income from the business system (RangsanThanapornpan,2001, P : 89)that influenced to Thailand from satellite broadcast.

RESEARCH OBJECTIVE

1. For study basic personal character also to behavior of watching football Thai Premierleague both with Bangkok and perimeter.
2. For study opinion level about Mix Marketing factor that affected to watching football behavior.

Research Scope

Content Scope

1. Population factor which are Gender, Age, Education, Salary per month and Occupation
2. Watching Football Behavior Factor such as The Competition Recognition, Frequency to watching, Payment, Expectation and Following or cheer up reasonable.
3. Mix Marketing Factor which are Product, Price, Distribution Channel, Promotion, Personal, Process and Physical Character.

Population Scope

Population scope in this research is Thai Premier League audience both with Bangkok and perimeter, The sampling for 400 people.

RESEARCH METHODOLOGY

This research study with process that

1.Population

The sampling in this study is Thai Premier League audience both with Bangkok and perimeter, The sampling for 400 people.

2.The sampling

The sampling in this research focus on Thai Premier League audience both with Bangkok and perimeter that calculate the sampling number from the formula (Kanlaya Wanitbancha. 2002: 26)

$$n = \frac{P(1-P)Z^2}{e^2}$$

Represent

N is the sampling Number

P is Population Proportion that still random .50

Z is Confidence Level 1.96 on confidence 95 Percentage level 0.5

E is Mistake Level

This research population proportion is 0.05 Formula that determine Confidence Level 95 percentage and Tolerances level 5 percentage

$$P = 0.50$$

$$Z = \text{Confidence Level} 95\% \text{ So that } Z=1.96$$

$$e = \text{Mistake Level} = 0.05$$

$$\text{Represent } n = \frac{(0.5)(1 - 0.5)(1.96)^2}{(0.05)^2}$$

$$= 385 \text{ people}$$

So that, there are sampling 385 people but for protect the mistake will adding more 15 people that total are 400 people.

Data Collective

Mix Marketing factor and travel behavior of Thai tourist in Donwai Floating Market, Nakhonphatom Province was collected data that

1. Secondary Data from Academic Books, Article, Dissertation, Related Research, Journal and from Internet.
2. Primary Data from Questionnaire paper from 400 sampling people was collected with methodology and place until completely.

Data analysis

Data Analysis with computer program which are

1. Descriptive Statistics
 - 1.1 Data Analysis with part 1 in questionnaire paper that the sampling characteristic are Gender, Age, Education and Salary per Month to be frequency identification also to show the result in percentage for study the general behavior of the sampling.
 - 1.2 Data Analysis with part 2 in questionnaire paper with mean also to standard deviation. Score Evaluation rule from the Class Interval data measurement.
2. Inferential statistics for hypothesis test which are
 - 2.1 t-test (Independent t-test) to test the difference of two group populations mean that independent such as Gender
 - 2.2 Chi - square

RESEARCH RESULT

1. Almost of the sampling is male who has age between 31 - 40 years old also to graduate in bachelor degree and has income between 10,001 - 15,000 baht. Almost is owner business, later is student, official and government personal.
2. Thai Premier League watching football behavior both with Bangkok and perimeter found that almost of the sampling receive information and news from internet or website about 2 time per month also to pay for ticket about 500 baht per a time. Almost of the sampling expect to watching each match for funny and have new group of friend and fan club. Moreover, almost of the audience usually watching home match only.
3. Mix Marketing factor found that almost of Thai Premier League audience aware about physical character, later is price, distribution channel, promotion, process, personal and product.

RESEARCH RESULT DISCUSSION

Watching Thai Premier League Behavior in Bangkok and Perimeter can be discuss that

1. Almost of the audience is Male who has age between 31-40 years old also to graduate in bachelor degree. Moreover, they are has salary about 10,001 - 15,000 baht that almost is business owner, later is student, official and government personal.
2. Thai Premier League watching football behavior both with Bangkok and perimeter found that almost of the sampling receive information and news from internet or website about 2 time per month also to pay for ticket about 500 baht per a time. Almost of the sampling expect to watching each match for funny and have new group of friend and fan club. Moreover, almost of the audience usually watching home match only that rely with research of Akenarong Panpong (2011) found that Thai Premier League watching football behavior both with in the stadium and on television. Before watching is about plan and ready to watching also to payment and activities too. Mean while watching is about doing any activities also to reply with cheer up. Moreover, after match is about activity that the audience were created such as achieve that match result.
3. Mix Marketing factor found that Thai Premier League audience aware about physical character for the most, later is price, distribution channel, promotion, process, personal and product that rely with Phamseuk Huanphapai and Natcha Phasook (2015) found that Thai premier league audience aware about mix marketing, price, promotion, distribution channel, process, personal and product in highest level which rely with research of Sirinkarn Phongpasert (2007) found that Mix Marketing need of Thai Premier League audience in the high level

RESEARCH RECOMMENDATION

Watching Thai Premier League Behavior in Bangkok and Perimeter can recommend that Mix Marketing factor found that Thai Premier League audience aware about physical for the most, later is price, promotion, distribution channel, process, personal and product. So that, the stakeholder should apply research result to progress them football club to be effectiveness more for support successful in Thai Premier League later.

REFERENCE

- Bhasana Soraphetphisai. (2016). **Promotional Marketing Factors Affected Competition Performance fo Phuket FC**, *Proceeding The International Conference "ACTUAL ECONOMY: LOCAL SOULUTION FOR GLOBAL CHALLENGES (ACE16+)"* Vol. 1, No. 1, Pp.167-168.
- Kanlaya Wanichbancha. (2002). *Statistic analysis: Statistic for administration and research* . 6 Edition. Bangkok :Chulalongkorn University.
- Phamseuk Huanphapai, Natcha Phasook and Thanasuwit Tabhiranrak. (2015). **Mix Marketing that affected tothe honest with Thai Premier League football club**. *SSRU Graduate study journal* Vol. 8 No.1, January - June 2015.
- Sirikarn Pongphasert. (2007). **Mix Marketing need of Thai Premier League Audience**. Master degree of Science, Chulalongkorn University.
- Akenarong Panphong. (2011). **Thai Premier League Watching Football Behavior : Case study between audience in the stadium and watching on television**. Master degree of Liberal Arts, Ramkhamhang University.