

OPINION OF THAI PREMIER LEAGUE FOOTBALL AUDIENCES REGARDING THEIR DECISION IN PURCHASING SOUVENIRS IN THE NORTHEASTERN REGION

Dr. Nutchaphasuk

*The Graduate School of Suan Sunantha Rajabhat University, Dusit, Bangkok.
E-Mail nutcha.ph@ssru.ac.th*

ABSTRACT

This research was aimed to study opinions of audiences of Thai Premier League Football matches regarding their decision in purchasing souvenirs, and comparison of their decision, classified by demographic characteristics, and marketing mix (4P) factors. Samples were 400 audiences with data collected using questionnaire technique, and respondents were sampled using random sampling technique. Statistical analysis tools in use were percentage, mean, standard deviation in analyzing data, and t-test, F-test and One-way ANOVA in testing using SPSS application software.

Findings revealed the following:

1. Most respondents were male with age range of 20 – 35 years old, holding bachelor's degree, and earning monthly income of 10,000-20,000 Baht.
2. Opinions regarding marketing mix factors in general and by aspect, including pricing, product, promotion and distribution channel, were found to be at high level.
3. Results revealed that audiences with different genders had differences in their opinion on pricing regarding their purchases of souvenirs with significance level of 0.05, while opinions of audiences with different age, education level, and average monthly income level were not different

Keywords: Opinion / Purchasing Decision Making / Audiences of Thai Premier League Football matches

INTRODUCTION

Football or Soccer is sport that can not identify its origin clearly because each ethnics all have an amusement which similar to football in now a day such as in France there are play call "La soule" while Italy have Gioco Del Calcio. However, If contentious about which country are football origin the settlement can not be cause without evidence to confirm or reference. Firstly, rely with scientific evidence that proven have a kind of sport similar to football in China Military Manual of Han Dynasty between second and third century before Christian era call "Tsu-Chu" that mean kick leather ball with feet. The famous player in that era all record in that manual and also to hailed as national hero.

For firstly football club of Thailand is Royal Bangkok Sport Club was established in 1915. Later, Thai football club was increased until 2009 Asian Football Confederation or AFC was to enacted about completely football club that make Thailand Football Association was established Thai Premier League Company for manage football league competition in Thailand that have standard as international.

Now adays, each football club that participated in Thai Premier league all aware business administration both with develop the competition quality. Also to make income to football club continuity by integrated marketing communication with branding by marketing activity and can be planning suitable marketing that rely with Marketing Mix Theory that Siriwan Sereerat and other (2003) as cited in Mix Marketing such as Product, Price, Distribution Channel and Promotion all together for rely with target group. Each Football Club has its products and souvenir for sell to fulfill want of the consumer.

So that make me interest to study "Thai Premier league audience opinion about the decision to buy souvenir in North eastern" that focus on Marketing Mix Concept as the way to other football club can be apply to develop them organization and also to fulfill the customer.

RESEARCH OBJECTIVE

1. For Study Thai Premier league audience opinion about the decision to buy souvenir in North eastern.
2. For Study marketing factor that importance to buy the souvenir.
3. For compare the marketing factor that importance to buy souvenir. Classify with Gender, Age, Education and The average income per month.

Scope of Study

Content Scope

1. Population factor such as Gender, Age, Education and The average income per month.
2. Marketing Mix Factor such as Product, Price, Distribution Channel and Promotion.

Population Scope

- Population in this research is Thai Premier League Football audience in the north eastern about 400

Research Sampling

The sampling in this research focus on Thai Premier League Audience in Northeastern of Thailand only that calculate the sampling number from this formula (Kanlaya Wanichbancha. 2545 : 26)

Because the sampling is huge and the number still instable. So that, the sampling number can calculate with W.G. Cochran Formula that determine Confidence Level 95 percentage and To lerances level 5 percentage (Kanlaya Wanichbancha. 2549 : 74) The formula in this research is

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

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 = .05

$$\begin{aligned}\text{Represent } n &= \frac{(0.05)(1-0.5)(1.96)^2}{(0.05)^2} \\ &= 384.16\end{aligned}$$

The Sampling is 384 people that can be estimate the percentage which mistake even 5 percentage on confidence level 95 which comfortable to evaluate. So that, there are sampling 400 people that rely with the standard assign to more than 384 sampling.

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

1) t - test (Independent t-test) to test the difference of two group populations mean that independent such as Gender

2) F - test (Independent sample F-test) One - way ANOVA (One - Way Analysis of Variance) or Brown Forsythe to compare the sampling mean more than two group to test hypothesis of Age, Education and Salary per month.

Research result Discussion

Thai Premier League audience opinion about the decision to buy souvenir in North eastern discussed that

1. The Mix Marketing factor both with holistic and each factor is in the high level which are Price, Product, Promotion and Distribution Channel that rely with research of Chinnaphat Phapatsarasook and Chutha Tingsaphat(2 015) who study Thai Premier League audience opinion about the decision to buy souvenir. Also to Phamseuk Huanphapai and Nutchaphasuk who study Mix Marketing that affected to the honest with Thai Premier League football club(2015) showed that Thai Premier League audience aware with Mix Marketing, Price, Promotion, Distribution Channel, Process, Personal and Product in the high level and

highest level that rely with research of Phimolrat Limpai boon(2008) who study The factor of Mix Marketing that affected to decision to buy Ceramic product from factory in Lampang Province. Naruemol Homkanchan(2007) study The factor of Mix Marketing that affected to decision to buy electronic equipment in Muang District, Lampoon Province. Preecha Meenak(2007) who study The factor of Mix Marketing that affected to decision to buy Doikam product in Muang District, Chiangmai Province. Noppadol Sittichaitanakit(2006) who study The factor of Mix Marketing that affected to decision to buy the soap and herb shampoo of consumer in Muang District, Chiangmai Province found that almost of the sampling aware for decision to buy goods, product, price, distribution channel and promotion in the high level.

2. The audience who difference with gender and reason for decision to buy product or souvenir that difference price was a statistically significant difference level 0.05. But the other factor are not difference.

3. The audience who difference with age, education and salary per month has opinion about decision to buy souvenir not difference that rely with research of Chinnabhat Phapattanasankul and Chuta Tingsabhat(2015)who studied Opinion about the decision to buy souvenir of Thai Premier League audience found that Male and Female are difference with decision to buy souvenir with price was a statistically significant difference level 0.05.

4. The audience who difference with age has opinion about decision to buy souvenir with product, diversity kind and attractive packaging, beautiful and interesting was a statistically significant difference level 0.05.

5. The audience who difference with salary per month has opinion about decision to buy souvenir with product and size of souvenir that comfortable to carry also to has delicate information was a statistically significant difference level 0.05.

RESEARCH RESULT

1. Almost of the sampling is male who has age between 20-35 years old, Graduated in Bachelor degree and salary per month between 10,000-20,000 Baht.

2. Opinion about Mix Marketing in the holistic and each factor in the high level such as Price, Product, Distribution Channel and Promotion.

3. Study hypothesis test results found that the audience who different gender has the opinion to buy souvenir with price There was a statistically significant difference level 0.05 but different with Age, Education and The average income per month has the opinion to buy souvenir was a statistically significant not difference.

RESULT DISCUSSION

Thai Premier league audience opinion about the decision to buy souvenir in North eastern can be discuss that

1. The factor of Mix Marketing in the holistic and each factors in the high level such as Price, Product, Distribution Channel and Promotion that rely with the research of Chinnaphat Phasook and ChuthaTingsaphat(2015) also to PhamseukHuanphapai and Nutchaphasuk (2015) found that Thai Premier league audience aware about The mix marketing all of Price, Product, Distribution Channel, Promotion, Process, Personal and Product in high level that rely with Pimonrat Limpai boon(2008) , Naruemol Homkanchan(2007) , Preecha Meenak (2007) ,Noppadol Sittichaitanakit (2006) found that almost of the sampling aware about decision to buy product, Price, Distribution Channel and Promotion in the high level.

2. The audience who different gender has opinion about decision to buy souvenir was a statistically significant difference level 0.05. The other factor not different but the audience who different with Age, Education and The average income per month has opinion about the decision to buy souvenir not different that rely with the research of ChinnaphatPhapattanasankul and Chutha Tingsaphat (2015) found that Male and Female has opinion about the decision to buy souvenir different in price but the audience who different with Age, Education and The average income per month is different but opinion about the decision to buy souvenir not different.

RESEARCH RECOMMENDATION

Thai Premier league audience opinion about the decision to buy souvenir in North eastern can be recommend that

1. Product: Should develop product strategy that focus on football club identity and create product diversity to increase product quality that rely with audience demand.

2. Price: Should have Clear price label and Market-based pricing standards to attractive the audience to buy increase.

3. Distribution Channel :Football Club should study the way to sale more for increase circulation. Also to fulfill more detail of place where sale the product.

4.Promotion: Product sale plan rely with expectation also to promote with any mass media and design advertisement media with creativity and responding to the audient which focus on relation with the audience and make the benefit both with football club income.

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