

THE MARKETING MIX FACTORS INFLUENCING THE DECISION TO WATCH

BOXING MATCHES VIA ONLINE PLATFORMS

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ABSTRACT

This study examines the marketing-mix factors that influence the decision to watch boxing competitions via online channels. The objectives were (1) to assess the levels of marketing-mix elements affecting the decision to watch online boxing competitions and (2) to identify which marketing-mix factors significantly influence such viewing decisions. A quantitative research design was employed. The sample comprised 400 individuals who watch boxing competitions online and reside in Bangkok and the Bangkok Metropolitan Region (BMR). Data were collected using a questionnaire administered to a simple random sample. The instrument demonstrated high reliability (Cronbach's alpha = 0.979). Descriptive statistics included frequency distribution, percentage, mean, and standard deviation; inferential statistics involved one-way analysis of variance and multiple regression analysis.

Results indicated that most respondents were female, aged 31–40 years, single, held a bachelor's degree, were employed in the private sector, and earned 20,001–30,000 THB per month. Overall, respondents reported a high level of agreement regarding the marketing-mix factors influencing their decision to watch boxing online, and their viewing decision level was also high. Hypothesis testing revealed that the marketing-mix components of product, place, and physical evidence significantly affected the decision to watch boxing via online channels ($p < .05$). In descending order of influence, the effects were: physical evidence (Beta = 0.301), place (Beta = 0.226), and product (Beta = 0.160).

Keywords: Marketing Mix (7Ps), Decision to Watch, Online Live-Streaming, Boxing Matches, Digital Consumer Behavior

INTRODUCTION

Today, in the digital era, watching live sports online, especially through social media, has rapidly gained popularity. As consumer behavior shifts, many prefer to seek entertainment on digital platforms rather than traditional media like TV or radio. This online popularity stems from its convenience and ability to reach a wider audience (Kaplan & Haenlein, 2010). In the context of boxing, a sport with a unique and niche audience, live streaming on social media not only reaches viewers effectively but also creates a more intimate experience, encouraging greater participation in the event.

Boxing has been deeply ingrained in Thai culture for centuries, standing as one of the nation's most unique sports. However, it currently faces significant challenges. A primary issue is the sport's struggle to maintain a consistent audience, particularly among the younger generation who often perceive boxing as outdated or uninteresting. Furthermore, current production and live-streaming processes often

overlook the factors essential to a high-quality viewer experience. These include subpar visual and audio quality, a lack of interactivity between broadcasters and viewers, and a failure to provide innovative or exciting presentation styles (Kim & Ko, 2012). Without an in-depth analysis of the specific needs and desires of different audience segments, developing effective strategies to overcome these obstacles remains a significant hurdle.

Entrepreneurs in the boxing industry face numerous challenges, most notably a declining volume of on-site spectators. This trend is driven by time constraints and transportation costs, and was further exacerbated by the pandemic, which severely restricted public gatherings. Furthermore, the abundance of online entertainment options has led audiences to shift toward content that better aligns with their evolving preferences. Consequently, the development and adaptation of online live-streaming for boxing matches is now essential—not only to increase viewership but to better serve the needs of the younger generation.

Adapting to the digital era involves more than simply moving boxing matches to online streams; it requires a comprehensive shift in strategy. This includes leveraging AI technology and big data to analyze audience behavior, as well as developing platforms with interactive features that allow fans to comment and support their favorite fighters in real time. These elements do more than just heighten the excitement—they foster a deeper relationship between the brand and its consumers (Ghosh, 2022). Additionally, creating targeted content, such as short documentaries on renowned boxers or "behind-the-scenes" rehearsal footage, adds significant value and provides viewers with a more inspirational experience.

From another perspective, implementing a marketing strategy to attract more viewers is another crucial factor that needs to be studied more, specifically the Marketing Mix—also known as the 7Ps—which comprises Product, Price, Place, Promotion, People, Process, and Physical Evidence (Booms & Bitner, 1981). Studying these factors will help entrepreneurs understand profoundly the audiences' desires and expectations. Furthermore, this framework helps identify the specific factors that influence whether an audience chooses to watch boxing matches online. For instance, regarding Product, enhancing broadcast quality through high-definition technology and providing in-depth information on boxers can significantly increase viewer engagement. In terms of Price, setting an appropriate price such as offering free ad-supported content alongside a reasonably priced premium membership can grow the audience base and secure long-term revenue. Furthermore, selecting the right Place by utilizing popular streaming platforms is essential for maximizing reach. For Promotion, organizing interactive activities or giveaways during the broadcast can heighten excitement and boost overall participation.

In addition, developing audience interaction through People, such as employing knowledgeable sports commentators with unique personalities, plays a vital role in engagement. Improving the Process—specifically by reducing the complexity required to access content—further enhances the viewer experience. Similarly, the development of Physical Evidence, such as intuitive UX/UI design and an aesthetically pleasing, easy-to-use application, is essential. Collectively, these factors contribute to increased user satisfaction and help build long-term brand loyalty.

In conclusion, studying the marketing mix factors that influence the decision to watch boxing competitions via online channels is essential. The knowledge gained from this research will support live broadcasts in creating sustainable value for both audiences and content creators. Furthermore, it provides a guideline for developing marketing strategies that truly meet the needs of digital-age consumers—particularly by enhancing the customer experience, building engagement with target audiences, and driving sustainable growth within the boxing industry for the future.

OBJECTIVE

1. To study the demographic factors influence the decision to watch boxing competitions via online channels.
2. To study the impact of marketing mix factors on the decision to watch boxing competitions via online channels.

Research Hypothesis (If Any):

1. There is a significant relationship between demographic factors and the decision to watch boxing competitions via online channels.
2. The 7Ps marketing mix elements significantly influence the consumer's decision to watch boxing competitions via online channels.

METHODOLOGY

Population and Sample

This study utilized a survey research methodology. The target population consisted of 15,624,700 individuals who watch boxing competitions online and reside in Bangkok and the Bangkok Metropolitan Region (BMR) (Department of Provincial Administration, Ministry of Interior, 2024). The sample size was determined using Yamane's formula, which yielded a result of 399.99. Consequently, a total sample size of 400 participants was used for this research.

instruments used in this research

The development of research instruments involves several steps, including the following:

1) To design the research instruments, the author reviewed relevant research papers and theoretical concepts of marketing mix elements which serve as the core factors of this study. Subsequently, a four-part questionnaire was developed for data collection. The first part gathers demographic data, including gender, age, marital status, education, occupation and monthly income, through a series of closed-ended checklist questions. The second part evaluates the influence of the 7Ps marketing mix on the decision to view boxing matches online. It consists of 35 items measured on a five-level rating scale. The questions are distributed across the seven pillars of the marketing mix: (1) Product, (2) Price, (3) Place, (4) Promotion, (5) People, (6) Process, and (7) Physical Evidence. The third part is a series of 30 close-ended questions also measured on a five-level rating scale, ranging from 1 (Strongly Disagree/Least) to 5 (Strongly Agree/Most). Finally, the fourth part features open-ended questions designed to gather additional opinions and recommendations from the respondents.

2) The quality control process for the research instrument involved assessing content validity. The questionnaire was reviewed by three experts using the Index of Item-Objective Congruence (IOC). The analysis yielded an IOC score of 0.67, satisfying the standard acceptance criteria (Rovinelli & Hambleton, 1977). Subsequently, the reliability of the instrument was evaluated through a pilot test with 30 participants. The internal consistency was measured using Cronbach's Alpha Coefficient, resulting in a value of 0.979. This exceeds the recommended threshold of 0.70, confirming that the questionnaire possesses high reliability across all items (Cronbach, 1990). Consequently, the instrument is deemed of high quality and appropriate for data collection.

Data Collection

This research was conducted using questionnaires. The researcher provided a clear explanation of the study's objectives within the questionnaire, and formally requested the participation of the sample group. Participation was entirely voluntary. The data collection phase was conducted throughout March 2025."

Data Analysis

The data were analyzed using descriptive statistics. 1)Frequency Distribution and Percentage. 2) Mean and Standard Deviation. The methods were employed to describe and analyze the marketing mix factors influencing the decision to watch boxing competitions online:

RESULTS

The study surveyed a total of 400 respondents. The majority were female (48.25%), followed by males (43.50%), and LGBTQ+ individuals (8.25%). The largest age group consisted of individuals aged 21–30 years (41.00%), closely followed by those aged 31–40 years (39.50%). Other respondents included those aged 41–50 years (10.50%), under 20 years (3.75%), 51–60 years (3.00%), and 60 years or older (2.25%). Regarding marital status, most participants were single (73.25%), followed by married (20.50%) and those who preferred not to specify (6.25%).

A significant majority of the sample held a bachelor's degree (70.25%). This was followed by master's degree holders (23.75%), those with less than a bachelor's degree (4.25%), and doctoral degree holders (1.75%). In terms of employment, the highest percentage of respondents were private sector employees (46.75%), followed by civil servants (26.75%), students (13.25%), and the self-employed (9.25%). The remaining 4.00% were unemployed (including homemakers and retirees). The most common average monthly income range was 20,001–30,000 Baht (35.00%). Other reported income levels included 10,000–20,000 Baht (30.75%), 30,001 Baht and above (25.00%), and less than 10,000 Baht (9.25%).

Table 1 Mean and Standard Deviation about the marketing mix factors influencing the decision to watch boxing competitions via online channels:

The marketing mix factors influencing the decision to watch boxing competitions online:	$\bar{X}$	S.D.	Level of Opinion
1. Product	4.28	0.585	highest
2. Price	4.12	0.665	high
3. Place	4.32	0.619	highest
4. Promotion	4.18	0.710	high
5. People	4.28	0.634	highest
6. Process	4.22	0.646	highest
7. Physical Evidence	4.32	0.628	highest
Total	4.25	0.564	highest

Table 1 illustrates that the marketing mix factors influencing the decision to watch boxing competition online were rated at the highest level overall ($\bar{x} = 4.25$). When analyzing individual components in descending order of influence, Place and Physical Evidence ranked highest ($\bar{x} = 4.32$), followed by Product and People ($\bar{x} = 4.28$), Process ($\bar{x} = 4.22$), Promotion ($\bar{x} = 4.18$) and Price ($\bar{x} = 4.12$), respectively.

Table 2 Mean and Standard Deviation about the decision to watch boxing competitions online:

The decision to watch boxing competitions online:	$\bar{x}$	S.D.	Level of Opinion
1. Choosing to watch boxing matches online provides easy and convenient access, allowing you to watch anytime and anywhere.	4.45	0.713	highest
2. Choosing to watch boxing matches online offers higher broadcast quality, such as clearer picture and sound.	4.35	0.672	highest
3. Choosing to watch live boxing online allows you to see your favorite boxers.	4.44	0.705	highest
4. Choosing to watch live boxing online saves you travel time.	4.39	0.734	highest
5. Choosing to watch live boxing online allows you to rewatch or view past matches on-demand.	4.38	0.709	highest
6. Choosing to watch live boxing online provides an exciting viewing experience.	4.33	0.732	highest
7. Choosing to watch live boxing online allows for pre- and post-match analysis, enhancing the viewing experience.	4.37	0.663	highest
8. Choosing to watch live boxing online allows you to receive information from advertisements on various subscribed channels, such as social media.	4.29	0.745	highest
9. Choosing to watch live boxing online provides access to more detailed content about the boxers after subscribing.	4.25	0.773	highest
10. Choosing to watch live boxing online allows you to select your preferred language and subtitles.	4.28	0.764	highest
Total	4.35	0.570	highest

Table 2 illustrates that the factors influencing the decision to watch boxing matches online were rated at the highest level overall ($\bar{x} = 4.35$). When analyzing individual items, every factor was categorized within the highest tier of influence. The top-ranked factor was convenience, specifically the ability to watch anytime and anywhere ($\bar{x} = 4.45$). This was followed closely by the opportunity to watch favorite boxers ($\bar{x} = 4.44$), the benefit of saving travel time ($\bar{x} = 4.39$), and the flexibility to view replays or past matches ($\bar{x} = 4.38$). Respondents also placed high value on pre- and post-match analysis, as these features significantly

enriched the overall viewing experience ($\bar{x} = 4.37$). Other significant factors included broadcast quality, such as picture and sound clarity ($\bar{x} = 4.35$). Additionally Watching live boxing online provides an exciting user experience ($\bar{x} = 4.33$) and grants opportunities to engage with targeted advertisements via various subscribed channels, such as social media ($\bar{x} = 4.29$). Furthermore, the experience is enhanced by the ability to select specific languages or subtitles ($\bar{x} = 4.28$) and gain access to exclusive subscriber content ($\bar{x} = 4.25$), respectively.

Table 3 Mean and Standard Deviation of the decision to watch boxing competitions online

The Marketing Mix Factors (7Ps)	Unstanderized		Standardized	T	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
Constant	1.094	0.152		7.190	0.000*
1. Product	0.156	0.057	0.160	2.729	0.007*
2. Price	-0.037	0.046	-0.044	-0.810	0.419
3. Place	0.208	0.053	0.226	3.900	0.000*
4. Promotion	0.072	0.054	0.089	1.321	0.187
5. People	0.095	0.063	0.105	1.491	0.137
6. Process	-0.010	0.069	-0.012	-0.152	0.879
7. Physical Evidence	0.274	0.061	0.301	4.479	0.000*
R²= 0.556 Adjusted R²= 0.548					
F= 70.245 Sig. = 0.000*					

* Statistically significant at the level of 0.05

Table 3 presents the results of the Multiple Regression Analysis, evaluating how the marketing mix factors (7Ps) influence the decision to watch boxing competitions online. The analysis reveals that three factors have a statistically significant impact: Product (Sig= 0.007), Place (Sig= 0.000), and Physical Evidence (Sig = 0.000). When analyzing the regression coefficients (B) in order of impact, Physical Evidence exerts the highest influence on the decision to watch boxing competitions online (B= 0.274), This is followed by Place (B= 0.208) and Product (B = 0.156). All three significant factors show a positive correlation with the decision to watch boxing matches online.

The primary independent variables identified in this study are Product, Place, and Physical Evidence. Collectively, these marketing mix factors can predict 55.60% ($R^2 = 0.556$) of the variance in the decision to watch boxing matches online.

Based on the unstandardized coefficients (B), the regression equation is calculated as follows:

$$\hat{U}_I = a + bx$$

Decision to Watch Boxing... = 1.094 + product factor (0.156) + place factor (0.208) + physical evidence factor (0.274)

Based on this study regarding the marketing-mix factors that influence the decision to watch boxing competitions via online channels, the findings are discussed below:

The study of the marketing-mix factors (**7Ps**) influencing viewers' decisions to watch boxing competitions through online platforms can be explained as follows:

Under the marketing-mix factors, Product, Place, and Physical Evidence have the greatest influence on the decision to watch boxing competitions via online channels, with a statistical significance of 0.05. These three factors are directly associated with the broadcast platform, which provides high-quality visuals and audio, expert analysis, and insightful commentary. Furthermore, the platform offers ease of access, a highly consistent live-streaming system, and a playback function. Viewers can also choose their preferred language, adjust viewing angles, and access real-time statistics and match highlights. Collectively, these factors leave a positive impression on online viewers, encouraging them to return to online channels for future live matches. This study aligns with the research conducted by Ekmarong Punpong (2011), who performed a qualitative study on the behavior of Thai Premier League viewers. That case study compared audiences attending matches at the stadium with those watching on television. The findings indicated that viewers utilize social media platforms and the internet to follow league news and rely on these as primary channels for watching match replays. Furthermore, Thai Premier League matches garner equal levels of interest from both television audiences and stadium spectators. For high-profile matches, such as Muangthong United vs. Chonburi FC, fans frequently book tickets in advance online or through Thai Ticket Major. This study also corresponds with the research of Kriang Kitbumrungrat (2022), which examined the factors influencing the decision to watch entertainment programs through social media platforms. The study aimed to analyze the relationship between social factors and the decision to watch programs via social media. Additionally, it sought to analyze the relationship between individual factors—such as lifestyle, attitude, and values—and the marketing mix factors that affect the decision to watch programs through online channels. The study found that the Product factor significantly affects the decision to watch programs via online platforms. Key elements include high-quality visuals and audio, system consistency, creative content, and an overall enjoyable experience. Furthermore, an engaging presentation style and minimal advertising interruptions encourage consumers to choose online channels for their entertainment.

Suggestions from the Research

Based on the study of the marketing-mix factors influencing the decision to watch boxing competition via online channels, the author offers the following suggestions:

1. Regarding marketing-mix elements, the factors of Product, Place, and Physical Evidence are intrinsically linked to the broadcast platform, providing high-quality visuals, system consistency, and special features like language selection and replay functions, these elements significantly affect the decision to watch boxing matches via online channels. Therefore, a broadcasting system must maintain high consistency, superior visual quality, and specialized features that meet viewer needs more effectively than attending a live match at the ring or watching through other traditional channels. Ensuring a high-quality experience will impress viewers, encouraging them to choose online platforms for future matches and recommend them to others. To achieve this, all involved parties, including television stations and sports broadcasting platform providers (e.g., Channel 7HD, True Visions, AIS Play, and YouTube sports channels) should focus on developing systems that support on-demand viewing, multi-language options, and user-friendly interfaces. Furthermore, the Digital Economy

Promotion Agency (Depa) should provide technological support and encourage the development of live-stream sports platforms, particularly for startups developing new technologies for the sports industry. Additionally, the Professional Boxing Association of Thailand should take responsibility for coordinating match management and collaborating with platform producers to enhance the overall online viewing experience for boxing fans.

CONCLUSION AND FUTURE WORK

To enhance the comprehensiveness of future studies regarding marketing-mix factors and online boxing viewership, the author proposes the following directions:

1. While the current study utilized a quantitative approach through structured questionnaires to identify broad trends, future research should incorporate qualitative method by interviewing to obtain more in-depth information
2. To maximize the utility of these findings, it is recommended that research be conducted periodically and continuously to maintain an up-to-date database.
3. Future studies should expand the research scope to include diverse sample groups across different provinces. Broadening the geographic reach will help identify regional similarities or disparities.

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