

FACTORS THAT INFLUENCE THE DECISION TO ATTEND RATCHABURI FC

Atittiya Pimpa¹, Pornchai Trusjaithum²

¹*Student, Sports and Health Management Department, Faculty of Sports and Health Science,
Kasetsart University, Thailand,
E-Mail: Arthitiya.p@ku.th*

²*Lecturer, Sports and Health Management Department, Faculty of Sports and Health Science,
Kasetsart University, Thailand,
E-Mail: Pornchai.tru@ku.th*

ABSTRACT

The purpose of this research is to study the factors that influence the decision to attend Ratchaburi FC football club and compare the factors that influence the decision to attend Ratchaburi FC football club between men and women. The sample group consisted of 400 fans of Ratchaburi FC and research instrument was a questionnaire, which analyzed the data using descriptive statistics such as frequency, percentage, mean, standard deviation and inferential statistics, including Independent Samples T-test.

According to research, the most respondents are women and students ages 20-30, with a monthly income of less than 10000 Thai baht. Physical evidence and presentation are the most influential the marketing mix factor in decision-making. The results of compare the factors that influence the decision to attend Ratchaburi FC football club between men and women. It was found that there was no difference at the statistical significance level of 0.05. However, the information obtained can be used as a guideline for other football clubs or other organizations in terms of factors that influence the decision to watch football or any type of sports.

Keyword: Football Club, Demographic Factors, Marketing Mixed 7ps

INTRODUCTION

In the 2021-2022 season, Ratchaburi FC ranked 9th in attendance with a total of 26,629 people, a peak of 2,454, a low of 1,215, and an average of 1,775. This represents a change of -51.0% (Thai League, 2022). The statistics show a decrease in average attendance for Ratchaburi FC matches, despite the popularity of Thai football. This issue is therefore of interest.

Statistics clearly show problems and observations regarding the declining attendance of Thai football fans, particularly those in the local area and surrounding regions. If these issues and their causes are not addressed, it could lead to a further decrease in stadium attendance, which would have a negative long-term impact on Thai football and may mark the beginning of a return to the past of Thai football. The declining attendance at football matches among Thai football fans, including those of Ratchaburi

FC and fans in nearby areas, is one issue that has garnered media attention and is a problem that many clubs, as well as the Football Association of Thailand, are also addressing.

Not only the reducing of the club's revenue as ticket sales, there are a major source of income too. Fans often purchase food, drinks, and club merchandise at the same time, causing clubs to lose revenue from two main sources simultaneously. This could have a long-term impact on Thai football leagues. Based on the reasons stated above, the researchers are interested in studying the factors influencing attendance at Ratchaburi FC football matches. This is to gain knowledge and guidelines for improving the effectiveness of Ratchaburi FC's football attendance, and to use the collected data to plan marketing strategies, improve and develop attendance at Thai League matches for Ratchaburi FC and other sports clubs to a greater extent.

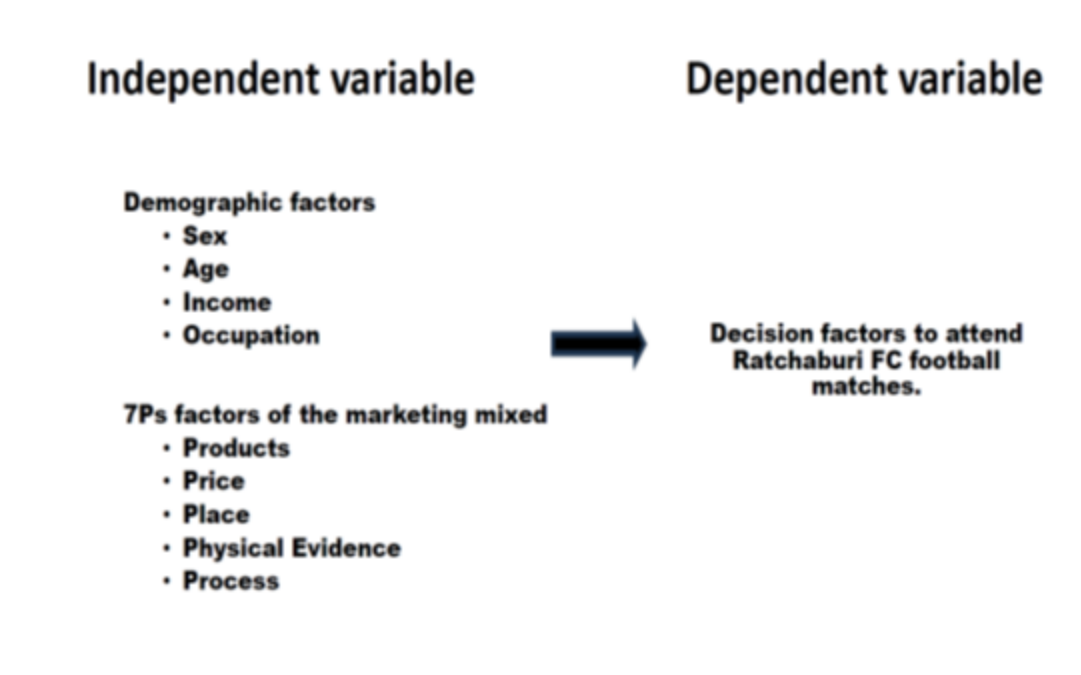
OBJECTIVE

1. To study the factors influencing the decision to attend Ratchaburi FC football matches.
2. To compare the factors influencing the decision to attend Ratchaburi FC football matches between male and female participants.

Expected Benefits

1. To understand the factors influencing the decision to attend Ratchaburi FC football matches.
2. To understand the differences in factors influencing the decision to attend Ratchaburi FC football matches between male and female participants.

Conceptual framework



Picture 1 Conceptual framework

METHODOLOGY

Sample Group

A group of 400 Ratchaburi FC football fans, calculated using Yamane's (1973) formula.

Research tools

The research instrument used in this study is a questionnaire, which is divided into four parts as follows:

Part 1 of the questionnaire, which gathers demographic information from the respondents, is in the form of a checklist

Part 2 is a questionnaire regarding factors influencing Ratchaburi FC fans' decisions to attend football matches. This is a multiple-choice questionnaire.

Part 3 involves a questionnaire relating the 7Ps marketing mix factors to the opinions of Ratchaburi FC fans, using a rating scale with 5 levels of opinion from high to low (5=strongly agree, 4=agree, 3=moderately agree, 2=disagree, 1=disagree)

Data Collection

This research collected data from questionnaires from a sample group of 400 people. The sample group completed the questionnaires via Google Forms. Once the questionnaires were completed, their accuracy and completeness were checked. The questionnaires were then coding (form coding) and the data was analyzed statistically.

Using Statistics to Analyze Data:

1. Descriptive Statistics includes frequency distribution tables, percentages, means, and standard deviations.
2. Inferential Statistics includes the Independent Samples T- test, with a statistical significance level of 0.05.

RESULTS

Table 1. Analysis of frequency and percentage of demographic factors.

Demographic factors	Number (people)	Percentage
---------------------	-----------------	------------

1. Sex		
Male	191	47.8
Female	209	52.3
Total	400	100.0
2. Age		
Below 20 Years Old	84	21.0
20 – 30 Years Old	220	55.0
31 – 40 Years Old	38	9.5
41 – 50 Years Old	38	9.5
Over 51 Years Old	20	5.0
Total	400	100.0
3. Income		
Below 10,000 Baht	190	47.5
10,000 – 20,000 Baht	134	33.5
20,001 – 30,000 Baht	37	9.3
30,001 – 40,000 Baht	12	3.0
More Than 40,000 Baht	27	6.8
Total	400	100.0
4. Occupations		
Students	229	57.3
Self-employed	50	12.8
Private employee	40	10.0
Government Employee	41	10.3
State enterprise	18	4.5
Others	21	5.3
Total	400	100.0

Table 1 shows that the majority of respondents were female, aged 20-30 years, students, and had a monthly income of less than 10,000 baht.

Table 2: Summary of opinions from Ratchaburi FC fans regarding marketing mix factors.

The seven factors of the marketing mixed.	400 respondents.		
	$\bar{x}$	S.D.	Interpret the results Level of opinion
Product	3.78	.755	High
Price	3.91	.843	High
Place	3.70	.898	High
Promotion	3.73	.888	High
People	3.87	.741	High
Physical Evidence	4.05	.741	High
Process	3.97	.851	High

Table 2 shows that the sample group had a high level of opinion regarding the overall marketing mix factors. The aspect of creating and presenting physical characteristics had the highest average score, followed by the process, price, personnel, product, promotion, and distribution channels, respectively.

Table 3. Comparison of marketing mix factors between male and female genders in their decision to attend Ratchaburi FC football matches.

The seven factors of the marketing mixed.	Sex				t	Sig.
	Male		Female			
	$\bar{x}$	S.D.	$\bar{x}$	S.D.		
Product	3.74	.797	3.82	.714	0.99	.324
Price	3.89	.886	3.93	.802	0.45	.655
Place	3.70	.965	3.71	.835	0.19	.848
Promotion	3.65	.997	3.81	.769	1.76	.079
People	3.83	.937	3.90	.801	0.78	.436
Physical Evidence	4.04	.800	4.05	.685	0.19	.851
Process	3.93	.943	4.00	.758	0.86	.389

*Statistical significance level 0.05

Table 3 shows that the obtained Sig. value is greater than the statistical significance level of 0.05. Therefore, H_0 is accepted, indicating that the comparison of marketing mix factors between male and female genders in deciding to attend Ratchaburi FC football matches does not differ significantly at the 0.05 statistical significance level.

Research Summary

Demographic data of the respondents revealed that the majority were female, aged 20-30 years, students, and had a monthly income of less than 10,000 baht.

Factors influencing the decision to attend Ratchaburi FC football matches.

The survey revealed that all marketing mixed factors had a high average score. The three factors with the highest average scores were: creating and presenting the physical environment, primarily focusing on the atmosphere of cheering at the football stadium, creating excitement and entertainment for viewers, ensuring the stadium meets standards, and having clearly defined zones for different fan groups (ensuring safety). The stadium was spacious and appeared professional (for example, there was constant cheering during the game, and zones were separated for home and away fans).

Process factors mainly focus on ensuring good security around and around the stadium, systematic fan management (quick and efficient security checks and fan entry), and efficient ticket purchasing (fast and accurate) (e.g., sufficient security personnel around and around the stadium, quick ticket checks).

The price factor primarily focuses on clearly stated ticket prices, value for money with annual memberships, and reasonable ticket prices (e.g., prices are clearly indicated on the ticket for each seating zone, and annual memberships offer souvenirs and benefits commensurate with the price).

Factors influencing the decision to attend Ratchaburi FC football matches between male and female genders.

The survey found that a statistically significant difference (0.05) was found between male and female genders in the decision to attend Ratchaburi FC matches. This is because current marketing activities and channels reach football fans of all ages and genders comprehensively, without discrimination, and cater to diverse fan needs. Therefore, gender is not a significant factor in the decision to attend Ratchaburi FC matches.

Discussion of Results

This research aimed to study the factors influencing the decision to attend Ratchaburi FC football matches and to compare the factors influencing the decision to attend Ratchaburi FC football matches between males and females. The research team discussed the results of the analysis as follows:

Overall, factors significantly influence the decision to attend Ratchaburi FC football matches. The physical design and presentation of the club are considered the most important factor, followed by process, price, personnel, product, marketing, and distribution channels, in that order. This indicates the strong influence of Ratchaburi FC's physical design and presentation.

These factors influence the decision to attend a football match in a stadium. This means the atmosphere in the stadium creates excitement and entertainment. The stadium meets standards and has clearly defined zones for different fan groups (ensuring safety). There is ample parking, complete facilities within the stadium, areas that allow you to meet your favorite players, sufficient and well-maintained restrooms, attractive merchandise shops and club products, and a variety of food options within the stadium.

This includes the use of appropriate containers for eating inside the stadium, all of which influence the decision to watch football in the stadium. This aligns with the research by Kamolsing Nilsri, Kruewan Chatchakul, and Nattawut Boonsri (2019), which studied factors influencing attendance at professional football matches in Thailand, with Buriram United Football Club as a case study. They found that the factors influencing attendance at professional football matches at Chang Arena for Buriram United Football Club were at a high level.

Physical factors are the most important in influencing attendance at professional football matches. This includes the atmosphere, seating comfort, and various facilities within the stadium, all of which significantly influence the decision to attend the game.

In terms of process factors, these significantly influenced the decision to attend Ratchaburi FC football matches. Good security around and around the stadium was the most important, followed by systematic fan management (efficient and rapid security checks and entry into the stadium). The least important factor was the efficient (fast and accurate) ticket purchasing process.

Security measures around and around the stadium provide peace of mind to football fans, alleviating concerns about their belongings and personal safety. This aligns with the research by Nattawat Wiwattanawararom (2016), which studied factors influencing Thai football fans' decisions to attend football matches in stadiums and found that physical and process factors had the third-highest positive impact on the decision to attend football matches in stadiums. It can be said that Thai football fans place importance on the professionalism of club management, such as the ability to provide comprehensive facilities, sufficient parking spaces for fans, and high standards of security. This instills confidence in fans to attend football matches in the stadium.

In terms of price factors, they significantly influence the decision to attend Ratchaburi FC football matches. The clearly stated ticket price is the most important factor, followed by the value of the annual membership fee in terms of privileges, and then the reasonable price of individual tickets. This aligns with the findings of Jaru Jaruchanthar and Phassana Soraphetphisai (2017). A study of factors influencing fan loyalty to Air Force Central FC revealed that price is a significant factor, with fans placing importance on the appropriateness of match ticket prices and the prices of consumer goods such as food and beverages.

In terms of comparing marketing mix factors between men and women in their decision to attend Ratchaburi FC football matches, there was no statistically significant difference at the 0.05 level. This is because current marketing activities reach all football fans comprehensively, without discrimination, and are able to cater to a diverse range of consumers.

Therefore, gender is not a factor influencing the decision to attend football matches at Ratchaburi FC's stadium. This is consistent with the research by Piyamaporn Chuichunu (2016), which studied factors influencing purchasing decisions through social media and found that consumers with

different demographic factors such as gender, age, education level, occupation, and income did not differ in their purchasing decisions through social media, due to the current online society.

The widespread and equitable accessibility of online social networks for individuals of all genders, ages, educational backgrounds, occupations, and income levels has resulted in a wider variety of products and marketing activities that reach all consumers without discrimination. This allows for the diverse needs of consumers, meaning that gender, age, education level, occupation, and income level are no longer significant factors influencing purchasing decisions made through online social networks.

Recommendations:

1. Football clubs in Thailand, both amateur and professional, should focus on analyzing the factors influencing fans' attendance decisions in order to understand the true needs of their fans and ultimately achieve financial stability.
2. The factors influencing football attendance decisions should be differentiated between professional and age groups to gain more detailed insights for clearer marketing planning.

REFERENCES

- Narongrit Nimmaak. (2021). *Motivation of spectators at professional football league matches in Thailand*. Rampaiphannee Research Journal, Vol. 15(2), 161-172.
- Sriwan Onlamul and Sarit Kulthawatchai. (2018). *Personality factors of football players that affect the decision of female spectators to attend Thai Premier League football matches*. Journal of Physical Education Institute, Vol. 10 (3), 115-126.
- Thanapat Charasjirawat and Uaboon Ekasingh. (2019). *Audience behavior at Chiang Mai FC Football matches*. Chiang Mai University Business Administration Journal, Year 5(2), 31-39.
- Kamolasing Nilsri, Kruewan Chatchakul, and Nattawut Boonsri. (2007). *Factors Influencing Attendance at Professional Football Matches in Thailand: A Case Study of Buriram United Football Club*. Retrieved (4 January 2023) from (<https://human.skru.ac.th/husoconference/conf/P53.pdf>. URL)
- Nattawat Wiwattanawarom. (2016). *Factors Affecting the Decision to Attend Football Matches in Stadiums Among Thai Football Fans*. Retrieved (3 February 2023) from (<http://ethesisarchive.library.tu.ac.th/thesis/2016/TU>. URL)
- Narunat Krainara and Netipol Phetseenuan. (2019). *Viewing behavior and factors affecting the decision to attend Thai Premier League (T1) football matches of Bangkok United fans*. Retrieved (3 February 2023) from (<https://rsucon.rsu.ac.th/files/proceedings/nation2019>
- Mohammed Binjwaied, Ian Richards and Lisa-Ann O'Keeff. (2015). *The Factors Influencing Fan's Attendance at Football Matches in The Kingdom of Saudi Arabia*, Retrieved (8 February 2023) from <https://www.athensjournals.gr/sports/>
- Charan Chanthalakkhana. (2006). *Statistical Analysis and Research Planning*. Retrieved (18 March 2023) From (<http://vph.vetku.ac.th/vphvetku/images/education/Biostat57/>
- Suthin Chanaboon. (2017). Chapter 6: *Inferential Statistical Data Analysis and Data Analysis In Research*. Introduction). Retrieved (18 March 2023) from (<https://www.kkpho.go.th/i2021/index>. URL).
- Thai League homepage. (2023). *Thai League*, Retrieved (March 19, 2023) from (<https://thaileague.co.th/145>. URL)

- Department of Physical Education. (2012). *Football Referee Manual*, Retrieved (March 19, 2023) from (<https://www.dpe.go.th/dwl-files>. URL)
- Jaru Jaruchanthar and Phasana Soraphetphisai. (2017). *Factors Influencing Fan Loyalty Towards Air Force Central FC*. Retrieved (22 September 2023) from (<http://journalgrad.sru.ac.th/index.php/8thconference/article/view/946>. URL).
- Piyamaporn Chuaychunu. (2016). *Factors Influencing Purchasing Decisions Through Social Media*. Retrieved (October 3, 2023) from (https://ethesisarchive.library.tu.ac.th/thesis/2016/TU_2016_.pdf. URL)
- Techit Aphinantham. (2017). *Factors Affecting Satisfaction in Supporting Buriram United Football Club of Thai Football Fans*. Retrieved (October 21, 2023) from (https://ethesisarchive.library.tu.ac.th/thesis/2017/TU_2017_5902030872_f. URL)