

ABSTRACT

Title : Factors influencing the decision to use artificial turf football field in the area of consumer in Phasi Charoen

Author : Mr. Pariwat Sukprasert

Major : Marketing Management

Independent Study Advisor :

(Dr. Vijit Supinit)

.....//

This research study is Factors that influence the behavior to decision register membership of a fitness center of consumers in Phasi Charoen. From a sampling of 400 people using questionnaires to collect information and data were analyzed using descriptive statistics, Freq (Frequency), the percentage (Percentage), average (Mean), standard deviate on (Standard deviation) and statistically Chi-Square to test the hypothesis It was found that the factors affecting the decision making of using artificial indoor football fields in Phasi Charoen area consisted of 9 factors consisting of service support, physical and process evidence, marketing support, product, personnel, price, appropriateness of activities, convenience of location, and marketing channels.

This research result Factor in the marketing mix Supporting entrepreneurs football field turf was glistening in the business. Therefore, enterprises need to understand the needs of customers. Are different from personal factors. Different to As a result, the decision to use artificial turf football field. The artificial grass football field and a business that serves a specific customer group. For this, we need to focus on tennis equipment to meet international standards. The equipment in the exercise. Administrative staff receptionist And the atmosphere of the place is extremely important in the decisions of consumers