

ABSTRACT

Title : Factors that Influence the Consumers Behavior to Apply for
Membership of a Fitness Center in BangKhae

Author : Mr. Phattharayut Boonsanong

Major : Marketing Management

Independent Study Advisor :

(Dr. Vijit Supinit)

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This research study is Factors that Influence the Consumers Behavior to Apply for Membership of a Fitness Center in BangKhae. 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 deviation (Standard deviation) and statistically Chi-Square to test the hypothesis.

The results showed that the majority of respondents were female than male, Age between 26-30 years old, Single Status, Educated are bachelor degree level. Most of the staff / employee private organization, Average income is between 15,001 – 20,000 baht / month. Behaviors in decision making register membership of a fitness center found that most register membership of a fitness at fitness services center. There are register annual membership. There are reasons to register membership for health care. The opportunity to register membership due to the persuasion of a friend / associates. There are moments in applying the 16:01 to 20:00 pm. and expended of register membership between 10,001 – 15,000 baht. The frequency of application is 1 year / time mostly and minor was infrequently. Consumer to information of application from flyers / brochures / banners and sales. On the part of the marketing mix factors that influence the decision register membership of a fitness center of consumers in BangKhae found that consumers are very important factors: 1) Product, 2) Price, 3) Distribution channel, 4.) Promotion, 5.) Service personnel and 6.) Physical and presentations. The hypothesis testing found that the overall demographic factors and marketing mix is related to the factors that influence the behavior

to decision register membership of a fitness center of consumers in Bangkok. Statistically significant at the 0.05 level.

The factor of marketing mix are proper to help entrepreneurs succeed in business. Therefore, enterprises must understand the client is different from the personal differences that affect the decision to become a member of the fitness center. And the fitness center are business that provides service a place for exercise and health care. The equipment in the exercise, Support staff, Receptionist and ambience of the place is extremely important in the decisions of consumers.

Keyword: Behavior, Fitness Center ,Consumers