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An Analysis of Service Marketing Mix
Factors Influencing Spectator Attendance
At an International Badminton
Tournament in Thailand

태국 국제 배드민턴 토너먼트 경기 관람에
영향을 미치는 서비스마케팅 요소에 관한 연구

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Abstract

**An Analysis of Service Marketing Mix
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Sports have become one of the most popular entertainment and leisure activities in the world which can generate enormous revenue for sport organizations and associated sectors, especially international sporting events also have an enormous impact on the economy of the country. However, the leisure activities related to sports like attending sporting event

was not popular among Thai population, although Thai government have been promoting sports and exercise by creating many projects, policies and also hosted several international sporting events. Badminton has become one of the top ten most popular sports in Thailand. Recently, the government has been promoting badminton by recognizing badminton as a ‘professional’ career in the Professional Sport Act 2013. Many Thai professional badminton players have showed their spectacular and outstanding performance in many high-level international competitions. However, unfortunately, the number of spectators in Thailand international badminton tournaments have been decreasing in the past few years. In order to increase spectator attendance, it is important for sporting event managers to understand what influences spectators to participate in the sporting events. Therefore, the objective of this quantitative research study was to analyze service marketing mix factors (7Ps) influencing spectator attendance at an international badminton tournament in Thailand. Through the findings within this study, they can develop effective marketing strategies for retaining current spectators and recruiting new one.

The study target is spectators who attended one of the two biggest international badminton tournaments in Thailand: SCG Thailand Open 2017 or Princess Sirivannavari Thailand Masters 2017 (n = 200). The

online survey instrument with purposive sampling method was used for data collection. Regression analysis was used to analyze the null hypothesis.

The results indicated that product, price, place, promotion, physical evidence and process variables affected spectators' desire to attend the international badminton tournament in Thailand. On the other hand, only people variable did not affect spectators' desire to attend the international badminton tournament in Thailand. Overall, the results of the analysis indicated that managing the marketing dimensions of people is less important than managing interactive marketing dimensions of product, price, place, promotion, physical evidence and process. However, one implication is that product of the tournament seemed to be the most important element which can attract spectator to the tournament. The tournament managers should place important on developing and improving their strategies in order to attract more high-profile players to the tournament.

Keywords: Service marketing mix, badminton, sport spectator

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Chapter 1. Introduction

1.1. Background

Nowadays, Sports have played multi-dimensional roles in the society, it is not only to promote healthy lifestyle but also have an enormous impact on the economy, generating large source of revenues for sports industry and associated sectors. According to Hanwiwatanakul (2016), the economic impact of international sporting events can affect several economic indicators, including GDP (Gross Domestic Product), GPP (Gross Provincial Product), number of tourist and unemployment rate. They also have other spillover impacts (such as promoting tourism, improving infrastructural and improving employment rate both on a short-term and permanent basis). Furthermore, high demand to host international sporting events reinforces the positive economic impacts of international sporting events perceived by many nations.

Investors see sports as the greatest source of revenues. According to Lin (2013), sports have grown and become one of the most popular entertainment and leisure activities in the world. Plunkett (2008) reported that sport industry is one of the largest industries in the United States with an estimated worth of \$441.1 billion. In addition, spectator sports contribute approximately \$28 billion and sport consumers spend almost \$17.1 billion a

year on ticket purchases to sporting events. Back et al. (2004) reported that more than \$13 billion came from a third of the US adult population spending for attending sporting events (US Census Bureau, 2004).

In the United States, approximately 50 percent of the total revenue of the four major professional leagues (NFL, MLB, NBA, and NHL) came from selling tickets (Smith & Roy, 2011). This information shows the importance of ticket sales which are the critical sources of revenues for sports organizations.

However, leisure activities related to sports such as attending sporting event was not as popular among Thai population compared to other countries. The survey on leisure time activities among Thai population conducted by the National Statistical Bureau in 2015 found that only 368,886 persons or 0.59 percent of the total population visited cultural, entertainment, and sports sites in their leisure time. The result is contrary to similar surveys done in other countries (National Statistical Office, 2015).

Nevertheless, Sports and exercise have been one of the development focuses of the Thai government. The government has promoted greater access to and participation in sports and exercise by introducing policies which promote awareness of the benefits of exercising, establishing sports facilities throughout Thailand, allocating fiscal budget and attracting private

investment to develop sports management system to meet international standards.

Sports Development Plan has been continuously developed since 1998. Currently, Thailand is using the 6th plan which provides the development framework from 2017 to 2021 (Ministry of Tourism and Sports, 2017-2021). It consists of six strategies targeting all levels of development from increasing awareness and knowledge in basic sports to promoting professional sports career. The six strategies are as follows:

1. The promotion of awareness and knowledge of exercising and basic sports;
2. The promotion of public participation in sports and exercise;
3. The development of professional sports career;
4. The development of sports industry as a key contributor of economic value added;
5. The development of knowledge and innovation in sports;
6. The enhancement of efficiency in sports management

Moreover, the Ministry of Tourism and Sports promotes awareness in sports and exercise by organizing events and activities to promote sports and provide education to the general public about correct exercising practice. Furthermore, the Ministry of Tourism and Sports also encourage

participation from other public and private organizations. Therefore, sports and exercise are increasing popular among Thai population.

Many organizations had proactively sought commercial revenues from sporting events such as auctioning the rights to organize regional and global sport competitions. In 2016, Thailand was honored to host several international competitions and conferences such as Sports Industry Awards & Conference (SPIA) 2016. Sports have increased social cohesion and generated national income. As a result, sports have played a crucial role in Thai economic development (Ministry of Tourism and Sports, 2012-2016).

So far, Thailand has hosted many sport competitions from inter-school level to international level. In recent years, Thailand has hosted several major international sporting events such as ASEAN School Games 2016, Asian Beach Games 2014, FIVB Volleyball World Grand Prix Finals Bangkok 2016, Buriram Super GT Race 2016 (round 7), Honda LPGA Thailand 2016, etc. However, the average amount of spectators in each event did not meet the expectation of the organizers. The sales of tickets to such events have been mixed causing issues for some organizers as high participation in arena is needed to generate revenue for the organizers and to enhance the liveliness of such events.

Similarly, the increasing popularity of badminton and the recent spectacular performance of many Thai professional badminton players do not translate to actual ticket sales. Badminton has become one of the top ten most popular sports in Thailand, and the government has been promoting badminton by recognizing badminton as a ‘professional’ career in the Professional Sport Act 2013, enacted on the 14 February 2014¹. Moreover, many Thai professional badminton players have shown a lot of improvements and become well-known at both national and international level. A good example is a terrific performance of Ratchanok Intanon, single female badminton player of Thailand who won three World Super Series and became the youngest world champion in 2013. Moreover, Thai women’s double player, Puttita Supajirakul and Sapsiree Taerattanachai (world’s 10th ranking), were able to beat Nitya Krishinda Maheswari and Greysia Polii (world’s 2nd ranking) from Indonesia in YONEX German Open 2016². Recently, a young talented athlete named Kantaphon Wangchareon showed an excellent performance and was able to win a

¹ Royal Thai Senate, ‘Professional Sport Act’.

² <http://www.tournamentsoftware.com>

bronze medal in boys' singles in the BWF World Junior Championships 2016³.

However, the numbers of spectators in international badminton tournaments in Thailand have been decreasing in the past few years. According to an interview with a tournament director who works for Badminton Association of Thailand Under Royal Patronage of His Majesty the King, the revenue generated from ticket sales in an international badminton tournament named "Princess Sirivannavari Thailand Master" decreased considerably from 942,600 baht (\$ 26,939) to 603,100 baht (\$ 17,236) in 2016 and 2017.

Recently, Thailand has been selected to host the 2018 Thomas Cup and Uber Cup finals by the Badminton World Federation (BWF). This is going to be the first major international badminton events in Thailand (Bangkok Post, 2017).

In order to increase spectator attendance, it is important for sport marketers to identify factors influencing decision to attend sporting events. This would allow marketers to implement effective market segmentation and targets. The study can also be used as a tool to help managers determine incremental services required by spectators in order to plan and market

³ <http://www.bwfbadminton.com>

events effectively (Crompton & McKay, 1997). The effective marketing strategy will increase revenue for sports organization and, in turn, stimulate the economic growth of the country.

1.2. Objective

According to Lee (2000), the main objective of many professional sport organizations or businesses is to attract the attention of sport consumers in order to increase consumption of products and services.

In order to achieve this objective, it is necessary to understand factors that affect spectator's decisions to attend and return to the sporting events so as to help sports marketers develop marketing strategies, plans, and processes to increase ticket sales and generate interest and satisfaction from professional sporting events amongst fans.

However, so far there has been a few research concerning marketing factors influencing decision to attend sporting events amongst Thai population. Thus, the objective of this study is to analyze factors influencing spectator attendance at an international badminton tournament in Thailand by examining seven critical elements in the service marketing mix (7Ps). This current study will focus on the two biggest international badminton tournaments in Thailand, namely "SCG Thailand Open" and "Princess Sirivannavari Thailand Masters". These two tournaments are held annually

by the Badminton Association of Thailand Under Royal Patronage of His Majesty the King, and they are a part of the BWF Grand Prix Gold Series sanctioned by Badminton World Federation (BWF). The tournaments are supported by both government and private sectors, such as Sports Authority of Thailand (SAT), Department of Physical Education, Royal Thai Airforce, Siam Cement Group (SCG) and Yonex.

Chapter 2. Literature Review

For this particular piece of research, the literature review will focus on the consumer of sporting event, service marketing mix (7Ps), demographic factors: age and gender, and the study hypotheses. The review of literature includes the definition, conceptual and theoretical work, and review of prior studies.

In order to understand clearly about this study, it is necessary to know who the samples of this study are and the characteristic of sporting event as a product in terms of sport marketing. Thus, the first section of the literature review explained about the target market of the sporting event which called spectator.

2.1. Understanding Sports Spectator

In order to distinguish a group of sports spectator from a group of sports participant, this section aims to explain the definition and characteristics of sports spectator and sports participant which are segmentations within sport consumers, and they sometimes overlap each other due to their attributes.

Shank and Lyberger (2014) state that in terms of sport industries, the consumers of sport are classified into three types, including participants, sponsors and spectators. Their explanations are as follows:

Participants are people who participate in sport as fitness activities and sports sponsorship. The latter is a group of people relates to business. They participate in sports in order to exchange money or product for the right to associate its name or product with sporting events, leagues, teams, or individual athletes. This activity creates a commercial competitive advantage for both parties (Shank & Lyberger, 2014). The meanings between sponsorship and participant are obviously different.

In terms of spectators and sport participants, it might be a bit harder to distinguish the differences between them. In order to understand clearly about the purpose of this study which mainly focuses on spectators, it is necessary to understand the distinction between spectator and sport participant which are the target market of sport industry.

Stone (1971) labeled sport participation as “play” and spectatorship as “display”. The author pointed out that spectators were those who engaged in spectacles, which were predictable and certain, and they expected to watch the games that follow their expectations. Contrarily, players were those who enjoyed the unpredictability and uncertainty of the

outcome. Therefore, sport participants and spectators are absolutely different regarding differences of activities.

Similarly, Kenyon and McPherson (1973) examined the relationship between sport participants and sport spectators. They considered these two groups by their differences social roles in sport. Sport participants referred contestant, athlete, player as a primary involvement and sport consumers which refer to spectator, viewer, listener and reader of sport-related production as a secondary involvement in sport.

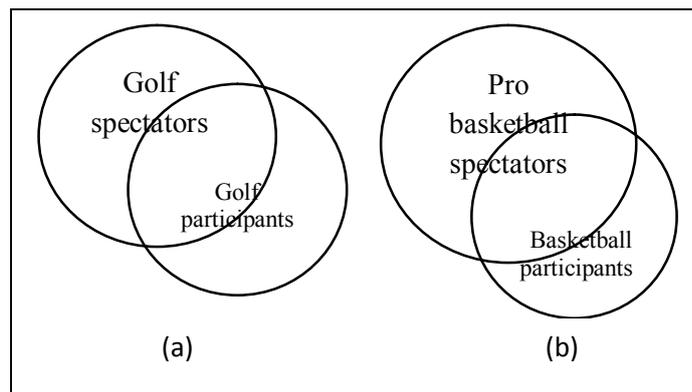


Figure 1. Relationship between Spectator and Participant Markets

However, some studies argued that although participants and sport spectators were consumers of different activities. These two sport consumer groups can overlap each other (Figure 1). Many people who watch and attend sporting events also participate in sports (Shank & Lyberger, 2014). For example, 84 percent of the golf participant also attended the golf

tournament as a spectator (Figure 1a) (Milne, Sutton & McDonald, 1996). In the other study also found that people who watch NCAA Men's Basketball Championship Tournament, they also play basketball as their recreational activity (Burnett, Menon, & Smart, 1993). Zillmann et al. (1979) claimed that consumption activities of participant sport and spectator sport were related to one another. These two consumer groups were similar in their leisure behaviors. However, in terms of the sporting event spectators do not participate directly in sport activities. They normally participate in sport only for watching the event.

In terms of sport marketing, spectators are consumers who get benefit from observing the event. Spectators are classified into two board ways: attending an actual event, or experiencing the event via media chosen media outlet, such as television, radio, the internet, newspaper etc. (Shank & Lyberger, 2014).

Moreover, Shank and Lyberger (2014) stated that the spectators will observe the sporting event as a product for them. They also stated that “If the sporting event is the heart of the sports industry, then the spectator is the blood that keeps it pumping”. Therefore, in this study, sports spectator refers to individuals who attend and watch a sporting event in person.

In order to run the sporting event smoothly and successfully, spectators seem to be the most important element that sporting event marketers must understand their needs, characteristics, behaviors, and attitude toward the event which are the factors that lead them to attend sporting events and come back again in the future events.

2.1.1. Classification of Spectators

Spectators at sporting events can be classified into 5 levels: (1) nonconsumers; (2) indirect consumers; (3) light user; (4) medium user; and (5) heavy user (Mullin et al., 2007; Schwarz and Hunter, 2008). Schwarz and Hunter (2010) describe each classification of spectator as follows:

2.1.1.1. Nonconsumer

Nonconsumer refers to a person who does not use a good or service. This group is divided into three levels. First, “nonaware consumer” is a person who does not know about the sport product and does not use sport product. In order to make them become a consumer in the future the sport marketers need to strive to get this group of people aware of their products. Second, “misinformed nonconsumer” is a person who knows the sport product, but does not purchase because the information about the product does not associate them. Thus, the sport marketing professional has to change the image of sport product in the mind of this consumer by

providing information that creates an association with the sport product. The last group is “aware nonconsumer” which refers to a person who has knowledge about the sport product and its benefits; however, the person does not choose to consume the sport product. In this group, the sport marketer needs to take a lot of effort in order to convince them to purchase their products.

2.1.1.2. Indirect consumers

Indirect Consumers refer to those who utilize the sports product by using intermediate or intervening opportunities, for example, watching sport game on television and only being a part of a fantasy league. The sport marketer has to increase their level of involvement in order to entice them to attend events in person.

2.1.1.3. Light users

Light users are those people who attend the event just once or twice a year. To increase their level of involvement to attend more sporting event, the ticket packages and group plans seem to be the most important strategy for sport marketer to get them to the event.

2.1.1.4. Medium users

Medium Users are those who involve more than the previous groups of consumer. They probably attend almost half of the events related to the

sport product. The goal of sport marketer is to influence them to move to the highest group (heavy users) by showing the benefits season tickets, leasing a sky box, or attending a hallmark event associated with sport product.

2.1.1.5. Heavy users

The last group of spectator called Heavy Users, refer to people who fully involve in the culture of the organization at a highest consumer level. The sport marketing professional can maintain this level of expectation by continuously emphasizing them that they are important and receiving the maximum benefits.

2.2. Relationship between Sport Participation and Spectatorship

As mentioned before, leisure behaviors of sport participant and sport spectator can be related to one another, some studies found that there is a significant relationship between sport participation and spectatorship. The decline in level of sports participation has been paralleled by corresponding shift in the sports attendance and spectatorship (Gratton & Taylor, 2000). Similarly, Thrane (2001) found that the tendency to attend sporting events was affected by sport participation. Similarly, Kenyon & McPherson (1973) and Shank & Beasley (1998) concluded that the greater the individuals involved in sport activities, the greater chance individuals become spectators. Casper and Manefee (2010) found that spectators who played soccer before

viewed significantly more soccer event (an average of four to five games per week) than non-participants (an average two to three per week).

Nevertheless, Zhang et al. (1997) found that there is a negative relationship between exercise and attendance at minor league hockey match in the US. Moreover, Burnett et al (1993), Shamir & Ruskin (1984) and Stone (1971) found that there is no relationship between the two forms of sports involvement. Burnett et al (1993), used Chi-square analyses to investigate the relationship between sports spectatorship and sports participation in broad concept of sport, including jogging and walking. They found that spectators and participants are unrelated, and also differ with respect to motivational, demographical and social factors, such as gender, age, occupation, and education as shown by Shamir & Ruskin (1984).

Knowing the relationship between these two types of sports consumer can benefit sports managers and sporting organizations when selecting the most effective policies and marketing and communications strategies to increase numbers of spectators. It could also help to attract more investors and sponsors to invest in sporting events.

2.3. Understanding Sports Products of Sporting Events and Their

Characteristics

According to Chelladurai (2005), a sports product may be a good, a service or both which provide benefits to sports consumers. Oliver (1997) states that customers satisfaction at sporting events is a pleasurable fulfillment response toward a good, service, benefit, or reward. Therefore, it is important to understand the differences in these two types (goods and services) of sport products which help sports marketers plan and implement the strategy of sports marketing process in order to increase the level of satisfaction of the consumers.

Goods are physical objects that can be produced at one time and used later. In terms of sport, goods are the equipment that sports consumers need to engage in several kinds of sports and physical activity, such as golf clubs, tennis balls, soccer shoes and weight training sets. In sporting events, sport goods include promotional materials and merchandise, such as T-shirt, caps and banners, and also include a variety of pure good (such as food and beverages). This kind of products is properly called “facilitating goods” and “facilities” (Chelladurai, Scott, & Haywood-Farmer, 1987; Shank & Lyberger, 2014). In addition, sport marketers can use those products (e.g.

merchandise, food and beverages) to satisfy fans when events are going poorly (Shank & Lyberger, 2014).

In contrast, services are usually described as intangible or nonphysical products, and it is produced and consumed at the same time. In the previous studies conclude that service is composed of four characteristics: intangibility, perishability, heterogeneity, and simultaneity (Gronroos, 1990; Lovelock, 1991; Sasser, Olsen, & Wyckoff, 1978; Schneider & Bowen, 1995).

Intangibility refers to the inability to see, feel, and touch the product. Thus, the customer cannot evaluate the quality of the product before actually obtaining it. However, the customer can be guided by previous experience, the persons delivering the service or the reputation of the organization (Chelladurai, 2005).

A service is *perishable*. Services cannot be saved or stored. In contrast, goods can be stored or inventoried even though they are not purchased immediately. Some sport services, such as sport game, may not be perishable because of the reproductions via video camera. However, the unique intangible characteristics cannot be renewed (Chelladurai, 2005; Shank & Lyberger, 2014)

Another factor that distinguishes goods from services is *heterogeneity*. The customers will not receive the same level of quality of the service when they repeat purchases because of the three reasons. The first reason is individual differences among service providers in terms of expertise, personality, and experience result in a different level of services. Second, although the service is provided by the same employee, the level of services may not be the same as the purchase before. The last reason is the quality of the experienced service. It may be judged good or bad depending on the customer's psyche while experiencing the service

The last characteristic of services is *simultaneity*. A customer has to consume the service as it is produced. For example, in the case of sport competitions, spectators enjoy the game as the game is being played. The term *inseparability* can also be used to explain the relationship between production and consumption in terms of service (Chelladurai, 2005).

2.4. Understanding Services Marketing Mix (7Ps)

In order to determine the marketing factors, which influence to the spectators to attend the sporting events, the researcher would like to adopt service marketing mix concept which is a universal concept that has been developed and used in various marketing firms as a means for this current study.

Marketing mix is the controllable tool that business can apply its combination to satisfy target consumers and influence purchase of product or service (Kotler & Keller, 2006). Kotler and Armstrong (2008) define marketing as satisfying customer needs. A marketer must understand consumer needs in order to develop products (goods and services) and to sell them easily.

Kotler and Armstrong (2012) stated again in their book, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. Thus, they define marketing as the process by which companies create value to consumers and build strong customer relationships in order to capture value from customers in return. Lots of companies adopted the marketing strategy called “Marketing Mix” to develop their products and satisfy consumers’ needs.

The concept of marketing mix was first introduced by Neil Borden in 1953 (Borden, 1964). The marketing mix was defined as a set of controllable marketing tools that the firm uses to produce the response it wants from its various target markets. The concept of marketing mix consists of four main elements (4 Ps model): product, price, place, and promotion (Kotler & Armstrong, 2010). Traditionally, a 4Ps model is

enough for tangible products or goods; however, for service industries, it was observed that the traditional marketing mix (4Ps) was inadequate because the 4 Ps model was developed for manufacturing industries (Gitlow, 1978; Shamah, 2013). In addition, the marketing practitioners in the service sector found that the basic four elements concept does not address their needs (Helm & Gritsch, 2014). Services are basically different in comparison to physical products due to their characteristics (Gitlow, 1978; Fukey et al., 2014). Thus, the marketing models have to be developed in direction of the service sector (Gronroos, 1987). Then, the marketing mix has extended beyond the 4Ps for marketing of services (Gronroos, 1983).



Figure 2. Service Marketing Mix

In 1981, Booms and Bitner developed a new classification called the services marketing mix by adding the new 3Ps which are participants,

physical evidence, and process to the original 4 Ps to apply the marketing mix concept to service operations (Booms & Bitner, 1981). Since then, the model of “Service Marketing Mix” or “7Ps”, including product, price, place, promotion, people, physical evidence, and process by Booms and Bitner has been concluded from many scholars and used widespread in several kinds of service firms (Figure 2).

2.5. Applying Service Marketing Mix Concept to Sporting Event

Nowadays, the sports industry has grown to become one of the most popular entertainment and leisure activities globally (Lin, 2013). Within the professional sport industry, the main interest is to create an enjoyable experience for sports consumers (Kadlecek, 2010). To produce efficient sport products which can satisfy consumers’ needs, a sport company today must employ sport marketing concept as a significant business function to identify the products that consumer need or desire. Therefore, the sport marketers must be able to recognize and analyze business environments, determine their effects and make strategic decisions that will enhance the success of their sport business (Mihai, 2013).

According to Shank and Lybergar (2014), the marketing in sports is commonly associated with promotional activities, such as advertising, sponsorships, public relations, and personal selling. Sports marketers are

also involved in product and services strategies, pricing decision, and other distribution issues. Thus, these activities are referred to the sport marketing mix, which is defined as the coordination set of elements that sports organization use to meet their marketing objectives and satisfy consumers' needs.

2.5.1. Product

The first element of the service marketing mix concept is product. Kotler and Armstrong (2010) define a product as “anything that can be offered to market for attention, acquisition, use, or consumption that might satisfy a want or need, such as physical objects, services, events, persons, places, organizations, ideas or mixes of those things.”

In case of services, the product is intangible, heterogeneous and perishable. Moreover, its production and consumption are inseparable. Because of the intangibility, customers will evaluate the quality of service by using their performance as a criterion. Thus, the firm may find it difficult to understand how consumers perceive their services (Zeithaml, 1981). Furthermore, a service is a bundle of features and benefits and these have relevance for a specific target market (Taherdoost et al., 2014). Therefore, while developing a service product it is important that the package of

benefits in the service offer must have a customer's perspective (Skowron & Kristensen, 2012)

In sporting events, there are two dimensions of sport product that sporting event marketers have to develop in order to increase customers' satisfaction and attract more spectators to the events. The first dimension is intangible support services. It refers to activities or programs which are supplementary to the sport but necessary for event operation, such as game officials, operations staff, and office support. The second dimension refers to game or event itself which composed of two parts, including the main product and the product enhancements. The main product of the event is the actual game taking place which cannot be controlled by the sport marketer. The product enhancements refer to the extras during the event (e.g., mascot, music, halftime entertainment, concessions, and cheerleaders). These are served to entertain the customers (Schwarz & Hunter, 2010).

Schaaf (1995) states that the core product at a sporting event refers to the entertainment of the game or event itself. The level of enjoyment depends on the uncertainty of the game outcome or physical goods or services associated with the excitement of the sporting event, or both. Many researchers also found that a sport event's entertainment value is the most important component of the core product of sporting event. It has been

realized as one of the most salient factors that influence sport consumers' decisions to attend the sporting event (Hansen & Gauthier, 1989; Kahle et al., 1996; Zhang et al., 1995; Zhang et al., 2004; Caro & Garcia, 2007; Armsrtong, 2008).

Moreover, Ferreira and Armstrong (2004) reported that factors such as pre-game and in-game entertainment (e.g., the band, music and pre-game activities) were salient event attributes that were important to consumers' sport attendance decisions. Moreover, entertainment value also influenced behavioral intentions of fans and spectators (Koo & Hardin, 2008). In addition, enjoyment of an event can also be used as a predictor of future attendance at similar events (Zillmann et al., 1989)

Koenigstorfer et al. (2010) identified sporting contest or the game itself as one of the five main categories that determine the demand for sporting event attendance. To evaluate the attractiveness of sporting contests, one has to look at the competitive balance and the high-quality displays of skills among the competitors. Garcia and Rodriguez (2002) found that the competitive balance had effects on game day attendance in the professional sporting events. In addition, Professional sporting events are more attractive and entertaining to sport consumers if there is a high degree of competitive balance among the sports teams (Brandes & Franck, 2007). In the

competitive balance theory recommends that due to the nature of sports industry the competitors must be equal in size or skill level in order to be successful within the professional sports setting (Jane, Kuo, Wu, & Chen, 2010). The recent study concluded that if games don't have a competitive balance, the spectators will lose interest and lead to decreasing in attendance, revenues and fan support (Jones & Ogden, 2015).

Another factor that attracts spectator to sporting event is the participation of star players in the games (Baade & Tiehan, 1990; Schurr et al., 1988; Hansen & Gauthier, 1992). Braunstein and Zhang (2005) found that star players have a positive influence on sports event attendance.

2.5.2. Price

Price is an element of the marketing mix strategy that different than others element because it is the only component that generates income while all other elements generating costs (Chumaidiya, 2013). Kotler and Armstrong (2010) offered a definition of price as the amount of money that customers must pay to obtain the product or service, or the sums of the values that customers exchange for the benefits of having or using the product or service. Price can also be the indicator of the level quality and seen as customer's own perceived value (Rafiq & Ahmed, 1995). It means

that perceptions of price have a direct impact on customer satisfaction and customer loyalty (Martin-Consuegra et al., 2007; Nguyen, 2013).

Customers see the price as a key part of the costs that they must incur to obtain desired benefits (Zeithaml, 1988). Furthermore, customers have many alternatives to choose in the market, so they might easily switch over from one service provider to other who offers better products at more reasonable prices (Bhardwaj, 2007; Valenzuela, 2010; Lees et al., 2007). Therefore, service marketers must not only set prices that their targets are willing to pay, but also convey the message that they are getting more in using that particular product and service (Clemes et al., 2010). Thus, the service pricing should provide value addition and a quality indication to the customers (Ng et al., 2012).

Moreover, the price is the factor that is most visible and flexible, especially as a result of sales, discounts, rebates, and coupons. Creating a strategy for pricing is crucial to the success of the sport organization because it has a significant impact on the success of the overall sport marketing plan. In addition, pricing is directly affected by the external factors, such as government regulation, politics and the economic climate (Schwarz & Hunter, 2010).

Shank and Lyberga (2014) state that economic factor may have a greater impact on demand of sport consumers. If the country is in either a recession or a depression, consumers may be reluctant to purchase nonessential goods and services such as sporting goods or tickets to sporting events. However, sometimes, sport may serve as a rallying point for people during a recession or depression. Consumers can still feel good about their teams, even in time of economic hardship. Moreover, they also describe that one of the micro elements of concern to sports marketers is consumer income level which indicates a consumer's ability to purchase a ticket.

Many previous studies concluded that higher ticket prices were consistently found to have a negative impact on attendance (Demmert, 1973; Domazlicky & Kerr 1990; Kahane & Shmanske, 1997; Noll, 1974; Siegfried & Eisenberg, 1980). Kim and Trail (2011) found that sport consumers choose not to attend sporting events once costs are no longer affordable and the sport organizations are more interested in making money than their loyal fans. Then, sport consumers are beginning to suspect that the focus of sport organizations' marketing practices are mainly on attendance records, instead of the interest of the sport consumers (Hardy et al., 2007)

2.5.3. Place

Kotler and Armstrong (2006) define place or distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers. Successful distribution of the product is not only depended on the delivery mechanism; therefore, the marketer should have an effective place strategy.

According to Berman (1996), place strategy calls for effective distribution of products among the marketing channels such as wholesalers or retailers. The marketers should not consider only about how their consumers access the stores but also how to make the products available in such stores (Kotler et al., 2003).

A marketer's strategy for distributing products can influence consumers in several ways. For example, the distribution channel will help to reduce the time that a customer has to spend in order to get to the place which products are sold (Yoo, Donthu, & Lee, 2000). Thus, this element can help consumers saving time and make them more convenient to access to the products.

Moreover, the location where the service is produced is an important aspect. The location considerations along with personal sources of information are the critical factors in the final purchase decision of many

services (Davis et al., 1979). Furthermore, Woodruffe (1995) mentioned that geographical location is one of the important factors that affect consumers' decision-making.

In terms of sporting event, place refers to the location of the sport product (stadium and arena), the point of origin for distributing the product (ticket sales at the stadium, sales by a toll-free telephone number), the geographic location of the target markets (global, national, regional, state, communities, cities), and other channels that are important to consider regarding whether target audiences may access the product (such as, time, days, season, or month in which a product was offered, as well as the media distribution outlets consumers may use to receive the product experience) (Schwarz & Hunter, 2010)

Westerbeek and Shilbury (1999) mentioned that place becomes the most important element of the marketing mix when marketing facility dependent sport services. The facility dependent sport is a combination of sport activity services and sport facility services which considered as a spectator sport product. The sport venue or facility is the most important element in the distribution strategy of the sport organization. Furthermore, the use of services marketing techniques in terms of place aims to maximize

spectator enjoyment and satisfy spectator needs (Westerbeek & Shilbury, 1999).

According to Mihai (2013), the physical location of the sport can have a favorable or unfavorable effect on a marketing plan. To ensure a favorable effect, the sport facility must be easily accessible (e.g., highway systems, parking, walkways, ramps); have an attractive physical appearance (well maintained and painted); have a pleasant, convenient, and functional environment (quick and easy access to concessions, clean restrooms, smoke-free and odour-free environment); and have safe and pleasant surroundings (adequate public safety and security personnel, attractive neighbourhood)

Wakefield and Blodgett (1996) reported that layout accessibility, facility aesthetics, seating comfort, electronic equipment and displays, and facility cleanliness all have a significant influence on how sport fans perceive the quality of the stadium. They also found that the higher perceived quality of the sportscape, the higher the sport fan's satisfaction with the sportscape. If sport fans are more satisfied, they are likely to stay in the stadium longer period and they are likely to return more often. In the prior studies supported that new stadium and accessibility were found to have a positive effect on attendance (Demert, 1973; Fillingham, 1977; Greenstein & Marcum, 1981; Hay & Thueson, 1986; Hill et al., 1982;

Medoff, 1976; Noll, 1974; Sully, 1974; Siegfried & Eisenberg, 1980; Hansen & Gauthier, 1992; Armstrong, 2008).

Moreover, security and safety of the place are also important that should be considered about. In a comprehensive study about the environmental psychology of British football grounds, Canter, Comber and Uzzell (1989) noted that the main reasons why football spectators stopped going to the game were the occurrence of violence and the lack of safety at the ground.

2.5.4. Promotion

According to Borden (1964), promotion is defined as sales promotion, advertising, direct marketing, public relations and personal selling. Kotler and Armstrong (2012) describe promotion as activities that communicate the merits of the product and persuade target consumer to buy it. Furthermore, Duncan (2005) explains promotion as the key element of the market exchange process that communicates with present and potential stakeholders and the general public. Therefore, communicator and promoter are important roles that every firm and store must have in order to create favorable images and perceptions of consumers to the products.

According to Munusamy and Hoo (2008), they emphasized promotion pricing as an important tactic which was used to influence

consumer behavior in purchasing the products. In addition, price information is also important for the customer decision-making process (Grunert et al., 2006). For example, in the previous study by Shi, Cheung and Prendergast (2005) found that promotion such as price discounts and buy one get one free are effective promotion tools for encouraging consumers to buy more.

In sport marketing, the word promotion covers a range of interrelated activities. Those activities are designed to attract attention, stimulate the interest and awareness of consumers, and encourage them to purchase sport products. Promotion is best seen as the way that sport marketers communicate with consumers to inform, persuade and remind them about a product. The aim of the promotion is also to develop a favorable opinion about a sport product. To sum up, promotion concentrates on selling the product (Mihai, 2013).

According to Lee and Anderson (2000), there are five categories of product varieties identified in the promotion (Table 1).

Table 1. Five Categories of Product Varieties Identified in the Promotion

(Lee & Aderson, 2000)

Five Categories	Descriptions
Promotional merchandising products	The things that sport marketers use to promote and market sporting events (e.g. coffee mug)
Promotional events	Additional events used to coincide with or to bring attention to a sporting event, such as holding a concert by a popular star or having a sport star appear in conjunction with a sporting event, or having giveaways (free merchandise) distributed to target groups.
Media	Sport marketers use the media as promotion mechanicals for the sporting event. At the same time, the media uses sporting events to promote their product (e.g. newspapers, magazines, radio, and television).
Sponsorship	Sponsorship helps defray the expenses of a sporting event. The promotional gains might include advertising or other promotional means for the sponsor or an exchange of other goods or services.
Endorsement	Endorsement can be defined as a fee is paid, or goods or services traded for the use of an individual or other to endorse a product goods or services.

In the former studies by Hill et al. (1982), Madura (1981), and Siegfried & Eisenberg (1980) found that the presence of a promotion positively affected game attendance; however, Thomas and Jolson (1979) found that less than 4 percent of Baltimore Oriole fans were influenced by promotions (cited in Boyd & Krehbiel, 1999). Recently, lots of studies reported that promotion has positive relationship with game day attendance (Westerbeek & Shilbury, 2003; Armsrtrong, 2008; Spenner, Fenn, & Crooker, 2010).

2.5.5. People

According to Judd (1987), people in the service marketing mix strategy mean the employees of an organization who represent the organization to the customers. It also includes the firm's personal, the customer, and other customers in the service environment who influence the buyer's perceptions (Zeithaml, Bitner & Gremler, 2006).

In the services companies, the performance of those service representatives can be perceived by consumers directly when they make a contact; thus, the companies should maintain and enhance the elements of people (Chumaidiyah, 2013). To achieve customer-oriented personnel, the organization needs to recruit and select the right people, and offer an appropriate package of employment in order to enhance their skills and encourage them to always develop themselves (Yelkur, 2000). Zeithaml and Bitner (2003) suggested that the service companies should adopt human resource management (HRM) strategy. The HRM will help the organization to get the right people and manage them in order to make them give their best to the organization (Khanka, 2007).

Moreover, the way service is delivered by the people can be an important source of differentiation as well as a competitive advantage (Lovelock et al., 2007; Raj et al., 2014). Many previous studies showed that

the service employee's characteristic, such as promptness behavior, showing personal attention, politeness, willing to help, and interpersonal care are likely to contribute significant positive relationship between customer and employee (Johnston, 1997; Beatty et al., 1996; Winstanley, 1996; Levesque and Mcdougall, 1996; Gronroos and Helle, 2012).

In terms of sport, staffs are responsible for the delivery of the product, and as a consequence are the main distinguishing quality factor in the consumption process. Because the outcome of sport games cannot be guaranteed, consistency in service delivery is the utmost importance in determining the customer's overall perception of the quality of the sport product (Shilbury et al., 2009).

Buhler and Nufer (2012) state that both paid employees and unpaid volunteer, they often make or break the experience that a customer gets. High-value customers' assessment of front-office staff and back-office staff affects the level of service quality and the satisfaction they perceive. In addition, a quick purchasing process for tickets or food, a friendly and helpful service staff might result in an overall positive and satisfying perception of service delivery in customers, and lead to increasing lifetime value, such as repeat purchase of tickets and sport-related products and continued attendance at sporting events (Lovelock & Wirtz, 2007). Ross,

James, and Vargas (2006) stated that employee is one of the elements that result in the success of sports firms.

2.5.6. Physical Evidence

Because services are intangible in nature, tangible elements called physical evidence will be delivered with the service in order to create a better experience for customer. The physical evidence is described as a physical environment in which the service is delivered (Lovelock et al., 2007; Klaus & Maklan, 2012).

Due to the characteristics of service as mentioned in the beginning of this chapter, it is difficult for customers to evaluate the quality of service. Consequently, customers often rely on the tangible evidence that surrounds the service to help their evaluations. According to Hoffman and Bateson (2010), the physical evidence is always used as tangible clues in service marketing in order to evaluate the product before purchasing and also during and after consumption. Therefore, the firm should create a suitable environment to highlight the fact to the consumers (Rathmell, 1974).

According to Hoffman and Bateson (2010), the components of the physical evidence called “servicescape” or “service environment” can help the customers to develop a positive perception of the service. The component comprises of three board categories: 1) facility exterior includes

the exterior design, signage, parking, landscaping, and the surrounding environment; 2) facility interior includes elements such as the interior design, equipment, physical layout, air quality and temperature; and 3) other tangibles that are part of the firm's physical evidence, including such items as business cards, stationery, billing statements, reports, employee appearance, uniforms and brochures.

In terms of sporting event, because the game itself (product of sporting event) is intangible and subjective, the sport marketer has to provide the sport product with physical evidence (tangible things) in order to make the product looks more tangible which will help to convince the customer to purchase the product (Shilbury et al., 2009).

The physical environment in a sporting event is the place where sports participants carry out their activities or where the sports competition is delivered. It also means the place that can deliver entertainment to customers (Buhler & Nufer, 2012). These refer to "sportscape". According to Lambrecht, Kaefer and Ramenofsky (2009), sportscape mean service extensions and the physical surroundings of a sports event which influence the overall satisfaction of spectators attending a sporting event. A full stadium can add excitement and atmosphere to the event experience (Holt, 1995). Charleston (2008) found that the two most important factors that had

positive impact on spectators in the sportscape was crowd noise (singing/cheering) and crowd size (density).

The physical environment is made up from its ambient conditions; spatial layout and functionality; and signs, symbols and artefacts (Zeithamal, Bitner & Gremler, 2006). According to Buhler and Nufer (2012), the ambient conditions include background characteristic, such as temperature, lighting, music, scent and colors, which affect how people feel. The spatial layout and functionality are the tangible parts of the service that use to fulfill the specific purpose of a customer such as seats for watching sporting events and equipment. The signs, symbols and artefacts are the tools which serve as explicit or implicit signals to their users. Signs can be used as a label for direction purpose and communicating rules. Symbols and artefacts like photos or cups may communicate cues about the meaning of the sporting place.

Wakefield and Blodgett (1994) found that in addition to the attractiveness and upkeep of the facility, servicescapes should be designed to enhance entertainment such as using things like high-tech score boards showing instant replays and provision of sport trivia. In addition, the other things like banners, photographs or statues of sporting heroes can decorate the outside and inner walkways of the facility. Moreover, Robertson and

Pope (1999) found that the ambiance at the stadium as well as the multimedia effects can influence whether or not a potential spectator will attend a future event.

Finally, we can conclude that the physical evidence is all tangible products that offer overall quality of service and have significantly influence the customer's satisfaction.

2.5.7. Process

Brown (1991) defines the process in a services marketing mix as “the actual procedures, mechanisms, and flow of activities by which the service is operated and delivered.” The key of this element is to assure that the service is availability and consistent quality (Shankar, 2000).

The strategy that the service firm use to guide or apply for the service delivery is extremely important because customers are often involved in the production of service (inseparable characteristics of service). Thus, the companies have to be really clear in defining the service process in order to create effective implementation framework (Zeithaml & Bitner, 2003; Hirankitti, Mechinda & Manjing, 2009).

However, in the fact of simultaneous consumption and production of the process management, balancing demand with service supply is extremely difficult (Magrath, 1986). Poorly designed processes are likely to

annoy customers because of slow, bureaucratic, and ineffective service delivery. Lovelock and Wright (2002) indicated that inefficient processes make it difficult for front-line staff to do their jobs well, result in low productivity, and increase the likelihood of service failure.

Gronroos (1978) stated that previous experience with service also influences the expectations of the customer. If the customer has had a bad experience with the service on any previous occasion, it will influence his or her future perceptions of the service.

According to Lovelock and Wirtz (2007), the service process in a sporting event consists of two parts; the visible part and invisible part of a sport service. The visible part of a sport service means the environment where the sport service is produced and consumed and also the related activities which support and produce the service on the day of the performance, such as ticket sellers, ushers and food and beverage sellers. The invisible part of the service is, for example, the facility management that cares for a working electricity supply during games.

According to Buhler and Nufer (2006), in the context of mass spectator sports it is important to provide the same service to all or at least to most customers which called standardizing processes. The successful of standardizing processes lie in the speed of the process, the number of

customers that can be dealt within a given time period and the decreasing of servicing costs.

In order to create a competitive advantage and increase retention rates of existing customers, a sporting organization should pay attention to the needs of customers, provide extra service personnel for particular wishes, and also come up with helpful and creative ideas for fast problem solving (Zeithaml, Bitner, & Gremler, 2006).

2.6. Demographic Characteristics: Gender and Age of Sport Spectators

Gender and age are parts of demographic variables which marketers use to indicate consumer needs and wants. Being aware of spectators' demographic profile will help sporting event marketer develop marketing plan by adjusting 7 Ps of marketing. Zhang et al. (2001) found that demographic characteristics of spectators, such as age and gender were added to predict the attendance frequency of spectators.

Hall and O' Mahony (2006) found that motivations for men and women to attend sporting events were significantly different. Men seemed to value the emotional arousal related to attendance and the sense of being a "true fan," while women enjoyed the social factors associated with sporting events.

Similarly, Dietz-Uhler et al. (2000) examined whether males and females were equally likely to be sport fans; however, males spent more time discussing sports with someone, watching sport on television, had a great interest in sports, and possess more knowledge of sports. Furthermore, they suggested that females seemed more likely to be a sport fan for social reasons, including attending games, enjoyment of cheering, and enjoyment watching sport with friends and family. Males reported being a sports fan because they played sports, enjoyed sport in general, and enjoyed learning about sports.

According to Jackson & Henderson (1995), in term of marketing, genders seem to be a relevant segmentation variable regarding perceiving cost. They found that men felt less constrained by costs than women. In addition, women's spectators obviously appreciate the low ticket prices (Fink, Trail, & Anderson, 2002). In terms of event's promotion, Hansen and Gauthier (1993) found significant differences between gender. Men were more highly influenced than women regarding the impact of promotion on attendances. Moreover, Greenwell et al., (2002) found that women spectators tend to place more emphasis on elements of the physical facility (e.g. cleanliness and restrooms), the service personnel and were less critical of team performance (core product of sporting event).

In terms of age, Westerbeek (2000) stated in his study on Australian Rules football matches that older spectators place importance on the attractiveness of the stadium surroundings, comfort and safety. However, the result of the study by Kennet et al. (2001) and Greenell et al. (2002) found that older fans (50 yrs old and older) were less critical of the facility and service personel at minor league hockey games.

2.6.1. Influencing Factors on Spectators in Each Age Group

Many studies have showed that the average age of spectators in sporting events mostly are the people in middle age or adult. In order to attract the group of other ages the marketer need to know their influencing factors.

For the preschool years (0-5 years), research indicates that children practice sport because their fathers introduce it to them by talking about and/or watching specific sports with them (Kolbe & James, 2000). Hence, marketers should focus on creating an experience that motivates a parent to bring the child to the game.

For the primary school years (6-12 years), the socializing agents play an important role in influencing them to sport especially by peers. The education system also plays a critical role in socializing them to sport (Funk, Alexandris & McDonald, 2008).

For adolescents, marketing activities should begin positioning the marketing approach directly to influence the individual. The focus of this level is on mass media outlets of television and the internet as well as word of mouth (Funk, Alexandris, & McDonald, 2008). However, the decision to participate also depends on their perceived constraints, such as cost, location, and accessibility (Carrill & Alexandris, 1997).

For adults, mass media, friends, spouse/partners, co-workers, and community become important (Funk & James, 2001). The role of media becomes an important element of introduction. With adults, awareness of sports and teams focuses more on the traditional role of media and promotion through the introduction of new sport products and services (e.g. a new sport event, team, or league) (Funk, Alexandris, & McDonald, 2008).

The results from those studies suggest that the demographic characteristics of potential event attendees need to be included when seeking to predict their likelihood of attending sporting events and to determine the demographic factors that influence people to attend sporting events.

However, most research has been conducted in western countries. It is expected there will be difference between countries and cultures and also between different types of sports. Therefore, knowing the type of spectators from the demographic data can assist sport managers to pinpoint areas to

develop marketing strategies in order to increase the probability of the consumer experiencing a positive outcome from participating in the stadium.

2.7. Research Hypotheses

The hypotheses tested in the current research are identified as follows:

H1. Product factor of the international badminton tournament affects spectators' desire to attend future editions.

H2. Price factor of the international badminton tournament affects spectators' desire to attend future editions.

H3. Place factor of the international badminton tournament affects spectators' desire to attend future editions.

H4. Promotion factor of the international badminton tournament affects spectators' desire to attend future editions.

H5. People factor of the international badminton tournament affects spectators' desire to attend future editions.

H6. Physical evidence factor of the international badminton tournament affects spectators' desire to attend future editions.

H7. Process factor of the international badminton tournament affects spectators' desire to attend future editions.

Chapter 3. Methodology

This chapter contained the information of the sampling procedure, instrumentation and data processing as part of the research design which adopted to prove the hypothesized of this study.

The main intent of this study is to analyze the service marketing mix (7Ps) factors that influence spectator attendance at an international badminton tournament in Thailand. In addition, within this framework the demographic factors and the level of sport participation were also examined.

3.1 Sample

The researcher used non-probability sampling which means every element of a population do not have the equal chance or probability to be chosen as a sample. Moreover, the researcher used a purposive sampling which means the sample population of this study are selected deliberately by the researcher; therefore, they are considered to be most representative of the population as a whole (Levy & Lemeshow, 2013).

The sample population for this study included 200 spectators (n=200) who attended one of these two international badminton tournaments in Thailand: Princess Sirivannavari Thailand Masters 2017 (n=100) and SCG Thailand Open 2017 (n=100).

3.2. Instrument

The online survey instrument was used for data collection. Both closed-ended and open-ended questions were used for the survey. In order to make sure that the survey is valid and practical, the researcher divided the survey into two sets. The first set is pre-survey; 30 samples were asked to fill out the questionnaires. Then, the final-survey was distributed to 200 respondents.

3.2.1. Design of Questionnaire

In order to get the response rate at maximizing level, the researcher designed the questionnaire by following the suggestion of Fisher (2007) as follows:

First, the researcher kept the questionnaire as short as possible. The URL link was used to access the questionnaire; thus, respondents could easily access by only one click.

Second, the researcher designed the questionnaire to look attractive by using the capacities of the word processor and the powerful tools provided by Google Doc for the online version of questionnaire.

Finally, the questionnaire had to be logical and sequential structure, so the respondent could easily see what question was about and could follow its theme as we developed. The general questions such as

demographic information were asked first, and then the Likert scale questions were asked to rate.

The survey instrument used for data collection was self-developed, based on similar studies conducted by Limpiyarak (2015) and the questions were also applied from the dimension of a scale of event quality for spectator sports (SEQSS). The SEQSS was developed from a comprehensive model of event quality in spectator sports (MEQSS) which consisted of five dimension: game (skill performance, operating time, information), augmented services (entertainment, concessions), Interaction (employees), outcome (sociability, valence), and physical environment (ambience, design, signage) (Jae et al., 2011). Moreover, the survey instrument also based on an extensive review of the literature and studied definitions.

The questionnaire used in this study consisted of five sections. The first section is demographic questions on age and sex. The second section intends to measure level of sport participation which included two questions: “On average, how many times do you play badminton in a week?” and “On average, how many hours per session do you play badminton?”. The third section, the questions are related to the tournament services in term of 7Ps of service marketing mix toward spectator. Each factor consists of three to

six indicators, total of 29 questions. Fisher (2010) states that the rating scale is commonly used to ask people about their opinion and attitude. Thus, a 5-point Likert Scale was used for scoring all the questions in this part: 1-Strongly Disagree, 2-Disagree, 3-Undecided, 4-Agree, 5-Strongly Agree (Fisher, 2007). The researcher used a 5-point scale instead of a 7-point scale because the 7-point scale might be difficult to get an exactly opinions and feelings. Moreover, respondent might be annoyed or frustrated for rating on too many questions. The forth section is about the overall satisfaction on the tournament. The last section asked about the spectator's decision to attend the tournament again in the future. A 5-point Likert scale was used again but in the different choices: 1-Very unsatisfied to 5-Very satisfied for answering the second last sections, and 1-Not at all to 5-Definitely for answering the last section of the questionnaires.

3.3. Procedures and Measures

In this current study, the researcher would like to study factors that influence spectator to attend an international badminton tournament in Thailand. The independent variables (X) in this study are the seven elements of service marketing mix (product, price, place, promotion, people, physical evidence and process), demographic factors including gender and age, and level of sport participation. These factors might influence spectator to attend

the future international badminton tournament. Thus, the dependent variable (Y) is the spectator's decision to attend the future international badminton tournament in Thailand.

3.3.1. Model Specification

The model specification that we employed to analyse the spectators who attended in the badminton tournament in Thailand can be written as the follows:

$$y^* = \beta_0 + \beta_1 PD + \beta_2 PR + \beta_3 PL + \beta_4 PM + \beta_5 PP + \beta_6 PE + \beta_7 PC + \beta_8 SPP + \beta_9 SEX + \beta_{10} AGE + \varepsilon$$

where:

PD = Satisfaction on product of the international badminton tournament

PR = Satisfaction on price of the international badminton tournament

PL = Satisfaction on place of the international badminton tournament

PM = Satisfaction on promotion of the international badminton tournament

PP = Satisfaction on people of the international badminton tournament

PE = Satisfaction on physical evidence of the international badminton tournament

PC = Satisfaction on process of the international badminton
tournament

SPP = Level of sport participation

SEX = Sex

AGE = Age

ε = Stochastic error

3.4. Analysis

The researcher collected the data by surveying 200 spectators who attended in the international badminton tournament in Thailand, including the Princess Sirivannavari Thailand Master 2017 and SCG Thailand Open 2017.

For data analyzing purpose, the study conducted the multiple linear regression model to transform the raw data drawn from questionnaires to summarize into categories in order to test the study hypotheses and to analyse the factors influencing spectators attendance at an international badminton tournament in Thailand. In this study, we considered the case that the dependent variable y_i denoted as the level of spectator's desire to attend the future international badminton tournament in Thailand, coded

from 1 (not at all) to 5 (definitely). The basic concept of the multivariate regression model is written as

$$y_t = X_{k,t}\beta_k + \varepsilon_t \quad (1)$$

where y_t is a vector of dependent variables, X_t is a matrix of K independent variables, and β_k is a vector of an unknown $k=1,\dots,K$ parameters to be estimated. ε_t is a vector of the error terms. For simply understand, we can write the extension form of the model equations as

$$\begin{bmatrix} y_1 \\ y_2 \\ \vdots \\ y_T \end{bmatrix} = \begin{bmatrix} X_{1,t} & \sigma_{12} & 0 & 0 \\ 0 & X_{2,t} & 0 & 0 \\ \vdots & \vdots & \ddots & \vdots \\ 0 & 0 & \dots & X_{K,t} \end{bmatrix} \begin{bmatrix} \beta_1 \\ \beta_2 \\ \vdots \\ \beta_K \end{bmatrix} + \begin{bmatrix} \varepsilon_1 \\ \varepsilon_2 \\ \vdots \\ \varepsilon_T \end{bmatrix} \quad (2)$$

The vital assumption of the linear regression model is that it assumes that the errors are no correlation across observations and are assumed to be normal distribution with mean zero and variance σ^2 , $\varepsilon = (\varepsilon_1, \dots, \varepsilon_T) \sim N(0, \sigma^2)$, To estimate all unknown parameter of the model, it can be estimated by ordinary least squares (OLS),

$$\beta_{ols} = (X'X)^{-1} X'y \quad (3)$$

Chapter 4. Findings

In this chapter the results of data analysis are presented. This study used data from collecting online survey from September 18, 2017 to October 09, 2017. The result consists of two parts. The first part is descriptive statistics, including percentage and mean. The second part is factors analysis and test of null hypotheses which are the results from regression analyses by EViews9 version program.

4.1. The Demographic of Respondents

For the sample, researcher collected the total of 200 respondents (n=200) from the people who attended the two international badminton tournaments in Thailand. The first 100 respondents came from SCG Thailand Open 2017 and the other 100 respondents came from Princess Sirivannavari Thailand Masters 2017. The description presented in the table 2 below;

Table 2. Demographic Description of the Study Sample Related to Gender and Age

Variable	Group	N	Percentage
Gender	Male	110	55.00
	Female	90	45.00
Age	11-20	6	3
	21-30	78	39
	31-40	49	24.50
	41-50	29	14.50
	51-60	34	17
	61-70	2	1
	71-80	2	1
Total		200	100.00

As seen in the table 2, male and female distribution was almost even. The number of male was 110 (55%) and the number of female was 90 (45%). The number of male spectator was slightly higher than female by 20 samples differences (10%). It indicated that male and female are almost equally interested in attending the tournament.

Moreover, the average age of the respondent was 36.5 years old. 16 years old was the youngest and 74 years old was the oldest in this study. For the age distribution, most respondents had an age in between 21 years old to 30 years old (39%), followed by the age group in between 31 years old to 40 years old (24.5%). There were only 4 respondents who had an age in between 61 (2%).

4.2. Information on Sport Participation of Respondents

Table 3. Frequency of Playing Badminton in a Week

Frequency of playing badminton in a week	N	Percentage
Less than 1 time	21	10.50
1-2 times	81	40.50
3-4 times	63	31.5
5-6 times	29	14.5
More than 6 times	6	3
Total	200	100.00

The information in table 3 showed that 81 respondents (40.50%) play badminton 1 to 2 times a week on average followed by 63 respondents (31.50%) play badminton 3 to 4 times a week and 29 respondents (14.50%) play badminton 5 to 6 times a week on average. Only 6 respondents (3%) play badminton more than 6 times a week on average. There were 21 respondents who do not play badminton at all.

Table 4. Duration of Playing Badminton Per Session

Duration of playing badminton per session	N	Percentage
Not play at all	21	10.50
Not more than one hour (≤ 1)	30	15
Over 1 hour – 2 hours	86	43
Over 2 hours – 3 hours	45	22.50
Over 3 hours – 4 hours	15	7.50
Over 4 hours	3	1.50
Total	200	100.00

Most respondents which was 86 respondents (43%) out of the total play badminton more than 1 hour to 2 hours per session on average. Followed by group of the respondents who play badminton more than 2 hours to 3 hours per session which consisted of 45 respondents (22.50%). There were 15 respondents (7.50%) who play badminton more than 3 hours to 4 hours per session. Only 3 respondents (1.50%) play badminton more than 4 hours per session as seen in table 4 above.

Furthermore, the researcher used the data from table 3 and table 4 to analyze the level of sport consumption of the respondents in a week. The

researcher found that in one week the respondents play badminton 6.34 hours on average. 30 minutes was the shortest duration and 28 hours was the longest duration of playing badminton in a week in this study.

4.3. Descriptive Statistics of Service Marketing Mix Variables

In this part, the means and percentages were calculated for the independent variables in relations to the respondents ranking of service marketing mix factors that affect spectators' desire to attend future editions of international badminton tournaments in Thailand. The seven service marketing mix variables are product, price, place, promotion, people, physical evidence and process. Each variable contained 3 to 6 sub-variables which was in the total of 29 sub-variables in the survey. The researcher adopted 5-point Likert Scale: 1-Strongly Disagree; 2-Disagree; 3-Undecided; 4-Agree; and 5-Strongly Agree to rate each variable.

Overall, the results showed that respondents rated product as the highest factor. This meant that they were most satisfied with product among all seven factors. The average level of agreement on product was 4.03 out of 5, followed by process, place and price with the average at 3.80, 3.72, and 3.65, respectively. People, physical evidence and promotion were rated as the last three lowest level of agreement with the average at 3.59, 3.54, and 3.40, respectively. However, their average means were in between 3 to 4

which were in the same range as process, place and price. The descriptive statistics of each variable will be described in more details as follow;

Table 5. Descriptive Statistics of Product Variable

Variable	Degree of agreement					Mean	Rank
	Strongly disagree	Disagree	Undecided	Agree	Strongly agree		
1. Product							
1.1. The games were enjoyable	0 (0.00)	5 (2.50)	44 (22.00)	100 (50.00)	51 (25.50)	3.99	2
1.2. The tournament was high-quality and standard	1 (0.50)	10 (5.00)	28 (14.00)	87 (43.50)	74 (37.00)	4.12	1
1.3. Players were famous and well-known	1 (0.50)	9 (4.50)	51 (25.50)	71 (35.50)	68 (34.00)	3.98	3
Total						4.03	

As seen in table 5 above, most respondents (n=87, 43.50%) “Agreed” that the tournament was high quality and standard and only 10 respondents (5%) “Disagreed”. 100 respondents (50%) “Agreed” that the games were enjoyable, and there were only 5 respondents (2.50%) “Disagreed”. There were 71 respondents (35.50%) “Agreed” that players who attended the tournament were famous and well-known and only 9 respondents (4.50%) “Disagreed”. The overall agreement on a product factor was rated as 4.03 out of 5 which was in the range of “Agree”.

Moreover, product factor seems to be the most important factor that has an influence on spectators' decision to attend the tournament. According to the survey results, many respondents suggested that they would attend the tournament if there were many talented and well-known athletes accept to participate in the tournament.

Table 6. Descriptive Statistics of Price Variable

Variable	Degree of agreement					Mean	Rank
	Strongly disagree	Disagree	Undecided	Agree	Strongly agree		
2. Price							
2.1. The ticket prices were reasonable compared to other sporting events	3 (1.50)	17 (8.50)	53 (26.50)	85 (42.50)	42 (21.00)	3.73	2
2.2. The ticket prices were affordable for all groups of people (e.g. students, workers)	8 (4.00)	21 (10.50)	59 (29.50)	67 (33.50)	45 (22.50)	3.75	1
2.3. The ticket prices appropriately reflected the quality of services and facilities in the venue	9 (4.50)	25 (12.50)	61 (30.50)	75 (37.50)	30 (15.00)	3.46	3
total						3.65	

For the price factor, most respondents (n=67, 33.50%) “Agreed” that the ticket prices were affordable for all groups of people (e.g. students, workers) and only 21 respondents (10.50%) “Disagreed”. This sub-variable was rated as the highest among all three sub-variables with an average of 3.75. The respondents also “Agreed” that the ticket prices were reasonable compared to other sporting events by having a mean slightly lower than the highest rank: sub-variable no. 2.2 by 0.02 difference. The last sub-factors which is about the quality of services and facilities in the venue comparing to the cost that they spent on the ticket were rated as the lowest with an average of 3.46 as seen in table 6 above.

The respondents suggested that the prices of the ticket were appropriate and affordable. However, in order to promote badminton in Thai youth, students should be allowed to get free admission by showing their student cards to the ticket controller.

Table 7. Descriptive Statistics of Place Variable

Variable	Degree of agreement					Mean	Rank
	Strongly disagree	Disagree	Undecided	Agree	Strongly agree		
3. Place							
3.1. The stadium was easily accessible	1 (0.50)	7 (3.50)	40 (20.00)	61 (30.50)	91 (45.50)	4.17	2
3.2. The stadium capacity was just enough	1 (0.50)	7 (3.50)	34 (17.00)	67 (33.50)	91 (45.50)	4.20	1

3.3. The stadium and its facilities were well maintained	4 (2.00)	26 (13.00)	59 (29.50)	79 (39.50)	32 (16.00)	3.55	5
3.4. The stadium and its facilities were appropriate for international sporting events	7 (3.50)	23 (11.50)	44 (22.00)	84 (42.00)	42 (21.00)	3.66	4
3.5. Security inside and outside the stadium was excellent	3 (1.50)	19 (9.50)	59 (29.50)	77 (38.50)	42 (21.00)	3.68	3
3.6. Provisions for parking were enough and convenient	28 (14.00)	46 (23.00)	44 (22.00)	52 (26.00)	30 (15.00)	3.05	6
total						3.72	

From table 7, the sub-variable about the stadium capacity was just enough was rank as the highest among all sub-variables of the place factor with the average of 4.20 (strongly agree) followed by sub-variable about the stadium was easily accessible and sub-variable about security inside and outside the stadium was excellent with average of 4.17 (strongly agree) and 3.68 (agree). In this factor, provisions for parking were enough and convenient was rated as the lowest among all six sub-variables of place factor with the average of 3.05 (agree).

Many respondents said that they liked this stadium because there were the BTS sky train stations and the bus stops nearby. However, for the people who came to stadium by their personal car. They complained about insufficiency of parking lots. In addition, some respondents stated that they might attend the tournament again if this problem was solved.

Table 8. Descriptive Statistics of Promotion Variable

Variable	Degree of agreement					Mean	Rank
	Strongly disagree	Disagree	Undecided	Agree	Strongly agree		
4. Promotion							
3.7. The auxiliary activities of the event (e.g. fan signing, photo opportunity with the athletes) were interesting	6 (3)	50 (25)	81 (40.50)	47 (23.50)	16 (8)	3.34	3
3.8. The ticket packages and special deals were attractive (e.g. discount, giveaways)	8 (4.00)	50 (25.00)	74 (37.00)	53 (26.50)	15 (7.50)	3.09	4
3.9. Event advertisements provided effective, accurate and up-to-date information	5 (2.50)	25 (12.50)	57 (28.50)	78 (39.00)	35 (17.50)	3.57	2
3.10. Event advertisements affected to your decision to attend the event	6 (3.00)	23 (11.50)	56 (28.00)	77 (38.50)	38 (19.00)	3.59	1

total		3.40	
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For the promotion factors, all four sub-variables were rated in the same range which was in the range of three (undecided). However, the mean of each sub variables were a bit different from one another. The sub-variable about event advertisements affected to your decision to attend the event was rated as the highest with an average of 3.59 followed by event advertisements provided effective, accurate and up-to-date information, and the auxiliary activities of the event (e.g. fan signing, photo opportunity with the athletes) were interesting, with the average of 3.57 and 3.34. 3.09 was the lowest average among all four sub-variables of promotion factor, which is about the ticket packages and special deals were attractive (e.g. discount, giveaways) as seen in table 8 above.

According to the suggestion from survey, some spectators commented that event’s advertising and public relations were not enough and inattractive. Many spectators did not know about the special promotion of the event especially the auxiliary activities of the event, such as fan signing and photo opportunity with the athletes. Thus, it can be concluded that the public relations about the auxiliary activities of the event was just inadequate, and the event advertisement did not provide clearly and completely information about the event.

Table 9. Descriptive Statistics of People Variable

Variable	Degree of agreement					Mean	Rank
	Strongly disagree	Disagree	Undecided	Agree	Strongly agree		
4. People							
4.1. There was enough staff to deliver the services	6 (3.00)	15 (7.50)	60 (30.00)	98 (49.00)	21 (10.50)	3.57	3
4.2. The event staff was courteous and friendly	8 (4.00)	12 (6.00)	61 (30.50)	89 (44.50)	30 (15.00)	3.61	1
4.3. The event staff handled problems promptly and satisfactorily	7 (3.50)	15 (7.50)	60 (30.00)	89 (44.50)	29 (14.50)	3.59	2
total						3.59	

From table 4, there were three sub-variables of the people variable. The mean of each sub-variables was slightly different from one another. The event staff was courteous and friendly was rated as the best rank with an average of 3.61, followed by 3.59 and 3.57 from “the event staff handle problems promptly and satisfactorily” and “there was enough staff to deliver the services”.

Table 10. Descriptive Statistics of Physical Evidence Variable

Variable	Degree of agreement					Mean	Rank
	Strongly disagree	Disagree	Undecided	Agree	Strongly agree		
5. Physical Evidence							
5.1. The stadium and its facilities were well design	5 (2.50)	27 (13.50)	62 (31.00)	87 (43.50)	19 (9.50)	3.44	5
5.2. Scoreboards were aesthetically attractive and easy to read	4 (2.00)	16 (8.00)	43 (21.50)	96 (48.00)	41 (20.50)	3.77	1
5.3. Spectator seats were comfortable and clean	13 (6.50)	31 (15.50)	46 (23.00)	85 (42.50)	25 (12.50)	3.39	6
5.4. Directions to the stadium were visible and easy to follow	9 (4.50)	22 (11.00)	44 (22.00)	95 (47.50)	30 (15.00)	3.58	3
5.5. Signs helped me to find the way to specific rooms such as toilet, shops, gates, etc.	10 (5.00)	21 (10.50)	55 (27.50)	93 (46.50)	21 (10.50)	3.47	4
5.6. The stadium's ambience was excellence (e.g. temperature, lights, sounds, scent and other	8 (4.00)	14 (7.00)	53 (26.50)	98 (49.00)	27 (13.50)	3.61	2

multimedia effects)							
total						3.54	

Form the table 10, scoreboards were aesthetically attractive was ranked as number one among all six variables of physical evidence factor with the average of 3.77. The stadium’s ambience was excellence (e.g. temperature, lights, sounds, scent and other multimedia effects) was rated as the second highest with the average of 3.61 followed by Directions to the stadium were visible and easy to follow, and signs helped me to find the way to specific rooms such as toilet, shops, gates, etc. They were ranked as third and fourth with the average of 3.58 and 3.47. The sub-variable about comfort and cleanliness of spectator seats was rank as the lowest with the average of 3.29.

According to the suggestions from the survey, the atmosphere inside the stadium was good; however, the cleanliness of the toilets needed to be improve. Moreover, some respondents complained about the spectator seats were not comfortable. They would prefer to watch the game at home rather than watching at the stadium in the future. Moreover, the temperature inside the stadium made them felt uncomfortable due to the unpleasant weather outside.

Table 11. Descriptive Statistics of Process Variable

Variable	Degree of agreement					Mean	Rank
	Strongly disagree	Disagree	Undecided	Agree	Strongly agree		
6. Process							
6.1. The process of buying tickets online or on-site was easy and fast	3 (1.50)	13 (6.50)	55 (27.50)	92 (46.00)	37 (18.50)	3.74	4
6.2. The competition started on time	3 (1.50)	9 (4.50)	51 (25.50)	89 (44.50)	48 (24.00)	3.85	1
6.3. The event operated smoothly such as problems were solved in a timely manner	1 (0.50)	11 (5.50)	49 (24.50)	103 (51.50)	36 (18.00)	3.81	2
6.4. Provisions for emergency situations were available and efficient (e.g ambulance, guards)	2 (1.00)	13 (6.50)	48 (24.00)	100 (50.00)	37 (18.50)	3.79	3
total						3.80	

From table 11, process factor consisted of four sub-variables. The first sub-variable asked the respondent to rate their level of agreement about the punctuality of the starting time of the match. The respondents rated this

sub-variable as the first best sub-variable among all four sub-variables, with the average of 3.85. The event operated smoothly and problems were solved in a timely manner was rated as the second best rank with the average of 3.81 followed by provisions for emergency situations were available and efficient (e.g. ambulance, guards) was rated as the third rank with the average of 3.79. The process of buying tickets online or on-site was easy and fast was rated as the lowest rank with the average of 3.74.

4.4. Factor Analysis and Statistical Hypothesis Testing

In this part, the researcher would like to examine the relationship between the components of service marketing mix (7Ps) which are independent variables (X) and spectators' desire to attend the future editions of Thailand international badminton tournament which is a dependent variable (Y) of this study. In order to analyze the relationship between independent variable and dependent variable, the researcher has set up the hypothesis for each factor as follow;

H1. . Product factor of the international badminton tournament affects spectators' desire to attend future editions.

H2. Price factor of the international badminton tournament affects spectators' desire to attend future editions.

H3. Place factor of the international badminton tournament affects spectators' desire to attend future editions.

H4. Promotion factor of the international badminton tournament affects spectators' desire to attend future editions.

H5. People factor of the international badminton tournament affects spectators' desire to attend future editions.

H6. Physical evidence factor of the international badminton tournament affects spectators' desire to attend future editions.

H7. Process factor of the international badminton tournament affects spectators' desire to attend future editions.

In this study, the null hypothesis (H_0) and the research hypothesis (H_1) were formed in the same pattern according to each component of service marketing mix tested as follow:

H_0 : X component in service marketing mix of the tournament does not affect spectators' desire to attend future editions of international badminton tournaments in Thailand (Y)

H_1 : X component in service marketing mix of the tournament affect spectators' desire to attend future editions of international badminton tournaments in Thailand (Y)

The significant level indicated the relationship between independent variables (X) and dependent variable (Y). In this study, if the significant level is over 0.05 then the null hypothesis is accepted which means X does not have an effect on Y. On the other hand, if the significant level is under 0.05 then the null hypothesis is rejected which means the research hypothesis is accepted then X have an effect on Y.

Multiple linear regression analysis was employed to examine the hypotheses. The multiple regression analysis is the correlation coefficient. It depicts how strong the linear relationship is among variables.

When examining the correlation coefficient, if it has a value between -1 and +1 that is an indication of how strongly the two variables are related to each other. A correlation coefficient of +1 will indicate a perfect positive correlation. As the value of the independent variable increases the value of the dependent variable also increase. A correlation coefficient of -1 will indicate a perfect negative correlation. As the value of the independent variable decreases the value of the dependent variable increases.

Table 12. Summary of Multiple Regression Analysis

Variable	Coefficient	Std. Error	z-Statistic
Product (PD)	0.1272***	0.0098	13.0726
Price (PR)	0.1698***	0.0070	24.1153
Place (PL)	0.1139***	0.0102	11.2066
Promotion (PM)	0.0595***	0.0072	8.2163
People (PP)	-0.0135	0.0101	-1.3372
Physical evidence (PE)	-0.0720***	0.0111	-6.5149
Process (PC)	0.0630***	0.0104	6.0335
AGE	-0.0012***	0.0004	-3.0263
SEX	-0.0119	0.0099	-1.1985
Sport participation (SPP)	0.0057***	0.0009	6.3235
Constant	2.4759***	0.0325	76.2626
R ²	0.2444		
Adjusted R ²	0.2444		

The multiple regression analysis table (See Table 12) showed that there were six variables out of seven variables of service marketing mix that had statically significant relationships with spectator attendance at an international badminton tournament in Thailand. These significant factors were product, price, place, promotion, physical evidence, and process. They have equally significant value which is under 99% confidence level. People was the only variable that was not statistically significant to the spectators' decision to attend an international badminton tournament in Thailand. The results of hypothesis testing of each variable will be summarized in the following paragraphs.

The result of the multiple regression analysis table performed on product indicated a correlation coefficient of 12.72%. This result showed positive relationship between dependent variable and independent variable. It indicated that when product variable (fun of game, quality of game, reputation and popularity of players) increases 1%, the decision level to attend an international badminton tournament in Thailand increases 12.72%.

For price variable, the result of multiple regression analysis performed indicated a correlation coefficient of 16.98%. This result showed positive relationship between dependent variable and independent variable. It indicated that when price variable (reasonableness and affordability of

ticket prices, appropriateness of ticket price reflecting the quality of services and facilities in the venue) increases 1%, the decision level to attend an international badminton tournament in Thailand increases 16.98%.

For place variable, the result of multiple regression analysis performed a correlation coefficient of 11.39%. This result showed positive relationship between dependent variable and independent variable. It indicated that when place variable (stadium accessibility, stadium capacity, quality of stadium and its facilities, appropriateness of stadium, stadium security, parking quality) increases 1%, the decision level to attend an international badminton tournament in Thailand increases 11.39%.

For promotion variable, the result of multiple regression analysis indicated a correlation coefficient of 5.95%. This result showed positive relationship between dependent variable and independent variable. It indicated that when promotion variable (attractiveness of auxiliary activities, attractiveness of ticket promotion, quality of event advertisements) increases 1%, the decision level to attend an international badminton tournament in Thailand increases 5.95%.

For physical evidence variable, the result of multiple regression analysis indicated a correlation coefficient of 7.20 %. This result showed negative relationship between dependent variable and independent variable.

It indicated that when physical evidence variable (design of stadium and its facilities, attractiveness of scoreboard, quality of spectator seat, quality of sign and directions, satisfaction on stadium's ambience) increases 1%, the decision level to attend an international badminton tournament in Thailand decreases 7.20%. In addition, it can be concluded that the spectators would like to attend the tournament because games and players of the tournament were interesting. They did not really care about the physical evidence factor of the tournament due to their opinion and suggestion in the survey.

For process variable, the result of multiple regression analysis indicated a correlation coefficient of 6.30%. This result showed positive relationship between dependent variable and independent variable. It indicated that when process variable (quality of ticket selling process, punctuality of the game start time, efficiency of the event operation and problem solving, preparation efficiency for emergency situations) increases 1%, the decision level to attend an international badminton tournament in Thailand increases 6.30%.

Table 13 below is the summary of all hypotheses related service marketing mix.

Table 13. Summary of Hypothesis

Research Hypotheses (H _i)	Testing Result
H1. Product factor of the international badminton tournament affects spectators' desire to attend future editions.	Accepted
H2. Price factor of the international badminton tournament affects spectators' desire to attend future editions.	Accepted
H3. Place factor of the international badminton tournament affects spectators' desire to attend future editions.	Accepted
H4. Promotion factor of the international badminton tournament affects spectators' desire to attend future editions.	Accepted
H5. People factor of the international badminton tournament affects spectators' desire to attend future editions.	Rejected
H6. Physical evidence factor of the international badminton tournament affects spectators' desire to attend future editions.	Accepted
H7. Process factor of the international badminton tournament affects spectators' desire to attend future editions.	Accepted

Furthermore, the researcher would like to present the results of the additional factors, including age, sex and level of sport participation which are apart from the service marketing mix concept.

As seen in Table 12, the result of multiple regression analysis indicated a correlation coefficient of 0.12% on age variable. This result showed negative relationship between dependent variable and independent variable. It indicated that when age decreases, the decision level to attend an international badminton tournament in Thailand increases.

For sex variable, the result showed that sex variable was not statically significant to spectator decision to attend an international badminton tournament in Thailand.

The last variable which is sport participation behavior of the respondent, the researcher found that there was statistically significant. The result showed positive relationship between dependent variable and independent variable with the correlation coefficient of 0.57. It can be concluded that when the amount of sport participation increases 1%, the decision level to attend an international badminton tournament in Thailand increases 0.57%.

In summary, the results revealed from the regression analysis showed that there were eight variables from ten variables that had significant value less than 99% confidence level. These eight variables included six variables from service marketing mix; product, price, place, promotion, physical evidence and process, and the additional two variables which are age and sport participation behavior. From these results, the researcher concluded that product, price, place promotion, physical evidence, and process of the tournament, and also age, and sport participation behavior of the respondent affect spectators' desire to attend the international badminton tournament in Thailand.

Chapter 5. Discussion

In chapter 4, the results of the study were reported including the descriptive statistics of respondents and regression result as well as the results from null hypotheses testing. This section is, therefore, designed to discuss these results further in detail and also to compare the results with the previous related studies.

The discussion begins with an overview of the study including a review of the problem statement, objective and method, followed by discussion of the results and suggestion for tournament managers. Limitations and recommendations for the future research will be provided at the end of this chapter.

5.1. Overview of the Study

Nowadays, sports have grown and become one of the largest industries which generate large source of revenues. One of the critical sources of revenue generated from sports is selling sport event tickets. The revenues from sporting events will help sport organizations to promote public participation in sport and exercise, promote sport for excellence, increase popularity of the sport as well as to improve and upgrade the level of sporting events. However, leisure activities related to sport like attending

sport event was not popular among Thai population (National Statistical Office, 2015). Same as the situation in badminton, even though badminton has become one of the most popular sports, and recently a lot of Thai professional badminton players have showed their spectacular performance by winning in many international badminton competitions, also created new greatest records in badminton history, the numbers of the spectator in international badminton tournaments in Thailand are in contrast with the popularity of the sport by decreasing since the past few years.

Thus, it is important for sport marketers to identify the factors that influence people to attend sporting events in order to improve marketing strategies and increase revenue for sport organization. The objective of this quantitative study was to analyze factors influencing spectator attendance at the international badminton tournament in Thailand by examining the seven critical elements of service marketing mix.

The sample of this study included 200 spectators who attended in one of these badminton tournaments; SCG Thailand Open 2017 or Princess Sirivannavari Thailand Master. The selection of samples involved the purposive sampling method. An online questionnaire with 38 questions was distributed to spectators. The survey utilized a 5-point Likert scale format to rate their level of agreement and satisfaction. Descriptive analyses and

multiple regression analyses were conducted in order to examine the null hypothesis.

5.2. Summary of finding

The objective of this study is to analyze factors influencing spectator attendance at the international badminton tournament in Thailand by examining the seven critical elements of service marketing mix. The researcher has set up seven hypotheses as follows:

H1. Product factor of the international badminton tournament affects spectators' desire to attend future editions.

H2. Price factor of the international badminton tournament affects spectators' desire to attend future editions.

H3. Place factor of the international badminton tournament affects spectators' desire to attend future editions.

H4. Promotion factor of the international badminton tournament affects spectators' desire to attend future editions.

H5. People factor of the international badminton tournament affects spectators' desire to attend future editions.

H6. Physical evidence factor of the international badminton tournament affects spectators' desire to attend future editions.

H7. Process factor of the international badminton tournament affects spectators' desire to attend future editions.

The findings from regression analyses showed that only one research hypothesis was rejected, which was hypothesis 5. People was an only one factor that found no significant relationship with spectators' desire to attend an event again in the future, or it can be concluded that people factor (tournament's staff) does not affect spectators' desire to attend an international badminton tournament in Thailand. On the other hand, product price place promotion and process were found to have positive relationships and physical evidence was found to have negative relationship with spectators' desire to attend an international badminton tournament in Thailand.

5.3. Discussion and Suggestion of Results

5.3.1. Demographic Characteristics of Respondents

In this study, demographic information included gender, age, and frequency of sport participation of the respondents.

From chapter 4, the researcher found that the number of male and female spectators were almost equal (male=55.00%, female=45.00%). This finding is consistent with Dietz-Uhler et al. (2000) study, which indicated that whether males and females were equally to be sport fans; however, in

general, males spent more time discussing sport, watching sport, and possess more knowledge of sports.

Moreover, the majority of the respondents ages were between 21 to 30 years old followed by the age range of 31 to 40 years old. The result is similar to the study in Thai football leagues done by Limpiyarak (2015). The study showed that the average age of spectators in Thai football leagues mostly were between 20 to 30 years old, and also followed by the age range of 31 to 40 years old. Thus, spectators in sporting events in Thailand mostly are early adulthood, or who are between 20 to 40 years old

Most respondents play badminton regularly; however, there was only a few respondents (10.50%) who do not play badminton at all. This result could be explained by the previous studies which indicated that there was a significant relationship between sport participation and spectatorship. Sports participation increased the tendency to attend sporting events (Thrane, 2001). Similar to the studies done by Kenyon & McPherson (1973) and Shank & Beasley (1998), they found that the greater the individuals involved in sport activities, the greater chance individuals become spectators.

Knowing the type of customer from the demographic data (age, sex) psychographic (relevant activity, interest, opinion) will help marketers to segment their customers in order to market their product(s) in the most

advantageous way which will also help to generate positive outcome from customer, to attract further customers, and to maximize their sales (Lee, 2000).

5.3.2. Service Marketing Mix factors of the Tournament

The results from regression analyses showed that almost all components in services marketing mix; product, price, place, promotion, physical evidence, and process had a significant effect on spectator decision to attend future editions of the international badminton tournament in Thailand. However, people was the only one component that had no significant effect on spectator decision to attend an international badminton tournament in Thailand. The results of the analysis indicated that managing the marketing mix dimensions of product, price, place, promotion, physical evidence, and process are more important than managing interactive marketing dimension of people in the context of international badminton tournament marketing.

Product was found to have a positive relationship with spectators' desire to attend an international badminton tournament in Thailand. The product in term of sporting event is the game itself which includes the components, such as players, referees and line judges. Those are the people who produce and deliver the service or the enjoyment of the game to

spectators. The study indicated that product was the most important thing that spectators care about. They would attend the tournament in the future if their favorite players or well-known players participated in the tournament. This result supported by the previous study done by Zillmann et al. (1989) states that enjoyment of the product of an event can be used as a predictor of future attendance at similar events. Similarly, Koenigstorfer et al. (2010) identified that the game itself is the main categories that determine the demand for sporting event attendance.

Moreover, it can be suggested that in order to satisfy customer needs or desire, the event managers should place importance on product, especially the enjoyment of the games. Schaaf (1995) stated that the level of enjoyment depends on the uncertainty of game outcome. However, the actual games taking place cannot be controlled by the sport marketer. Therefore, the event managers should focus on players who are going to participate in the tournament. They should be able to develop or improve their marketing strategies in order to attract more high-profile players to compete in the tournament. Future studies could focus on the satisfaction of athletes on service marketing mix of the tournament.

Price was found to have a positive relationship with spectators' desire to attend an international badminton tournament in Thailand. In this

study, price consists of three dimensions; reasonable, affordable, and worthy. Overall, spectators satisfied ticket prices of the tournament. In general, the ticket price of international badminton tournament is not high and it might be cheaper than many other sporting events in Thailand. However, the number of participants has been decreasing as mentioned in the first chapter. According to the findings of this study and the recommendations from the respondents, it could be suggested that the tournament should provide free admission tickets for some specific groups, such as students or free admission in the first few days (qualifying round) in order to gain in popularity and to promote the tournament. However, these could be done if the tournament gets enough sponsors.

Place was found to have a positive relationship with spectators' desire to attend an international badminton tournament in Thailand. Place consisted of accessibility criterion, convenience criterion, and security criterion. This result confirms the previous research studies which indicated that stadium and accessibility were found to have a positive effect on attendance (Hay & Thueson, 1986; Hill et al., 1982; Hansen & Gauthier, 1992; Armstrong, 2008). Overall, spectator satisfied the place component of the tournament. However, the convenience and capacity of the parking area of the tournament was not much satisfied spectators who traveled by their

personal cars. From the survey, some spectators stated that they will not attend the tournament again if this problem has not yet been solved. Wakefield and Blodgett (1996) states that if sport fans are more satisfied stadium factors which also includes parking lots, they are likely to stay in the stadium longer period, and they are likely to return more often. Thus, the event manager should focus more on this issue in order to maintain the current spectators for future events.

Promotion factor was found to have a positive relationship with spectators' desire to attend an international badminton tournament in Thailand. Promotion consisted of ticket promotions, publicity, and auxiliary activities during a sporting event. The finding is consistent with lots of previous studies which found that promotion has positive relationship with game day attendance (Westerbeek & Shilbury, 2003; Armsrtrong, 2008; Spenner, Fenn, & Crooker, 2010). However, this factor had the least impact on influencing spectator attendance compared to other marketing mix factors. This finding is along the line of Thomas and Jolson (1979) study, which found that less than 4 percent of baseball fans of Baltimore Oriole were influenced by promotions. Furthermore, the researcher found that the tournament did not offer adequate and varied promotions to consumers. Also, lots of attendants did not know about the event's promotions or

auxiliary activities before purchasing for the tickets. According to Mihai (2013), in sport marketing, promotion such as interrelated activities can stimulate the interest and awareness of consumers to purchase a sport product. Thus, tournament's promotion is an important element which helps to attract more consumers.

As mentioned in a previous session, the majority of spectators in this study were early adulthood (20 to 40 years old). Funk and McDonald (2008) stated that role of media is an effective element to introduce and promote sport event in this age group. Thus, introducing sports event by using internet, such as webpage or social media like Facebook seem to be the most fruitful way according to the result from the current study's survey which found that most respondent got the tournament's information from internet.

People was the only one factor among all service marketing mix factors which was found to have no relationship with spectators' desire to attend an international badminton tournament in Thailand. This factor consisted of three criterions; sufficient number of tournament's staff, speed and effectiveness in problem solving, and courtesy and friendliness of tournament's staff. The result of this study was found to be different from the previous studies which found that Service provider's characteristics,

such as promptness, friendliness, and helpfulness can contribute overall positive perception of service deliverer in customers and lead to lifetime value, such as repeat purchase of tickets and continued attendance at sporting events (Lovelock & Wirtz, 2007; Levesque & Mcdougall, 1996; Gronroos & Helle, 2012; Yoshida & James, 2010). However, to explain this current result the researcher observed characteristics of international badminton tournaments in Thailand and found that spectators did not need to interact with the event's staff much when they participated in the event. Moreover, they could also buy a ticket via internet. As Chumaidiyah (2013) stated that the performance of the service representatives can be perceived by consumers directly only when they make a contact. Thus, people factor (event's staff) is not important for determining spectator's perception of the quality of tournament since the customers did not have much the opportunity to interact with the event's staff.

Physical evidence was found to have a negative relationship with spectators' desire to attend an international badminton tournament in Thailand. In this study, physical evidence consisted of design and decoration, ambient conditions (temperature, light, sound, scent, and other multimedia effects), spatial layout and functionality (seats for watching and equipment), signs and symbols.

Because the games itself (service products) are intangible in nature as mentioned in chapter 3, tangible elements (physical evidence) are always delivered with service products which help customer to evaluate the quality of the service product which is intangible (Hoffman & Bateson, 2010). Therefore, physical environment of the stadium can influence whether or not a spectator attends, how long they will stay, and a potential spectator will attend a future tournament (Roberto & Pope, 1999).

Due to the finding which showed a negative relationship between physical evidence of the tournament and spectators' desire to attend future editions of the tournament, physical environment quality, such as design and decoration, ambience and signage might mismatch with the concept of the event and/or spectators characteristics. Eventhough the tournament adopted high-technology equipments, such as multimedia screen 180 degree and tunnel signature to excite and entertain spectators while launcning players to the field, it might interrupt them and generate negative feeling to spectators because most respondents were mainly interested in the event's product or the game itself. Mismatching of the design and decoration, ambience at the tournament as well as multimedia effects will decrease spectators satisfaction on the quality of the tournament. As Rathmell (1974) stated that service firms should create an environment that help the

customers a positive perception; however, if the atmosphere they are made is unpleasant, the customers would not like to get the service anymore.

Moreover, ambient conditions might be difficult to control in the context of sport (Bitner, 1992). Thus, the tournament manager should be more careful when consider about using these elements in future editions of the tournament in order to maintain the previous spectators and attract new spectators.

Process was found to have a positive relationship with spectators' desire to attend an international badminton tournament in Thailand. Process indicates the procedures quality of service delivery and flow of activities by which the service is operated and delivered (Shankar, 2000). In the current study, process included sub-elements such as smooth purchasing ticket process, smooth game operating process, and provision for emergency situations. According to Yelkur (2000), process variable is considered as one of the most significant predictors of customers' satisfaction because the service and the service provider are inseperable. Satisfied customers intend to purchase the same products and to recommend them to others by talking about their experiences (Na, 2014). In addition, Gronroose (1978) stated that previous experience with service influences the expectations of the customer. If the customer has had a bad experience with the service on any previous

occasions, it will influence his or her future perceptions of the service. Thus, the result from this study correlates with those previous studies: process factor has an influence on reattending of spectator on the same event in the future.

Overall, the present study showed that right combination of service marketing mix elements can be used as a guide for sport event managers in order to improve the quality of the tournament which can help to retain current spectators and recruit new one. If customers are satisfied with the product they will generally spread positive impressions through word of mouth which will attract more customers. According to Lee (2000) and Smith (1993), word to mouth message can generate greater influence than television advertising because it provides more credible message from an unbiased source. Therefore, the recommendations would be helpful for tournament managers in order to make effective and suitable marketing strategy.

5.4. Limitations and Recommendations for Future Research

The study gauges the effect of '7Ps' of service marketing mix on spectator decision to attend an international badminton tournament in Thailand. The research, however, is subject to some limitations. Due to the limited time and cost constraint, it is important to note that the study is

limited to a sample size of 200 spectators from the two international badminton tournaments; SCG Thailand Open 2017 and Princess Sirivannavari Thailand Master 2017. The larger sample sizes can be considered by future researchers and the samples may include both Thai and foreigner spectators in order to generalize the finding of the study, to compare their perspective and to get feedback in order to improve the event's quality in the future.

Moreover, the researcher could not distribute surveys to spectators while they were attending the tournament or right after they finished watching, in this study, the researcher could only distribute the survey after the tournaments have finished for more than two months due to time constrain. Thus, their answers might not best describe their feelings comparing with the answers if they did the survey during the event or right after the event finished. In addition, the raw data of this study came from spectator's post-consumption evaluation, thus many uncontrollable factors might affect to their perspective and feeling on the event's quality according (Brady & Cronin, 2001). For example, spectators at a sporting event might have positive perceptions of service quality, but report negative valence of the outcome because their favorite player has lost. Therefore, the further

research should include an in-depth interview in order to get more details and examine uncontrollable factors that affect the outcome.

Finally, the present study specifically looked at only one sport (badminton) due to the situation that this sport is facing. However, the situation that mentioned in chapter 1 may only apply in Thailand, as the badminton spectator market, for example, badminton participation market in Thailand is smaller than in some countries, such as Indonesia or China. Therefore, future studies can replicate the present study in different countries; however, these studies would need to clearly state the situations of the sports regarding popularity, size of sport spectators and participants, and demographic characteristics. The results of the future studies in different countries may provide potential culture differences which could be useful information for sport organizations due to the global nature of sport.

In summary, despite the acknowledged limitations of the present study, the empirical results and suggestions proposed here will assist sport event managers to develop marketing strategies, plans, and processes of the tournament in order to increase ticket sales and generate interest and satisfaction from professional sporting events amongst fans by diagnosing strengths and weakness of the tournament, thus providing a solid empirical basis for potential improvement.

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Appendix

Survey Questionnaire

Participation Disclosure: I am a graduate student at Seoul National University conducting research on 'sport spectator decision in attending sporting events.' I would appreciate 5 minutes of your time to answer a short questionnaire regarding your preferences about and desire to attend an international badminton tournament in Thailand. Your participation is voluntary and you may discontinue participation at any time.

Section 1. Demographic Information

Please provide the following information.

1.1. Gender [SEX]

Male 1

Female 2

1.2. Age: ____years [AGE]

Section 2. Sport Participation Behavior (badminton) [SPP]

Please answer the following questions.

2.1. On average, how many times do you play badminton in a week?
_____ times

2.2. On average, how many hours per session do you play badminton?
____ hours ____ minutes

Section 3. Service marketing mix factors of international badminton tournaments

3.1. Please choose one badminton tournament that you attended and use it as a reference to answer the succeeding questions.

SCG Thailand Open 2017 1

Princess Sirivannavari Thailand Masters 2017 2

3.2. Where did you get your tickets?

Online (www.thaiticketmajor.com) 1

Ticket booth 2

Other (please specify) _____ 3

3.3. What was your primary source of this tournament information?

Billboard/poster 1

Magazine 2

Newspaper 3

Radio 4

TV 5

Internet 6

Word of mouth 7

Others (please specify) _____ 8

3.4. Please indicate the degree of your agreement or disagreement by giving only ONE response. I am interested in how you feel and we want to know which response best represent you.

1 = Strongly Disagree

2 = Disagree

3 = Undecided/I don't know

4 = Agree

5 = Strongly Agree

Questions	Degree of Agreement					Code
	1	2	3	4	5	
Product						PD
<ul style="list-style-type: none"> The games were enjoyable The tournament was high-quality and standard Players were famous and well-known <p>Suggestion:.....</p>						
Price						PR
<ul style="list-style-type: none"> The ticket prices were reasonable compared to other sporting events The ticket prices were affordable for all groups of people (e.g. students, workers) The ticket prices appropriately reflected the quality of services and facilities in the venue. <p>Note: ₦50 (qualifying round), ₦100 (main draw), ₦200 (second rounds & quarter-finals), ₦200/₦400 (semi-finals & finals), ₦2000 (VIP)</p> <p>Suggestion:.....</p>						
Place						PL
<ul style="list-style-type: none"> The stadium was easily accessible The stadium capacity was just enough The stadium and its facilities were well maintained The stadium and its facilities were appropriate for international sporting events Security inside and outside the stadium was excellent 						

<ul style="list-style-type: none"> Provisions for parking were enough and convenient <p>Suggestion:.....</p>						
Promotion	1	2	3	4	5	PM
<ul style="list-style-type: none"> The auxiliary activities of the event (e.g. fan signing, photo opportunity with the athletes) were interesting The ticket packages and special deals were attractive (e.g. discount, giveaways) Event advertisements provided effective, accurate and up-to-date information Event advertisements affected to your decision to attend the event <p>Suggestion:.....</p>						
People	1	2	3	4	5	PP
<ul style="list-style-type: none"> There wss enough staff to deliver the services The event staff was courteous and friendly The event staff handled problems promptly and satisfactorily <p>Suggestion:.....</p>						
Physical Evidence	1	2	3	4	5	PE
<ul style="list-style-type: none"> The stadium and its facilities were well design Scoreboards were aesthetically attractive and easy to read Spectator seats were comfortable and clean Directions to the stadium were visible and easy to follow Signs helped me to find the way to specific rooms such as toilet, shops, gates, etc. The stadium's ambience was excellence (e.g. temperature, lights, sounds, scent and other multimedia effects) <p>Suggestion:.....</p>						

Process	1	2	3	4	5	PC
<ul style="list-style-type: none"> • The process of buying tickets online or on-site was easy and fast • The competition started on time. • The event operated smoothly such as problems were solved in a timely manner • Provisions for emergency situations were available and efficient (e.g ambulance, guards) <p>Suggestion:.....</p>						

Part 4. Overall Satisfaction on the Tournament

Please choose one answer that best reflect your feeling

4.1. Your satisfaction towards this badminton tournament can be rated as...?

Very Unsatisfied 1 2 3 4 5 Very Satisfied

Suggestion:.....
.....

Part 5. Spectator’s Decision to Attend International Badminton Tournament in Thailand

Please choose one answer that best reflect your feeling

5.1 I will attend this tournament again in the future.

Not at all 1 2 3 4 5 Definitely

Please provide the reason:
.....

국문 초록

태국 국제 배드민턴 토너먼트
경기 관람에 영향을 미치는
서비스마케팅 요소에 관한 연구

Pacharakamon Arkornsakul

글로벌스포츠매니지먼트 전공

체육교육과

서울대학교 대학원

스포츠는 기구와 협회의 거대한 수익을 발생시킬 수 있는 세계에서 가장 인기있는 엔터테인먼트이자 여가 활동 중 하나가 되었다. 특히 국제 스포츠 이벤트는 국가 경제에도 커다란 영향을 미친다. 그러나 태국 정부의 많은 스포츠 및 운동 홍보 프로젝트, 정책, 국제 스포츠 이벤트 개최에도 불구하고 태국 국민들에게 있어 스포츠 이벤트 관람 등의 스포츠 관련 여가 활동은 인기를 끌지 못하였다.

배드민턴은 태국의 10 대 인기 스포츠 중 하나이다. 최근 태국 정부는 전문 스포츠 법령 2013 에서 배드민턴을 전문적인 경력으로 인정함으로써 배드민턴을 홍보해왔다. 태국의 많은 배드민턴 선수들은 높은 수준의 국제 대회에서 경이롭고 탁월한 실력을 보여왔다. 그러나 불행히도 지난 몇 년간 태국 국제 배드민턴 토너먼트의 관중 수는 감소하고 있다. 관람객 수를 늘리기 위해서는 스포츠 이벤트 관리자들이 관중들의 스포츠 이벤트에 참석에 영향을 미치는 요인들을 이해하는 것이 중요하다. 따라서, 본 연구의 목적은 태국 국제 배드민턴 토너먼트의 경기 관람에 영향을 미치는 서비스 마케팅 믹스의 요소들(7Ps)을 분석하는 것이다. 이 연구의 결과를 통해 현재 관중들을 유지하고 새로운 관중들을 모집할 효과적인 마케팅 전략을 개발할 수 있을 것이다.

이 연구는 태국 국제 배드민턴 토너먼트의 가장 큰 두 대회(SCG 태국 오픈 2017 또는 프린세스 시리반나바리 태국 마스터스 2017)에 참석한 200 명의 관중들을 대상으로 하였다. 자료 수집을 위해 목적 샘플링 방법을 사용한 온라인 설문 조사가 수행되었으며, 가설 검증을 위해 회귀분석이 사용되었다. 분석 결과, 태국 국제 배드민턴 토너먼트

참석에 대한 관중들의 요구에 영향을 미치는 변인들은 상품, 가격, 장소, 홍보, 물리적 환경, 과정으로 나타났다. 반면, 인적 요소는 태국 국제 배드민턴 토너먼트 참석에 대한 관중들의 요구에 영향을 미치지 않았다. 전반적으로 인적 자원에 관한 마케팅 관리는 상품, 가격, 장소, 홍보, 물리적 환경, 그리고 과정의 상호적인 마케팅 관리에 비해 덜 중요하다는 점을 나타내었다. 한 가지 함의는 토너먼트 상품은 관람객들을 토너먼트로 유인하는 가장 중요한 요소라는 점이다. 토너먼트 관리자들은 세간의 이목을 끄는 선수들을 토너먼트로 유인하기 위한 전략을 개발하고 개선하는 데 중점을 두어야 할 것이다.

주요어: 서비스 마케팅 믹스, 배드민턴, 스포츠 관중

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