

The Approach for Business Success of the Artificial Turf Football Field Rental in Samut Sakhon, Thailand

Paiboon Dockpong

Doctor of Business Administration Program, Western University, Thailand

E-mail: paiboon.d@cpf.co.th

Noppadol Punpanich

Doctor of Business Administration Program, Western University, Thailand

E-mail: noppadol.pu@western.ac.th

Article History

Received: 9 December 2018 **Revised:** 25 January 2019 **Published:** 30 September 2019

Abstract

The objectives of this research are to study the marketing mix which consists of products, prices, distribution channels, marketing promotion, employees, processes, and physical environment of the users of the artificial turf football field in Samut Sakhon Province and to compare such marketing mix classified by individual factors including age, education level, occupation, and average monthly income, classified by service use behaviors consisting of frequency, rental period, time period for renting the field, and the costs for using service each time. The sample in this research consists of 400 users of artificial turf football field in Samut Sakhon province. The tools used in this research are questionnaires. The statistics used for data analysis are frequency, percentage, mean, standard deviation, One-way Analysis of Variance, and test for differences in pairs using LSD method. The results show that the marketing mix of the users of the artificial turf football field in Samut Sakhon province is overall in the high level. The comparison of marketing mix of users of artificial turf football fields in Samut Sakhon Province classified by personal factors reveals that the users have 4 different personal factors. The overall marketing mix has no statistically significant difference classified by personal factors with marketing mix. When being considered in each aspect, it is found that the education levels and average monthly income are different. The products are significantly different at the .05 level. The age and the marketing promotion are different at the significant level of .05. The age and the employees are different at the significant different level of .05. The comparison of marketing mix of users of artificial turf football fields in Samut Sakhon Province classified by service usage behavior reveals that the service users have 4 different behavioral factors. The overall marketing mix has no statistically significant difference classified by service usage behavior. The time taken to rent the field is different and the prices are different at the significant level of .05. The cost of each time of service is different and the employees are different at the significant level of .05.

Keywords: Approach for Business Success, Football Field Rental Business, Artificial Turf

Introduction

Football is a physical activity. It is a sport that requires high skill and is a sport that uses beautiful style of playing making it popular and widespread at the international level. Football is, therefore, an activity that can promote the physical, mental, emotional, intellectual development and human society well. Playing football aims for fun and is an exercise that helps the body to have perfect health, self-discipline, responsibility. There is the

coordination with other people and is also good for controlling our emotions (Phromchamorn, 2013).

As football field business is currently growing, more than a hundred football fields for rent are available today widely throughout Bangkok and its vicinity areas. Therefore, the consumers have more choices in deciding to choose the field by considering various important factors in terms of the field, attractive price, location of the field, and marketing promotion or various promotions. At present, these businesses are competing very hard by using various strategies as mentioned above in order to attract players to use the service (Naruchanphattharat, 2011). This can create competitive advantage in the business (Soonthreeya et al., 2016; Nopphadon et al., 2012).

Samut Sakhon Province is a province in the central region that is an important industrial area of the country. Many Thai laborers from many provinces come to work in Samut Sakhon Province. Even with moderate income, most of them pay attention to their families. Regarding the after-work or holiday activities, these workers often find activities to do to relax from work. Especially men, they like to group or make an appointment to exercise or play sports such as football, takraw, petanque, etc. In playing football, it can be played in the real grass field, cement field, and artificial turf. Currently, the artificial turf has become more popular from the past.

In this regard, the business operators of artificial turf football field rental in Samut Sakhon Province provide 6 fields for service. In each location, there are different problems that the users of the artificial turf football field want to solve such as the field design, the size of the field, the number of the fields, the field surface, the rental cost of the field, the service as well as the facilities.

Therefore, these are the issues causing the researcher to consider that the business of artificial turf football field rental is an interesting business. This will be beneficial for the new business operators of artificial turf football field rental in Samut Sakhon province that want to do business. The findings can be applied in planning business operation or making business decisions or finding the approach of problem solution as well as improving the operations to meet the needs of the field users to improve more following the nature of business operations. This is for creating the highest efficiency that will lead to the success of the artificial turf football field rental business in Samut Sakhon Province.

Objectives

The objectives of this research are 1) to study the marketing mix of the users of the artificial turf football field in Samut Sakhon Province, 2) to compare the mentioned marketing mix classified by personal factors including age, education level, occupation and average monthly income, 3) to compare the marketing mix classified by the use behaviors consisting of frequency, rental period, time period for using the field, and the costs of using service each time.

Literature Reviews

Concepts about service marketing mix (7P's)

Regarding the service marketing mix 7P's, Siriwan Sereerat (1998) referred to Kotler's service marketing mix as a concept related to the service business leading to the achievement of Marketing mix (7Ps) in the marketing strategy which consists of:

1. Product means the things offered for sale by business to respond the needs or demands of customers to be satisfied consisting of the tangible and intangible things such as packages, color, price, quality, brand, service, and seller's reputation. The products may be the goods, services, places, people or ideas. The products offered for sale may be tangible or intangible

including products, services, ideas, places, organizations or individuals. The products must have utility and value in the eyes of customers which will make the products able to be sold.

2. Price means the amount of money or other things that is necessary to pay for the product or product value in monetary prices. The price is the second P following the Product. The price is the cost of customers. The consumers compare the value of the product with the price of that product. If the value is higher than the price, the consumers will decide to buy it.

3. Place or Distribution means the structure of the channels which consists of institutes and activities used to move products and services from the organizations to the institutional markets that bring the products to the target market which is the marketing institute. The activities that help to distribute the goods include transportation, warehouse and inventory storage.

4. The Promotion is a communication tool to create satisfaction for the brand or service or idea or to the person by persuading to generate the demand or to remind about products. It is expected to influence feelings, beliefs and buying behavior or is the communication between the seller and the buyer or the communication between the seller and the buyer. This can create the buying attitudes and behaviors. In communicating, the personal selling and the Nonperson selling can be used. There are several tools in communication. The organization may choose to use one or more tools which must use the principles of choosing to use mixed marketing communication tools.

5. People or Employees require Selection, Training, Motivation to satisfy customers distinctively from their competitors. The employees must have competence and have good attitudes as well as being able to respond to the customers. They must be able to solve the problems and create values for the organization

6. Process to deliver quality of services to customers quickly and create Customer satisfaction.

7. The Physical evidence and presentation can be done by trying to create Total Quality Management (TQM). For example, hotels must develop physical features and service forms for Customer-value proposition whether in cleanliness, quickness, or other benefits.

Definitions of consumer's behaviors

Siriwan Sereerat (1996) stated that consumer behavior referred to the behaviors in which people use for searching, buying, using, evaluating, and spending on products and services which is expected to meet the needs of consumers.

Thongchai Santiwong (1997) stated that human behaviors mean various processes of people dealing with the environment. The tourists with different personal factors in education have no difference in marketing mix factors. Supasak Panthap (2012) stated that the users who rent the football field tend to choose the price promotion in the form of buffet price compared to the sales promotion and the discount prices according to the period. Siriorn Lepsingh (2013) stated that the users had different income ranges. The questionnaire respondents have different levels of importance in service marketing mix in terms of products. Chalermopol Penmongkhon and Warayuth Mahima (2012) mentioned that the age factors had the relationship to the marketing mix level of the users. Kanokphan Sukrit (2014) mentioned that the employees providing the service do not correlate with the behavior of using Japanese restaurants in the Community Mall in terms of average expenses each time.

Conceptual framework

Independent variables

Individual factors

1. Age
2. Educational level
3. Occupation
4. Average monthly income

Service usage behavior

1. Frequency
2. Rental period
3. Time period for the field rental
4. Costs for using the service each time

Dependent variables

Marketing mix

1. Products
2. Price
3. Distribution Channels
4. Marketing promotion
5. Employees
6. Process
7. Physical Environment

Research Methods

Population and samples

The population of this research is the users of the artificial turf football field in Samut Sakhon Province. Due to unknown population, the sample size is determined from calculating the sample group from an unknown formula to the population proportion of Kanlaya Wanichbancha (2006). From the calculation of such formula, it is found that the sample size is 385 people with an additional sample group of 15 people. Therefore, the sample size for this research is 400 people.

Data collection

The researcher collected data from samples by using questionnaires generated from related literature reviews consisting of 3 parts; 1) 4 individual factors including 1.1) age, 1.2) education, 1.3) occupation, 1.4) monthly income, 2) 4 behaviors of service use including 2.1) frequency, 2.2) rental period, 2.3) time period of service use, 2.4) costs for each time of service use, and 3) 24 marketing mixes including 3.1) 5 items of products, 3.2) 4 items of Price, 3.3) 3 items of Distribution channels, 3.4) 3 items of Marketing promotion, 3.5) 3 items of Employees, 3.6) 3 items of Process, and 3.7) 3 items of physical environment with the confidence value calculated by the formula for calculating the alpha coefficient by Cronbach method equaling to .88.

Data analysis

For the data analysis using statistical computer software, the used statistics include descriptive statistics such as frequency, percentage, mean, standard deviation, and test statistics including one-way analysis of variance and test of differences in pairs by using LSD method determining the statistical significance at the level of .05.

Research Results

Individual factors

Most samples are in the age ranges between 20 - 30 years (46.8%) with education lower than bachelor's degree (61.8%), employees of private companies (61.3%), and average monthly income of 10,001-20,000 baht (52.8 %).

Service use behaviors

Most of the samples have frequency of 3-4 times / month (60.5%). The rental period is 2 hours / time (63.5%). The time period for the field rental is between 5PM - 8PM (87.8%). Each time of use costs 100 - 150 baht (84.0%).

Marketing mix

The marketing mix of the users of the artificial turf football field in Samut Sakhon Province is overall in the high level ($\bar{x} = 3.76$). When considering each aspect, the product ($\bar{x} = 3.94$) is at the high level. The physical environment ($\bar{x} = 3.84$) is at a high level. The employees ($\bar{x} = 3.75$) are also at a high level. The process ($\bar{x} = 3.75$) is at a high level. The price ($\bar{x} = 3.74$) is at a high level. The marketing promotion ($\bar{x} = 3.72$) is at the high level. The distribution channels ($\bar{x} = 3.59$) are also at the high level, respectively.

Table 1 Average and standard deviation of marketing mix of users of the artificial turf football field in Samut Sakhon Province

Marketing mix	\bar{x}	S.D.	Level
Product	3.9425	.43320	High
Price	3.7363	.61604	High
Distribution channels	3.5883	.72392	High
Marketing promotion	3.7233	.58058	High
Employees	3.7492	.54395	High
Process	3.7483	.52981	High
Physical environment	3.8392	.51593	High
Total	3.7610	.41122	High

Comparison of marketing mix of users of artificial turf football fields in Samut Sakhon Province classified by personal factors

In comparing the marketing mix of users of artificial turf football fields in Samut Sakhon Province classified by personal factors, it is found that the users with 4 different personal factors have no statistically significant difference in the overall marketing mix (reject the hypotheses).

Table 2 Comparison of marketing mix of users of artificial turf football fields in Samut Sakhon Province classified by personal factors

Personal factors	Product	Price	Distribution channels	Marketing promotion	Employees	Process	Physical environment	Marketing mix
Age	.643	.491	.148	.044*	.017*	.060	.051	0.66
Educational level	.001*	.811	.281	.977	.933	.980	.243	0.93
Occupation	.133	.991	.798	.602	.753	.491	.075	0.79
Average monthly income	.013*	.377	.122	.680	.551	.684	.837	0.27

* p-value < .05

In this regard, when considering the marketing mix of the users of artificial turf football fields in Samut Sakhon Province classified by each side, it is found that the users of different age have the marketing promotion and employees differently at the significant level of .05 (accept the hypotheses). The users with different educational levels and average monthly income have different products at the significant level of .05 (accept the hypotheses).

In testing the difference in pairs, it reveals that the users aged between 20-30 years ($\bar{x} = 3.77$) focus on marketing promotion more than the users under the age of 20 years ($\bar{x} = 3.59$) with statistical significance (p-value = .013). The service users aged 20-30 years ($\bar{x} = 3.77$) focus on employees more than the users under the age of 20 years ($\bar{x} = 3.59$) with statistical significance (p-value = .004). The service users older than 30 years ($\bar{x} = 3.74$) focus on employees more than the users under 20 years of age ($\bar{x} = 3.59$) with statistical significance (p-value = .005).

The users with education level lower than bachelors' degree ($\bar{x} = 3.93$) focus on products more than those with education level higher than bachelors' degree ($\bar{x} = 3.52$) statistically significant (p-value = .001). The service users with bachelor's degree ($\bar{x} = 3.99$) focus on products more than those with education level higher than bachelors' degree ($\bar{x} = 3.52$) with statistical significance (p-value = .000).

Meanwhile, the users with an average monthly income of more than 30,000 baht ($\bar{x} = 4.14$) focus on products more than the users with an average monthly income of less than 10,000 baht ($\bar{x} = 3.80$) with statistical significance (p-value = .003). The users with an average monthly income of 10,001-20,000 baht ($\bar{x} = 3.97$) focus on products more than the users with an average monthly income of less than 10,000 baht ($\bar{x} = 3.80$) with statistical significance (p-value = .011). The users with an average monthly income of more than 30,000 baht ($\bar{x} = 4.14$) focus on products more than the users with an average monthly income from 20,001-30,000 baht ($\bar{x} = 3.92$) with statistical significance (p-value = .039).

Comparison of marketing mix of users of artificial turf football fields in Samut Sakhon Province classified by behaviors of users

In comparing the marketing mix of users of artificial turf football fields in Samut Sakhon Province classified by behaviors of users, it is found that the behaviors of users of all 4 factors are different. The overall marketing mix is not statistically significant different. (reject the hypotheses).

Table 3 Comparison of marketing mix of users of artificial turf football fields in Samut Sakhon Province classified by behaviors of users

Behaviors of users	Product	Price	Distribution channels	Marketing promotion	Employees	Process	Physical environment	Marketing mix
Frequency	.099	.556	.554	.917	.939	.637	.071	0.85
Rental period	.800	.057	.239	.212	.091	.121	.441	0.60
Time for renting the field	.702	.027*	.536	.852	.056	.326	.858	0.29
Expenses for using service each time	.732	.495	.328	.178	.047*	.179	.053	0.10

* p-value < .05

In this regard, when considered by the behaviors of users of the artificial turf football field in Samut Sakhon province classified by each side, it is found that the time of renting the field is different and the price is different at the significant level of .05 (accept the hypotheses). The cost of using the service each time is different and the employees are different at the level of statistical significance at .05 (accept the hypotheses).

In testing the differences in pairs, it reveals that the users coming to use the field rental service before 5PM ($\bar{x} = 3.83$) pay more costs than the users who come to use the field rental service after 5PM ($\bar{x} = 3.05$) with statistical significance (p-value = .007). The users coming to use the field rental service during 5PM - 8PM ($\bar{x} = 3.73$) pay more costs than the users

who come to use the field rental service after 5PM ($\bar{x} = 3.05$) with statistical significance (p -value = .013).

In testing the difference in pairs, it reveals that the users paying the costs in each time of using the service for 100-150 baht ($\bar{x} = 3.76$) focus on the employees more than those with the costs of each use for less than 100 baht ($\bar{x} = 3.52$) with statistical significance (p -value = .028). The users whose costs in each time of using the service are more than 150 baht ($\bar{x} = 3.85$) focus on the employees more than those with less than 100 baht ($\bar{x} = 3.52$) with statistical significance (P -value = .017).

Discussion

Personal factors

The research shows that the users between the ages of 20-30 years old have the education lower than the bachelor's degree working in the private companies. Their average monthly income is 10,001-20,000 baht. The research results are related to those of Samut Sakhon Province. It is an important industrial factory of the country. There are many factories and a lot of laborers from other provinces come to work. People are in working age and most employees work daily with the educational level lower than the bachelor's degree with an average income of 10,000 - 20,000 baht.

Service use behavior

According to the research result, it is found that the frequency of service of users is 3-4 times / month. The rental period is 2 hours and the duration of the field rental is from 5PM - 8PM. The cost of each use is 100 - 150 baht. The result is related to the work and career of private company employees. The employees have 1 holiday per week. Most of the employees use holidays in relaxing and playing sports. In normal working days, they will finish work after 5PM which is not very late and is still suitable for playing football. Most of them take 1-2 hours to play because if longer than this, it will cause a lot of fatigue.

Marketing mix

The marketing mix of the users of the artificial turf football field in Samut Sakhon province is overall in the high level. When considered in each aspect, it is found that the products, physical environment, employees, process, price, marketing promotion, and distribution channel are in the high level, respectively. For the products in the part of the artificial turf, the users pay a lot of attention because the users will play with fun and safety on the artificial turf that is soft. This includes having sufficient light which is the top priority that the service users pay attention in choosing to use the service.

Comparison of marketing mix of users of artificial turf football fields in Samut Sakhon Province classified by personal factors and behaviors of users

This research then refuses the marketing mix levels of users of artificial turf football fields in Samut Sakhon Province including personal factors such as age, education level, occupation, average monthly income and the behaviors of using the service including frequency, rental period, time period for renting the field, costs for using each service. All have no relationship with the marketing mix level of the users entirely (inconsistent with Sithat Wasukiratiwanit, 2010). The demographic characteristics of S-ONE football field users are found to be significantly different at 0.05 level. That is correlated with the level of Marketing mix of users.

When considering each aspect, the research found that the age factor is related to marketing promotion and employees in accordance with Chalernpol Penmongkhol and Warayuth Mahima (2012). The results of the study showed that the education level is related to the product which is not in accordance with Wissanee Phunphol (2013). The research also revealed that the factor of average monthly income is related to the product in accordance with Siriorn Lepsingh (2013).

The research results found that the factor of time for renting the field is related to the price in accordance with Supasak Panthap (2012). The research result showed that the factor of costs in each time of service use of the field rental is related to the employees which is inconsistent with Kanokphan Sukrit (2014)

References

- Chaipanha, S., Chaikiturachai, P., and Punpanich, N. 2016. "Structural relationship of knowledge management with a learning organization, organization agility and competitive advantage of commercial banks in Thailand." **Wor MorRorMor** 10 (3): 89-103.
- Lepsingh, S. 2013. **Marketing factors influencing the selection of the service on the artificial turf football fields in Mueang District, Khon Kaen Province**. Master of Business Administration, Khon Kaen University.
- Naruchanphattharat, N. 2011. **Factors Affecting the Use of Football Field Rental Service of the Users in Bangkok**. Master of Business Administration, Program in Marketing, Srinakharinwirot University.
- Panthap, S. 2012. **Factors in determining the sales promotion decision in various forms of the users of the football field rental business in the Thonburi area**. Master of Economics, Thammasat University.
- Penmongkhol, C. and Mahima, W. 2012. **Study of the satisfaction of users of the artificial turf football fields**. Udonthani: Faculty of Technology, Udonthani Rajabhat University.
- Phromchamorn, T. 2013. **Motivation in playing football of football players who participated in the 3 7th Unity Demonstration Sport**. Master of Education, Srinakharinwirot University.
- Phunphol, W. 2013. **Study of the relationship between the behaviors of tourists and the marketing mix factors used in deciding to choose the room in the area of Prانبuri District, Prachuap Khiri Khan Province**. Master of Business Administration in Management Program, University of the Thai Chamber of Commerce.
- Santiwong, T. 1997. **Consumer behaviors in marketing**. 9th ed. Bangkok: Thai Wattana Panich.
- Sereerat, S. 1996. **Complete version of consumer behaviors**. Bangkok: Wisitwattana.
- Sereerat, S. 1998. **Modern Marketing Management**. 1st edition. Bangkok: Diamond in Business.
- Sukrit, K. 2014. **Service marketing mix and consumer behaviors in using Japanese restaurants in Community Mall area of consumers in Bangkok**. Master of Business Administration, Srinakharinwirot University.
- Wanichbancha, K. 2006. **Statistical analysis: Statistics for administration and research**. 6th edition. Bangkok: Chulalongkorn University Printing House.