

# FACTORS INFLUENCING ATTENDANCE AT POLICE TERO FOOTBALL CLUB MATCHES

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## ABSTRACT

The purpose of this research was to examine the opinion level of variables influencing intent to attend a Police Tero Club football match, as well as factors associated to attendance intent to attend a Police Tero Club football match. The sample for this study was 400 Police Tero football team fans, and the data was collected through a questionnaire. Frequency, percentage, mean, and standard deviation are data analysis statistics. as well as Pearson correlation coefficient analyses. The research results indicated that majority of the respondents were male. Their age is between 31 and 40 years old, they are unmarried, and they have a bachelor's degree. Employees in private companies earn between 10,000 and 20,000 baht per month on average. The club has been followed for at least 5 years. The club's football matches are seen in the stadium 1-2 times every month. Football matches are more often attended during the week. mostly with friends The average visit expenditure is around 501-700 baht, and elements that influence viewing Police Tero Club football matches include items, pricing, places, marketing promotion, people, and physical qualities. and the total procedure was excellent, with a score of 4.05. According to the hypothesis testing results, marketing elements were associated to Police Tero club football match attendance with a statistical significance at the.01 level.

**Keywords:** Attendance, Football, Matches

## INTRODUCTION

### 1. Introduction

The most popular sport in Thailand is football, which has enormous financial potential. The most widely watched sport is football. Since it is a sport with simple playing regulations that requires little equipment and allows for friend play This makes it a pleasant sport. Football is currently a public sport, as evidenced by the fact that fans can be seen supporting their favorite teams and players in a variety of media (Apinantham,T 2017, p. 18).

The Thailand Football League is managed by Thai League Co., Ltd. and was created in accordance with the recommendations of the Asian Football Confederation and International Football Federation. The league is divided into five levels: Thai League 1 (T1), Thai League 2 (T2), Thai

League 3 (T3), Thai League 4 (T4), and Thailand Amateur League (Wikipedia, 2023) where each club must compete in order to climb the club's ranks.

Football clubs who have competed in the Thai Football League promote their products and public relations campaigns through newspapers, radio, television, and football club websites. So, it is possible to create the economic value of athletic items. among other things, fostering a culture in which cheering is done through watching football. the making of mementos or using sportsmen as spokespersons for advertising and promoting events and goods (Panyachit, S. 2010, pp. 2-3). Because of this, the football team's supporters are crucial to its performance in the match. From a group of football supporters congregating to support their preferred squad, it is evident. Each group's traditions are unique, and each one has its own symbols of expression including clothing, songs of support, and flags. In order to satisfy football supporters, football teams employ a marketing mix known as the 7P's, which includes product price, place, promotion, people, physical evidence, and process (Kotler, 1997, p. 92). compared to rivals, feeling satisfied and developing devotion to football clubs (Terason, S., Tiwari, S., Pattanayanon, P., & Kulwanich, A. (2022).

In order to understand the marketing mix, the researcher is interested in factors influencing attendance at Police Tero Football Club matches. As a result, Police Tero Club will be able to grow its fan base. entice more football fans to attend games both at home and away. One source of income for a club team is from fan attendance. Football clubs and other stakeholders in the industry will find this study to be helpful. to be able to use the data to create, enhance, and plan the football club's future marketing strategy.

### **Research Objective**

1. To study the level of opinions of factors affecting the intention to attend the Police Tero Club football match.
2. To study the factors related to intention to attend a football match of Police Tero Football Club.

## **RESEARCH METHODOLOGY**

### **Population and sample**

The population and sample group in this research were Police Tero football club fans randomly drawn by convenient methods. By random sampling to the respondents. Through an online platform of 400 people, this research The researcher used a questionnaire. (Questionnaire) to be used as a data collection tool. To assess the accuracy of the content structure and language used to assure completeness, the researcher utilised questionnaires developed from literature studies and relevant research and sent them to three experts. Including trial (Try Out) with a group that is not a sample. with characteristics similar to a sample of 40 sets, then the results were analyzed for reliability of the questionnaire by using the alpha coefficient of cronbach has the following coefficients. The marketing mix was .716 and the intent to watch football matches was .774, which were at an acceptable level for collecting actual data (Kalaya, 2011, p. 449). The statistics used to analyze the data were as follows:

1. Descriptive data analysis Mean Standard Deviation is used to define the marketing mix variables, which include product, price, place, promotion, people, physical evidence process, and Police Tero football clubs' inclination to attend football matches.

2. Inferential statistics, statistics used to test the hypothesis of marketing mix factors that affect watching at Police Tero Football club matches by finding correlation coefficient statistics Pearson.

## RESULTS AND FINDINGS

### 1. Descriptive data analysis results

1.1 Marketing mix factors consist of product, price, place, promotion, people, physical evidence, and process overall is at a more level with the mean distribution and standard deviation as shown in Table 1

*Table 1 Mean and standard deviation of marketing mix factors*

Marketing Mix	Opinion Level		
	$\bar{x}$	SD	Interpret
<b>Product</b>			
1. The football club is famous and successful in competition.	4.63	.43	Highest
2. The football club has a good image in football.	4.61	.49	Highest
3. Soccer players are skilled, famous and well-liked.	4.55	.56	High
4. Commemorative products of the club are of good quality and beauty.	3.81	.87	High
<b>Total</b>	4.40	.59	High
<b>Price</b>			
5. The ticket price for the match is reasonable.	4.75	.25	Highest
6. Club souvenirs quality, reasonable price	4.48	.47	High
7. The prices for food and beverages are suitable for the services received.	4.25	.58	High
8. Able to make a variety of payments such as cash, credit cards, scanning QR codes.	3.29	.30	Moderate
<b>Total</b>	4.19	.40	High
<b>Place</b>			
9. The stadium is located in an area that can be easily traveled.	4.62	.43	Highest
10. The field is clearly visible and the route is not complicated .	4.23	.45	High
11. The field is close to residence and/or work.	3.46	.63	Moderate
12. Signposts and location of the course are clear.	4.36	.59	High
<b>Total</b>	4.17	.53	High
<b>Promotion</b>			
13. There is a publicity sign and clearly presents the news of the club's competition.	3.22	.75	Moderate
14. There is an activity to distribute things for cheerleaders or souvenirs of the club or club supporters.	3.50	.60	High
15. The club organizes activities for football fans to participate in social responsibility activities (CSR). regularly	4.15	.54	High
16. There is an interesting presentation of ticket promotions that will attract the purchase of tickets to the competition.	3.01	.35	Moderate
<b>Total</b>	3.47	.56	Moderate

Marketing Mix	Opinion Level		
	$\bar{x}$	SD	Interpret
<b>People</b>			
17. Football club managers manage professionally.	4.65	.56	Highest
18. Club managers have managerial abilities.	4.35	.57	High
19. Employees are knowledgeable. Service with promptness, courteousness and willingness.	4.37	.72	High
20. The number of employees is sufficient to provide service and facilitate the attendance of the competition.	3.45	.39	Moderate
<b>Total</b>	4.21	.56	High
<b>Physical Evidence</b>			
21. Enough parking spaces to meet the needs of football fans	4.43	.56	High
22. Signs, symbols, toilets, resting places and adequate facilities	3.46	.63	Moderate
23. The competition venue is standardized.	3.36	.32	Moderate
24. There is a clear division of space between the two cheering teams.	3.38	.33	Moderate
<b>Total</b>	3.66	.46	High
<b>Process</b>			
25. The management of ticket purchases is fast.	3.59	.49	High
26. The management of the club's souvenir purchase is fast.	4.50	.30	Most
27. There is security in the field and surrounding area of the competition.	4.68	.39	Most
28. There is an arrangement for football fans to enter and exit the field quickly and safely.	4.25	.45	High
<b>Total</b>	4.26	.41	High
<b>Total Marketing mix</b>	4.05	.49	High

From Table 1, the analysis results By considering each aspect, it was found that

The overall product is at a high level. Looking at each item, it was found that football clubs are famous and successful in competition. The football club has a good image in football at the highest level. Football players are skilled, famous and well-liked. The club's souvenirs are of high quality and beautiful at a high level.

The overall price is at a high level. Considering each item, it was found that the price of tickets for the competition was reasonable at the highest level Club souvenirs quality, reasonable price Food and beverages sold are priced according to the service received at a high level. And can make a variety of payments such as cash, credit cards, scanning QR codes moderate.

The overall place is at a high level. Considering each item, it was found that the stadium was located in an area that could be easily traveled at the highest level. The signposts and location of the course are clear. The field is clearly visible and the route is uncomplicated. at a high level and the field is near residence and/or work moderate.

The overall promotion as a whole was at a moderate level. Considering each item, it was found that the club regularly organized activities for fans to participate in social responsibility (CSR) activities. There is a giveaway activity for supporters or souvenirs of the club or club supporters at a high level. There is a publicity sign and presents the news of the club's competition clearly. And there are presentations of promotions about tickets to the matches that are attractive and attract people to buy tickets to the matches moderate.

The overall people as a whole were at a high level. Considering each item, it was found that football club executives managed professionally at the highest level knowledgeable staff

service with promptness, courteousness and willingness. The club manager has the ability to manage at a high level and the number of employees is sufficient to provide service and facilitate the attendance of the competition moderate.

The overall physical evidence were at a high level. Considering each item, it was found that the parking space was sufficient to meet the needs of the football fans at a high level symbols, toilets, resting places and adequate facilities. There is a clear division of space between the two cheering teams and the field of competition management is standard moderate.

The overall process was at a high level. When considering each point, it was found that there was security in the field and surrounding areas of the competition. The management of buying tickets for the matches is fast at the highest level. There is an arrangement for football fans to enter and leave the field quickly and safely. The management of buying club souvenirs is fast at a high level.

1.2 The average and standard deviation of the findings from the investigation of Police Tero Football Club fans' intentions to attend football games are displayed in Table 2.

*Table 2 Mean and Standard Deviation Opinion level of intention to watch a football match Police Tero Football Club.*

Availability to watch the Police Tero Football Club match	Opinion level		
	$\bar{x}$	S.D.	Interpret
1. The reputation and performance of a football club influences the intention of watching a football match.	4.38	0.24	High
2. Playing of soccer players, football clubs. Influencing the intention of watching football matches	3.75	0.31	High
3. Professional management of a football club. Influencing the intention of watching football matches	3.78	0.54	High
4. Ticket prices for football club matches Influencing the intention of watching football matches	4.62	0.30	Highest
5. The service staff of a football club influences the intention of attending a football match.	3.75	0.48	High
6. If you can make a new decision You will attend a match of the Police Tero football club in the field again?	4.65	0.31	Highest
Total	4.15	0.39	High

Table 2, the overall data analysis results were at a high level. When considering each item, it was found that it was at a highest level. If you can make a new decision Will you be attending a Police Tero Football Club match in the stadium again? Prices for tickets to football club matches Influencing the intention of watching football matches was at a highest level, followed by the reputation and performance of football clubs that influenced the intention of watching football matches. Professional management of a football club. Influencing the intention of watching football matches soccer player playing football club Influencing the intention of watching football matches The service staff of a football club influences the intention of attending a football match. at a high level.

2. Findings from the study of inferential data to evaluate the hypothesis table 3 displays the findings of the investigation into how Police Tero Football Club marketing mix variables and attendance intentions relate to one another.

*Table 3 The relationship between the marketing mix and the intent to attend a football match of Police Tero Football Club.*

Marketing mix	Availability to watch the Police Tero Football Club match		
	r	Sig. (2-tailed)	Relationship Direction
1. Product	.820**	0.000	Have a relationship
2. Price	.723**	0.000	Have a relationship
3. Place	.539**	0.000	Have a relationship
4. Promotion	.468**	0.000	Have a relationship
5. People	.511**	0.000	Have a relationship
6. Physical Evidence	.425**	0.000	Have a relationship
7. Process	.628**	0.000	Have a relationship

\*\* Statistically significant level of .01

Table 3, the results of the analysis of marketing mix factors correlate with the intention to watch football matches of Police Tero Football Club in all aspects. There was a positive correlation with intention to attend a football match of Police Tero football club at a high level ( $r = .820$ ) with a statistical significance level of .01. In terms of price, there was a high level of positive correlation with intention to attend a football match of Police Tero Football Club ( $r = .723$ ) with a statistical significance level of .01. Plus the willingness to watch a football match of Police Tero football club level of medium ( $r = .539$ ) with a statistical significance level of .01. Promotional marketing Police Tero football club attendance intentions showed a little positive connection ( $r = .468$ ) that was statistically significant level of .01. In terms of personnel, there was a moderate positive relationship with intention to attend a football match of Police Tero Football Club ( $r = .511$ ) with a statistical significance of .01. physical aspect There was a positive correlation with intention to attend a football match of Police Tero football club at a low level ( $r = .425$ ) with a statistical significance level of .01. Process There was a positive correlation with intention to attend a football match of Police Tero football club at a moderate level ( $r = .628$ ) with a statistical significance level of .01.

## CONCLUSION

The research study on factors affecting the attendance of football matches by Police Tero Football Club can be discussed as follows.

1. Football fans who watch football club matches Tero is mostly male, single status, bachelor's degree. Being an employee of a private company have an average monthly income 10,001-20,000 baht, attending football matches in the stadium 1-2 times a month. The best time to watch football matches is on weekends. and attended football matches with friends most often, consistent with Limpiyarak, P., (2015, p. 23-27). Factors affecting the viewing of football leagues of clubs with stadiums in Bangkok and its vicinity found that most of them were male, single, bachelor's degree. Occupation is a group of private employees. The behavior of visiting the football league at stadiums in Bangkok and its vicinity is 4-6 times in the 2015 season, with the regular visit time being on weekends, consistent with Kasemsuk C., (2018, p. 59) that studies Marketing factors and success of Buriram United Club in terms of viewers found that most of the audience and supporters of Buriram United Football Club were male. Because football is a sport

that is exciting. Encourage a huge following It matches the feelings and personality of males who like excitement and challenges. In addition, watching a sporting event in the field with other spectators will have more excitement with different games as well.

2. Marketing mix factors affecting the intent to watch the competition Football sport of Police Tero Football Club consists of 7 aspects:

The overall product aspect is at a high level. Looking at each item, it was found that football clubs are famous and successful in competition. The football club has a good image in football at the highest level. Football players are skilled, famous and well-liked. The club's souvenirs are of high quality and beauty, in line with Krainara, N. and Phetsinual, N., (2019) That studied Viewing behavior and factors affecting the decision to watch the Thai Premier League football match (T1) of Bangkok United football club fans found that the product factor had the greatest influence on the decision, namely being the top football team have good performance, have a good image in terms of sportsmanship.

The overall price is at a high level. Considering each item, it was found that the price of tickets for the competition was reasonable at the highest level Club souvenirs quality, reasonable price Food and beverages sold are priced according to the service received at a high level. And can make a variety of payments such as cash, credit cards, scanning QR codes. It is at a moderate level, consistent with Serirat, S et al., (2009) mentioning the marketing mix in terms of price, meaning that the amount of money paid to obtain the product may be the total value perceived by the customer. To benefit from the use of the product worth the money spent. It is often used by customers to compare the price paid and the value they will receive in return for that product. If the value is higher than the price then the customer will make a purchase decision.

The overall place is at a high level. Considering each item, it was found that the stadium was located in an area that could be easily traveled at the highest level. The signposts and location of the course are clear. The field is clearly visible and the route is uncomplicated at a high level and the field is near residence and/or work. At a moderate level, this is in line with the study of Krainara, N. and Phetsinual, N. (2019) on viewing behavior and factors affecting the decision to watch the Thai Premier League football match (T1) of Bangkok United football club fans found that the location factor Overall, it was at a high level. The stadium is located within the area of Thammasat University, Rangsit Campus, with the most convenient transportation.

The overall promotion is at a moderate level. Considering each item, it was found that the club regularly organized activities for fans to participate in social responsibility (CSR) activities. There is a giveaway activity for supporters or souvenirs of the club or club supporters. at a high level. There is a publicity sign and presents the news of the club's competition clearly. And there are presentations of promotions about tickets to the matches that are attractive and attract people to buy tickets to the matches. was at a moderate level, consistent with Kim, D. K., & Choi, C. (2022) who studied Social Media Marketing for Professional Soccer Clubs: Focusing on the Quality of the Relationship Between the Club and Fans found that club marketing promotion activities Online communication marketing promotion effectively results in being able to connect with football fans. According to Kim, R. Y. (2022), a study on Predicting NFL Ticket Sales with Social Media Data: An Abstract found that online communication marketing promotion attracts customers through new media. It determines the success of businesses and motivates consumers to participate in sporting events.

The overall people is at a high level. Considering each item, it was found that football club executives managed professionally. at the highest level knowledgeable staff Service with promptness, courteousness and willingness. The club manager has the ability to manage at a high level. And the number of employees is sufficient to provide service and facilitate the attendance of the competition moderate. Consistent with Apinantham, T. (2017, p. 39) on Factors Affecting Satisfaction in Cheering Buriram Football Club. United of Thai football fans found that the overall personal factor had the opinions at the highest level. And in accordance with the research of Sophakitiboon, W. and Sukcharoen, W. (2018). Factors influencing football club support in the Thai League 1 found that factors in terms of football players, team managers and club relations influenced being a fan.

The overall physical evidence were at a high level. Considering each item, it was found that the parking space was sufficient to meet the needs of the football fans at a high level symbols, toilets, resting places and adequate facilities There is a clear division of space between the two cheering teams. And the competition management field has a standard was at a moderate level, consistent with Wiwattanawarom, N., (2016, p. 41) on factors affecting the decision to watch football in football stadiums of Thai football fans found that physical factors Their opinions were in the highest agreeing level. In the field, there is a standard and there is a clear division between the cheerleaders. And the atmosphere of cheering football in the field creates excitement and entertains visitors.

The overall process was at a high level. When considering each point, it was found that there was security in the field and surrounding areas of the competition. The management of buying tickets for the matches is fast at the highest level. Arrangements for fans to enter and exit the stadium quickly and safely. The management of buying club souvenirs is fast is at a high level, consistent with Apinantham, T., (2017, p. 39-40) who has studied Factors Affecting Satisfaction in Cheering Buriram Football Club United of Thai football fans found that the process factor Opinions are at the highest level. The item with the highest average value was the security standard and inspecting the entrance-exit gate be fast Efficient, followed by the process of entering the field is fast.

3. The marketing mix factors correlated with the intent to attend the Police Tero football club football match at the statistical significance level of .01, consistent with the research conducted by Tuengprasit, R., (2014). Regarding factors influencing the decision to watch and cheer for the Thai Premier League of people in Bangkok and its vicinity, it was found that the marketing mix had a relationship with the decision to watch and cheer for the Thai Premier League of people in Bangkok and its vicinity. Which is consistent with the research of Pahasing,B.,Girdwichai,P.,Kulwanich, A., Siriyanun, S.(2022). Business Innovations in The Digital Economy That Affect Online Shopping Behavior and The Trend of Future Service Usage Among Consumers in Bangkok, Thailand. International Journal of eBusiness and eGovernment Studies,14 (2), 148-165. It was found that the marketing mix consisted of product, personnel and process. Overall, it was at a high level. Affects online shopping behavior. Consistent with the research, Nakbutr, P. (2014) has studied the subject Factors related to the decision of fans to watch football matches of Chonburi FC club found that the marketing mix had a relationship with the decision to watch football matches of Chonburi FC club at the significance level. Statistically significant at the .05 level.



## SUGGESTIONS

### Suggestions for further research

1. May be applied as a guidance for creating the club's marketing and promotion plan. Football fans may be persuaded to watch more games by using public relations to directly engage their target audience.
2. The influences on the club's reputation should be researched. For details on developing a fan base for the team, see also the devotion of the supporters.

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