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Consumer Behavior Factors Affecting People's Intention to Exercise in Nakhon Pathom Municipality

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Presentation by:



INTRODUCTION

The evidence reviewed in this report showed that the population of Nakhon Pathom Province is 922,171 people, childhood 0-14 years 139,370 people, working age 15-59 years 597,392 people, ageing >60 years 171,236 people, cannot classify age 14,173 people, (National Statistical Office, 2022) People live in Nakhon Pathom Municipality 71,635 people, working age 20-59 year 54894 people, aging >60 years 14,318 people. Most of people are sick with endocrine diseases, Nutrition, Metabolic, and circulatory diseases correspond to World Health Organization (2022) said that Key facts Noncommunicable diseases (NCDs) kill 41 million people each year, equivalent to 74% of all deaths globally. Each year, 17 million people die from NCD before age 70; 86% of these premature deaths occur in low- and middle-income countries. Of all NCD deaths, 77% are in low- and middle-income countries. Cardiovascular diseases account for most NCD deaths, or 17.9 million people annually, followed by cancers (9.3 million), chronic respiratory diseases (4.1 million), and diabetes (2.0 million including kidney disease deaths caused by diabetes). These four groups of diseases account for over 80% of all premature NCD deaths.



INTRODUCTION

Physical inactivity is one of the causes of non-communicable diseases. Obesity can cause many diseases such as hyperlipidemia, coronary artery disease, and cerebrovascular disease. high blood pressure, and high blood sugar cause diabetes, and kidney failure. As for people exercise can improve their physical performance, delay physical deterioration, restore deteriorated organs, and be helpful for the cardiovascular system, respiration, and blood.



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INTRODUCTION

According to previous studies, some other factors affecting people's decision-making to exercise are social factors such as reference groups, and social classes, and psychological factors such as motivation, perception, attitude, and personality, etc.(Pahasing,B.,(2022) The author is interested to determine the Consumer Behavior factors which affect people intention to exercise. The study sample is the group of people who spend 3 days or over per week in exercise in public parks and provincial stadiums. The study results are useful to change/modify people to regularly do exercise, to increase the number of people to do so, and are practical guidelines to provide physical activities, to the campaign, and to promote efficient and sustainable exercise / physical activities.



OBJECTIVE

This study purposes were as follows: To determine the consumer behavior factors that affect the intention to exercise among the people and To develop practical guidelines for exercise management for the people



METHODOLOGY

This study was a survey and Qualitative research. The population was the people in Nakhon Pathom Municipality were 71,635 people . The sample which was composed of 300 older people were recruited by the Convenience Sampling method.



METHODOLOGY

Thus in each Nakhon Pathom Municipality people who exercise 3 days or over per week at public park were selected. Data collection was done through a 4-point-rating scale questionnaire. The 4-point-rating scales represented respective degrees of opinion / perception: the most, much, less, and the least. The content validity of the questionnaire containing 50 questions was checked by relevant experts. The index of item objective congruence (IOC) of it was more than 0.5, and its reliability or Cronbach was at 0.95.



RESULTS AND FINDING

Preliminary data showed that most people are male percentage 54 over the age of 45– 59 years percentage 58, degree of Bachelor percentage 30.90 Occupation Employee percentage 34, marital status, spouse percentage 70, congenital diseases percentage 55.30, Physical Activity walk-running percentage 60, and exercising three times a week exercise, which showed 42.50 percent in table 1.



RESULTS AND FINDING

Table 2 Showed that mean and standard deviation of the consumer behavior factors.

No	factors Affecting Intention to Exercise of people	priority		
		M	S.D.	level
Marketing factor				
1	Reference group	2.54	0.75	much
2	Social status	3.23	0.54	much
3	Motivation	3.34	0.54	most
4	Perception	2.85	0.63	much
5	Attitude	3.28	0.61	most
6	Personality	3.24	0.63	much
7	Intention	3.22	0.46	much
Total		3.10	0.59	much



RESULTS AND FINDING

Table 3 The correlation coefficient of the influencing variables on exercise intention variables of people in Nakhon Pathom municipality.

	X1	X2	X3	X4	X5	X6	Y1
X1	-	.569**	.242**	.358**	.162**	.240**	.262**
X2	-	-	.270**	.397**	.109**	.210**	.230**
X3	-	-	-	.413**	.474**	.500**	.442**
X4	-	-	-	-	.425**	.452**	.408**
X5	-	-	-	-	-	.697**	.448**
X6	-	-	-	-	-	-	.487**
Y1	-	-	-	-	-	-	-



CONCLUSION AND DISCUSSION

The results of the level of the Consumer Behavior determinants intentions to exercise of the people from the data analysis, it was found that the Consumer Behavior determinants at the high level by considering each of the following below: **Reference group:** It was found to be at the high level of the determinants from members of the people club or friends. **Social class:** The people exercising together from the same village and occupation were found to be at the high level of the determinants. **Motivation:** It was at the highest level of determinants being that the people wished for good health and happiness, and when they had a health problem.



CONCLUSION AND DISCUSSION

Perception: Other high-level determinants were that looking at other people exercising makes one healthy and they got information about physical exercises from advertisements,, radio, and television.

Attitude: It was at the highest level of determinants, for example, physical exercises make one healthy, and cheerful, reduce the risk of illness, and act as a treatment for diseases.

Personality: It was at the high level of determinants as people exercising had good body figure, was bright, friendly and good at socializing, and had confident leadership. (Schiffman, L. G., & Kanuk, L. L.,2004).



CONCLUSION AND DISCUSSION

Exercise Intention: It was at a high level found that people's determination in physical exercises was from the desire for health, risk of illness reduction, and sickness prevention.



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