

Research Title : Factors influence towards consumer decision in applying for fitness center membership of elderly people in Bangkok Metropolitan Area

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Abstract

Factors influence towards consumer decision in applying for fitness center membership of elderly people in Bangkok Metropolitan Area is a survey research. According to the population of elderly people, the researcher used 400 samples of elderly men and women who ages over 60 years. The statistics were used in this research are Percentage, Mean, Standard deviation, and Pearson's Product Moment Correlation Coefficient.

The results of the study were as follows. Most of elderly person who apply for fitness center membership are male and married. They graduated bachelor degree. They still have work and income between 10,001 – 15,000 Baht per month. Most of them were apply for Fitness First Center. The most important reasons for elderly people applied for fitness center is nearest house of fitness center. An influence person for applied for fitness center is themselves. The objective for applied is healthy of elderly person. They spend 5,000 Baht per month for fitness center. They went to fitness center around 4.00pm-8.00pm. Type of exercise that elderly person like is cycling. A media that influenced for them is friend.

In term of marketing mix, the elderly people interested in several of equipments. The promised from the seller is also important for them. Good position for fitness center. The information from fitness center should always send to customer. The special services for them should be provided. Also expert trainer should suggest for the elderly people. The process for apply should not complicated. The facilities should be provided and safety enough such as restroom and dressing room.

After testing hypotheses of studying come with demographics, status, education and marketing mix effected to the consumer decision in applying for fitness center membership of elderly people in Bangkok Metropolitan Area