

## Specialized fitness trainer business mix for the elderly in Thailand

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### Abstract

*This research aims to 1. To study the exercise behavior of the elderly in Thailand. 2. To study the relationship between personal factors and the marketing mix of a specialized fitness trainer business for the elderly in Thailand and 3. To study the marketing mix of a specialized fitness trainer business for the elderly in Thailand. Sample selection by hierarchical random sampling (Stratified sampling) according to the proportion of population in each region get all samples 400 people. Tools used for research was a questionnaire. Statistics used were percentages Mean and Frequency. The results showed that the elderly use fitness services for exercise. 1–3time day per week 42.6 percentage and exercise 1-2 hours per time 60.4 percentage. Frequency of using fitness services in 1 month ago is More 7 times, calculated as an 84.5 percentage. And a way to know information about using fitness services from online media such as Facebook 56.3 percent. The ingredients for a specialized fitness trainer business for the elderly in the country are overlooked every time. The relationship between personal factors and the marketing mix of specialized fitness trainers for the elderly in Thailand depending on age. education level, occupation, and average monthly income.*

### Introduction

According to the National Statistical Office of Thailand's population survey, it was found that in 2021. Thailand's population has entered “completely aging society” which has the elderly (60 years up) quantity 13,358,751 people or percentage 19.6 of the total population (National Statistical Office, 2021) and in the year 2031. It is expected that the population of Thailand is entering the highest aging society. (Super Aged Society) 28 percentage. According to the survey of the population structure for the elderly who are still working, most of them reason that I am still physically healthy. Good morale for work.

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They want to have income to take care of themselves and their family. Older people who are still working tend to be more interested in taking care of their health by exercising. (National Statistical Office, 2018)

The market for elderly customers is another opportunity for businesses from the effects of entering an aging society soon. From an expanding elderly customer base. At present, the Thai population is 60 years up to the number of 11 million people and it is expected that in the year 2030. The number of elderly people will increase 17 million people or representing 1 in 4 of the total Thai population (Boonlert Kliangraphai, 2017) which tends to adapt to the new generation of seniors who are more interested in exercising in preparation for entering retirement age by the research of Economic Intelligent Center (EIC) found that in the elderly group 77% of future senior citizens (age group 40-60 year currently) indicates that there will be lifestyle changes by exercising more. (Matichon online, 2018). This is in line with the trend of health care and exercise is gaining popularity amid an increasingly urbanized society. Which, if compared to other countries, will find that Thailand still has quite a few areas allocated for exercise. The park area per capita in major cities like New York and London is 26 and 32 square meters per population 1 person respectively. While the number in Bangkok is 5 square meters per population 1 person (Kaweephon Panpeng, 2015). At the present time, the fitness that is available in the market tends to target young people. There is no fitness center that specifically caters to the elderly. Making the choice for exercise for the elderly is inevitable running in the park. And there is no educated person about exercise that is suitable for that age.

From the above, this made the researcher interested in studying innovative marketing strategies for the fitness trainer business. Specialized for the elderly in Thailand by studying the following Person factor exercise behavior and marketing mix factors. In this research, the results from the benefits of the research that would benefit interested fitness entrepreneurs. To understand the behavior of elderly people using fitness services to improve the quality and create a strategy and standards for service users in the future.

## **Research objectives**

1. To study the exercise behavior of the elderly in Thailand.
2. To study the relationship between personal factors and the marketing mix of a specialized fitness trainer business for the elderly in Thailand.

3. To study the marketing mix of a specialized fitness trainer business for the elderly in Thailand.

### **Review literature, concepts, and related theories.**

marketing mix concept

Lovelock, & Wirtz (2011) said that the marketing mix is an element that is essential to the marketing operations of entrepreneurs. Corporate executives or marketers can use it to control the direction of business operations related to the service of the fitness center. To create stability and promote the business to progress and grow for a long time which the operators or executives of the organization lead the whole strategy 7P's as a marketing tool will be able to increase competitive potential and help promote decision-making of the target customers who are the elderly. To be interested in using the fitness center services both now and in the future including (1) Product (2) Price (3) Place (4) Promotion (5) People (6) Physical Evidence and (7) Process.

The concept of exercise for the elderly

Exercise is one method used to improve the physical abilities of the elderly. Exercise is to maintain the strength of the muscles and relieve stress. Stimulate the function of the lung muscles and the circulatory system. To be effective as a complete body condition. This refers to a condition in which the body can produce oxygen fully. The balance of weight and height according to age, exercise is one way to help strengthen the body. For seniors, physical activities vary according to individual suitability and abilities. The method of exercise should be directly beneficial to the body and mind. Exercise must at least make people more active in the elderly. (Chollada Bitrawich, 2018)

Behavioral concepts and theories

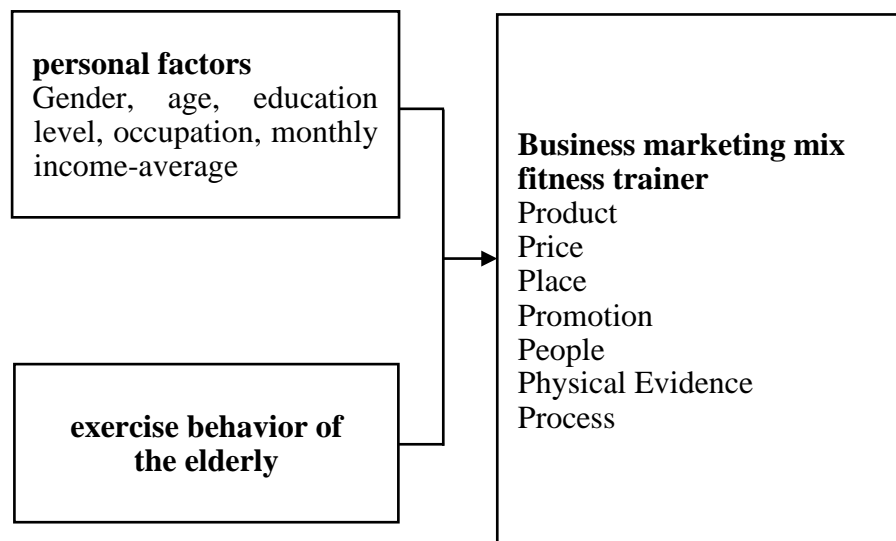
Behavior means All types of activities performed by human beings, whether they are observable or not, such as the work of the heart, the work of the muscles, walking, talking, thinking, feeling interest etc. Psychologists believe that behavior is the result of human interaction. Or organize and environment (Chonlada Bitrawich, 2018) The behavior of organic matter by interacting with the environment is manifested in ways that are observable by others. And cannot be observed but can be diagnosed with the presence or absence of such methods or tools in behavioral psychology have components 2 part together are follow:

1. cognitive behavior (cognitive domain) This behavior involves knowledge, memory, and facts. Including the development of abilities and intellectual skills, the use of judgment to make decisions. Cognitive behaviors consist of competencies at various levels as follows. 1) knowledge 2) understanding 3) application or use of knowledge 4) analysis 5) synthesis and 6) Evaluation

2. Behavior in terms of attitudes, values, feelings, preferences (affective domain). Behavior in this aspect refers to attention, feelings, attitudes, likes, dislikes, values, modifications or improving the values that are held in this behavior is difficult to explain because it occurs within the mind of a person. which requires special tools to measure these behaviors because the internal feeling of a person is difficult to measure from the behavior shown outside. The formation of attitude behavior is divided into the following steps: 1) recognition 2) response 3) value 4) grouping and 5) Displaying attributes based on values.

## Research conceptual framework

Figure 1 Research Conceptual Framework



### How to conduct research

This research is a study of tourism among the elderly aged from 60 years up in Thailand by Survey Method and use Questionnaires. It is a tool for collecting information.

#### 1. Population and sample

Population is behind the scenes for 60 years up residing in Thailand, the number of 13,358,751 people (National Statistical Office, 2021).

The size of the sample was determined using the Craigie and Morgan ready-made tables. (Krejcie & Morgan, 1970) Compare the proportion of the sample from the population by Stratified sampling method according to the proportion of population in each region get all samples 384 people and the researchers added another sample 4% to prevent the incompleteness of the questionnaire Therefore, all samples were equal to 400 people.

## 2. Tools and verification of research tools

This research used a questionnaire to collect data, divided into 3 parts Are (1) personal information (2) exercise behavior of the elderly (3) The mixture that has the power to choose exercise facilities for the elderly in the country. The tool review section focuses on quality review of a series of questionnaires from marketing experts of about 3 persons. with validation check by using a value called Index of Concordance (IOC) is equal to 1.00. This means all questions are content and verified for Reliability. The researcher will use the measurement method by finding the confidence value by the method of Cronbach's Alpha.

## 3. Statistics are used to analyze data.

The statistics used to analyze the data are.

3.1 Descriptive Statistics means Percentage and Frequency In explaining personal information and exercise behavior data of the elderly For explaining the marketing mix of fitness trainer business services for the elderly use average (Mean)

3.2 Inferential Statistics means It was used to test the relationship between personal factors and marketing mix strategies for fitness trainer business services of the elderly. The mean test method for each group was used by statistical values. T-test for testing the relationship between gender and the marketing mix of fitness trainer business services of the elderly. For other variables, test the relationship by having to test the variance first to see if they are equal or not. If the variance is equal, each group's meaning can be tested whether they are different or not by using statistical values ;for instant, F-test ANOVA. But if the variance of the variables is not equal, the statistical value will be used. Welch's t -test.

## Research results

### 1. Exercise behavior of the elderly in Thailand

The exercise behavior of the elderly found that most of them used fitness services for exercising. 1–3 days a week percentage 42.6. And

exercise per session takes 1-2 hours as a percentage 60.4. The reason for exercising is to want to be healthy percentage 56.6 The cost of using the service per time is more than 200 baht. accounted for 75.5 percent. The most used exercise program is cycling accounted for 67.8 percent. The frequency of using fitness services in the past 1 month was 7 times or more, representing 84.5%. And a way to know information about using fitness services from online media such as Facebook percentage 56.3.

## 2. Marketing mix of specialized fitness trainers for the elderly in Thailand

**Table 1 Marketing mix of specialized fitness trainers for the elderly in Thailand.**

Marketing mix strategy	Average	Opinion level
product	4.56	the most
Price	4.62	the most
distribution channels	4.21	well
Marketing Promotion	4.64	the most
Personnel	4.70	the most
physical aspect	4.68	the most
service process	4.35	well
Average total	4.54	the most

From Table 1, it was found that the elderly had opinions about the fitness trainer business marketing mix. Overall, it was at the highest level.

## 3. The relationship between personal factors and the marketing mix of specialized fitness trainers for the elderly in Thailand.

**Table 2 Test results of gender relations and marketing mix strategies**

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	Df	p-value
Equal variances assumed	0.146	0.654	2.852	398	0.114
Equal variances not assumed			2.852	388.566	0.114

From Table 2 the test it was found that gender personal factors No relation to the marketing mix.

**Table 3 Test results for the relationship between age and marketing mix.**

	df	Mean Square	F	p-value
Between Groups	2	0.233	2.774	0.025
Within Groups	397	0.125		

Total	399
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From Table 3 the test it was found that Age Individual Factors Relevant to the marketing mix.

**Table 4 Test results for the relationship between education level and marketing mix.**

	df	Mean Square	F	p-value
Between Groups	4	0.354	4.524	0.048
Within Groups	395	0.229		
Total	399			

From Table 4 the test it was found that Individual factors of education level Relevant to the marketing mix

**Table 5 Results of the relationship test between occupations and marketing mix strategies**

	Statistics	DF2	DF2	p-value
Welch	8.265	5	35.46	0.021

From Table 5 the test it was found that Occupational personal factors It is related to the marketing mix strategy.

**Table 6 Test results for the relationship between average monthly income and marketing mix.**

	Statistics	DF2	DF2	p-value
Welch	7.982	4	43.72	0.016

From Table 6 the test it was found that Personal factors on average monthly income Relevant to the marketing mix.

## Summary and Discussion

The exercise behavior of the elderly in the club strengthen health and environment Announcement in Bangkok found that most of them used fitness services for exercising. 1–3 days per week. And exercise per session takes 1-2 hours. The reason for exercising is to be healthy. The cost of using the service per time is more than 200 baht. The most used exercise program is cycling. The frequency of using fitness services in the past 1 month is 7 or more times.

Moreover, supporting factors include knowledge about

In addition to exercising at a high level, 41.30 percent Followed by a medium level, 30.40%, the perception of the risk of not exercising is in High level 54.10%, followed by moderate level 28.40%. Attitude about in addition to exercising at a good level, 62.50 percent Followed by a moderate level of 20.00 percent.

Technical aspects involved in setting up and running a fitness training business founded that Thailand is stepping into an aging society. From the year 2005 until the year 2021. Thailand has a proportion of the elderly population or aged 60 years and over. More than 12 million people, or about 1 in 6 of the Thai population (<https://op.mahidol.ac.th/ga/posttoday-22-2/>). There is the reason, in Thailand had business fitness services for exercising elder. The next reason, National policies on physical exercise and sports for health. This policy encourages people to understand the importance of exercise because there is a campaign to exercise in the workplace. Therefore, the elderly who are not working must have a specific place to exercise for health.

And a way to know information about using fitness services from online media such as Facebook consistent with the research of Anuwat Triphopmanat and Yaowapa Pathomsirikul (2020) Able to study and research on marketing, service marketing psychological factors affecting the decision to use fitness center services of the elderly in Thailand. It was found that most of the elderly There is a behavior of using a specific exercise program service, namely cycling by using more than 7 times a month receive information from online media and the purpose of using the service to prevent illness. health recovery and slimming.

Fitness Trainer Business Service Marketing Mix. Overall, it was at the highest level. In descending order as follows: Personnel Physical characteristics Marketing Promotion Price product service process and distribution channels which is consistent with the research of Apichaya Thanchot (2020). Had studied and researched the marketing mix factors affecting the decision to choose the service establishment. health exercise the results showed that the opinion level of the marketing mix. These are affecting the decision to choose a business establishment for exercise for health. Overall, it was found that the level of opinions was at a high level. and when considering the aspect with the highest average of the 3 highest opinion levels including personnel, product, and distribution channels.

The relationship between personal factors and marketing mix strategies for fitness trainers Specialized for the elderly in Thailand depending on age. education level, occupation, and average monthly income inconsistent with any research as no research has examined the relationship between personal factors and marketing mix strategies before. Therefore, it is an interesting variable to study for future research studies.

The channel for fitness Business is People interested in running a fitness business can contact in person at the local administrative organization where their place of business is located and must apply



for a license from the local official before conducting business or you can apply for a license at the Biz Portal, an online channel that helps provide government services quickly and conveniently.

Recommendations of the Supervisory Board of Supervisors of Fitness Establishments B.E. 2560 according to the Notification of the Ministry of Public Health on Health Hazardous Activities B.E. 2558, item 9 (12) Requirements of the establishment Exercise is an undertaking that is detrimental to health. By the authority under Section 31 of the Public Health Act B.E. 2535 (1992), the following recommendations are given.

1) Exercise place business means a place for exercise business for health that has a place, equipment, or tools for exercising. Service personnel and facilities which aim to promote health and prevent disease whether the establishment provides services for other purposes?

2) Criteria for establishing a location

Located in an appropriate area according to the law on building control, town planning and other relevant laws. which does not cause a nuisance to the people living nearby.

3) Criteria about the hygiene of the building. It can be concluded that a license or certificate is required under the law on building control. Etc.

4) Criteria for the safety of exercise equipment It can be concluded that the exercise equipment room Must provide quality and safe exercise equipment (such as a user manual, etc.).

5) Criteria for providing clean and sufficient drinking water

6) Criteria for providing services such as organizing a health screening for members before the first service. Notify members of health assessment results and giving exercise advice to members, etc.

7) Criteria for service personnel, such as training courses for exercise trainers organized by the Department of Health. Or use the curriculum that corresponds to the curriculum of the Department of Health certified by the Department of Health, there are certificate documents that can be examined, etc.

8) Criteria for noise pollution management The noise level in the gym is averaged during service hours not exceeding 90 decibels (A) and a maximum not exceeding 110 decibels (A).

9) Criteria for managing wastewater, solid waste and waste water are managed in a sanitary manner.

10) Criteria for occupational safety, health and environment in providing services is to provide emergency preparedness.

11) Criteria for the prevention and control of animals and insects that carry disease. Disease-carrying insects and animals are controlled. and cleaning the building place according to sanitary principles.

12) In the event that any local government has issued a local statute on the control of the exercise facility business operation. There should be public relations and a meeting to clarify the regulations of the said locality for all involved parties to know. This is for the benefit of further enforcement.

#### Marketing Analysis

Target Market: Target market for health lovers

Competitive Analysis: competitors for business. There was found that most of the exercise centers provided services to people who wanted to love their health. Therefore, the number of exercise centers specific to the elderly activities was still limited compared to the study area.

The Concept form this research.

### QMS: Quality Management System



#### Suggestion

1. should study guidelines and trends for fitness trainer services to promote exercise for the health of the elderly.

2. There should be a study of the problem of marketing strategy management of a specialized fitness trainer business for the elderly in Thailand.

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