

The Factors Effect to Watching The National Sport 42nd Suphanburi Game

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Abstract

The objective this research to study individual behaviour and placement were positive to watching national sport 42nd Suphanburi Game. The sample this study were 225 sporting visitors by questionnaire. In addition, indept interview 10 staffs who were the coordinator in the national sport. The results of this study is to indicating the national spots. Therefore, the result of this study helped the public department was to interesting for the management nations sport. In addition, the advertising the national sporting game which helped to increasing the people to watch a national sport. The study led to improvements in the national sport game next time

Keywords: Individual behaviour, multiple placement, watching the nation sport 42nd Suphanburi Game

1. Introduction

The sport game have the essential for the human in the world. The sport game encourage the human have the healthy and the relax. In addition, the sport game was the human to meet and the sport game which the important factor encouraged the clan of human were friendly. The sport game of level the world was the Olympic game. Moreover, there were the sport game of landmass. For the Asian game was the sport game of the country in Asia (Thailand, Brunei, Cambodia, Indonesia, Laos, Malaysia, Philippines, Vietnam, Singapore and Myanmar). Every country of Asia have the nation sport because they want the sport man or the winner in the sport game as the sport agent of nation. In addition, the sport agent participate in the competitive sport. On the other hand, the sport game was the important factor. The sport game motivated the tourism. The tourism want to watching the sport game and they want to go to some place as the museum and the tourist.

The first nation sport of Thailand which occurred on 1-5 November, 1967 at Bangkok, Thailand. There were 800 persons who were the athlete and referee. In addition, The athlete who were the representative of sportman Thailand and they attend the Southeast Asian Peninsular Games. However, The Southeast Asian Peninsular Games was be the South-East Asian Games or SEA Games in the later. In addition, the nation sport of Thailand 42nd Suphanburi Game. The syndicate showed that the public information of the nation sport by internet, social network, sign board and television because the syndicate want to people to see the match of the sport in Suphanburi Game. Suphanburi province which the province in the central of Thailand. Suphanburi province have the sport school and Institute of Physical Education Suphanburi which the institute sport teaching. Moreover, Suphanburi province have the tourist as Samchuk market or One hundred market, Bung Chawak, and Khumkhun Pan (Tourism Authority

of Thailand, 2016). That of all, the people want to watching the sport game and they want to go to relax in the many places. However, the variety activities and the many tourist was the choice the people want to go to watching the sport game. Therefore, this study aim to the factors were the positively effect on the people to watching the nation sport 42nd Suphanburi Game.

2. Research Objective

This research has to to study the Individual behaviour and Multiple placement, were positively influence on the watching the nation sport 42nd Suphanburi Game.

3. Research Framework

3.1 Related Theory

This research, the Maslow's hierarchy of need describe the frame work. The need theory of Maslow suggested that human want the motivation and the human need was the drive. However, the human have the satisfaction because the some things responded them needs. The Maslow's hierarehy of needs showed that the terms physiological, safety, belongingness and love, esteem, self-actualization, and self-transcendence to describe the pattern that human motivation generally move through (Steven, McShane & Glinow, 2010). Thus, the Maslow's hierarchy of need explained the want to wathcing national sport 42nd Suphanburi Game. as show on the Figure 1

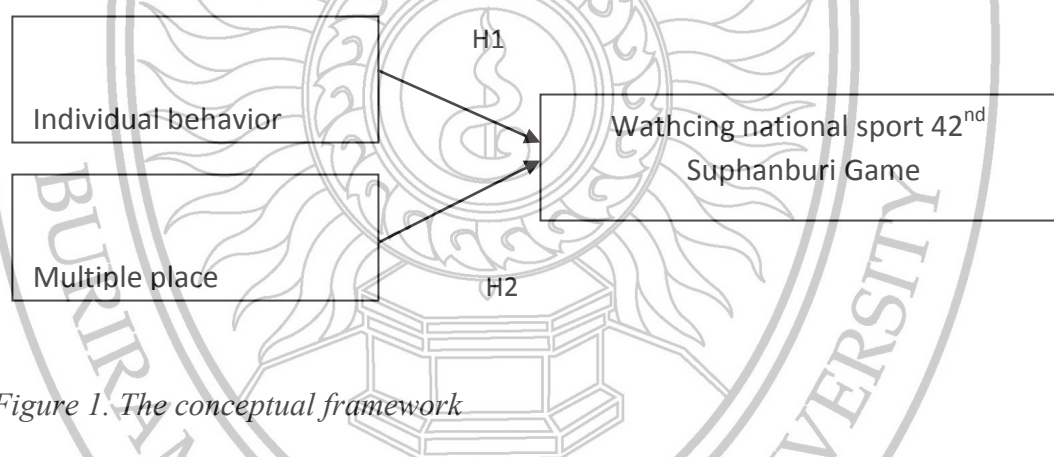


Figure 1. The conceptual framework

4. Research Methodology

4.1 Sample

This research collected data from the people who watched the nation sport 42nd Suphanburi Game between 1-14 February, 2014 at Suphanburi province were 225 the sample and the researcher interview with 10 staffs who were the coordinator in the national sport.

4.2 Research Instrument

This research used the questionnaire and interview 10 staffs who were the coordination in the national sport Suphanburi game

4.3 Data Collection

The following were the stages of data collection:

The questionnaires of developing from the review literature and the scrutiny of three qualified persons and be improved to perfection

4.3.1 Individual behavior (IB) refer to the character individual who interested in seeing the nation sport 42nd Suphanburi Game. The persons who liked the sport game and they aware the sport game to supporting them relax. Moreover, the sport games encouraged the tourist sport. Thus, the individual behavior was to support watching the national sport. The individual behavior have 8 items

4.3.2 Multiple place (MC) are the number of the places in the Suphanburi province as the restaurant ,the service of food, the tourist were near the file sport and the countryside. Moreover the souvenir shop were near the stadium. In addition, the staff gave the information of the sport game and the tourist. The staff were very friendly. Multiple place have 8 items

4.3.3 Watcning national sport 42nd Suphanburi Game (WG) were the level of the persons interesting to watching national sport 24nd Game. There were 8 items

4.4 Validity and reliability

This research the questionnaires were the 18 items and then try out with a population in Ang Thong province, which looks similar to the sample by using a sample of 30 people.

The data were analyzed for reliability by the alpha coefficient of Cronbach (Cronbach Alpha Coefficient), ranged from 0.81 to 0.88, which is considered the threshold for acceptance. The validity of the tool by using weight factors. (Factor loading) of each variable must be a value of 0.4 or above (Hair & other, 2006) in this study, the weight factor of 0.64-0.89 (Nunnally & Berstein, 1994)

Table 1
Results of Measure Validation (N=30)

Items	Factor Loadings	Cronbach Alpha
IB	.84 - .89	0.88
MC	.64 - .88	0.87
WG	.73 - .82	0.81

Before analysis using statistical regression (Regression Analysis) to avoid problems multicollinearity, which this variable is associated with each other too much so it turns to the same variable. If a problem multicollinearity. the correlation of more variable .80, which is indicated by means of Pearson's correlation coefficient (Armstrong, Scott &Overton, 1977). And see which ranged from the VIFs. but no more than 10, so in this study considered each variable has no multicollinearity problem according to Table 2 (Neter, Wasserman & Kutner ,1985),

Table 2
Descriptive statistics and correlation matrix (N=225)

Variable	IB	MC	WG
\bar{X}	4.27	3.93	3.99
S.D.	0.60	0.70	0.57
IB	1	0.602**	0.531**
MC		1	0.669**
WG			1

After preliminary tests, then data were analyzed with a computer using statistical package for social science research, using descriptive statistics, the statistics and regression analysis in order to measure the relationship between variables by the below equation:

Equation 1 : $WG = \beta_{01} + \beta_2 IB + \epsilon_1$

Equation 2 : $WG = \beta_{02} + \beta_3 MP + \epsilon_1$

5. Research Result

Table 3
Personal information of the samples

No	Personal Information	Frequency (n=225)	Percentage (%)
1	Sex		
	Male	98	43.6
	Female	128	56.4
2	Education		
	Secondary education	155	58.1
	High school	70	31.1
	Bachelor degree	38	16.9
3	Domicile of Thailand		
	North	20	8.9
	Central	164	72.9
	South	17	7.6
	East	3	1.3
	Northeast	21	9.3
4	Information of nation sport game 42 nd Suphanburi game		
	News paper	30	13.3
	Television	168	74.7
	Internet or facebook	27	12

As show in Table 3 , out of 225 respondents , the number of female (56.4%) was mush greater than that of males (43.6). Most of them were from secondary education (58.1%). And they have the domicile of Thailand in the central (72.9%). Finally. the sample have the information of sport game 42ndSuphanburi game from television (74.7%)

In addition, the results were presented according to the research objective as follows: The relations of the individual behavior, the multiple place were positive influence on the watching the nation sport 42nd Suphanburi Game.

Table 4
Results of OLS Regression analysis

Independent Variables	Dependent Variables	
	Watching national sport (1)	Watching national sport (2)
Individual behaviour (IB)	0.163*** (0.06)	
Multiple place (MP)		0.182*** (0.10)
Adjust R ²	0.221	0.352

**p<.05 ^aBeta coefficients with standard errors in parenthesis Acknowledgements

Table 4 , the result of regression coefficient of factors related to watching national sport Supanburi Game as there were five variables in this study. Individual behavior (IB) was the positively influence on the watching national sport Suphanburi Game, Hypothesis H₁ was supported. (H1 : b₁ = 0.163, p < 0.10). The previous research had shown that the persons who were to watching the sport or the football match because they were interested in the sport game. They had positive attitude on the sport game. Moreover, they followed the news of the sport game (Volrasarn, 2008). Likewise, the study of Chinsart & Pikoonthong (2012) showed that the individual behavior was a factor that influenced to fans for visiting the football match. Therefore, the individual behavior was the important variable that the persons were to seeing the sport game. They were happy and enjoy when they saw the sport game(Leewongvorakul.2014).

In addition, the result supported H₂ (H2 : b₃ = 0.182, p < 0.10). The multiple place which were near the stadium. The multiple place were the restaurant, the spa foot, the tourist and the souvenir shop (Muangthong, 2014).. The people want to see the sport game and they want to relax. Therefore, this research the multiple place was the positively influence on watching national sport. The result supported the previous research, the people go to see the sport game and they have the plan to relax in another place (Chinsart & Pikoonthong, 2012)

6. Conclusion

The behaviour to watch sporting events was important to make personal factors affect visiting athletics. And passion about the sport considered to be personal passion,

so the inclination to watch the national sport. Moreover, the multiple place was the important variable supported the people wanted to see the game match (Ratanapaiwong,2006). The result of research was the data for the organizer which operation the national sport game. In additions, the Maslow's hierarchy of need explained the research frame work. However, the future research can study the another variable.

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