

## Sport Marketing Mix Impact on Intention to Revisit Buriram

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### ส่วนประสมการตลาดทางการกีฬาที่ส่งผลกระทบต่อความตั้งใจมาเที่ยวซ้ำของ จังหวัดบุรีรัมย์

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#### Abstract

Sports tourism is a tourism product which a destination can propose to the market. This is the growing trend of the recent tourism industry. The role of sport tourism has seen many in Europe. Therefore, many countries in Asia are also following this tourism trend to stimulate sports tourism as the destination choice. In the case of Buriram, Thailand is an example of a successful strategy to promote the province interest as a sports tourism destination. This research study and examine sports marketing mix (7Ps) as factor impact domestics' tourist intention to revisit Buriram. The data collection used primary data that are taken by spreading questionnaire to 400 domestics' tourist. The 378 respondents were collected at I-mobile Stadium and Buriram Racing International Circuit (BRIC). The result showed key elements of the sports marketing mix; product, price, place, physical evidence, process, people and promotion mix which impact on domestics' tourist intention to revisit sport tourism in Buriram. There are only five supported hypotheses (price, place, physical evidence, process, and promotion mix) that can be used to predict domestic's tourist intention to revisit. The contribution of the study will be given due emphasis by sport tourism stakeholders; tour operators, hotels, restaurants, airlines, and local national government organizations that involved with tourism especially in Buriram to sustain their tourist continual visit and the development of their events and services.

**Keywords :** sports marketing mix, sports tourism, revisit

## บทคัดย่อ

การท่องเที่ยวเชิงกีฬาเป็นผลิตภัณฑ์การท่องเที่ยวที่สามารถนำเสนอสู่ตลาดได้ ถือเป็นแนวโน้มการเติบโตของอุตสาหกรรมการท่องเที่ยวในรูปแบบหนึ่งที่มีความนิยมเป็นอย่างมาก บทบาทของการท่องเที่ยวเชิงกีฬาพบเห็นได้มากมายในทวีปยุโรป ดังนั้นหลายประเทศในทวีปเอเชียจึงให้ความสนใจแนวโน้มการท่องเที่ยวในรูปแบบนี้ เพื่อกระตุ้นการท่องเที่ยวเชิงกีฬาให้เป็นหนึ่งในทางเลือกของจุดหมายปลายทางสำหรับการท่องเที่ยว ในกรณีของจังหวัดบุรีรัมย์ ประเทศไทยเป็นตัวอย่างของกลยุทธ์ความสำเร็จในการส่งเสริมความสนใจของจังหวัดในฐานะจุดหมายปลายทางการท่องเที่ยวเชิงกีฬา การศึกษาวิจัยครั้งนี้มีวัตถุประสงค์ 1) เพื่อศึกษาส่วนผสมการตลาดทางการกีฬา (7Ps) ในฐานะปัจจัยที่ส่งผลต่อความตั้งใจกลับมาเที่ยวซ้ำ 2) เพื่อทดสอบผลกระทบของส่วนผสมการตลาดทางการกีฬา (ผลิตภัณฑ์ ราคา ช่องทางการจัดจำหน่าย ลักษณะทางกายภาพ บุคลากร กระบวนการ และการส่งเสริมการขาย) ต่อความตั้งใจของนักท่องเที่ยวภายในประเทศในการกลับมาเที่ยวซ้ำสำหรับการท่องเที่ยวเชิงกีฬาของจังหวัดบุรีรัมย์ การเก็บรวบรวมข้อมูลดำเนินการโดยการแจกแบบสอบถามไปยังนักท่องเที่ยวในประเทศจำนวน 400 คน ผู้ตอบแบบสอบถาม 378 คน ได้รับการรวบรวมที่สนาม I-mobile และ Buriram Racing International Circuit (BRIC) ผลการศึกษาแสดงให้เห็นองค์ประกอบสำคัญของส่วนผสมการตลาดทางการกีฬา อันได้แก่ สินค้า ราคา ช่องทางการจัดจำหน่าย ลักษณะทางกายภาพ กระบวนการ บุคลากร และการส่งเสริมการขายที่ส่งผลกระทบต่อความตั้งใจของนักท่องเที่ยวภายในประเทศในการกลับมาเที่ยวซ้ำของจังหวัดบุรีรัมย์พบว่า มี 5 ตัวแปรเท่านั้น คือ ราคา ช่องทางการจัดจำหน่าย ลักษณะทางกายภาพ กระบวนการ และการส่งเสริมการขาย ที่สามารถใช้ทำนายความตั้งใจของนักท่องเที่ยวภายในประเทศในการกลับมาเที่ยวซ้ำได้ ซึ่งประโยชน์ที่ได้รับจากการศึกษาวิจัยในครั้งนี้เป็นประโยชน์ต่อผู้ประกอบการ โรงแรม ร้านอาหาร สายการบินและองค์กรปกครองส่วนท้องถิ่น ที่เกี่ยวข้องกับการท่องเที่ยวเชิงกีฬา โดยเฉพาะอย่างยิ่งในจังหวัดบุรีรัมย์ เพื่อสนับสนุนการท่องเที่ยวอย่างต่อเนื่องและยั่งยืนตลอดจนการพัฒนากิจกรรมและบริการต่างๆ

**คำสำคัญ :** ส่วนผสมการตลาดเพื่อการกีฬา การท่องเที่ยวเชิงกีฬา การกลับมาเที่ยวซ้ำ

## Introduction

Tourism has experienced continued growth and deepening diversified to become one of the fastest-growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress (United Nation World Tourism Organization: UNWTO).

Sports and tourism are among the 'developed' world's most sought-after leisure experiences and are becoming very important economic activities (Marina, 2008). Sports tourism is a new opportunity for the development of the tourism offer. The demand for sports activities is continuously evolving.

Sports tourism is an emerging market for tourism destination development. That is the reason why many countries have been proposed themselves for hosting in sports event

like the Olympic Game, the FIFA Football World Cup, Asian Game and Sea game etc. According to the TAT's local office, visitors to Buriram have grown aggressively since 2013 after the FIFA-certified football stadium and launched a world-class racing circuit, both of which are in the city center and have drawn visitors to the province in a way not seen before (Bangkok Post, 2015). The emergence of Buriram on Thailand's tourism map has developed investment in tourism-related services, with the number of hotels, airline services, and lifestyle malls which related to Hinch and Higham (2004) proposed that the development or upgrading of sport facilities may be an effective strategy to access new market for sport event tourism.

Therefore, sports tourism with huge capital volume attracted by the sports industry, and developing a scientific and systematic approach toward the phenomenon lead to exploitation of political, cultural and economic benefit of this industry. Industry and economic approach to sport and consequently systematic approach to sport marketing are among necessities of this filed (Memari, 2001). However, there is a lack of research into what factors impact domestic tourist to revisit in sports tourism. These research objectives are to determine the sports marketing mix factors impact on domestic tourists intention to revisit for sports tourism in Buriram province.

#### **Problem Statement**

Buriram has recently been an emerging economic boomtown built on the drive and ambition of one of the country's football club titans. The face of Buriram, though, is rapidly changing following the emergence of its football club Buriram United and its I-Mobile Stadium. Match tickets and souvenirs, particularly the team's jerseys, generate a whopping 450 million baht in revenue per year. The other sporting activities are riding into the province on the back of the football team's success, including football training courses, boxing camps, and a motor racing circuit. Moreover, up to 70% of football spectators are from outside the province (Bangkok Post, 2014). Thus, the interesting information mentioned above shown that Buriram province is the potential and suitable for a case study for this research.

Therefore, there is no strong evidence for further planning and development to support and sustain its rise in sports tourism. Hence, the researcher interested in studying the sports marketing mix factors that impact on domestic tourist intention to revisit for sports tourism in Buriram.

#### **Research Objective**

1. To study sports marketing mix as factors impact the intention to revisit
2. To examine the impact of sports marketing mix (product, price, place, physical evidence, people, process and promotion mix) on domestics' tourist intention to revisit for sports tourism in Buriram.

## Conceptual Framework

According to the problem statement discussed in chapter 1, the conceptual framework for this research illustrates that the component of 7Ps' sports marketing mix which consists of product, price, place, physical evidence, people, process and promotion mix impact on domestic tourists' intention to revisit for sports tourism in Buriram.

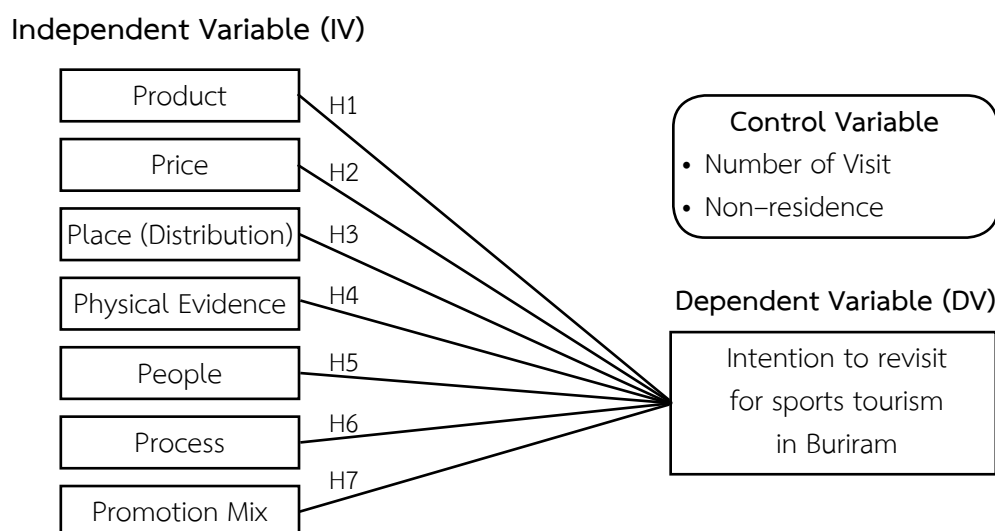


Figure 1 Conceptual Framework

## Contribution

The findings of this research will contribute significantly to the domestic tourism which the sports marketing mix will be given due emphasis by sports tourism stakeholders; tour operators, hotels, restaurants, airlines, and local national government organizations that involved with tourism especially in Buriram province to sustain their tourist continual visit and the development of their events and services. Moreover, this finding can be used to develop the core potential of sports tourism components according to sports marketing mix factors which study the effect on domestic tourists' intention to revisit for sports tourism in others destinations. The dimension of the mix would definitely enrich the lives of visitors and the economy of the host province and the overall country.

## Research Methodology

### Population

The population of this study is domestic visitors in Buriram province both male and female with the age over 15 years old who visited in Buriram during the research period. According to data from the Ministry of Tourism and Sport (MOTS) in 2013, there were 1,219,589 domestic visitors in Buriram.

### Sample Size

The size of the sample group in this study is calculated by using the Yamane (1973) equation as follows:

$$n = N / 1 + N (e)^2$$

Remark; n = sample size

$$N = 1,219,589$$

$$e = \text{significant level (0.05)}$$

From equation the sample size can be calculated as follows;

$$n = 1,219,589 / 1 + 1,219,589 (0.05)^2$$

$$= 399.998$$

With a clear number of population, the sample size consists of 400 domestic tourists are selected. The researcher used conveniently sampling to recruit domestic tourists who are traveling to participate in the study.

### Sampling

Data collection conducted by using probability sampling technique is a type of simple random sampling which involves drawing samples that are both easily accessible and willing to participate in a study at on-site. There are three stages in the process of selecting respondents (Pungnirund, 2013)

Stage one : use the stratified sampling in sport tourists attractions.

Stage two : random sampling is used to get about 400 respondents.

Stage three: use systematic sampling to determine to get about 4 days and during sport events, then to collect respondent about 100 respondents per day by distributing the questionnaire directly to each tourist.

### Research Instrument

For this study, a quantitative methodology is used in the form of a survey questionnaire. Quantitative approaches are useful for assessing whether a modification to the marketing mix is a good idea (Shilbury, 2009). According to Jennings (2001, p.232), a quantitative descriptive survey enables researchers to describe the 'who' (demographic characteristics of tourists and visitors), 'what' (activities and destination preferences) and 'how' (social and economic status) of the study population.

### Data Collection

The data are collected in each of the areas identified by the conceptual model; sport marketing mix. This study collects the data in addition to information on domestic tourists' decision to visit and associated sports tourism experiences to discover and describe what are factors impact on to domestic tourists' decision to visit sports tourism in Buriram. The questionnaire will be conducted in on-site sports tourist attractions in Buriram and will be distributed to random respondents. Also, the Likert scale is applied in order to respond to the questions.

### Quantitative Data Analysis

The researcher analyzes data variables using SPSS program to compute for the results. The outputs of the program have been presented in chapter four (Research Analysis and Results) and the result of respondents will be presented as follows:

1. Descriptive statistics to describe the demographics like age, gender, education level, income, occupation, and marital status by mean, frequency distribution, and percentage.
2. Descriptive statistics including mean, frequency, percentage, and standard deviation are employed to test hypothesis and answer research questions.
3. Multi-regression is linear regression involving more than one independent variable (Veal, 2011). It is used to compare means between data variables at significant level 0.05.

### Result

The finding of this study was analyzed to answer the research question which the data were collected from the questionnaires distributed to 400 respondents who are not Buriram residents on the site of sports tourist attractions. For this research, the researcher collected and return only 378 respondents. The research question was “What are the sport marketing mix factors that influence domestic tourists’ intention to revisit for sports tourism in Buriram province?” For data analysis of personal information, the results generally showed that the proportion of male visitors (68.50%) was higher than female (31.50%). In terms of age, the largest age group was 31–40 years 33.60%. The most education level was a bachelor degree of 51.90%. For monthly income, most respondents had incomes between 20,001–35,000 Baht, 32.50%. Mainly visitor was Government 37%. The domestic tourists as research respondents were not Buriram residence that was controlled by personal information question.

This part is the answer of objective 1: to study sports marketing mix as factors impact the intention to revisit

**Table 1** Results of objective 1

Element of sport marketing mix	Mean	SD	Interpretation	Rank
Product	4.14	0.720	Agree	(3)
Price	4.04	0.746	Agree	(7)
Place	4.08	0.750	Agree	(5)
Physical Evidence	4.20	0.715	Agree	(1)
People	4.19	0.721	Agree	(2)
Process	4.06	0.754	Agree	(6)
Promotion mix	4.10	0.651	Agree	(4)
Overall mean	4.11	0.600	Agree	

Table 1 illustrated the results of overall mean and SD of the sports marketing mix were 4.11 (SD = 0.600) which interpreted “High”. In the overall picture from the collected data from the questionnaires, it was found that Physical evidence with mean 4.20 (SD = 0.715) shows at the highest level. The second is people with mean 4.19. (SD = 0.721). The third is product was 4.14 (SD = 0.720) and followed by promotion mix was 4.10 (SD = 0.651) and place was 4.08 (SD = 0.750), then process was 4.06 (SD = 0.750). Lastly, the price was 4.04 (SD = 0.746), respectively.

This part is the answer of objective 2: to study element of sports marketing mix impact on domestics’ tourist intention to revisit Buriram

**Table 2** Summary of Pearson’s correlation coefficients (r) on factors

Pearson’s Correlation	Intention to revisit	No. of visit	Product	Price	Place	Physical Evidence	People	Process	Promotion
Intention to revisit	1	.133	.584	.500	.608	.649	.524	.432	.747
No. of visit		1	-.902	-.058	-.019	-.085	-.103	-.104	.009
Product			1	.813	.790	.703	.617	.440	.669
Price				1	.803	.651	.605	.479	.647
Place					1	.739	.554	.465	.649
Physical Evidence						1	.626	.503	.652
People							1	.757	.761
Process								1	.680
Promotion Mix									1
Mean	4.17	2.49	4.14	4.04	4.08	4.20	4.19	4.06	4.10
SD	(0.854)	(1.407)	(0.720)	(0.746)	(0.750)	(0.715)	(0.721)	(0.754)	(0.651)

\*P < .05, \*\*P < .01

Pearson’s correlation coefficients (r) illustrate the relationships between factors of sports marketing mix and domestic’s tourist intention to revisit. Correlations were considered strong for  $r > 0.7$ , moderate for  $0.5 < r < 0.7$  and weak for  $r < 0.5$  (Ansorge, Adams, Jawad, Birk & Soslowsky, 2012). According to Table 2, The most of correlations scores between the factors of sport marketing mix and domestic’s tourist intention to revisit are mostly between  $0.5 < r > 0.7$  that showing all seven factors of sport marketing mix have moderate and strong correlations with the domestic’s tourist intention to revisit which the r score ranked from 0.440 to 0.813. On the other hand,

some correlation scores between the number of visit and domestic's tourist intention to revisit are less than 5 it demonstrated the number of visit have weak correlations with domestic's tourist intention to revisit.

**Table 3** Multicollinearity regression of sports marketing mix (7Ps)

Factors of Incentive Travel	Collinearity Statistics	
	Tolerance	VIF
Product ( $X_1$ )	.247	4.043
Price ( $X_2$ )	.259	3.858
Place ( $X_3$ )	.246	4.063
Physical Evidence ( $X_4$ )	.366	2.729
People ( $X_5$ )	.273	3.666
Process ( $X_6$ )	.384	2.603
Promotion Mix ( $X_7$ )	.306	3.272
No. of visit	.951	1.051

Durbin Watson = 2.301

According to table 3, all the seven factors of sports marketing mix have a minimum tolerance score of 0.246 and maximum VIF score of 4.063, which show that all the seven factors could be used to predict the relationships with the domestic's tourist intention to revisit. Based on (Jang & Topal, 2013; Hopkins & Ferguson, 2014), if  $VIF < 5$  and  $Tolerance > 0.1$ , there is no presence of multicollinearity. In this study,  $VIF (4.063) < 5$  and  $Tolerance (0.246) > 0.1$ ; therefore, there is no problem in multicollinearity. Moreover, the Durbin-Watson statistic is 2.301 which is between 1.5 and 2.5. Therefore, the data is not autocorrelated. As a result, multiple regression analysis can be used for the prediction.

**Table 4** Regression coefficients of important variables that influence on domestic's tourist intention to revisit

Variables	Regression Coefficients		t-test	P-value	Rank	
	Unstandardized Coefficients	Standardized Coefficients				
	Std. Error	Beta				
Constant	-.352	.189	-1.861	.064		
Promotion Mix ( $X_7$ )	.871	.067	.664	13.059	.000**	1
Physical Evidence ( $X_4$ )	.348	.058	.292	5.991	.000**	2



**Table 4** Regression coefficients of important variables that influence on domestic's tourist intention to revisit (continued)

Variables	Regression Coefficients		t-test	P-value	Rank	
	Unstandardized Coefficients	Standardized Coefficients				
	Std. Error	Beta				
Place ( $X_3$ )	.215	.067	.188	3.200	.001	3
No. of visit ( $X_8$ )	.087	.019	.143	4.650	.000**	4
Process ( $X_6$ )	-.185	.047	-.163	-3.902	.000**	5
Price ( $X_2$ )	-.211	.061	-.185	-3.447	.001	6

\*P < 0.05; \*\*P < 0.01

$R^2 = 0.650$ ; F () =; P-value = .000\*\*

Table 4 illustrates the regression coefficients of the six factors of sports marketing mix that can be used to predict domestic's tourist intention to revisit is  $R^2 = 0.650$  which mean independent variables, including Promotion mix ( $X_7$ ), Physical evidence ( $X_4$ ) Place ( $X_3$ ), No. of visit ( $X_8$ ), Process ( $X_6$ ) and Price ( $X_2$ ) that impact on dependent variable 65%. The highest-ranked score is promotion, physical evidence, place, number of visits, process, and price, respectively. The result of testing has significant incentive travel factors is (\*\*P < 0.01).

### Hypothesis Testing

In quantitative research, a testing hypothesis is necessary to check the proposed hypotheses in the study. In this study, there were seven hypotheses proposed based on the literature reviews. The followings are the hypotheses of the study.

Based on table 4, six factors can be used to predict domestic's tourist intention to revisit, which means that at least one factor that can be used as the predictor. As a result, all seven hypotheses have been summarized into the table 5 as stated below:

**Table 5** Summary of results of hypothesis testing

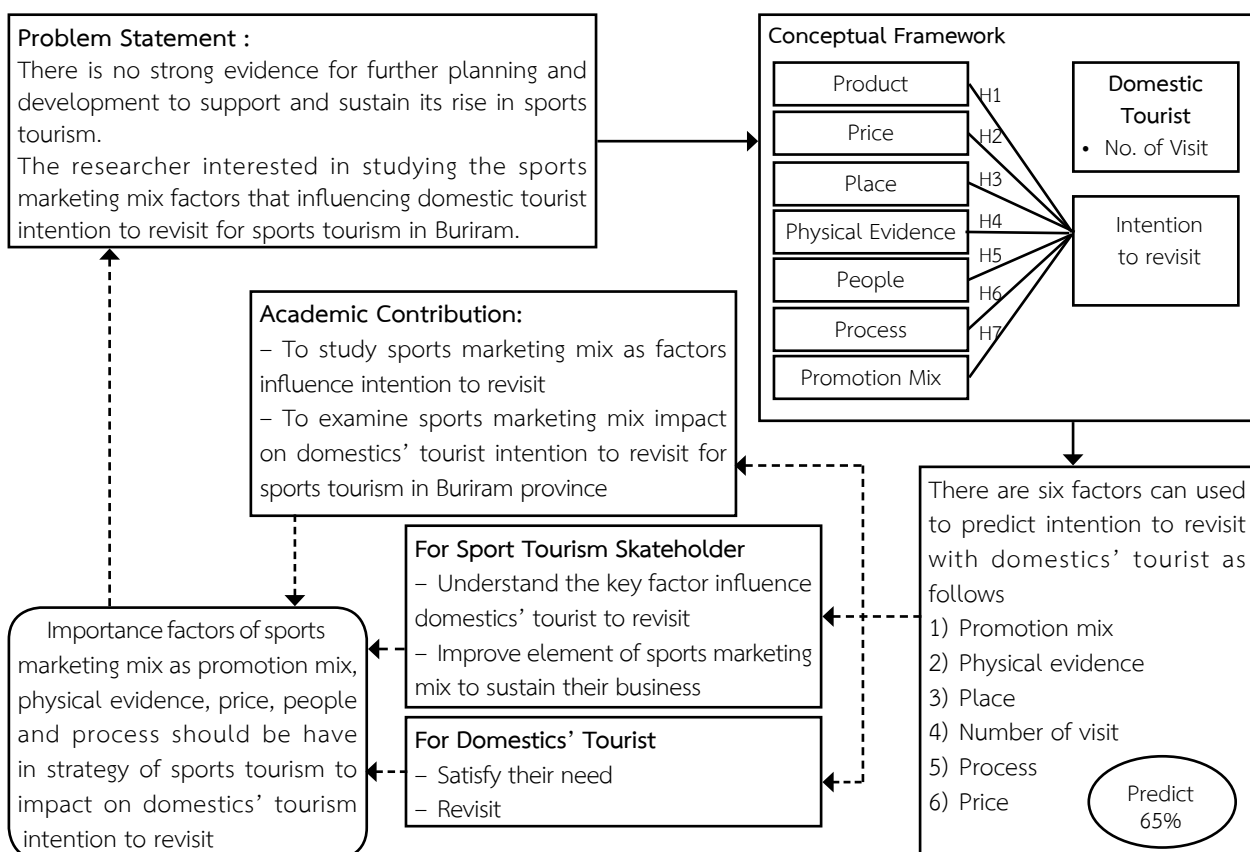
No.	Hypotheses	Results
H <sub>1</sub>	Product impact on domestics' tourist intention to revisit for sports tourism in Buriram	Not Supported
H <sub>2</sub>	Price impact on domestics' tourist intention to revisit for sports tourism in Buriram	Supported

**Table 5** Summary of results of hypothesis testing (continued)

No.	Hypotheses	Results
H <sub>3</sub>	Place impact on domestics' tourist intention to revisit for sports tourism in Buriram	Supported
H <sub>4</sub>	Physical evidence impact on domestics' tourist intention to revisit for sports tourism in Buriram	Supported
H <sub>5</sub>	People impact on domestics' tourist intention to revisit for sports tourism in Buriram	Not Supported
H <sub>6</sub>	Process impact on domestics' tourist intention to revisit for sports tourism in Buriram	Supported
H <sub>7</sub>	Promotion mix impact on domestics' tourist intention to revisit for sports tourism in Buriram	Supported

Table 5 shows the results of the hypothesis testing of this study. As indicated in the results, five hypotheses were supported as follows H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub>, H<sub>6</sub>, and H<sub>7</sub>, respectively, and two hypotheses were not supported which are H<sub>1</sub> and H<sub>5</sub>. Hence, five supported hypotheses that can be used to predict domestic's tourist intention to revisit.

**Figure 2** Managerial Implication Diagram



## Conclusion

In conclusion, this section the researcher presented only the data analysis of collected data or questionnaire which consists of analysis of personal information, the factors of sport marketing mix; product, price, place, physical evidence, process, people, and promotion mix which impact on domestics' tourist intention to revisit sports tourism in Buriram. There are only five supported hypotheses that can be used to predict domestic's tourist intention to revisit.

## Future Research

For this research study the sports marketing mix impact domestics' tourist intention to revisit. Therefore, it could be some potential area for further study. For example, strategic marketing to improve sport tourism development in Buriram. Other studies can be done with other influential factors like Buhalis's 6As; attraction, accessibility, activities, and ancillary services. The results of this study were computed by using multi-regression analysis. The relationship of the variable could be modified and can be done with other advanced statistical techniques including qualitative method.

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