



**FACTORS THAT INFLUENCE THAI MILLENNIALS TO
PARTICIPATE IN CYCLING EVENTS**

BY

MISS JIRAPORN TUNGKASEN

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)**

FACULTY OF COMMERCE AND ACCOUNTANCY

THAMMASAT UNIVERSITY

ACADEMIC YEAR 2020

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INDEPENDENT STUDY

BY

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ENTITLED

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CYCLING EVENTS

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

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Chairman



(Professor Paul G. Patterson, Ph.D.)

Member and Advisor



(Associate Professor James E. Nelson, Ph.D.)

Dean



(Professor Ruth Banomyong, Ph.D.)

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Author	Miss Jiraporn Tungkasen
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ABSTRACT

Nowadays trend of health-conscious is popular in Thailand. It has grown rapidly as Thais are more concerned about their well-beings. They trend to exercise more (Bangkok, BLT, 2018). The number of people who participate in exercise activities is expected to grow approximately 3.5% annually, cycling is one of that (Phanpeng, 2015). Cycling is a sport activity that make cyclists become healthier as part of exercise which is trendy in nowadays.

The objectives of this research were to identify key factors that influence Thais Millennials to participate cycling events in Thailand. Exploratory research and descriptive research were used in this study to gain an insight perspective of Thai millennials participate in cycling events. Secondary research and in-depth interviews were used in the exploratory research. Questionnaires were used in order to gather data for the descriptive research. The obtained data from the secondary and in-depth interviews were used to develop a questionnaire. The collected data from the questionnaire were analyzed using SPSS program.

The Understanding of factor influence Thais Millennials to participate in cycling events study is under the theme of health issues. This study will identify the most factors that influence Thais Millennials to participate in cycling events and the intention to participate towards cycling events. The government sector and private

(2)

sectors organization will understand the influence factors that cyclists participate in and be able to apply the researched data for creating further marketing promotion and organize the appropriate cycling events.

Keywords: Millennials, Cycling Events



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Miss Jiraporn Tungkasen

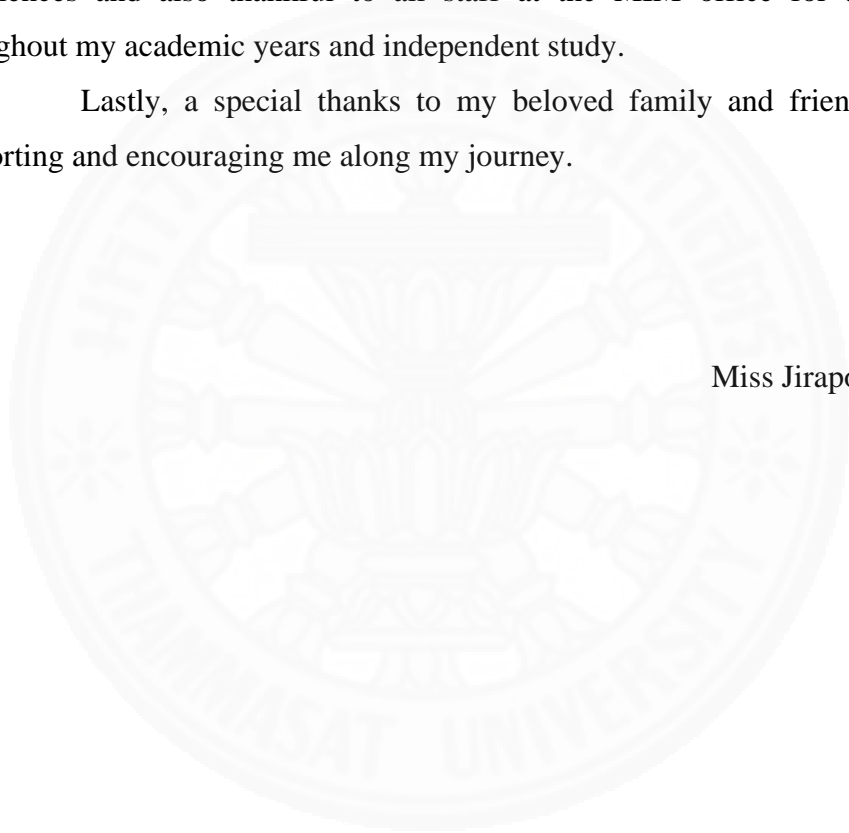


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BIOGRAPHY

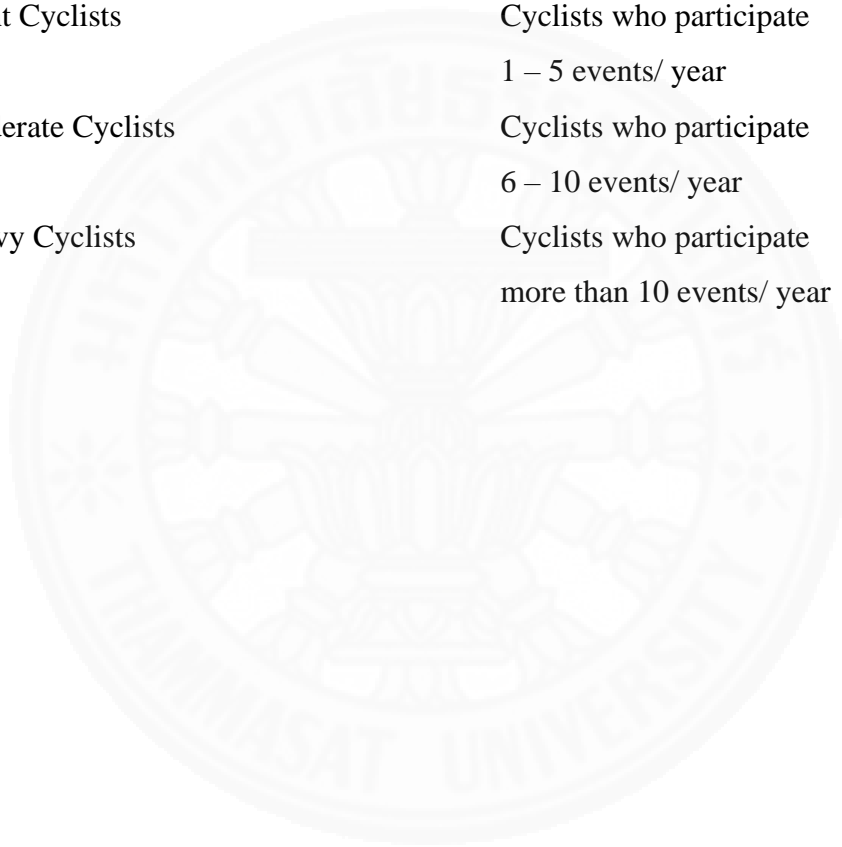


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LIST OF ABBREVIATIONS

Symbols/Abbreviations	Terms
Cycling Events	An organized exercise activity on bicycles conducted for specified distances between cities and towns.
Light Cyclists	Cyclists who participate 1 – 5 events/ year
Moderate Cyclists	Cyclists who participate 6 – 10 events/ year
Heavy Cyclists	Cyclists who participate more than 10 events/ year



CHAPTER 1

INTRODUCTION

1.1 Introduction

Nowadays trend of health-conscious is popular in Thailand. It has grown rapidly as Thais are more concerned about their well-beings. They trend to exercise more (Bangkok, BLT, 2018). The number of people who participate in exercise activities is expected to grow approximately 3.5% annually, cycling is one of that (Phanpeng, 2015). Cycling is a sport activity that make cyclists become healthier as part of exercise which is trendy in nowadays.

Cycling is classified as trendy activity which are one of the four popularity sports (boxing, running, cycling, and golf) that can encourage Thais Millennials to participate in this event as the new sports destination and trendy activity (Prachachat, 2018). Cycling events have occurred over the past few years and there are many cyclists participating (Thai Cycling Association Under The Royal Patronage of His Majesty The King (T.C.A.), 2020). There are various objectives to set up the events which depend on the government sector and private sector such as organize for charity, gaining brand awareness, health trend, and sport tourism (Export–ImportBankofThailand, 2019).

Cyclists will participate the cycling events according to benefits sought from taking part in an organized cycle tour varied by involvement level, gender, and life stage. Middle-aged participants emphasize the relaxation associated with participating, whereas later life participants focus on the opportunity to experience new things and socializing (Gibson, H. J., & Chang, S., 2012). Moreover, while cycling is an activity that can be participated by people of both genders, a majority of the participants are male (Heather R Bowles, Chris Rissel & Adrian Bauman, 2006).

Thailand is one of the perfect destinations for a cycling tour where is challenging hills and scenic routes. It will attract international cyclists to visit the country and enjoy their sport here. The event will inspire people to participate in this

healthy activity and explore the attractive beautiful scenery. It is open to local and international cyclists to participate in (Thailand Business News, 2017).

The trend of cycling become soaring in popularity as the change of consumer lifestyles and behaviors that trend to use bicycle more to satisfy their physicals and mental needs. Group of cycling is growing and be easy to approach to all generations. There is main five bicycles' categories are as follow (Century Cycles, n.d.)

:

1. Mountain Bike designed for riding rough off-road trails
2. Road Bike designed to be ridden fast on smooth pavement
3. Touring Bicycle feature design for long ride distance comfort
4. City Bike used quite well for riding and commuting in a city or urban area
5. Folding Bike for those who need to travel with their bikes and don't have a lot of storage space

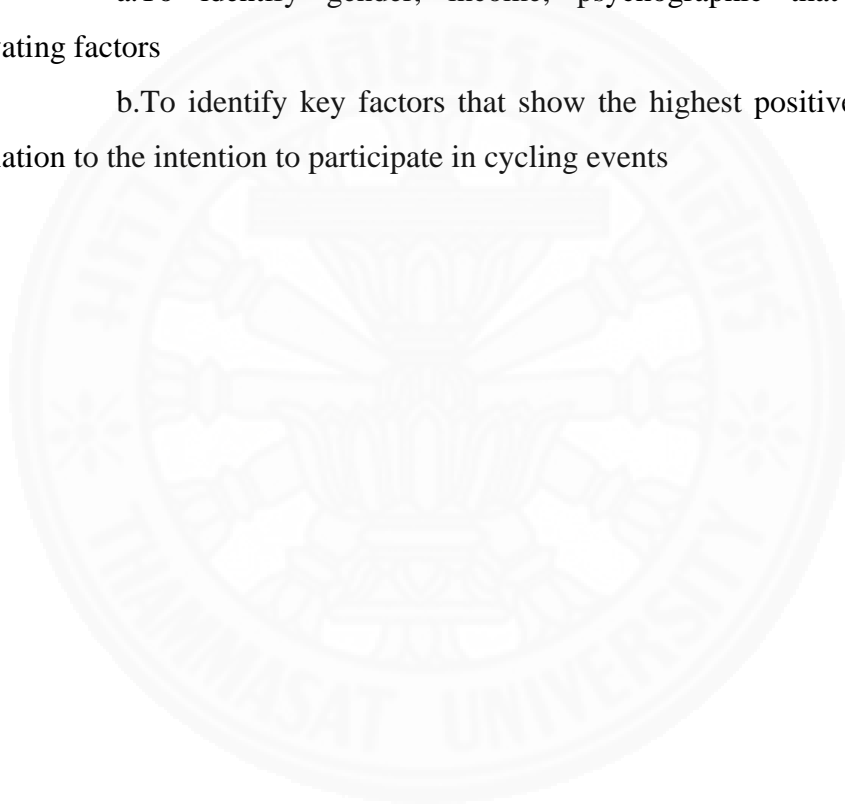
The global bicycle market is expected to grow 5.5% in 2030 (Transparency Market Research, 2020) and be driven by growing bicycle sales especially in mountain bike and road bike 50% and 30% – 35% respectively. This is shown growing potential and interest in cycling (Bhunditkul A., 2014) which result of many cyclists participate in cycling events. Since there are many types of bicycles that designed for different types of Millennial's characteristics and lifestyles to participated in cycling events.

The Understanding of factor influence Thais Millennials to participate in cycling events study is under the theme of health issues. This study will identify the most factors that influence Thais Millennials to participate in cycling events and the intention to participate towards cycling events. The government sectors and private sectors organization will understand the influence factors to participate in and be able to apply the researched data for creating and organizing further attractive cycling events which will not only satisfy the cyclists, but also easily gained awareness.

1.2 Research Objective

Objectives of this research are described below:

- 1) To determine cyclists' motivation factors that influence Thai Millennials to participate in cycling events.
- 2) To identify Thai Millennials in cycling events
 - a. To identify gender, income, psychographic that influence to motivating factors
 - b. To identify key factors that show the highest positive and negative correlation to the intention to participate in cycling events



CHAPTER 2

LITERATURE REVIEW

2.1 Cycling Trend

In recent years, cycling gained public attention in ASEAN at the regional, national and local levels. There are many reasons to participate in cycling in term of sport activity or transportation. It can gain individual benefit as cheap and fast transportation and social benefits as environmental sustainability. Moreover, it can improve physical body and health conscious. According to Bakker, said “current situation and future potential of cycling as a mode of transport in ASEAN's megacities using the Technological Innovation Systems (TIS) framework as a research method and applied to Bangkok and Metro Manila”. Apart from that, cycling is considered as supporting green society (Bakker S., Guillen M., Nanthachatchavankul P., Zuidgeest M., Pardo C. & Maarseveen M., 2018). Participants will get better health as cycling is a trendy activity that give fresh environmental of exercise.

2.2 Cyclist Segmentation

Men are generally the active participants in sport events (Hargreaves, 1994) compared to women (Janke, M., Davey, A., & Kleiber, D., 2006) Furthermore, different ages also had an influence on one's behaviors and attitudes towards participating in sport events for men (Levinson, Darrow, Klein, Levinson, & McKee, 1978) and for women (Levinson, 1996). Supported the framework with the study of Iso-Ahola, found that when people age, they trend to do more home activities instead of outside activities. Furthermore, with age increase, people will less likely to do sport or new activities (Iso-Ahola, S. E., Jackson, E., & Dunn, E., 1994). According to Janke, M., Davey, A., & Kleiber, D. study also argued that gender perspective recognizing that men and women experience the world differently (Janke, M., Davey, A., & Kleiber, D., 2006).

2.3 Participatory Cycling Event

Cycling events conducted by non-profit organizations and private sectors. There are many participants participated in cycling events. Mackellar's study suggested that special events can be categorized based on participants' interests. Specialized interests allow event managers and regional planners to better understand the motivations and behaviors of participants because they are different in terms of demographics, psychographics, skills, abilities and experiences. Course design, layout, distances, terrain, and the provision of information should meet participants' expectations (Mackellar, 2006).

2.4 Cyclist's Motivation

Travelling condition in cycling tourism does not affect in sport event image. Revisit intentions happen with past destination experience (Kaplanidou, K., & Vogt, C., 2007). People prefer attractive environment when picking cycling trips (Bull, C. J., 2006). Moreover, event and tourism infrastructure such as parking, bathroom, scenery, shopping and accommodation are also important (Kulczycki, 2014). Middle-aged participants in cycling event prefer relaxation environment whereas later life participants focus on the opportunity for new experience and socializing. The analysis is based on the participant study clustered by age, gender, skill, experience level, frequency of cycle, and regularity of travel (Gibson, H. J., & Chang, S., 2012).

2.5 Marketing Model Application

The consumer behavior is a marketing model, which is used in this study to analyze factors that influence Thai Millennials to participate in cycling events. The model consists of 4 main factors which are stimulation factor; marketing stimulation (product and services, price, distribution, communications), and other stimulation (economic, technological, political, cultural), Consumer Psychology, Consumer Characteristics, Buying decision process and Purchase decision that affect in deciding on purchasing products (See Figure 1.1) (Kotler, P., & Kevin, L. K., 2018).

This framework would help to identify in which stage lies the major Millennials participate in a cycling event. From a marketing perspective, it is important to understand these processes to develop marketing strategies according to consumer behaviors and lifestyles as well as to understand each stage of Millennials' influence factors.

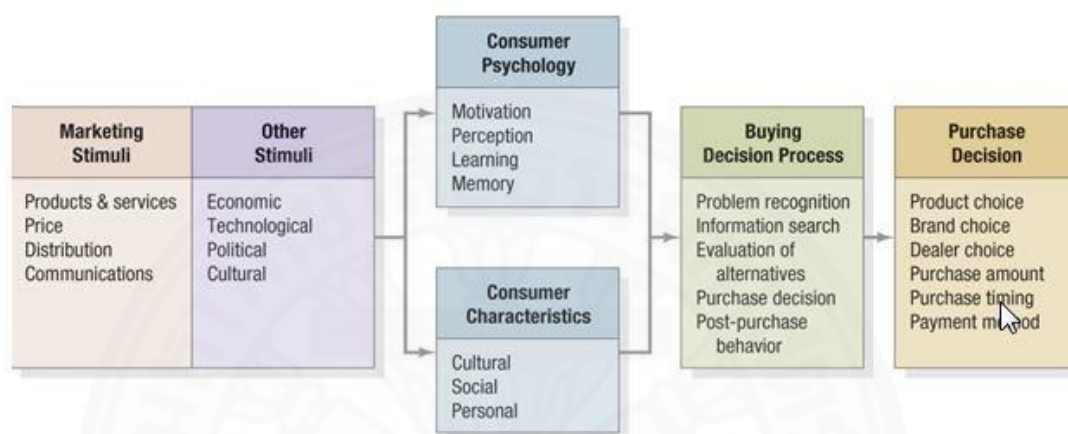


Figure 1.1: Consumer behavior model

2.6 Measuring Lifestyle Characteristics using AIOs method

Based on The Concept and Application of Life Style Segmentation, the more you understand your customers the more effectively you can communicate and market to them. Moreover, focusing on lifestyle will get into customer rather than demographic in term of the most relevant product positioning, communication, media, and promotion with three dimensions: activity, interests and opinions (AIO).

Table 2.1:

Life Style Dimensions

Life Style Dimensions			
Activities	Interests	Opinions	Demographics
Work	Family	Themselves	Age
Hobbies	Home	Social issues	Education
Social Events	Job	Politics	Income

Life Style Dimensions			
Activities	Interests	Opinions	Demographics
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family size
Club membership	Fashion	Education	Dwelling
Community	Food	Products	Geography
Shopping	Media	Future	City size
Sports	Achievements	Culture	Stage in life cycle

Activities, Interests, and Opinions (AIOs) are the way to measure consumer lifestyle base on people psychological, which is a measurement to find customers information about their activities, interest, and opinions such as what do they spend time on their activity? (Activities), what are they interested in? (Interests), and what is their opinion about the environment and situation around them (Opinions) (Plummer, Jan 1974). Moreover, to group among them, life style dimension such as sports, community, education, gender, income, dwelling, and so on are the equipped to categorize people into the same group of life style. Apart from that, the same group of life style will affect the same way of behaviors.

2.7 Summary

In conclusion, the studies found that there were both similarities and dissimilarities between influence factors to participate in cycling events with millennial cyclists. This research is focused on the influence factors that made them participated in.

In addition, the respondents were classified by frequency of event participate and cycling distances. Thus, government and private organization of cycling events will be able to more effectively specify their target groups to create an attractive cycling event which will made them more satisfy.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Methodology

The research was conducted using two research designs, which were exploratory and descriptive research. The exploratory research consisted of secondary data and in-depth interviews. The research was conducted to define the problem statement and hypothesized evidence for a recommendation, which was further tested in a later stage of the research process. The scope included understanding the characteristics of Thai millennials, intention to participate cycling events, and influencing factors for. This type of research would act as a guideline for conducting descriptive research at the later stage. For the descriptive research, a Google Forms online survey was conducted to verify the assumptions and hypotheses.

3.2 Sampling Plan

The sampling plan are collected by in-depth interview and questionnaire. The in-depth interview was conducted through telephone from ten Thai Millennials both male and female who participate in cycling events. The interviewees are selected through personal connection and used convenience sampling method. For the questionnaires were conducted to 200 respondents of Thai Millennials both male and female who participate in cycling events. The questionnaires were conducted through google form and used convenience sampling method

Table 3.1:

Summary of the sampling plan

Type of Research	Methodology	Pretest Pilot	Sample Size
Qualitative	In-depth interview	2 people	5 people
Quantitative	Survey questions	2 people	200 people

3.3 Data Collection

3.3.1 Secondary Research

Secondary data were collected from credible published sources including Articles, Journals, Business Source Complete, TU library, etc. The data collected from these will help researcher for better understanding of the cycling activity, characteristics of Thai Millennials, influence factors, and any other relevant information. Data also helped the researchers to develop a good comprehensive guideline for collecting primary data.

3.3.2 In-depth Interview

In-depth interviews were conducted during 24th January to 4th February 2021 through zoom meeting in order to discover cyclist ideas, opinions, behaviors, perceptions, and attitudes toward cycling events. Also, factors motivating intention to participate in studied. There a one-on-one in-depth interview carried out with 10 respondents categorized by past experiences to firmly verify initial assumptions, hypothesizes, and evidence found during the research process. Each of interview take 20 -25 minutes. The pre-test conducted with two respondents before the actual in-depth interview to test the question guideline. The in-depth interviews were followed by a well-prepared list of questions [Appendix A] that were asked to achieve the research objectives and with minimum data bias as much as possible.

The in-depth interview was carried out to gain insight into the following factor:

- 1) To determine factors that influence Thais Millennials to participate in cycling events [Objective 1].

3.3.3 Questionnaire

Two hundred and eighty questionnaires were distributed with a response rate of 71%; as a result, there were 200 qualified responses from the Bangkok Metropolitan Region. The questionnaire was gathered and formed by the in-depth interview and it consisted mainly of closed-ended questions, including yes-no, multiple choices, and scale questions that allowed participants to easily interpret and follow the survey. However, some open-ended questions were also added in certain areas and

allowed respondents to express their opinions beyond the defined scope of the closed-ended questions [Appendix B]. The questionnaire was distributed online through Google Forms during 18th February to 18th March 2021. The questionnaire was also posted on social media sites covering relevant groups, communities, and any other sources that pertained to the research objectives. The pretest was conducted with two independent respondents before the actual survey to test the questionnaire.

The questionnaire was carried out and covered the following objectives:

- 1) To determine cyclists' motivation factors that influence Thai Millennials to participate in cycling events. [Objective 1]
- 2) To identify and select key factors that show the highest positive correlation to the intention to participate in cycling events [Objective 2]
- 3) To identify and select key factors that show the highest negative correlation to the intention to participate in cycling events [Objective 2]

3.4 Data Analysis

The data obtained from the secondary data and in-depth interviews were used to develop a questionnaire. The collected data were analyzed using SPSS program. The statistical methods included descriptive statistics, correlation analysis and regression, independent-samples t-test, and one-way analysis of variance (ANOVA).

3.5 Limitations

With regards to the time constraints of the study, the sampling plan, data collection and data analysis may not represent the entire population since this research used convenience sampling and focused on cyclists only in the Bangkok Metropolitan Region (Healthy Bike Lane and Peppermint Bike Park). However, most of the cyclists were people who love in cycling and choose cycling as their alternative of exercise activity

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Key Findings from the In-depth Interviews

In-depth interviews were conducted during 24th January to 4th February 2021 through zoom meeting as this was the most convenient method for the respondents. The total number of respondents was ten people, which included five females and five males, who were personal contacts of the researcher. They were all qualified as targeted respondents aged 28-39 years old and lived in Bangkok. The respondents' details are shown in Table 4.1. The respondents had participated in 1-30 cycling events in 2020. Also, the cyclists had already applied for an event in 2021. The following two subsections provide a summary of the key findings.

Table 4.1:

Respondents' profile for the in-depth interviews

No.	Name Surname	Gender	Age	Years of Cycling	Place to participate cycling events Bangkok / Upcountry	Events Participate
1	Pisut T.	M	36	7	Upcountry	12 events
2	Phanatda W.	F	29	6	Upcountry	25 events
3	Sasikanya T.	F	39	8	Upcountry	9 events
4	Yudthana K.	M	36	10	Bangkok	17 events
5	Pongtawat O.	M	35	14	Upcountry	17 events
6	Worawat W.	M	28	3	Bangkok	4 events
7	Kesineer O.	F	34	6	Upcountry	6 events
8	Bunjerd S.	M	38	12	Upcountry	20 events
9	Thanith T.	M	30	3	Upcountry	2 events
10	Wimol B.	F	28	4	Bangkok	4 events

4.1.1 Influencing factors and reasons to participate cycling events

Most interviewees said that factor that made them participated in cycling event is the invitation from friends or colleagues. However, this is the main factors for

the cyclist to participate in events.

“I have been participated in cycling because my colleagues asking me to try and after that I am in love in cycling” - Pisut

“I started real cycling after I graduated from my university since I have joined the cycling group as the recommendation from my friend who are in the group. And this is my starting point to participate in the events and still enjoy to participate more.” – Phanatda

“The reason for me to participated in cycling event at the first time is because my friends ask me to go with them, and then I keep participate more and more in cycling events.” - Sasikanya

Socializing and Physical Activity were also reasons that made the respondents participate the cycling events. This was because cycling helped them progress with their body in term of social and mind.

“I believe that exercise will shape my body perfect. However, I am the kind of people who get bored easily, so participate in cycling is my choice because it does not make me feel bored as there are a lot of cycling events that I can participated along the way both in Bangkok or upcountry, but I prefer upcountry. Moreover, I am become more healthier.” – Pongtawat

“Cycling is one of exercise that I can enjoy and see progress of myself in term of health and maintain body suit. I am not only improved or maintained my health and body, but I can meet new friends here.” – Phanatda

“I can meet new friends and new social since I have started participate in cycling events. They also have private group for only cyclist to join and share their knowledges, cycling information, and experiences in there.” -Worawat

“My health is getting stronger and become healthier since I have start cycling exercise. So, I love to go cycling every weekend at Healthy Bike Lane”-Bunjerd

“I feel firm and fit to my body since I started exercise. Moreover, I am not easily tired when doing activity apart from cycling such as walking up/down the stairs, and so on.” - Wimol

Event Infrastructure is another interesting factor that made cyclist enjoy to participated.

“I would rather participate in the cycling event that have good and safe environment than not.” – Wimol

“The component of infrastructure such as environment, safety, distance, accommodation, is one of the things that I am taking in my consideration before making the decision to participate or not, after my friend recommendation.” – Kesinee

“I found that cycling is one of an attractive sport as you can enjoy the view along the way So, participate in cycling event led to meet new and different atmospheres.” – Yudthana

“There is a lot of exercises that you can join, and cycling is my favor because I can enjoy different atmosphere and feel more relax along the way of cycling. – Bunjerd

New Experience and Skill Development are considered as influencing factors as mentioned by the following respondents:

“I always feel good every time I am cycling since the first time until now because I can learn new thing that I haven’t done before. After that I enjoy to maintain and improve my skill further.” - Pongtawat

“I love to cycling because every time I participate in cycling events, I always got lesson learn and skill back. So, I am happy to participate in cycling events.” – Pisut

“Cycling always give me the new experience skill, that is the reason why I enjoy cycling.” - Thanith

Furthermore, one of the main factors that influence cyclists to participate in cycling events is relaxation, cycling is considered as one of relaxation exercise. In general, people often got stress from their daily life such as stress from works, projects, personal issues, and so on. Thus, they need to do some activity that made them feel more relax and can release of their tensions. Participating in the cycling is one of that. Therefore, relaxation is found to be one of the key reasons to influence cyclists to participate in.

“I can be myself more when I am cycling.” – Yudhthana

“Cycling in the different place and surrounded with unforgettable scenery can alleviate me from tensions. – Thanith

“My tensions always gone when I am exercising with my partner, my

bicycles. I feel more relax and refresh every time when I am cycling.” – Worawat

Design and Event Organize could also be the one of strongest influence factor that made cyclists to participated in the cycling events according to the following opinions:

“I am price concerned person and will be able to pay for reasonable price in term of place that organized events.”- Kesinee

“I found that beautiful shirt and medal sometimes inspired me to participate in cycling events.” - Sasikanya

4.1.2 Recommendations to improve cycling events

Below are opinions shared by respondents on how to improve the cycling events to influence cyclists to participate in.

“The infrastructure is the key. Make sure that the place and accommodation that organize the events are attractive and safety enough to influence cyclists”- Pisut

“The event organizers have to focus more on lifestyle and trends as well as to adapt and adjust the events, environment and safety to match what cyclists want.” – Kesinee

“Organizing an attractive environment with challenging and new routes can gain more cyclists’ attentions. Apart from that, it will inspire the cyclists to eagerness to participate in the next coming cycling events” - Phanatda

4.2 Key Findings from the Questionnaire

4.2.1 Summary of the respondents' demographic profile

A total of 200 respondents completed the online survey. The data were analyzed by using the Statistical Package for Social Sciences (SPSS). The summary of the respondents' demographics, e.g., gender, cyclists' type, cycling distance, preference place for cycling, income and acceptable application fee is shown in Table 4.2.

Table 4.2:

Respondents' demographics

Respondents' Profile		N	N %
Gender	Female	71	35.5%
	Male	129	64.5%
Cyclist Type	Light Cyclist	139	69.5%
	Moderate Cyclist	38	19.0%
	Heavy cyclist	23	11.5%
Preference Cycling	Bangkok	44	22.0%
	Upcountry	156	78.0%
Cycling Distance	< 25 km	35	17.5%
	25 - 50 km	48	24.0%
	51 - 80 km	74	37.0%
	81 - 120 km	24	12.0%
	121 - 160 km	2	1.0%
	> 160 km	17	8.5%
Personal Income	Lower than 16,000 baht	16	8.0%
	15,001 - 30,000 baht	58	29.0%
	30,001 - 45,000 baht	41	20.5%
	45,001 - 60,000 baht	24	12.0%
	60,001 – 75,000 baht	15	7.5%
	75,000 – 90,000 baht	13	6.5%
	More than 90,000 baht	33	16.5%
Acceptable Application Fee	Free	1	0.5%
	799 baht or below	123	61.5%
	800 - 999 baht	46	23.0%
	1000 - 1199 baht	18	9.0%
	1200 - 1299 baht	6	3.0%
	1300 - 1499 baht	4	2.0%
	1500 -1699 baht	0	0.0%
	1700 baht or above	2	1.0%

4.2.2 Analysis of the key factors influence Thai millennials to participate in cycling events

by using factor analysis with varimax rotation, the result, show the three highest factors that influence cyclists to participate in the cycling events are physical activity (to exercise), Event Infrastructure (attractive and beautiful environment), Relaxation (to rest and relax), with the mean of 9.04, 8.79, and 8.59 respectively. In contrast, the three lowest factors that least influence them to participate are Skill Development (prepare for Triathlon event), Word of Mouth (promote by well-known people), and Socializing (meet new people), with the result of mean at this following 4.00,6.04, and 5.12 (*Appendix C*).

4.2.3 Factor Analysis of the key factors influence Thai millennials to participate in cycling events toward psychographic

Table 4.3:

Factor Analysis's Rotated Component Matrix

Component Matrix	
Component 1: (X ₁)	Score
	1
I would rather spend time outside than staying at home	0.59
I usually go for back pack	0.63
I like to exercise or play sports	0.61
I like to travel	0.53
I like to meet new people	0.72
I like to try new and different things	0.77
I am an adventurous person	0.73
I love learn new thing	0.71
Component 2: (X ₂)	Score
	2
I would go for natural cycling rather than community cycling	0.56
I like to cycle	0.79
I love good environments and locations	0.63
Component 3: (X ₃)	Score
	3
I usually search for information before making decision to participate in the events	0.71
I would go for natural cycling rather than community cycling	0.53

Using factor analysis with varimax rotation to group the AIO that correlate with each other as a group of factors. However, as shown in Table 4.3, all respondents scored the attitudes in the same direction.

4.2.4 Regression Analysis of the factors influence Thai millennials to participate in cycling events toward three group of factors from Factor Analysis

Multiple linear regression analysis was conducted using the three key motivating factors as independent variables toward the frequency in participated cycling events as the dependent variable. As a result, the regression model was found to be statistically significant ($p < .005$) with an adjusted R square of 0.06. Moreover, X_2 had positive impact of Y while X_3 had negative impact toward Y. The results from the regression analysis are displayed below in table 4.4. ($X_2 = 0.37$, $X_3 = -0.11$, $Y = 1.42$)

Table 4.4:

Multiple Linear Regression Analysis of Cyclists' type and factor analysis

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.42	0.04		29.75	0.00
X_1	REGR factor score 1 for analysis 1	-0.06	0.05	-0.09	-1.31	0.19
X_2	REGR factor score 2 for analysis 1	0.11	0.05	0.15	2.21	0.03
X_3	REGR factor score 3 for analysis 1	-0.11	0.05	-0.16	-2.30	0.02
R = 0.24, $R^2 = 0.06$, SSE = 0.68, F = 3.95, Sig = 0.00 *P < 0.05						

The table below using Linear regression analysis to conducted the three key motivating factors as independent variables toward the distance of cycling in events as the dependent variable. It found to be statistically significant with an adjusted R square of 0.09. Furthermore, there was one independent variable (X_2) had positive impact on Y. ($X_2 = 0.37$, $Y = 2.81$)

Table 4.5:

Linear Regression Analysis of Cyclists' distance and factor analysis

Model		B	Std. Error	Beta	t	Sig.
2	(Constant)	2.81	0.09		30.47	0.00
X ₁	REGR factor score 1 for analysis 1	-0.06	0.09	-0.04	-0.64	0.52
X ₂	REGR factor score 2 for analysis 1	0.37	0.09	0.27	3.96	0.00
X ₃	REGR factor score 3 for analysis 1	-0.17	0.09	-0.13	-1.88	0.06
R = 0.30, R ² = 0.09, SSE = 1.30, F = 6.54, Sig = 0.00 *P < 0.05						

Moreover, the correlation analysis showed that X₂ factor was positively correlated with frequency in participated cycling events ($r = .153, p < 0.05$), and distance of cycling in events ($r = .270, p < 0.01$). However, X₃ factor has negative significant correlation toward frequency in participated cycling events ($r = -.159, p < 0.05$) (See Table 4.6 - 4.7).

Table 4.6:

Correlation analysis among three psychographic factors and frequency in participated cycling events

		Cyclist Types	X ₁	X ₂	X ₃
Cyclist Types	Pearson Correlation	1	-0.091	.153*	-.159*
	Sig. (2-tailed)		0.202	0.03	0.024
	N	200	200	200	200
		Cyclist Types	X ₁	X ₂	X ₃

X ₁	Pearson Correlation	-0.091	1	0	0
	Sig. (2-tailed)	0.202		1	1
	N	200	200	200	200
X ₂	Pearson Correlation	.153*	0	1	0
	Sig. (2-tailed)	0.03	1		1
	N	200	200	200	200
X ₃	Pearson Correlation	-.159*	0	0	1
	Sig. (2-tailed)	0.024	1	1	
	N	200	200	200	200

Table 4.7:

Correlation analysis among three psychographic factors and distance of cycling in events

		Distance	X ₁	X ₂	X ₃
Distance	Pearson Correlation	1	-0.043	.270**	-0.128
	Sig. (2-tailed)		0.541	0	0.071
	N	200	200	200	200
X ₁	Pearson Correlation	-0.043	1	0	0
	Sig. (2-tailed)	0.541		1	1
	N	200	200	200	200
X ₂	Pearson Correlation	.270**	0	1	0
	Sig. (2-tailed)	0	1		1
	N	200	200	200	200
X ₃	Pearson Correlation	-0.128	0	0	1
	Sig. (2-tailed)	0.071	1	1	
	N	200	200	200	200

4.2.5 Factors that influence Thai Millennials cyclists to participate in cycling events across cyclist type

Table 4.8:

ANOVA of factors that influence cyclists to participate among cyclists' types

		Sum of Squares	df	Mean Square	F	Sig. (P-value)
To maintain body suit	Between Groups	49.78	2	24.89	4.02	.02
	Within Groups	1221.37	197	6.20		
	Total	1271.16	199			

The table showed that there was one variable factor (to maintain body suit) that statistically significant difference between cyclists types ($F(2,197) = 4.02$, $p\text{-value} < 0.05$). as showed in table 4.9, the mean score of moderate cyclists ($M_{\text{moderate cyclist}} = 8.32$) was significant higher than the mean score of light and heavy cyclist ($M_{\text{light cyclist}} = 7.35$, $M_{\text{heavy cyclist}} = 6.52$, respectively)

Table 4.9:

Results from mean comparison of factors that influence Thai Millennials cyclists to participate in cycling events across cyclist type

	Types									Sig (P-value)
	Light Cyclist			Moderate Cyclist			Heavy Cyclist			
	Mean	N	Sd	Mean	N	Sd	Mean	N	Sd	
Factor 1: Physical Activity										
to be healthy	8.83	139	1.55	9.18	38	1.25	8.65	23	1.80	0.347
To lose weight	6.94	139	2.66	6.97	38	2.47	5.78	23	3.15	0.148
To be firm	7.84	139	2.24	8.37	38	1.98	7.17	23	3.02	0.143
To improve body appearance	7.43	139	2.48	8.13	38	1.77	6.78	23	3.16	0.104
To maintain body suit	7.35	139	2.50	8.32	38	1.77	6.52	23	3.30	0.020

	Types									Sig (P-value)
	Light Cyclist			Moderate Cyclist			Heavy Cyclist			
	Mean	N	Sd	Mean	N	Sd	Mean	N	Sd	
Factor 1: Physical Activity										
To exercise	9.10	139	1.29	9.11	38	1.35	8.65	23	1.85	0.340
Factor 2: socializing										
To be with friend	6.47	139	3.07	6.05	38	2.46	6.74	23	2.58	0.630
To meet new people	6.00	139	3.01	6.37	38	2.43	6.52	23	3.15	0.626
Factor 3: Event Infrastructure										
Parking Lots	7.06	139	3.01	7.03	38	2.32	6.09	23	2.98	0.319
Bathroom	6.65	139	2.76	6.76	38	2.29	6.17	23	2.55	0.680
Scenery	8.68	139	1.57	9.00	38	1.41	8.96	23	1.26	0.430
Accommodations	7.73	139	2.13	7.87	38	1.74	7.17	23	2.37	0.422
Factor 4: Design and Event Organize										
Free food and beverage	6.32	139	2.65	6.21	38	2.66	5.39	23	2.89	0.310
Beautiful shirt and medal given	6.40	139	2.86	6.21	38	2.69	5.83	23	2.66	0.653
Tickets' price is acceptable	8.25	139	2.02	7.50	38	2.45	7.83	23	2.21	0.136
Factor 5: New Experience										
To cycle in new locations and environment	8.72	139	1.72	8.82	38	1.47	8.57	23	1.73	0.853
To see something new	8.34	139	2.11	8.55	38	1.43	8.48	23	1.70	0.817
Factor 6: Skill Development										
To learn a new skill	7.59	139	2.34	8.03	38	1.46	7.13	23	2.20	0.290
To refine a skill	7.88	139	2.21	8.45	38	1.59	7.30	23	2.32	0.117
To prepare for Triathlon event	4.27	139	3.34	4.50	38	3.19	3.35	23	2.90	0.378
Factor 7: Relaxation										
To feel exhilaration	8.29	139	1.80	8.79	38	1.19	8.74	23	1.60	0.176
To rest and relax	8.50	139	1.78	8.92	38	1.12	8.87	23	1.66	0.298
To refresh and refill energy	8.50	139	1.66	9.00	38	1.04	8.87	23	1.66	0.170
To focus on myself	8.47	139	1.84	8.79	38	1.45	8.87	23	1.66	0.422

	Types									Sig. (P-value)
	Light Cyclist			Moderate Cyclist			Heavy Cyclist			
	Mean	N	Sd	Mean	N	Sd	Mean	N	Sd	
Factor 8: Donation										
To donate for charity	7.26	139	2.52	7.82	38	2.22	7.09	23	2.84	0.419
Factor 9: Word of Mouth										
Invitation from friends	7.04	139	2.74	6.79	38	2.67	6.13	23	3.00	0.338
Good reviews	6.78	139	2.59	7.11	38	2.06	6.48	23	2.86	0.630
Event promoted by well-known people	5.32	139	3.07	5.55	38	3.12	4.70	23	2.30	0.547

4.2.6 Factors that influence Thai Millennials cyclists to participate in cycling events across genders

Table 4.10:

Independent-Samples T Test Analysis of gender

		N	Mean	SD	t	Sig. (2-tailed)
Factor 1: Physical Activity						
To be healthy	Female	71	9.20	1.21	2.34	0.02
	Male	129	8.71	1.66		
Factor 2: Socializing						
To be with friends	Female	71	7.70	2.74	4.87	0.00
	Male	129	5.72	2.77		
To meet new people	Female	71	6.82	3.04	2.50	0.01
	Male	129	5.75	2.79		
Factor 3: Event Infrastructure						
Parking Lots	Female	71	7.55	2.75	2.21	0.03
	Male	129	6.61	2.92		
Bathroom	Female	71	7.28	2.50	2.68	0.01
	Male	129	6.25	2.67		
Scenery	Female	71	9.17	1.16	3.07	0.00
	Male	129	8.56	1.65		
Accommodations	Female	71	8.17	1.83	2.41	0.02
	Male	129	7.43	2.18		

		N	Mean	SD	t	Sig. (2-tailed)
Factor 5: New Experience						
To see something new	Female	71	8.94	1.37	3.41	0.00
	Male	129	8.09	2.13		
Factor 9 : Word of Mouth						
Invitation from friends	Female	71	7.92	2.56	4.07	0.00
	Male	129	6.32	2.71		
Good reviews	Female	71	7.32	2.37	2.15	0.03
	Male	129	6.53	2.57		
Events promoted by well-known people	Female	71	6.32	3.04	3.72	0.00
	Male	129	4.73	2.83		

An independent-samples t-test analysis was conducted between the gender of the respondents in order to find the differences toward the influencing factors for Thai millennials cyclists to participate in cycling events. As a result, overall female was highly concerned more than male on these following factors; to be healthy cyclist ($M_{female} = 9.20, M_{male} = 8.71, t = 2.40, p < 0.05$), to be with friends ($M_{female} = 7.70, M_{male} = 5.72, t = 4.87, p < 0.05$), and to meet new people ($M_{female} = 6.82, M_{male} = 5.75, t = 2.50, p < 0.05$), Event Infrastructure factors in term of parking lots ($M_{female} = 7.549, M_{male} = 6.61, t = 2.21, p < 0.05$), Bathroom ($M_{female} = 7.28, M_{male} = 6.25, t = 2.68, p < 0.05$), Scenery ($M_{female} = 9.17, M_{male} = 8.56, t = 3.07, p < 0.05$), and Accomodations ($M_{female} = 8.17, M_{male} = 7.43, t = 2.41, p < 0.05$). Also, to see something new ($M_{female} = 8.94, M_{male} = 8.09, t = 3.41, p < 0.05$). Lastly, word of mouth factor, the invitation from friends ($M_{female} = 7.92, M_{male} = 6.32, t = 4.07, p < 0.05$), good reviews ($M_{female} = 7.32, M_{male} = 6.53, t = 2.15, p < 0.05$), and promote by well-know people ($M_{female} = 6.32, M_{male} = 4.73, t = 3.72, p < 0.05$).

4.2.7 Factors that influence Thai millennials cyclists to participate in cycling events across income groups.

Table 4.11:

ANOVA of factors that influence cyclists to participate among income

		Sum of Squares	df	Mean Square	F	Sig. (2-tailed)
Factor 2: Socializing						
To be with friend (F ₁)	Between Groups	136.36	6	22.73	2.83	0.01
	Within Groups	1546.52	193	8.01	6	
	Total	1682.88	199			
Factor 3: Event Infrastructure						
Parking Lots (F ₂)	Between Groups	124.68	6	20.78	2.60	0.02
	Within Groups	1539.71	193	7.98	5	
	Total	1664.40	199			
Bathroom (F ₃)	Between Groups	149.31	6	24.89	3.84	0.00
	Within Groups	1248.04	193	6.47	8	
	Total	1397.36	199			
Accommodation (F ₄)	Between Groups	81.37	6	13.56	3.31	0.00
	Within Groups	789.02	193	4.09	7	
	Total	870.40	199			
Factor 4: Design and Event Organize						
Beautiful shirt and medal given (F ₅)	Between Groups	100.93	6	16.82	2.22	0.04
	Within Groups	1460.67	193	7.57	3	
	Total	1561.60	199			
Tickets' price is acceptable (F ₆)	Between Groups	80.05	6	13.34	3.09	0.01
	Within Groups	831.23	193	4.31	8	
	Total	911.28	199			
Factor 8: Donation						
Donate for charity(F ₇)	Between Groups	107.62	6	17.94	3.03	0.01
	Within Groups	1141.58	193	5.92	2	
	Total	1249.20	199			
Factor 9: Word of Mouth						
Invitation from friends (F ₈)	Between Groups	117.05	6	19.51	2.69	0.02
	Within Groups	1399.3	193	7.25		
	Total	1516.36	199			

The table showed that there were eight variable factors that were significantly different between groups among income which were socializing factor (to be with friend) ($F_1(6,193) = 2.836$, $p\text{-value} < 0.05$), event infrastructure factors which consisted of parking lots ($F_2(6,193) = 2.605$, $p\text{-value} < 0.05$), bathroom ($F_3(6,193) = 3.848$, $p\text{-value} < 0.05$), and accommodation ($F_4(6,193) = 3.317$, $p\text{-value} < 0.05$). Design and Event Organize Factor for beautiful shirt and medal given ($F_5(7,219) = 2.223$, $p\text{-value} < 0.05$) and Tickets' price is acceptable ($F_6(7,219) = 3.098$, $p\text{-value} < 0.05$).

Donation Factor ($F_7(7,219) = 3.032, p\text{-value} < 0.05$). The last factor was word of mouth (invitation from friends) ($F_8(7,219) = 2.691, p\text{-value} < 0.05$)

An analysis was conducted to find the mean and standard deviation (SD) of income. The result revealed that cyclists with income more than 90,000 baht have the highest mean score at $M_1 = 7.94$ and $M_2 = 7.87$ in term of physical activity factor and socializing factor (maintain body suit and to be with friend) whereas the group with 60,001 – 75,000 baht have the highest mean in event infrastructure factor which consisted of parking lots, bathroom, and accommodations. ($M_3 = 7.87, M_4 = 7.60, M_5 = 7.60, \text{ respectively}$)

In contrast, cyclists with income below 15,000 baht have the lowest mean score to all factors except donation factor ($M_{\text{donation for charity}} = 7.33$) as shown in *Appendix D*

4.2.8 Correlation Analysis between Cyclist Types, Distance, and Price with influence factors to participate in cycling events

Table 4.12:

Correlation Analysis among Cyclist Types, Distance, and Price with influence factors

		To maintain body suit (r ₁)	To exercise (r ₂)	Beautiful shirt and medal given (r ₃)	acceptable tickets' price (r ₄)	To refresh and refill energy (r ₅)	To focus on myself while cycling (r ₆)	events promoted by well-known people (r ₇)
Types	Pearson Correlation	-0.025	-0.086	-0.064	-0.109	0.113	0.090	-0.043
	Sig. (2-tailed)	0.729	0.228	0.365	0.124	0.113	0.205	0.543
Distance	Pearson Correlation	.175*	0.054	-.291**	-.200**	.156*	.176*	-.170*
	Sig. (2-tailed)	0.013	0.450	0.000	0.004	0.028	0.013	0.016
Price	Pearson Correlation	-0.056	-.161*	.147*	-0.047	-0.052	0.035	0.114
	Sig. (2-tailed)	0.430	0.023	0.038	0.505	0.468	0.626	0.109

Correlation Analysis was conducted among influence factors to participate in cycling events in order to find positive and negative correlation to cyclist types, distance, and price.

The table presented that all influence factors were not significant to cyclist types but significant to cycling distance per time and price per time in participate cycling event.

Design and Event Organize factor which consisted of beautiful shirt and medal given and acceptable tickets' price have negative significant correlation toward cycling distance per time in participate events ($r_3 = -.291$, $r_4 = -.200$, orderly, p -value 0.01) whereas there were positive significant correlation to relaxation factor (refresh and refill energy, focus on myself while cycling) and word of mouth factor (events promoted by well-known people) ($r_1 = .175$, $r_5 = .156$, $r_6 = .176$, respectively, p -value 0.05) except events promoted by well-known people that have negative significant correlation ($r_7 = -.170$, p -value <0.05).

There was negative significant correlation to physical activity factor (to exercise) ($r_2 = -.161$, p -value <0.05) and positive significant correlation to design and event organize factor (beautiful shirt and medal given) ($r_3 = .147$, p -value <0.05) among price per time in participate cycling event.

4.2.9 Chi-square test independence of gender with cyclist's distance and price with income

A chi-square test of independence showed that there were significant association between gender and cyclist's distance per event. Male were participated in the longer distance than female ($p = 0.00$) Furthermore, there were also a significant relationship between income and price ($p = 0.035$) cyclist with the more income will be able to pay for more application fee in cycling per event as shown in *Appendix E* and *Appendix F*.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

5.1.1 Conclusions from the in-depth interviews

The influencing factors for cyclists to participate in cycling events were described as below:

1) Friend Invitation

Most respondents start to participate in cycling events because of invitation from their friends or colleagues. Some of them are not plan to participate but once they participate with their friends. They have potential to participate in following events more and more.

2) Socialization

This is another factor that influence cyclists to participate in cycling events. Due to the nature of cycling are not requires a team player, they can participate by themselves alone, but it would be better to have group or friends to go with. Once they join in the cycling group, they can meet new friends and new social along the way and after done the events. And this is the reason why they want to participate.

3) Physical Activity

Apart from the two factors that have mentioned, This is also be the most important factor. As cycling is considered as one kind of exercise activity. It is not only help cyclists maintain and improve their body shape, but also become healthier.

4) Event Infrastructure

Moreover, attractive environment can easily influence cyclists to participate no matter it organized in which provinces, but safe and refresh environment is also the key in term of this factor to influence them to participate without hesitate.

5) New Experience and Skill Development

Participate in different of cycling events help cyclists to gain new experiences and improve their existed skill further in term of cycling.

6) Design and Event organize

Fashionable design of shirt and medal sometimes can also gain attention cyclists to join. Moreover, reasonable application fee also be considered before made decision to participate.

7) Relaxation

Cycling can alleviate tensions from surrounding environment such as work, personal issue, and so on. Apart from that, they will use distance in cycling to spend time with themselves. The more the distance are, the more they can be with themselves and be more concentrate on cycling.

5.1.2 Conclusions from the questionnaire

5.1.2.1 Influence factor toward gender and income

The study found that there were differences between the respondents' gender and influence factors to participate in cycling event. Female respondents had a higher concern on physical activity, socializing, especially on event infrastructure (parking lots, bathroom, scenery, and accommodation), and word of mouth than male.

Cyclists with income more than 60,000 baht were participate cycling events because of event infrastructure factor (accommodation, bathroom, parking lots) and physical activity factor (maintain body suit) while cyclists with income below 60,001 baht were motivated to participate by donation factor.

5.1.2.2 Influencing factors toward cyclists' types, distance, and price to participate in the cycling events per time

There were no influence factors toward light cyclists, moderate cyclists, and heavy cyclists, but there were four main influence factors toward price and distance to participate in cycling events, which were ranked from the highest positive to the least positive correlation. These factors were consists of to focus on myself while cycling, maintain body suit, events promoted by well-known people, and refresh and refill energy. Also, ranked from the highest negative to the least negative correlation which as these following; beautiful shirt and medal given, acceptable tickets' price, and to be exercise.

As the results show that cyclists who participate in cycling events to maintain body suit, to relax, and focus on themselves while cycling will select long cycle distance and were not price sensitive whereas cyclists who focus on exercise chose short distance in cycle and were price sensitive, but for who concerned with beautiful shirt and medal given were not price sensitive in term of paying application fee per event.

5.2 Recommendations

Based on the results and in response to this study, Objective 1 the three major factors that influence Thai millennials to participate in cycling events are Friends Invitation, Physical Activity, and Event infrastructure

Based on the results and in response to Objective 2 of this study, the recommendations were suggested as below:

Female Cyclists participate in cycling events because they were concerned of their health to be healthy whereas male cyclists would participate because of gaining new experiences. Both genders would take event infrastructure and environments in their consideration to participate in the events per time. Therefore, event organizers and brand sponsors would better focus more on the mentioned factors by the below following;

1) Location

As Cyclists are concerned more on safe and attractive environments. To organize an attractive cycling event, location must provide them fresh and relax atmosphere. Upcountry province is better choice because the environment surrounded are more natural and relax than in Bangkok. Therefore, the cyclists would be happy and highly satisfied. Moreover, A new or unique attractive cycling route will influence cyclists to participate more because they are not only wanted an attractive and refresh environment, but also want to gain a new experience in new location with different environment.

2) Physical Activity

To have a better physical and mental health are the reason to participate in. So, event organize better clarify and acknowledge the benefit of cycling exercise

toward among the cyclists' group rather than hiring influencers in order to create the positive word of mouth among them and attract neither existed cyclists nor new cyclists' member to participate in the cycling events.

3) Positive Word Of Mouth

Mostly, cyclists start to participate in cycling events because the positive invitation from friends. To attract more cyclists to participate, event organizer better advertise the cycling event through the group of cyclists because most of them believe the existed cyclists who have real experience rather than others outside their group.

In conclusion, there were three major influencing factors for Thai millennials to participate in cycling events. The first factor was the Location, which is an attractive factor that also provided new experience to cyclists. The second was Physical Activity, the key factors to gain interest from those who love to take care of their health and exercise. And the last main factor was positive word of mouth, which is an important influencing factor in term of making cyclists to participate or not participate in the cycling events. Therefore, event organizers are recommended to focus on these three factors in order to develop a better effective cycling events that could increase cyclist's satisfaction and motivation that would finally lead to a greater number of cyclists participation.

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The image features a large, faint watermark of the Thammasat University seal in the background. The seal is circular and contains the university's name in Thai script at the top and 'THAMMASAT UNIVERSITY' in English at the bottom. The central emblem depicts a crown atop a lotus flower, with two hands holding a book, symbolizing knowledge and wisdom.

APPENDICES

APPENDIX A

DISCUSSION GUIDELINE FOR IN-DEPTH INTERVIEW

Main structure:

Part1:	Warm up / introduce topic for discussion	(5 mins)
Part2:	To identify key factors influencing Thai millennials Participate in cycling events	(15 mins)
Part3:	To provide recommendation	(5 mins)

Part 1: Warm up / introduce topic for discussion (5 mins)

- Introduce myself
- Emphasize confidentiality and anonymous reporting
- Asking for permission to record while interview
- Ask respondents to introduce themselves and give details on the followings
 - Name
 - Age
 - Gender
 - Occupation
 - Years of cycling
 - How many Events/Places that have participated.
 - Can you please explain your daily activities?
- Today I would like to discuss with you about the reason and intention to participate in cycling events. Moreover, the influencing factors that made you are not hesitated to participate in cycling events. The important thing for you in answering all the questions is to be natural, be yourself, and share your direct opinions and cycling experiences. Importantly, there is no right or wrong. So, feel free to share.

Part 2: To identify key factors influencing Thai millennials participate in cycling events (15 mins)

- Do you cycle on a daily basis or only in the event?
- Where do you cycling daily? How is it?
- How do you start participate in cycling event?
- Is there another event following?
- What kind of cycling event do you participate today?
- What is your first event? How is it?
- What is your latest event? How is it?
- How many cycling events you have participated in?
- Can you classify level of yourself in cycling? (Beginner, Moderate, Advance)
- What kind of cycling that you participated in?
- Do you have time to practice?
- How long do you practice for one event? What is the distance in km. you practice?
- Why did you participate the events in each time? Could you explain more?
- What is your goal?
- What criterions for choosing the event to participate in? Why?
- What is the most factor that convince you to participated in cycling events? why?
- What is the most factor that not convince you to participated in cycling events? Why?
- Where do you get information about the cycling events?
- Who do go to the events with?
- What do you get form the events? What is advantage/disadvantage of that?
- Are you going to invite friend to participated in?

Part 3: To provide recommendation for public and private organization to organize cycling events. (5 mins)

- Which factors or components that you want these organization to improve or adjust to make sure that you will participate in cycling events?

APPENDIX B

QUESTIONNAIRE

Dear Respondents,

This questionnaire is conducted as a part of independent study. We are students in Master's Degree in Marketing at Thammasat University. The purpose of this study is to identify factors that influence millennials in Bangkok to participate cycling event.

This survey will take approximately 8-10 minutes to complete. Your participation is voluntary, and **your answers will be kept anonymous and confidential**. All answers will be analyzed collectively and only used for academic purposes. **Please do not write your name anywhere in this questionnaire.**

Thank you for your time to complete the questionnaire. Every single feedback is meaningful to us to further improve organizing of products and services in cycling event. If you have any inquiries, please kindly contact Miss. Jiraporn Tungkasen (Email: jerah.tk@gmail.com, Tel. 0619899941)

Sincerely Yours,

Miss. Jiraporn Tungkasen

Part1: Screening Questions**Screening Questions**

1. (SC1) Have you ever participated cycling event?
 Yes No (End of Survey)

2. (SC2) Do your age between 25-39 years old?
 Yes No (End of Survey)

3. (SC3) How you classify yourself as a cyclist in participated events?
 Light Cyclist (events participate 1– 5 times/year)
 Moderate Cyclist (events participate 6 – 10 times/year)
 Heavy Cyclist (events participate more than 10 times/year)

4. (SC3) What kind of cycling events did you participate in? (Multiple answers)
 < 25 km
 > 25-50 km
 51 – 80 km
 81 – 120 km
 121 – 160 km
 >160 km
 Other

5. (SC4) What price are acceptable to apply for cycling events? (Multiple answers)
 799 baht or below
 800 – 999 baht
 1000 - 1199 baht
 1200 - 1299 baht
 1300 - 1499 baht
 1500 - 1699 baht
 1700 baht or above

- End of Screening Question –

Part 2: Survey Questionnaire

There are 3 types of questions including single-answer, and open-ended questions. Please follow the sequence of the questions provided.

Section 1:

1. (S1_1) Do you live in Bangkok?

Yes No

2. (S1_2) Where do you prefer to participate in cycling event?

Bangkok Upcountry

3. (S1_3) How many cycling events in Bangkok do you expect to participate in 2021?

1 - 2 events 3 – 5 events 6 – 8 events

9 -10 events 11 - 15 events more than 15 events

4. (S1_4) How many cycling events in up-country do you expect to participate in 2021?

1 - 2 events 3 – 5 events 6 – 8 events

9 -10 events 11 - 15 events more than 15 events

Section 2: How important are each of the following factors in your decision to participate in a cycling event.

Rate the importance of each factor from 1 (extremely unimportant) to 10 (extremely important).

No	Factors	1	2	3	4	5	6	7	8	9	10
Factor 1: Physical Activity											
	To be healthy										
	To lose weight										
	To be firm										
	To improve body appearance										
	To maintain body suit										
	To cycle										
Factor 2: Socializing											
	To be with friend										
	To meet new people										

No	Factors	1	2	3	4	5	6	7	8	9	10
Factor 3: Event Infrastructure											
	Parking Lots										
	Bathroom										
	Scenery										
	Accommodations										
Factor 4: Design and Event Organize											
	Free food and beverage										
	Beautiful shirt and medal given										
	Tickets' price is acceptable										
Factor 5: New Experience											
	To cycle in new locations and environment										
	To see something new										
Factor 6: Skill Development											
	To learn a new skill										
	To refine a skill										
	To prepare for Triathlon event										
Factor 7: Relaxation											
	To feel exhilaration										
	To rest and relax										
	To refresh and refill energy										
	To focus on myself while cycling										
Factor 8: Donation											
	To donate for charity										
Factor 9: Word of Mouth											
	Invitation from friends										
	Good reviews										
	Events promoted by well-known people										

Section 3 : Activities, Interests, Opinions (Likert Scale from 1-5)

Below is a list of statements about your activities, interests, and opinions. Please indicate how you feel about each statement by indicating your level of agreement or disagreement. **Rate from 1 (strongly disagree) to 5 (strongly agree).**

Marketing mix (4Ps) factors	1	2	3	4	5
1.1 I would rather spend time outside than staying at home					
1.2 I usually go for back pack					
1.3 I usually search for information before making decision to participate in the events					
1.4 I would go for natural cycling rather than community cycling					
1.5 I like to donate for charity organization					
2.1 I like to exercise or play sports					
2.2 I like to cycle					
2.3 I like to travel					
2.4 I like to meet new people					
2.5 I like to try new and different things					
3.1 I am an adventurous person					
3.2 I love learn new thing					
3.3 I love good environments and locations					
3.4 I am a risk-taker					

Section 4: Demographics

1. (S4_1) What is your gender?

- Male Female

3. (S4_3) What is the current level of education you have completed?

- Secondary school Master's degree
 Bachelor's degree Higher than master's degree

4. (S4_4) What is your occupation?

- Student Company employee Business owner
 Government officer Freelancer Unemployed
 Other (please specify) _____

5. (S4_5) What is your monthly personal income? (Baht)

- Lower than 15,000 15,001 - 30,000 30,001 - 45,000
 45,001 - 60,000 60,001 – 75,000 75,000 – 90,000
 More than 90,000

6. (S5_6) What is your marital status?

- Single, never married Married with children Married but no children
 Divorced Separated

Section 5: Suggestion

- End of Survey Questionnaire -

APPENDIX C

RESULT OF MEAN SCORES OF INFLUENCING FACTORS TO PARTICIPATE IN CYCLING EVENTS

Factors	Mean
Factor 1: Physical Activity	
To be healthy	8.89
To lose weight	6.82
To be firm	7.95
To improve body appearance	7.56
To maintain body suit	7.49
To exercise	9.04
Factor 2: Socializing	
To be with friend	6.39
To meet new people	6.04
Factor 3: Event Infrastructure	
Parking Lots	7.05
Bathroom	6.69
Scenery	8.79
Accommodations	7.78
Factor 4: Design and Event Organize	
Free food and beverage	6.22
Beautiful shirt and medal given	6.29
Tickets' price is acceptable	8.04
Factor 5: New Experience	
To cycle in new locations and environment	8.69
To see something new	8.36
Factor 6: Skill Development	
To learn a new skill	7.53
To refine a skill	7.78
To prepare for Triathlon event	4.00
Factor 7: Relaxation	
To feel exhilaration	8.34
To rest and relax	8.59
To refresh and refill energy	8.61
To focus on myself while cycling	8.52
Factor 8 : Donation	
To donate for charity	7.37

Factors	Mean
Factor 9 : Word of Mouth	
Invitation from friends	6.90
Good reviews	6.74
Events promoted by well-known people	5.12



APPENDIX D

**RESULTS FROM MEAN COMPARISON OF FACTORS THAT INFLUENCE THAI MILLIENAILS
CYCLISTS TO PARTICIPATE IN CYCLING EVENTS ACROSS INCOME**

	Salary																					Sig (p-value)
	less than 15,000 baht			15,001 - 30,000 baht			30,001 - 45,000 baht			45,001 - 60,000 baht			60,001 – 75,000 baht			75,000 – 90,000 baht			more than 90,000 baht			
	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD	
Factor 1: Physical Activity																						
to be healthy	8.13	16	2.25	8.72	58	1.64	9.12	41	1.17	8.92	24	1.64	9.53	15	1.06	9.00	13	1.47	8.85	33	1.37	0.213
To lose weight	5.31	16	2.77	6.74	58	2.65	6.90	41	2.68	6.96	24	2.53	7.13	15	3.44	6.38	13	3.5	7.48	33	1.99	0.26
To be firm	6.69	16	2.55	7.79	58	2.25	8.66	41	1.48	7.46	24	2.55	7.87	15	3.09	7.31	13	3.12	8.09	33	1.97	0.088
To improve body appearance	6.25	16	2.96	7.66	58	2.24	7.73	41	2.18	7.46	24	2.73	7.00	15	3.51	6.77	13	3.19	8.03	33	1.72	0.242
To maintain body suit (M ₁)	6.00	16	2.90	7.57	58	2.36	7.83	41	2.27	7.25	24	2.56	7.40	15	3.44	6.46	13	3.36	7.94	33	1.84	0.136
To exercise	8.50	16	1.90	8.95	58	1.53	9.02	41	1.42	9.21	24	1.28	9.53	15	0.64	9.08	13	1.50	9.18	33	0.95	0.504
Factor 2: Socializing																						
To be with friend (M ₂)	4.63	16	3.44	6.34	58	2.82	5.78	41	2.69	6.83	24	2.82	7.87	15	3.34	6.15	13	3.44	7.39	33	2.14	0.011
To meet new people	5.25	16	2.41	5.88	58	2.99	5.88	41	2.98	6.21	24	2.9	7.6	15	3.58	5.38	13	2.81	6.88	33	2.50	0.17
Factor 3: Event Infrastructure																						
Parking Lots (M ₃)	4.63	16	3.44	6.34	58	2.82	5.78	41	2.69	6.83	24	2.82	7.87	15	3.34	6.15	13	3.44	7.39	33	2.14	0.011
Bathroom (M ₄)	5.25	16	2.41	5.88	58	2.99	5.88	41	2.98	6.21	24	2.9	7.60	15	3.58	5.38	13	2.81	6.88	33	2.50	0.17
Scenery	4.63	16	3.44	6.34	58	2.82	5.78	41	2.69	6.83	24	2.82	7.87	15	3.34	6.15	13	3.44	7.39	33	2.14	0.011
Accommodations (M ₅)	5.25	16	2.41	5.88	58	2.99	5.88	41	2.98	6.21	24	2.9	7.60	15	3.58	5.38	13	2.81	6.88	33	2.50	0.17

	Salary																					Sig (p-value)
	less than 15,000 baht			15,001 - 30,000 baht			30,001 - 45,000 baht			45,001 - 60,000 baht			60,001 – 75,000 baht			75,000 – 90,000 baht			more than 90,000 baht			
	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD	
Factor 4: Design and Event Organize																						
Free food and beverage	4.25	16	2.46	6.21	58	2.61	6.71	41	2.47	5.67	24	2.91	6.8	15	3.38	5.92	13	3.3	6.67	33	2.01	0.044
Beautiful shirt and medal given	4.69	16	1.85	5.91	58	3.17	7.22	41	2.63	6.42	24	2.52	6.73	15	3.61	5.46	13	3.1	6.64	33	1.90	0.043
Tickets' price is acceptable (M₆)	6.63	16	2.58	7.57	58	2.48	8.78	41	1.33	8.08	24	2.26	8.87	15	1.46	8.15	13	2.85	8.30	33	1.42	0.006
Factor 5: New Experience																						
To cycle in new locations and environment	8.13	16	2.00	8.62	58	1.66	8.78	41	1.64	8.79	24	1.79	9.13	15	1.41	9.15	13	1.46	8.70	33	1.70	0.665
To see something new	8.13	16	2.00	8.07	58	2.36	8.59	41	1.66	8.58	24	1.82	9.00	15	1.13	9.08	13	1.55	8.18	33	1.96	0.429
Factor 6: Skill Development																						
To learn a new skill	7.56	16	2.06	7.48	58	2.33	7.93	41	1.88	7.42	24	2	7.47	15	2.75	8.08	13	2.47	7.55	33	2.22	0.929
To refine a skill	7.94	16	1.81	7.91	58	1.97	8.32	41	1.77	7.83	24	2.14	7.80	15	2.93	8.08	13	2.53	7.52	33	2.46	0.841
To prepare for Triathlon event	3.50	16	2.16	3.79	58	2.71	4.66	41	3.57	4.13	24	3.54	3.8	15	4.00	4.38	13	3.62	4.91	33	3.57	0.644
Factor 7: Relaxation																						
To feel exhilaration	8.19	16	1.64	8.36	58	1.7	8.80	41	1.42	8.46	24	1.98	8.40	15	2.16	8.54	13	1.56	8.18	33	1.65	0.786
To rest and relax	8.50	16	1.59	8.41	58	1.72	9.00	41	1.36	8.67	24	1.99	8.53	15	1.88	8.85	13	1.91	8.52	33	1.56	0.745
To refresh and refill energy	8.38	16	1.59	8.34	58	1.74	8.95	41	1.26	8.92	24	1.59	8.87	15	1.36	8.69	13	2.02	8.58	33	1.48	0.517
To focus on myself	8.63	16	1.89	8.33	58	1.88	9.00	41	1.16	8.88	24	1.62	8.20	15	2.54	8.85	13	1.95	8.30	33	1.67	0.42

	Salary																					Sig (p-value)
	less than 15,000 baht			15,001 - 30,000 baht			30,001 - 45,000 baht			45,001 - 60,000 baht			60,001 – 75,000 baht			75,000 – 90,000 baht			more than 90,000 baht			
	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD	Mean	N	SD	
Factor 8: Donation																						
To donate for charity (M ₇)	7.63	16	1.96	7.33	58	2.52	8.12	41	1.81	7.75	24	2.05	5.4	15	3.7	6.08	13	3.2	7.36	33	2.37	0.007
Factor 9: Word of Mouth																						
invitation from friends (M ₈)	5.38	16	3.10	6.43	58	2.84	6.90	41	2.59	7.08	24	2.59	8.33	15	2.74	6.23	13	3.35	7.85	33	2.05	0.016
good reviews	5.81	16	2.10	6.43	58	2.62	7.29	41	2.30	6.92	24	2.55	7.60	15	2.87	6.08	13	3.20	7.21	33	2.22	0.188
promote by well-known people	3.56	16	1.86	4.90	58	2.97	5.85	41	3.20	5.63	24	2.70	5.93	15	3.95	4.62	13	2.99	5.88	33	2.69	0.096

APPENDIX E
RESULTS FROM CHI - SQUARE OF GENDER WITH
CYCLISTS' DISTANCE

		gender				Chi-Square
		female Count	Column N %	Male Count	Column N %	
Distance	< 25km	25	35.2%	10	7.8%	0.00
	> 25-50 km	19	26.8%	29	22.5%	
	51 - 80 km	18	25.4%	56	43.4%	
	81 – 120 km	4	5.6%	20	15.5%	
	121 – 160 km	0	0.0%	2	1.6%	
	>160 km	5	7.0%	12	9.3%	



APPENDIX F
RESULTS FROM CHI - SQUARE OF PRICE WITH INCOME

Price	Income															Chi-Square
	Lower than 15,000				15,001 - 30,000				30,001 - 45,000				45,001 - 60,000			
	female		male		female		male		female		male		female	male		
	N	Column N %	N	Column N %	N	Column N %	N	Column N %	N	Column N %	N	Column N %	N	Column N %	N	
799 baht or below	4	100.0%	11	91.7%	14	58.3%	25	73.5%	4	28.6%	16	59.3%	7	70.0%	9	64.3%
800 – 999 baht	0	0.0%	1	8.3%	6	25.0%	6	17.6%	7	50.0%	9	33.3%	0	0.0%	3	21.4%
1000 - 1199 baht	0	0.0%	0	0.0%	3	12.5%	2	5.9%	2	14.3%	2	7.4%	3	30.0%	1	7.1%
1200 - 1299 baht	0	0.0%	0	0.0%	1	4.2%	0	0.0%	1	7.1%	0	0.0%	0	0.0%	1	7.1%
1300 - 1499 baht	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1500 - 1699 baht	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1700 baht or above	0	0.0%	0	0.0%	0	0.0%	1	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Price	Income															0.035
	45,001 - 60,000				60,001 – 75,000				75,000 – 90,000				More than 90,000			
	female		male		female		male		female		male		female	male		
	N	Column N %	N	Column N %	N	Column N %	N	Column N %	N	Column N %	N	Column N %	N	Column N %	N	
799 baht or below	7	70.0%	9	64.3%	1	11.1%	4	66.7%	4	100.0%	7	77.8%	0	0.0%	17	63.0%
800 – 999 baht	0	0.0%	3	21.4%	3	33.3%	1	16.7%	0	0.0%	1	11.1%	5	83.3%	4	14.8%
1000 - 1199 baht	3	30.0%	1	7.1%	2	22.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	11.1%
1200 - 1299 baht	0	0.0%	1	7.1%	1	11.1%	1	16.7%	0	0.0%	0	0.0%	0	0.0%	1	3.7%
1300 - 1499 baht	0	0.0%	0	0.0%	1	11.1%	0	0.0%	0	0.0%	1	11.1%	1	16.7%	1	3.7%
1500 - 1699 baht	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1700 baht or above	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	3.7%

BIOGRAPHY

Name	Miss Jiraporn Tungkasen
Date of Birth	August 5, 1990
Educational Attainment	2013, Bachelor of Business Administration, Finance, Assumption University
Work Position	Marketing Activation, Krungthai Bank
Work Experiences	Krungthai Bank. 2015 - Present

