A Model for the Development of Customer Choices for 24-Hour Fitness Centers in Thailand

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Abstract:- *Fitness companies in Thailand were a sustainable economic agency in the market development, it also has potential competitive ability in the projected market volume in the nation (Statista Market Forecast, 2023); furthermore, fitness is a kind of popular consumer behavior in Thailand, thus, fitness companies need a suitable model to assist them in advancing customer choices in the nation. Since then, the research aimed to establish a suitable model for advancing customer choice for 24-hour fitness centers in Thailand through sequential mixed-method research. In the quantitative analysis, the researcher selected three popular fitness brands in Thailand and distributed online questionnaires to customers who experienced these brands, a total of 400 valid collected questionnaires as the data in the research. Then, the researcher found: 1) fitness corporations need to enhance customer choices in Thailand, including demographic matters: females, ages greater than 40, salaries greater than 40000 baht monthly; 2) the product and the place were a significant relationship with brands choices for 24-hour fitness centers in Thailand; 3) five categories of preferred sports services on customer perspectives: weight services, speed services, indoor cycling services, personal coaching services, and freestyle exercises services; Then, by mixed method analysis, 4) combination to all findings to propose a suitable model of the development of customer choices for 24-hour fitness centers in Thailand, the model was validated by five experts and statistical testing. In the research process, the researcher followed ethical coding: anonymous, trust, and transparency. Finally, the research may provide empirical paradigms to stakeholders for advancing customer choice for all-hour fitness centers in Thailand.*

Keywords: Model; Marketing Mix; Fitness Centers; Customer Choices; Thailand

Introduction

Fitness as a kind of health activity promotes people's life quality, thus, it was already a popular life way for people nowadays (Brown, 1992; Ong et al, 2022). Accordingly, fitness as a profit business agency around the World (Ghadiri et al, 2021), for the covid spread of the fitness industry, faces challenges and emerging opportunities, such as all-day openings, personal courses, health building, weekly nutrition plans, etc. (Wang et al, 2022).

However, customers did not simply think of fitness as a type of bodybuilder right now, as well as they accepted fitness as a kind of health provider, it can keep people active and energetic daily, moreover, some of the customers would like to release psychological stress and emotional depression

in fitness centers, thus, today, fitness centers including more meaning than a bodybuilder for customers (Apipuchayakul & Vassanadumrongdee, 2020; Phonthanukitithaworn & Sellitto, 2022). Then, as the emerging needs, fitness markets welcomed new requests from today's customers, and fitness companies realized to adjust fresh factors that enhance customer choices accordingly, additionally, there were large numbers of fitness centers around Thailand already, and these centers can provide kinds of internationalized services to local customers and Thai citizens, such as particular service with English, 24 hours opening, personal training programs, convenient procedures to registration, etc., thus, there was a significant meaning to explain to what and how to improve to customer choices for the style fitness centers in Thailand (Vithayaporn & Khongharn, 2019; Vongurai, 2020; Samritpricha & Vongurai, 2022).

Furthermore, fitness was a relatively higher incoming industry in Thailand. For three reasons: 1) the national health policies supporting Thai governments allowed foreign investors or local investors to establish registered and authorized fitness centers in the markets (Chankuna & Sriboon, 2022); 2) Sports activities were popular among Thai citizens, caused by Thai traditional culture intends to love sports (Chankuna, Thanaiudompat & Sukdee, 2022). Furthermore, 3) multiple cultural influences, Bangkok was a popular international place around the World, and kinds of human beings united here, providing a more active culture to the national fitness markets (Chummee, 2022).

Furthermore, according to Statista Market Forecast (2023), the health and fitness industry would get total revenue is expected to show an annual growth rate (CAGR 2022-2027) of 4.98%, resulting in a projected market volume of US$17.55m by 2027, which said fitness business might be a good level of sustainability to market development in Thailand, on the other hand, the reported data can tell fitness business in Thailand have a degree of potential competitors in the development of the projected market volume in the nation. However, demography studies said different demographic groups, such as gender, age, and salaries, would differently result in consumer behaviors in consumer choice for fitness companies in Thailand (Apipuchayakul & Vassanadumrongdee, 2020; Ghadiri et al., 2021; Phonthanukitithaworn & Sellitto, 2022).

Overall, for the needs of the development of fitness centers and maintaining the quality of customer choices, the research aims to develop a suitable causal model for enhancing customer choices for 24 hours opening of fitness centers in Bangkok, Thailand.

Research Objectives

The research included four objectives as follows:

1. To find out what levels of gender, age, and salaries monthly are in customer choices for 24-hour fitness centers in Bangkok, Thailand.

2. To determine what relationship between four categories of marketing factors and customer choices for 24-hour fitness centers in Bangkok, Thailand.

3. To find out what categories of sports services customers preferred in 24-hour fitness centers in Bangkok, Thailand.

4. To propose a suitable model for developing customer choices for 24-hour fitness centers in Thailand.

Literature Reviews

4Ps marketing mixes in fitness centers. E. Jerome McCarthy established the marketing theory in 1960 (McCarthy, Shapiro& Perreault, 1979). The theories popularly practiced in the marketing area; the theory mainly address marketing factors that can bring economic incoming benefits (Surujlal & Dhurup, 2012; Swaid, Khanfar & Loudon, 2019; Tsitskari & Batrakoulis, 2022). Furthermore, several scholars revealed that 4Ps marketing factors were appropriated to the industry, which developed fast and complex, and fitness centers as a sort of such industry (Surujlal & Dhurup, 2012; Yu et al, 2014; Swaid, Khanfar & Loudon, 2019; Tsitskari & Batrakoulis, 2022). In contrast, several marketing studies indicated that 4Ps marketing mixes already did not sufficiently support commercial agencies to improve their marketing performance (Heroux, 2017; Naglis & Bhatiasevi, 2019; Somphong, Kutintara & Rattamanee, 2019; Park & Kwon, 2022). Currently, markets are very complex and change rapidly, and corporations need multiple dimensions of marketing for that while (Tsitskari & Batrakoulis, 2022). Related studies in marketing for fitness centers indicated that 4Ps marketing mixes still were suitable for testing marketing performance in the fitness industry. However, several researchers found that 4Ps marketing mixes can influence customer choices for fitness centers (Yu et al, 2014; Swaid, Khanfar & Loudon, 2019; Tsitskari & Batrakoulis, 2022). Thus, the research conducted the theory to test what relationship between the four dimensions of marketing mixes and brand choices in customer choices.

Brand choices in customer choices in fitness centers. Brand choice is a part of the theory of customer choice, which contributed to enhancing brand equity for commercial agencies, brands as comprehensive assets, which are embraced in market shares, potential customers, customer loyalty and satisfaction, etc. (Ghadiri et al, 2021; Heroux, 2017), there was another idea that brand as a kind of attraction to customers since brands can provide to customers what they need and their social identity (Chummee, 2022), however, brands consumer including kinds of types, such as luxury brands consumer, popular brands consumer, fashion brands consumer, etc., types of brands consumer can respond to market changes, economic development, and emerging customer demands (Park & Kwon, 2022; Phonthanukitithaworn & Sellitto, 2022), thus, brands choice can directly contribute to market development in a sort of business industry, however, brand choices including customers' preference (Vongurai, 2020;Tsitskari & Batrakoulis, 2022; Wang et al, 2022), thus, research in brand choices can make emerging perspectives to develop to suitable marketing model, as a further, there were several studies related brand choices in fitness centers said brands choices can provide to trending to market changes to fitness corporations(Surujlal & Dhurup, 2012; Heroux, 2017; Ghadiri et al, 2021; Ong et al, 2022), additionally, brand choices directly indicated that what brands name and images customers lead to, furthermore, brands choices reflected customers' attitudes for a corporation (Somphong, Kutintara & Rattamanee, 2019; Swaid, Khanfar & Loudon, 2019; Vithayaporn & Khongharn, 2019; Wang et al,

2022), as well as, several marketing research suggested to brand choices need to follow customers' perspectives in a branding substance (Swaid, Khanfar & Loudon, 2019; Vithayaporn & Khongharn, 2019; Vongurai, 2020; Wang et al, 2022), above all, the research conducted brand choices in customer choices and selected three popular brands of 24-hour fitness centers around Bangkok and employed an open-end question to collect preferred sports services from customers.

Reviews of Demography in the Research. First, kinds of demography studies said gender differences would bring different preferences (Chankuna, Thanaiudompat & Sukdee, 2022). However, brand choices and marketing models would be influenced by different gender preferences (Chankuna, Thanaiudompat & Sukdee, 2022; Phonthanukitithaworn & Sellitto, 2022). Thus, gender is a demographic variable in the research. Then, several demographic research indicated that different age groups bring different consumer preferences (Somphong, Kutintara & Rattamanee, 2019; Vithayaporn & Khongharn, 2019; Samritpricha & Vongurai, 2022). Thus, the studies discussed different ages included different levels of cognitive and perception complex, as well as the reason that different ages group takes different levels of ability the consumer (Somphong, Kutintara & Rattamanee, 2019; Vithayaporn & Khongharn, 2019; Vongurai, 2020; Samritpricha & Vongurai, 2022). Thus, age is a demographic variable in the research. Then, salaries monthly appeared to be a person's affordable ability, it can influence customers to choose brands (Chankuna & Sriboon, 2022; Park & Kwon, 2022), thus, salaries monthly as a demographic variable in the research.

Methodological reviews in fitness centers. Most research indicated that research needs to embrace customers' perspectives on brand choices, consumer experiences, and consumer preferences (Surujlal & Dhurup, 2012; Yu et al, 2014; Heroux, 2017; Ghadiri et al, 2021; Ong et al, 2022; Wang et al, 2022), however, fewer studies conducted interview questions to customers with quantitative content analysis, they just conducted qualitative research to explore what and how customers considered (Vongurai, 2020; Park & Kwon, 2022), furthermore, numbers of research indicated quantitative content analysis result has a good level of research generality (Apipuchayakul & Vassanadumrongdee, 2020; Chankuna & Sriboon, 2022; Park & Kwon, 2022), thus, the research conducted quantitative content analysis for preferred sports services from customers. The methods for model validation, there were three kinds: qualitative, quantitative, and mixed (Swaid, Khanfar & Loudon, 2019; Chankuna, Thanaiudompat & Sukdee, 2022), studies discussed model validation conducted a mixed method, which may maintain a higher level of validity for a research model (Naglis & Bhatiasevi, 2019; Vongurai, 2020; Park & Kwon, 2022;), thus, the research conducted mixed method to model validation. Alternatively, related studies recommended that potential researchers could conduct empirical research to see whether there is a relationship between the 4Ps marketing mixes and brand choices in individual research contexts (Surujlal & Dhurup, 2012; Yu et al, 2014; Heroux, 2017; Swaid, Khanfar & Loudon, 2019; Vongurai, 2020; Ghadiri et al, 2021; Ong et al, 2022; Wang et al, 2022). Thus, the research conducted relationship testing between both two kinds of variables.

Conceptual Framework

The research was a sequential mixed method; thus, in the conceptual framework, there were the independent variables: 1) 4Ps Marketing Mixes including product, price, promotion, and place; 2) demographic information: gender, age, and salaries monthly; 3) preferred sports services on customers' perspectives. Then, the dependent variable was brand choice including three popular brands of 24-hour fitness centers in Bangkok in Thailand. Finally, the researcher would combinate all findings to develop the model of the development of customer choices for 24-hour fitness centers in Thailand.
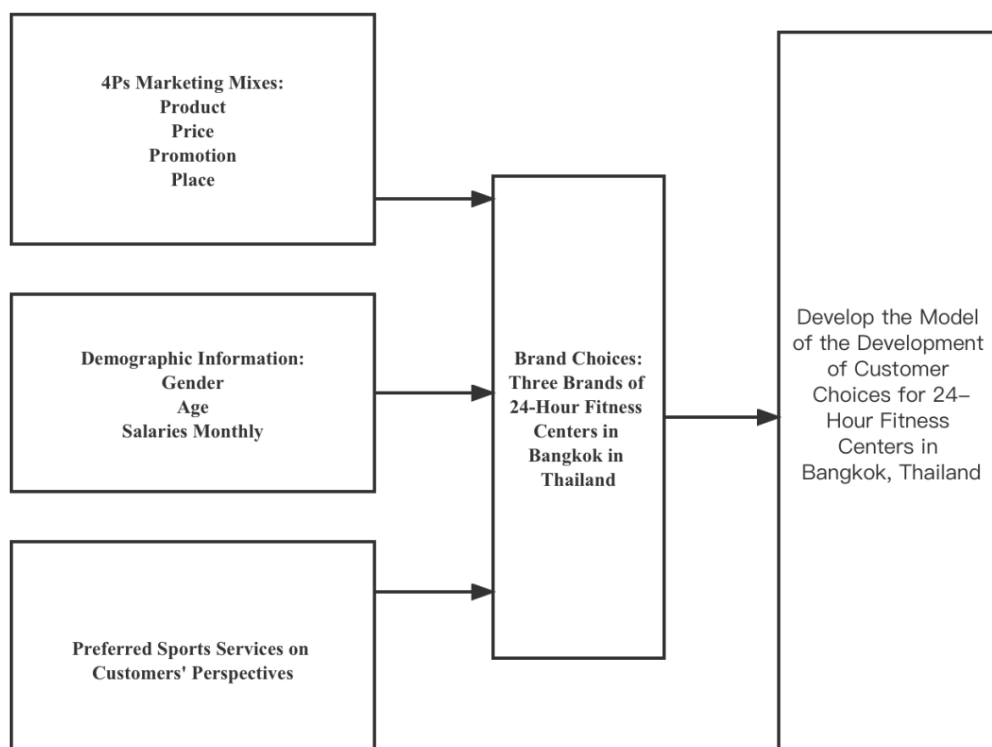

Figure1. the Conceptual Framework of the Research

Methodology

Here mainly demonstrates what and how to conduct all the research methodologically, including participants and the research process. Methodology, including the method and theory research, would be conducted. It was a necessary section for a research paper. There were details as follows:

Research Process. Firstly, the research was a sequential mixed method (quantitative and qualitative); thus, the research design followed quantitative and qualitative research principles, and literature reviews developed all research objectives; furthermore, the research conducted theories such as 4Ps Marketing Mix, Brand Choices, Demographics in the Research and customer perspectives in the

research; Secondly, in the research, objective 1 to objective 3 were quantitative analysis, then, objective 4 (the process of the proposed model) was a mixed-method analysis (experts intuition and statistical test). Thirdly, the research employed online questionnaires because of covid protection measures; Fourthly, the research employed randomly sampling since the type of sampling can be generalized, thus, the population and sampling in the research was customers who have consuming experiences in 24 hours opening fitness centers around the Bangkok from the three popular fitness brands in Thailand, according to the valid minimum size of the sampling calculation (confident index =.05), there were at least 385 as the valid minimum size of the sampling for the research, additionally, there were 410 copies of collected questionnaires, the researcher removed invalid 10 copies of questionnaires, consequently, 400 copies of collected questionnaires as the valid data in the research (400>385), as a further, the qualitative data was five experts for model validation in experts intuition parts; Fifthly, the research instrument embracing four parts: the first part was a multiple choice regarding branding choices; the second was four categories of marketing mixed with Likert's five-point scales, the third part was demographic information, including gender, age, and salaries; the fourth part was an open-end question to customers; Sixthly, all data collected in Bangkok, Thailand, however, Bangkok was a representative with a higher level of generality in Thailand. Seventhly, the research lasted four months, including data collection in two months and the writing and adjustment process in two months. The research followed necessary research ethics, including anonymity, confidentiality, and trustworthiness. Finally, the model validation was conducted using a mixed method (experts' intuitions and statistical testing); in the expert intuitions, five experts who were familiar with fitness marketing and with a level of English proficiency to read evaluation documents, the five experts would give their suggestions on four dimensions: market, brand choices, customer loyalty, customer satisfaction, they could say the model can help improve customer choice for all-day style fitness centers in Thailand with yes or no in the four individual dimensions. Then, after the experts' intuition, the researcher would conduct statistical testing to check whether 40 copies of collected data validly applied the model.

Validity and Reliability. The research conducted two categories of instrument validation: content validity and criterion validity. Furthermore, content validity can attain valid evaluation from scholars and professionals, whether the research instrument can respond to research objectives accordingly. Then, the questionnaire's criterion validity included two categories: predictive validity and concurrent validity. There were advantages of usage to the validity: a sort of statistical technique and predictively future quality of statistical results. However, criterion validity also covered limitations in social sciences since it lacked objective standards. Alternatively, the research aimed to employ the type of validation for the questionnaire to see how predictive results are for continuing statistical analysis.

The research was validated by five experts, three professionals in fitness centers around Bangkok, and two scholars in marketing research, the research employed Item Objective Consistency (IOC), a total of five experts contributed evaluation value in the research, a value>0.60 means the dimension can be corporate into the questionnaire for responding the objectives accordingly, there were details:

product (0.60=0.60), price (0.80 > 0.60), promotion (0.80> 0,60), place (0.60=0.60), all the evaluation values were acceptable level (values≥ 0.60), thus, the four predictors can be into the questionnaire.

According to the valid standards: r>0.132 and p<0.05, the criterion was the total level of marketing predictors, then, the four categories of marketing predictors were valid: product (r=0.729>0.132, p=.000<0.05), price (r=0.808, p=.000<0.05), promotion (r=0.716>0.132, p=.000<0.05), and place (r=0.741>0.132, p=.000<0.05), the results mean four predictors can predictively respond to statistical results for the research.

Then, the researchers conducted a pilot study in 40 copies of questionnaires, the statistical results as the following table:

Table 1 Summary of Reliability Results

Predictors	Cronbach's α	Interpretation
Product	0.93	Excellent
Price	0.92	Excellent
Promotion	0.94	Excellent
Place	0.92	Excellent
The total level of Marketing Mixes	0.94	Excellent

Interpretations: Unacceptable ($\alpha<0.70$); Acceptable ($0.70\leq \alpha\leq 0.80$); Good ($0.80<\alpha \leq 0.90$); Excellent ($\alpha>0.90$).

As the table shows, all predictors were at excellent levels ($\alpha>0.90$). Thus, these four predictors can be understood by respondents. Because of this, the four predictors can be incorporated into the research instrument and continue data collection on a large scale.

Findings

This section mainly illustrates the research's major findings according to statistical techniques. There were details as follows:

Findings of Research Objective One. The research objective aims to respond to what levels of gender, age, and salaries for branding choices for 24-hour fitness centers in Bangkok, Thailand. For necessary research ethics, three brands in the research used brand A, brand B, and brand C in the article. There were statistics as follows:

The first was reporting results related to what levels of gender in branding choices to all-day opening fitness centers in Bangkok, Thailand, the following table would state details:

Table 2 Summary of Levels of Gender in Customer Choices for Fitness Centers

Brands	Males	Females	Total
Fitness First	33	126	159
Jetts Fitness	132	0	132
Fitness 24 Seven	109	0	109
Total	274	126	400

N=400

In summary, 159 customers chose Fitness First (male=109, female=0); 132 customers chose Jetts Fitness (male=132, female=0); 109 customers chose Fitness 24 Seven (male=109, female=0), then, 274 males chose 24-hour fitness centers, and 126 females chose 24-hour fitness centers. Thus, males (N=274) had a higher choice level for 24-hour fitness centers than females (N=126). Furthermore, Fitness 24 Seven needs to enhance customer choices for females in Bangkok, Thailand.

Table 3 Summary of Levels of Age in Customer Choices for Fitness Centers

Brands	Ages< 20 years old	20-30 years old	31-40 years old	Ages>40 years old	Total
Fitness First	46	39	41	33	159
Jetts Fitness	25	38	42	27	132
Fitness 24 Seven	26	26	30	27	109
Total	97	103	113	87	400

N=400

As the table shows, 159 customers chose Fitness First (ages < 20=46, ages 20-30=39, ages 31-40=41, ages> 40=33); 132 customers chose Jetts Fitness (ages < 20=25, ages 20-30=38, ages 31-40=42, ages> 40=27); 109 customers chose Fitness 24 Seven (ages < 20=26, ages 20-30=26, ages 31-40=30, ages> 40=27), then, ages 31-40 (N=113) customers were a higher level of choice to 24-hour fitness centers and ages > 40（87） customers were a lower level of choices to 24-hour fitness centers. Furthermore, Fitness 24 Seven needs to enhance customer choices for customers ages > 40 in Bangkok, Thailand.

Table 4 Summary of Levels of Salary in Customer Choices for Fitness Centers

Brands	Salaries< 30000baht monthly	30000-35000baht monthly	35001-40000baht monthly	Salaries >40000baht monthly	Total
Fitness First	36	38	46	39	159
Jetts Fitness	34	31	32	35	132
Fitness 24 Seven	30	24	31	24	109
Total	100	93	109	98	400

N=400

As the table shows, 159 customers chose Fitness First (salaries < 30000 baht monthly=36, salaries 30001-35000 baht monthly=38, salaries 35001-40000 baht monthly=46, salaries > 40000 baht monthly=39); 132 customers chose Jetts Fitness (salaries < 30000 baht monthly=34, salaries 30001-35000 baht monthly=31, salaries 35001-40000 baht monthly=32, salaries > 40000 baht monthly=35); 109 customers chose to Fitness 24 Seven (salaries < 30000 baht monthly=30, salaries 30001-35000 baht monthly=24, salaries 35001-40000 baht monthly=31, salaries > 40000 baht monthly=24), then, salaries 35001-40000 baht monthly (N=109) customers were a higher level of choice to 24-hour fitness centers and salaries 30000-35000 baht monthly (N=93) customers were a lower level of choices to 24-hour fitness centers. Furthermore, Fitness 24 Seven needs to enhance customer choices in customers with salaries of 30000-35000 baht monthly in Bangkok, Thailand.

Findings of Research Objective Two. The research objective purposed to respond to what relationship between branding choices and marketing predictors for 24-hour opening fitness centers in Bangkok, Thailand. The objective would employ relationship testing by statistical technique, sampling as the valid four hundred copies of collected questionnaires. Then, independent variables included product, price, promotion, place, and total level of marketing predictors. The dependent variable was branding choices. The summary results include the following table:

Table5 Summary Results of the Relationship between Customer Choices And Marketing Predictors

Variables	Chi-square	df	p(Sig.)
Product	23.386	8	.003*
Price	14.133	8	.078
Promotion	15.820	8	.055
Place	15.195	8	.045*
The total level of Marketing Mixes	13.099	8	.108

Dependent Variable: Branding Choices, N=400, p*=Sig.<.05

There were interpretations on the model validation as: in model fitting information, Chi-square=513.779, df= 40 and p=.000, then, in Pseudo R-Square: Cox and Snell (R^2=.723), Nagelkerke (R^2=.816), McFadden (R^2=.591). Thus, the model was a valid level.

Following, there were significant relationship results as the product (p=.003<.05) and place (p=.045<.05) were a significant relationship with branding choices. Thus, product and place can influence branding choices for 24-hour opening fitness centers in Bangkok, Thailand.

Findings of Research Objective Three. The objective would be to conduct quantitative content analysis, then employ content analysis to respond to what sports services customers prefer. In the objective, data was similar to the last research objective, 400 valid copies of the questionnaire as sampling too. There were detailed results in the table:

Table 6 Summary of Categories of Preferred Sports from Customers' Perspectives

Preferred Sports Services	Numbers	Percentage
Weight Services	148	37%
Speed Services	128	32%
Indoor Cycling Services	68	17%
Personal Coaching Services	40	10%
Free Style Exercises Services	16	4%

N=400

In the table, there were five categories of preferred sports services from customer perspectives: weight services (N=148, 37%), speed services (N=128, 32%), indoor cycling services (N=68, 17%), personal coaching services (N=40, 10%), and accessible style exercises services (N=16, 4%). Thus, the top three customers preferred sports services: weight services, speed services, and indoor cycling services for 24 hours opening fitness centers in Bangkok, Thailand.

Findings of Research Objective Four. The research objective aimed to combinate all findings to propose a suitable model to develop customer choices for 24-hour fitness centers in Thailand.
Firstly, the researcher proposed a model to develop branding choices for 24-hour fitness centers in Thailand. According to the findings of research objective one, there was an enhancing customer choice to customers characteristics: females, ages> 40 years old, and salaries 30000-35000 baht monthly. Therefore, the model aimed to enhance customer choices to these characteristic customers; then, depending on statistical results in research objective two, there two predictors were a significant relationship with customer choices: product and place. Thus, the model would include both marketing mixes and suggest using them to enhance customer choices to customers (females, ages> 40 and salaries > 40000 baht monthly); Third, regarding findings from the research objective three, according to quantitative content analysis, the top three of sports service on customers perspectives (400 customers responding) 24-hour fitness centers provided: weight services, speed services, and indoor cycling services were popular to customers in the three brands 24-hour fitness centers in Bangkok, Thailand.
Secondly, regarding the process of model validation and validation results. The model validation in the research employed mixed methods (expert intuitions and statistical testing). First, the researcher found five experts who were familiar with marketing fields, they have sufficient English proficiency to read evaluation documents, then, the researcher employed face-to-face to collect expert intuitions, the research conducted the model validation by four dimensions: market, brand choices, customer loyalty, customer satisfaction. Five experts including three professionals in fitness centers charged with marketing and one scholar related to marketing research, one was a customer who frequently exercised in a 24-hour fitness center. Then, these five experts considered the model appropriate for the fitness market; they considered the model could assist in developing customer choices for 24-hour fitness centers in Thailand. The five experts accepted that the model could help enhance customer loyalty and satisfaction for 24-hour fitness centers in Thailand, but they never make suggestions for revising the

model. Then, the researcher conducted a statistically comparative analysis for the model validation. The researcher collected 40 copies of questionnaires from the three brands of fitness centers and later the process of expert intuitions. Then, there were details under the below table:

Table7 Summary of the Result of the Model Validation

Variable	t	df	sig.(2-tailed)	Mean Difference	95% CI Lower	Upper
The model performance	16.407	39	.000*	3.05	2.674	3.426

N=40, P*= sig. <.05

As the table, the model performance was a significant difference (p=.000*), and t=16.407, df=39, 95% CI (2.674-3.426), thus, according to the statistics, the model performance was different between pre-practice and post-practice, it means the model can be applied and practiced.

In summary, the model was validated and there was a significant difference in the model performance (pre-practice and post-practice). Thus, the model may help develop customer choices for 24-hour fitness centers in Bangkok, Thailand.

Thirdly, *the applications of the model.* the model can help develop customer choices for fitness companies, such as fitness centers or clubs, they can apply the model to enhance customers' choices, or adjust to sports services and marketing strategies; Then, the model can provide marketing plans to potential founders for 24- hour fitness centers, because the model conducted statistical techniques to develop suitably marketing strategies and sports services; moreover, the model can provide academic contributions to potential researchers, because the research was quantitative method, it also included customer perspectives by quantitative content analysis, that way was suitably applied in marketing research.
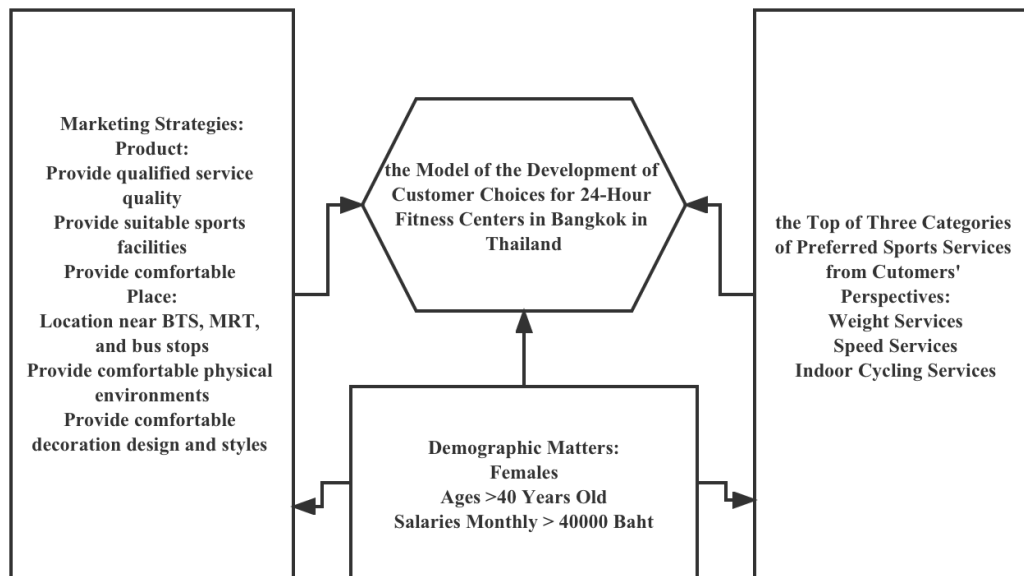
Figure2. the proposed model in the research

Conclusions

Here will summarize the major findings of the research, discuss what new matters the research contributed to, and make recommendations to potential researchers and practitioners.

Firstly, in research objective one, the researcher found females, ages greater than 40 years old, and salaries of 30000-35000 baht monthly by statistics, then, Fitness First in the research was more prevalent in 24-hour fitness centers by customers chosen, another two brands may enhance customer choices to customer characteristics: females, ages greater than 40, and salaries 30000-35000 baht monthly. Secondly, according to the statistics, product and place were a significant relationship with brands choices, in another word, product and place were significantly enhance customer choices for 24-hour fitness centers in Thailand; Thirdly, in research objective three, the researcher conducted quantitative content analysis in answers from 400 customers, here, the researcher found customers contributed five categories of preferred sports services: weight services, speed services, indoor cycling services, personal coaching services, and freestyle exercises, the researcher selected the top three sports services into the model: weight services, speed services, and indoor cycling services; Fourthly, in research objective four, the researcher would combinate all findings to propose the model, then the model including three elements: 1) demographic matters: females, ages greater than 40, salaries 30000-35000 baht monthly; 2) marketing factors: product and place; 3) customers preferred sports services: weight services, speed services, and indoor cycling services. Then, the researcher suggested applications of the model, such as fitness companies, potential founders in the fitness industry, and potential researchers. The model can provide theoretical marketing plans and practical perspectives.

Discussions

Firstly, there was new learning that the researcher contributed to demographic findings in Thailand's social context. Even though marketing research related to the fitness industry frequently employed gender, age, and salaries as demographic variables in Thailand (Vithayaporn & Khongharn, 2019; Apipuchayakul & Vassanadumrongdee, 2020; Chankuna & Sriboon, 2022), whereas, the researcher found alternative results: customers who are females, ages greater than 40, and salaries 30000-35000 baht monthly need to improve to their customers choice for 24-hour fitness centers in Thailand, there was an argument that males and females have different sports preferences, males preferred to challenge weight and speed, however, females preferred to do relatively relax sports activities (Apipuchayakul & Vassanadumrongdee, 2020), furthermore, different ages groups have different preferences for sports participation, such as youth people may be more actively participate to sports, differently, aging or aged people relatively not actively lead to sports, there were biotic, physic, psychological variances in different ages groups for the phenomena (Chummee, 2022; Phonthanukitithaworn & Sellitto, 2022), moreover, higher salaries people were material rich really, then, they were a shortage of free time to do others besides their working, thus, fitness centers can consider make flexible and quick ways to sports for higher salaries persons (Somphong, Kutintara & Rattamanee, 2019; Vongurai, 2020; Wang et al, 2022), as a further, fitness centers may think to develop suitable sports or exercises programs to aging or aged people, to enhance aging or aged people involvement on sports, another, fitness centers need to think of developmental plans or programs to attract to female customers join to their sports services possibly.

Secondly, there was new learning that the researcher found two marketing factors that can influence customer choices of 24-hour fitness centers in Thailand. Related studies indicated four types of marketing factors: product, price, promotion, and place, possibly influencing customers' chose fitness centers (Apipuchayakul & Vassanadumrongdee, 2020; Chankuna, Thanaiudompat & Sukdee, 2022; Samritpricha & Vongurai, 2022). However, the researcher found that products and places can significantly influence customer choices of fitness centers in Thailand (Somphong, Kutintara & Rattamanee, 2019; Vithayaporn & Khongharn, 2019; Vongurai, 2020; Phonthanukitithaworn & Sellitto, 2022). Thus, fitness centers in Thailand can explicitly develop their product and place factors, which may bring them benefits later. Since covid-19 spread in Thailand, people around the nation have regarded exercise as health insurance. They can neglect price factors and promotion factors, with health as the first place. Thus, they agreed to spend money on their sports. Fitness gradually reunites with the partial health industry. People are more willing to pay for their health, whatever how affordably.

Third, there was new learning that the researcher found emerging perspectives on preferred sports services from 400 customers. There were five categories of preferred sports services: weight services, speed services, indoor cycling services, personal coaching services, and freestyle exercise services. However, according to the statistics, the researcher led to the top three sports services in the model: weight services, speed services, and indoor cycling services, alternatively, related marketing studies recommended interviewing customers and analyzing their answers in marketing research (Somphong,

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Kutintara & Rattamanee, 2019; Vithayaporn & Khongharn, 2019; Apipuchayakul & Vassanadumrongdee, 2020; Chankuna, Thanaiudompat & Sukdee, 2022; Samritpricha & Vongurai, 2022; Ong et al, 2022), and several studies mentioned sorts of sports services would influence customers to choose to fitness centers (Vithayaporn & Khongharn, 2019; Apipuchayakul & Vassanadumrongdee, 2020; Chankuna, Thanaiudompat & Sukdee, 2022; Samritpricha & Vongurai, 2022), because of these, the researcher fulfill the gaps, setting an open-mind question to customers and ask their ideas about preferred sports services in 24-hour fitness centers in Thailand.

Finally, there was methodological new learning to the research contributed to. The researcher conducted criterion-validity for validation of the research instrument, quantitative content analysis of preferred sports services from customers' perspectives, and statistical tests to model validation. Wang et al (2022) indicated criterion validity was not suitable for social sciences, however, Chankuna, Thanaiudompat & Sukdee (2022) indicated criterion validity could provide accurate predictive statistics results in advance. Thus, the researcher conducted criterion validity to maintain the statistical accuracy of the results. Additionally, several studies said marketing research needs to conduct a kind of research design for collecting customers' perspectives on their consumer experiences and behaviors, and local studies lack of the research design (Somphong, Kutintara & Rattamanee, 2019; Vithayaporn & Khongharn, 2019; Apipuchayakul & Vassanadumrongdee, 2020; Chankuna, Thanaiudompat & Sukdee, 2022; Ong et al, 2022), thus, the researcher conducted quantitative analysis for preferred sports services on perspectives from customers for fitness centers. For increasing degrees of validation of the model, the researcher conducted statistical tests after validation by expert intuitions, in this way, to prove the model can be applied in reality, even though the statistical tests to check a research model in social sciences were argumentative. Additionally, the model was a quantitative method proposed to the model, and there were sorts of limitations, such as research scope, research cites, and sampling. Nevertheless, according to this empirical research, the model may be valuable and helpful to the development of customer choices for 24-hour fitness centers in Thailand.

Recommendation

Firstly, potential researchers can extend the scope because the research only collected data in Bangkok, Thailand. Although Bangkok can be representative in Thailand for the research, it is possible that potential researchers can extend to research cities around other provinces in Thailand and make emerging findings for the model; Secondly, the potential researcher can conduct theoretical triangulation later. The researcher only conducted two major theories: 4Ps marketing mixes and customer choices. Potential researchers can conduct three more theories in related research to propose emerging models later; Thirdly, potential researchers can conduct other types of research methodology. The research was just a quantitative method, and potential researchers can conduct mixed-method research to explore and explain new findings in the future.

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