

The satisfaction of the runners in selecting the running shoe

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Abstract

The research's objective was to study the satisfaction of the runners in selecting the running shoe by using the 7P's marketing mixed as the base theory for creating the research's tool. The quantitative research for analyzing the average and the standard deviation with 100 samples that came from the accidental and quota sampling methods which the researcher has been already defined the number of the samples at the first place. The result found that the runners was satisfied in the aspect of the marketing mixed at High level ($M= 4.06$, $S.D. = 0.80$).When considering into the items found that the highest average was the process ($M= 4.11$, $S.D. = 0.85$). The second highest average was product ($M = 4.10$, $S.D. = 0.84$), and the lowest average was the promotion ($M = 4.01$, $S.D. = 0.82$). From the result, people these days trend to consider more in the process, they would do prefer to have the variety of the payment gateways and the convenience of the payment gateways.

Keywords: Satisfaction, runner, running shoe, and marketing mixed

INTRODUCTION

The exercise can do at any times, but the difference period of times will affect the body in the difference ways, such as exercise in the evening will help the body to sleep easily at night times, and in other ways exercising in the morning will make your body awake. The most benefit of exercise will be occur if you know your limitation of your body, and don't try to force yourself too much. Knowing your heart rate zone is one of best way to measure the exercise loading (Mayo, 2020). In the theory, 5 days a week of exercising is the standard for staying healthy, and should exercise about 30 minutes per day. The things that be able to inspire to exercise is the friend because exercise will be more fun, if you exercise together with

friends. Another thing is the challenging by setting up the target for you to achieve, for example you can start from to be healthy from doing the exercise, and once you can achieve, you can move the target for the better performance, or even join the competition.

The exercising have many benefits (Semeco, 2017), such as 1). It can make you feel happier. 2) It can help with weight loss 3). It is good for your muscles and bones. 4). It can increase your energy levels. 5). It can reduce your risk of chronic disease. 6).It can help skin health. 7). It can help your brain health and memory. 8). It can help with relaxation and sleep quality. 9). It can reduce pain. 10). It can promote a better sex life. 10). It can promote a better sex life. We actually can do the exercise in many ways as they defines the category of exercise into 2 categories which are aerobic exercise and anaerobic exercise. Running is one of easiest ways and it is classified in the aerobic exercise. Running is also one of the most benefits exercise because of many reasons are as follows: 1). Running improves your health. 2). It prevents disease. 3). You might lose weight 4). Running boosts your confidence. 5).It relieves stress. 6).Running has the power to eliminate the depression. (Cattanach, 2020). All the runners know that one of the most equipment for them is the running shoe. The running shoe will support the impact from the foot in every step, so if the runners don't select the proper running shoe, they will easily hurt and injure their foot and their knee. The old running shoe should be replaced immediately. The qualification of the running shoe are as follows 1) The softness 2) The flexibility 3) The endurance 4) Balancing. Conversely, the running can damage to your organ a lot if you neglect to use the proper one.

From the above statement, there are many runners in the present days who have aware of selecting the running shoe because this sport needs to specifically use the running shoe that's why the quality of the product, the place to buy, the promotion and so on are very important for them to consider before making decision to buy a good running shoes. And if they had the wrong selection, it might came up with the injury or the product's last long duration etc. That's why the researcher is interested in doing this research topic in order to study the satisfaction of the runners in selecting the running shoe which the researcher hope and wish that the research

result will be the benefit for the shoe's company in term of developing the product, and the strategy to the customer's satisfaction in the future.

METHODS

The objective in this research is to study the satisfaction of the runners in selecting the running shoe. The "Quantitative Research" was used in this research which can be describes as the step as follows;

Step 1: Reviewing the theory of the satisfaction of the runners in selecting the running shoe from the document, the journal, the research thesis that relates to satisfaction in order to create the questionnaire.

Step 2: Studying the satisfaction of the runners in selecting the running shoe by collecting the data with using the 30 items of the 7P's marketing mixed questionnaire with 100 runners who exercise in Phuttamonthon Park, and analyzed the data by descriptive statistics.

CONCLUSION

The research in the title of "The satisfaction of the runners in selecting the running shoe" has one objective which is to study the satisfaction of the runners in selecting the running shoe. The researcher may propose the details in 2 parts as follows;

Part 1. The result of analyzing the respondent's personal information

The respondents were male (50%), and female (50%). The respondents who were 23 – 29 years old (27 runners, 27%), and 30 – 36 years old (20 runners, 20%) respectively. The respondents graduated in Bachelor's degree (58 runners, 58%), and high school (28 runners, 28%). Most of the respondents were the student (46 runners, 46%), and the officer (15 runners, 15%). The most respondents had the income between 5,000 to 10,000 Baht (27 runners, 27%), and the second had the income lower than 5,000 Baht (20 runners, 20%). Most of the respondents were single (58 people, 58%), and married (42 runners, 42%).

Part 2. The result of analyzing the result of the satisfaction of the runners in selecting the running shoe in the aspect of the marketing mixed (7P's)

The overall result in the aspect of the marketing mixed (7P's) was in High level ($\bar{x} = 4.06$, S.D. = 0.80)

Table 1 The average, the standard deviation and the satisfaction levels of the runners in selecting the running shoe which are divided following the marketing mixed (7P's) theory.

The marketing mixed	M	S.D	Levels of the satisfaction
1. Product	4.10	0.84	High
2. Price	4.09	0.80	High
3. Place	4.04	0.82	High
4. Promotion	4.01	0.82	High
5. Personnel	4.02	0.80	High
6. Physical	4.09	0.73	High
7. Process	4.11	0.85	High
Overall	4.06	0.80	High

Table 1 shows the average, the standard deviation and the satisfaction levels of the runners in selecting the running shoe which are divided following the marketing mixed (7P's) theory.

Considering in each aspect can be concluded as follow;

Table 2 The average, the standard deviation and the satisfaction levels of the runners in selecting the running shoe which are divided into each items the aspect of the product.

Product	M	S.D.	Levels of the satisfaction
1. The famous banding	4.16	0.81	High
2. The product's endurance	4.13	0.82	High
3. The variety of type for selecting	4.07	0.84	High
4. The product's design	4.10	0.85	High
5. The material's quality	4.17	0.86	High
6. The product's pattern	4.12	0.84	High
7. The product's weight	4.07	0.90	High
8. The innovation for preventing the injury	3.99	0.81	High
Overall	4.10	0.84	High

Table 2 The average, the standard deviation and the satisfaction levels in the aspect of the product of the satisfaction of the runners in selecting the running shoe.

In the aspect of the product, the satisfaction of the runners in selecting the running shoe was at the high level ($M= 4.10$, $S.D. = 0.84$). When considering into the item found that the highest average was at the high quality of material ($M = 4.17$, $S.D. = 0.86$), and the second highest was the famous banding ($M = 4.16$, $S.D. = 0.81$).

Table 3 The average, the standard deviation and the satisfaction levels of the runners in selecting the running shoe which are divided into each items the aspect of the price.

Price	<i>M</i>	<i>S.D</i>	Levels of the satisfaction
1. The suitable rate	4.10	0.83	High
2. Cheaper but better quality than the rival band	4.17	0.69	High
3. The price defines the target market	4.01	0.89	High
Overall	4.09	0.80	High

Table 3 The average, the standard deviation and the satisfaction levels in the aspect of the price of the satisfaction of the runners in selecting the running shoe.

The satisfaction of the runners in selecting the running shoe in the aspect of the price was in high level ($M = 4.09$, $S.D. = 0.80$). When considering into the item found that the highest average was cheaper but better quality than the rival band ($M = 4.17$, $S.D. = 0.69$), and the second highest average was the suitable rate ($M = 4.10$, $S.D. = 0.83$).

Table 4 The average, the standard deviation and the satisfaction levels of the runners in selecting the running shoe which are divided into each items the aspect of the place.

Place	<i>M</i>	<i>S.D</i>	Levels of the satisfaction
1. The sufficient of the number of the running shoe shop.	4.00	0.87	High
2. The convenience for travelling to the running shoe shop.	4.09	0.79	High
3. The number of the running shoe shop	4.05	0.82	High
Overall	4.04	0.82	High

Table 4 The average, the standard deviation and the satisfaction levels in the aspect of the place of the satisfaction of the runners in selecting the running shoe.

The satisfaction of the runners in selecting the running shoe in the aspect of the place was in high level ($M = 4.04$, $S.D. = 0.82$).When considering into the item found that the highest average was the convenience for travelling to the running shoe shop ($M = 4.09$, $S.D. = 0.79$), and the second highest average was the number of the running shoe shop ($M = 4.05$, $S.D. = 0.82$).

Table 5 The average, the standard deviation and the satisfaction levels of the runners in selecting the running shoe which are divided into each items the aspect of the promotion.

Promotion	<i>M</i>	<i>S.D.</i>	Levels of the satisfaction
1. The high frequency of using use the project promotion/ the activity	4.12	0.78	High
2. Having the sufficient products to try on	3.98	0.85	High
3. Having the satisfaction guarantee	4.01	0.81	High
4. Interesting advertising campaigns	3.99	0.81	High
5. Effective staff and sales	4.04	0.86	High
6. Having the good after service	4.02	0.82	High
7. Giving the sponsor with the famous sport team	3.95	0.82	High
8. Having the good band ambassador	3.97	0.81	High
Overall	4.01	0.82	High

Table 5 The average, the standard deviation and the satisfaction levels in the aspect of the promotion of the satisfaction of the runners in selecting the running shoe.

The satisfaction of the runners in selecting the running shoe in the aspect of the promotion was in high level ($M = 4.01$, $S.D. = 0.82$).When considering into the item found that the highest average was the high frequency of using the project promotion/ the activity ($M = 4.12$, $S.D. = 0.78$), and the second highest average was effective staff and sales ($M= 4.04$, $S.D. = 0.86$).

Table 6 The average, the standard deviation and the satisfaction levels of the runners in selecting the running shoe which are divided into each items the aspect of the personnel.

Personnel	M	S.D	Levels of the satisfaction
1.The knowledge of the personnel	4.09	0.79	High
2. The quickness of the service	4.15	0.77	High
3. The personnel's behavior	4.01	0.78	High
4. The personnel's service skill	3.93	0.84	High
Overall	4.02	0.80	High

Table 6 The average, the standard deviation and the satisfaction levels in the aspect of the personnel of the satisfaction of the runners in selecting the running shoe.

The satisfaction of the runners in selecting the running shoe in the aspect of the personnel was in high level ($M = 4.02$, $S.D. = 0.80$).When considering into the item found that the highest average was the quickness of the service ($M = 4.15$, $S.D. = 0.77$), and the second highest average was the knowledge of the personnel ($M = 4.09$, $S.D. = 0.79$).

Table 7: The average, the standard deviation and the satisfaction levels of the runners in selecting the running shoe which are divided into each items the aspect of the physical.

Physical	M	S.D	Levels of the satisfaction
1. The running shoe shop has the very nice decoration.	4.04	0.75	High
2. The products arrangement are easy to picking up.	4.26	0.64	High
3. The shop cleanness	3.97	0.79	High
4. The car parking capacity	4.09	0.75	High
Overall	4.09	0.73	High

Table 7 The average, the standard deviation and the satisfaction levels in the aspect of the physical of the satisfaction of the runners in selecting the running shoe.

The satisfaction of the runners in selecting the running shoe in the aspect of the physical was in high level ($M = 4.09$, $S.D. = 0.73$).When considering into the item found that the highest average was the products arrangement are easy to picking up ($M = 4.26$, $S.D. = 0.64$), and the second highest average was the car parking capacity ($M = 4.09$, $S.D. = 0.75$).

Table 8 The average, the standard deviation and the satisfaction levels of the runners in selecting the running shoe which are divided into each items the aspect of the process.

Process	M	S.D	Levels of the satisfaction
1. The variety of the payment gateways.	4.11	0.85	High
2. The convenience of the payment gateways.	4.11	0.85	High
Overall	4.11	0.85	High

Table 8 The average, the standard deviation and the satisfaction levels in the aspect of the process of the satisfaction of the runners in selecting the running shoe.

The satisfaction of the runners in selecting the running shoe in the aspect of the process was in high level ($M = 4.11$, $S.D. = 0.85$).When considering into the item found that the both of the variety of the payment gateways and the convenience of the payment gateways have the same value which was ($M = 4.11$, $S.D. = 0.85$).

DISCUSSION

The discussion with the marketing mixed (7P's), the research can be discussed in each aspect, as follows:

The satisfaction of the runners in selecting the running shoe in the aspect of the product ($M= 4.10$, $S.D. = 0.84$). When considering into the item found that the highest average was at the high quality of material ($M = 4.17$, $S.D. = 0.86$), and the second highest was the famous banding ($M = 4.16$, $S.D. = 0.81$) which was related to the work of Siriwattanasat (2015) in this issue, and the result found that the highest and the second highest factors were the famous band and the design respectively.

The satisfaction of the runners in selecting the running shoe in the aspect of the price was in high level ($M = 4.09$, $S.D. = 0.80$).When considering into the item

found that the highest average was cheaper but better quality than the rival band ($M = 4.17$, $S.D. = 0.69$), and the second highest average was the suitable rate ($M = 4.10$, $S.D. = 0.83$) which was related to the work of Rattanasomchok (2015) in this issue, the result that the price most was the most affected for the customer satisfaction in using the sky train in Bangkok.

The satisfaction of the runners in selecting the running shoe in the aspect of the place was in high level ($M = 4.04$, $S.D. = 0.82$).When considering into the item found that the highest average was the convenience for travelling to the running shoe shop ($M = 4.09$, $S.D. = 0.79$), and the second highest average was the number of the running shoe shop ($M = 4.05$, $S.D. = 0.82$) which related to the work of Sirikiatikul (2010) in this issue, and the result found that the highest value was the convenience for travelling to the hospital.

The satisfaction of the runners in selecting the running shoe in the aspect of the personnel was in high level ($M = 4.02$, $S.D. = 0.80$).When considering into the item found that the highest average was the quickness of the service ($M = 4.15$, $S.D. = 0.77$), and the second highest average was the knowledge of the personnel ($M = 4.09$, $S.D. = 0.79$) which related to the work of Seagsawat and Kidsom (2018) in this issue, and the result found that the personnel was the highest factor of the customer's satisfaction, specially the relationship with the customer and the good attitude.

The satisfaction of the runners in selecting the running shoe in the aspect of the physical was in high level ($M = 4.09$, $S.D. = 0.73$).When considering into the item found that the highest average was the products arrangement are easy to picking up ($M = 4.26$, $S.D. = 0.64$), and the second highest average was the car parking capacity ($M = 4.09$, $S.D. = 0.75$) which related to the work of Junaui (2018) in this issue, and the result found that the physical factor was the most important factor for the decision process for using service in applying the health runner.

The satisfaction of the runners in selecting the running shoe in the aspect of the process was in high level ($M = 4.11$, $S.D. = 0.85$).When considering into the item found that the both of the variety of the payment gateways and the convenience of the payment gateways have the same value which was ($M = 4.11$, $S.D. = 0.85$) which related to the work of Chiangwattanasuk and Aonputtha (2017) in this issue,

and the result found that the method which the organization uses for giving the quality in service to the customer was the key factor to satisfy the customer.

THE RECOMMADATIONS FROM THE CURRENT RESEARCH

The limitation of time and budget were the research's limitation, for the next research if using the different samples and places will make the researcher know more aspects.

THE RECOMMADATION FOR THE FURTHER STUDY

The researcher uses only one theory for answering the research's objective, it would be interesting to study by employing other theories.

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