

MARKETING STRATEGIES RELATING WITH CHOOSING DECISION MAKING IN SHOOTING TYPES OF SHOOTERS

PRIN CHIWCHAYAPAK AND Dr. CHAYANAN KERDPITAK

*Suan Sunandha Rajabhat University, Bangkok, Thailand
Email: chayanan.ke@ssru.ac.th*

ABSTRACT

The research objectives represented 1) to study the marketing strategies and the decision making on the types of shooting sports. 2) to study the relationship between the marketing strategies and the decision making on the types of shooting sports. This research represented the quantitative approach. The population was the sport shooters. Because of the unknown number of population, the 384 sample sizes of sport shooters were determined from the unknown number of shooters. The research instrument represented the questionnaire and collecting data form the sport shooters. The data analysis represented descriptive statistical approach by percentage, mean and standard deviation, the statistical correlation analysis represented the Pearson's correlation coefficient. The finding found the shooting business marketing strategies were comprised of 1) product 2) price 3) place 4) promotion 5) Packaging 6) Personal and 7) Public Relation, all of seven strategies related with the choosing decision making in shooting types of shooters.

Keyword; marketing strategy, shooting sports

INTRODUCTION

Gun shooting sports was a sport that had been widely accepted and competition in every country around the world that contributed to be an important business of the business organizer. Each business organizer provided a lot of marketing competition in order to attract the gunmen to apply in the shooting competition games, therefore the companies provided the crucial marketing strategies that the various matches should be chosen by the gunmen. The gunmen had the decisionmaking process in choosing the matches also. (The Tourism Authority of Thailand, 2018)

Shooting represented a sport that competed at precision. Pierre De Coubertin, the modern Olympic revivalist He was a French short shotgun champion many years ago. He equally participated in the first Olympic Games in Athens in 1896. At that time there were only three matches. After that, the shooting sport was selected into the matches of all the Olympic game besides in two Olympic Games years 1904 in St. Louis, USA and 1928 in Amsterdam, the Netherlands. The team shooting both of short guns and long guns were completely cut off in 1948. After the National Shooting Sport Association of Thailand under The Royal Patronage was established, the association qualified the shooter to contest the national race like the SEA games, ASIAN games and the first time to Olympic Game 17th at Rome, Italy in 1960. In the year 1958, the National Shooting Sport Association of Thailand under The Royal Patronage applied to be a member of the Gun Shooting Federation of Asia

and a member of the International Shooting Federation at the same time. The type of gun shooting competition that complied with the standard of the International Shooting Federation which attended on the listed competing in the Olympic Games. There were seven types of listing; 1) the rifle prone 2) the pistol 3) the running trap 4) the rifle 3-position 5) the shot gun 6) the rapid-fire pistol 7) the skeet running target. The various types of shooting game provided the marketing strategies that contributed the decision making in matches of the gunmen. (The Tourism Authority of Thailand, 2018; Jersilp, 2018; Mekhum, 2016; Delcea, et al 2019)

Objectives

1. To study the marketing strategies and the decision making on the types of shooting sports.
2. To study the relationship between the marketing strategies and the decision making on the types of shooting sports.

LITERATURE REVIEWS

At the present, the various strategies should be implemented according to the businesses especially distinctive 4P's and also the contemporary strategies such as 7P's that the businessmen around the world accepted in their obviously marketing efficiency, in addition, there were recent strategies in the crucial internet era which was called the 4C's strategies. The key objectives of every organization represented the survival and growth among the crucial competitions. The entrepreneurs had to prioritize the marketing mix, but the marketing strategies especially the classical marketing mix was inadequate for the effectiveness of competitiveness strategies. The adding of other marketing mix became to the marketing mix 7P's that represented the significant factors that all organization prioritized to perform the business on the intense competition and the entrepreneurs could not exclude the marketing activities that according to the service recipient needs. (Kotler & Armstrong, 2014; Kotler & Keller 2016; Chomrat, 2016)

The marketing strategy comprised with the product, price, place, promotion, people, process and physical evidence that would provide a stimulus or marketing stimulus that affects the products and services purchasing processes. The consumers provided more alternatives to buy products and services. Therefore, the analysis of the decision making of the consumers was crucial to the business. The entrepreneurs prioritized the activities that contributed the consumer decision making in products or services. The entrepreneurs had to have the systematic operations and good principles according to the consumer behavior. (Kotler & Armstrong, 2014; Kotler & Keller 2016; Chomrat, 2016)

The distinctive marketing strategies represented as following 1) the product strategy shown the distinction of products that could communicate to the customer perception of value, the more customer perception the more competition. 2) the pricing strategy represented the appropriate pricing on the products and the willing to pay of customers 3) the place

strategy represented the place where the product was proposed and this point the customer target was known and how to satisfy their customers for appropriated placing and further sales 4) the promotion strategy persuaded the customer in products buying and also contribution on products through the word-of-mouth 5) Packaging Strategy seemed the products image that was the first stage to persuade customers to purchase or not which the distinctive on the graceful packaging and the competition in addition with the marketing competition 6) the personal strategy contributed the sales that salesmen considered the art of the persuading conversation on products and making the decision in finally 7) the public relation strategy, the globalization contributed the effective communication in addition of good image on products and organization. (Kotler & Armstrong, 2014; Kotler & Keller2016; Chomrat, 2016)

The decision making represented the process of selection in the provided alternatives that consumers had to make a decision on the alternative on products or services based on the data and the situational constrains. The decision making represented the crucial processes on the inner state of customers mind (Kaewsamor, 2008; Kotler & Keller2016). The decision making process represented five steps as the following; 1) the problem recognition 2) the information searching 3) the alternative evaluation 4) the making decision to purchase and 5) the post-purchase behaviors. One of the objectives of businesses obtained the customers who made the decision on products buying or serving. Every business determined to study the stepping of the customer decision making, consumer behaviors on buying decision making that the starting and final of the thinking processes and contributed the marketers to formulate the marketing strategies. (Kaewsamor, 2008; Kotler & Armstrong, 2014; Kotler & Keller2016).

Conceptual framework

Literatures reviewing contributed the conceptual framework as bellow. แก่กรอบเป็น **Strategy**

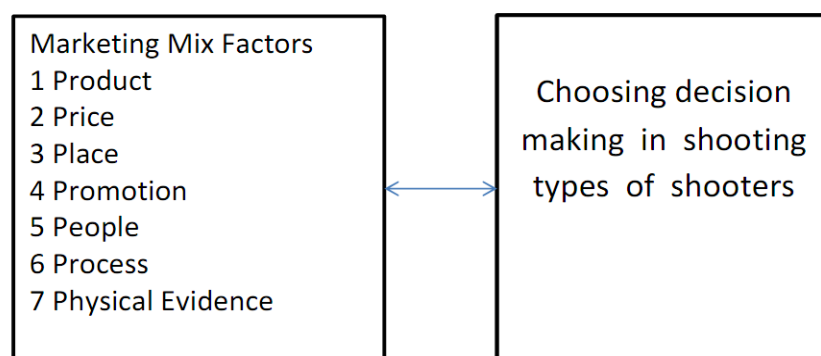


Figure 1 Conceptual Framework

METHODOLOGY

This research represented the quantitative approach. The population was the sport shooters. Because of the unknown population, the 384 sample sizes of sport shooters were

determined from the unknown of number of population by W.G. Cochran formula with the 95 percent of confidence and the 5 percent of error. The research instrument represented the questionnaire and collecting data form the samples that were the sport shooters. The data analysis represented descriptive statistical approach by percentage, mean and standard deviation, the statistical correlation analysis represented the Pearson 's correlation coefficient.

RESULTS

The finding of the research found that the marketing strategy relating to the choosing decision making on the types of shooting matches had moderate with the high statistical level. In addition, the studying of marketing strategy relating to the choosing decision making on types of shooting was found that both factors were indeed related with the high statistical level with crucial factors including as following 1) product strategy 2) price strategy 3) place strategy 4) promotion strategy 5) Packaging strategy 6) personal strategy and 7) public Relation strategy that indicated the implementation of marketing strategy was necessary for the choosing decision making on the types of shooting matches to stimulus the sport shooters.

REFERENCES

- Delcea, C., Cotfas, L., Trica, C. L., Craciun, L., & Molanescu, G. (2019). Modeling the Consumers Opinion Influence in Online Social Media in the Case of Eco-friendly Products. *Sustainability*, 11(1796), 1-32
- Jaruayporn Kaewsamor. (2008). Factors that buying decision making in the dietary supplement products in Ayutthaya Province. *Independent study in Master of Business Administration (Business Management)*. Phranakorn Si Ayutthaya Rajabhat University.
- Kotler, P. & Armstrong, G. (2014). *Principles of Marketing* (15th ed.). Toronto: Pearson Prentice Hall.
- Kotler, P., & Keller, K.L. (2016). *Marketing management* (15th ed.). Upper Saddle River, New Jersey: Pearson Education
- Ubolrat Chomrat. (2016). Factors Affecting Workers Purchasing Decisions of Supplementary Food Capsule in Bangkok. *Independent Study of Master of Business Administration. Bangkok University.*
- Jersilp, S. (2018), A study of Thai handicrafts ' s souvenir forms That meet the Northern & Central European tourists ' satification in Rattanakosin Area and Inner Bangkok Zone, Suan Sunandha Rajabhat University, Bangkok.
- Mekhum,W. (2016), Eco-technologies and product quality in OTOP2 production: Nonthaburi province case study, *Actual Problems of Economics*, Vol.7 (181), Pp.256–