



UNIVERSITY OF PELOPONNESE  
FACULTY OF HUMAN MOVEMENT AND QUALITY OF LIFE SCIENCES  
DEPARTMENT OF SPORTS ORGANIZATION AND MANAGEMENT

RELATIONSHIP BETWEEN PERCEPTION ON SOCIAL MEDIA CONTENTS, ATTITUDE  
TOWARDS SPORTS AND PHYSICAL ACTIVITY, AND INTENTION TO PARTICIPATE IN  
SPORTS AND PHYSICAL ACTIVITY AMONG BANGKOK YOUTH

By Varitta Srijunvong

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Approved by the Professor body:

1<sup>st</sup> Supervisor: Emilio Fernández Peña Prof. UNIVERSITAT AUTONOMA DE BARCELONA,  
SPAIN

---

2<sup>nd</sup> Supervisor: Ourania Vrontdou, Prof. UNIVERSITY OF PELOPONNESE,  
GREECE

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3<sup>rd</sup> Supervisor: Saravudh Anantachart, Assoc. Prof. CHULALONGKORN UNIVERSITY,  
THAILAND

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## Summary

Varitta Srijunvong

Relationship between perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity among Bangkok Youth

*Under the supervision Emilio Fernández Peña, Professor*

The thesis studies the relationship between perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity among Bangkok Youth. The literature review mainly explores social media, and sports and physical activity, social media and sports and physical activity in Thailand, and consumer behavior. This research aims to study for the type of sports and physical activity related to content on social media under the concept of consumer behavior. The questionnaire survey was conducted with 457 youths in Bangkok using a quantitative methodology. For perception on social media contents, most of samples agreed that feeling that social media content about sports and physical activity is a good source for timely information. For attitude towards sports and physical activity part, most of respondents felt positively with sports and physical activity, and agreed that the social media content about sports and physical activity they receive is useful. For intention to participate in sports and physical activity, the samples reveal that they are willing to do the sports and physical activity after receiving the social media content about sports and physical activity. In conclusion, the relationship between perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity, are significantly positively correlated to each other. The content type that sports organization and marketer could focus are video, text, image and meme on platforms of Instagram, Facebook, Line, TikTok, and YouTube.

Key words: social media, sports, physical activity, youth, consumer behavior

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## **ABBREVIATIONS**

SM

Social Media

SP

Sports

PA

Physical Activity

# CHAPTER I: INTRODUCTION

## Introduction

Social Media platform has become very popular nowadays. There are 60% of population over the globe using social media or 4.80 billion people around the world (Kemp, 2023). Youth (Gen Z) spend their time on internet and social media averagely more than 8 hours a day in Thailand (Pratoon, Srilakornthai, & Phunakam, 2021; Thairath Online, 2023). As stated by Helbach and Stahlmann, 2021 that social media use has negative association with physical activity. This indicates the changing lifestyle by the young generation, since the coming of high technological gadgets over the globe that cause the physical inactivity. According to Durau, Diehl, and Terlutter (2022), the study reports that it has been globally dropping in physical activities. In Thailand, only 27% of Thai youth are qualified in 60-min moderate to vigorous physical activities (MVPA) daily threshold. In addition, there are only 37% of Thai children and youth who participated in organized sports (Widyastari et al., 2022). The occurrence is seen to be crisis and urgent to be taking in action for promoting more active lifestyle. In addition, lack of physical action causes the health problem for both mental and physical condition (Mukhwana, 2022; Powell et al., 2015; Kolhar, Kazi, & Alameen, 2021; Helbach & Stahlmann, 2021; Graff, 2022).

However, during the Covid-19, the coming of exercise trend occur in term of “Fit from Home” (FFH) campaign on social media (Australian Olympic Committee, 2020; Katewongsa, Widyastari, Saonuan, Haemathulin, & Wongsingha, 2021; Samritpricha & Vongurai, 2022; Tian, Yang, & Zhang, 2023). There have been the influencers (KOLs or Key Opinion Leaders) of fitness, physical activity and sports or athletes who debut the trend of home exercise and many health-related contents that make every age concern and be able to reach more about health knowledge such as exercising tutorials, coaching videos, motivational speeches, videos featuring past and present experiences of influencer (Australian Olympic Committee, 2020; Sokolova & Perez, 2021). There are various sports and physical activities related to online contents on social media such as Facebook, Instagram, YouTube, Twitter etc. The broadcasting and live-streaming of sports come back after the Covid-19 make the audiences create conversation and contents online in various ways: User-Generated Content, athletes, sports organization, mass media/journalists, fandom (Abeza, 2023; Filo et al., 2015; Bireline, 2014; Weimer, 2022; Huang & Hsu,

2017; Alassaf, 2023; Claybaugh, 2020; Eugenio, 2021). The examples are football trick shot on TikTok (ESPN FC, 2023), basketball games live-streaming on Facebook (FIBA3x3, 2023), athlete role model behind-the scene on Instagram (Ronaldo, 2023), and Volleyball meme on twitter (Valentina, 2023). All of these are a form of creative contents on social media platforms that people consume directly and indirectly.

The researcher sees the opportunity to study and explore the relationship between (1) perception on social media contents, (2) attitude towards sports and physical activity, and (3) intention to participate in sports and physical activity.

### **1.1 Importance of the study**

Social media is the platform where people associate considerably nowadays. According to consumer behavior, social media has an impact to influence consumer's perception, attitude, and intention to make decision whether to do sports and physical activity or not. Therefore, it is important to study this platform in order to enhance the knowledge to the target audience of youth. The goal of this research is to provide insights for helping the sports, physical activity and health organization shape the communication strategy, and create a policy according to youth exposure in order to increase youth sports and physical activity participation. Furthermore, the research aims to fulfill the mission of the Youth Olympic Games' initial intention with the IOC to decrease obesity, increase the sport participation and encourage healthy lifestyle in youth population (Judge et al., 2013; IOC, 2023).

**Vocabulary:** social media, sports, physical activity, youth, consumer behavior

### **1.2 Purpose of the study**

To study the relationship between perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity. In addition, the researcher further studies the sports and physical activity related to content on social media.

### **1.3 Research Questions and the Statistical Hypotheses of the study**

#### **RQ1**

Do perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity have a relationship between each other?

**Statistical Hypothesis 1:** Perception on social media contents, and Attitude towards sports and physical activity are correlated.

**Statistical Hypothesis 2:** Attitude towards sports and physical activity, and Intention to participate in sports and physical activity, are correlated.

**Statistical Hypothesis 3:** Perception on social media contents, and Intention to participate in sports and physical activity, are correlated.

#### **1.4 Research Approach**

This research is conducted with a quantitative approach using a survey method and collecting data online via social media platforms using consumer behavior theories as a research foundation. Samples were purposively selected.

#### **1.5 Scope**

The study of the relationship between perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity among Bangkok Youth focuses on the respondents who aged between 18 and 25 years old, currently residing in Bangkok, and have seen, watched, or read social media contents about sports and physical activity in the past six months. The research collected the data from 457 respondents based on Yamane (1967) formula calculation for the sample.

#### **1.6 Definition of terminology**

##### **Social Media**

Social media is the web and internet-based platform where forms the two-way communication between communicators and audiences. The term "Prosumer" encapsulates the dual role of producing and consuming content (Fernandez Peña & Arauz, 2011). Commonly defined by Kaplan and Haenlein (2010) and Terry (2009), "social media refers to digital technologies emphasizing user-generated content or interaction" (p. 61; p. 507). While, Carr and Hayes (2015) explain social media as "Internet-based channels that allow users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with

both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others” (p. 50). In addition, Danah Maboyd highlights the uniqueness of social media, as they allow users to be able to articulate and make social networks visible which their connections, “latent ties” (Haythornthwaite, 2005 as cited in Boyd & Ellison, 2007). Regarding Manning, (2014), social media forms as email, texters, blogs, message boards, connection sites, social networking sites, games and entertainment, and apps. Social network sites (SNSs), as per Boyd & Ellison (2007), are web-based services allowing users to construct public profiles, articulate connections, and traverse others' connections. All forms share functions: identity work, diverse relationship approaches, support for work functions, and the facilitation of idea sharing and information seeking (Manning, 2014). Furthermore, According to Leyrer-Jackson and Wilson (2017), social media was defined as web sites and technological applications that provide the content sharing and participation in social networking.

In this research, we define social media as the online platform such as Facebook, YouTube, Instagram, Line, TikTok, Twitter, and other social media platforms that youth use.

## **Sports**

In accordance to Sutula (2018), the definition of sport is explained as “a special socio-cultural phenomenon is a historically determined activity of people connected with the use of physical exercises, which is aimed at preparation and participation in competitions, as well as individual and socially significant results of such activity” (p. 2). While, UN Inter-Agency Task Force on Sport for Development and Peace (United Nations, n.d.-a) defined sports as “all forms of physical activity that contribute to physical fitness, mental well-being and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games” (p. 5).

Speaking from the Olympic covers and the philosophy aspect, Jim Parry explains sport in Olympism term as institutionalized rule-governed contests of human physical skill, which includes six criteria of demarcation including institutionalized, contest, physical, rule-governed, skill, and human (Parry, 2020).

Another aspect from dictionary, sports is the human physical activity (Australasian Sport Information Network, 2021) or exertion that is played as behavioral patterns by the rules (Cambridge Dictionary, 2023) that related to athleticism. Mostly, sports are indicated as a games and competition which both individual and team can compete each other (Oxford Languages,

2023) for many purposes: entertainment, pride, reward, health, self-development (Sahu, 2020). Sports can cultivate and develop the social and cultural identities, and construct the national identities (Sahu, 2020).

For this research, we aim to describe the word, “sports” which give an emphasize on the physical exertion, in all levels of sports practice which connects to human-being based in a sense that have an impact from individual to the society. Therefore, “Sports” in this research is defined as the ruled physical activity for fun, relaxation and health. It can be performed for competition. In addition, sports can help to improve many skills such as sporting skills, social skills, as well as ethics and morality. Sports can be classified as water sports, martial arts, speed sports, racket sports, track and field such as football, swimming, badminton, and taekwondo etc.

### **Physical Activity**

According to World Health Organization (2023), Physical Activity is the bodily movement exerting energy expenditure from skeletal muscles which can be outcome in various ways. Physical activity refers to all movement for many functions (Australasian Sport Information Network, 2021) such as leisure time, a part of one’s work as occupation, transport from place to place or transportation, health and excluding the staying still: sitting and lying down. For example, talking, taking stairs, and cleaning house (Kansas State University, n.d.). In this context, it is also covered the boundary to the exercise, physical fitness, and sports (Caspersen, Powell, & Christenson, 1985).

According to Piggini, (2020), the most used definition of physical activity refers to Caspersen, Powell, and Christenson (1985) stated that physical activity is any bodily movement produced by skeletal muscles that results in energy expenditure.

Piggini, (2020) also gave another aspect that define physical activity, which explains that that physical activity contains of human movement, action and performance in a specific context, or area culturally. Physical Activity is influenced by interests, instruction, relationships, and emotions. In addition, the physical activity is often recognized in many contexts such as leisure time, household, occupation, and transport (DHHS, 1996).

For our research, we tend to see physical activity as a leisure-time activity, and focusing on sports aspects among Youth. Physical activity is defined as the bodily movement exerting energy



expenditure from skeletal muscles which can be outcome in various ways for health purposes. It helps to control body and emotion and physical ability such as endurance, strengths, balancing, and flexibility such as walking, running, dancing, and yoga etc.

## **Youth**

According to United Nations (2023), the definition is placed to those people are from 15 to 24 years old. (United Nations, n.d.-b) There is 16 percent or 1.2 billion youth in the world (United Nations, 2023). While in Thailand, the Royal Institute Dictionary (2011) stated that, “Youth” is defined as people who is aged between 14 years old and not over 18 years old. There were 12.73% and, 16.49% in 15-24 years old, and 0-14 years old in 2021 in Thailand (Boi : The Board of Investment of Thailand, 2023). In this research, we will focus the youth age between 18 and 25 years old which is Generation Z in Thailand.

From Gill Jones’s definition of youth regarding Ming (2022), explains that “Youth is the part of life the life courses between childhood and adulthood”.

This research’s definition of youth is defined as those young people who are between 18 and 25 years, living in Bangkok Thailand.

## **Consumer Behavior**

Consumer Behavior is a study of processes comprised of when ones or groups select purchase, use, or dispose of products, services, ideas or experience to satisfy their needs and desires (Solomon, 2006). It is the field that focuses on how individuals make decision to spend their available resources; time, money, effort on consumption related items (Schiffman, Kanuk, & Hansen (2012). This covers interdisciplinary that cased on concepts and theories developed by psychology, sociology, social psychology, cultural anthropology and economics in order to make the strategic market planning (Schiffman, Kanuk, & Hansen, 2012). The communication is a part of marketing strategy of consumer behavior in order to convey the message to the right segmentation, or target audiences. Therefore, it is the concept where form the communication in order to change the behavior (Hun & Yazdanifard, 2014). It starts from understanding the needs of consumer and their decision-making process in order to create or design the promotional message that will favorably influence consumer’s decisions (Schiffman, Kanuk, & Hansen, 2012).

## **1.7 Summary**

The problem of the inactivity and the obesity rises over the globe especially in the youth population. Youth spend time on social media in everyday life. The social media is the platform where can be the opportunity to promote the sport and physical activity regarding the trend of fitness, and fitinspiration during the Covid-19. The approach of consumer behavior can be the solution to understand youth's need and want in sports and physical activity participation in social media context. The comprehension of sports and physical activity related to content on social media and the relationship between perception of social media content, attitude towards sports and physical activity and intention to participate in sports and physical activity help providing the insight in youth's preference. The insight can be the reference to create the communication strategy to promote sports and physical activity participation among youth in order to solving the problem of obesity and physical inactivity along with the IOC's Youth Olympic Games initial mission.

## **CHAPTER II: LITERATURE REVIEW**

This chapter explains the literature review, the theories, and related researches. The content consists social media and sports and physical activity, social media and sports and physical activity in Thailand, consumer behavior, and theoretical framework.

### **2.1 Social media, and Sports and Physical Activity**

Social media is a tool that has been used widely in sports and physical activity for various purposes by many stakeholders including individuals and groups. Social media provides content that has an impact positively and negatively. The contents on social media in different formats affect people's engagement and participation in sports and physical activity. Therefore, it is important to explore social media in sports and physical activity contexts as it is an influential platform in promoting sports and physical activity participation.

#### **2.1.1 Relationship between social media and sports**

Social media is the integral tool in sports area. The relationship between social media and sports is multifaced. Social media creates sports experience, engagement hub, and two-way communication. In addition, the conversation occurs on social media among (1) sports organization, sponsors, business, (2) athlete, influencers, and (3) fans or audiences (Abeza, 2023; Filo et al., 2015; Bireline, 2014; Weimer, 2022; Huang & Hsu, 2017; Alassaf, 2023; Claybaugh, 2020; Eugenio, 2021). Furthermore, social media and sports provide the fan engagement and interaction (Hussain, Naz, Shahzad, & Bajwa, 2021), real-time updates and news (Hussain, Naz, Shahzad, & Bajwa, 2021;), athlete branding and promotion, marketing and sponsorship (Hussain, Naz, Shahzad, & Bajwa, 2021; Abeza & Sanderson, 2022), live streaming and highlights (Sahota , 2023), sports journalism and coverage (Sahota , 2023), fan communities and fandom (Sahota , 2023), feedback and interaction with athletes (Sahota , 2023), influencer partnership (Geysler, 2023b), and data analysis and insights (Sahota, 2023). In addition, practitioners use social media platform for public relations, activism, sales, risk management, relationship marketing and promotions (Abeza, O'reilly, Sanderson, & Frederick, 2021 as cited in Abeza & Sanderson, 2022). According to Tian, Yang, and Zhang (2023), the results of finding found that the social media use influence sports participation. Social media produces sports content and sports consumption in a wide area. Therefore, social media is an important tool for many purposes in sports industry. The relationship between organizations, athletes, and audiences is complex and varied.

### **2.1.2 Sports content**

There are many content types classified by each condition of researches. In accordance to Wang (2020), the result of content analysis on Twitter found that organization used communication such as hyperlinks, hashtags, public message, and retweets. Hashtag is reported to be the most frequently used type of content in this platform. Twitter is the hub for leagues, players, and sport journalists to interact. This platform tends to be immediate accessibility for the content of real time and updates which provides mostly text-based. While, Peruta and Shields (2018) indicates that the certain posts that earn the engagement are photos and status update types of post in Facebook platform. Facebook deliver text, photos and video both short and long form such as Facebook live and Facebook Watch. The video format is also persuading as correlating to Yousuf and Ganjera (2020) which indicates that the visual content such as video is the effective way to deliver the message and suggested for social media marketing. In addition, the result also associated with Hussain, Naz, Shahzad, and Bajwa (2021) which indicates illustration content such as videos is effectively conveying messaging and engaging with fans. The Instagram story captivates in the same way. Sport fans on social love to engage in the format of video (GWI, n.d.). Therefore, there are many types of formats in sports content on social media. But from the reviewed literatures, video, image, and texts are the most common types of contents that audiences like to receive. The sports organization, athletes, and fans are the key communicators in conversation on social media.

### **2.1.3 Relationship between social media and physical activity**

Social media have a positive and negative effect on physical and overall health of individuals. According to Sheldon, Rauschnabel, and Honeycutt (2019), positive effect of social media consists of social capital, life satisfaction, and social support. While, negative effect contains of disordered sleeping patterns, eating disorders, anxiety, stress, depression, and social interaction. Social media have both positive and negative impacts. The positive side includes of motivation and inspiration (Holland & Tiggemann, 2017; Jiang & Ning 2022), sharing workouts (Holland & Tiggemann, 2017), gamification and challenges (Jiang & Ning, 2022), online community and supports (Holland & Tiggemann, 2017), fitness influencers and brand partnerships (Durau, Diehl, & Terlutter, 2022), tracking progress and goals (Jiang & Ning, 2022), virtual classes and training, health and fitness apps integration (Jiang & Ning, 2022), and awareness and education (Holland & Tiggemann, 2017; Jiang & Ning 2022). The negative sides

refer to cyberbullying (Mukhwana, 2022), body image and comparison (Graff, 2022; Mukhwana, 2022), and sedentary behavior (Powell et al., 2015; Kazi, & Alameen, 2021; Mukhwana, 2022).

This could divide into three relationships between social media and physical activity. First, it refers to beneficial effects (Holland & Tiggemann, 2017; Sokolova & Perez, 2021; Graff, 2022; Goodyear, Wood, Skinner, & Thompson, 2021; Shimoga, Erlyana, & Rebello, 2019; AlMarzooqi, 2021; Goodyear et al., 2021; Jiang & Ning, 2022; Hou & Kohsuwan, 2021).

Secondly, it refers to burden effect (Mukhwana, 2022; Powell et al., 2015; Kolhar, Kazi, & Alameen, 2021; Helbach & Stahlmann, 2021; Graff, 2022). Lastly, the relationship between social media and physical activity is null or there is no relationship between two at all (Martin, Acampad, Baligad, Larce, & Santos, 2017; Amanda Folk & Sara Kovacs, 2021).

#### **2.1.4 Physical activity content**

The study of physical activity content types is wide as each research has their specific criteria to consider. Many times, the studies most likely to explore with other health-related contents (Goodyear, Armour, & Wood, 2018; Goodyear, Wood, Skinner, & Thompson, 2021). In term of physical activity on social media, “Fitspiration” is the popular hashtag occur in Instagram, YouTube, and Twitter. The term refers to “fitness and inspiration” (Holland & Tiggemann, 2017). The trend is designed by the supportive online community such as video, photo/images, and texts, to encourage ones to work out, exercise, and doing physical activity. This promotes the healthy lifestyle through an online platform (Graff, 2022). The conversation occurs through social media platforms among community including role model, influencer, peers, and followers. For another aspect, the social media intervention is commonly used to promote physical activity and fitness. According to Jiang and Ning, (2022), the advertising in fitness, and sport related contents was used to study the changes in level of physical activity. The results show the practical effect in exercise, and lifestyles changes. Films and videos are used to encourage participants’ sports and physical activity participation. In addition, they also use weblog, microblogging, social distribution, picture of achievement such as screenshots and short video exercise, and mobile apps to help encouraging participants. The fun, realistic, and achievable contents related to physical activity is suggested for promoting physical activity such as #AHPsActive, and the community on Instagram and Snapchat, where friends encourage and expert inspire. (Jiang & Ning 2022). As correlated to Goodyear, Armour, and Wood (2018), the study mentioned the health content types that young people access with are (1) peer content

(message creator by other young people), (2) likes (interrelation with varying social purposes/affirmation), (3) automatically sourced (pre-select content by Algorithm), (4) reputable related content (power of specific social media accounts such as official organizations, e.g. National Health Service, government, Football Association, Sport England, Youth Sport Trust); celebrities (e.g. singers or actors); sports men and women; and commercial brands (e.g. Nike or Adidas), and (5) ‘suggested’ or ‘recommended’ health related content (the specific health-related information ‘searched’ by young people) (Goodyear, Wood, Skinner, & Thompson, 2021). Therefore, content type such as photos, texts and video are frequently used to promote and affect physical activity participation. In addition, the influencers and friends apparently are the key communicators who encourage physical activity on social media.

### **2.1.5 Social media, Sports and Physical Activity, and Youth**

There are many researchers studying about social media and sports, social media and physical activity, social media and youth, sports and physical activity and youth, in many contexts, but to study the relationship among these four variables are still not much to find. One of the research projects that tend to similar to this research’s objective is the thesis called “effect of social media on youth sport participation: measuring the impact of social media on youth of Jakarta and West Java in Indonesia” (Handayani, 2018). The study found that online sport participation (following sport through social media) increases youth sport participation. The activities to follow sports are visualization activities only; training video tutorials looking, game watching, and the latest information updating. Handayani (2018) suggested that to study the influence of social media on sports participation is still a gap of research to find out for more.

## **2.2 Social media and Sports and Physical Activity in Thailand**

Social media has been utilized in a high number in Thailand compared to the average percentage globally. Thai youths spend their time on social media significantly in daily life through a variety of social media platforms for many activities. While the number of participating hours in sports and physical activity remains low. This section provides evidences that indicate the trend of overall, Thailand's Internet and mobile trend, social media trend, and sports and physical activity participation among Thai youths.

### **2.2.1 Thailand Internet and Mobile**

Thailand is the country, in which located in Southeast Asia. There are 71.75 million population in January 2023 (Muangtum, 2022). In Thailand, 77.8% of total population can

access to the internet, which the percentage of the mean is higher than the global point, 62.5%. The least used internet reach is Kenya at 42% while the most accessed countries were Denmark, Ireland, United Arab Emirates, at 99% compared to the overall country's population (Ee, 2022). According to the Thailand Internet User Behavior (IUB) survey by ETDA in 2022, Thai people used the internet averagely 7 hours 4 minutes per day whereas Bangkok ranked the highest, at 10 hours 5 minutes per day. Gen Y, 22-41 years old, ranked the highest using the internet around 8 hours 55 minutes per day while Gen Z, used the internet around 8 hours and 24 minutes. (Ee, 2022) Whilst, We Are Social reports in 2023 that there were 61.21 million internet users in Thailand or equally to 72.8 percent of the total population. The daily time spent using internet across all devices is 8 hours 6 minutes (Kemp, 2023).

### **2.2.2 Social media trend in Thailand**

According to DataReportal (2022) retrieved from Muangtum (2022), We are social reported about social media in 2022 that Thai people use social media averagely in equivalent to 7.6 platforms. In 2023, the data is reported that there were 522.25 million social media users which was an equivalent to 72.8% of the total Thai population. The main reasons for using social media in Thailand was keeping in touch with friends and family (57.2%), reading new stories (38.5%), filling spare time (35.8%), seeing what's being talked about (34.4%), finding inspiration for things to do and buy (33.0%), sharing and discussing opinion (32.6%), avoiding missing out (FOMO) (30.2%), finding products to purchase (29.9%), watching live streams (26.6%), making new contacts (26.5%), posting about your life (25.7%), finding content (e.g. videos) (25.5%), following celebrities or influencers (25.2%), seeing content from brands (24.7%), and watching or following sports (24.6%). The 25 to 34 years old and 18 to 24 years old (the target audience of this research), were the biggest groups among overall 6 groups of Meta's Ad Audiences. The most-used social media platforms were Facebook, Line, Facebook Messenger, and followed by TikTok, Instagram, Twitter, Pinterest, iMessage, WhatsApp, Discord, LinkedIn, Skype, WeChat, and Snapchat. Furthermore, there are only 18.8% for the type of social media accounts followed in sport people and team (Kemp, 2023). Thais used many social media platforms, mainly for connecting with their friends, and family. The most popular platforms are Facebook. Sports people and team were followed by Thai audiences but not in a very high percentage compared to other sources.

### **2.2.3 Social media trend among Thai Youth**

According to Jitreengam (2021), Thai samples who aged 19 to 22 years were reported that the majority use Facebook every day for posting pictures, and comment on posts. While, sending someone's friend request, chatting, and doing the activities of their interest such as sending music to someone or playing games are the activities Thai youths did on social media. They spent their time on Facebook around 3 hours, or 41.30%. While, Pratoon, Srilakornthai, and Phunakam (2021) found that the majority of youth respondents spend their time on social media about 6 to 8 hours per day averagely. In addition, Gulatee, Combes, and Yoosabai (2021) reports that Thai students use mobile phone as the device assess to social media the most. They also use social media to build their online profiles or presence for self-promotion and uplift their status. From the IUB, the report ascertained that 88.36% of Generation Z and Y are the "Online Shopper" which is higher than overall generation. In addition, Thai young gens were reported to "Making a Content" such as clip/video, and podcast at 49.85%. While, article/content/websites writing (41.79%), Live (36.77%), Game/Other Streaming (11.86%), Online Radio (10.32%), and Podcast (8.98%), are followed. Youth spend their time on social media on entertainment, and social interaction mainly. They use mobile phone as a main tool to access social media. Thai youths are not only performing as a passive audience, but also as a "Content Creator" and an "Online Shopper".

### **2.2.4 Sports and Physical Activity Participation among Thai Youth**

Thai youth is reported that they have a low rate in sports and physical activity participation (MGR Online, 2023). According to Statista Research Department (2023), there are 0.71 million people among Thai youth aged between 15 and 24 years old who have regular exercise and play sports in 2021. Furthermore, Widyastari et al., (2022) reports that only 26% of Thai youth achieve the 60-min MVPA daily threshold. Due to the lack of physical activity opportunities within the day, Thai youth are insufficient in physical activity and did not meet the recommended physical activity guidelines. there are only 37% of Thai youth who participated in organized sports. There are no current reports demonstrating the type of sports and physical activity for Thai youth specifically. However, in general, Boer (2021) stated that the sports that majority of Thais participate are Cycling (28.4%), Badminton (24.39%), Swimming (19.63%), Football/Soccer (16.87%), Track and Field (14.2%), Running Jogging (13.49%), Basketball (9.36%), Table Tennis (9.2%), Fishing (7.78%), Volleyball (6.02%), Hiking (5.84%), Tennis



(5.39%), Martial Arts (5.08%), and Boxing (5.08%) (as cited in Statista, 2017). In addition, Thai people spent on sports between 1 to 2 hours per week the most which is equal to 28.18%. From Manawa, (2021) side, the poll studying from 48.59 million accounts on social media reveals that there are 2.2 million people (Total Thai population - 71.75 million) who are interested in sports. The popular sports that Thais are interested the most are football, boxing, and futsal. Thais use YouTube to watch sports for 92%. While Facebook ranked the second at 6.7% and other (1.3%). Next part will discuss on the theories that conceptualize for this research.

## **2.3 Consumer Behavior**

Consumer behavior is the theory that has been used widely for both business and general areas. The theory provides the opportunity to understand the process of one's decision-making by studying their behavior and psychological factors during, before, and after the action. This section demonstrates the concept of consumer behavior and the elements that influence one's decision-making including perception, attitude, influencer, and the concept of decision-making.

### **2.3.1 Consumer Behavior**

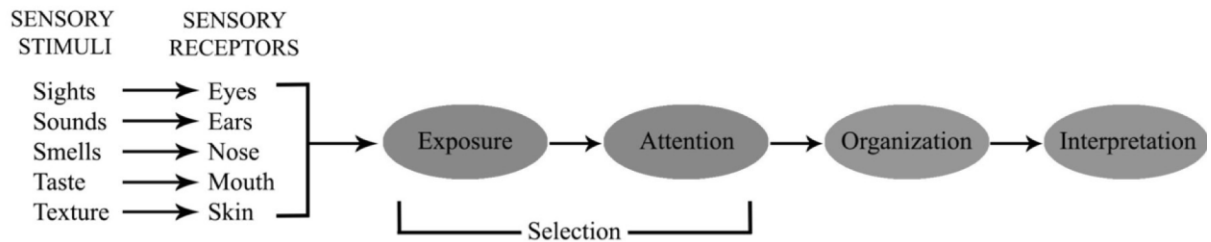
According to Solomon (2000, 2006), and Schiffman, O'Cass, Paladino, D'Alessandro, and Bednall (2010), consumer behavior is "the study of processes comprises when individuals or groups purchase, select, use or, dispose of products, ideas, services or experience to satisfy needs and desires." (p. 51; p. 43; as cited in Ling, Winzar, and D'Alessandro, 2015, p. 6). Consumer behavior can be referred to cognition, affect, behavior, and environmental events interaction between individuals that conduct the exchange perspective of their lives or the actions of consumers (Peter and Olson, 2007, p. 6) including before, during, and after purchase (Schiffman, Kanuk, & Hansen, 2012). In addition, it is used to improve approaches to developing products and services, and to determine the best strategy of marketing for channel selection and message structure (Kotler et al., 2008). The persuasive part in marketing communication is critical in consumer behavior so it is essential to understand consumer's want and need in order to shape and craft the message to fit with their preference. Therefore, they can make decision according to the message designer's intention based on communication's objectives such as buying, donating money, and doing a physical activity or sports. In summary, understanding consumer behavior is important to any successful marketing strategy by analyzing the influencing factors consumer behavior. The message creator is enabled to design the effective marketing campaigns based on the target audiences' preferences (Radu, 2023).

### 2.3.2 Perception

Decisions to buy or engage in activities are influenced by many factors such as advertisements, product packaging, personal interpretation (Solomon, 2006). Thus, it is important to understand those influences and the perception of ourselves towards it. Perception influences consumer behavior's decision-making. According to Kotler and Keller (2011), to understand consumer behavior is the stimulus-response relationship. Perception reflects one's actual behavior.

“Perception is the process in which consumer expose (Solomon, 2000), select, organize, and interpret stimuli from sensory receptors (Solomon, 2020), acquired from the environment such as events, lights, colors, sounds, odors, tastes, and textures (Solomon, 2020; Roth and Frisby, 1986, as cited in Ling, Winzar, and D'Alessandro, 2015, p. 326) into the meaning and coherent picture of the world” (Kotler & Keller, 2011, p. 161; Schiffman, Kanuk, & Hansen, 2012, p. 159) The brain receives the external stimuli or sensory input through several channels. Then, individual expose and chooses to select to focus some stimuli and ignore other (Solomon, 2006). There is “selective attention” in which when people select to pay attention to an object based on their needs first (Kotler & Keller, 2011) and “selective distortion” in which when people tend to interpret information along with their preconceptions (prior belief and expectation), and ignore what is not consistent (Kotler & Keller, 2011). The last selection process is “selective retention” in which people may forget the message or information they received but tend to retain the input information that is correlated to their attitude and belief (Kotler & Keller, 2011). Then, people pay attention, and assign the meaning to sensory stimuli (Solomon, 2020, p. 109). Individual assign the meaning of stimulus based on their “schema” (a set of beliefs). Schiffman, Kanuk, and Hansen (2012) states that people act based on perception, influenced by their reality shaped by needs, wants, values, and experiences. Understanding perception helps in comprehending decision-making processes, such as choosing to participate in sports and physical activities. In accordance to Widyanto and Rachmad Saleh (2018), the result indicates that that perception; perceived advertisement, value, trust, familiarity and store image have significant impact toward purchase intention. In addition, perceived recognition, social norm, subjective exercise knowledge, and exercise imagery received from social media context can influence the intention to exercise (Hou and Kohsuwan, 2021). It is a significant factor influencing human decision-making.

Figure 2. 1: The Perceptual Process



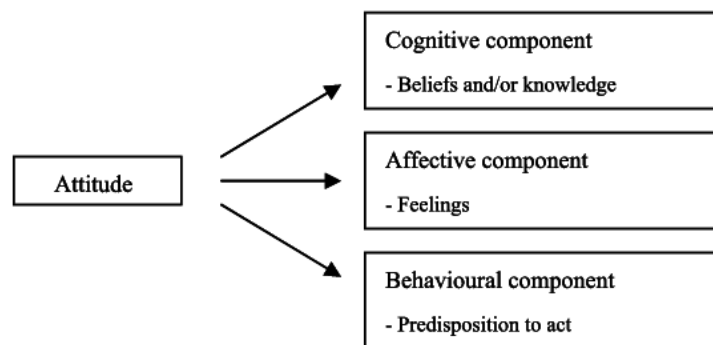
Source: Jira-alongkorn, P., Vungsuntitum, S., & Anantachart, S. (2020). Behavior on Online Marketing Communications of Mazda Brand. *Communication and Media in Asia Pacific*, 3(2). <https://so01.tci-thaijo.org/index.php/CMAP/article/view/194151>, p. 52, adapted from Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* (12th ed.). Essex, UK: Pearson Education, p. 108.

### 2.3.3 Attitude

Attitude is when people have opinion whether good or bad on something (Solomon, 2006). Attitude can be the key to understanding human behavior and influence to consumer behavior (Ajzen & Fishbein, 2005; Fishbein & Ajzen, 1975; Bizer, Barden, & Petty, 2006). An attitude is a global enduring evaluation or predisposition positively or negatively relatively (e.g. good or bad), or consistently favorable or unfavorable manner of a person, product, or issue and given object (Bizer, Barden, and Petty, 2006; Solomon, 2006; Fishbein & Ajzen, 1975). Furthermore, Perner (2023) explains that consumer attitudes are a combination of the feelings about, beliefs about and behavioral intentions of consumer toward some objects. An attitude tends to endure over time according to Solomon (2020). There are three components in attitude including affect, behavior, and cognition (Solomon, 2000, 2006, 2020; Schiffman, Kanuk, & Hansen, 2012). According to Solomon (2020), affect refers to how consumer feels about attitude object. Behavior refers to actions, and or intention to take an action toward object. Finally, cognition refers to how consumers believe to be true about the attitude object. According to Fu (2012), the personality of SMS advertisements has the effect on attitudes, and attitudes is the major mediator between behavioral intention and belief dimensions. In addition, it was a stable relationship overtime between attitude-intention components (Chatzisarantis, Hagger, Biddle, and Smith, 2005).

Therefore, it is essential to understand the attitude as it shapes perception, and reflects the behavior and decision-making in consumer behavior. Araújo and Dosil (2015) emphasize attitude as a key predictor variable in a relation to behavioral intentions regarding physical activity. Furthermore, Samritpricha and Vongurai (2022) found that attitude greatly influences behavioral intention.

Figure 2. 2: The Concept “Attitude” and its three components



Source: Boer, A. D., Pijl, S. J., & Minnaert, A. (2011). Regular primary schoolteachers’ attitudes towards Inclusive Education: A review of the literature. *International Journal of Inclusive Education*, 15(3), 331–353. doi:10.1080/13603110903030089

#### 2.3.4 Influencer

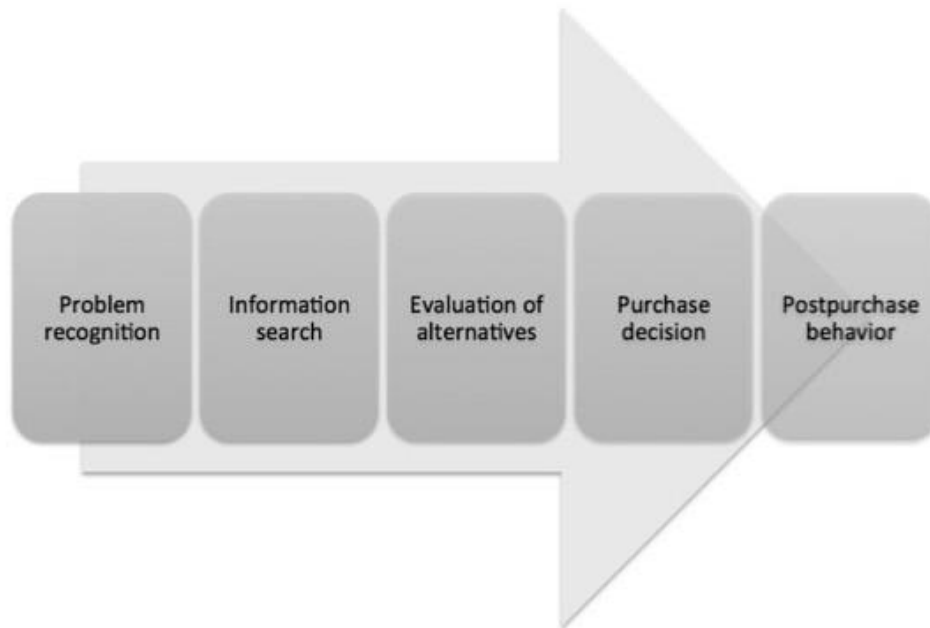
Influencer has an important role to promote sports and physical activity in both sports and physical activity areas as well as consumer behavior. The type of contents that is impactful to youth in health-related content promotion is endorsed by Influencer (Goodyear, Wood, Skinner, & Thompson, 2021). According to Freberg, Graham, McGaughey, and Freberg, (2011), social media influencer is an independent third party who shape audience attitudes through the use of other social media such tweets and blogs etc. While, Geysler (2023a) clarify influencer as someone who has a power to affect the decision making in the act of buying as he or she has knowledge, authority, or relationship with his or her audience. In addition, fitness influencers who are perceived as attractive, trustworthy, and experts can have an impact in increasing physical activity (Durau, Diehl, & Terlutter, 2022). While, Goodyear et al. (2021) found that among 115 posts out of 368 posts, celebrities/influencers and personal trainers/fitness coaches

were the sources related to health that the majority of respondents accessed to in social media, followed by national health/sport organization, celebrity doctor, local health/sport organization such as local gyms and sports club. In addition, Liu, (2023) found that social media influencers have an impact to Chinese Generation Z significantly in their consumer behavior especially in social media platform. Therefore, influencers play an important role to promote sports and physical activity in which can influence to one's decision making. Hence, it is important to study who ought to say about sports and physical activity to youth.

### **2.3.5 Decision-Making**

In consumer behavior, decision-making is the central aspect. It is suggested that marketers ought to deeply understand the consumer behavior and their buying strategy in order to make a successful impact or campaign (Stankevich, 2017). Decision-making refers to the selection of an opinion from two or more choices (Schiffman, Kanuk, & Hansen, 2012). People evaluate and choose products and services depending on various dimensions which can be categorized into three aspects mainly including cognitive, habitual, and affective (Solomon, 2000). There are five steps in consumer decision making or buying process in cognitive aspect including problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase decision (Kotler and Keller, 2011; Solomon, 2000, 2006, 2020; Peter and Olson, 2007). The process starts even before the purchase and continue even after the post decision. Perhaps, some stages of process may be skipped (Kotler & Keller, 2011). The overview of decision-making process is presented in Figure 2.3

Figure 2. 3: Process of Consumer Decision-making



Source: Kotler, P., & Keller, K. L. (2012). *Marketing management* (15th ed.). Upper Saddle River, NJ: Pearson Prentice Hall, p. 166.

When it comes to making the decision, consumers have the process in purchase that depends on the specific level of involvement (Hawkins & Mothersbaugh, 2010). There are three types of purchase involvement according to Hawkins and Mothersbaugh (2010), and Schiffman, Kanuk, and Hansen (2012) which comprises of extended, limited, and nominal decision making.

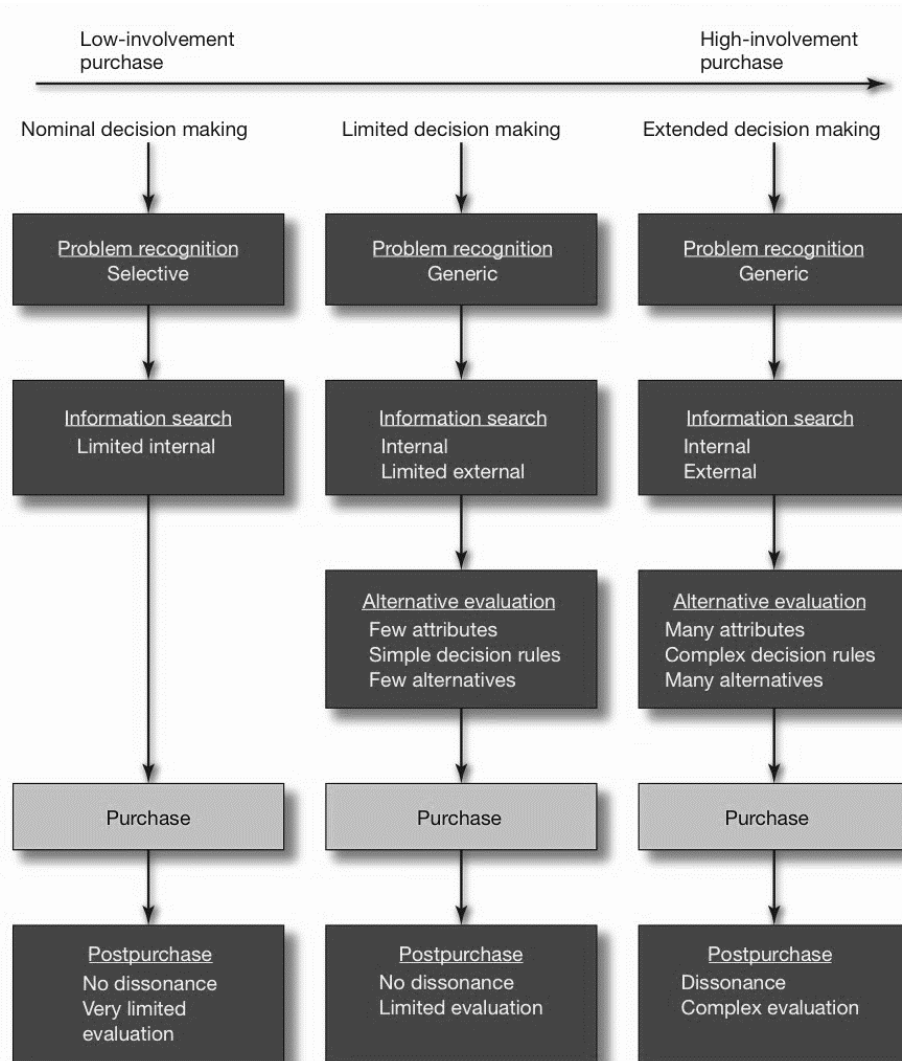
**Extensive Decision Making** – This type of decision making encompasses of both internal and external information. It requires the complex evaluation of multiple choices and significant postpurchase evaluation. The extensive problem-solving refers to the response to high level of purchase involvement. The postpurchase stage according to this type of decision making is heavy as consumers may doubt about their correctness in making choices (Hawkins & Mothersbaugh).

**Limited Decision Making** – The type of limited problem-solving consists of internal and limited external search with few alternatives and simple decision rules on a few attributes. The postpurchase stage require little evaluation. It is located between extended and nominal decision making. The level of purchase involvement in limited decision making is the lowest or the simplest form. This type of solution is comparable to nominal decision making. Limited

decision making refers to the response in some emotional or situational needs. Limited problem-solving involve internal and limited amount of external search. There are a few dimensions, simple selection rules, and little evaluation after decision making (Hawkins & Mothersbaugh).

Nominal Decision Making – Perhaps, nominal decision making is mentioned as “habitual decision making” (Hawkins & Mothersbaugh) or “routinized response behavior” (Kotler & Keller, 2011). The problem is noticed, internal search or a long-term memory deliver the single preferred solution (brand) that is already purchased before. The evaluation in postpurchase may occur as it brings the unsatisfaction. This type of decision making refers to the response in very low purchase involvement (Hawkins & Mothersbaugh).

Figure 2. 4: Involvement and types of Decision Making



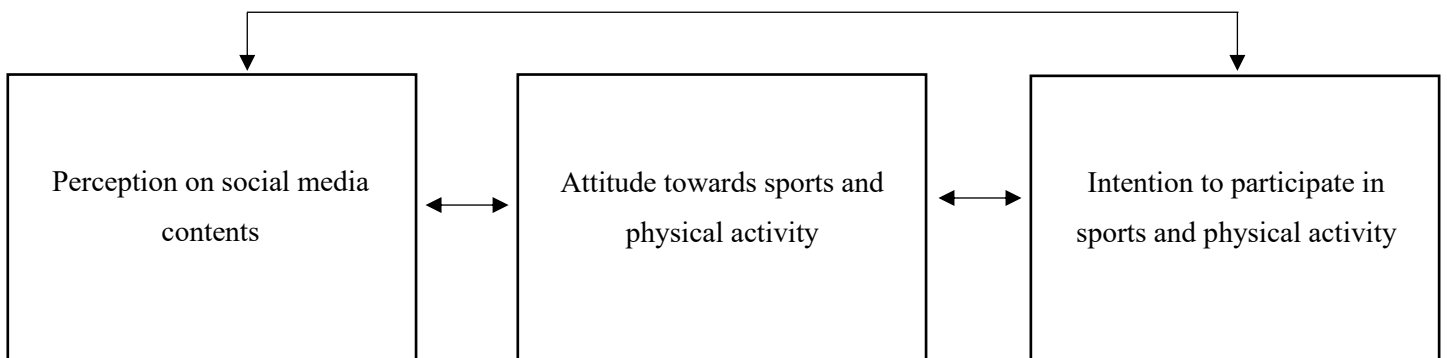
Source: Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer Behavior Building Marketing Strategy* (11th ed.). New York, NY: McGraw-Hill/Irwin, p. 497.

As mentioned in Avirutha (2020), there is relationship between perception, attitude, and intention among Thai customers in digital payment area. The intention is the key variables helping predict individual decision-making (Godin, 1993). In addition, exercise intention could have a positive effect to exercise behavior through the mediating effect of action planning (Zhu, Hou, Zhou, Xiao, & Wang, 2022). Therefore, it is important to explore the relationship between perception-attitude-intention relationship in youth consumers related to sports and physical activity participation in social media context.

## 2.4 Theoretical framework

The theoretical framework of this research is demonstrated in the Figure 2.5 The illustration presents the overview of consumer behavior theory. The focus of the research is social media contents and the target participants are Bangkok Youth. In this context, the relationship between perception on social media contents, attitude towards sports and physical activity, and intention in sports and physical activity participation, will be explored.

Figure 2. 5: Theoretical Framework



## Hypotheses

**Statistical Hypothesis 1:** Perception on social media contents, and Attitude towards sports and physical activity are correlated.

**Statistical Hypothesis 2:** Attitude towards sports and physical activity, and Intention to participate in sports and physical activity are correlated.



**Statistical Hypothesis 3:** Perception on social media contents, and Intention to participate in sports and physical activity are correlated.

## **2.5 Summary**

Social media, and sports and physical activity, social media and sports and physical activity in Thailand, and consumer behavior, are explained in the literature review to clarify the framework of this research study. Consumer behavior is another beneficial approach to help understanding youth behavior and their social media content exposure regarding sports and physical activity. By studying the psychological factors (perception, attitude, and intention), and their behavior towards social media, and sports and physical activity can help explains the likelihood of their participation in sports and physical activity. Because those factors influence on consumer decision making. It is essential to consider those factors explained in order to create the communication strategy in the future.

## CHAPTER III: RESEARCH METHODOLOGY

This chapter indicates in details about objective, research design, sample, questionnaire format, measurement of the variables, procedures, and statistical analysis.

### 3.1 Objective

To study the relationship between perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity. In addition, the researcher further studied the sports and physical activity related to social media content that Bangkok youth perceive.

### 3.2 Research Design

This research was conducted by the quantitative approach. Online Survey method was used to find social media behavior, sports and physical activity behavior, sports and physical activity related to content on social media, and the relationship between perception on social media contents, attitude toward sports and physical activity, and intention to participate in sports and physical activity. The research was designed to disseminate through social media platforms; Facebook, Instagram, Line and Twitter, which was collected from 22 August 2023 to 30 September 2023. The scales to measure social media behavior, sports and physical activity behavior, sports and physical activity related to content on social media were adapted from Handayani (2018), Goodyear et al. (2021), and Sokolova and Perez (2021). While, the scale to measure perception on social media contents, attitude toward sports and physical activity, and intention to participate in sports and physical activity was adapted from Tsang, Ho, and Liang (2004) with the reliability of .70, and Pereira, Santos, and Marinho (2020) with the reliability in a range of .70 to .80.

### 3.3 Sample

A total of 457 respondents of Bangkok youth aged between 18 and 25 years old or Generation Z were asked to be participate in questionnaire survey. The main target group was the youth who live in Bangkok which its total population of 542,738 people (National Statistical Office, n.d.). The calculation of sample is calculated based on Yamane (1967) which its formula turning the sample size to be a total number of 400 respondents.

$$x = \frac{N}{N + 1 + Ne^2}$$

$x$  = Sample (n)

$N$  = Population

$e$  = The acceptable sampling error

According to Salleh, Mahbob, and Baharudin (2017), and Dolot (2018), generation Z referred to youth who were born between 1995 and 2012, known as or “Digital Natives”, and C Generation which was related to “connected”, “computerized”, “content-centric”. For example, iGeneration, Gen Tech, Online Generation, Post Millennials, Facebook Generation, Switchers, “always clicking” who were the initial generation that grow with social media.

The samples were chosen by a purposive sampling method. There were three criteria to be accepted as sampler. Firstly, respondents needed to age between 18 and 25 years old. Secondly, they must live in Bangkok. Lastly, they must have seen, watched, or read social media contents about sports and physical activity in the past 6 months.

### **3.4 Questionnaire Format**

Online Survey method was used to find the relationship between perception on social media contents, attitude toward sports and physical activity, and intention to participate in sports and physical activity. Perception on social media contents was measured through entertainment, informativeness, irritation, and credibility. Attitude toward sports and physical activity was measured through enjoyment and usefulness. Intention to participate in sports and physical activity was measured through intention.

The survey was utilized in this research. Thai Language version of questionnaire has been used to explore regarding to the convenience for respondents. The questionnaire was comprised of six sections including screening questions, demographic, sports and physical activity behavior, social media behavior, sports and physical activity related to content on social media, perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity. (See Appendix I and II)

Firstly, the questionnaire was consisted of three screening questions that were used to qualify those who were accepted in the requirements. For, the respondents who were not qualified will

be screened out and send them directly to end of the survey. Three closed-ended questions were asked and measured in nominal scale.

Part one measured of demographics of respondents in nominal scale. This part comprised of six close-ended questions and one open-ended question including sex, residence, education, profession, average monthly income, and gender.

Part two measured of sports and physical activity behavior in nominal scale. This part consisted of seven close-ended questions including whether respondents are athletes, the sports and physical activity intensity, and the types of sports and physical activity participation.

Part three measured of social media behavior in nominal scale and ordinal scale. This part contained of five close-ended questions and one open-ended ranking question including electronic devices, social media platform, social media intensity, social media objective, favorite content format, and three most-used social media platforms.

Part four measured of sports and physical activity related to content on social media in nominal scale and interval scale. This part covered of three close-ended questions, one open-ended question, and nine 5-point Likert scale questions including the source information of sports and physical activity related to contents on social media, the type of sports and physical activity related to contents on social media, sports and physical activity influencer on social media, favorite sports and physical activity influencer on social media, and perception on social media contents.

Part five measured of attitude towards sports and physical activity in interval scale. This part consisted of twenty 5-point Likert scale questions including attitude towards sports and physical activity.

Part six measured of intention to participate in sports and physical activity in interval scale. This part consisted of two 5-point Likert scale questions including intention to participate sports and physical activity.

### 3.5 Measurement of variables

For the correlation part, three variables were used to study in this research comprised of perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity.

**Perception on social media contents** comprised of four dimensions (entertainment, informativeness, irritation, and credibility). The scale was adopted from Tsang, Ho, and Liang (2004) with 4 dimensions including 9 items using Likert scale with the reliability of .70. The five-points Likert scale was utilized to measure participants' level agreement on perception on social media contents. The scale range outlined as:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

**Attitude towards sports and physical activity** comprised of 2 dimensions (enjoyment, and usefulness). The scale was adopted from Pereira, Santos, and Marinho (2020) with 2 dimensions including 20 items using Likert scale with the reliability in a range of .70 to .80. The five-points Likert scale was used to measure participants' level agreement on attitude towards sports and physical activity. The scale range outlined as:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

**Intention to participate in sports and physical activity** comprised of 1 dimension (intention). The scale was adopted from Tsang, Ho, and Liang (2004) with 1 dimension including 2 items

using Likert scale with the reliability of .70. The five-points Likert scale was used to measure participants' level agreement on intention to participate in sports and physical activity. The scale range outlined as:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

### **3.6 Procedures**

1. This research collected data using online survey through social media platforms; Facebook, Instagram, Line and Twitter between 22 August 2023 and 30 September 2023.
2. The participants were informed about the important instruction and asked for respond to the consent form in survey questionnaire before participating into the study as the collected data will be kept confidential and will not infer to respondents personally. In addition, the consent form was asked to confirm that the participants are qualified with the requirements in term of age range, residence area, and sports and physical activity related to content on social media.
3. After the data collection was gathered, the data was calculated and analyzed by SPSS (Statistical Package for the Social Science) program.

### **3.7 Statistical Analysis**

For the analysis of the data, the descriptive statistics were used to describe the data in means and standard deviation. Furthermore, inferential statistic of Pearson's correlation was used to explore, examine and make inferences about the data collected.

### **3.8 Summary**

This chapter aims to explain the research methodology in this study which has an objective as to find the relationship between perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity. In addition, the study further explores the sports and physical activity related to social media

content that Bangkok youth perceive. The sample targets on the Bangkok youth, aged between 18 and 25 years old, and have seen, watched, or read social media contents about sports and physical activity in the past 6 months. This research was conducted by the quantitative approach. Survey was used to explore the social media content types and relationship between variables. The questionnaire comprised of screening questions, demographic, sports and physical activity behavior, social media behavior, sports and physical activity related to content on social media, perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity. The first four parts measured in nominal scale and ordinal scale for descriptive statistics. While, the end of part four and the last two parts were measured by the correlation, using the five-points Likert scale for inferential statistic. The data collection assessed from the mid-August to the mid-September 2023. The results of data were collected to calculate and analyze via SPSS program.

## CHAPTER IV: RESULT

### 4.1 Introduction

The results of questionnaire survey gathered among 457 Bangkok youth are explained in this chapter in term of the relationship between perception on social media contents, attitude towards sports and physical activity, and intention in sports and physical activity participation. Online survey through social media including Facebook, Instagram, Line and Twitter was used for collecting of data to disseminate questionnaire successfully. This chapter reports on the findings comprises of five parts including demographic, social media behavior, perception on social media contents, attitude towards sports and physical activity, sports and physical activity behavior, sports and physical activity related to contents on social media, and intention to participate in sports and physical activity.

### 4.2 Demographic Profile

This part consists of seven tables on Bangkok youth's demographic questions including questions based on sex, gender, age, residence, education, profession, and average monthly income.

Sex distribution is illustrated in Table 4.1. The majority (69.1%) are female which is equivalent to 316 people. While, male presents lower percentage only 30.9%, or an equivalent to 141 people.

Table 4. 1 Bangkok Youth respondents by Sex

Sex	<i>f</i>	%
Male	141	30.9
Female	316	69.1
<b>Total</b>	457	100.0

Table 4.2 shows the gender classification. The results show that among Bangkok youth, there are 85.3% who prefer not to say, 5.9% of women and 3.7% of men, 5.0% of Other such as LGBTQA+ (8 responses), anything (8 responses), queer (2 responses), lesbian (3 responses), bisexual (1 response), and non-binary (1 response), in order.



Table 4. 2 Bangkok Youth respondents by Gender

<b>Gender</b>	<b><i>f</i></b>	<b>%</b>
Men	17	3.7
Women	27	5.9
Other	23	5.0
Prefer not to say	390	85.3
<b>Total</b>	<b>457</b>	<b>100.0</b>

Next, Table 4.3 presents the age range of Bangkok youth respondents. The table presents that the respondents aged from 18 to 21 included the majority of Bangkok youth with 56.7%, while respondents aged from 22 to 25 contained 43.3%, respectively.

Table 4. 3 Age Range by Respondents

<b>Age Range</b>	<b><i>f</i></b>	<b>%</b>
18 – 21 years old	259	56.7
22 – 25 years old	198	43.3
<b>Total</b>	<b>457</b>	<b>100.0</b>

The data shows the residence areas in Bangkok in which the respondents currently residing in. The areas in this survey are classified into three groups based on the location in Bangkok comprised of inner city, middle city, and outer city. It is reported that the majority of respondents live in middle city (42.7%), followed by inner city (35.4%), and outer city (21.9%), respectively.

Table 4. 4 Residence Areas of Bangkok Youth respondents

<b>Residence Areas</b>	<i>f</i>	<b>%</b>
Inner City in Bangkok	162	35.4
Middle City in Bangkok	195	42.7
Outer City in Bangkok	100	21.9
<b>Total</b>	457	100.0

The results of Bangkok youth, as grouped by education level in Table 4.5, shows the majority of respondents had a bachelor's degree at 74.2%, while 19.7% possessed upper secondary school or vocational certificate, 4.6% possessed a higher than bachelor degree, and 1.1% possessed high vocational certificate. Only 0.4% of respondents possessed lower secondary school or middle school.

Table 4. 5 Bangkok Youth respondents by Education Level

<b>Education Level</b>	<i>f</i>	<b>%</b>
Lower secondary school / Middle school	2	0.4
Upper Secondary School / Vocational Certificate	90	19.7
High Vocational Certificate	5	1.1
Bachelor Degrees	339	74.2
Higher than Bachelor Degrees	21	4.6
<b>Total</b>	457	100.0

Next, Table 4.6 presents the occupation of the respondents. University students or college students have the highest portion of response (71.6%), followed by private company employees (12%), self-employed (freelance) (4.8%), school student (3.9%), business owner / personal business (2.6%), unemployed (2.6%), civil servants / state enterprise employees (2.0%), other (0.4%) such as coach (1 response) and trainer (1 response), respectively.

Table 4. 6 Occupation of Bangkok Youth respondents

<b>Occupation</b>	<b><i>f</i></b>	<b>%</b>
School Student	18	3.9
University Student / College Student	327	71.6
Private Company Employees	55	12.0
Civil servants / State Enterprise Employees	9	2.0
Business Owner / Personal Business	12	2.6
Self-employed (Freelance)	22	4.8
Unemployed	12	2.6
Other	2	0.4
<b>Total</b>	<b>457</b>	<b>100.0</b>

The data findings on respondents' average monthly income are demonstrated in Table 4.7. It is reported that the majority made less than 20,000 Baht or less than 517 Euro (75.3%), followed by the range between 20,000 and 30,000 Baht or 517 and 775 Euro (17.7%), between 30,001 and 40,000 Baht or 775 and 1,033 Euro (3.1%), more than 60,000 Baht or more than 1,549 Euro (1.5%), between 40,001 and 50,000 Baht or 1,034 and 1,291 Euro (1.3%) and between 50,001 and 60,000 or 1,291 and 1,549 Euro (1.1%).

Table 4. 7 Bangkok Youth respondents by Average Monthly Income

<b>Average Monthly Income</b>	<b><i>f</i></b>	<b>%</b>
Less than 20,000 Baht (Less than 517 Euro)	344	75.3
20,000 – 30,000 Baht (517 – 775 Euro)	81	17.7
30,001 – 40,000 Baht (775 – 1,033 Euro)	14	3.1
40,001 – 50,000 Baht (1,034 – 1,291 Euro)	6	1.3
50,001 – 60,000 Baht (1,291 – 1,549 Euro)	5	1.1
More than 60,000 Baht (More than 1,549 Euro)	7	1.5
<b>Total</b>	<b>457</b>	<b>100.0</b>

## 4.2 Social Media Behavior

This part consists of six tables on Bangkok youth's social media behavior questions including questions based on electronic devices, social media platform, social media intensity, social media objective, favorite content format, and three most-used social media platforms.

Devices distribution for Bangkok youth respondents is presented in Table 4.8. The majority use smartphone the most which is equivalent to 98.7%. While, tablet or iPad presents lower percentage 61.7%, and computer/laptop/MacBook 51%, as followed.

Table 4. 8 Electronic devices used of Bangkok Youth respondents

<b>Electronic devices</b>	<b><i>f</i></b>	<b>%</b>
Mobile Phone / Smart Phone	451	98.7
Tablet / iPad	282	61.7
Computer / Laptop / MacBook	233	51.0
<b>Total</b>	<b>966</b>	<b>211.4</b>

Note: Can answer more than one choice

The data findings on respondents' platform of social media used is demonstrated in Table 4.9. It is reported that the majority use Instagram (87.1%), followed by Facebook (84.7%), Line (83.4%), YouTube (80.5%), TikTok (74%), Twitter (57.5%), Facebook Messenger (57.3%), Pinterest (27.4%), Discord (20.8%), iMessage (5.3%), LinkedIn (4.6%), WeChat (3.7%), WhatsApp (2.6%), Snapchat (2.6%), Telegram (2.2%), Skype (1.1%), and Other (0.7%) such as Clubhouse (1 response), Twitch (1 response), and Weibo (1 response).

Table 4. 9 Bangkok Youth respondents by Social Media Platforms used

<b>Social Media platforms</b>	<b><i>f</i></b>	<b>%</b>
Facebook	387	84.7
Line	381	83.4
Facebook Messenger	262	57.3
TikTok	338	74.0
Instagram	398	87.1
Twitter	263	57.5
YouTube	368	80.5

Pinterest	125	27.4
Telegram	10	2.2
IMessage	24	5.3
WhatsApp	12	2.6
Discord	95	20.8
LinkedIn	21	4.6
Skype	5	1.1
WeChat	17	3.7
Snapchat	12	2.6
Other	3	0.7
<b>Total</b>	<b>936</b>	<b>204.8</b>

Note: Can answer more than one choice

The data findings on respondents' platforms of three most-used social media is demonstrated in Table 4.10.

First of all, it is reported that the majority use Instagram (37.9%), followed by Facebook (17.7%), TikTok (12.8%), Line (11%), YouTube (8.5%), Twitter (8.1%), Facebook Messenger (2.2%), Discord (1.1%), Other (0.4) such as television (1 response), and telephone (1 response), and IMessage (0.2%). Note that there are 446 responses out of 447 respondents for No.1 most-used social media platform.

Secondly, the respondents' No.2 most-used social media platforms are Instagram (24.2%), Facebook (20.8%), TikTok (16.7%), Line (15.6%), YouTube (15.6%), Twitter (4.1%), Facebook Messenger (2.4%), Other (0.5) such as MSN (1 response) and Internet (1 response), and Discord (0.2%). Note that there are 418 responses out of 447 respondents for No.2 social media platform.

Lastly, most people expose that they use YouTube (19.5%) as the No.3 most-used social media platforms, followed by Facebook (18.5%), Instagram (16.3%), TikTok (15.9%), Line (13.7%), Twitter (9.8%), Facebook Messenger (3.7%), Pinterest (1.0%), WhatsApp (0.7%), Other (0.5%) such as newspaper (1 response), and SMS (1 response), Discord (0.2%), and WeChat (0.2%). Note that there are 410 responses out of 447 respondents for No.3 most-used social media platform.

Table 4. 10 Three Most used Social Media of Bangkok Youth respondents

Most Used Social Media platforms	1 <sup>st</sup> Social Media		2 <sup>nd</sup> Social Media		3 <sup>rd</sup> Social Media	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Facebook	79	17.7	87	20.8	76	18.5
Line	49	11.0	65	15.6	56	13.7
Facebook Messenger	10	2.2	10	2.4	15	3.7
TikTok	57	12.8	70	16.7	65	15.9
Instagram	169	37.9	101	24.2	67	16.3
Twitter	36	8.1	17	4.1	40	9.8
YouTube	38	8.5	65	15.6	80	19.5
iMessage	1	0.2	-	-	-	-
Pinterest	-	-	-	-	4	1.0
WhatsApp	-	-	-	-	3	0.7
Discord	5	1.1	1	0.2	1	0.2
WeChat	-	-	-	-	1	0.2
Other	2	0.4	2	0.5	2	0.5
<b>Total</b>	<b>446</b>	<b>100.0</b>	<b>418</b>	<b>100.0</b>	<b>410</b>	<b>100.0</b>

Table 4.11 portrays the respondent’s intensity of social media usage. The table presents that the respondents who use social media more than 2 to 5 hours per day comprised the majority of Bangkok youth with 36.3%, while respondents who use social media more than 5 to 7 hours per day (31.1%), more than 9 hours per day (14.2%), 7 to 9 hours per day (10.5%), 1 to 2 hours (5.9%), less than 1 hour per day (1.5%), are followed. Do not use social media at all has the least number of social media usage intensity at 0.4%, respectively.

Table 4. 11 Social Media Intensity of Bangkok Youth respondents

<b>Social Media Intensity</b>	<b><i>f</i></b>	<b>%</b>
None	2	0.4
Less than 1 hour per day	7	1.5
1-2 hours per day	27	5.9
More than 2-5 hours per day	166	36.3
More than 5-7 hours per day	142	31.1
More than 7-9 hours per day	48	10.5
More than 9 hours per day	65	14.2
<b>Total</b>	<b>457</b>	<b>100.0</b>

Social media objectives distribution for Bangkok youth respondents is presented in Table 4.12. The majority use social media for entertainment the most which is equivalent to 94.1%. While, information portrays lower percentage at 79.4%, and social interaction at 76.4%, in order.

Table 4. 12 Bangkok Youth respondents by Social Media Objectives

<b>Social Media platforms</b>	<b><i>f</i></b>	<b>%</b>
Social Interaction	349	76.4
Entertainment	430	94.1
Information	363	79.4
<b>Total</b>	<b>1142</b>	<b>249.9</b>

Note: Can answer more than one choice

Next, the data findings on respondents' favorite type of social media content are illustrated in Table 4.13. It is reported that the majority like video the most (91%), followed by video story (65.4%), text (60.6%), image (51.6%), meme (51.2%), GIF (37.9%), and Live (20.4%).

Table 4. 13 Favorite Social Media Content Format of Bangkok Youth respondents

<b>Favorite Social Media Content Format</b>	<b><i>f</i></b>	<b>%</b>
Video	416	91.0
GIF	173	37.9
Image	236	51.6
Meme	234	51.2

Text	277	60.6
Video Story	299	65.4
Live	93	20.4
<b>Total</b>	1728	378.1

Note: Can answer more than one choice

### 4.3 Perception on Social Media Contents

Next, perception on social media contents is presented in Table 4.14, which was adapted from Tsang, Ho, and Liang (2004) The scale consists statements with a reliability of .90 using five-point Likert scale, where 5 Strongly agree, 4 = Agree, 3 = Neither agree or disagree, 2 = Disagree, and 1 = Strongly disagree.

Table 4.14 indicates respondents' perception on social media contents. In general, respondents neither agree nor disagree on perception on social media contents ( $M = 3.39$ ). Regarding the data, respondents agree most that *you feel that social media content about sports and physical activity is a good source for timely information* ( $M = 3.75$ ), that *social media content about sports and physical activity provides the information you need* ( $M = 3.74$ ), and that *you feel that receiving social media content about sports and physical activity is enjoyable and entertaining* ( $M = 3.72$ ). On the other hand, the respondents agree least that *You feel that social media content about sports and physical activity is often annoying* ( $M = 2.61$ ), followed by that *you feel that social media content about sports and physical activity is irritating* ( $M = 2.68$ ).

Table 4. 14 Perception on social media contents

Perception on social media contents	<i>M</i>	<i>SD</i>
<b>Entertainment</b>		
You feel that receiving social media content about sports and physical activity is enjoyable and entertaining	3.72	1.03



You feel that receiving social media content about sports and physical activity is pleasant	3.70	1.03
<b>Informative</b>		
You feel that social media content about sports and physical activity is a good source for timely information	3.75	1.05
Social media content about sports and physical activity provides the information you need	3.74	1.04
<b>Irritation</b>		
You feel that social media content about sports and physical activity is irritating	2.68	1.36
You feel that social media content about physical activity is almost everywhere	3.35	1.12
You feel that social media content about sports and physical activity is often annoying	2.61	1.37
<b>Credibility</b>		
You use social media content about sports and physical activity as a reference to participate sports and physical activity	3.50	1.10
You trust social media content about sports and physical activity	3.51	1.00
<b>Total</b>	<b>3.39</b>	<b>1.12</b>

Note: Likert Scale score 5 as the highest rank and 1 is the lowest. Cronbach's Alpha = .89

#### 4.4 Attitude towards sports and physical activity

The twenty statements from attitude towards sports and physical activity was modified from Pereira, Santos, and Marinho (2020) with a reliability score of .95. A five-point Likert scale was utilized, where 5 = Strongly agree, 4 = Agree, 3 = Neither agree or disagree, 2 = Disagree, and 1 = Strongly disagree.

The attitude towards sports and physical activity of respondents is illustrated in Table 4.15. Overall, the respondents have positive opinion on sports and physical activity. The respondents agree mostly that *the social media content about sports and physical activity you*

receive is useful for you ( $M = 3.75$ ), that social media content about sports and physical activity you receive make your sports and physical activity participation interesting for you ( $M = 3.74$ ), and that social media influencer makes your sports and physical activity participation interesting for you ( $M = 3.70$ ). On the other side, respondents least agree that you feel your social media influencer makes participation in sports and physical activity boring for you ( $M = 2.72$ ), and that you feel the social media content about sports and physical activity you receive make your sports and physical activity boring for you ( $M = 2.73$ ), as followed.

Table 4. 15 Attitude towards sports and physical activity

<b>Attitude towards Sports and Physical Activity</b>	<b><i>M</i></b>	<b><i>SD</i></b>
<b>Enjoyment</b>		
Social media content about sports and physical activity you receive make your sports and physical activity participation interesting for you	3.74	0.96
Social media content about sports and physical activity you receive make your sports and physical activity participation unpleasant for you	2.83	1.30
Social media content about sports and physical activity you receive get you excited about sports and physical activity participation	3.63	0.98
You feel the social media content about sports and physical activity you receive make your sports and physical activity boring for you	2.73	1.32
Social media influencer makes your sports and physical activity participation interesting for you	3.70	1.03
You feel your social media influencer makes participation in sports and physical activity fun for you	3.67	1.03
You feel your social media influencer makes participation in sports and physical activity boring for you	2.72	1.33
Your social media influencer makes participation in sports and physical activity unpleasant for you	2.74	1.38

Your social media influencer gets you excited about participation in sports and physical activity	3.60	1.00
You feel the social media content about sports and physical activity you receive makes participation in sports and physical activity fun for you	3.68	0.99
<b>Usefulness</b>		
Your social media influencer makes participation in sport and physical activity seem unimportant to you	2.79	1.23
You feel the social media content about sports and physical activity you receive are useless to you	2.76	1.38
The social media content about sports and physical activity seems important for you	3.56	1.01
Your social media influencers make participation in sports and physical activity seem important to you	3.47	1.08
The social media content about sports and physical activity you receive is useful for you	3.75	0.98
You feel the social media content you receive are valuable to you	3.67	1.00
The social media content you receive seem unimportant to you	2.81	1.34
Your social media influencer makes participation in sports and physical activity useful for you	3.60	0.98
You feel your social media influencer makes participation in sports and physical activity valuable for you	3.55	1.05
You feel your social media influencer makes participation in sports and physical activity useless for you	2.83	1.38
<b>Total</b>	<b>3.29</b>	<b>1.13</b>

Note: Likert Scale score 5 as the highest rank and 1 is the lowest. Cronbach's Alpha = .95

#### 4.5 Sports and Physical Activity Behavior

This part consists of seven tables on Bangkok youth's sports and physical activity behavior questions including questions based on whether respondents are athletes, the sports and physical activity intensity, and the types of sports and physical activity participation.

Table 4.16 explains the findings of data among Bangkok youth that the majority of respondents are non-athletes at 73.1%. While, there are only 26.9%, who presents as athletes.

Table 4. 16 Whether Respondents of Bangkok Youth are Athletes

Whether respondents are Athletes	<i>f</i>	%
Yes	123	26.9
No	334	73.1
<b>Total</b>	457	100.0

Next, Table 4.17 presents the number of times of Bangkok youth's sports participation. The table presents that the respondents who practice sports 1 time or less than 1 time included the majority of Bangkok youth with 42.5%, while respondents who practice 2 to 3 times per week (22.5%), Not practice sports at all (20.6%), 4 to 6 times per week (9.4%) are followed. Practice sports everyday has the least number of times at 5.0%, respectively.

Table 4. 17 Bangkok Youth respondents by Sport Practice Intensity

Sports Practice Intensity	<i>f</i>	%
None	94	20.6
1 time or less than 1 time per week	194	42.5
2 to 3 times per week	103	22.5
4 to 6 times per week	43	9.4
Everyday	23	5.0
<b>Total</b>	457	100.0

The data shows the hours the respondents practice sports. The range of hours in this survey are classified into five groups comprised of not practice sports at all, practice 1 hour or less

than 1 hour per time, practice more than 1 to 2 hours per time, practice more than 2 to 3 hours per time, and practice more than 3 hours per time. It is reported that the majority of respondents practice sports 1 hour or less than 1 hour per time (37.2%), followed by practice more than 1 to 2 hours per time (28.2%), not practice sports at all (18.6%), practice more than 2 to 3 hours per time (12.3%), and practice more than 3 hours per time (3.7%), respectively.

Table 4. 18 Sport Practice Intensity of Bangkok Youth respondents

<b>Sports Practice Intensity</b>	<b><i>f</i></b>	<b>%</b>
None	85	18.6
1 hour or less than 1 hour per time	170	37.2
More than 1 to 2 hours per time	129	28.2
More than 2 to 3 hours per time	56	12.3
More than 3 hours per time	17	3.7
<b>Total</b>	<b>457</b>	<b>100.0</b>

The data findings on respondents' types of sports participation are demonstrated in Table 4.19. It is reported that the majority practice badminton (54.9%), followed by running (36.5%), swimming (23.2%), basketball (22.8%), football (16.2%), volleyball (15.8%), do not play sports at all (12.3%), table tennis (7.7%), boxing (4.4%), shooting (2%), archery (1.8%), taekwondo (1.5%), and other (5.9%) such as futsal (6 responses), weight training (3 responses), handball (2 responses), cycling (2 responses), judo (2 responses), sepak takraw (1 response), pétanque (1 response), cricket (1 response), yoga (1 response), fencing (1 response), climbing (1 response), weight lifting (1 response), pilates (1 response), ballroom dancing (1 response), golf (1 response), tennis (1 response), fitness (1 response), kick boxing (1 response), and walking (1 response).

Table 4. 19 Bangkok Youth respondents by Sport types

<b>Sports Types</b>	<b><i>f</i></b>	<b>%</b>
Basketball	104	22.8
Volleyball	72	15.8
Football	74	16.2
Badminton	251	54.9
Table Tennis or Ping Pong	35	7.7
Taekwondo	7	1.5
Boxing	20	4.4
Shooting	9	2.0
Swimming	106	23.2
Archery	8	1.8
Running	167	36.5
Do not play sports at all	56	12.3
Other	27	5.9
<b>Total</b>	<b>936</b>	<b>204.8</b>

Note: Can answer more than one choice

Next, Table 4.20 presents the number of times of Bangkok youth's physical activity participation. The table presents that the respondents who do physical activity 1 time or less than 1 time included the majority of Bangkok youth with 42.9%, while respondents who do 2 to 3 times per week (31.9%), 4 to 6 times per week (9.8%), and not do physical activity at all (9.4%) are followed. Practice sports everyday has the least number of times at 5.9%, respectively.

Table 4. 20 Bangkok Youth respondents by Physical Activity Intensity

<b>Physical Activity Intensity</b>	<b><i>f</i></b>	<b>%</b>
None	43	9.4
1 time or less than 1 time per week	196	42.9
2 to 3 times per week	146	31.9
4 to 6 times per week	45	9.8

Everyday	27	5.9
<b>Total</b>	457	100.0

The data shows the hours the respondents do physical activity. The range of hours in this survey are classified into five groups comprised of not do physical activity at all, do 1 hour or less than 1 hour per time, do more than 1 to 2 hours per time, do more than 2 to 3 hours per time, and do more than 3 hours per time. It is reported that the majority of respondents do physical activity 1 hour or less than 1 hour per time (52.1%), followed by do more than 1 to 2 hours per time (27.1%), not do physical activity at all (9.4%), do more than 2 to 3 hours per time (8.5%), and do more than 3 hours per time (2.8%), respectively.

Table 4. 21 Physical Activity Intensity of Bangkok Youth respondents

<b>Physical Activity Intensity</b>	<b><i>f</i></b>	<b>%</b>
None	43	9.4
1 hour or less than 1 hour per time	238	52.1
More than 1 to 2 hours per time	124	27.1
More than 2 to 3 hours per time	39	8.5
More than 3 hours per time	13	2.8
<b>Total</b>	457	100.0

The data findings on respondents' types of physical activity participation is demonstrated in Table 4.22. It is reported that the majority do walking (59.7%), followed by jogging (49.5%), fast walking (36.8%), weight training (29.3%), dancing (23.6%), cycling (23%), yoga (8.8%), do not do physical activity at all (4.6%), and other (5.5%) such as running/fast running (3 responses), pilates (3 responses), swimming (2 responses), badminton (2 responses), futsal (2 responses), HIIT (1 response), treadmill walking (1 response), hula-hoop (1 response), cricket (1 response), fencing (1 response), while practice sports (1 response), aerobic (1 response), rope jumping (1 response), boxing (1 response), and pentathlon (1 response).

Table 4. 22 Bangkok Youth respondents by Physical Activity types

<b>Physical Activity Types</b>	<b><i>f</i></b>	<b>%</b>
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Walking	273	59.7
Jogging	226	49.5
Fast walking	168	36.8
Cycling	105	23.0
Dancing	108	23.6
Yoga	40	8.8
Weight Training	134	29.3
Do not do physical activity at all	21	4.6
Other	25	5.5
<b>Total</b>	<b>1100</b>	<b>240.7</b>

Note: Can answer more than one choice

#### **4.6 Sports and Physical Activity Related to Content on Social Media**

This part consists of six tables on Bangkok youth's sports and physical activity related to content on social media questions including questions based on source information of sports and physical activity related to contents on social media, the type of sports and physical activity related to contents on social media, sports and physical activity influencer on social media, favorite sports and physical activity influencer on social media.

Content references distribution is indicated in Table 4.23. Most respondents have seen, read, and watched anything on social media related to sports and physical activity from friends the most at 56.5%. While, news or mass media (E.g. T Sports 7, Mainstand, the Standard) (56%), celebrities/influencers (55.4%), athlete (53.2%), official health organizations (e.g. Thai Health Promotion Foundation, Sport Authority of Thailand) (35.9%), someone of similar age/interest to respondent (25.2%), government (or equivalent) (21%), family members (20.6%), research (9.2%), and other (0.7%) such as Instagram, Facebook Page or Line Official (1 response), and KOL/trainer page (1 response), and YouTube (1 response) are followed, respectively.



Table 4. 23 Bangkok Youth respondents by Social Media Sports and Physical Activity Reference

<b>Social Media Sports and Physical Activity Reference</b>	<b><i>f</i></b>	<b>%</b>
Government (or equivalent)	96	21.0
Official Health Organizations (e.g. Thai Health Promotion Foundation, Sport Authority of Thailand)	164	35.9
News or Mass Media (e.g. T Sports 7, Mainstand, the Standard)	256	56.0
Celebrities/Influencers	253	55.4
Athletes	243	53.2
Friends	258	56.5
Family Members	94	20.6
Someone of similar age/interest to you	115	25.2
Research	42	9.2
Other	3	0.7
<b>Total</b>	<b>1524</b>	<b>333.5</b>

Note: Can answer more than one choice

The data findings on respondents' types of sports and physical activity related to content on social media is demonstrated in Table 4.24. It is reported that the majority receive the format content of video (88.6%) the most, followed by video story (50.5%), image (48.8%), text (46.6%), GIF (28.4%), meme (26.5%), and live (22.5%), and Other (0.7%) such as television (1 response), Instagram reel (1 response), and YouTube (1 response).

Table 4. 24 Sports and Physical Activity related to Content on Social Media by Bangkok Youth respondents

<b>Sports and Physical Activity related to Content on Social Media</b>	<b><i>f</i></b>	<b>%</b>
Video	405	88.6
GIF	130	28.4
Image	223	48.8
Meme	121	26.5
Text	213	46.6
Video Story	231	50.5
Live	103	22.5
Other	3	0.7
<b>Total</b>	<b>1429</b>	<b>312.7</b>

Note: Can answer more than one choice

The data shows the sports and physical activity influencer on social media. The reference groups in this survey are classified into six groups comprised of celebrity/influencer, personal trainer/fitness coach, celebrity doctor, national health/sport organization, local health/sport organization, and other. It is reported that the majority of respondents select celebrity/influencer (69.3%), followed by personal trainer/fitness coach (34.9%), national health/sport organization (31.0%), celebrity doctor (25.1%), local health/sport organization (18.9%), and Other (9.3%) such as friend/ friend who is athlete (10 responses), myself/my interest/weight gain (10 responses), no/no problem (3 responses), YouTube/Facebook/Social media (3 responses), family/sister (4 responses), girlfriend/boyfriend (2 responses), athlete (2 responses), acquaintance (1 response), personal doctor (1 response), film/movie (1 response), and crush (1 response), respectively.

Table 4. 25 Bangkok Youth respondents by Social Media Sports and Physical Activity Reference

<b>Social Media Sports and Physical Activity Reference</b>	<b><i>f</i></b>	<b>%</b>
Celebrity/Influencer	282	69.3
Personal Trainer/Fitness Coach	142	34.9
Celebrity Doctor	102	25.1
National Health/Sport Organization	126	31.0
Local Health/Sport Organization	77	18.9
Other	38	9.3
<b>Total</b>	<b>767</b>	<b>188.5</b>

Note: Can answer more than one choice

Next, Table 4.26 illustrates the favorite sports and physical activity influencers among Bangkok youth. The most respondents expose that they don't have favorite sports and physical activity influencer (57.8%). While, Bebe Fit Routine (25.4%), and Fit Junctions (2.2%), are mentioned in the high rate on the lists. Whereas, Chloe Ting, Gypsy keerati/ The gyps channel, and do have sports and physical activity influencers depict 1.3%. Among the low percentages of the respondents' answer are 0.9% for Cristiano Ronaldo, Fit Kab Dao, and Toon Vegan, 0.7% for DoItFitDiary, Emi Wong, Forcejun, Squad couple, and Leo Messi, 0.4% for FCAJOHN, Mary Braun, growingannanas, bitchycooking, Ar.ngoon, Janie Tienphosuwat, Preeroj G. Kasemsarn, KT KRATAE, and Kobe Bryant, and 0.2% for the remainder.

Table 4. 26 Favorite Sports and Physical Activity Influencers of Bangkok Youth respondents

Types of Sports and Physical Activity Influencers	Favorite Sports and Physical Activity Influencers
Fitness Influencer	Bebe Fit Routine, Fit Junctions, Chloe Ting, Gypsy keerati/ The gyps channel, Fit Kab Dao, Toon Vegan, DoItFitDiary, Emi Wong, Forcejun, Squad couple, FCAJOHN, Mary Braun, growingannanas, bitchycooking, Ar.ngoon, Preeroj G. Kasemsarn, KT KRATAE, somifit, Zumba Class, THAMES PURIPAT, Madfit, Mady Morrison, bookiehealthygirl, pearlkirati, mndxhealthy, Sanne Vloet, Emily Wong, happyharuu, bestfitts, Hero Athletes, sixpack project, 10kcalmuscle, hut anurak, fromfattofitdiaryy. Petitegirl_fitroutine, skinsideup, planv.egan, ssorimi__, Kaleigh Cohen Strength, Plaifa Pimantakorn, Pamela Rief
Lifestyle Influencer	Gypsy keerati/ The gyps channel, fromfattofitdiaryy, planv.egan, Bow kanyarat, Runner’s journey, Uniprang
Athlete	Cristiano Ronaldo, Leo Messi, Kobe Bryant, Ratchanok Inthanon, Busanan Ongbamrunghan, Teerasil Dangda, Mark Pakin Kunaanuwit, Trent Alexander-Arnold, lucas.elliott, j.bellingham, Leandro Trossard, Thai National Bodybuilding Athletes, Frenkie de Jong, Pitchamon Opatniputh, Athlete, ssorimi__, @Saeyang70, Kevin De Bruyne, Stephen Curry, Professor Live, Runner’s journey, Ronnie Coleman, Marine Johannes, Caitlin Clark, Saenchai
Model	Janie Tienphosuwan
Actor	Mark Pakin Kunaanuwit, Gemini Norawit Titicharoenrak, Fourth Nattawat Jirochtikul, Mile Phakphum Romsaithong, Arnold Schwarzenegger
Actress	Janie Tienphosuwan, Lisa Blackpink

Singer	KT KRATAE, Lisa Blackpink, Maria Lynn Ehren
Fandom	TingVolleyball, Volley
Dancer	Zumba Class
Foodie	Bookiehealthygirl, Bow kanyarat
Sports Media	Nrsportsradio
General Public	Pairaya Srijumbo, Cheetah, Ajarn Big, Sanfrankisco, Top airsoft, mr.macbot, novrich, silo, pov cam, kicking mustang, alofons, Weem
-	Do not have any sports and physical activity influencer, Do have sports and physical activity influencers, wag

Note: Can answer more than one choice

#### 4.7 Intention to participate in Sports and Physical Activity

Lastly, this part contains of two statements of respondents' intention to participate in sports and physical activity which is represented in Table 4.27.

The questionnaires are customized based on Tsang, Ho, and Liang (2004) with a reliability of .90 using a five-point Likert scale, where 5 = Strongly agree, 4 = Agree, 3 = Neither agree or disagree, 2 = Disagree, and 1 = Strongly disagree.

The finding presented in Table 4.27 demonstrates respondents' intention to participate in sports and physical activity. For both statements, respondents agree that *you are willing to do the physical activity after receiving the social media content about sports and physical activity* ( $M = 71$ ), and that *you are willing to do the sports after receiving the social media content about sports and physical activity* ( $M = 3.66$ ).

Table 4. 27 Intention to participate in Sports and Physical Activity

<b>Intention to participate in Sports and Physical Activity</b>	<b><i>M</i></b>	<b><i>SD</i></b>
<b>Intention</b>		
You are willing to do the sports after receiving the social media content about sports and physical activity	3.66	1.04
You are willing to do the physical activity after receiving the social media content about sports and physical activity	3.71	0.99
<b>Total</b>	<b>3.68</b>	<b>1.01</b>

Note: Likert Scale score 5 as the highest rank and 1 is the lowest. Cronbach's Alpha = .90

#### 4.8 Statistical Analysis

A correlation analysis was revealed using statistical testing to perceive results. The analysis was taken place to investigate the link between perception on social media contents, attitudes towards sports and physical activity, and intention to participate in sports and physical activity. The aspects of perception on social media contents, attitudes towards sports and physical activity, and intention to participate in sports and physical activity, were resulted a significant correlated all aspects, as shown in Table 4.28.

The correlation analysis presented that *perception on social media contents* and *attitude towards sports and physical activity* have a high relationship with a score of .80 ( $p < .05$ ). While, the moderate relationship also occurs in accordance to other variables; *perception on social media contents* and *intention to participate in sports and physical activity* with a score of .68 ( $p < .05$ ), and *attitude towards sports and physical activity* and *intention to participate in sports and physical activity* with a score of .63 ( $p < .05$ ).

Table 4. 28 Correlation Analysis

Relationship between	<i>r</i>	<i>p</i>
Perception on social media contents and Attitude towards sports and physical activity	.80	.00
Attitude towards sports and physical activity and Intention to participate in sports and physical Activity	.63	.00
Perception on social media contents and Intention to participate in sports and physical activity	.68	.00

#### 4.9 Summary

The results of questionnaire survey gathered among 457 Bangkok youth are summarized. The demographic profile, social media behavior, perception on social media contents, attitude towards sports and physical activity, sports and physical activity behavior, sports and physical activity related to content on social media, and intention to participate in sports and physical activity were presented to answer the research questions. Lastly, in statistical analysis, the

relationship between Perception on social media contents, Attitude towards sports and physical activity, and Intention to participate in sports and physical activity, are all significantly correlated.

## **CHAPTER V: DISCUSSION, CONCLUSIONS & SUGGESTIONS FOR FUTURE RESEARCH**

The chapter consists the details of summary and discussion of this research study. The beginning initiates with the discussion of the research results. Secondly, the parts of relationship between perception on social media contents, attitude toward sports and physical activity, and intention to participate in sports and physical activity will be followed. Subsequently, limitations of the research, directions for future research, and practical value and application will be discussed in order.

### **5.1 Objective of the survey**

The objective of the survey is to find the relationship between perception on social media contents, attitude toward sports and physical activity, and intention to participate in sports and physical activity, and explore social media contents related to sports and physical activity that Bangkok youths perceive.

### **5.2 Discussion**

This section analysis and discuss the findings whether they are similar to the previous research and discoveries by scholars. The part consists of social media behavior, perception on social media contents, attitude towards sports and physical activity, sports and physical activity behavior, sports and physical activity related to contents on social media, intention to participate in sports and physical activity, followed by the relationship between perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity.

#### **Social media Behavior**

In the part of social media behavior shows that the majority use social media via mobile phone, platform Instagram and between 2 and 5 hours daily, the most. The results are connected to Gulatee, Combes, and Yoosabai (2021) that the majority of Thai-student respondents use mobile phone to assess to social media the most. However, considering the platform that gain the highest numbers in social media platform usage, Instagram is not on the top of ranking according to Muangtum (2022). This platform is ranked in No.5 followed by



Line, Facebook Messenger, and TikTok. Perhaps, Instagram is popular among youth target. While, the results regarding the time spent on social media is contradicted to Pratoom, Srilakornthai, and Phunakam (2021) which indicates that Thai youth respondents spend their time on social media about 6 to 8 hours per day averagely. While, the survey result found to be less amount of time (2 – 5 hours per day) compared to the literature finding.

Furthermore, in the part of social media behavior, most of respondents choose entertainment as the objective social media usage. In addition, video is their favorite social media content format when asking about their preference. The results are contradicted to DataReportal, 2022 retrieved from Muangtum (2022) which found that the main reasons Thais use social media is keeping in touch with friends and family in the first priority. The results found that the first priority using social media among youth is for entertainment. While, the result in favorite content type chosen by Bangkok youth respondents is connected to ETDA (2022), which stated that Thai youths apparently are “Making a Content” such as clip/video, and podcast. Therefore, “entertainment” is the prior purpose of social media usage among Bangkok youths, and “video” is their favorite format to perceive.

### **Perception on Social media Content**

For perception on social media contents, the outcomes of the research demonstrates that majority neither agree nor disagree on perception on social media contents in overall nine statements. The most of samples agreed that feeling that social media content about sports and physical activity is a good source for timely information, and that social media content about sports and physical activity provides the information they need.

The result is compatible to Goodyear et al., (2021) which indicates that social media is a good source of information on physical activity. In addition, social media provides sharing workouts, online community and supports, awareness and education. The conversation occurs through social media platforms among community including role model, influencer, peers, and followers (Graff, 2022). Therefore, social media is perceived as an information source and provides the informative values to youth audiences regarding sports and physical activity.

Based on Solomon (2006), individual chooses to select to focus some stimuli and ignore other. Social media is a stimulus that caught attention by youth audiences. In addition, people select

to pay attention to an object that based on their need first (Kotler & Keller, 2011). Social media influences on Bangkok youth respondents' perception as it fulfills their need, in some way at some point.

According to Kotler and Keller (2011), perception reflects one's actual behavior. The perception influences attitude (Solomon, 2006) and can affect to their actions and habits (Schiffman, Kanuk, & Hansen, 2012). In addition, Widyanto and Rachmad Saleh (2018) illustrates that that perceived value, advertisement, store image, trust, and familiarity have significant influence toward intention to purchase.

### **Attitude towards Sports and Physical Activity**

For attitude towards sports and physical activity part, the outcomes reveals that most of respondents felt positive with sports and physical activity. In addition, they agreed that the social media content about sports and physical activity they receive is useful, and social media content about sports and physical activity they receive make their sports and physical activity participation interesting for them. The results are correlated to the previous finding in perception on social media content. In this context, consumer learn attitude from experience they perceive on social media content and has the positive attitude towards sports and physical activity in overall. Attitude represents a predisposition to respond positively or negatively based on an individual's beliefs, values, experiences, and perceptions (Solomon, 2006). Social media content is useful and entertaining for Bangkok youth respondents. According to Araújo and Dosil (2015), attitude is one of the most important factors as a predictor variable in a relation to behavioral intentions regarding physical activity. The more positive attitude tends to be, the more possibility of the action occurs. Attitude can be the key to understanding human behavior and influence to consumer behavior and decision-making (Ajzen & Fishbein, 2005; Fishbein & Ajzen, 1975; Bizer, Barden, & Petty, 2006).

### **Sports and Physical Activity Behavior**

In the part of sports and physical activity behavior, respondents who practice sports 1 time or less than 1 time per week included the majority of Bangkok youth. In addition, the majority of respondents practice sports 1 hour or less than 1 hour per time. The sports that the majority practice is badminton, running, and swimming. While in physical activity, the respondents do

physical activity 1 time or less than 1 time per week. In addition, the majority of respondents do physical activity 1 hour or less than 1 hour per time. Furthermore, the physical activity that majority of respondents do is walking, jogging, and fast walking. The results are correlated to what Boer, (2021) as cited in Statista, (2017) stated. The sports that the majority of Thais participate are Badminton, Swimming, Track and Field, and Running Jogging. Therefore, “Badminton, running, and swimming” are the popular sports among Thai youth. While, “Jogging, walking, and fast walking” are the popular activities among physical activity. In addition, the result is also interrelated to Boer (2021) as cited in Statista (2017), that Thai people spent on sports between 1 to 2 hours per week. Correlating with Widyastari et al., (2022), MGR Online (2023), and Statista Research Department (2023), that youth in Thailand have a low rate in sports and physical activity participation, and there are a few numbers of youth who meet 60-min MVPA daily threshold according to the survey result (1 hour or less than 1 hour per time, and 1 time or less than 1 time per week).

### **Sports and Physical Activity related to content on Social media**

In the part of sports and physical activity related to content on social media, it is found that the majority of respondents explored sports and physical activity related to content on social media from friends, and in a video format. The results correlated to Goodyear, Armour, and Wood (2018), and Jiang and Ning (2022). Friends help encouraging in physical activity (Jiang & Ning 2022). In addition, peer contents are one of the content types that young people assess with. Peer contents refers to the message creator by other young people (Goodyear, Armour, & Wood, 2018). Furthermost, the result of “video” as the format that the majority of Bangkok youth respondents receive presents correlatedly to what Holland and Tiggemann (2017), Jiang and Ning (2022), Hussain, Naz, Shahzad, and Bajwa, (2021), and Yousuf and Ganjera (2020) mentioned that video is the effective way in conveying, delivering the message, and engaging fans. Therefore, “friend” is a good source for promoting sports and physical activity as respondents receive the content from this source the most, and video format is the popular contents in sports and physical activity related to content on social media.

Additionally, in the sports and physical activity reference part, the results show that majority of respondents choose celebrity and influencer as the influenced source in their decision making to participate in sports and physical activity. However, when asking about sports and physical activity influencer, it is reported that majority of respondents don't have any sports and physical activity influencers on social media in an open-ended question, while the highest name mentioned is "Bebe Fit Routine." It is assumed from the answers in open-ended option in closed-end question that "friend" and "myself" can be another main influenced source in decision making as they are mentioned the most for "Other" option of questionnaire (10 responses for each selection). This is the limitation of the study that cannot provide the adequate range of answers due to linking to the previous finding of the reference research. Therefore, the researcher uses the same option to prior reference. Assuming from what is found, this can imply that the celebrity and influencers can influence in decision making in sports and physical activity participation which is correlated to Goodyear et al. (2021) which indicates that celebrities/influencers and personal trainers/fitness are the major health-related sources people accessed in social media. However, there are possibly other sources such as friends that can be another influencing role to influence decision-making. In addition, among the greatest number of responses for influencer, the majority of respondents mentioned influencer in fitness, and physical activity more than sports, generally. The results correspond to the survey in intention part as the majority respondents agreed that "*You are willing to do the physical activity after receiving the social media content about sports and physical activity*" more than "*You are willing to do the sports after receiving the social media content about sports and physical activity*". Therefore, social media contents effectively influenced to Bangkok youth respondents on physical activity more than sports in overall.

### **Intention to participate in Sport and Physical Activity**

The outcomes on the survey participants' intention to participate in sports and physical activity reveal that they are willing to do the sports and physical activity after receiving the social media content about sports and physical activity.

The outcome is compatible to Hou and Kohsuwan (2021) which presents that the perceived social norms, recognition, exercise imagery and subjective exercise knowledge viewed from social media context can influence the intention to exercise. Content exposed by social media

can influence to intention to take an action. According to Godin (1993), intention is the essential predictor of exercise behavior. In addition, measuring a behavioral intention is the best way to predict actual behavior (Peter & Olson, 2007). Furthermore, the intention is the key variables helping predict individual decision-making (Godin, 1993). As what Zhu, Hou, Zhou, Xiao, and Wang, 2022 found, exercise intention could have a positive effect to exercise behavior through the mediating effect of action planning.

### **Relationship between Perception on Social media Contents, Attitude towards Sports and Physical Activity, and Intention to participate in Sport and Physical Activity**

In conclusion, the relationship among perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity, are significantly positively related to each other.

The research findings show that relationship between perception on social media contents and attitude towards sports and physical activity have positive significant relationship. Attitude towards sports and physical activity, and intention to participate in sports and physical activity have a positive significant relationship. Finally, intention to participate in sports and physical activity and perception on social media contents have a positive significant relationship.

The finding of the interrelationship between perception on social media contents, attitude towards sports and physical activity, and intention to participate in sports and physical activity are correlated to Widyanto and Rachmad Saleh (2018) which states that the perception of advertisement has significant influence on customer purchase intention. In addition, the finding is also corresponding with Fu (2012) which indicates that personality of SMS advertisements has the effect on attitudes, and attitudes is the major mediator between belief dimensions and behavioral intention. In addition, Avirutha (2020) also found that there is relationship between perception, attitude, and intention among Thai customers in digital payment area. As Chatzisarantis, Hagger, Biddle, and Smith (2005) also show that attitude-intention relationship was stable over time, it is suggested that marketer ought to deeper understand the consumer behavior and their buying strategy in order to make a successful impact or campaign (Stankevich, 2017). Therefore, by understanding the consumer's internal factors that influences decision-making is essential, especially the relationship between

variables. In order to make a great communication campaign the strategy, the communicator need to consider on creating the contents that can influence their perception, attitude, and intention. The more positive and higher score in intention, the more likely the behavior occurs.

### **5.3 Limitations**

In spite of the aiming to not make the limitation, this cannot be avoided. The first limitation is that there might be some missing important answers in the questionnaire. For example, as it is suggested in sports and physical activity related to content on social media, there are number of participants who mentioned “friend” in an option for influencer who influence participants’ decision making in sports and physical activity. Therefore, it ought to be one of the choices prior. But as the researcher use the current options regarding the reference, the study missed the chance to explore more accurate and impactful result in this case. Another example is, in sports types that respondents participate may have more activities that is not included in the choices. Therefore, this could provide more activities that should be included.

### **5.4 Suggestions for future research**

For future research, it is suggested that doing a qualitative and mixed method approaches could be another way to study in-depth to gain more insight. Especially, to study in consumer behavior in specific social media platforms such as Instagram, TikTok, YouTube is recommended as youth spent their time on those platforms. In addition, the researches can further use this study as a framework to explore in different age group to see whether the other generations will have the same behavior, perception, attitude, and intention on social media regarding sports and physical activity or not. Therefore, to conduct more in-depth studies; qualitative, and mix-methods, to study in specific platforms, and to find out in different age groups are suggested for the future studies.

### **5.5 Practical Implications**

The practical implications and insights about youth consumers’ opinion in the context of social media and sports and physical activity are presented. The first practical implication is that the campaign marketer could provide the content that are entertained, and informative based as evidenced in the findings by respondents indicates that the main objective of social media usage is for entertainment and information as followed. In addition, the content format of video for both short and long form are recommended to promote sports and physical activity

participation. The evidence indicates that the respondents choose video, video story, text, image and meme as their favorite contents format. Meanwhile, the platforms that marketer or sports and physical activity communicator should focus for promotion among Youth is Instagram followed by Facebook, Line, YouTube, and TikTok. The evidence from survey's finding shows that those platforms are used by the majority of respondents.

In term of sports and physical activity aspect, those organizations that stated in the low numbers in participation could develop the communication campaign and promotion to encourage more youth population to participate in such as Taekwondo, Shooting, and Archery. The results of the questionnaire show that those sports are not popular among Bangkok youth compared to other type of sports. In addition, the marketer could use influencers/celebrity, and personal trainer/fitness coach to promote sports and physical activity participation as they are the influencing sources who influence Bangkok youth respondents to participate in sports and physical activity.

Furthermore, the results of questionnaire from the open-ended questions disclose that Bebe Fit Routine, Fit Junctions, Chloe Ting, Gypsy keerati/ The gyps channel are the most mentioned name of influencers among Bangkok youth respondents. By connecting to what it is related to sports and physical activity, the marketer could promote sports and physical activity from the mentioned sources as they are familiar to the respondents. Finally, the significant correlation between perception on social media content, attitude towards sports and physical activity, and intention to participate sports and physical activity indicates that there is a connection between social media and sports and physical activity participation (online) in this context. There should be more campaign for sports and physical activity promotion to raise awareness on social media. This could draw to be one of the policies in health promotion to convey the healthy lifestyle in action through social media online platform.

In conclusion, marketers, sports and physical activity organizer, and policy maker could adapt this finding and insight for developing communication strategy and campaign in order to promote more sports and physical activity participation in society. Communication is the starting point of the change for a better world.





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## **Overview appendices**

APPENDIX I: Questionnaire English Version.

APPENDIX II: Questionnaire Thai Version.

## **APPENDIX I**

## APPENDIX I: Questionnaire English Version.

### Questionnaire

#### Sports and Physical Activity Behavior of Youth

This questionnaire is a part of the Master's thesis dissertation of the Olympic Studies Programme, University of Peloponnese, and the International Olympic Academy (IOA). The research's objective is to study the relationship between perception towards social media sports and physical activity related contents, attitude towards sports and physical activity, and intention in sports and physical activity participation among Bangkok Youth.

The researcher kindly asks for your cooperation to answer the questions fully, and honestly with your opinion. In addition, the answers of this questionnaire will be confidential and will be gathered for academic and educational benefits. This study does not intend to infer to anybody personally.

#### Consent Form

I, understand about the background and the objective of research. As well as, the procedure to act or treated. I have read the details for respondents' materials and was informed of explanation from research. I voluntarily participate in this research project as explained in instruction by researcher. Therefore, I am consent to participate in this research.

I confirm that I am 18 and 25 years old, Thai, and live in Bangkok City. I have the right to withdraw from this research anytime I would like without providing the reason to researcher. By withdrawing from this research will not affect me. The researcher will keep this confidential by collecting the research data in overall only and will not intend to infer to me personally.

You are consent to participate in this research.

- Yes

## Screening Question

Please select (✓) the statement that best fits to your opinion

1. Are you age between 18-25 years old?
  - 1. Yes
  - 2. No (Complete questionnaire)
2. Do you live in Bangkok now?
  - 1. Yes
  - 2. No (Complete questionnaire)
3. Have you seen, read, or watched on social media content related to “sports and physical activity” in the last 6 months?
  - 1. Yes
  - 2. No (Complete questionnaire)

### Part 1: Personal Information

1. Sex
  - 1. Male
  - 2. Female
2. Gender

Gender is your self-expression to other regarding your preference to how you want to be perceived. For example, LGBTQ+ (Optional)

  - .....
3. Age
  - 1. 18 – 21 years old
  - 2. 22 – 25 years old
4. Residence
  - 1. Inner City in Bangkok (Phra Nakhon, Pom Prab Sattruphai, Samphanthawong, Patumwan, Bang Rak, Yannawa, Sathorn, Bang Kho Laem, Dusit, Bang Sue, Phayathai, Ratchathewi , Huai Khwang, Khlong Toei, Chatuchak, Thonburi, Khlong San, Bangkoknoi, Bangkok Yai, Din Daeng, Watthana)
  - 2. Middle City in Bangkok (Phra Khanong, Prawet, Bang Khen, Bangkokapi, Lat Phrao, Bueng Kum, Bang Phlat, Phasi Charoen, Chom Thong, Rat Burana, Suan Luang, Bangna, Thung Khru, Bang Khae, Wang Thong Lang, Yannawa, Saphansoong, Sai Mai)
  - 3. Outer City in Bangkok (Min Buri, Don Mueang, Nong Chok, Lat Krabang, Taling Chan, Nong Khaem, Bang Khun Thian, Lak Si, Khlong Sam Wa, Bang Bon, Thawi Watthana)
5. Education:
  - 1. Primary School / Elementary School
  - 2. Lower secondary school / Middle school
  - 3. Upper Secondary School / Vocational Certificate
  - 4. High Vocational Certificate
  - 5. Bachelor Degrees
  - 6. Higher than Bachelor Degrees
6. Profession
  - 1. School Student



- 2. University Student / College Student
  - 3. Private Company Employees
  - 4. Civil servants / State Enterprise Employees
  - 5. Business Owner / Personal Business
  - 6. Self-employed (Freelance)
  - 7. Unemployed
  - 8. Other (Please specify.....)
7. Average monthly income
- 1. Less than 20,000 Baht
  - 2. 20,000 – 30,000 Baht
  - 3. 30,001 – 40,000 Baht
  - 4. 40,001 – 50,000 Baht
  - 5. 50,001 – 60,000 Baht
  - 6. More than 60,000 Baht

This study:

**Sports** means the ruled physical activity for fun, relaxation and health. It can be performed for competition. In addition, sports can help to improve many skills such as sporting skills, social skills, as well as ethics and morality. Sports can be classified as water sports, martial arts, speed sports, racket sports, track and field such as football, swimming, badminton, and taekwondo etc.

**Physical Activity** means the bodily movement exerting energy expenditure from skeletal muscles which can be outcome in various ways for health purposes. It helps to control body and emotion and physical ability such as endurance, strengths, balancing, and flexibility such as walking, running, dancing, and yoga etc.

## Part 2: Sports and Physical Activity Behavior

1. Are you an “Athlete”?
  - 1. Yes
  - 2. No
2. How many times, in average, do you participate in sports per week?
  - 1. None
  - 2. 1 time or less than 1 time per week
  - 3. 2 to 3 times per week
  - 4. 4 to 6 times per week
  - 5. Everyday
3. How many hours, in average, do you participate sports?
  - 1. None
  - 2. 1 hour or less than 1 hour per time
  - 3. More than 1 to 2 hours per time
  - 4. More than 2 to 3 hours per time
  - More than 3 hours per time
4. What sports do you participate? (You selected multiple answers if you wish)

- 1. Basketball
  - 2. Volleyball
  - 3. Football
  - 4. Badminton
  - 5. Table Tennis or Ping Pong
  - 6. Taekwondo
  - 7. Boxing
  - 8. Shooting
  - 9. Swimming
  - 10. Archery
  - 11. Running
  - 12. Other (Please specify.....)
5. How many times, in average, do you participate in physical activity per week?
- 1. None
  - 2. 1 time or less than 1 time per week
  - 3. 2 to 3 times per week
  - 4. 4 to 6 times per week
  - 5. Everyday
6. How many hours, in average, do you participate physical activity?
- a. 1. None
  - b. 2. 1 hour or less than 1 hour per time
  - c. 3. More than 1 to 2 hours per time
  - d. 4. More than 2 to 3 hours per time
  - e. More than 3 hours per time
7. What physical activity do you participate? (You selected multiple answers if you wish)
- 1. Walking
  - 2. Jogging
  - 3. Fast walking
  - 4. Cycling
  - 5. Dancing
  - 6. Yoga
  - 7. Weight Training
  - 8. Other (Please specify.....)

This study:

**Social media** means websites, Facebook, YouTube, Instagram, Line, TikTok, Twitter, and other social media platforms that you use.

**Social Media Content** means the content related to sports and physical activity as well as influencers about sports physical activity from social media platforms such as exercise video from YouTube, Facebook post about Health, running suggestion podcast, athlete role model pictures and caption on Instagram, Sports Broadcasting or live streaming on Facebook, Sports or health issue in Twitter, and Sports skill representation on TikTok etc.

### Part 3: Social Media Behavior

1. What electronic device do you use to access social media? (You selected multiple answers if you wish)
  - 1. Mobile Phone / Smart Phone
  - 2. Tablet / iPad
  - 3. Computer / Laptop / MacBook
  - 4. Other (Please specify.....)
2. What social media platform do you use? (You selected multiple answers if you wish)
  - 1. Facebook
  - 2. Line
  - 3. Facebook Messenger
  - 4. TikTok
  - 5. Instagram
  - 6. Twitter
  - 7. YouTube
  - 8. Pinterest
  - 9. Telegram
  - 10. IMessage
  - 11. WhatsApp
  - 12. Discord
  - 13. LinkedIn
  - 14. Skype
  - 15. WeChat
  - 16. Snapchat
  - 17. Other (Please specify.....)
3. From answers in question No. 2, which social media platforms do you use the most? (Please rank your top 3 social media platforms)  
1)....., 2)....., 3).....
4. How many hours a day, on average, do you use social media?

- 1. None
  - 2. Less than 1 hour per day
  - 3. 1-2 hours per day
  - 4. More than 2-5 hours per day
  - 5. More than 5-7 hours per day
  - 6. More than 7-9 hours per day
  - 7. More than 9 hours per day
5. What is your main objective to use social media? (You selected multiple answers if you wish)
- 1. Social Interaction
  - 2. Entertainment
  - 3. Information
6. What is your favorite attribute types of content? (You selected multiple answers if you wish)
- 1. Video
  - 2. GIF
  - 3. Image
  - 4. Meme
  - 5. Text
  - 6. Video Story
  - 7. Live

**Part 4: Exposure in Sports and Physical Activity related content on Social Media**

1. Who was the information you have seen, read, watched anything on social media related to sports and physical activity from? (you selected multiple answers if you wish)
- 1. Government (or equivalent)
  - 2. Official Health Organizations (e.g. Thai Health Promotion Foundation, Sport Authority of Thailand)
  - 3. News or Mass Media (e.g. T Sports 7, Mainstand, the Standard)
  - 4. Celebrities/Influencers
  - 5. Athletes
  - 6. Friends
  - 7. Family Members
  - 8. Someone of similar age/interest to you
  - 9. Research
  - 10. Other (Please specify.....)
2. Mostly, how was the information shared? (you selected multiple answers if you wish)
- 1. Video
  - 2. GIF
  - 3. Image
  - 4. Meme
  - 5. Text
  - 6. Video Story
  - 7. Live
  - 8. Other (Please specify.....)

3. Who has influenced your decision making to participate in sports and physical activity? (you selected multiple answers if you wish)
- 1. Celebrity/Influencer
  - 2. Personal Trainer/Fitness Coach
  - 3. Celebrity Doctor
  - 4. National Health/Sport Organization
  - 5. Local Health/Sport Organization
  - 6. Other (Please specify.....)
4. Who are your favorite sports and physical activity influencers?  
 .....

Please select (✓) the statement that best fits to your opinion

5. How likely do you agree or disagree following for each statements below?  
 (1. Strongly disagree, 2. Disagree, 3. Neither agree or disagree, 4. Agree, 5. Strongly agree)

Statement	5	4	3	2	1
1. You feel that receiving social media content about sports and physical activity is enjoyable and entertaining.					
2. You feel that receiving social media content about sports and physical activity is pleasant.					
3. You feel that social media content about sports and physical activity is a good source for timely information.					
4. Social media content about sports and physical activity provides the information you need.					
5. You feel that social media					

Statement	5	4	3	2	1
content about sports and physical activity is irritating					
6. You feel that social media content about physical activity is almost everywhere.					
7. You feel that social media content about sports and physical activity is often annoying.					
8. You use social media content about sports and physical activity as a reference to participate sports and physical activity					
9. You trust social media content about sports and physical activity					

**Part 5: Attitude towards Sports and Physical Activity**

6. How likely do you agree or disagree following for each statements below?

(1. Strongly disagree, 2. Disagree, 3. Neither agree or disagree, 4. Agree, 5. Strongly agree)

Statement	5	4	3	2	1
1. Social media content about sports and physical activity you receive make your sports and physical activity participation					

Statement	5	4	3	2	1
interesting for you.					
2. Social media content about sports and physical activity you receive make your sports and physical activity participation unpleasant for you.					
3. Social media content about sports and physical activity you receive get you excited about sports and physical activity participation.					
4. You feel the social media content about sports and physical activity you receive make your sports and physical activity boring for you.					
5. Social media influencer makes your sports and physical activity participation					

Statement	5	4	3	2	1
interesting for you.					
6. You feel your social media influencer makes participation in sports and physical activity fun for you.					
7. You feel your social media influencer makes participation in sports and physical activity boring for you.					
8. Your social media influencer makes participation in sports and physical activity unpleasant for you.					
9. Your social media influencer gets you excited about participation in sports and physical activity.					
10. You feel the social media content about sports and physical					



Statement	5	4	3	2	1
activity you receive makes participation in sports and physical activity fun for you.					
11. Your social media influencer makes participation in sport and physical activity seem unimportant to you.					
12. You feel the social media content about sports and physical activity you receive are useless to you.					
13. The social media content about sports and physical activity seems important for you.					
14. Your social media influencers makes participation in sports and physical activity seem important to you.					
15. The social media content					

Statement	5	4	3	2	1
about sports and physical activity you receive is useful for you.					
16. You feel the social media content you receive are valuable to you.					
17. The social media content you receive seem unimportant to you.					
18. Your social media influencer makes participation in sports and physical activity useful for you.					
19. You feel your social media influencer makes participation in sports and physical activity valuable for you.					
20. You feel your social media influencer makes participation in sports and physical activity					

Statement	5	4	3	2	1
useless for you.					

**Part 6: Intention to participate in Sports and Physical Activity**

Please select (✓) the statement that best fits to your opinion

6. How likely do you agree or disagree following for each statements below?

(1. Strongly disagree, 2. Disagree, 3. Neither agree or disagree, 4. Agree, 5. Strongly agree)

Statement	5	4	3	2	1
1. You are willing to do the sports after receiving the social media content about sports and physical activity					
2. You are willing to do the physical activity after receiving the social media content about sports and physical activity					

Thank you so much for your kind cooperation for answering this questionnaire.

## **APPENDIX II**

## APPENDIX II: Questionnaire Thai Version.

### แบบสอบถาม

เรื่อง พฤติกรรมการเข้าร่วมกีฬาและการออกกำลังกายของเยาวชน

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาเพื่อจัดทำวิทยานิพนธ์ของนิสิตระดับมหาบัณฑิต

คณะโอลิมปิกศึกษา University of Peloponnese ประเทศกรีซ ในความร่วมมือกับสถาบันวิทยากร โอลิมปิกนานาชาติ (International Olympic Academy) มีวัตถุประสงค์ในการศึกษาความสัมพันธ์ระหว่างการรับรู้เนื้อหาสื่อสังคมออนไลน์ที่เกี่ยวกับกีฬาและการออกกำลังกาย ทัศนคติต่อการเล่นกีฬาและการออกกำลังกาย และความตั้งใจต่อการเล่นกีฬาและการออกกำลังกายของเยาวชนกรุงเทพฯ

ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามให้ครบถ้วน และตรงกับความเป็นจริงตามความคิดเห็นของท่าน

ทั้งนี้ ข้อมูลของผู้ตอบแบบสอบถามทั้งหมดจะถูกเก็บเป็นความลับ และถูกนำไปวิเคราะห์ในภาพรวมเพื่อประโยชน์เชิงวิชาการและการศึกษาเท่านั้น มิได้อ้างอิงถึงรายละเอียดของตัวบุคคลแต่อย่างใด

ทางผู้จัดทำขอความกรุณาร่วมตอบแบบสอบถาม

ผู้วิจัยขอขอบพระคุณเป็นอย่างสูงที่ท่านให้ความร่วมมือในการตอบแบบสอบถาม

และขอขอบคุณล่วงหน้ามา ณ ที่นี้ด้วยค่ะ

### หนังสือแสดงความยินยอมเข้าร่วมการวิจัย

ข้าพเจ้า ได้รับทราบรายละเอียดเกี่ยวกับที่มาและวัตถุประสงค์ในการทำวิจัย รายละเอียดขั้นตอนต่างๆ ที่จะต้องปฏิบัติหรือได้รับการปฏิบัติ โดยได้อ่านรายละเอียดในเอกสารชี้แจงผู้เข้าร่วมการวิจัยโดยตลอด และได้รับคำอธิบายจากผู้วิจัย จนเข้าใจเป็นอย่างดีแล้ว ข้าพเจ้าจึงสมัครใจเข้าร่วมในโครงการวิจัยนี้ ตามที่ระบุไว้ในคำชี้แจงผู้เข้าร่วมการวิจัย โดยข้าพเจ้ายินยอมตอบแบบสอบถามในโครงการนี้

ข้าพเจ้าขอยืนยันว่าข้าพเจ้าอายุ 18-25 ปี และมีสัญชาติไทย อาศัยอยู่ในเขตกรุงเทพมหานคร ข้าพเจ้ามีสิทธิถอนตัวออกจากการวิจัยเมื่อใดก็ได้ ตามความประสงค์ โดยไม่ต้องแจ้งเหตุผล ซึ่งการถอนตัวออกจากการวิจัยนั้น จะไม่มีผลกระทบในทางใดๆ ต่อข้าพเจ้าทั้งสิ้น

ข้าพเจ้าได้รับคำรับรองว่า ผู้วิจัยจะปฏิบัติต่อข้าพเจ้าตามข้อมูลที่ระบุไว้ในเอกสารชี้แจงผู้เข้าร่วมการวิจัย และข้อมูลใดๆ ที่เกี่ยวข้องกับข้าพเจ้า ผู้วิจัยจะเก็บรักษาเป็นความลับ โดยจะนำเสนอข้อมูลการวิจัยเป็นภาพรวมเท่านั้น ไม่มีข้อมูลใดในการรายงานที่จะนำไปสู่การระบุตัวข้าพเจ้า

ท่านยินยอมเข้าร่วมการวิจัย

ตกลง

คำถามเพื่อคัดเลือกผู้ตอบแบบสอบถาม

คำชี้แจง - กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

4. ท่านมีอายุระหว่าง 18 – 25 ปีหรือไม่?
  - 1. ใช่
  - 2. ไม่ใช่ (เลิกทำแบบสอบถาม)
5. ท่านอาศัยอยู่ในกรุงเทพฯ หรือไม่?
  - 1. ใช่
  - 2. ไม่ใช่ (เลิกทำแบบสอบถาม)
6. ท่านเคยพบเห็น อ่าน หรือชมเนื้อหาเกี่ยวกับ “กิฬาและการออกกำลังภายในสื่อสังคมออนไลน์ต่าง ๆ (Social Media)” ในช่วง 6 เดือนที่ผ่านมาหรือไม่?
  - 1. ใช่
  - 2. ไม่ใช่ (เลิกทำแบบสอบถาม)

ส่วนที่ 1: ส่วนข้อมูลส่วนตัว

8. เพศโดยกำเนิด
  - 1. ชาย
  - 2. หญิง
9. เพศวิถี  
เพศวิถีคือการแสดงตัวตนของตนเองต่อบุคคลอื่นตามความต้องการของท่าน เป็นสิ่งที่ท่านต้องการเสนอให้ผู้อื่นรับรู้ในความเป็นท่านว่า เป็นอย่างไร เช่น LGBTQ เป็นต้น (ท่านสามารถเลือกที่จะไม่ตอบได้)
  - .....
10. อายุ
  - 1. 18 – 21 ปี
  - 2. 22 – 25 ปี
11. ที่อยู่อาศัยปัจจุบัน
  - 1. กรุงเทพมหานคร (เขตพระนคร เขตป้อมปราบศัตรูพ่าย เขตสัมพันธวงศ์ เขตปทุมวัน เขตบางรัก เขตยานนาวา เขตสาทร เขตบางกอกเหนือ เขตดุสิต เขตบางซื่อ เขตพญาไท เขตราชเทวี เขตห้วยขวาง เขตคลองเตย เขตจตุจักร เขตธนบุรี เขตคลองสาน เขตบางกอกน้อย เขตบางกอกใหญ่ เขตดินแดง เขตวัฒนา)
  - 2. กรุงเทพมหานคร (เขตพระโขนง เขตประเวศ เขตบางเขน เขตบางกะปิ เขตลาดพร้าว เขตบึงกุ่ม เขตบางพลัด เขตภาษีเจริญ เขตจอมทอง เขตราษฎร์บูรณะ เขตสวนหลวง เขตบางนา เขตทุ่งครุ เขตบางแค เขตวังทองหลาง เขตคันนายาว เขตสะพานสูง เขตสายไหม)
  - 3. กรุงเทพมหานคร (เขตมีนบุรี เขตดอนเมือง เขตหนองจอก เขตลาดกระบัง เขตคลองสามวา เขตคลองหลวง เขตคลองสาน เขตหลักสี่ เขตคลองสามวา เขตบางบอน เขตทวีวัฒนา)

12. ระดับการศึกษาสูงสุด

- 1. ประถมศึกษาหรือต่ำกว่า
- 2. มัธยมศึกษาต้น
- 3. มัธยมศึกษาปลาย / ปวช.
- 4. ปวส.
- 5.ปริญญาตรี
- 6. สูงกว่าปริญญาตรี

13. อาชีพ

- 1. นักเรียน
- 2. นิสิต / นักศึกษา
- 3. พนักงานบริษัทเอกชน
- 4. ข้าราชการ / รัฐวิสาหกิจ
- 5. เจ้าของกิจการ / ธุรกิจส่วนตัว
- 6. ประกอบอาชีพอิสระ (ฟรีแลนซ์)
- 7. ไม่ได้ทำงาน
- 8. อื่นๆ (โปรดระบุ.....)

14. รายได้เฉลี่ยต่อเดือน

- 1. น้อยกว่า 20,000 บาท
- 2. 20,000 – 30,000 บาท
- 3. 30,001 – 40,000 บาท
- 4. 40,001 – 50,000 บาท
- 5. 50,001 – 60,000 บาท
- 6. มากกว่า 60,000 บาท

ในการศึกษาครั้งนี้

กีฬา หมายถึง กิจกรรมทางกายที่มีกฎกติกา เพื่อความสนุกสนานผ่อนคลายความเครียดและเพื่อสุขภาพที่ดี สามารถเป็นการแข่งขันเพื่อความเป็นเลิศได้ ทั้งยังช่วยพัฒนาตนเองในทักษะด้านต่างๆ เช่น ทักษะทางกีฬา ทักษะทางสังคม รวมถึงการพัฒนาคุณธรรม จริยธรรม แบ่งออกเป็นกีฬาประเภททีม กีฬาทางน้ำ ศิลปะการต่อสู้ กีฬาที่ใช้ความเร็ว ดาข่าย/แร็กเก็ต สู่ลาน เช่น ฟุตบอล วอลเลย์บอล แบดมินตัน เทควันโด เป็นต้น

การออกกำลังกาย หมายถึง การเคลื่อนไหวร่างกายที่ใช้พลังงานจากกล้ามเนื้อ มีหลากหลายรูปแบบเพื่อสุขภาพที่ดี โดยช่วยจัดระเบียบร่างกายและควบคุมอารมณ์ได้เป็นอย่างดี รวมทั้งเสริมสร้างสมรรถภาพร่างกายด้านต่าง ๆ ได้แก่ ความทนทาน ความแข็งแรง การทรงตัว และความยืดหยุ่น เช่น การเดิน การวิ่งเหยาะๆ การเดิน โยคะ เป็นต้น

ส่วนที่ 2: พฤติกรรมการเล่นกีฬาและการออกกำลังกาย

8. ท่านเป็นนักกีฬาหรือไม่?
- 1. ใช่
  - 2. ไม่ใช่
9. ท่านเล่นกีฬาโดยเฉลี่ยกี่ครั้งต่อสัปดาห์
- 1. ไม่เล่นกีฬาเลย
  - 2. 1 ครั้งหรือน้อยกว่าต่อสัปดาห์
  - 3. 2 ถึง 3 ครั้งต่อสัปดาห์
  - 4. 4 ถึง 6 ครั้งต่อสัปดาห์
  - 5. เล่นกีฬาทุกวัน
10. ท่านเล่นกีฬาโดยเฉลี่ยกี่ชั่วโมงต่อหนึ่งครั้ง
- 1. ไม่เล่นกีฬาเลย
  - 2. 1 ชั่วโมงหรือน้อยกว่าต่อครั้ง
  - 3. มากกว่า 1-2 ชั่วโมงต่อครั้ง
  - 4. มากกว่า 2-3 ชั่วโมงต่อครั้ง
  - 5. มากกว่า 3 ชั่วโมงต่อครั้ง
11. ท่านเล่นกีฬาประเภทใดบ้าง (ตอบได้มากกว่า 1 ข้อ)
- 1. บาสเกตบอล
  - 2. วอลเลย์บอล
  - 3. ฟุตบอล
  - 4. แบดมินตัน
  - 5. เทเบิลเทนนิส หรือ ปิงปอง
  - 6. เทควันโด
  - 7. มวย
  - 8. ยิงปืน
  - 9. วายน้ำ
  - 10. ยิงธนู
  - 11. วิ่ง
  - 12. อื่นๆ (โปรดระบุ.....)
12. ท่านออกกำลังกายโดยเฉลี่ยกี่ครั้งต่อสัปดาห์
- 1. ไม่ออกกำลังกายเลย
  - 2. 1 ครั้งหรือน้อยกว่าต่อสัปดาห์
  - 3. 2 ถึง 3 ครั้งต่อสัปดาห์
  - 4. 4 ถึง 6 ครั้งต่อสัปดาห์
  - 5. ออกกำลังกายทุกวัน
13. ท่านออกกำลังกายโดยเฉลี่ยกี่ชั่วโมงต่อครั้ง
- 1. ไม่ออกกำลังกายเลย
  - 2. 1 ชั่วโมงหรือน้อยกว่าต่อครั้ง
  - 3. มากกว่า 1-2 ชั่วโมงต่อครั้ง



- 4. มากกว่า 2-3 ชั่วโมงต่อครั้ง
- 5. มากกว่า 3 ชั่วโมงต่อครั้ง

14. ท่านออกกำลังกายประเภทใดบ้าง (ตอบได้มากกว่า 1 ข้อ)

- 1. เดิน
- 2. วิ่งเหยาะๆ
- 3. เดินเร็ว
- 4. ปั่นจักรยาน
- 5. เต้น
- 6. โยคะ
- 7. เวทเทรนนิ่ง
- 8. อื่นๆ (โปรดระบุ.....)

ในการศึกษาค้างนี้

**สื่อสังคมออนไลน์ (Social Media)** หมายถึง เว็บไซต์ เฟซบุ๊ก ยูทูป อินสตาแกรม ไลน์ ดิจิตัล ทวิตเตอร์ และช่องทางอื่นๆของสื่อสังคมออนไลน์ต่าง ๆ ที่ท่านใช้งาน

**เนื้อหาสื่อสังคมออนไลน์ (Social Media Content)** หมายถึง เนื้อหาที่เกี่ยวข้องกับการเล่นกีฬาและการออกกำลังกาย รวมถึง อินฟลูเอนเซอร์ หรือผู้นำทางความคิด (**Influencer**) เกี่ยวกับกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่างๆ เช่น วิดีโอออกกำลังกายในยูทูป โพสต์จากเพจเพื่อสุขภาพ พอดแคสต์แนะนำการวิ่ง รูปและข้อความของนักกีฬาในอินสตาแกรม การถ่ายทอดสดกีฬาทางเฟซบุ๊ก แท็กข่าวกีฬาหรือประเด็นสุขภาพในทวิตเตอร์ คลิปโซเชียลมีเดียในดิกด็อก เป็นต้น

**ส่วนที่ 3: พฤติกรรมการใช้สื่อสังคมออนไลน์**

7. ท่านใช้อุปกรณ์ใดบ้างสำหรับเข้าถึงสื่อสังคมออนไลน์ (ตอบได้มากกว่า 1 ข้อ)

- 1. โทรศัพท์มือถือสมาร์ตโฟน
- 2. แท็บเล็ต / ไอแพด
- 3. คอมพิวเตอร์ / แล็ปท็อป / แมคบุ๊ก
- 4. อื่นๆ (โปรดระบุ.....)

8. ท่านใช้สื่อสังคมออนไลน์ประเภทใดบ้าง? (ตอบได้มากกว่า 1 ข้อ)

- 1. เฟซบุ๊ก (Facebook)
- 2. ไลน์ (Line)
- 3. เฟซบุ๊ก เมสเซนเจอร์ (Facebook Messenger)
- 4. ดิจิตัล (TikTok)
- 5. อินสตาแกรม (Instagram)
- 6. ทวิตเตอร์ (Twitter)
- 7. ยูทูป (YouTube)

- 8. พินเทอเรส (Pinterest)
  - 9. เทเลแกรม (Telegram)
  - 10. ไอเมสเสจ (IMessage)
  - 11. วอตส์แอปป์ (WhatsApp)
  - 12. ดิสคอร์ด (Discord)
  - 13. ลิงค์อิน (LinkedIn)
  - 14. สไกป์ (Skype)
  - 15. วีแชท (WeChat)
  - 16. สแนปแชต (Snapchat)
  - 17. อื่นๆ (โปรดระบุ.....)
9. จากคำตอบในข้อ 2 โปรดระบุประเภทของสื่อสังคมออนไลน์ที่ท่านใช้งานมากที่สุด 3 ลำดับ  
1)....., 2)....., 3).....

10. ท่านใช้สื่อสังคมออนไลน์โดยเฉลี่ยกี่ชั่วโมงต่อวัน?

- 1. ไม่ใช้สื่อสังคมออนไลน์เลย
- 2. น้อยกว่า 1 ชั่วโมงต่อวัน
- 3. 1-2 ชั่วโมงต่อวัน
- 4. มากกว่า 2-5 ชั่วโมงต่อวัน
- 5. มากกว่า 5-7 ชั่วโมงต่อวัน
- 6. มากกว่า 7-9 ชั่วโมงต่อวัน
- 7. มากกว่า 9 ชั่วโมงต่อวัน

11. อะไรคือวัตถุประสงค์หลักของการใช้สื่อสังคมออนไลน์ของท่าน? (ตอบได้มากกว่า 1 ข้อ)

- 1. ปฏิสัมพันธ์ทางสังคม
- 2. ความบันเทิง
- 3. ความรู้

12. ท่านชื่นชอบลักษณะเนื้อหาประเภทใดบนสื่อสังคมออนไลน์ (ตอบได้มากกว่า 1 ข้อ)

- 1. วิดีโอ (Video)
- 2. ภาพเคลื่อนไหว (GIF)
- 3. ภาพนิ่ง (Image)
- 4. มีม (Meme)
- 5. ข้อความ (Text)
- 6. วิดีโอสตอรี่ (Story)
- 7. การถ่ายทอดสด (Live)

**ส่วนที่ 4: การเปิดรับเนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายบนสื่อสังคมออนไลน์**

7. ท่านเคยพบเห็น อ่าน หรือชมข้อมูลเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากแหล่งข้อมูลใดบ้าง? (ตอบได้มากกว่า 1 ข้อ)

- 1. หน่วยงานของรัฐบาล (หรือที่เกี่ยวข้อง)
- 2. หน่วยงานเกี่ยวกับสุขภาพ (เช่น สสส. กรมพลศึกษา การกีฬาแห่งประเทศไทย)
- 3. สื่อมวลชน หรือ สถานีข่าว สถานีโทรทัศน์ (เช่น ช่องทีสปอร์ตเซเวน, เพจแมนแสดง, สำนักข่าวเดอะสแตนดาร์ด)
- 4. ดารา นักแสดง บุคคลที่มีชื่อเสียง หรือ อินฟลูเอนเซอร์ (ผู้มีอิทธิพลทางความคิด)

- 5. นักกีฬา
  - 6. เพื่อน
  - 7. สมาชิกในครอบครัว
  - 8. บุคคลที่มีอายุหรือความสนใจเหมือนท่าน
  - 9. งานวิจัย
  - 10. อื่นๆ (โปรดระบุ.....)
8. ส่วนใหญ่แล้ว ท่านเปิดรับข้อมูลจากข้อ 1 ในลักษณะใดบ้าง (ตอบได้มากกว่า 1 ข้อ)
- 1. วิดีโอ (Video)
  - 2. ภาพเคลื่อนไหว (GIF)
  - 3. ภาพนิ่ง (Image)
  - 4. มิม (Meme)
  - 5. ข้อความ (Text)
  - 6. วิดีโอสตอรี่ (Story)
  - 7. การถ่ายทอดสด (Live)
  - 8. อื่นๆ (โปรดระบุ.....)
9. แหล่งข้อมูลใดที่มีผลต่อการตัดสินใจในการเล่นกีฬาและออกกำลังกายของท่านบ้าง? (ตอบได้มากกว่า 1 ข้อ)
- 1. บุคคลที่มีชื่อเสียง / อินฟลูเอนเซอร์ (ผู้มีอิทธิพลทางความคิด)
  - 2. เทรนเนอร์ส่วนตัว, โค้ชฟิตเนส
  - 3. แพทย์ผู้มีชื่อเสียง
  - 4. หน่วยงานสุขภาพหรือกีฬาระดับประเทศ
  - 5. หน่วยงานสุขภาพหรือกีฬาท้องถิ่น
  - 6. อื่นๆ (โปรดระบุ.....)
10. อินฟลูเอนเซอร์สายกีฬาและออกกำลังกายของท่านคือใครบ้าง?

.....

คำชี้แจง – กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

11. ท่านเห็นด้วยกับแต่ละข้อความต่อไปนี้มากน้อยเพียงใด  
(โดยที่ 1= ไม่เห็นด้วยอย่างยิ่ง, 2= ไม่เห็นด้วย, 3= เฉยๆ, 4= เห็นด้วย, 5= เห็นด้วยอย่างยิ่ง)

ข้อความ	5	4	3	2	1
10. ท่านรู้สึกว่าการได้รับเนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่าง ๆ น่าสนุกและน่าบันเทิง					
11. ท่านรู้สึกว่าการได้รับเนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจาก					

ข้อความ	5	4	3	2	1
สื่อสังคมออนไลน์ต่าง ๆ นำผลิตเพลินใจ					
12. ท่านรู้สึกว่ามีสื่อสังคมออนไลน์ต่าง ๆ เป็นแหล่งข้อมูลเกี่ยวกับการเล่นกีฬาและการออกกำลังกายที่ดีและเท่าทันเหตุการณ์					
13. เนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่าง ๆ มีข้อมูลที่ท่านต้องการ					
14. ท่านรู้สึกว่ามีเนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่าง ๆ นำราคาถู					
15. ท่านรู้สึกว่ามีเนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่าง ๆ อยู่ไปหมดทุกที่					
16. ท่านรู้สึกว่ามีเนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่าง ๆ นำราคาถูบ่อยครั้ง					
17. ท่านใช้เนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่าง ๆ เป็นแหล่งอ้างอิงในการเข้าร่วมการเล่นกีฬาและการออกกำลังกาย					
18. ท่านไวใจเนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่าง ๆ					

ส่วนที่ 5:ทัศนคติต่อการเล่นกีฬาและการออกกำลังกาย

คำชี้แจง – กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

12. ท่านเห็นด้วยกับแต่ละข้อความต่อไปนี้มากน้อยเพียงใด

(โดยที่ 1= ไม่เห็นด้วยอย่างยิ่ง, 2= ไม่เห็นด้วย, 3= เฉยๆ, 4= เห็นด้วย, 5= เห็นด้วยอย่างยิ่ง)

ข้อความ	5	4	3	2	1
21. เนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่าง ๆ ที่ท่านได้รับทำให้การเข้าร่วมการเล่นกีฬาและการออกกำลังกายน่าสนใจสำหรับท่าน					
22. เนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่าง ๆ ที่ท่านได้รับทำให้การเข้าร่วมการเล่นกีฬาและการออกกำลังกายไม่น่าสนุกสำหรับท่าน					
23. เนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่าง ๆ ที่ท่านได้รับทำให้ท่านรู้สึกตื่นเต้นเกี่ยวกับการเข้าร่วมการเล่นกีฬาและการออกกำลังกาย					
24. ท่านรู้สึกว่เนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่าง ๆ ที่ท่านได้รับทำให้การเล่นกีฬาและการออก					

ข้อความ	5	4	3	2	1
กำลังยกน้ำหนัก สำหรับท่าน					
25. อินฟลูเอนเซอร์จาก สื่อสังคมออนไลน์ ต่าง ๆ ทำให้การเข้า ร่วมการเล่นกีฬาและ การออกกำลังกาย น่าสนใจสำหรับท่าน					
26. ท่านรู้สึกว่ายินฟลูเอน เซอร์จากสื่อสังคม ออนไลน์ต่าง ๆ ทำ ให้การเข้าร่วมการ เล่นกีฬาและการออก กำลังกายน่าสนใจ สำหรับท่าน					
27. ท่านรู้สึกว่ายินฟลูเอน เซอร์จากสื่อสังคม ออนไลน์ต่าง ๆ ทำ ให้การเข้าร่วมการ เล่นกีฬาและการออก กำลังกายน่าสนใจ สำหรับท่าน					
28. อินฟลูเอนเซอร์จาก สื่อสังคมออนไลน์ ต่าง ๆ ทำให้การเข้า ร่วมการเล่นกีฬาและ การออกกำลังกายไม่ น่าสนใจสำหรับท่าน					
29. อินฟลูเอนเซอร์จาก สื่อสังคมออนไลน์ ต่าง ๆ ทำให้ท่าน รู้สึกตื่นเต้นกับการ เข้าร่วมการเล่นกีฬา และการออกกำลังกาย					
30. ท่านรู้สึกว่ายินฟลูเอน เซอร์เกี่ยวกับการเล่นกีฬา และการออกกำลังกาย จากสื่อสังคม					

ข้อความ	5	4	3	2	1
ออนไลน์ต่าง ๆ ที่ ท่านได้รับทำให้การ เข้าร่วมการเล่นกีฬา และการออกกำลังกาย สนุกสำหรับท่าน					
31. อินฟลูเอนเซอร์จาก สื่อสังคมออนไลน์ ต่าง ๆ ทำให้การเข้า ร่วมการเล่นกีฬาและ การออกกำลังกายดู ไม่สำคัญสำหรับท่าน					
32. ท่านรู้สึกว่าเป็นข้อหา เกี่ยวกับการเล่นกีฬา และการออกกำลังกาย จากสื่อสังคม ออนไลน์ต่าง ๆ ที่ ท่านได้รับไม่มี ประโยชน์สำหรับ ท่าน					
33. เนื้อหาเกี่ยวกับการ เล่นกีฬาและการออก กำลังกายจากสื่อ สังคมออนไลน์ต่าง ๆ ดูเหมือนจะสำคัญ สำหรับท่าน					
34. อินฟลูเอนเซอร์จาก สื่อสังคมออนไลน์ ต่าง ๆ ทำให้การเข้า ร่วมการเล่นกีฬาและ การออกกำลังกายดู เหมือนจะสำคัญ สำหรับท่าน					
35. เนื้อหาเกี่ยวกับการ เล่นกีฬาและการออก กำลังกายจากสื่อ สังคมออนไลน์ต่าง ๆ ที่ท่านได้รับมี					

ข้อความ	5	4	3	2	1
ประโยชน์สำหรับ ท่าน					
36. ท่านรู้สึกว่าจะเนื้อหา เกี่ยวกับการเล่นกีฬา และการออกกำลังกาย จากสื่อสังคม ออนไลน์ต่าง ๆ ที่ ท่านได้รับมีค่า สำหรับท่าน					
37. เนื้อหาเกี่ยวกับการ เล่นกีฬาและการออก กำลังกายจากสื่อ สังคมออนไลน์ต่าง ๆ ที่ท่านได้รับดูเหมือน จะไม่สำคัญสำหรับ ท่าน					
38. อินฟลูเอนเซอร์จาก สื่อสังคมออนไลน์ ต่าง ๆ ทำให้การเข้า ร่วมการเล่นกีฬาและ การออกกำลังกายมี ประโยชน์สำหรับ ท่าน					
39. ท่านรู้สึกว่ายินฟลูเอน เซอร์จากสื่อสังคม ออนไลน์ต่าง ๆ ทำ ให้การเข้าร่วมการ เล่นกีฬาและการออก กำลังกายมีค่าสำหรับ ท่าน					
40. ท่านรู้สึกว่ายินฟลูเอน เซอร์จากสื่อสังคม ออนไลน์ต่าง ๆ ทำ ให้การเข้าร่วมการ เล่นกีฬาและการออก กำลังกายได้ ประโยชน์สำหรับ ท่าน					



**ส่วนที่ 6: ความตั้งใจในการเข้าร่วมการเล่นกีฬาและการออกกำลังกาย**

คำชี้แจง – กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบที่ท่านมากที่สุด

13. ท่านเห็นด้วยกับแต่ละข้อความต่อไปนี้มากน้อยเพียงใด

(โดยที่ 1= ไม่เห็นด้วยอย่างยิ่ง, 2= ไม่เห็นด้วย, 3= เฉยๆ, 4= เห็นด้วย, 5= เห็นด้วยอย่างยิ่ง)

ข้อความ	5	4	3	2	1
3. ท่านอยากจะทำเล่นกีฬาหลังจากได้รับเนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่าง ๆ					
4. ท่านอยากจะทำออกกำลังกายหลังจากได้รับเนื้อหาเกี่ยวกับการเล่นกีฬาและการออกกำลังกายจากสื่อสังคมออนไลน์ต่าง ๆ					

ขอบคุณอย่างยิ่งสำหรับความร่วมมือในการตอบแบบสอบถาม