Factors Affecting Product Support to Promote Ideas and Improve Life through Movement Workshop Project

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Abstract. The purpose of this research is to study the factors affecting product support to promote ideas and improve life through movement workshop project: PIILM. The target group was 4 users of sponsored products in Thailand. The methodology employed content analysis and semi-structured in-depth interviews. Interviews consisted of an examination of four factors. The results of the research demonstrated that, 1) Process factor: The sponsors considered supporting products from provided information through project coordination as organization required, 2) Analytical factor using the 5W1H technique: The sponsors' approval was to support the product from the target groups and project participants, objectives, operation process and characteristics of activities and project's schedule**, 3) Sponsorship factor: Sponsors are willing to support organization's essential products, and to promote the products through practical use. 4) CSR Factor: The sponsors considered supporting the product by implementing the principles of the organization's ISO 26000 which defines the core elements of every social responsibility. This research is one of five sub-research papers, resulting from the PIILM workshop project for educators.

Keywords: products support, sponsorship, workshop project

1 Introduction

Development of Thai sports industry according to the National Economic and Social Development Plan (NESDP), Vol. 12 (2017-2021), focused on the development of human potential as an important key to foster sports industry (Sport Economy). Focusing on developing the sports industry and adding value to the economy through knowledge and innovation, from the NESDP, the sports industry development plan is linked to Strategy 5 of the Sports Authority of Thailand Strategic Plan (2017-2021): Development of knowledge and innovation related to sports with objective to develop quality sports science personnel and ability to provide comprehensive services at all levels. Also, promotion of research and

development in sports knowledge to develop the capability of athletes and public health; research in sports science and technology in the country focusing on creating innovations for sports (Sports Authority of Thailand Ministry of Tourism and Sports, PSU). Additionally, in accordance with the 6th National Sports Development Plan which consists of 2 phases; 1: short-term approach to improve quality, create standards and develop curricula. middle physical education; and 2: medium-term approach to promote knowledge development, awareness of sportsmanship as well as increase the number of physical education teachers and drive continuous development.[1] From the guidelines for developing basic sports dimensions, physical education teachers should be encouraged and continually developed their knowledge to benefit the learners and teaching competencies, which will lead to development of the country's sports.

Organizing a workshop project entitled: "Promoting ideas…improving lives through movement" is one of the approaches of the 6th National Sports Development Plan (2017-2021). The plan serves to increase capacity in sports management; adaptation of science and technology in sports to enhance the quality of athletes and encourage the presence of a sports scientist on all professional sports teams.[7] The objective is to promote and develop knowledge for physical education teachers, to develop and create learning for learners through movement and sports activities, to enhance learning skills or understanding of the lesson, as well as to transfer concretely and abstractly lesson-learned knowledge to the essence of the fostering ideas, intelligence, health, further than only sports. The initiative considers the importance of physical education processes, aimed to promoting and developing both wellbeing of physical and mental health. Therefore, the significance of physical education is to make people realize how important movement or exercise appropriately is, create quality of life for oneself and society.

Sports development is important to create economic value which is beneficial to the promotion of sports.[4] Support from the government, financial institutions and product sponsorship are an important part leading to success and integrity of a project and result in a more efficient project implementation, especially supporting products or facilities, which is the sponsor's corporate marketing communications strategy. The collaborative approach helps promote a good image for the organization and build confidence in products from stakeholders.

The issues mentioned above inspired researcher to study the factors affecting the product support from the workshop project: "Promoting ideas...improving lives through movement". An assessment of factors affecting product sponsorship, as well as product support for organizing training programs according to needs was conducted.

1.1 Objectives of the Study

To study factors affecting product support to promote ideas and improve life through movement workshop.

2 Scope of Research

2.1 Scope of Content

The research was aimed to assess factors affecting product support in the workshop project promoting ideas to improve life through movement. This was qualitative research

which used in-depth interviews with product sponsors in organizing the project. The researcher studied the factors affecting support which included1）Process 2）Analytical using 5W1H (Analytical Thinking with 5W1H) 3) Sponsorship and 4) Corporate Social Responsibility: CSR

2.2 Scope of Target Group

Product sponsors in the workshop promoting ideas, improving life through movement included 4 persons who were qualified as managers or deputy managers or representatives of the organization or the person assigned as an authority to decide support.

2.3 Scope of Time

The period of data collection occurred from February to June 2022.

3   Research Methodology

Research on factors affecting product sponsorship from workshop on improving life through mobility was applied as follows:

3.1 Target Group

The target group was 4 people who were product supporters in the workshop with qualifications as organization managers, or deputy manager or representative of the organization or the person assigned to have the authority to decide on support.

3.2 Research Instruments

The method used for data collection was a semi-structured in-depth interviews process which consisted of 2 parts:
Part 1 General information about the respondents
Part 2 Comments on the factors affecting product support in the workshop project promoting ideas to improve life through movement, consists of 4 factors: Process Factor, Analytical Factor using 5W1H (Analytical Thinking with 5W1H), Support Factor. (Sponsorship) and social responsibility factor (Corporate Social Responsibility: CSR)

3.3 Development and Validation of the Research Instruments

3.3.1 The researchers analyzed and synthesized research problems to determine the research objectives

3.3.2 Researchers reviewed academic knowledge and created a semi-structured interview based on the theory and conceptual framework of related research which was used to create an interview form. As a result, the researcher processed each factor questionnaire and prepared a complete interview form.

3.3.3 Consulted with the project advisor with mock interview to ensure accuracy and accuracy in content (Content Validity) and improve the interview form according to the advice.

3.3.4 Requested assistance from an expert considering the quality of an interview from the Department of Physical Education and Sports with research method and submitted to 3 experts to check the quality of the interview tool; in terms of content validity. The Index of Item Objective Congruence (IOC) was 0.85 which was considered an acceptable criterion.

3.4 Data verification

The researcher carried out a review of the reliability of the data obtained from the interview using the member's verification method (Member Check) from the information obtained from interview. The collection, analysis and interpretation of target audience responses was systematized to build the credibility of the information.[9]

3.5 Data Analysis

Data analysis of results obtained consisted of the following:

3.5.1 Information obtained from the study of documents and interviews. Use the method of analyzing the content document (Content Analysis) reported data by descriptive methods.

3.5.2 The data obtained from the interviews was analyzed using an inductive analysis method. Analytic induction classified the information in a systematic way and interpreted the meaning of the analysis to draw conclusions. Study conclusions were organized to answer the main questions and develop theoretical relationships.

4 Results

The results of the data analysis divided into 2 parts as follows:
Part 1 General information about the organization or product sponsor.
Part 2 analysis of factors affecting product support. (Four factors: process, analysis using 5W1H technique, sponsorship, and social responsibility)

Table 1: Product Sponsors' general information

Code	Organization Characteristics	Sex	Age	Education Level	Time in the position	Workplace	Experience in supporting product
01	Revenue and Property Management Agency	female	48	Bachelor Degree	3 yrs	Rajamangala University of Technology Thanyaburi Pathum Thani Province	yes
02	Student shoes, sandals, and teaching materials manufacturer	male	32	Bachelor Degree	3 yrs	Samutsongkram Province	yes
03	Food supplement manufacturing and distributor	female	65	Bachelor Degree	7 yrs	Pathumthani Province	yes
04	Medical tool and equipment distributor	male	40	Master Degree	9 yrs	Bangkok	yes

From Table 1, 4 product sponsors, aged 32, 40, 48 and 65 years, respectively, had a bachelor's degree with 3 persons also reported a master's degree. Time in position ranged from 3- 9 years with workplaces included in Pathum Thani province, 2 organizations, Samut Songkhram province, 1 organization and Bangkok province, 1 organization. All product sponsors have previously supported products in various projects before.

Opinions on factors affecting the product support of the workshop project promote ideas, improve life through movement in 4 factors as follows: Process Analysis using 5W1H technique on sponsorship and social responsibility.

Table 2: Analyzes the factors affecting each aspect of product support.

Factors	Information analyzed from Interview
Process	
1.Providing information related to project management	Supporters of all organizations received information on organizing the project. Therefore, it can be considered in providing product support according to the requirements of the project and it is a good in academic promotion in educational institutions as well as expansion to community and society in the future.

Factors	Information analyzed from Interview
Process	
2.Preparation and planning of project management	Sponsors of all organizations appreciated project coordinators and the planning implementation with professional skills as well as continual communication with supporters.
3. Contact and coordination and guideline for acquiring products	All sponsors were satisfied with the systematic interaction and coordination of the product acquisition. There was no difficulty for staff to coordinate with, which made the process go smoothly.
Analytical Thinking with 5W1H	
1. Target group that your organization or you want to support the product.	Supporting educational target groups such as training programs or support in other forms of activities was mostly first consideration. The next target group was sports and exercise groups which is characterized by projects or activities that promote health which every organization is ready to provide support as well. Secondly considered were other groups needed products that organization can support as appropriate and beneficial to the community and society.
2. What principles do you have when considering product support?	Determine product support from, i.e., project objectives to benefit the community or society; consider the target group of the project that requires the product to support; then consider whether organization's ability is appropriate and sufficient to support products.
3. How does venue or area of the project affect product support decisions?	Support can be provided to all areas throughout Thailand in the amount and appropriateness of organizations.
4.Does the appropriateness of project dates and times influence product sponsorship considerations?	2 days of project events had an impact on product support considerations because various organizations commented that events for less than 2 days will not be able to provide participants with product awareness.
5. Why was your organization or you interested and decided to support the product?	Considering advantages to the community and society of each project, which organizations are pleased to support the product along appropriateness.

Factors	Information analyzed from Interview
Analytical Thinking with 5W1H	
6.In what ways does your organization or you support the products?	Product support model 1. Products that the organization produces and distributes 2. Snacks in the banquet 3. Scholarship 4. Materials and equipment related to teaching and learning management 5. Others as appropriate
Sponsorship	
1. Does the sponsorship make recognition for participant to know the organization or you and how?	Two organizations had opinions that support submissions may affect their product awareness, and increase participants' awareness of the product, and the other two which are non-profit organizations, intended to support the benefit of the community and society.
2. Are the products which your organization supported, suitable or required to the project? And how?	The opinions of all organizations agreed that the product is suitable and necessary for the project to utilize in setting up the project until the end of the training.
3. What is the expectation from the decision to support the project?	Most of the organizations had the expectations to focus on academic service to the community and society, as well as knowing and recognizing the supported products through using. There was only one organization that did not expect because of organization's mission to support without expectation in return.
4.Is the product support create an image for the organization or not and how?	Most organizations did not aim to create a brand image from this product support. But through publicity or awareness building was the advantages itself in return: Which some organizations have set a policy to create an image in the form of marketing and public relations of the organization's products to the target group
Corporate Social Responsibility: CSR	
1.How does your contribution follow ISO 26000 key elements to social responsibility?	Most organizations have implemented as ISO 26000 key elements of every social responsibility.

Factors	Information analyzed from Interview
Corporate Social Responsibility: CSR	
2.How does your support, which is committed to social responsibility according to one of any principles, affect internal and external growth for your organization?	Different organizations have different forms of growth based on different principles and policies to compliance with the core elements of corporate social responsibility, in good corporate governance by considering human rights and labor practices, to increase The confidence of employees within the organization first, to encourage employees to conduct business with justice and care for consumers. Then, focus on creating quality products which provide benefit to consumers. As a result, it will affect the growth to the outside by contributing to society and community, eventually organization will be acknowledged as well.
3.Is product sponsorship a part of your organization's CSR activities and how?	Product support are a part of their corporate CSR activities according to the company's CSR policies and plans for some organization. On the other hand, some organizations do not consider that product support in this training is a CSR activity, but a way to help and support organizations or individuals in network.

From Table 2, it was found that product sponsors shared the same opinion that the process factor, product support considerations and decisions come from the information and preparation of the project. It is appropriate and appreciated for the systematic coordination of the organization's procedures in respect of supporting operations. For analytical factors using the 5 W1 H technique, product sponsors considered their sponsorship by using the 5 W1 H technique to decide whether the project is organized with who (Who), what does it do (What), does it where (Where), when does it (When), the reason for doing it (Why), and how is it? (How). This process can clarify the management and success of the project. Sponsorship factors, product sponsors were satisfied to support corporate products that are essential to the project, including the opinion that it is a promotion to publicize the products of the organization through actual use among the project participants. Lastly, for social responsibility factor, all product sponsors concluded that product support is a part of the organization's implementation of the ISO 26000 international standard, which the organization defines as a core component of all social responsibility. There is also an opinion that product sponsorship activities are social responsibility or CSR activity showing social responsibility that every organization should act. CSR is also considered as helping and supporting organizations or individuals in network.

5 Discussions and Conclusions

Based on research findings on the factors affecting the support of the sponsor's products from the workshop: four factors were identified as follows:

Process factors (Process): applicants for support provide information and project preparation. It is appropriate to process requests for support from various organizations, which the researcher considers that the operation is a systematic process and clear details can lead to objectives that are achieved effectively. According to sponsorship is the process of building a marketing alliance for an organization.[2] Sponsors will focus on goals and objectives and appropriateness of effective event process. Analytical factors using the 5W1H (Analytical Thinking with 5W1H) technique required the product sponsor to decide on sponsorship by adaptation of 5W1H techniques which clarified the implementation of the project. In this research, the use of 5W1H technique was assessed through interview questions where the researcher required key informants to show the result of analytical thinking which covered the objectives of the research. Stated that the 5W1H technique, analytical thinking, is used to answer related doubt.[2] The questioner therefore is considered to acquire more detail and the question line must be set to address the intended purpose.

Sponsorship Factors (Sponsorship): Product sponsors consider it as an approach to promote the publicity of the organization's products through actual use among participants. Discussed the benefits of sponsorship that it is useful to reach the target group for marketers to use in the form of sport sponsorship [11] because it can reach the target group the organization required. Also, supporting an organization's products is essential to creating product value by creating a good image of the product sponsoring event. A sports program or event is a marketing technique that sponsors aim to build brand awareness and customer loyalty.[3]

Corporate Social Responsibility (CSR) Factors: All product sponsors act in accordance with ISO 26000's core elements of corporate social responsibility which corresponds to study that the impact of sports sponsorships linked to environmental CSR on attitudes towards sponsors based on suitability in accordance with CSR principles.[5] Generating interest with a focus on social, environmental, and philanthropic awareness is of social and corporate mutual benefits. mentioned that business social responsibility is to conduct business under ethical principles and good corporate governance along social and environmental care to lead to sustainable business development which explained by expanding and carrying out activities within and outside the organization.[6] The sports related activities and engagement of sponsorship is for the benefit of the organization and society which leads to sustainable development initiative for the country as a whole.

6 Suggestion

6.1 Brand Recognition of actual users or project participants should be researched for communication through the sponsorship of products as required by the organization.

6.2 Additional factors in other aspects should be studied to access and analyze information from both product sponsors and project participants.

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