



**FACTOR INFLUENCING GEN Y'S IN CHOOSING
SPORTS EVENT ACTIVITIES : A CASE STUDY OF
SIX FOOT YELLOW WORLDWIDE SDN BHD ON
SONGKRUN 2017**

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ABSTRACT

Sports events activities such as outdoor runners are one of the fastest growing activities in the sports industry. Participation in the sports events may lead to many benefits to the events attendees. It also important to know whether the sports events activities are being recognized by the events attendees in order for them to participate in the sports events. Therefore this study is to identify the Gen Y awareness towards Songkrun 2017 events that are conducted by Six Foot Yellow Worldwide and also to determine factors that lead the Gen Y in choosing the sports event activities.

The researcher are using research method which is quantitative and received 365 respondent from the stratified sampling that had been distributed on the event Songkrun 2017 that held at MAEPS, Serdang. In order to identify the factors, researcher using the reliability test and descriptive statistics analysis to test the factors that lead the Gen Y in choosing sports event activities.

This study reveals that based on the element of five independent variables, it shows that the highest frequency of the factors that lead the Gen Y in choosing sports event activities is friends which is peer influence elements. This indicates that the Gen Y is likely to participate in the sports events activities with their friends and not by themselves.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Major sporting events are increasingly employed by firm nowadays as a new business forms , as they can draw large audiences from home and abroad. Sports may have a history as long as human history itself, and have been used as public entertainment in many societies throughout history. However, sports have never been as thoroughly commercialized as they are today. According to Coakley (2009), never before have economic factors so totally dominated decisions about sports, and never before have economic organizations and corporate interests had so much power and control over the meaning, purpose, and organization of sports.

In the UK, according to the study released by the Department for Culture, Media and Sport Kokolakis (2015), the value of the sport economy was £38,891 million in 2012 based on satellite account calculations, and sport-related gross value added (GVA) accounted for 2.6 percent of UK gross domestic product in 2011 and 2012, compared with 2.1 percent in 2008. In other words, this shows that sport economy is not only significant in terms of contribution to national economy, but also growing faster than mainstream national economy.