

ABSTRACT

The purposes of this project are to study and analyze the attitude of foreign Thai boxing students towards Thai boxing training at Sor.Vorapin Boxing gym, to determine which media is the most effective in promoting Thai boxing and to know what is the main reason and benefit of training Muay Thai. It provides details for entrepreneurs who want to open a Thai boxing gym. These people can know the right requirements to satisfy their students.

For this research, the researcher used random sampling consisting of 100 respondents who are foreign students at Sor.Vorapin gym. Questionnaire is the main instrument for this research. It was designed as a guideline for use in interviewing 100 respondents. The questionnaire consists of 5 parts : Personal data, evaluation of media exposure, attitude towards Muay Thai, satisfaction towards training and study benefit of Muay Thai. Data processing and analysis was done by using the SPSS/PC program. The data was interpreted in the form of graph and table and described in term of percentage (%), frequency and mean.

The researcher found that most students come from Europe, specifically from England. Word of mouth still is the best advertising for them to get to know Muay Thai. These students want to learn Muay Thai because they think it is a good exercise and they want to learn the real Muay Thai training in the original country. The most powerful weapon of Muay Thai which interests them most is the kick which is also the most difficult training for them. The most desired benefit from Muay Thai training is to make them strong and healthy.