

Decision Making for Children Choosing Ballet School in Chonburi, Thailand

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Abstract – The study of decision making for children to choose ballet in Chonburi province Conclusion Marketing mix factors (7P's) Product Price Distribution channels Marketing promotion Personnel In the creation and presentation of physical characteristics Process Parents pay more attention to the selection of ballet schools at a high level, and the results of the regression test show that the marketing mix (7P's) influences the decision making process of parents in sending their children to school. Ballet teaching in Chonburi As for the different personal factors affecting parents' decisions in sending their children to a ballet school in Chonburi, which is different. ANOVA statistical test

Found that personal factors in terms of sex, age, education, occupation, and income are different. Has no effect on parents' decision to send their children to a ballet school in Chonburi.

Keywords – Decisions, Ballet

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INTRODUCTION

Ballet is an art form of wisdom based on Western folklore, which relies on the movement of the strength of the legs and toes, the rotation, the jump and the motion. Soft as a bird's nest in the air Play as many stories. Without the actor's voice or voice Ballet has evolved from the management of the royal court. And later from the show's management became widespread in France. Until prosperity, especially in the reign of Louis XIV of France, after which ballet became popular throughout the world Which ballet in Thailand Can be divided into 3 periods according to the evolution of education and performances, ie the 1st generation, initiated era (from 2477 to 2494)

Began to study ballet at the Academy of Dramatic Arts in 1934, corresponding to the reign of 7 is an independent teaching that allows students to dance according to The performance will be a dance performed in the drama to separate the interlude. The ballet presentation style plays a role in Thai dance performances, especially in Prehistoric drama, 2nd generation, ballet development period (from 1951 to 1966) Ballet began to develop more because there were 4 professional ballet teachers from abroad. In Bangkok the teaching is free and is often practiced for performances. There are 4 Thai people graduating from high school in England.

Ballet began to expand into Chiang Mai. The performance is a classical ballet and a combination of Thai dance and ballet. His Majesty King Rama IX authored the song for use in ballet performances. And sponsored ballet performances such as the "Manoh Ballet"

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For Thailand, it was found that at present, there are schools that teach ballet. Widely in Bangkok and provinces In Thailand, most of the ballet classes are children. Will start from the age of 2.5 years old. Most will study until reaching the age of about 15 years. Most students will stop studying because parents want their children to focus more on academic interests in those age ranges. 2015) Ballet dance is an activity that parents prefer to

study in childhood. Because it can develop the personality of the child It also helps children to have an elegant posture. If performing regularly, children will be healthy. Train the brain to help in remembering Promote knowledge and understanding in music Have a cheerful habit And have assertiveness In addition, it is instilling children to love music from a young age. Is the foundation for them to dance before choosing other types of dance And is another way to relieve stress from academic studies Including the students themselves are interested in being able to use and free to benefit during Saturday and Sunday holidays. Therefore, ballet is considered a very useful activity. Therefore the ballet school business is growing continuously And more competition In order to keep up with the responses of parents and students who want to send their children to ballet for entertainment Parents group that gives priority to the children of ballet in order to hold a future career Parents group who send their children to study ballet from the doctor's advice And a group of parents who send their children to study ballet caused by the love of the cartoon characters etc.

As mentioned above, the students are interested in studying the guidelines for doing ballet school business in Chonburi. To be able to use the results of education as a guideline to improve and change in accordance with the needs and decisions of parents in sending their children to attend the current ballet school as much as possible

OBJECTIVE

1. To study the marketing mix factors affecting the decision making process of parents in sending their children to a ballet school. Chonburi province
2. To study the process of parents' decision to send their children to a ballet school. Chonburi province

SCOPE OF STUDY

1. The content of Philip Kotler's marketing mix theory (7P's) includes 1) Product 2) Price (Price) 3) Place of distribution 4) Promotion 5) People 6) Creating and presenting the way Physical Evidence and Presentation and 7) Process and study the theory of Philip Kotler's decision making process. 1) Recognition of Problem Recognition 2) Information Search 3) Evaluation of Alternative 4) Purchase Decision and 5) Behavior Minister of purchase (Port Purchase Behavior).
2. The population used to study is Parents who send their children to the ballet school Chonburi province

3. The period of time used in the study between November - February 2019

METHODOLOGY

Population and sample The target population was educated parents who sent their children to a ballet school in Chonburi. The sample group used in the research can be obtained by collecting data by sample method (Random Sampling). From the population of 80 samples according to the calculation results from Yamane

RESOURCES USED IN EDUCATION

Primary data is the data obtained from the questionnaire to collect data from Parents who send their children to the ballet school In Chonburi Is the respondent.

Secondary data (Secondary data) is information obtained from textbooks. Study reports related documents and internet

DATA COLLECTION METHODS

In order to complete education, there is a way to collect data. As follows: Information obtained from the collection from Study and research from various sources including textbooks, documents and other research results. Related information obtained from Questionnaire response of the target group And get back to yourself Carry out the examination To ensure that the questionnaire is complete and able to be analyzed further

STATISTICS USED IN DATA ANALYSIS

1. Descriptive Statistics: Percentage, Mean and Standard Deviation to describe demographic data of respondents and various variables.
2. Inferential statistics used for hypothesis testing Specify statistics used such as t-test, ANOVA analysis, F-test (One-way ANOVA), Correlation Coefficient.

RESEARCH RESULT PERSONAL INFORMATION

The respondents totaled 80 people. Most of them were female, aged between 36-40 years old, accounting for 45 percent. Bachelor's degree. Accounted for 66 percent of private employees Accounted for 66 percent and monthly income of 50,001 baht or more, representing 40 percent

Marketing mix factors (7P's), results obtained from education from the analysis of all bar graphs such as

- Products With the overall average at a high level when considering each item; it was found that the importance was given to 3 levels, consisting of the date and time of the classes being taught. The teaching curriculum has a standard that meets the needs. And have appropriate media and equipment for teaching and learning respectively
- The price has an overall average level at a high level. When considering each item, it was found that the emphasis was placed on a high level. 4 items consisted of clear tuition fees. Price is suitable for teaching quality. Price is appropriate when compared to other places. And there are differences in tuition fees at each grade level at a reasonable price respectively
- Distribution With the overall average at a high level When considering each item, it was found that the highest priority was 1 item, consisting of a place with good atmosphere, safe and suitable for teaching and learning. And at a high level, 2 items consist of sufficient parking spaces And the location of the school near the student housing community respectively
- Marketing promotion With the overall average at a high level When considering each item, it was found that the highest priority was 1 item, consisting of not cutting the number of times on the day that was unable to study And in 2 high levels, consisting of 1 free trial before the decision to study And with advice from parents together, respectively
- In terms of personnel, the overall average is at a high level. When considering each item, it was found that the highest priority was 1 item consisting of teachers with good human relations to students and parents. And at a high level of 2 items, consisting of teachers with knowledge and skills in the subject that is well taught And the staff are courteous, willing to service, respectively
- The creation and presentation of physical characteristics With the overall average at a high level When considering each item, it was found that the importance was given to 3 levels, consisting of a spacious classroom. Adequate lighting suitable for study Inside the school there is a reception room for parents. And showing statistics and past works respectively
- Process With the overall average at a high level When considering each item, it was

found that the importance was given to 3 items, consisting of the application process, not complicated, easy to understand, fast service such as application, payment, etc. and the schedule for students and parents was informed in advance respectively

HYPOTHESIS TEST RESULTS

- Hypothesis 1. Different personal factors affect the decision-making process of parents in sending their children to a ballet school. Different Chonburi Province The test results using ANOVA statistics showed that personal factors, gender, age, education, occupation, monthly income different Affecting the decision-making process of parents in sending their children to a ballet school Chonburi province not different
- Hypothesis 2. Marketing mix factors influence parents' decision making process in sending their children to a ballet school. Chonburi province Test results using Regression statistics found that marketing mix factors influence the decision making process of parents in sending their children to a ballet school. Chonburi province consists of 1st place, with media and equipment suitable for teaching, 2nd place, not cutting the number of times on the day that can not come to study, rank 3, officers, good-natured, willing service The study has a Sig value of .023 .011 .005 .001 respectively.

DISCUSS THE FINDINGS OF THE STUDY

The study has suggestions for the following benefits. From the study of decision making for children to choose to study ballet Chonburi province the study has suggestions for the following benefits.

- Marketing mix factors Product Parents pay more attention to the date and time of the classes being taught is appropriate. But at present, the school has already arranged appropriate classes. Therefore no need to update the current class but the school will keep the start and stop classes according to the schedule every time
- Marketing mix factors for parents Clear and appropriate tuition fees for teaching quality the school should maintain the price level to suit the quality of teaching. And there are additional payment channels such as money transfer through applications etc.
- Marketing mix factors Distribution Parents give importance to the atmosphere and

safety within the school, suitable for teaching and learning. The school should be aware of cleanliness and safety within the school. Arrange the place to be in a spot that can be monitored thoroughly.

- Marketing mix factors Marketing promotion Parents pay more attention to not cutting the number of times on a date that cannot be studied and free trial 1 time before deciding to study the school should arrange a tuition fee discount or school uniform discount. In various important occasions for parents
- Marketing mix factors for personnel, parents give priority to Teachers with good human relations for students and parents and the teachers have the knowledge and ability in the subject that is well taught the school should have a certificate showing the completion of the teacher from a standardized institution. And should have a box to receive comments from parents about the service of the staff.
- Marketing mix factors in the creation and presentation of physical characteristics Parents pay more attention to The width and lighting of the classroom is appropriate and there is a reception room for parents. The school should divide the number of students in each class to suit the width of the classroom. Consider adding a classroom or adding classes.
- Marketing mix factors Process Parents pay more attention to Application process because the school has no complicated application procedures and already easy to understand the school should increase the speed of enrollment more than usual.

SUGGESTIONS FOR FURTHER STUDIES

Because there is a relatively little questionnaire Therefore should be planned Schedule to work carefully for this study the study group selects specific groups of population. So for the next study the study group should change the population. To compare the results of the results analysis For the benefit of bringing the results to be a better implementation guide.

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