

การตัดสินใจเลือกโรงเรียนสอนบัลเล็ตสำหรับเด็ก

DECISION MAKING FOR CHOOSING BALLET SCHOOL FOR CHILDREN

สุธรรม พงศ์สำราญ¹ ปัทวีภรณ์ พรหมมา² และศศิพร มะหะหมัด³

Suthum Phongsamran¹ Pattaweepon Promma² And Tosaporn Mahamud³

^{1,2,3} หลักสูตรบริหารธุรกิจมหาบัณฑิต บัณฑิตวิทยาลัย มหาวิทยาลัยเกษตรศาสตร์

Graduate School of Business Administration, Kasembundit University

E mail: Suthum.Pho@kbu.ac.th

Received : 2021 Febray 14

Revised : 2021 June 29

Accepted : 2021 June 30

ABSTRACT

This research aimed to study the marketing mix factors affecting parents' decision making process in sending their children to a ballet school in Chonburi province. 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 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. According to ANOVA statistical test revealed that personal factors in terms of sex, age, education, occupation, and income were different, which not affected parents' decision making to send their children to a ballet school in Chonburi.

Keywords: decision Making, ballet school

Introduction

Ballet lessons in addition to helping develop a child's dance personality It can also help correct the deficiencies of walking to have a graceful attitude as well. (Keun & Peggy, 2006) Children who are trained regularly are healthy children. Cheerful This is to build confidence and assertiveness in children. Since childhood It also instills children's love of music and rhythmic movements. (Faigenbaum, 2001)

Ballet is an art form of wisdom based on Western folklore, which relies on the movement of the strength of the legs and toes, both the rotation, (Shay, 1999) 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. (Lewis, 2002)

Began to study ballet at the Academy of Dramatic Arts in 1934 (Walker, 1983) corresponding to the reign of 7 is an independent teaching that allows students to dance according The ballet presentation style plays a role in Thai dance performances, especially in Prehistoric drama, 2nd generation, ballet development period. (Krityakiarana & Nopporn, 2016) Ballet began to develop more because there were professional ballet teachers from abroad. 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. (Thang, Sone, Toyota, 2012) 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 (Monthianban, 1992)

Thailand, it was found that present, there are schools writing that teach ballet in Bangkok and provinces In Thailand, most of the ballet classes are children. The start from the age of 2.5 years old. (Narkwong, 2000) 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. 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, (Kane, 2006)

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. (West, Otte, Geher, Johnson, & Mohr, 2004) 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. (Gillaspy, 2013)

The importance of the problem comes from consumers and service users are still worried about the decision to send their children to study, this research will find a solution for the dance teaching business. As mentioned above, the researcher is interested in studying business practices for ballet schools in Chonburi Province. To be able to use the results of the study as a guideline for improvement and change in accordance with the needs and decisions of the parents in order to of sending their children to the current ballet school as much as possible. Both on the part of the child Most protectors and entrepreneur's identity of clearly hoe situation affect the conduct this research especially in marketing point of clear research.

Objective

To study the affecting of parents in sending their children to a ballet school. Chonburi province

Literature review

Making decisions are important. That all human resource for management (Mahamud, Tanphan,& Suksaskawin, 2018) beings will have to face and practice on a regular basis This is because decision making makes people choose and get the things they think are most appropriate for them. Give a definition of that decision It means determining the best option out of many options. Leaders must make rational decisions to guide their performance. This decision will be the most efficient, so in conclusion,

a decision is a decision made using information. Principles and rationale are thoroughly analyzed in finding the best option. It is most suitable from many options that can meet the goals of the organization effectively. Marketing mix is an important element or factor in marketing operations. Because it is something that the entity can control. The basis of the marketing mix (Marketing Mix) consists of 4 factors: Product (Product) Price (Price) Distribution channels (Place) Marketing promotion (Promotion) is called 4Ps. There will be 3 additional factors in the marketing mix: People, Physical Evidence and Presentation, and Process. (Grönroos, 1982)

Marketers are faced with a variety of issues. (Fritzsche, & Becker,1983) And must find a solution to that problem, each of which has many options for solving problems Marketers (Titus, 2000) must decide the best option to solve their problems under different circumstances. (Schmitt,1999) Decision theory plays a very important role in helping marketers make decisions by assessing potential and negative consequences. (Chandon, Hutchinson, Bradlow, & Young, 2009) of each choice In evaluating the results, a marketer cannot know for sure what will happen in the future. (Harris & Rae, 2009) But it can predict what events will happen and what will cause and how many consequences. This may or may not be realistic, depending on the ability and experience or the decision maker. (Robinson, & Spellman, 2005) As well as the information that is brought (Ecker, Lewandowsky, & Apai,2011) to help decide is accurate or sufficient to meet the needs or not in the forecast of various events. (Lerch, Thorarinsdottir, Ravazzolo, & Gneiting, 2017) Marketing also relies on statistical techniques. (Rossi, Allenby,& McCulloch,2005) By using probability as a guideline in making decisions and assessing risks that may arise.(Burgman, 2005) But in some situations, marketers may not know the probability of a different event in the future. Because there isn't enough information to do Therefore requires the so-called decision Decision making under uncertainty Models used in marketing decisions (Marketing Models)(Monroe, & Bitta,1978). consist of Decision Theory Break-even Analysis Inventory Models Allocation (Break, 2003) Models such as transportation model and assignment (Assignment) (Fairbank,1969). Linear Programming) Nonlinear program (Nonlinear Programming) (Bertsekas, 1997) Integer programming (Goal Programming) (Hale, 1980) Dynamic Programming Queuing Models Competitive Models, Games Theory Market Behavior Analysis Model with Markov Chain Simulation model using historical data Forecasting in the future (Forecasting)

Hypothesis 1: Different personal factors affect the decision-making process of parent.

Hypothesis 2: Marketing mix factors influence parents' decision making process.

Research Methodology

The study population was Parents sending their children to Ballet School in Chonburi Province 80 samples were selected (at the time of November 2018 - February 2019). This study was calculated using the (Yamane, 1967). method of sampling at 95 confidence levels. % Tolerance of (e) .05 is accepted in the tool section. Study relevant documents and research to determine the structure of questionnaires on marketing mix. Affecting the decision-making process of parents in sending their children to attend ballet school in Chonburi province

The study population was Parents sending their children to a ballet school in Chonburi Province 80 samples were selected. This study used Taro Yamane's method of sampling calculations at a 95% confidence level, accepting the tolerance at (e) .05 using the following formula:

Where n = calculated sample size

N = number of known population

e = tolerance

tolerance (0.05)

$$n = \frac{n}{1 + N (e)^2}$$

$$n = \frac{87}{1 + 87 (0.05)^2}$$

$$n = 71.31$$

Based on the calculation of the sample size above 71 samples, however, the researcher will determine the sample size in this study, 9 additional samples equal to 80 samples in order to prevent errors from incorrect questionnaire responses

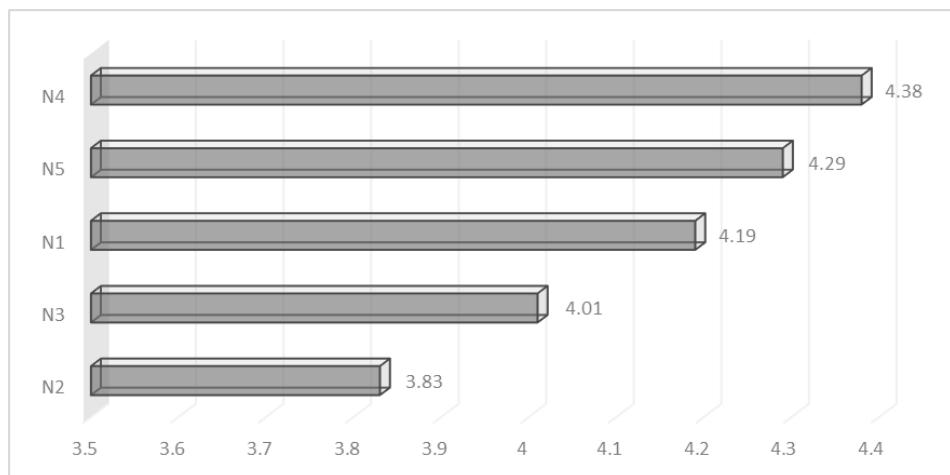
Study results

Including the overall average of the parental decision-making process for sending their children to a ballet school in Chonburi province. Were at a high level (mean = 4.14) with 5 aspects consisting of decision making (mean = 4.38), post-service behavior (mean = 4.29), demand awareness (mean = 4.19), Evaluate alternatives (mean = 4.01) in search field (mean = 3.83).

Results

A study on the decision to have children learn ballet in Chonburi province. The objective is to study the factors of marketing mix. Affecting the decision-making process of parents in sending their children to attend ballet school in Chonburi province. And the decision-making process of parents in sending their children to attend ballet school in Chonburi Province. Using a quantitative study method (Quantitative Research) Independent variables are the factors of marketing mix, dependent variables are decision-making processes. 80 questionnaires were used as study tools. The statistics used for data analysis were statistical, percentage, mean and hypothesis testing by T-test One Way Anova, Regression and Correlation analysis from the analysis results.

Figure 1. Shows the mean sum of the decision making process.



Average 4.14 Decision Process Average

The study found that the overall average of the parents' decision-making process for sending their children to a ballet school in Chonburi province. Were at a high level (mean = 4.14) with 5 aspects consisting of decision making service decision N4 (mean = 4.38), N5 (mean = 4.29), N1, cognitive, demand problem (mean = 4.19), N3, alternative assessment (mean = 4.01), research concentration, N2 (mean = 3.83). Regression, the significance of the marketing mix factors influencing the decision-making process of parents in sending their children to attend a ballet school in Chonburi Province was presented the results of hypothesis testing. Regression, the significance of the marketing mix factors influencing the decision-making process of parents in sending their children to attend a ballet school in Chonburi Province was presented the results of hypothesis testing.

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	อิทธิพล
	B	Std. Error				
	1.316	.287		4.581	.000	
Product						
Teaching courses have standards that meet the needs.	.041	.052	.074	.785	.436	No related
There are materials and equipment that are suitable for teaching and learning.	.125	.054	.211	2.330	.023	related
The dates and times of the classes offered are appropriate.	-.091	.048	-.150	- 1.897	.063	No related
Price						
The price is reasonable compared to others.	.009	.052	.017	.166	.868	No related
The tuition fee is clearly stated.	-.088	.065	-.161	- 1.353	.181	No related
The price is suitable for teaching quality.	.110	.081	.182	1.357	.180	No related
There are different tuition fees for each level at an affordable price.	.045	.057	.072	.788	.434	No related
Distribution channels						
Adequate parking	.048	.043	.093	1.107	.273	No related

The study place has a good atmosphere, safety and suitable for teaching.	-.005	.005	-.075	- 1.040	.303	No related
School locations near student housing communities	.085	.048	.158	1.769	.082	No related
Marketing promotion						
There is a free trial lesson 1 time before deciding to study.	.189	.053	.345	3.541	.001	related
Does not cut the number of times in the days that cannot attend	-.156	.059	-.233	- 2.624	.011	related
Parental guidance is included.	.028	.045	.050	.607	.546	No related
Personnel						
Teachers are knowledgeable and competent in the subjects taught.	.111	.093	.158	1.198	.236	No related
Teachers have a good human relationship with students and parents.	-.134	.074	-.190	- 1.808	.076	No related
Staff are courteous and willing to service.	.210	.071	.306	2.948	.005	related
Aspects of creating and presenting physical characteristics						
Spacious classroom Sufficient lighting suitable for study	.069	.051	.119	1.349	.183	No related
Within the school there is a lounge for parents.	.004	.055	.007	.069	.945	No related
Showing statistics and past performance	.021	.049	.038	.435	.665	No related
Process aspect						
The application process is not complicated and easy to understand.	.092	.075	.155	1.231	.224	No related
Providing fast services such as subscription, payment, etc.	.009	.073	.014	.123	.902	No related
There is a study schedule for students. And parents know in advance	-.046	.061	-.077	-.756	.453	No related

The results of hypothesis test 2 with Regression value at a significant level of 0.05 found that the marketing mix factor influenced the decision-making process of parents in sending their children to a ballet school in Chonburi Province. The product aspect consists of media and equipment suitable for teaching and teaching with a Sig value of .023, for marketing promotion, consisting of a free trial lesson 1 time before deciding to study, with a Sig value of .001, not cutting the number of times in a day. That could not come to study with a Sig value of .011 and personnel, consisting of good-natured staff, willing to service with a Sig of .005, respectively, indicating that rejecting the main hypothesis H0 translates to the marketing mix factor. The product aspect consists of having media and equipment suitable for teaching and learning. In terms of marketing promotion, there is a free trial lesson once before deciding to study. Do not cut the number of times in the days that cannot attend. The personnel aspect, which consisted of the friendly and willing staff, had a significant influence on the decision-making process of parents in sending their children to join the Jongwaeng Ballet School, Chonburi.

Hypothesis 1: Different personal factors influence the decision-making process of parents in sending their children to a ballet school in Chonburi Province. The results of testing using ANOVA statistics showed that personal factors were It affects the decision-making process of the parents in sending their children to ballet school. Chonburi Province No different

Hypothesis 2: Marketing mix factors influence the decision-making process of parents in sending their children to attend a ballet school in Chonburi Province. The results of the Regression test were found that the marketing mix factors influenced the decision-making process of parents in sending their children to ballet school. Chonburi province was ranked number with suitable media and equipment for teaching, number did not cut the number of times on the day that was unable to attend, number friendly staff, willing to service, and number provided a free trial 1 time before Decide to study with a Sig equal to .023 .011 .005 .001 respectively. Pearson correlation was shown to analyze the relationship between factors influencing the decision-making process.

Table 2 Pearson correlation results

Marketing mix factors	Decision making process		
	Pearson	direction	No
Staff are friendly and willing to service.	635**	same	1
There is a free trial lesson 1 time before deciding to study.	548**	same	2
Have appropriate materials and equipment for teaching and learning.	558**	same	3
Do not cut the number of times in the days that cannot attend.	322**	same	4

The analysis of the Pearson Correlations was found that the marketing mix factor. The most influencing parents 'decision-making process in sending their children to a ballet school in Chonburi Province was the opinion that the hospitable, willing, service staff influenced the parents' decision-making process in delivering their children. Staff are friendly and willing to service The grandchildren attended a ballet school. There is a free trial lesson 1 time before deciding to study. Chonburi province in the same direction Has Coefficients Correlation at level 635 **, followed by There is a free trial lesson 1 time before deciding to study. It influences the decision-making process of parents in sending their children to attend a ballet school in Chonburi. In the same direction Has Coefficients Correlation at level 584 ** with appropriate media and equipment for teaching and learning. It influences the decision-making process of parents in sending their children to attend a ballet school in Chonburi. Have appropriate materials and equipment for teaching and learning. In the same direction Has Coefficients Correlation at level 558 ** and last. Do not cut the number of times in the days that cannot attend. It influences the decision-making process of the parents in sending their children to attend a ballet school in Chonburi. Do not cut the number of times in the days that cannot attend. In the same direction Has Coefficients Correlation at level 322 **

Discussion of results

A study on the decision to have children learn ballet in Chonburi province. The study participants have issues to discuss, the results include marketing mix factors. Product aspect That affects the decision of the parents who send their children to a ballet school in Chonburi province. The overall picture is very level. Marketing mix factors

to send their children to ballet schools in Chonburi Province at a high level, factors of marketing mix in personnel that affect the decision of parents who send their children to school. Ballet in Chonburi at great level

Study Suggestions The following suggestions are useful for the study.

From a study on the decision to have their children learn ballet in Chonburi province. We suggest that the study is useful as follows: marketing mix factors. Product aspect Parents pay more attention to The dates and times of the classes offered are appropriate. But nowadays, the school has organized classes that are appropriate. Therefore there is no need to update the current class arrangement. But the school should keep the start and end times in accordance with the schedule at all times. Marketing mix factor for price, parents pay more attention to Tuition fees that are clear and appropriate for the quality of teaching. The school should maintain a price level appropriate to the quality of teaching. And there are additional channels for payment of tuition such as money transfer via the application Etc., marketing mix factors Distribution Parents pay attention to the environment and safety within the school that is appropriate for teaching and learning. The school should be aware of the cleanliness and safety of the school. Place the location in a point that can be thoroughly monitored. Marketing mix factors Marketing Promotion Parents pay more attention to Failure to cut the number of times on the days that are unable to attend. And giving a free trial lesson 1 time before deciding to study The school should offer a tuition discount or a school uniform discount. On various occasions that are important to parents, the marketing mix factor for the personnel, parents pay more attention to Teachers who have a good human relationship with students and parents. And the teachers are knowledgeable and competent in the subjects taught as well. The school should provide a certificate of completion of the course of the teacher from the institution with the standard. And there should be a box to receive comments from parents on staff services, marketing mix factors. Aspects of creating and presenting physical characteristics Parents pay more attention to The width and light of the classroom is reasonable and there is a lounge for the parents. The school should divide the number of students in each class according to the width of the classroom.

Consider adding a class or adding a class. Marketing mix factors Process Aspect Parents pay more attention to Application process Because the school has a simple application process And easy to understand The school should speed up the application process more than usual.

Suggestions for the next study

Due to the relatively short period of data collection of questionnaires. Therefore, it should be planned. Set time In working carefully

For this study Study participants select specific demographic groups. So for the next study Study participants should change demographics. To compare the results of the analysis For the benefit of better adoption of the results.

REFERENCES

Burgman M (2005). Risks and Decisions for Conservation and Environmental Management (Cambridge Univ Press, Cambridge, UK).

Bertsekas, D.P (1997) Nonlinear Programming, **Journal of the Operational Research Society**, 48:3, 334-334, DOI: 10.1057/palgrave.jors.2600425

Break-even(2003) analysis revisited: the need to adjust for profitability, the collection rate and autonomous income. (2003). **Health Services Management Research**, 16(3), 194–202. <https://doi.org/10.1258/095148403322167951>

Chandon, P., Hutchinson, J. W., Bradlow, E. T., & Young, S. H. (2009). Does In-Store Marketing Work? Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation at the Point of Purchase. **Journal of Marketing**, 73(6), 1–17. <https://doi.org/10.1509/jmkg.73.6.1>

Ecker, U. K. H., Lewandowsky, S., & Apai, J. (2011). Terrorists brought down the plane!—No, actually it was a technical fault: Processing corrections of emotive information. **Quarterly Journal of Experimental Psychology**, 64(2), 283–310. <https://doi.org/10.1080/17470218.2010.497927>

Faigenbaum, A.D .(2001). Strength Training and Children's Health, **Journal of Physical Education, Recreation & Dance**, 72 (3) 24-30, DOI: 10.1080/07303084.2001.10605847.

Fritzsche, D.J., Becker, H. **Ethical behavior of marketing managers**. J Bus Ethics 2, 291–299 (1983). <https://doi.org/10.1007/BF00383187>

Fairbank, J. (1969). Assignment for the '70's. *The American Historical Review*, 74(3), 861-879. doi:10.2307/1873126

Gillaspy, E.B .(2013). *Paris in June: CORPS de Ballet International Marks Fifteen Years, Dance Chronicle*, 36(1) 113-117, DOI: 10.1080/01472526.2013.756364.

Grönroos, C. (1982), "An Applied Service Marketing Theory", *European Journal of Marketing*, 16 (7) 30-41. <https://doi.org/10.1108/EUM0000000004859>.

Harris, L. and Rae, A. (2009), "Social networks: the future of marketing for small business", *Journal of Business Strategy*, Vol. 30 No. 5, pp. 24-31.

Hale, W.K (1980) "Frequency assignment: Theory and applications," in *Proceedings of the IEEE*, 68,(12)1497-1514, doi: 10.1109/PROC.1980.11899.

Kane E.W. (2006) "No Way My Boys Are Going to Be Like That!": Parents' Responses to Children's Gender Nonconformity. *Gender & Society* ;20(2):149-176. doi:10.1177/0891243205284276.

Keun, L.L & Hunt, P.G .(2006). *Creative dance: Singapore children's creative thinking and problem-solving responses*, *Research in Dance Education*, 7 (1)35-65, DOI:10.1080/14617890600610661.

Krityakiarana, W & Nopporn, N.P .(2016). Comparison of Balance Performance Between Thai Classical Dancers and Non-Dancers. *Journal of Dance Medicine & Science*, 20,(2) 72-78.Lewis, K. (2002). Rev. Herbert Jump and the Motion Picture. Film History, 14(2), 210-215. Retrieved January 8, 2021, from <http://www.jstor.org/stable/3815623>

Lerch, S., Thorarinsdottir, T., Ravazzolo, F., & Gneiting, T. (2017). *Forecaster's Dilemma: Extreme Events and Forecast Evaluation*. *Statistical Science*, 32(1), 106-127. Retrieved May 6, 2021, from <http://www.jstor.org/stable/26408123>

Monthianban, W.S. (1992). *Entertainments in the Palatine Law] In Kotmai Tra Sam Duang kap sangkhom thai. The Three Seals Law and Thai society*, 141-177. Bangkok: The Office of National Culture. Print.

Monroe, K. B., & Bitta, A. J. D. (1978). Models for Pricing Decisions. *Journal of Marketing Research*, 15(3), 413-428. <https://doi.org/10.1177/002224377801500312>

Mahamud., T. Tanphan., I.N & Suksaskawin., P (2018). *Human Resource Management Model of Small and Medium Enterprises(SME's) in Singapore*. Kasem Bundit Journal 19(Special) 89-118

Narkwong, T.C .(2000). The Possibility of using the Kodály Method to Teach Music Literacy in Thailand. **Manusya: Journal of Humanities**. 3(2) 23-31.

Robinson, P. H., & Spellman, B. A. (2005). **Sentencing Decisions: Matching the Decisionmaker to the Decision Nature**. Columbia Law Review, 105, 1124-1161.

Rossi, P. E., Allenby, G. M. and McCulloch, R. E. (2005). **Bayesian Statistics and Marketing**, New York:Wiley.

Shay, A. (1999). Parallel Traditions: State Folk Dance Ensembles and Folk Dance in "The Field". **Dance Research Journal**, 31(1), 29-56. doi:10.2307/1478309.

Schmitt, B (1999) Experiential Marketing, **Journal of Marketing Management**, 15:1-3, 53-67, DOI: 10.1362/026725799784870496

Thang LL, Sone S, Toyota M.(2012). Freedom Found? The Later-Life Transnational Migration of Japanese Women to Western Australia and Thailand. **Asian and Pacific Migration Journal**. 21(2):239-262. doi:10.1177/011719681202100206.

Titus, P. A. (2000). Marketing and the Creative Problem-Solving Process. **Journal of MarketingEducation**, 22(3), 225–235. <https://doi.org/10.1177/0273475300223006>

Walker, K.S .(1983). **The festival and the abbey: Ninette de Valois' Early Choreography**, 1925-1934, part one, Dance Chronicle, 7 (4) 379-412, DOI: 10.1080/01472528308568894

West, J. B., Otte, C., Geher, K., Johnson, J., & Mohr, D. C. (2004). Effects of Hatha Yoga and African Dance on Perceived Stress, Affect and Salivary Cortisol. **Annual of Behavi Medicine**, 28(2), 114-118.

Yamane. (1967). **Taro Statistic: An Introductory Analysis**. New York: Harper &row.