FACTORS INFLUENCING THE DECISION TO STUDY THE "MAKLORM (GO) SPORT" OF HIGH SCHOOL STUDENTS IN BANGKOK

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Abstract

With a continued growing number of Thai students in Thailand, studying "Maklorm (Go) Sport" of High School Students in Bangkok. This study uses questionnaires to collect data from 100 Thai high school students M4 to M6 levels in the 4 high schools in Bangkok. Data were analyzed using descriptive statistics and tested the hypothesis by using Chi-square (X^2-test) and correlation analysis at significant level of 0.05.

This study found the majority of Thai students are male who are 16 years old and studying in Science-Mathematic major at M4 level. This study found partial effects of demographic profile and service marketing mix strategies (7P's) on the decision to study the "Maklorm (Go) sport" of high school students in Bangkok that product, price, place, promotion, people, process, and physical evidence has an impact on the decision to study GO. The results can be used as guidelines to improve the service marketing mix strategies of maklorm (GO) schools in the future.

Keyword: High school students in Bangkok, Decision to study Marklorm(Go) sport

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Introduction

A Maklorm (Go) is a board game sport. Originating from China. Entered in Thailand on 25 August 1993 (25 years ago) In Bangkok, there are many Go players, one of them is a student. Students have two types of students Students just play Go and Students study Go In research focus about Students studying Go.

At present, there are many Go teaching school. The main target group of the institutions is the student, causing the question of what factors affect the decision to study Go of high school students to know about trend, what the customer needs and the relationship of the students and Go.There are about 600 schools in Bangkok. In research focus 4 schools.

Assumption School (AC), Suankularb School (SK), Kasetsart University Laboratory School Center for Educational Research and Development (KUS) and Saint Gabriel's College (SG)

The hypotheses are listed as follow:

H1: Demographic profile has influence on the decision to study Maklorm of high school students in Bangkok.

H2: Marketing Mix (7P's) has influence on the decision to study Maklorm of high school students in Bangkok.

Investigating Constructs

This research study about Matthayom students who are studying in Bangkok. The proposed factors of demographic profiles and service marketing mix (7P's) were used on the decision to study Maklorm (Go) of high school students in Bangkok. The definitions of key terms in this study are described as follows:

1. Demographic profiles

Gender: The Gender in Go sport normally male players are more than female players

Age: Age is one background of high school students in Bangkok. This research focus about students because teenagers are very fast learning

Studying Schools: students must studying high schools in Bangkok. This research focus 4 schools are 2 public schools (SK and KUS) and 2 Private schools (AC and SG).

Studying year: Studying year is important for study Go because if students M.4-5 (Grade 10 – 11) they have time to study other subjects but if students M.6 (Grade 12) they focus about universities exam, Gat-Pat, O-Net that is a reason why they don't have time.

Studying Majors: Studying Majors were considered to be academically, culturally essential and depending on the structure of the academic program in a particular school.

Family Earning / month: The Family earning per month for support students to study Go sport. Parent's salary is very important for money management.

2. Service Marketing Mix (7P's)

2.2.1 Product: The products are board, stone, clock or more depend on customer.

Price: Price calculation is calculated by hours per unit depend on number of students.

Place: Place for study Go sport normally be quiet because Go sport is use about thinking and meditation. Students and teachers can talk together for find the best location.

Promotion: Promotion encompasses all the tools that Go schools can use to provide the market with information on its offerings: advertising, publicity, public relations and promotional efforts.

People: The people element of the marketing mix includes all the teacher of the GO school that interact with prospective students and indeed once they are enrolled as students of the GO school. These could be both coach, game planning and support staff.

Process: The process is mean how to teach students normally teachers teach by big board, play and comment, computer, problems book.

Physical evidence: Physical evidence are Services when students come to study Go sport such as WIFI, cars park, air conditioner, soft drink, snack.

Decision to Study

Students satisfaction: The study of Factors Associating with the Decision to Study the "Maklorm (Go) Sport" of Students in Bangkok. The researcher has compiled documents related to Factors influencing the Decision to Study the "Maklorm Sport" of Students in Bangkok. Study about information to know the problems and obstacles and use the data to create the conceptual framework of the research model variables and research tools, then record and examine the results of research and on the questionnaires use to measure 5 level of satisfaction of High school students in Bangkok.

- I am strongly dissatisfied with this university.

- I am dissatisfied with this university.

- I feel neutral about this university.

- I am satisfied with this university.

- I am strongly satisfied with this university. (Kotler, 2003)

This research relates to study between demographic profile and service marketing mix 7P's that are affected the decision to study Maklorm(Go) of high school students in Bangkok. The demographic profile offers the background of high school students that are

studying in Bangkok, but service marketing mix strategy (7P's) offering by the purpose of this research was to determine if the traditional services marketing mix is used by students when selecting and programs (Ivy, 2008) Marketing mix is collection of controllable tools of marketing which firms are collocated until they response to target market. Marketing mix encompasses whole of works which firms can fulfill to promote demand for their products. The definition of marketing mix in order to find a decent place in target market is defined as present the right product, in convenient location, with a worthy price and at a right time. (Aghaeia, 2014)

Then between demographic profile and students decision are affected the decision to study Maklorm (Go) sport of high schools in Bangkok, Arambewela and Hall's (2009) and O'Driscoll's (2012) research concluded that overseas students expressed different preferences on the factors contributing to their decision and between service marketing mix (7P's); and decision to study Maklorm (Go) sport in Bangkok was affected by the services marketing mix of Go schools (Poon, 2018; Ivy, 2008)

Based on the aforementioned, this study aims to test whether there is relationship between demographic profile and service marketing mix (7P's)

Methodology

The research is a survey research design that uses a paper questionnaire to collect data from respondents. The research adopted quota and convenience sampling method by distributing questionnaire to high school students who are studying in Bangkok during 1st 15 January– 31 January 2019.The respondents are from 4 schools in Bangkok, 25 samples from each schools by Assumption School (AC), Suankularb School (SK), Kasetsart University Laboratory School Center for Educational Research and Development (KUS) and Saint Gabriel's College (SG). Due to the number of population is unknown, the researcher use Taro Yamane table to calculate by the approximately sample size for this study (Poldongnok 2009). The 384 samples at 5% sampling error is suggested according to Taro Yamane (1967), however this study collected data from 100 samples due to a limited research operation period. This is also one of the limitations in this study which can be rectified by conducting with larger sample size. Similar to the study of Nongbunnak ET. Al., (2018) and Nop ET. Al., (2018), these studies collected data from 100 samples. Data has performed normal distribution with $-1<Skewness<1$ and $-2<Kurtosis<2$ (Tabachnick & Fidell, 2007). Data was analyzed using descriptive statistic and Chi-Square (X^2-test) was used to test effect of demographic profiles and service marketing

mix (7P's) on decision to study Maklorm(Go) of high school students in Bangkok at the confidence level of 95% or α< 0.05.

Results and Discussion

This study collected data from 100 high school students who are studying at 4 schools in Bangkok which are Assumption School (AC), Suankularb School (SK), Kasetsart University Laboratory School Center for Educational Research and Development (KUS) and Saint Gabriel's College (SG) from 1st 15 January– 31 January 2019. Questionnaires were distributed to 100 respondents and all were used in data analysis resulting the response rate of 100% was achieved. With regard to hypothesis 1.

H1: Demographic profile has relationship with the decision to study Maklorm (Go) sport of high school students in Bangkok.

The study found that there is a partial relationship between demographic people and decision to study GO. The finding showed that different age, studying year and studying majors were not found significant relationship in decision to study GO. Although except some topic of gender, studying year, family earning and except some topic of school that 4 schools in Bangkok are agreed with decision to study GO about their studying GO in Bangkok. (See *Table 1*).

Table 1 Result of H1 effect of demographic profile on decision to study Go of high school students

Items		Value	Df.	Sig
Demographic profile	**Decision to study "GO"**			
Gender	1. Why do you study Go?	8.860[a]	3	**.031***
	2. How do you study Go?	1.130[a]	3	.770
	3. Where do you like to study Go?	6.281[a]	3	.099
	4. What time do you want to study Go?	3.281[a]	3	.350
Age	1. Why do you study Go?	16.175[a]	9	.063
	2. How do you study Go?	13.830[a]	9	.128
	3. Where do you like to study Go?	12.605[a]	9	.181
	4. What time do you want to study Go?	5.236[a]	9	.813

Items		Value	Df.	Sig
Demographic profile	**Decision to study "GO"**			
School	1. Why do you study Go?	45.851[a]	9	**.000***
	2. How do you study Go?	44.679[a]	9	**.000***
	3. Where do you like to study Go?	49.867[a]	9	**.000***
	4. What time do you want to study Go?	37.344[a]	9	**.000***
Studying year	1. Why do you study Go?	12.651[a]	6	**.049***
	2. How do you study Go?	11.219[a]	6	.082
	3. Where do you like to study Go?	11.207[a]	6	.082
	4. What time do you want to study Go?	6.224[a]	6	.399
Studying Majors	1. Why do you study Go?	2.452[a]	6	.874
	2. How do you study Go?	6.657[a]	6	.354
	3. Where do you like to study Go?	3.434[a]	6	.753
	4. What time do you want to study Go?	4.292[a]	6	.637
Family Earning	1. Why do you study Go?	12.596[a]	15	.633
	2. How do you study Go?	28.593[a]	15	**.018***
	3. Where do you like to study Go?	13.670[a]	15	.551
	4. What time do you want to study Go?	14.343[a]	15	.500

*level of significant $\alpha = 0.05$

H2: Marketing Mix (7P's) has relationship with the decision to study Maklorm (Go) sport of high school students in Bangkok.

Questionnaires were distributed to 100 respondents and all were used in data analysis resulting the response rate of 100% was achieved. With regards to hypothesis 2, the study released that there is a partial relationship between service marketing mix (7Ps) and decision to study GO. The result showed that product, price, place, promotion, people and physical evidence were found significant relationship with decision to study GO, and in contrast process was not found significant relationship with decision to study GO. (See *Table 2*).

Table 2 Result of H2 Relationship between Service Marketing Mix (7P's) and Decision to Study GO

Service Marketing Mix (7P's)	Decision to Study GO	R^2	Sig.
Product			
1. I study Go because of the beautiful board and nice stones.	Why do you study Go?	-.257**	**.010***
	How do you study Go?	-.241*	**.016***
	Where do you like to study Go?	-.311**	**.002***
	What time do you want to study Go?	-.111	.273
2. I study Go because can bring the product to play everywhere.	Why do you study Go?	-.325**	**.001***
	How do you study Go?	-.190	.059
	Where do you like to study Go?	-.383**	**.000***
	What time do you want to study Go?	-.163	.106
3. I study Go because it helps to improve my brain competency.	Why do you study Go?	-.206*	**.040***
	How do you study Go?	.098	.333
	Where do you like to study Go?	.105	.297
	What time do you want to study Go?	.028	.786
4. I prefer to study Go package courses than the single course.	Why do you study Go?	-.067	.506
	How do you study Go?	-.163	.106
	Where do you like to study Go?	-.164	.104
	What time do you want to study Go?	-.063	.535
Price			
1. The tuition fee in this Go school is affordable	Why do you study Go?	-.104	.303
	How do you study Go?	.057	.572
	Where do you like to study Go?	-.030	.766
	What time do you want to study Go?	.028	.786
2. The program value of this Go school is worth of the price.	Why do you study Go?	-.259**	**.009***
	How do you study Go?	-.156	.122
	Where do you like to study Go?	-.189	.059
	What time do you want to study Go?	.004	.968

Service Marketing Mix (7P's)	Decision to Study GO	R^2	Sig.
3. I like study Group course because cheaper than Single course.	Why do you study Go?	-.146	.152
	How do you study Go?	-.091	.373
	Where do you like to study Go?	-.277*	.025
	What time do you want to study Go?	-.132	.194
Place			
1. I study Go because this Go school is close to my home.	Why do you study Go?	.163	.105
	How do you study Go?	.340**	**.001***
	Where do you like to study Go?	.218	**.030***
	What time do you want to study Go?	.112	.269
2. I study Go because it has several branches to choose.	Why do you study Go?	-.164	.104
	How do you study Go?	-.125	.216
	Where do you like to study Go?	-.067	.508
	What time do you want to study Go?	.041	.683
3. There are several kinds of transportation to this Go school.	Why do you study Go?	.115	.257
	How do you study Go?	.050	.620
	Where do you like to study Go?	-.036	.720
	What time do you want to study Go?	-.058	.565
4. This Go school locates near the city-based areas.	Why do you study Go?	-.221*	**.027***
	How do you study Go?	-.133	.187
	Where do you like to study Go?	-.115	.253
	What time do you want to study Go?	-.200*	**.046***
5. There are many shopping places around this Go school.	Why do you study Go?	-.077	.448
	How do you study Go?	.127	.211
	Where do you like to study Go?	-.161	.112
	What time do you want to study Go?	-.166	.101
Promotion			
1. I tend to choose Go school that offers "discount promotion".	Why do you study Go?	-.046	.652
	How do you study Go?	.188	.060
	Where do you like to study Go?	-.049	.630

Service Marketing Mix (7P's)	Decision to Study GO	R^2	Sig.
	What time do you want to study Go?	-.073	.473
2. I tend to choose Go school that offers "free trail promotion".	Why do you study Go?	-.145	.149
	How do you study Go?	-.104	.305
	Where do you like to study Go?	-.232*	**.020***
	What time do you want to study Go?	-.247*	**.013***
3. I tend to choose Go school that offers "free book promotion".	Why do you study Go?	-.173	.085
	How do you study Go?	-.059	.557
	Where do you like to study Go?	-.206*	**.040***
	What time do you want to study Go?	-.143	.157
4. I tend to choose Go school that offers "free if you invite your friends promotion" (invite 1 person / study free 1 time).	Why do you study Go?	.030	.769
	How do you study Go?	.273**	**.006***
	Where do you like to study Go?	.218*	**.030***
	What time do you want to study Go?	.186	.065
5. I tend to choose Go school that offers "learn 3 courses free 2 times promotion".	Why do you study Go?	-.100	.325
	How do you study Go?	-.130	.199
	Where do you like to study Go?	-.152	.132
	What time do you want to study Go?	-.120	.236
People			
1. This Go school has good profile management in Go sports area.	Why do you study Go?	-.056	.578
	How do you study Go?	.108	.283
	Where do you like to study Go?	.263**	**.008***
	What time do you want to study Go?	.027	.792
2. The staffs take are a professional.	Why do you study Go?	-.022	.827
	How do you study Go?	-.140	.164
	Where do you like to study Go?	-.093	.358
	What time do you want to study Go?	.007	.948

Service Marketing Mix (7P's)	Decision to Study GO	R^2	Sig.
3. The teachers are famous in Go sport area.	Why do you study Go?	.004	.972
	How do you study Go?	-.027	.791
	Where do you like to study Go?	.057	.571
	What time do you want to study Go?	.087	.388
4. I am happy with qualification of teachers here.	Why do you study Go?	-.021	.835
	How do you study Go?	-.179	.074
	Where do you like to study Go?	.027	.792
	What time do you want to study Go?	.004	.967
Process			
1. Students can book reserve to use school services e.g. in advance.	Why do you study Go?	-.102	.313
	How do you study Go?	.053	.599
	Where do you like to study Go?	-.014	.887
	What time do you want to study Go?	-.004	.967
2. During teaching process, I like to practice along teacher guidance.	Why do you study Go?	-.005	.962
	How do you study Go?	-.037	.717
	Where do you like to study Go?	-.078	.440
	What time do you want to study Go?	-.053	.597
Physical evidence			
1. This Go school has WIFI service for students.	Why do you study Go?	-.036	.724
	How do you study Go?	.153	.128
	Where do you like to study Go?	-.024	.809
	What time do you want to study Go?	.047	.644
2. The Go school has soft drink and snack selling services.	Why do you study Go?	.072	.477
	How do you study Go?	.190	.058
	Where do you like to study Go?	.099	.328
	What time do you want to study Go?	.256*	**.010***
3. The Go school has clean restrooms.	Why do you study Go?	.089	.378
	How do you study Go?	.246*	**.014***

Service Marketing Mix (7P's)	Decision to Study GO	R^2	Sig.
	Where do you like to study Go?	.202*	.043
	What time do you want to study Go?	.340**	**.001***
4. This Go school has good Air-conditioner.	Why do you study Go?	.160	.111
	How do you study Go?	.265**	**.008***
	Where do you like to study Go?	.237*	**.018***
	What time do you want to study Go?	.069	.492
5. This Go school has Big Go board for teach students.	Why do you study Go?	.060	.556
	How do you study Go?	.085	.401
	Where do you like to study Go?	.075	.459
	What time do you want to study Go?	.199*	**.047***
6. The Go school has teach by computer.	Why do you study Go?	-.024	.811
	How do you study Go?	-.014	.889
	Where do you like to study Go?	-.089	.379
	What time do you want to study Go?	.084	.405

* Sig. = P < 0.05

Implications of the Study

From the study, the majority of respondents which are students who play Go in Thailand with the intention to study Go, the first this research will has good affect to Go schools manager to prepare marketing plan and service for Go students, secondly good affect for researcher that who research about high school students behavior and high school students consideration to sold some product to them, finally this research will has good affect for researcher that who want to research about high school students who play Go knowledge.

Recommendations for future research

In this study, the researcher has some recommendation for future research are change about population, location, school and as well as field of study. As follow:

Population: The future research can repeat this study model with a larger sample size in the future.

Location: The future research can change the location research, because this research just research about high school students that they are study in Bangkok. The future researcher can extend the location to other provinces in Thailand or change to other countries on the world.

School: In this researcher just have 4 high school which are in Bangkok, Thailand. The future researcher can extend to other high school in Thailand.

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