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FACTORS AFFECTING THE DECISION MAKING TO CHOOSE DANCE SCHOOL IN BANGKOK METROPOLITAN AREA

Yasita Deerod

*Kasetsart International MBA Program, Kasetsart University, Bangkok, Thailand,
acting9@outlook.co.th*

Thirarut Worapishet

*Kasetsart International MBA Program, Kasetsart University, Bangkok, Thailand,
fbusths@ku.ac.th*

Abstract

This study investigates factors influencing the decision-making process of individuals choosing dance schools in the Bangkok Metropolitan Area. Using a mixed-methods approach, the research combines quantitative surveys and qualitative interviews to identify key determinants such as location, reputation, cost, curriculum, and instructor qualifications. Findings reveal that while cost and location are significant, the reputation of the school and instructor qualifications play crucial roles. The study aims to provide insights for dance school administrators to better understand their target market and improve their offerings. Objectives include studying the demographic characteristics of those who choose dance schools in Bangkok, examining consumer behavior toward the dance school industry, and analyzing the importance of the

marketing mix (product, price, distribution channel, promotion, process, image, and presentation) for prospective students. Methods involve a quantitative approach with descriptive research and surveys. Cluster 1 is diverse in gender, with many young adults and middle-aged respondents, including students, private company officers, and lower to mid-income earners. Consumer behavior in this cluster shows a balanced interest in various dance courses, lower study expenses, a preference for evening study times, and a high preference for weekend study times. Cluster 2 is predominantly female, younger, and more diverse in occupation and income levels, with higher education levels and higher income earners. This cluster focuses on finding special skills and talents, with a strong preference for specific dance courses (especially K-pop Dance), more diverse and higher study expenses, balanced study times throughout the day, and varied main study times, including weekends and combined times. In conclusion, the importance of the marketing mix (7Ps) segments consumers into two clusters in this study.

Keywords

A Dance School, Demographic, Behavior, Marketing Mix

1. Introduction

Currently, dance schools in Bangkok are more competitive for many reasons, such as cultural diversity, the influence of global dance styles, and the demand for education. Cultural diversity: The findings showed that the cultures inside and outside the ASEAN Community have affected the values and lifestyles of art, music, and dance education students in Thailand (Yoothana et al., 2020). Influence of global dance styles: Globalization and media have influenced cultural practices in urban centers like Bangkok, with dance schools increasingly offering programs aligned with global dance trends to stay competitive (Pennycook, 2007). Education demands: The evolving educational demands and increasing need for professional training have led to the establishment of more dance schools. Accordingly, dance marketers must better understand specific market demands that affect recent and potential partners' decisions to attend dance schools. Leaders in private dance schools have realized that effective management and marketing strategies should be improved to fulfill their customers' needs and to survive and succeed financially (Legum & George, 1981; Kim et al., 2009; Zaggelidis, 2012). Apart from education, it is also essential to encourage development in all aspects of activities. Recently, many new institutes have been established in Bangkok. Each institute has different strengths,

such as teaching curriculum, teacher experience and popularity, teaching style, service, and location.

Due to the higher competition in the dance school industry, dance schools could adapt to what serves customer needs. Understanding customer needs through market research is important for developing products and services that resonate with target audiences (Zaggelidou et al., 2012). This approach helps tailor services to meet the specific desires of the customer base. Meanwhile, researchers do not fully understand how customers make decisions and how they can classify their behavior because of the variety of dance schools and various courses of study, such as Ballet, Jazz dance, Contemporary dance, Street dance, Hip-hop, Thai dance, Spanish dance, Ballroom dance, Tap dance, Theatrical, Cover dance, Gymnastics, Dance basics, Pop dance, Kids hip-hop, Choreography, Street jazz, etc.

In conclusion, dance schools must research customer behavior and the importance of the marketing mix with demographics because dance institutes play a significant role in children's and parents' decisions to enhance their skills, abilities, socialization, and creativity. There are many benefits. Firstly, targeted marketing strategies. By understanding demographic factors, dance schools can tailor marketing strategies to appeal to specific age groups, genders, income levels, educational backgrounds, and occupations. For example, promotions for children's dance classes might focus on parents' educational and income levels.

Secondly, enhanced consumer insights using the 6W1H approach help dance schools gain deeper insights into consumer behavior, such as why individuals choose certain dance schools, what factors influence their decisions, and how they prefer to receive information. This can lead to more effective communication and strategies.

Thirdly, an optimized marketing mix: by analyzing the importance of the marketing mix elements (product, price, place, promotion, people, process, psychological evidence), dance schools can optimize their offerings.

1.1 Objectives

- To study the demographic characteristics of those who choose dance schools in Bangkok.
- To study consumer behavior toward the dance school industry in the current generation.
- To study the importance of marketing mix, including product, price, distribution channel, promotion, process, image, and presentation, for people who would like to learn dance.

- To study demographic characteristics and consumer behavior of those who choose dance schools according to marketing mix importance.

Expected Results:

- To improve marketing mix strategies to meet the demand of buyer behavior for each demographic.

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