

ADVERTISING STRATEGIES OF CHINESE LANGUAGE PROGRAM:

KIDS ACADEMY INTERNATIONAL SCHOOL BANGKOK



ADVERTISING STRATEGIES OF CHINESE LANGUAGE PROGRAM:
CASE STUDY OF KIDS ACADEMY INTERNATIONAL SCHOOL BANGKOK

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ABSTRACT

The objective of this study was (1) to investigate the advertising strategies used via online media to promote the Chinese language program in an international school. (1.1) To determine the advertising messages used to promote the Chinese language program in an international school. (1.2) To determine the advertising presenter used to promote the Chinese language program in an international school. (2) To explore effectiveness of advertising strategies used by an international school to promote the Chinese language programs, in terms of parents' decision making after being exposed to advertising messages and presenters.

In this qualitative and exploratory research, both in-depth interview and content analysis data collection were analyzed to fulfill research objectives.

Research findings of advertising strategies have heavily indicated the presenter and advertising messages, and Media effect theory have successfully applied to the study.

Keywords: Advertising strategies, Advertising Presenter, Advertising message.

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CHAPTER 1

INTRODUCTION

With the growth of the Internet community and the limitless of the possibility's internet gives to us, businesses nowadays cannot live without an effective advertising strategy. Chinese as the most spoken language in the world, over the decade, has become the popular language program in international schools all over the world. This chapter presents the rationale of the study, the statement of the problem, objectives, the questions of the study, followed by the scope of the study, and concludes with the significance of the study and the definitions of term.

1.1 Rationale

The world is shrinking in every sense, and we are becoming more multicultural, inclusive and interacting with people all over the world every single day in our daily life (Amin, T. 2019). People often said that one language set in a corridor for life, two languages open every door along the way (Smith, F. & Amin, T 2019).

Napoleon Bonaparte once referred to China as a sleeping giant. He said “Let it sleep, for when China wakes, it will shake the world.” It is been almost two centuries after that remark, China has woken up to become a country that possesses economic influence that directly concerns and supports the global market. It is now the largest exporter and second largest economy in the world (World Bank, 2016a, 2016b). As China emerges to become a worldwide economic giant, countries around the world are purposely moving forward and taking opportunities to trade and carry out business with China. Within this context, Mandarin, the official

language of China, has become important and valuable for the modern world (Mandarin Chinese Language, 2015).

In 2016, China with its \$714.58 billion sales among online social media users, became the world's leading e-commerce market. As Asian markets internet usage continue to expand, in the near future, Chinese could be expected to supplant English as the most widely used Internet language (Pimentel, I. 2016). In 2010 alone, 750,000 people from all over the world took the Official Chinese Proficiency Test (HSK). All these people from different industries, backgrounds are learning in hope to understand the often-misunderstood country better and benefit from knowing the most widely spoken language in the world whether it is for personal reasons or business opportunities.

There is a huge growth in numbers of non-Chinese heritage people learning Mandarin, which Westerners actually started learning Chinese as early as the 16th century (Shao, G. 2015, March 6). Mandarin Chinese is an official language of mainland China, Taiwan and Singapore and one of the six official languages of the United Nations, has now been considered the top spoken language in the world. So, it is not surprising that there are approximately 955 million native speakers worldwide (Klappenbach, 2019).

Mandarin fever has been spreading and increasing in many countries around the world. For instance, in the United States, Mandarin is now the first choice second language. As it is well known that Chinese Mandarin language is one of the most speaking languages in the world (Klappenbach, 2019).

China and Thailand have always been friendly neighbors since the 8th -10th centuries. Once the permanent secretary Sihasak Phuanketkeow, Ministry of

Foreign Affairs of Thailand, has mentioned about China at an international conference: “China’s economic growth and development have been good for the region and the world.” This strategy has allowed China to pursue – together with Thailand and ASEAN – we shared and maintenance a peaceful, secure, and stable external environment. Through the years, our relations have advanced to a strategic partnership. And, this neighbor relationship will continue building to a strong economic partnership in the near future (Hulme, K. 2018).

In the global economy, tourism is one of the most noticeable and growing sectors, the tourism industry has emerged as a key force for sustainable socio-economic development globally (Manzoor, F., Wei, L., Asif, M., Haq, M. Z., & Rehman, H. 2019).

China especially, the contribution of the Chinese tourism industry has become the made cannot be measured and emphasized more. Chinese outbound tourism has become the most important tourist segment in the world and also the biggest tourism group in southeast Asia, research have showed that there are 15% proportion of Chinese group among all inbound tourists in recent years (Dichter, Chen, Saxon, Yu, Suo, 2018).

Meanwhile, Thailand’s tourism has played an extremely important role among all the tourist. Thus, to use promotion strategy on connecting potential tourists’ travelling intention to Thailand is very important (Yu long, 2017). Thailand’s tourism industry has been increasingly pushing its own economy; therefore, investors from china also seen the opportunities started to invest in Thailand, and hence rendering Chinese language speaking skills as widely needed and even reaching the peak.

Today, more and more Asian expatriates as global economies become stronger and more people are seeking opportunities to work abroad. Bangkok, a major financial hub in the country, has attracted many Asian expat families from countries such as Japan, China, India and South Korea. Moreover, Bangkok is the travel hot spot in Asia and also one of the best education hubs in the region, as the capital and most popular city of Thailand, School in Bangkok cater to local and international students. Studying in Bangkok is a great opportunity to enjoy the vibrant culture the city has to offer. There are plenty of international schools in Bangkok following the American, British, German, Swiss, or Singapore Chinese curriculum (Edarabia Education guide, 2020).

Seeing the vast opportunity for international schools in Thailand, more and more quality international schools have opened up in Bangkok in recent years. With 49 premium international schools out of a total 118 in the city, Bangkok is positioned as one of the top five sites in the world for quality international schooling, alongside Dubai, Shanghai, Beijing, and Tokyo (Staff, S. I. 2019, October).

Thailand nowadays has become a multicultural society, with the influence expatriate from all over the world. With the raising of International culture, the number of international schools in Thailand has been increasing over the decades. As of June 2016, Thailand have already had 166 international schools, according to the Office of the Private Education Commission (OPEC) which regulates the operation of all private schools in the country (Office of the Private Education Commission. April, 2017).

In recent years, Chinese influences are increasingly evident. The spread of Chinese culture in Thailand has also yielded certain results and a leapfrog development. Also, the Thai people have a high degree of recognition of Chinese and Chinese culture. Chinese culture can spread in Thailand, not only thanks to its strong attraction, but the Thai people's inclusion of foreign culture (Kornphanat Tungkeunkunt, 2016). More precisely, Thailand has always been a largely monolingual society, the truth is that most Thai people are actually emigrated from China (Hulme, 2018).

Moreover, the trend of world multi-polarization, economic globalization and cultural diversity are more and more prominent. Chinese culture is increasingly valued by Chinese learners. (Wang jinqiu, 2017). The swift growth of online information and communication in the past decades has driven Thailand from a knowledge-based society to develop a knowledge-based economy country, the international communication of language has become the magic weapon to enhance the soft power of culture and to compete for the international discourse right.

Chinese, therefore, has become an important tool for the world to understand China (Keyuravong, 2010). In order to adapt to the various aspects of cooperation and exchanges between the two countries to meet the expanding demands, Thailand is committed to training talents of knowing Chinese for national development and construction services.

Thailand have been taking the Chinese language very seriously, so seriously that the government has asked China to send teachers to teach in Thailand. As of January 2006, China's deputy education minister was in Bangkok to sign an agreement to help train 1,000 Mandarin language teachers every year for Thailand.

China will also offer 100 scholarships for Thai students to study in China, and send 500 young volunteers to teach Chinese in Thailand. Meanwhile, the Thai Education Ministry aims to promote the Chinese language alongside compulsory English and hopes that one third of high school students will be proficient in Chinese within five years (Hays, 2014). Hence, more and more Chinese language schools have been raised in Thailand, as one today wandering along the crowded streets of Chiang Mai or Bangkok can find Chinese language schools as easily as internet cafes.

Hence, the trilingual context of the school and classroom is a hot topic; it occupies the mind of schools, teachers and society as a whole. A lot of schools are struggling with their trilingual character. (Sierens & Avermaet, 2014). The cool fact is that: The world's multilingual population is more than speakers of one language.

International language schools nowadays are getting more and more popular, families with multicultural backgrounds are everywhere. Today, more of the world's population is bilingual or multilingual than monolingual, we are surrounded by language during every waking moment of our lives. The benefits of being bilingual and trilingual affected brain is beyond comparison, since it boosts IQ; helps concentration; helps task-and device-switching, both personally and professionally; it aids better decision making; it delays dementia; it improves memory; it makes aware of language (Marian, V., & Shook, A. 2012).

Since more and more people are keen on learning Chinese, the number of people learning Chinese is increasing rapidly. Many schools offer Chinese courses, and International schools with Chinese programs are growing in the International

education market in Thailand. Due to high demand of Chinese language learners in Bangkok, marketing of Chinese programs can be easily seen everywhere online and offline, and this includes the word-of-mouth strategy that have changed to electronic word-of-mouth (EWOM).

Consumers imitate each other following a social or vicarious learning paradigm, but perhaps more importantly, they also talk to each other. Described as WOM communication (WOM), the process allows consumers to share information and opinions that direct buyers towards and away from specific products, brands, and services (Jalilvand, M. R., Esfahani, S. S., & Samiei, N. 2011). With today's fast-paced digital world, marketing strategies affect how businesses, organizations, and institutions interact with their customers and clients, and this seems to be the survival key for most schools (Caffrey, C. 2017). So, it is very important that each school has its own steady stream advertising purpose based on the development, and we need to realize that the marketing world of traditional marketing strategies are not producing the same result as we had five or ten years ago

1.2 Statement of Problem

Marketing strategies have been used by various types of academics, some of them are public international schools and others are private international schools, with different language study programs. For most private schools that offer bilingual language programs, event marketing will almost certainly be the key to any marketing campaign, targeting parents of pre-school and day care centers, finding the right combination school events as school marketing strategies can be difficult, while there are many other competitive schools in the same area (Burns, P. V., Keshen, P. M., & Knechel, P. M. 2020).

Public schools are often known as Government schools, and these schools are more likely to focus on building campaigns and promoting school's competitive advantage. The tuition fees at private international schools are much higher than those public schools, while public schools will be most parents' affordable selection. Based on various factors, the marketing strategies implemented by international schools are different; some use online internet marketing, while others use offline traditional marketing strategies. Among those mentioned marketing strategies, advertising is one of the effective tools to operate awareness, favorable attitude and action to choose a study program in an international affected school. There are many potential advertising strategy factors that shape and influence marketing strategies.

The element of advertising strategy implementation is basically those of communication effects: Information sender, media, message, while receivers need to be examined in detail. This study, therefore, aims to explore the advertising strategies used by an international school, regarding its Chinese language program to attract student's choice, the focus of the study will be upon its online media, message, and presenter used in the advertising strategy.

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The element of advertising strategy implementation is basically those of communication effects: Information sender, media, message, while receivers need to be examined in detail. This study, therefore, aims to explore the advertising strategies used by Kids academy international school Bangkok, regarding its Chinese language program to attract student's choice, the focus of the study will be upon its online media, message, and presenter used in the advertising strategy.

1.3 Research Objectives

Hence, The Objectives of this study are to:

- (1) To measure the effectiveness of online media used to promote the Chinese program in Kids academy international school Bangkok.
- (2) To determine the effectiveness of advertising messages used to promote the

Chinese program in Kids academy international school Bangkok.

(3) To determine the effectiveness of an advertising presenter used to promote the Chinese program in Kids academy international school Bangkok.

1.4 Scope of the study

This study is to focus on the advertising strategies of school marketing, and to present the different effectiveness of advertising strategies, as a part of the effective school marketing. To investigate the Chinese language among Thai & expat families living Bangkok, in order to discover the potential consumer group for school marketer, through community influence as part of the advertising strategies, improving the affective marketing.

1.5 Research Questions

(1) What are the advertising strategies used via online media to promote the Chinese language program in Kids academy?

(1.1) What are the advertising messages used to promote the Chinese language program in Kids academy?

(1.2) What are the advertising presenters used to promote the Chinese language program in Kids academy?

(2) What is the effectiveness of advertising strategies used by Kids academy to promote the Chinese language programs, in terms of parents' decision making after being exposed to advertising messages and presenters?

2.2 Significance of the study

This study examined the strong relationship between Chinese programs at Kids academy and social media platforms and tools. The findings of this study

would benefit school administrators, teachers, relationship between school and parents, and the last, building sustainably long-term advertising strategy of long-lasting Mandarin programs at international school.

Firstly, the findings of this study will shed some light on the factors (parents' involvement, word-of-mouth as key stakeholders) that may affect the advertising strategy of Chinese programs at Kids academy. For saying that, the information gained from this study would be helpful for administrators and curriculum developers working on advertising strategy building strong relationships between school and parents.

1.7 Definition of terms

To assure a common understanding of terms used in this study, the following definitions are provided as below:

1, Kids Academy International school Bangkok

1. Kids academy is short for Kids academy international school Bangkok, it defined as a school that offer international education, with trilingual language programs, student study in an international environment with international teachers, and by adopting an international curriculum.
2. In this study, Kids academy will be limited to the international school researcher was working at, it offers Thai, English and Chinese curriculum from Nursery to primary school established in 2017, and now there are 26 teachers and 165 students. The English and Chinese language programs are offered as immersion programs.

2. Advertising strategies

1. Advertising strategies are defined as a blueprint to help sell a given product to consumers. There are almost as many different advertising strategies as there are products to advertise, and each company follows its own unique strategy plans. However, all forms of advertising strategy follow a few basic principles (Robert Vaux – 2020);
2. In this study, advertising strategies refers to the target international school's Chinese program advertising perceived from the parents outside of school that seeks information for education, through social media or platform contact school for information, and fulfills school parent's needs.

3. Online media

1. Online media is defined as communication technologies and media sources that use the Internet or the World Wide Web to present or exchange give you different point of view and information;
2. In this study online media refers to Facebook, WeChat, Line, YouTube and online websites.

4. Advertising message

1. Advertising message is the visual and auditory information that prepared by an advertiser, in order to inform and persuade to audience regarding a product, organization, or idea;
2. In this research, the term of advertising message refers to the content of the advertising language.

5. Advertising presenter

1. This term refers to the people or party that introduce and present or deliver the message to the consumer;
2. In this study, advertising presenter means Kids academy who presents the Chinese program to the consumer.



CHAPTER 2

LITERATURE REVIEW

Advertising is an interesting and creative field that helps to give different point of views to audiences and inform audiences about the products or services, and bring in the interest for business organizations. Hence, advertising nowadays is normally defined as “any form of paid communication by an identified sponsor aimed to inform and/or persuade target consumers and audiences about a product, business organization and service” (Fennis & Stroebe, 2010).

In this chapter, the author will discuss the media tools for the research through several relevant case studies of the media and current situation of the media change. Therefore, the concept and theory will be developed after reviewing the related studies and theory. Being said that, this literature reviews have laid a solid foundation for the choice of theory, and elaborate the theoretical framework, based on the gap of those studies. Furthermore, the researcher lists out the questions of the study and the knowledge gap found from past studies. Thus, the chapter will be summarized in the following topics:

2.1 Related literature and previous studies

In an interview, an education specialist, Haward Wu of Bromsgrove International School Thailand (BIST), have said that "More and more Chinese parents are seeking overseas education for their children as foreign degrees remain an excellent calling card with Chinese employers. Therefore, Chinese parents sending their children to pursued education abroad is becoming a normal consumption pattern for a growing group of affluent Chinese." Meanwhile, data

from China's Ministry of Education showed the total number of outbound students reached an all-time high in 2015. It indicated that more than 523,000 Chinese student study abroad which represented a 13.9% increase from 2014 (Dumronngkiat Mala, 2017).

Thanks to globalization, China has become a leading economic country in the world. As a result, knowledge of the Chinese language is crucial for economic growth (Kanoksilapatham, 2015). Due to the fact that China's economy is getting stronger and the growing economy of Western countries are weaker, from 2007-2011 academic years, almost 300,000 students at 700 schools in Thailand administered by the Office of the Basic Education Commission (OBEC) study Chinese, said Usanee Watanapan, Deputy Director of the Bureau of Academic Affairs and Educational Standards at OBEC (The Nation Thailand, April, 2012). Culturally, the majority of Thai people are actually descendants of Chinese, due to the intermarriage between Chinese and Thais in the past. This contributes to the significance of learning Chinese to promote and maintain cultural understanding and practices (Kanoksilapatham, 2015)

2.2 Digital marketing strategies among International schools in Bangkok

Over the past few years, international schools in Thailand have increasing tremendously, Bangkok especially. In order to compete in the same space, digital marketing has become vital between schools and their target audience. Therefore, international schools would hire a media company to develop advertising tools for marketing purposes, such as using a dedicated landing page for a school website or App. Even though the international schools emphasize expat groups as their target

customers, they also aim at many wealthy families as their main target consumers for school enrollment.

Hence, in addition to using the local language in advertisements to facilitate better understanding, by far advertising through Facebook & Instagram is also used on the Open-house day (Wee, 2019). This incident coincides with the trend in which social media have been adopted by many businesses, there are more and more businesses using social media tools to advertise the brands or products, such as Facebook, Twitter, Instagram, Blogger to provide various services and interactions to keep connecting with the potential target audiences (He, Zha, & Li, 2013).

An effective media to attract target audiences needs a good marketing strategies base. It is important to advertise an event and establish a school brand both on -and offline, such as hosting an open house, inviting the community to participate with children, embracing social media, being active on Facebook, Instagram, and connecting with new potential customers. Word of mouth is the most effective tool to reward parents for referring the program to their friends and form partnerships. Other strategies include inviting stakeholders such as school parents to be business influencers in the community, and signing up or creating child care applications, to be connective with all customers. (Burns, Keshen, & Knechel, 2020).

2.3 A Christine School's advertising strategies to target audience

Education nowadays has become a hot topic in the media, especially to all the parents that seek long-term education for their children. School's advertising strategies are rather important for an international school to choose as the effective

current marketing plan that is suitable to the school. Advertising in today's world is moving beyond traditional marketing plans since they are not producing the same results and outcome as they were several years ago (Cochran, 2017).

The case study of this research is Virginia Christian Academy, which designed its website in such a way that it appears prominently in the search list when consumers conducted their internet searches to find information. Virginia Christian Academy, therefore, is effective in getting its message across to Christian consumers. By presenting itself as an expert adviser, consumers come to trust Virginia Christian Academy for the education of their children.

The finding of several studies (Cochran, 2017) shows that, in today's media, traditional marketing plans are no longer effective in conveying messages to the consumer. As a result, the effective way of school advertising is using online platforms as a marketing tool, so that the target audience perceives information as more complying to their preferences of sorting and ranking from online search engines (Cochran, 2017).

Hence, integrated marketing approach to attract more customers and establish business (Etree, & Cochran, 2015) used a number of marketing tools (such as advertising, promotions, social media). Advertising is therefore the most effective way to promote a business brand or products; it helps to enterprises wider audiences in the shortest and possible time. Thus, marketing tools in this study is limited only to a form of advertising and related strategies conducted on social media. Virginia Christian Academy, in this aspect, uses advertising strategies to communicate with its target consumers through online media.

2.4 Online media user in Thailand

Previous study has Conducted by social media management platform of Hootsuite and global agency WeAreSocial, the Global Digital Report in 2019 was found 49 million mobile social media users in Thailand, or 71% penetration of mobile users, plus 51 million active internet social media users. For the time Thai media user spent on social media per day, Thailand ranked eighth at 3.11 hours, while the global average is 2.16 hours.

Thailand was eighth in social media penetration, at 74%, while the worldwide average is 45% (Leesa-Nguansuk, 2019). Regarding from the media user report in Thailand, report shows that by 2019 Thailand already has 50 million Facebook users, half of them is female, and 13 million are on Instagram, 4.7 million are Twitter users and 2.4 million users of LinkedIn. The global survey target group users aged are from 16 years old to 64 years old, during the second and third quarters found the top five most active social media and messenger platforms for internet users: Facebook (93%), YouTube (91%), Line (84%), Facebook Messenger (72%) and Instagram (65%).

The country's average daily time spent on the internet via any device is 9.11 hours, with 3.44 hours watching TV and 1.30 hours listening to streaming music (Leesa-Nguansuk, 2019).

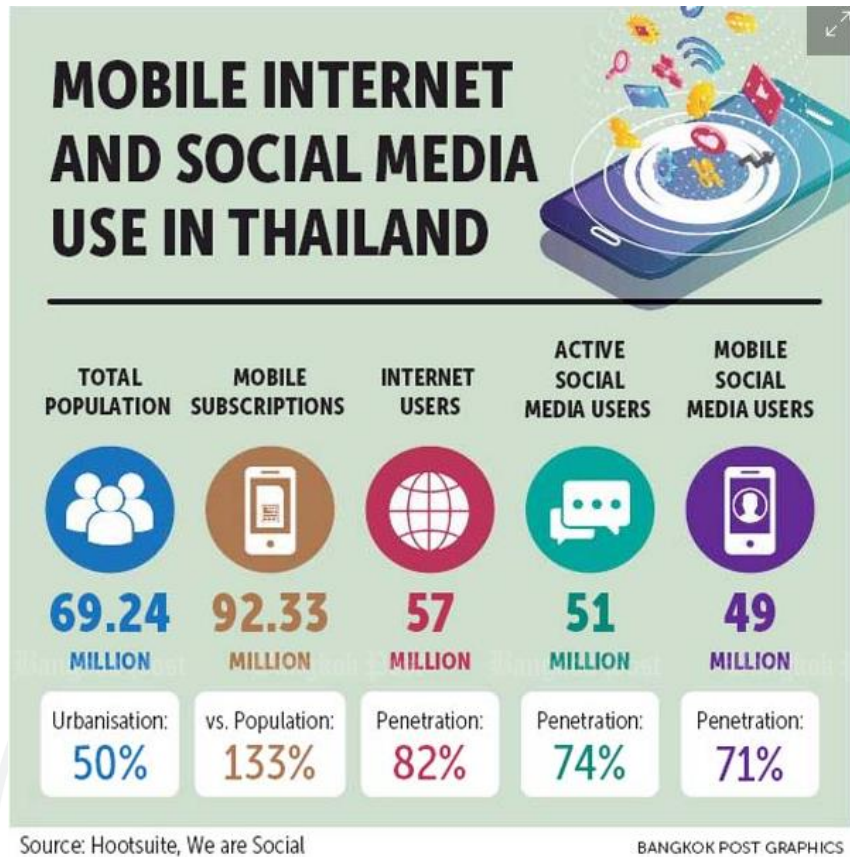


Figure 2.1 1: Online Media Users in Thailand

Therefore, Thailand's advertiser power has already shifted to online media in 2019, since social networks are becoming a significant part of the daily lifestyle of Thai people despite some concerns about social media content, its ultimate reach and the context of online advertising. Thailand has become one of the most connected countries in the world for social media with Bangkok being Facebook's most connected urban metropolis. LINE is particularly popular in Thailand as is Instagram among a growing, more fashion-conscious market. YouTube is another huge player in Thailand where Google still dominates the advertising search and display advertising market (Morris & Nguyen, 2019).

The media change

The creation of new media has been accelerated by the mergers which began in the mid-1970s and grew in the 1980s and 1990s (Rust & Oliver, 1994). From then, the media have experienced a huge transformation over the past decade (Mangold & Faulds, 2009). Back in 2007, a big phenomenon was sweeping across the publishing industry; then a lot has been changed in a decade. Shortly after the 'Second wave' of social hit, the huge shift occurred in the form of mobile, podcasts, and blogs. A more critical digital media challenge for the next 10 years was predicted to occur with Facebook, Instagram, YouTube, Google, Amazon, WeChat and Weibo act. (Summit, 2016).

The rise of integrated marketing communications (IMC) became a result of this changing marketing environment, and advertising is a significant part of marketing tools used to communicate to customers. With the number of Internet and social media users growing worldwide, it is essential for communication managers to understand online consumer behavior. Recent statistics additionally indicate that the number of people accessing the Internet exceeds two billion four hundred thousand, almost 34 percent of the world's population (Internet World Stats, 2013). Moreover, one out of every seven people in the world has a Facebook profile and nearly four in five Internet users visit social media sites (Nielsen, 2012). Social media as the effective marketing tools for advertising

Social media marketing is an effective advertising tool. Social network sites (SNSs) have provided media users with a variety of communication tools. The SNS Facebook as example, it allows Facebook users to broadcast messages to large audiences using status updates and Wall posts, while also providing features, such as chat, for messages the user wishes to keep private. While the diversity of

features available on SNSs allows for equally diverse forms of communication (Smock, Ellison, Lampe, & Wohn, 2011).

Social media is forming an increasing central part of how businesses communicate their marketing strategies to customers. Consequently, the fast-paced integration of the internet as a marketing tool in recent years has had a huge impact on how brands choose to communicate with customers (Poturak, & Softić, 2019). Social media tools allow media user to concoct, share and exchange information, viewpoints and pictures or videos by virtual communities and networks, it has changed the way how communication used to connect among enterprises, businesses, communities and individuals (Usman & Navari, 2019).

Through Facebook media, an international school can reach out to their target customers using advertising to update effective information to parents. Aiming to attract the target group to attend an open house, Virginia Christian Academy used a Facebook pixel to retarget website visitors, or upload a list of emails, expecting to generate back the biggest ROI — and this is the best option and critically important for schools that working with smaller advertising budgets (Mia Major AUG, 2019).

Advertising helps promote business and branding of product or service. Therefore, school marketing needs to ensure that the end users at the right time can get the right information. Promotion refers to customers to improve product or brand awareness, in order to build brand loyalty, by enhancing customer awareness of products and brands, which will boost sales. Among marketing communication tools, advertising and sales promotions have always played a pivotal role.

Advertising is a powerful way of communicating a brand's functional and emotional values. (Daosue & Wanarat. 2019). Now, fast-paced development of social media presents new tools for promoting are available on online sources, all kinds media sources can be effectively reaching the vast majority of people to achieve the efficiency and less-cost promotion (Li, 2015). School Open House as an example, applied digital marketing efforts to get even more potential students to join the campus, with a valuable open house landing page that can optimize the increase of submission (Mia Major, 2019).

The Influence of social media content on consumer purchase intention

Media content is the factor, and most media effect theories recognize the importance of social context at the micro, meso, and macro level in encouraging or discouraging media use (Klapper 1960, Prior 2005, Slater 2007, Valkenburg, 2015). Social influences can occur deliberately and overtly, when institutions, schools, or parents restrict or regulate media use (Valkenburg, 2015). The media influences so many people's behavior nowadays. Information can be spread after a few clicks of a button, whether it is true, false, speculation or gossip. The media can manipulate, influence, persuade and pressurize society, along with even controlling the world at times in both positive and negative ways; mentally, physically and emotionally (Neale, 2014).

With the high-speed internet society growing, consumers nowadays have turning away traditional media such as such as television, radio, and magazines by using social media sites and tools to search for information and communicate with each other (Mangold & Faulds, 2009). The advent of social media has transformed traditional one-way communication into multi-dimensional, two-way, peer-to-peer

communication. Social media platforms offer an opportunity for customers to interact with other consumers; thus, companies are no longer the sole source of brand communication (Berthon, Pitt, & Campbell, 2008). Of all the new media, social networking sites such as Facebook, Twitter, Instagram and YouTube have generated the most publicity among both academics and communication managers. Furthermore, social media channels facilitate consumer-to-consumer communication and accelerate communication among consumers (Duan, Gu, & Whinston, 2008)

2.5 Related theory

Media Effect theory

Media Effect theory will be applied to this research. This is because this study aims at exploring the effectiveness of advertising strategies on social media, so that the best advertising strategies for Chinese language programs at international school target audiences will be singled out.

Media effects theory explains how the mass media influence the attitudes and perceptions of audience members. Media effects represent one of the core ideas of communication research (Neuman & Guggenheim, 2011; Borah, 2016). The processes and products of media influence that act directly on targets (individuals and macro units of society and institutions) as well as indirectly on targets through other units. These effects can be intentional or unintentional on the part of both the media senders as well as the target receivers. They can be manifested or hidden from natural observation. They are constant and ongoing. And they are shaped not just by the media influence but within a constellation of other factors that act in concert with the media influence (Neuman & Guggenheim, 2011; Borah, 2016).

Looking back to the 1920s, media-effects research has already emerged academic field grounded within the young communication discipline only in the 1950s. In the 1970s and 1980s, with the advent of new theories stressing significant media impact, scholars then called for a return to the concept of massive media impact (Tsfati, 2011). The concept of mass communication arose during the 1920s as a response to new opportunities to reach large audiences via the mass media: newspapers, radio, and film (McQuail, 2010; Walther, 2016). However, “mass” refers not only to the size of the audience that mass media reach, but also to uniform consumption, uniform impacts, and anonymity, notions that are progressively incompatible with contemporary media use (Valkenburg, Peter, & Walther, 2016).

Research nowadays has been focused less on whether media effects are “minimal” or “massive” but more on identifying moderators (the conditions under which effects are stronger or weaker) and mediators (the phenomena that lie between exposure and the changes caused by exposure). This action proposes an increasing apperception that media effects are not “massive,” uniform, or direct. Scholars have examined the effects of a variety of texts, disseminated through a diversity of media, in a variety of contexts, on a range of cognitive, attitudinal, and behavioral dependent variables (Tsfati, 2011).

2.6 Theoretical Framework

Social network sites (SNSs) provide business organizations with a variety of communication tools to potential target audiences. In order to improve marketing engagement, marketers must focus on maintain relationship-based interactions with their customers (Smock, Ellison, Lampe, & Wohn, 2011).

As previously mentioned, online media communication has become a major tool for all business and brands, online media somehow has impact on consumers attitude and behaviors towards a business and brand, media effect are useful for understanding consumer's perspective and perceives online media advertising on potential consumer's influence.

Kids academy's advertising strategies exams school use messages and presenter on online social media to get the maximum exposure to promote Chinese program, a central planning is that through online media communication to deliver the messages to audiences, to change their behavior and decision making towards to Kids academy. And through social media advertising, school successfully target potential audiences by applying media effect theory.

According to the media effect theory, this research is developed to investigate how advertising strategies on social media influence consumers and business. Previous studies and surveys have reviewed strategies of the media effect and the media influence in Thailand, and the finding of this studies shows the effective media support of school advertising to reach target audiences.

Theoretically, above discussion leads to the believed that online social media advertising heavily influences consumers attitude and behaviors.

CHAPTER 3

METHODOLOGY

This research aims to probe into the effectiveness of advertising strategies to promote Chinese language programs promoted via online media, focusing specifically on advertising messages and advertising presenters. Research methodology is discussed in this chapter that included research design, key informants, issues of study instrument and test of validity, data collection, and data analysis. This chapter composed of the following sections:

This chapter approaches qualitative research methodology of in-depth interviews and content analysis. The main reason for the research is to find out the effectiveness of advertising strategies to promote Chinese language programs by online media, focusing specifically on advertising messages and advertising presenters. The qualitative approach was chosen because this research approach allows an interaction between theory and evidence and provides a deeper understanding and the ability to explore topics in more detail.

3.1 In-depth interviews

The in-depth interviews aim specifically to acquire data to answer research objectives.

3.2.1 Key Informants

The qualification of the key informants in this study are social media users aged between 26-45 years old, who are parents of children under 10 years old, seeking international school with bilingual programs for their children, or the ones who have currently enrolled their children in Kids academy, living in Bangkok.

As the 3rd campus of Kids academy is a start-up new campus, with 5 classrooms operating at the moment, small size classroom with less than 15 children per class, the researcher will purposely select 4 parents as key respondents. The respondents are required to answer particular questions in order to provide a better insight of the online media effectiveness.

The key informants in this interview are from different nationalities, C1 parents are from Thai family, D2 parents are from Thai-Chinese family background, D3 parents are Singaporean and Thai, D4 parents are British and Thai nationality. C1 and D2 both have their own family business, C1 is mostly active on Instagram and Line for her business and daily uses, while D2 is on Facebook mostly; D3 use all social media frequently such as Instagram, Line and Facebook; C4 does not like to use Facebook at all, he keeps Facebook account only for family and close friends, but he does use Instagram daily to keep his daily life posted and Twitter as well.

3.2.2 Research tools

The interview consists of 9 open-ended questions as follows:

1. What is your favorite online media channel on your daily media use?
2. Where & how do you know about the Chinese language program or current school?
3. Do you talk about interesting advertisements of Chinese programs that you saw on social media to your friend? Give an example that you share to someone else from the internet.
4. Which part of the online media advertising do you find effective for your purchase attention when choosing a language program or school?

5. What is the key content that makes you find it attractive for the school advertising?
6. What made you decide to choose a school for your children's education from online media information?
7. What information do you think is the most impressive content to you on making a decision on choosing a school?
8. Does online media somehow help you in choosing a program or language school for your children?
9. Among so many school advertisements on social media, what kind of advertising affects your attention the most?

The researcher will have the advisor check on the content validity of the listed questions, to examine whether those questions cover all issues under study and answer the proposed research objectives.

3.2.3 Data collection

Data will be collected using in-depth interviews. The researcher will ask first about the key informants' personal information and then forward with asking the 9 open-ended questions. Each interview will last about 10-15 minutes. The researcher will carefully choose the time when participants are fully available or away from children around, so participants will not get interrupted during the interview.

Due to the outbreak of Covid-19, the in-depth interviews will be conducted via telephone facetime, zoom video call and social media Apps such as Facebook

and Instagram video call, and all conversation will be recorded. Online questions will also be sent to key informants to collect data during the in-depth interviews. The researcher will connect 4 students' parents as participants through online media such as Instagram, Line, Facebook or through Kids academy administration in order to schedule the interview timetable. The requests for the interview will also be sent to the key respondents via email where date and time are agreed. Before or after the interview, each participant is required to email back the personal data information to the researcher, this information will be collected as the background data of the school consumer.

Interviews will be done at the key informants' home to avoid social connection. Interview might be taking longer or shorter than the original plan, since all the children are staying home with their parents, so there might be some interaction, which we cannot predict. Given the characteristics of the in-depth interview, the session can be longer if it permits the interviewer to obtain more information that is beneficial to the study.

The researchers use content analysis to find out about the advertising strategies that consist of presenter and messages. The key documents derived from online social media of Kids academy Facebook and Instagram page will be coded during November 1st, 2019 to March 30th 2020. Document collection will focus on selecting school festival celebration events, sales promotion, and students study achievement as data, and these data include content messages, pictures, and posters as school's online media advertising strategies.

3.2.4 Data Analysis

The data obtained from depth-interviews will be categorized based on the stated issues and objectives of study. The thematic analysis will be conducted and the findings will be presented descriptively. Qualitative data analysis emphasis on the spoken word, context, consistency and contradictions, frequency and intensity of comments (Attride-Stirling, via The Open University, n.d.). The state issues of the study approach where coding be guided by a pre-defined code.

The result of data collection must be analyzed to give meaning and contribution to the research. Principle key to analyzing qualitative data is by offering an explanation or interpretation of descriptive information gathered from the data collection process. It is essential to identify key themes emerging from the data.

In this study, the data will be analyzed in accordance with the issues of the study, to get the insight of the objectives of the study. To simplify the data analysis process, the data will be classified and group them per cluster and link to the theme that relates to the objective of study. The classified themes lead to an easy interpretation that later to be used as a base to formulate research findings.

3.3 Content Analysis

Content analysis will also be used to collect data to answer the first research objective regarding the advertising strategies that Kids academy used to promote the Chinese language programs via online media, focusing specifically on advertising messages and advertising presenters. The researcher aims to analyses the advertising strategies used by Kids academy in their promotion message sent to the key informants. Thus, the purpose of the content analysis is to testify the

message and presenters used in the online media as part of the advertising tool to promote the Chinese language programs, and the relationship between advertising messages, presenter, and potential consumer's decision to choose the Chinese language programs.

3.3.1 Key documents

The key documents of content analysis were selected using purposive and judgmental sampling methodology. Researcher focused on online media advertising message and presenter as the key documents for this research, where school mainly approaches current school parents and potential customers, and the research time arrange is from Nov 1st 2019 – March 31st 2020, term 1 & 2 school year of 2019-2020. Thus, the information needed for this key document in included as below:

1, School festivals and events online media advertising:

- 1) School Sports day video clip (March 1st, 2020)
- 2) Chinese New Year school event celebration pictures of students (Jan 24th, 2020)
- 3) World Book Day event teacher and student's performance (March 5th, 2020)

2: Sales promotion:

- 1) Special 50% off discount for new school enrolments poster (Nov 13th, 2019)
- 1) School open-house promotion poster for early bird seats booking (Nov 18th, 2019)

3: School indoor and outdoor learning environment:

- 1) Outdoor PE class learning environment (Jan 30th, 2020)
- 2) Indoor scientist experimenting with children (Jan 18th, 2020)
- 3) Ballerina class learning environment (Jan 28th, 2020)

4) Outdoor house football tournament with students (Feb 6th, 2020)

4: School Student's competition achievements:

1) Year 4 Student's awards from Southeast Asian Mathematical Olympiad

2019 competition on Dec 4th, 2019.

2) Year 2 Student's Mandarin achievement on (Youth Chinese Test) achieved

full marks on Jan 16th, 2020.

3.3.2 Issue of study

The issues of study are as following:

1) The advertising strategies used via online media to promote the Chinese language program in an international school

1.1) The advertising messages used to promote the Chinese language program in an international school

1.2) The advertising presenters used to promote the Chinese language program in an international school

3.3.3 Instrument & test for validity

The instrument of content analysis is a code sheet coined from the literature review of related theory and past research. A pilot study on content analysis will be used as a form of testing validity.

Issues	Categorization
Advertising messages	1. School open-house event 2. Early bird enrolment discount & promotion 3. Bilingual language learning environment 4. School facility

	<ol style="list-style-type: none"> 5. School free trial 6. Free after school care program for late pickup children.
Advertising strategies	<ol style="list-style-type: none"> 1. Video clip of children speaking Mandarin in Chinese class 2. Search position ranking on search engine, it's a form of pay online advertising 3. Social media advertising through Facebook, Instagram channel 4. Target potential audience
Advertising presenter	<ol style="list-style-type: none"> 1. School teaching team education background introduction 2. School open house presentation speech from the principal 3. Pictures of the student's performance at school events

Table 3.1 1: Instrument & Test for Validity

A pilot study with in-depth interviews and content analysis will be conducted. That is, the researcher will interview 4 parents using the prepared questions. Likewise, she will also contently analyze 4 documents (one video, one poster, and one picture) using the set code sheet. The purpose of pilot study is to check the flow of the data collection process and the errors that may arise. Regarding the pilot study for in-depth interview, the researcher will adjust the question asking structure and wordings as informed by the key participants, and the

congruency between questions in the data collection process and the research objectives. Regarding the pilot study for document analysis, the researcher will adjust the issue categories to make them more concrete.



CHAPTER 4

FINDINGS

There were four parents who joined this interview from Kids academy, and all are social media users. In-depth interviews were conducted through a zoom video call during social distance policy of Covid-19, and all conversations during the interview were recorded. The researcher then organized the key contents according to the issues of study.

These parents were labelled as C1, D2, D3 and C4. The findings in this section consisted of the following themes: information source about Kids academy, online advertising source about Kids academy, impressive key contents of school online media advertising and its effects on parent's decision making, and types of advertising that affected parents' attention.

4.1 Effectiveness of Advertising strategies used via online media

There were four parents who joined this interview from Kids academy, and all are social media users. In-depth interviews were conducted through a zoom video call during social distance policy of Covid-19, and all conversations during the interview were recorded. The researcher then organized the key contents according to the issues of study. These parents were labelled as C1, D2, D3 and C4.

The findings in this section consisted of the following themes: information source about Kids academy, online advertising source about Kids academy, impressive key contents of school online media advertising and its

effects on parent's decision making, and types of advertising that affected parents' attention.

4.1.1 Information sources about the Kids academy

Most of the parents basically used Facebook, Instagram, Twitter and then Line to access information about the Kids academy. Participants C1 and C4 got information about the Kids academy and Chinese program from their friend's recommendation, or word-of-mouth communication. Other participants D2 and D3, had searched for information about this current school from an online search engine, while D3 participants also responded that school advertising banners were posted in their neighborhood, and online social media, so they have been seeing it every time they drove by.

C1 Parents said: *"Frequent online media that I use is Line, I mostly use Line application to chat with customers every day. My friend told me about the open house of this school, so I went to the open-house with Chanel. The Chinese instructor presented the Chinese program at a presentation, that's how I knew this school had a Chinese program."*

D2 Parents said: *"Facebook, I knew about the school from google search."*

D3 parents answered on behalf of his wife, since his wife cannot speak English fluently, he said: *"For social media, we use Facebook and Instagram, of course beside that we use Line, that's all. I think we know this school from some media and banners when we drove past and we saw it, but of course going to this school at that time was near to our house. I think we also saw some advertisements from Facebook as well."*

D4s parents said: *“I use twitter. I don't like Facebook but Instagram, it's ok.”*

Since D4 parents know one of the instructors in the school, he answered: “I know this school because I know you, so yes, it's from a friend's recommendation.”

4.1.2 Online Advertising source about Kids Academy

C1 thought the new student enrolment discount promotion on social media had caught her attention to sign up her child to school during her visit on School open house event. After she had already enrolled her kid in the Kids academy, she then shared the school program with some of her friends on online social media, and told them about the school's different language programs; this included Chinese programs.

C1 parents said: *“oh yeah, I saw the advertisement often from Instagram. I saw the school activities and the student learning activity in the class. I talked with friends about this school having many programs, and Chinese language program is the 3rd language in the school now. At first when my friend sent me to the school, I saw about the new promotion that is for new student enrolment.”*

Moreover, D2 and D3's opinion was more likely that video advertisements were easier to catch their attention, as video advertising contained school presenter, school facilities, and school introduction of curriculum and background. Both parents thought the school used international teachers as a presenter in the video to show its strong curriculum and language program. D2 parents would only share the language program if they thought it was interesting for their kid to learn. D3 parents did share the Kids academy's curriculum on their social media once, as

they are Singaporean, they would really love their kid to join British curriculum as conducted in the schools in Singapore.

D2 parent said: *“If I am interested in that program, I will find my friend or other parents who also joined the program, and ask them for information and recommendations about the program.”*

D3 Parent said: *“I think my wife did share the curriculum regarding the school, but not a specific language program, not Chinese program. Of course, that video and the presentation have been attractive. I think that’s the first thing that attracted us to view the presentation, so I think the video presentation is important, such as international school teachers, and the students and facility.”*

However, C4 parents did not trust online media advertising very much, but he admitted that through social media advertising, he did remember the name and program of the school that kept reminding him he should go and visit the school by himself and see it from his own eyes. So, online social media somehow had pushed him to have actions and caught his attention. As C4 is an expat parent here in Bangkok, he did not know other friends that also had kids living around him, so he had not shared any school program with other parents so far.

C4 parents said: *“I have never talked about the current school to any of my friends or through social media. It's kind of unique that most of my friends here have not got kids, the one that do have kids are not living in Thailand. The right advertising at the right time catches my attention, I don't like advertisements telling me what to do, I don't like to be told what to do, but advertising did remind me that I should consider this school.”*

4.1.3 Impressive key contents of school online media advertising and its effects on parent's decision making

In order to identify the effective key content that affected parents' decision making from online social media advertising, this content included three responses from participant parents: the key content that makes them find it attractive for the school advertising or the types of key content from online advertising that attract them; the factors that made them decide to choose a school for their children's education as triggered by online media information or what they are looking for when choosing a school; and the most impressive content that made them make a decision in choosing a school or their level of understanding leading to their decision making towards the key content of social media advertising.

Regarding the interview results, C1 parents thought the image of school presenter and children's lifestyle at school could be the effective content for school advertising. Moreover, secondly, her decision making depended on the school curriculum as well. However, the most important content is the safety of the children. She expected that school needed to have enough staff to handle the right quantity of the children, so her kids could learn and be safe on the campus. This is the most important reason for her decision making to choose a school.

C1 parent said: *“School presenter and the content that shows children's lifestyle, presented as a picture can make me interested. It shows children's school life, happy and enjoying every moment. At first it is about the curriculum, I want my kids to learn about the style of how schools present, and about the number of the staff that can handle the safety of the children at school. School*

is not too big, and the staff can join every moment of the children's activities.

Also, about the place, the facility of the school affects my decision."

D2 parents thought the key content for online advertising is other parents' review and recommendations from social media, plus the achievement of a student's progress. For her, video and images to show a student's learning achievement and happiness in school is a very important information to help her make a decision on choosing a school.

D2 parents said: *"It is the result of learning, like children can speak Mandarin after children studied with the school's program and they can speak. The happiness of children when they joined the program is the key content."*

D3 and C1 parents had the same requirement on choosing a school based on its curriculum. D3 parents only wanted their kid to enrol in British curriculum, because he is from Singapore, and in his country all schools follow British curriculum. They also preferred their kid to go to a school with English as a major medium of instruction while covering the second language as Chinese and Thai as well. When talking about decision making, their point of view is that, as they have been spending a lot of time on social media, they thought sometimes instead of them going to choose the school, the advertising information is being pushed to them, so that is a plus point of online social media advertising.

D3 Parent said: *"We want to send our kid to an international school with a major in English and then also covering some two languages like Chinese and Thai. One of the things that we focused on was to enroll our kid to a British curriculum, because I am from Singapore, we have the same type of*

curriculum in Singapore, so that was a plus point of the school that we chose. I think because we spent a lot of time on social media, that is the best way to get information. My wife did show me that on Facebook and Instagram there are a lot of advertisements for school, rather than we go search for it through the internet, sometimes, it's like the information is being pushed to us through social media, so that's a plus point. Like I mentioned, I think the location and curriculum are impressive content."

C4 and D2 had the same idea of thinking that reviews and recommendations from other parents is the key content. Through the school website, from the picture of the school teachers, C4 thought the presenter at school seems really professional, and the school facility also looks very good. These images made him feel this kind of environment could be really good for kids to start their education. Also, the school is very close to C4 house in Bangkok. Therefore, through an online search engine, they found the school contact and made an appointment with school.

Hence, the impressive key contents that affected parents' decision making on online social media can be summarized as follows:

1. Images or video of school presenter: Teacher, students, facility;
2. School staff and student's numbers per class to evaluate the student's safety at school;
3. School curriculum - British curriculum, which also cover second language as Chinese and Thai;
4. Parents online review and recommendations;

5. Video or images of student's learning achievement and happiness at school;

6. School facility and location.

4.1.4 Types of advertising that affected parents' attention

C1 parents thought online media advertisements grabbed her attention from the start that might lead to her final decisions. Meanwhile, school websites are the most interesting media that can provide almost all of the information needed from parents who are interested in finding information they want.

C1 parents said: *"I think the website is the most interesting, because on the website all the information is shown in it. We can find all the information from the website before we go to talk with the staff at the school."*

D2 and C4 parents provided the same answers for both questions. They both thought some advertisements may be helpful, while some may not. However, they all preferred the feedback and recommendation shared from other parents instead of directly from school. They also preferred school advertising with videos or images that showed children's achievement and life at school that they play & learn happily. This kind of advertising would catch their attention the most.

D2 Parent said: *"If online advertising is an effective media, then it will increase your credibility, some is effective some is not. I think it might be the confirmation from children and parents, but not from the school through social media. Showing children's lifestyle at school as an advertisement is effective."*

C4 Parent said: *“yeah, the reviews are helpful. Hum, so if the school can say, hey our school students have done XYZ, then that gives the school a good look, as a student's achievement.”*

From D3 parents' understanding, he and his wife noticed the Kids academy through online social media, and then they simply followed the school from the school website to find out the information they wanted. From there, they contacted the school for more details and decided to pay a visit at the school.

Regarding the kind of advertising that affected their attention the most, D3 parents repeated that the presenter is the most effective information source. He thought the presenter of the school is very important, especially as a new campus. Hence, using videos to show the school facilities, and introducing schools with 15 years of experience as the background, will help the school bring customer's attention. Moreover, the school curriculum and the location is the plus point for them to visit the campus, then at the end consider the school fees for their final decision.

D3 parent said: *“Through the social media advertisement, we basically followed the school for the information we wanted and then we paid a visit at the school. Like what I mentioned I think it's the presentation, and the video shows the school is a new school. The video shows the facility, the background of the school, they already have 15 years of experience, and that helped us get attracted to the school.”*

4.2 Advertising Strategies of the School

In the second component, the researcher used content analysis to collect data to analyze the advertising strategies used by the Kids academy in their promotion message and presenters. The data were collected from Nov 1, 2019 - Mar 31, 2020 on online social media via Facebook and Instagram.

4.2.1 School Sales online media promotion posters

There are 3 online media advertisements of Kids academy promotion posters that will be analyzed as below:

1) Special 50% off discount for new school enrolments. The sales poster was derived on Nov 13th, 2019 from Facebook online social media account.

The advertisement of the below image showed that the Kids academy used images of the international students as the presenter for their sales promotion advertising. The images from the poster shows that students are enjoying school outdoor play time and indoor learning. The message of the sales poster included: New school Enrolments, special offer, 50% off discount, Now till 31 December 2019.

Thus, this advertising of sales promotion on this poster at Kids academy has used international students as the presenter, and with the key contents of 50% special offer as the promotion messages, see as below:

Kids' Academy International School
November 13, 2019 · 🌐

📌 For only new school enrolments special offer for playgroup. This offer starting from NOW until 31 December 2019.

KIDS ACADEMY International School

**Special 50% off
on Playgroup
For new school enrolments!**

Figure 4.2 1: School Sales Promotion

2) Open-house early bird seat booking promotion poster on Nov 6th & 18th, 2019

The poster of the below image has included the presenter of the school and the message. The message of the poster has described the Kids academy new campus location at Srinakarin; Giving the open house play theme as winter fun and games; Also mention the student age that this open house event is open for - (children 1.5 - 11 years old); Promotion message is been given as No entrance fee.

The image of the poster is designed with information of the school background which has 15-year experiences, and the presenter of the school was an international teacher reading story to a small group of the students in the classroom. This has shown to the online users that Kids academy campus is an international school, with an international English teacher, and the class size is very small, so that means the teacher can easily take care of all children in the group.

The other images on the left-hand side of the poster also used students as the presenter. The first on the top shows an international student playing happily at the outdoor play area, while the second at the bottom shows students' performance on the school event with costume. At last, on the left button of the poster, there is a QR code image of the school that can lead customers directly to the school administration and contact center, where parents can book directly with school for the event, or parents can call directly through the phone number that poster provides for further information.

Therefore, combined with the presenter and promotion messages, the second poster of Kids academy data is show as follows:

Join us on Saturday 23rd November 2019 at 9 am - 12 pm to experience our futuristic campus at Srinakarin. Come tour and enjoy winter fun and games for children (1.5 - 11 years old). No entrance fee! Reserve your seats please call 02-047-7400 or 099-492-4924



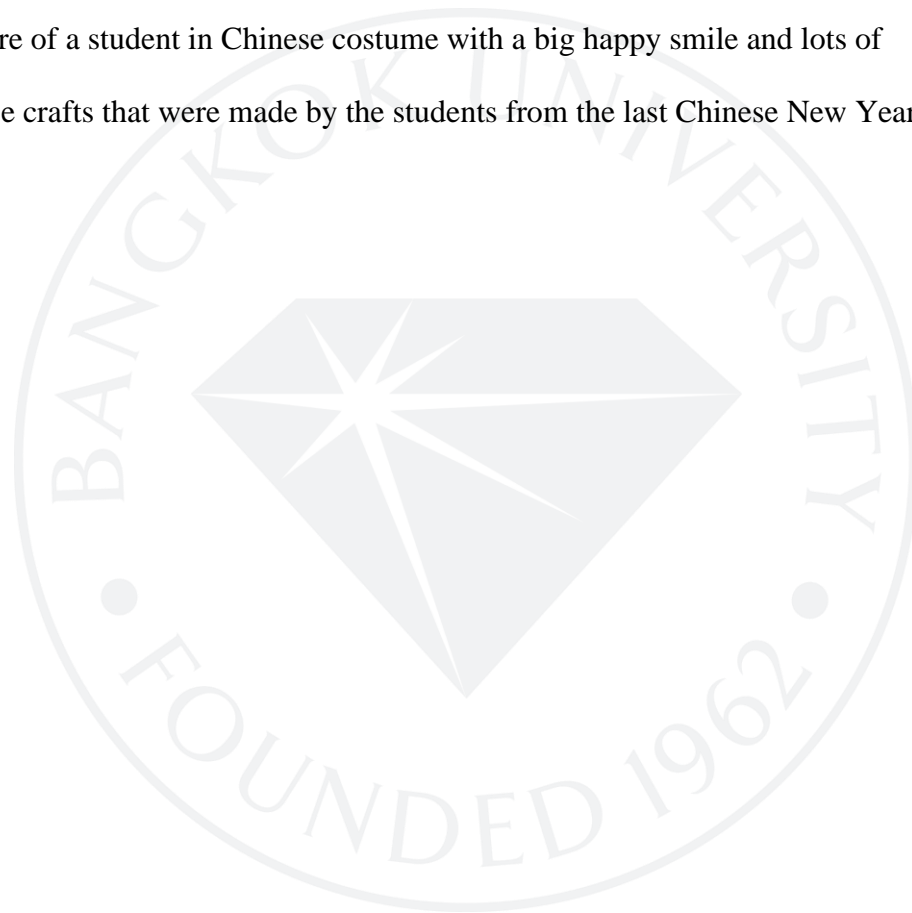
Figure 4.2 2: Open House

3) Chinese New Year event poster on Jan 17, 2019.

The following poster is designed for a Kids academy Chinese New Year event, posting from the school Facebook online page. The messages from the post have mentioned the theme of the event, address and date, and the entrance fee for parents that join playgroup, school administration direct contact number, and Chinese costume requirement.

The contents in the poster have also mentioned the price of 550THB as a normal, and 400THB with membership, these will include the activities during this Chinese event, such as making Chinese crafts, singing Chinese songs, playing Chinese games and offering Chinese gifts to the children that join this event.

In this poster, Kids academy uses a Thai celebrity whose son is one of the students at Kids academy as the presenter for the coming event. The other image is a picture of a student in Chinese costume with a big happy smile and lots of Chinese crafts that were made by the students from the last Chinese New Year event.



Kids' Academy International School
January 17 · 🌐

Please join our Chinese themed playgroup in Ekkamai next Friday 24th January 2020! 550 Thai Baht. Please book with Ms Shannone on 084-071-1115 or Ms Victoria on 02-714-3636. Don't forget to prepare your Chinese dress!

KIDS ACADEMY International School
Discovery

Chinese themed playgroup
Friday 24th January 2020, 9.30am-11.30am

Chinese crafts
Chinese songs
Chinese games
Chinese gift

Price
550TB per session
(400TB with Bambi membership)
Contact Ms Shannone on
084-071-1115

Figure 4.2 3: Chinese New Year Playground

To summarize above posters, first poster, Kids academy use international student as the presenter to promote their enrolment promotion to parents, in a way to give information to parents their children will study in an international environment with kids from different nationality, second poster, school used campus facility and an English class learning environment to promote school campus facility and learning program with small size class. The third poster, Kids academy used popular TV host celebrity and her child as the main presenters, price and children's gifts was mentioned by the poster, also the theme of the Chinese

New Year event is required parents join with the Chinese costume as shown in the poster with all the red color, to attract parents' attention to joined and experienced the new culture with their children.

4.2.2 School events and festivals celebration in online media advertising

In this part, the researcher collected data from school events and festival celebration video clips and images to analyze the data.

1) House football tournament and Sports day outdoor activities posts on Facebook in video clip on Feb 6& 20th, 2020

The following video clips are using school students and international teachers as the presenter. The images illustrated student's school life and outdoor sport activities with teachers and their friends. It also showed them with a happy life at school doing different sports, learning different things with teachers.

The messages in the video clip used an English teacher as the presenter, mentioning that he is the referee of this football tournament, described as children really enjoyed themselves and learned teamwork through playing. The messages also provide the outdoor pollution level on the day that schools are allowed to send the student out for activities.



Figure 4.2 4: House Football tour



Figure 4.2 5: Sport day

2) Chinese New Year school event celebration pictures of students on Jan 24th, 2020

From the Facebook post of the Chinese New Year celebration post, online media users can get the information of the presenter: English & Chinese teachers, students all in Chinese costume, with red colour of Chinese New Year decoration, and Chinese characters. This has shown that the Kids academy has offered a Chinese language program, and the school is considering the program important by celebrating the Chinese New Year. Students have fun joining the activities with Chinese teachers and English teachers.



Figure 4.3.3 1: Chinese New Year Event

3) World Book Day event teacher and student's performance at school on March 7th, 2020



Figure 4.3.3 2: Book week Event

Below event images show school celebrating a World book day. Presenters on the first picture are the English foreign teacher and 5 mix nationality students with costumes dressed up reading story together; the rest of the other picture are the students with costumes performing a performance with English foreign teachers at school.

These posters used English and Chinese teachers as the presenter, aiming to show parents that the Kids academy is an international school with British program and Chinese program, children have all activities in English and Chinese, students are able to learn through played and performed with teachers together at school, which is the plus point for target consumers who want their children to enroll in an international school with bilingual program. Showing parents that children enjoyed school life and had the opportunity to dress up in different school activities.

4.2.3 School learning environment and facility

1) Facebook post of Students' lunch break playtime on Jan 30th, 2020

The below image was presented with a short message described as Lunch Break!

This post tells the online users and parents student's school break time is surrounded by English Foreign teachers playing basketball together as the presenter.

This image also shows the school outdoor play facility.



Figure 4.3.3 3: Lunch Break Time

2) Instagram post of student's indoor scientist experimenting on Mar 9th, 2020

This is a science learning experiment image of students in the classroom. The messages described children as being very excited and happy about it in front of the camera.



Figure 4.3.5 1: Classroom Experiment

3) Facebook post of students enjoyed Art & Craft learning experiment on Mar 13th, 2020

There are two pictures with students as the presenter happily showing their artwork in front of the camera at the outdoor area in the campus. The presenters in this post are students, DIY art works, and school campus facilities.

Message of the post says as “DIY Tie Dye T-shirt;” it shows the school had been encouraging students to be creative, and think independently for their own works.



Kids' Academy International School

March 13 · 🌐



We had a fun activity "DIY Tie Dye T-shirt" today! The children enjoyed making their own colorful shirt.



Figure 4.3.5 2: DIY Artwork by students

4) Instagram of outdoor play time at the bike track on Nov 15th 2019

The message of the post tells a little story of what happened in the bike track during the outdoor play time, with toddler students pretending to be mechanics helping each other for the pretend play.

Above posters showed parents and the potential consumers on social media that Kids academy focus on children learning through play, English teachers are company with the students even when they have lunch break, teaching them different games during break time; Children that joined Kids academy had opportunities to learn through play with sport, science, and art.



Figure 4.3.5 3: Bike track outdoor playground

4.3.1 School Student's competition achievements

1)Year 4 Student's awards from Southeast Asian Mmathematical Olympiad 2019 competition on Dec 4th, 2019

Below Facebook post shows one of the students from the Kids academy that had been awarded in a Southeast Asian Mathematical Olympiad 2019 competition. The school used this student as the presenter as the school learning achievement for online social media advertisement.

 **Kids' Academy International School** December 4, 2019 · 🌐

Big Congratulations to "Wish" (Year 4) for his awarded #4 ranking in Southeast Asian Mathematics Olympiad 2019 competition - among participants from 15 regional countries.



Certificate of Achievement

Awarded To

Supavich Chinprasitchai

KIDS' ACADEMY INTERNATIONAL SCHOOL

In Recognition Of

winning **GOLD** in the Southeast Asian Mathematical Olympiad (Paper A)

This certificate of achievement recognises your outstanding performance in this competition. For being among the top 8% of thousands of participants from the region and beyond. And for your everlasting passion in mathematics.

Roy Lo
Roy Lo
Managing Director

SEAMO

Terry Chew
Terry Chew
Academic Director

Figure 4.3.5 4: Student's Mathematics Achievement

2) Year 2 Student's Mandarin achievement on (Youth Chinese Test) achieved full marks on Jan 16th, 2020.

This post on Facebook has also announced the student's achievement. This achievement is about a Youth Chinese Test, and she as the presenter has scored 100 out of 100, full marks. The image is the Chinese decoration background, as it is in the Chinese classroom, showing social media users and parents about the school's Chinese program's achievement.



Figure 4.3.5 5: Youth Chinese Test Achievement

Kids academy used students' learning achievement as the selling point for advertising the primary Chinese and English Mathematics programs. on the other hand, promoting the school's primary program to potential consumers and currently parents who has already enrolled their children at Kids academy.



CHAPTER 5

RESULT & DISCUSSION

This chapter gives a summary of the qualitative research results about the online social media advertising strategies used by international school, focusing on the conclusion of the study. A summary of the research is presented, and findings of the study are discussed and interpreted, followed by the limitation of the study, and, at last, recommendations for further research.

5.1 Summary of findings

This study aims to investigate the advertising strategies via online media and to explore effectiveness of advertising strategies used by an international school to promote the Chinese language programs, in terms of parents' decision making after being exposed to advertising messages and presenter's online media, and to answer research questions as follow;

Research Question # 1

What are the advertising strategies used via online media to promote the Chinese language program in an international school?

Media effect theory was applied to analyze the advertising strategies. Online media advertising strategies at Kids academy were found and analyzed in three phases, there are: 1). school sales online media promotion posters; 2) school events and festivals celebration in online media advertising; and 3) student's learning achievement. The findings revealed that the school used discount promotion on open-house events to reach new enrolment and potential consumers,

and other events such as Christmas and Chinese events to promote the language programs. Sharing students' learning achievement can prove to parents the success of learning at Kids academy.

Research Question #1.1

What are the advertising messages used to promote the Chinese language program in an international school?

The message for online media advertising has informed consumers of the school programs, curriculum, background introduction, sales promotions, facility and the presenters. Chinese New Year's school event posters as example, Kids academy have shown online media users the Chinese program and deliver a message to all consumers that they can celebrate and experience the Chinese festival in the costume with their children with a certain amount of entry price, and in return children will receive Chinese crafts and gifts. Furthermore, Kids academy also advertise one of the students who have received full marks in the Youth Chinese test, showing the target consumer's current student's learning achievement.

Research Question #1.2

What are the advertising presenters used to promote the Chinese language program in an international school?

The English teacher, and Chinese teacher and students, were used as presenters on the online advertisement to present the teacher and student's happy school lifestyle and school facility.

Research Question #2

What is the effectiveness of advertising strategies used by an international school to promote the Chinese language programs, in terms of parents' decision making after being exposed to advertising messages and presenters?

The results of the in-depth interview found that participants thought the effective advertisements for them are parent's recommendations, student's happy lifestyle at school with the results of each program's learning achievement, plus school presenters and school curriculum. A few parents mentioned the use of video advertising has been very attracted to them and catches their attention.

5.2 Discussion

5.2.1 Relating Finding to Theory

The scope of the following conclusions is to focus on the advertising strategies of school marketing, and to present different effectiveness of advertising strategies, as a part of effective school marketing. To discover the potential consumer group for school marketer, community influence was used as part of the advertising strategies to improve the affective marketing.

The key respondents who were the student's parents at Kids academy, indicated they mostly use Instagram, Facebook and Line as daily social media communication tools. They, as the consumer in Kids academy, have spoken their expectation and understanding toward school online social media advertisement, which reminded them of Kids academy and pushed them to give attention to the school.

At the same time, Kids academy has used English teachers, students, and student's learning achievement as presenter, sales discount and school events promotion as a strategy to attract parents' attention, at the meantime video click

also showed target consumers the school's facility, student's learning experiment, and school activities. Hence, the parents can absorb all the school's information in one time.

Previous study has shown that, in the Thailand media user report in 2019, online social media users in Thailand has taken 71% of the total population, media communication has played an important role in everyone's life. Therefore, the data of in-depth interviews also showed in the study, online media advertising has somehow been pushing to the parents, this advertising has reminded them to pay a visit or join Kids academy, and content analysis indicated Kids academy parents' perspective, which they have mentioned in the interviewed about their decision making towards to online social media advertising. Therefore, based on the results from previous study and the findings, Media effect Theory has successfully applied to the study.

5.2.2 Relating Findings to previous research

Previous study showed that online media has become a major impact in everyone's life, especially in Thailand, as Thailand is the most connected country in the world for social media (Morris & Nguyen, 2019). Moreover, among all the media, social media networking sites such as Facebook, Instagram, Twitter have accelerated the communication among consumers more than traditional media (Duan, Gu, & Whinston, 2008).

Therefore, not much difference was found in the results between the previous research. Most of the results show that online media channels have now become the major communication tool among all social media users, and online media advertising is reasonable and applicable to today's study.

5.3 Limitation of study

First of all, there are only 4 key informants for the research interview, so the data collection was quite limited; Secondly, the research was conducted during the covid-19 outbreak, when all schools in Bangkok were requested to be locked down. Due to the social distancing principle, research interviews were using zoom video calls to communicate with participant parents instead of face-to-face interviews.

A research finding from McMaster University as example, this study proposes that video call interview may seem to be less trustworthy and personable by the candidate. Apparently, meeting an interviewee in person is beneficial for both parts, it seems like, personal interviews are still a reliable way of gathering information, as the interviewer has the opportunity to watch the nonverbal behavior and body languages of the interviewee. Mostly, some questions are able to repeated, and recruiters have more flexibility connecting the dots of the participants (Fabian Bernhard, 2014).

Furthermore, this research only focused on the contents on Facebook and Instagram online social media, and documents for content analysis were selected only from Nov 1st 2019 – March 31st 2020, term 1 & 2 school year of 2019-2020. Therefore, the content analysis didn't cover through all the school years online media advertising strategies in it.

5.4 Recommendation

According to the findings and analysis, the researcher gave the recommendation for the future study as below:

As online media advertising plays an important role in this study, based on the media effect theory, the researcher in this study have collected data of online media used of advertising and the effectiveness of advertising messages and presenters towards parents' decision making. For the future researchers are recommended to investigate the effective Chinese online media to promote Kids academy, since current study only focus on Facebook and Instagram online social media, which these two media are banned in China, also as previous study have mentioned, since 2011 more and more Chinese family are seeking oversea education for their children. So, it would be a good opportunity for the Kids academy to advertise on Chinese media in the near future. Thus, the combination of the online social media advertising strategies for Kids academy to promote Chinese programs and the effective Chinese media to promote Kids academy can be good resources for Kids academy to advertise and build strong marketing strategies in the future.

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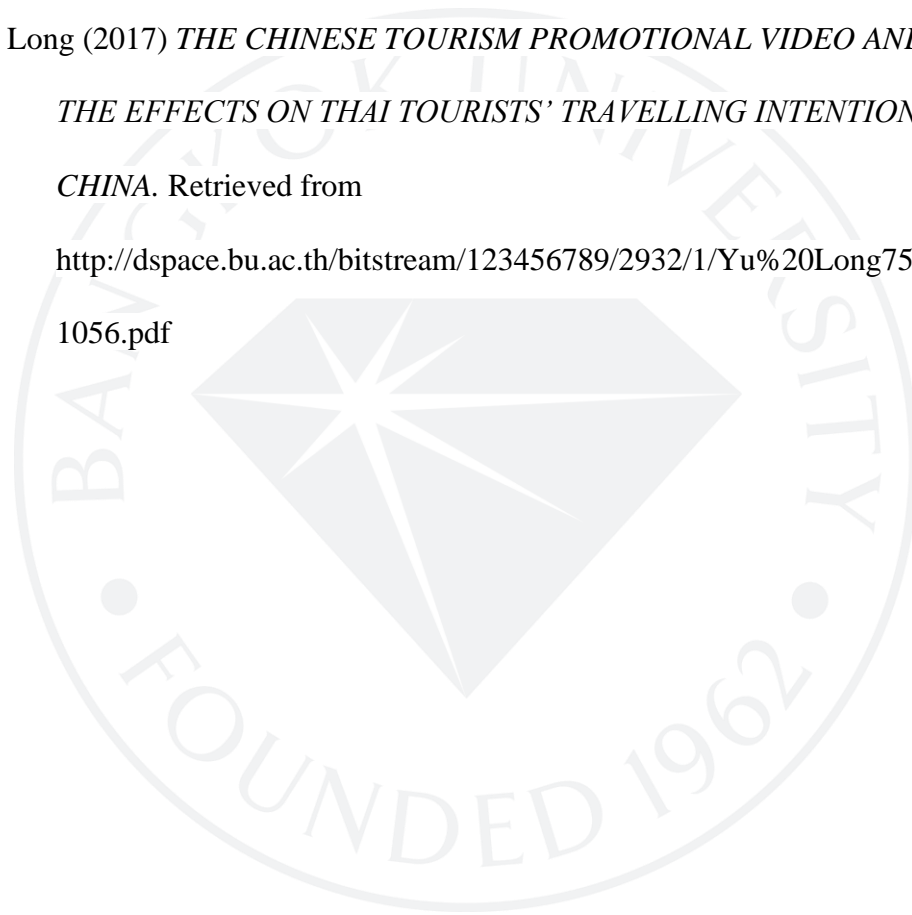
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