Institutional Strategy Planning to Develop The Marketability of The Doctor of Philosophy Degree Program Universities in Bangkok

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Abstract

The objectives of this research are 1. To study marketing mix factors that affect decision-making. Apply to study for the Doctor of Philosophy degree. Master's degree program Universities in Bangkok and sustainable national development 2. To study the comparison of selection decisions. Apply to study for the Doctor of Philosophy degree. Master's degree program Universities in Bangkok and sustainable national development, classified according to personal factors. It is a mixed method research (Mixed Methods) with research tools including questionnaires/interviews. With the population, New students studying at the graduate level in 2022 at Bangkok Thonburi University. Metharat University North Bangkok University Rattana Bundit University sample group The researcher does not know the exact population. Therefore, W.G. Cochran's formula for not knowing the population size was used, with a confidence level of 95 percent and an error level of 0.05, for a total of 385 people, and a purposive random sampling method was used. The group of information providers includes the management team and course instructors. The data collected from the questionnaire were then analyzed using descriptive statistics. Including the average Standard deflection and inferential statistics such as t-tests, F-tests, and regression analysis to analyze the content and then use the information gathered from documents/literature/interviews. The results of the research found that 1) the results of the analysis of the level of the factors The marketing mix, price side ($\bar{x}$ = 4.38), followed by product side ($\bar{x}$ = 4.36), affects decision making. Apply to study for the Doctor of Philosophy degree. Master's degree program Most universities in Bangkok area 2) Occupation Average monthly income different ages There is a difference in deciding to apply to study in the Doctor of Philosophy and Master of Philosophy degree programs at universities in Bangkok, with statistical significance at the .05 level.

Keywords: Marketing strategy planning, Doctor of Philosophy degree program, universities in Bangkok area

Introduction

Developing the quality of Thai graduates is an urgent matter that must be taken care of and resolved by all relevant sectors. The education sector in the country can produce personnel to meet the needs of the labor market and users (Cooke, 2007). Therefore, ensuring the quality of graduates is of national importance for four reasons: (1) the quality of graduates in Higher education institutions, developing graduate quality, is an urgent matter that must be taken care of and solved by all relevant sectors. The education sector in the country (Verreynne, 2005) can produce personnel to meet the needs of the labor market and users (Akaram, Wicha, Khembuppha, Jimanung, Phonjharuean, and Phonginwong, 2019) Quality assurance of graduates is therefore of national importance for 4 reasons: (1) the quality of graduates of higher education institutions. Patterson, A. Master Degree Marketing & Sales Management (Doctoral dissertation, University of Applied Sciences). And graduate students are often different. which will cause damage to Thailand in the long run (2) the competitive qualities of educational provision and the quality of graduates in the country (3) higher education institutions need to develop international knowledge to be accepted internationally (4) Higher education institutions need to build confidence. We can produce quality graduates (Kamarazaly, 2014)

Thammasat University's employment survey. The survey results showed that 71.33% (3,643 people) were unemployed, 1.53% (78 people), and 27.14% (1,386 people) when analyzed in detail. The main reasons why graduates decide to continue their studies They want to work at the level of higher education. This is 40%, then 27% of parents or guardians and another 33% .From the statistics above The demand for graduate studies is likely to increase (Moses, 2015) in line with the expansion of the labor market in ASEAN. Focus on quality work. Proficient, especially in English Is a medium in ASEAN Therefore, universities in Thailand will meet competitors in ASEAN such as Singapore and Malaysia, which have higher potential and language skills. If the institution does not adjust the curriculum to match the competition from that country Thai educational standards May be lower than the standards of competing countries Quality of education is something that the education business must pay attention to and find a way. Because the work of these institutions is the graduates who are an important force in the future (Sima, 2022), the quality of the graduates reflects their abilities. Public universities will have to face semi-autonomous services To have flexibility and freedom in management, one must also adapt. For this reason, marketing strategies to attract new graduates to the main target groups of higher education institutions is one strategy for managing higher education institutions (Balta, 2008)

This research article aims to study and improve marketing capabilities (Ferrell, Hartline, and Hochstein, 2021) Universities in the Bangkok area, Ph.D., Doctor of Philosophy Doctor of Philosophy and Master of Philosophy degrees regarding needs and expectations for decision-making. Apply for a degree in the Doctor of Philosophy program. Master's degree program for further study Bangkok Thonburi University Metharat University Noor Bangkok University Rattanabundit University To apply this knowledge to executives. and benefits that will occur to the academic circle or society in the future

Objective

1. To study marketing mix factors that affect decision making. Apply for the Doctor of Philosophy degree program. Master's degree program universities in Bangkok

2. To study the comparison of decision making. Apply for the Doctor of Philosophy degree program. Master's degree program Universities in Bangkok Classified according to personal factors

Literature Review

1. Product is what your business wants to sell to consumers and must be what consumers want. The products here may be goods or services. which must be useful (Utility) and create value (Value) for consumers Responds well to use and creates satisfaction with consumers. This reason will help the product to be sold. (Goi, 2009)

2. Price is the value or value of the product expressed in terms of money. The price is considered the first thing that consumers or users compare products from each brand. The consumer will compare the value received to see whether it is appropriate for the price or not. Therefore, as a business owner and entrepreneur, you should always set the price to suit what consumers receive before releasing the product to the market. The price can be determined by considering the following related factors: Cost - material cost, production capacity cost. Cost of packaging, cost of location, salary of staff or employees, and costs of advertising both online and offline (such as shooting ads, and doing online advertising) Competitors' prices - Prices should be set to be appropriate or similar. In order not to make too many comparisons, (Azzadina, Huda and Sianipar, 2012)

3. Distribution channel (Place) is a factor related to the location and format of the service location. We must consider the suitability of our products to add value to the business. which must be analyzed from 2 elements as follows The format of the place where products or services are sold – must be determined according to the suitability of the product or service provision. and the target group of users or consumers which various formats such as what kind of products should be sold at which locations, supermarkets, fresh markets, convenience stores, roadside stalls, various online channels such as E-Commerce websites, Facebook Pages, Instagram, etc. Store locations Must first analyze who the target customers of the business are. Are there competitors or stores with the same or similar products or services in the area? Then decide on the location of the store (Išoraitė, 2016).

4. Marketing promotion (Promotion) is communication between businesses and consumers. To stimulate sales through various channels and strategies to help, whether it be using Digital Marketing strategies and Social Media Marketing strategies, which include shooting ads, creating Facebook pages, using influencers, or thinking about promotions by channel. various ways They are all interesting methods of marketing promotion. Through marketing promotion tools such as advertising (Advertising), selling using sales staff (Personal Selling), direct marketing (Direct Marketing), news and public relations (Publicity and Public Relations), sales promotion (Sale Promotion) (Satit, Tat, Rasli, Chin, and Sukati, 2012)

Fulton and Maddock (1998). Leadership is motivation and motivation is leadership. It is important for leaders to address the underlying emotions and drive motivation. The author of this book not only provides guidelines for motivating people. But it also trains them to lead others. They developed an 11-level human motivation structure that defines and explains motivation. They then show how leaders can use motivational hierarchies to solve complex problems in the workplace. The result is a blueprint that will help executives in all types of organizations manage more effectively. And at the same time they did. To motivate and lead those who depend on them for guidance and guidance.

4P Elements (Marketing Mix) Now that we know the meaning, let's take a look at the 4P elements of the marketing mix. Consisting of 4 factors: Product, Price, Place, and Promotion, the 4P (Marketing Mix) principle or marketing mix is a concept of 4 factors that a business must analyze to help plan marketing work, which 4P will consist of Product (product), Price (price), Place (distribution channel) and Promotion (sales promotion). The 4 factors mentioned above will help every businessman and marketer to analyze strategies. in detail to create the most growth for the business

Research Conceptual Framework

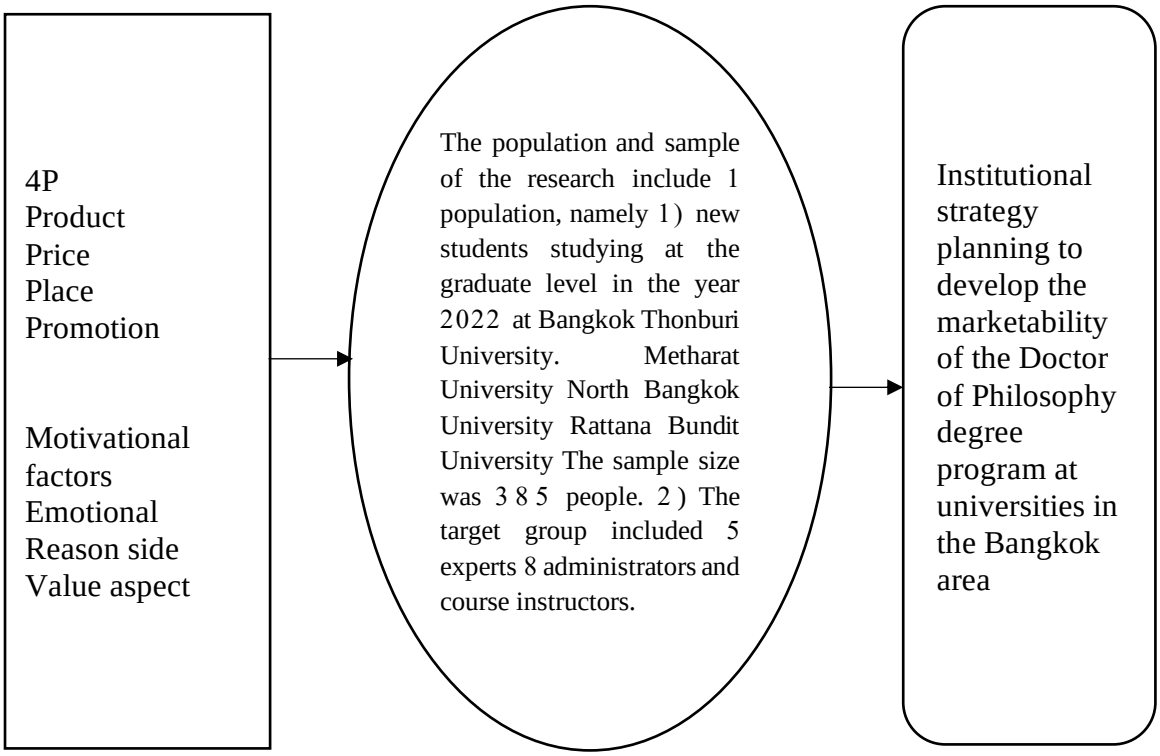


Figure 1: Research Conceptual Framework

Research Methodology

This research is a research that combines qualitative and quantitative research (Mixed Methods) with the following research methods.

1. Population and sample groups in the research include:

1.1 Population includes 1) new students studying at the graduate level in 2022 at Bangkok Thonburi University. Metharat University North Bangkok University Rattana Bundit University

1.2 Sample group The researcher determined the sample size because the exact population was not known. Therefore, it can be calculated from W.G. Cochran's formula for not knowing population size, with a confidence level of 95 percent and an error level of 5 percent (Kanlaya Wanichbancha, 2017). A sample size of 385 people was obtained and a purposive sampling method was used from the public. In Bangkok

1.3 Target groups include 5 experts (Connoisseurship) and group 2) high-level personnel in Bangkok Thonburi University Metharat University Noor Bangkok University Rattana Bundit University It is a team of administrators and course instructors, semester 2, academic year 2022, totaling 8 people.

2. Research tools include 1) interview form (Interview) 2) questionnaire (Questionnaire) 3) other quantitative questionnaires (Questionnaire) consisting of

Part 1: General status of respondents including gender, age, education level, status, occupation, and average monthly income. It is a checklist with 6 items.

Part 2: Questionnaire regarding marketing mix factors, 13 items, and motivation, 9 items, totaling 22 items, is a 5-level rating scale and

Part 3 is a question about decision-making. Apply for a degree in Doctor of Philosophy or Master of Philosophy at a university in Bangkok. There are 5 questions. The questionnaire is a 5-point estimation scale and other suggestions are open-ended.

The researcher brought a questionnaire to find out the quality of the tools, including 1) bringing an expert questionnaire and proceeding with improvements and corrections according to the recommendations. 2) The revised questionnaire was presented to 5 experts to check the consistency of the content by estimating the consistency of the objectives with the questions (Index of Item–Objective Congruence: IOC).) (Saiyot and Saiyot, 2000) found that there was an IOC value between 0.80–1.00 and 3) testing the tool with a population that was not a sample of 30 sets, with the results of the evaluation having a discriminatory power between 0.25 –0.75 and find the confidence value of the questionnaire using (Cronbach, 1951; Cited in Srisa-at, 2015), which the confidence evaluation results have a confidence value of 0.95.

3. Data collection includes collecting data from

1) Primary Data is data obtained from in-depth interviews with target groups and using questionnaires. Data collection in this research includes:

(1) Primary data The researcher collected data using a questionnaire. Using purposive sampling with questionnaires from those applying for a degree. Doctor of Philosophy, Master of Philosophy program, universities in the Bangkok area, 385 students, and the questionnaires were separated only for the complete version until the number of samples set was complete, and the questionnaires were used to analyze the data with various statistical values.

(2) Secondary Data is information obtained from collecting various documents (Document Research) such as books, textbooks, academic documents, research and related electronic media, etc.

4. Data analysis includes data analysis divided into 2 parts: 1) qualitative data analysis By using information obtained from in-depth interviews with target groups and collecting information from various documents to analyze in terms of content (Content Analysis) 2) Use the obtained information to analyze the data. Using a statistical package Using descriptive statistics such as mean values. Standard deflection and inferential statistics, including t-tests, F-tests, and regression analysis.

5. Statistics used in the research include a ready-made descriptive statistics program consisting of percentage (Percentage), mean (Mean), standard deviation (Standard Deviation), and inferential statistics such as T-test, F-test, and analysis. Regression

Research Findings

Objective 1 The research results found that Marketing mix factors that affect decision making Apply for the Doctor of Philosophy degree program. University Master's Program in Bangkok

Table 1 shows the average values. and standard deviation of marketing mix factors. Motivational factors In deciding to apply to study in the Doctor of Philosophy and Master of Philosophy degree programs at universities in Bangkok.

factors	$\bar{x}$	S.D.	level value
Marketing mix factors			
Product/Curriculum	4.36	0.70	Highest
Price/expenses for studying	4.38	0.61	Highest
Places/channels for applying to study	4.29	0.67	Highest
Marketing promotion	4.23	0.64	Highest
Total	**4.31**	**0.46**	**Highest**
Motivational factors			
Emotional	4.20	0.73	Highest
Reason side	4.38	0.52	Highest
Value aspect	4.23	0.73	Highest
Total	**4.30**	**0.45**	**Highest**

From Table 1, it is found that the results of the analysis of the overall level of marketing mix factors have the highest average level ($\bar{x}$ = 4.31), arranged from highest to lowest, namely price ($\bar{x}$ = 4.38), followed by Down are the product side ($\bar{x}$ = 4.36), place/study application channels ($\bar{x}$ = 4.29), and marketing promotion side ($\bar{x}$ = 4.23), respectively. For the motivation factor, it was found that the average values were arranged from high. Going to find the least are Rational motivation ($\bar{x}$ = 4.38), values motivation ($\bar{x}$ = 4.23), and emotional motivation ($\bar{x}$ =4.20), respectively.

Objective 2 Results of a comparative study of decision making Apply for the Doctor of Philosophy degree program. Master's degree program Universities in Bangkok Classified according to personal factors

Table 2 shows the results of the comparison of selection decisions. Apply to study in the Doctor of Philosophy or Master of Philosophy degree program at a university in the Bangkok area.

Personal Factors	t/F	Sig.
Sex	1.018	.310
Age	15.305*	.000
Education level	6.704*	.004
Status	1.947	.054
Occupation	45.731*	.000
Monthly income	30.552	.000

*At the significance level .05

From Table 2, it was found that the sample group was Educational levels, occupations, and average monthly incomes vary. There is a difference in deciding to apply to study in the Doctor of Philosophy and Master of Philosophy degree programs at universities in Bangkok, with statistical significance at the .05 level.

Table 3 shows the results of the regression equation analysis. of factors affecting decision making Apply to study in the Doctor of Philosophy or Master of Philosophy degree program at a university in Bangkok.

Variable	b	SEE.	β	t	Sig
Constant (a)	3.880	0.224		17.306*	.000
Products/Course (X1)	-0.139	0.042	0.291	-3.297*	.001
Price/expenses for studying (X2)	-0.172	0.036	0.181	-4.782*	.000
Place of application channel (X3)	0.163	0.053	0.113	3.068*	.002
Marketing promotion (X4)	-0.026	0.028	0.144	-0.928	.354
Rational motivation (X5)	0.046	0.034	0.167	1.361	.174
Emotional motivation (X6)	0.257	0.049	0.267	5.243*	.000
Value Motivation (X7)	-0.080	0.046	0.215	-1.730	.084
R= 0.443 R^2 = 0.197 R^2 Adjust = 0.196 SEEest = 0.39619 F=13.177 Sig. = .000*					

*Statistically significant at the 0.05 level.

From Table 3, the research results found that The marketing mix of products/curriculum (X1), price/expenses for studying (X2), location, application channels (X3), and emotional motivation (X6) affect the selection decision. Apply for a course Doctor of Philosophy, Master of Philosophy degrees, universities in Bangkok area Bangkok Thonburi University Metharat University Noor Bangkok University Rattanabundit University Statistically significant at the .05 level, all 4 variables can explain changes in selection decisions. Apply to study in the Doctor of Philosophy and Master of Philosophy degree programs at universities in the Bangkok area, receiving 19.70% and writing a forecast equation in the form of raw scores as follows.

$$\hat{Y} = 3.880 - 0.139\ X_1 - 0.172\ X_2 + 0.163\ X_3 + 0.257\ X_6$$

Qualitative analysis results

Part 2: Analyze the importance of each person involved in developing a marketing strategy. of Bangkok Thonburi University Metharat University North Bangkok University Rattanabundit University and test the hypothesis that executives have the average level of importance in creating marketing strategies for educational institutions. Bangkok Thonburi University Metharat University North Bangkok University Rattanabundit University are very high. It is expected that marketing strategies in each area include product (course), price (costs throughout the course), location, and field to promote personal marketing. Physical presentation is more important.

From the study, it was found that product strategy factors can be classified into two groups: the most important level is the focus on the number of students in the Doctor of Philosophy program. And of the least important factor, the founder's reputation is the most important factor.

From the study, it was found that factors such as price strategy, credit, and educational fees Prices for information services and dormitories It is all of the above factors. Pricing strategy is important to any marketing strategy. The cost of the Internet and other services is not so significant.

From the study, it was found that the convenience of traveling is a factor. modern library The educational institution is beautiful. Affiliated institutions are studying The beauty of school buildings and classrooms The rest of the above is Just as important to a marketing strategy as the internet. Availability of parking The factors of internet service and the adequacy of parking and sports stadiums are not important.

The study found that the importance of factors in marketing promotion strategies is only one factor. Only the most important educational funds are at the highest level. Other factors are at very important levels. The least important factors are quality assessments and institutional rankings.

Returning to the Commission's advisors Course recommender representative Curriculum guidance representative Media exposure Television and media relations, journals and compensation factors in the form of advice fees and commissions. Advice on media exposure and press releases in journalism is very important and most

Part 3: Analyze student opinions on the importance of each strategy and analyze data to test hypotheses. It is expected that strategies for increasing marketing capabilities in each area will affect decision-making. Apply to study in the Doctor of Philosophy and Master of Philosophy degrees at Bangkok Thonburi University. Metharat University North Bangkok University Rattana Bundit University will be very important

In summary, there are 7 strategies: product strategy (course), price strategy (costs throughout the course), location strategy, and marketing promotion strategy. Individual process physical presentation All are influences on decision making. Apply for study at Bangkok Thonburi University Metharat University North Bangkok University Rattanabundit University

The most influential decision strategies are product strategy and consideration of various factors. The strategy that has the least influence on decision-making is the location strategy.

Discussion/Conclusion

Results from research objective 1 found that the level of marketing mix factors, price, and product affect decision making Apply to study for the Doctor of Philosophy degree. Master's degree program the most universities in the Bangkok area. This may be because Educational institution administrators place importance on product (curriculum), price (costs throughout the course), location, and field to promote personal marketing. Physical presentation is very important. and is considered a strategy of Bangkok Thonburi University Metharat University North Bangkok University Ansamchan University Can be divided into 2 groups: the most important and the level that is very important for those who influence the strategy of Bangkok Thonburi University Metharat University North Bangkok University Ansamchan University has the most Rectors and Vice-Rectors. Vice-Rector for Academic Affairs The dean and personal director who have the least strategic role are in the academic department, which is consistent with (Sudjanya, 2023) that the research results found that the Level of opinion on the 7Cs of consumer perspective marketing factors that affect the decision of Chinese students to study at universities in the Kingdom of Thailand. Overall, it was at the highest level (= 4.51). When considering each aspect, it was found that the aspect with the highest average (= 5.00) was: 1. Chinese students desired that universities in the Kingdom of Thailand have a system that allows students to apply for Registration can be made through the website. 2. The university should have personnel who are friendly and have an understanding of Chinese culture. 3. Chinese students need convenient ways to contact and inquire, including online channels and walking in to contact them in person. and can easily travel to the university office There is a clear responsible agency. They received good and friendly service. 4. Chinese students value that the cost of studying is not high compared to those in the People's Republic of China. which parents feel is worth the investment to study. and having a simple payment system and there is a clear payment certification document. Next, the aspect with an average (= 4.94) is 1. Chinese students want a curriculum that meets their needs. 2. Chinese students want the university to have explanations in Chinese. that clearly explains the steps regarding registration, and the lowest is the side with an average (= 1.35) which is that Chinese students desire that universities in the Kingdom of Thailand provide shuttle service to process VISA (Worapongpat, 2021) Study on Factors affecting the strategic management process of administrators at Rajamangala University of Technology in Thailand were found to be Executive leadership Educational innovation and technology Good governance and participation Creation of consciousness and human resource management Should be focused and given importance and consistent with (Worapongpat, Phakamach, Choothong and Tuachob, 2020) the study of The Role of Knowledge Management in Digital Education พบว่า Educational organizations are required to overcome the new challenges, especially the changing nature of the enhanced dynamism, digital disruption and complexity of the requirements from the education al organizations. One of the current strategic philosophies assisting educational organizations to develop strategic capabilities dealing with uncertainty is knowledge management (KM). Through the systematic acquisition, creation, sharing, and use of knowledge, organizations develop, renew and exploit their knowledge-based resources, thereby allowing them to be proactive and adaptable to external changes and attain competitive success. KM is the technique of using the information and knowledge that is supplied to, generated by and inherent in any organization or institution, to improve its performance. This paper focused on the KM in organization, major categories of KM roles, implications of learning theories on KM on digital educational organizations, applying KM in

digital education, KM model in digital educational organizations and the future of KM in educational organizations.

The results from research objective 2 found that the average monthly income of different ages has a significant impact on the decision to apply to study in the Doctor of Philosophy and Master of Philosophy degree programs at universities in Bangkok. This may be due to students' opinions regarding various factors. that influences the decision of Bangkok Thonburi University Metharat University North Bangkok University Ansamchan University The study was divided into 7 strategies, including product price, location, and marketing promotion. The most influential factors include celebrity founders, teachers, and the image of the institution. Teaching equipment Diversity in subjects and the number of graduate students, which is consistent with (Treemethasunthon and Tanprasert, 2023) study of marketing mix factors and online marketing communication tools that affect the decision-making process for choosing to study a master's degree program. of students at Southeast Bangkok College, it was found that 1) the sample students gave importance to the process of deciding to study the master's program at Southeast Bangkok College, namely being aware of the problems Searching for information decision-making Evaluation of alternatives and post-selection behavior 2) Sample students gave their opinions on marketing mix factors, including product factors. Marketing promotion factors Distribution channel factors price factors and opinions on online marketing communication tools, including content marketing Social media marketing, and marketing through internet search engines, and 3) marketing mix factors and online marketing communication tools that affect the decision-making process of students choosing to study a master's degree program at Southeast Bangkok College. with multiple regression analysis statistics Together they can explain the decision-making process for choosing to study a master's program for students at Southeast Bangkok College. The results of this research can be applied as a strategy for selecting further education for private university students related to marketing mix factors and online marketing communication tools and (Worapongapt, 2022) a study on Social media administration behavior of the faculty of education influencing the decision to participate in activities of the faculty of education Bangkok Thonburi University found that the findings are: 51-100 users are average number of Line members that each user has; most users make appointment online with each other 1-2 times; most users use Line for their academic and occupational activities as well as sports and recreational activities as well as multi-school activities; after-class these users use Line to record their memorable moments. These users are only medium-leveled in their appreciation of how they use Line to contribute to ecological conservation activities. Looking at each of the items individually, there is a high-level appreciation in all of them. The high-level appreciation is in searching for networks, then membership and usage. and accordingly with (Worapongpat and Chuthong, 2020) study of Innovation in higher education institutions found that designing new learning spaces Teaching and learning media that can be reused at no cost. Interdisciplinary Access Adjusting organizational culture for innovation It is a partnership between teachers and students. Challenges in innovation in higher education administration include: Designing new learning environments to support teaching and learning Mobilizing resources for wider access and improving quality Digital transformation to support teaching and teachers Policy on creating collaborative partnerships for educational change

New Knowledge From Research

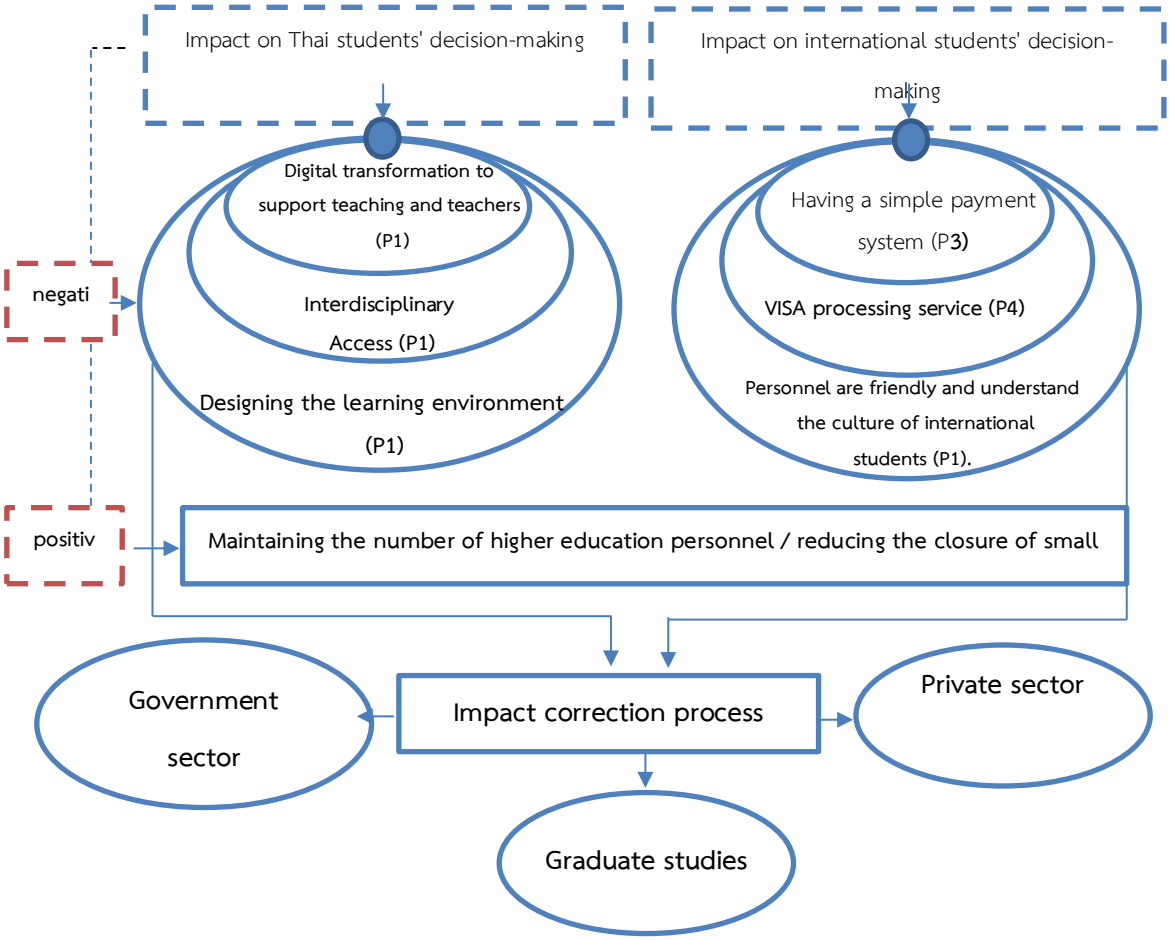


Figure 2: New Knowledge from Research

From a study of the impact of institutional strategies in developing the marketing capabilities of the Doctor of Philosophy degree program of a university in Bangkok, it was found that the knowledge can be summarized in the following diagram.

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