Factors Influencing To Choose Further Education Online Bachelor's Degree Programs

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ABSTRACT

The study of "Factors influencing to choose further education Online Bachelor's Degree Programs"This research aimed 1) To study the demographic characteristics that influence the choice of education Bachelor Degree courses online.2) To study the program (curriculum) the influence of circumstances. Influence the selection of Bachelor Degree courses online. And3) To study the factors that influence the choice of offering education Bachelor Degree courses online. By collecting data from a sample survey of 500 samples were used in the analysis were percentage, mean, standard deviation. Test the difference T-test statistic variance (One way ANOVA) test and Pearson relationship. and chi-square (Chi-Square).

The results were as follows : "Factors influencing to choose further education Online Bachelor's Degree Programs"1)Demographic Factors, mostly female 26 aged years, single education Grade sixth/Bachelor Degree education abroad Company – employees monthly income over 15,000 baht 2) The factors curriculum :Curriculum and learning and teaching, Technology and modern services. Achievement in Learning, Tuition Fee and Personnel and3) Factors of marketing mix (7Ps) influence the choice of offering education Bachelor Degree courses online As a result, The marketing mix 7Ps at a high level, including Physical Evidence and Presentation, Process, Place,People, Promotion, marketing and Product associated with the decision to adopt the choice of offering educationOnline Bachelor's Degree Programs the statistical significance level of 0.05

Keywords :Factors influencing, to choose further education, Online.Bachelor's Degree,

INTRODUCTION

Thailand is currently in a "globalized" people in today's society can be. Communicate more easily because of a network linked to the Internet world with the Internet, it is considered the modern media. That could change Traditional forms of communication such as newspapers, magazines, radio, TV, adapting to each other. Because online is quick and easy access to the consumer's perception of high sensitivity, which affects many organizations need to adjust.Strategies to adapt to the digital age. The pace of technology is important. Many corporate organizations began to focus on online

media and more. Since the online medium with ease With online communication news consumers are quick, easy and highly sensitive to perceptions that affect many organizations need to adjust. Strategies to adapt to the digital age. The pace of technology is important. Many corporate organizations began to focus on online media and more. Since the online medium with ease Rapid dissemination of information by the computer as a medium of communication to the target audience can create a group of people who had never known before, or people who know each other and be able to build a relationship strengthened. With online communication It can also help develop intimacy is agreeably to come up with ways to communicate the right way and the right time is important.

The study presents a model navigation techniques and teaching methods to meet the human resources development and competitiveness of the country in terms of advances in technology. Adaptation to the distribution of knowledge. Linking knowledge areas. Connecting the worldInformation and communication technology used in the study can be done in several ways. Since the computer is a device used to teach. Navigation services in the Internet, especially the World Wide Web was developed as a medium of instruction in all levels of education. And teaching through the electronic system. Using the Internet as a medium of communication between students and instructors. Students can study without restrictions of time and place (anytime anywhere) create opportunities and equality in learning to students. Students can learn and exchange information to each other quickly form a society of learning in the classroom through the electronic system. A new form of teaching another subject of the development of computer technology. It is a form of integration, technology deployment.Computer with traditional teaching.To learn sages both effective and efficient learning more. This model is called. "The blended learning (Blended Learning)" studies, which combines innovative module (Module) teaching many styles together. It is characterized by a combination of distance learning (Distance Learning) Network Online learning with face (Face to Face) cause learning more effective than listening to lectures in regular classes. It will focus on the selection of appropriate media and legitimate purpose to learn in different ways. To enhance pedagogy (education online, 2015).

The issue of research."Factors influencing the choice of education degree online" with the development of the curriculum. To develop the e-learning system, and the system of teaching and learning on the web (Learning Management System: LMS) is part of the curriculum in the form of media electronica Knicks (e-learning). the instructor can provide a lesson and create learning materials, including a test for the students to study and comment on it. Students can learn anywhere, anytime. Because the course of developing an e-learning course in undergraduate online. By developing a course management system acceptable to the management about teaching. This is the duty of the instructor. To be prepared Course management system is at the heart of e-learning system comprises two sub-systems: 1) management lessons. A system for the preparation of lesson study. Analyze the content of the course, Learning objectives Design learning activities conducted media supply sources. Learning is important and necessary. Decorations WebPages including the motivation to learn, and 2) the measurement and assessment of learning. A system of exercises The factors that influence education courses online to achieve maximum efficiency.

Reasons above The researchers are interested in studying the factors that influence the selection of courses online. The marketing factors that influence the decision to study at the undergraduate level, to develop a system by which online education online as well.Global social network for curriculum development, course management system.As part of the deal about teaching. Course management system is key to the development of e-learning curriculum that influence the choice of education degree online is a good management system.
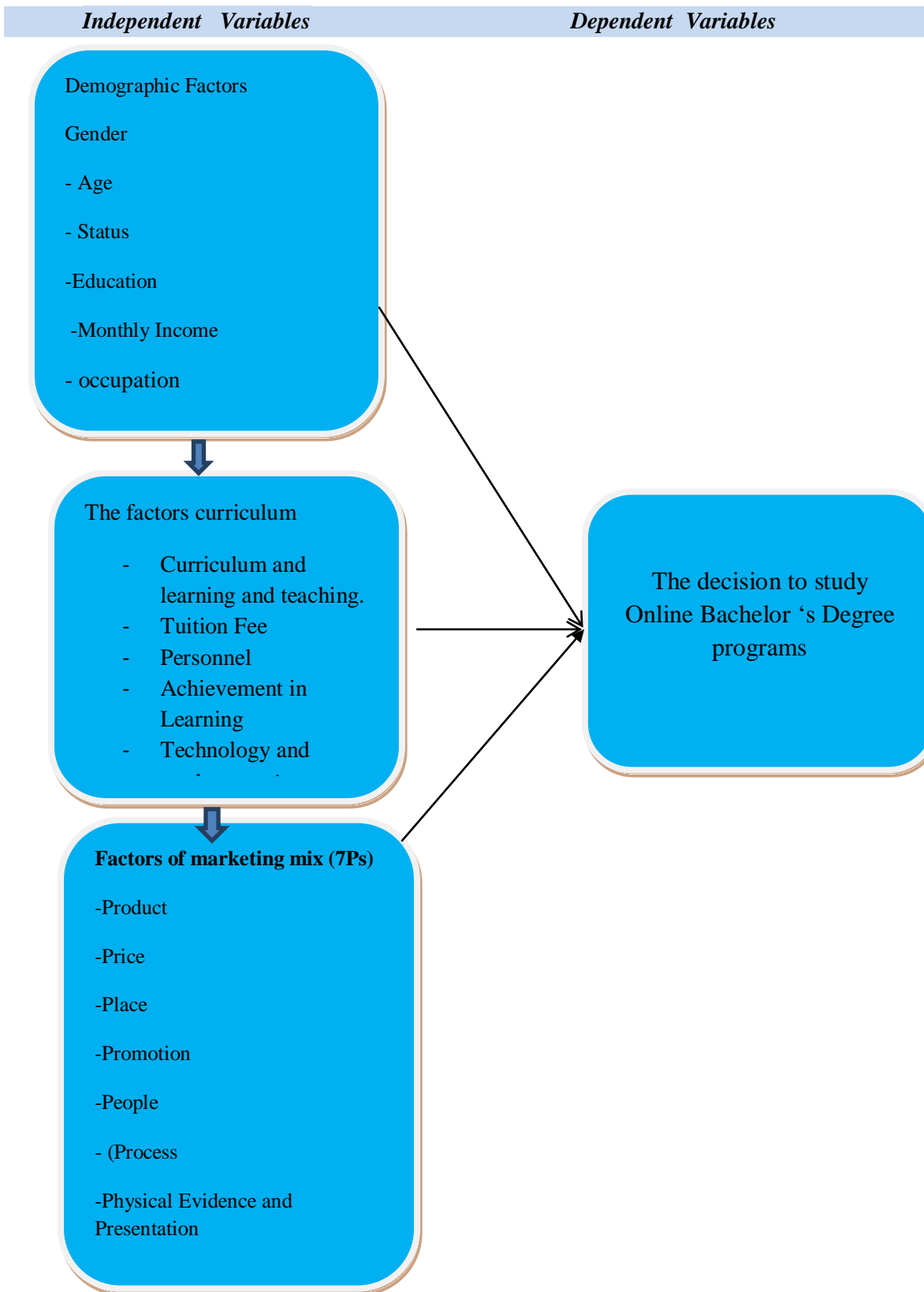
Researchers realized "Factors influencing to choose further education Online Bachelor's Degree Programs " it is a question of this research is to study the factors that influence the course of the study mainly focuses on online bachelor degree. In the course of the factors that influence the choice of further education courses online following.

Objective of the study

1) To study the demographic characteristics that influence the choice of education Online Bachelor's Degree Programs

2) To study the program (curriculum) the influence of circumstances. Influence the selection of. Online Bachelor's Degree Programs

3) To study the factors that influence the choice of offering education Online Bachelor's Degree Programs

Framework of research

Figure1 : Conceptual   Framework\

Independent   Variables   *Dependent Variables*

Demographic Factors

Gender

- Age

- Status

-Education

 -Monthly Income

- occupation

The factors curriculum

- Curriculum and learning and teaching.
- Tuition Fee
- Personnel
- Achievement in Learning
- Technology and

Factors of marketing mix (7Ps)

-Product

-Price

-Place

-Promotion

-People

- (Process

-Physical Evidence and Presentation

The decision to study Online Bachelor 's Degree programs

Theories

The factors curriculum

Curriculum development is a local, regional, or state/provincial level process that student teachers often have difficulty comprehending (Hansen, Fliesser, Froelich, & McClain, 1992). In their eyes, it is something undertaken by authorities (e.g., regional advisory committee members or school board writing teams) with years of experience in the school system. The expectation of the teacher candidates, often enough, is that they will learn how to teach and thereby become effective at transmitting the knowledge, skills, and attitudes associated with a particular subject or program. Education practitioners with years in the profession know differently. Successful practice in the classroom is inextricably linked to curriculum development-the everyday decisions about both what to teach and how to teach.

Choosing technological education as the unit of analysis in this paper is intentional. Technological education is in the midst of an unprecedented curriculum reform in the schools. The origin of the reform, in pragmatic terms, is multifaceted. First, technology itself has changed (Bell, 1989). Bell identifies four innovations that underlie what he calls the third technological revolution: the change of all mechanical, electric, and electromechanical systems to electronics; miniaturization-the invention and use of semiconductors for controlling and regulating machines and processes; digitalization-the conversion of systems from analog to digital form to enhance systems performance; and software-the basis of customizing/tailoring programs for particular computer user needs. Second, instructional strategies in schools are changing. New technologies, especially the use of the computer as an instructional tool, have given teachers and learners the opportunity to explore new ways to learn. Third, new conceptions of teacher development are evolving (Feiman-Nemser, 1990). The syllabus associated with teacher development across all school subject or program areas, but especially with technological education, is tied more directly to school-level curriculum development than heretofore realized.

Layton (1993) is particularly effective in articulating the nature of the curriculum reform in schools while paying tribute to technological education. The schools, in Layton's opinion, have historically transmitted knowledge without contextualizing it:

The factors curriculum of Curriculum and learning and teaching. Tuition Fee Personnel Achievement in Learning and Technology and modern

Service Marketing Mix – 7 P's of marketing

The service marketing mix is also known as an extended marketing mix and is an integral part of a service blueprint design. The service marketing mix consists of 7 P's

Figure 2 : Marketing and Management Kotler, P. and Keller, K.,(2006),

Factors of marketing mix (7Ps)

Product – The product in service marketing mix is intangible in nature. Like physical products such as a soap or a detergent, service products cannot be measured. Tourism industry or the education industry can be an excellent example. At the same time service products areheterogenous, perishable and cannot be owned. The service product thus has to be designed with care. Generally service blue printing is done to define the service product.

Place – Place in case of services determine where is the service product going to be located. The best place to open up a petrol pump is on the highway or in the city. A place where there is minimum traffic is a wrong location to start a petrol pump. Similarly a software company will be better placed in a business hub with a lot of companies nearby rather than being placed in a town or rural area.

Promotion – Promotions have become a critical factor in the service marketing mix. Services are easy to be duplicated and hence it is generally the brand which sets a service apart from its counterpart. You will find a lot of banks and telecom companies

promoting themselves rigorously. Why is that? It is because competition in this service sector is generally high and promotions is necessary to survive. Thus banks, IT companies, and dotcoms place themselves above the rest by advertising or promotions.

Pricing – Pricing in case of services is rather more difficult than in case of products. If you were a restaurant owner, you can price people only for the food you are serving. But then who will pay for the nice ambience you have built up for your customers? Who will pay for the band you have for music? Thus these elements have to be taken into consideration

People – People is one of the elements of service marketing mix. People define a service. If you have an IT company, your software engineers define you. If you have a restaurant, your chef and service staff defines you. If you are into banking, employees in your branch and their behavior towards customers defines you. In case of service marketing, people can make or break an organization

Process – Service process is the way in which a service is delivered to the end customer. Their quick service and the reason they can do that is their confidence on their processes. On top of it, the demand of these services is such that they have to deliver optimally without a loss in quality. Thus the process of a service company in delivering its product is of utmost importance. It is also a critical component in the service blueprint, wherein before establishing the service, the company defines exactly what should be the process of the service product reaching the end customer.

Physical Evidence – The last element in the service marketing mix is a very important element. As said before, services are intangible in nature. However, to create a better customer experience tangible elements are also delivered with the service. Take an example of a restaurant which has only chairs and tables and good food, or a restaurant which has ambient lighting, nice music along with good seating arrangement and this also serves good food. Which one will you prefer? The one with the nice ambience. That's physical evidence. Several times, physical evidence is used as a differentiator in service marketing.

This is the service marketing mix (7p) which is also known as the extended marketing mix.

Materials and Methods

The study "Factors influencing to choose further education Online Bachelor's Degree Programs of survey (survey research), emphasizing primary tool is a questionnaire. study collected information from documents procedure is as follows:

-Documentary research

- Population used in the research **:** Population used in this study. The population sample consisted of groups 500 people:

Data analysis

Data were analyzed in 2 types as follows: 1) Analysis of descriptive statistics(Descriptive statistic)to describe the demographic information of the sample as has often percent (Percentage) and average (Mean :x), standard deviation (Standard. Deviation :SD) 2) The analysis as sumes analysis (Inferential statistic) statistic used to test the hypothesis. The data were analyzed using Independent t-test, F-test and One way analysis of variance, correlation coefficient of Pearson and Chi-Square.

Conclusion

The study of "Factors influencing to choose further education Online Bachelor's Degree Programs" 1) The study the demographic characteristics that influence the choice of education Online Bachelor's Degree Programs.2) The study the program (curriculum) the influence of circumstances. Influence the selection ofOnline Bachelor's Degree Programs. and3) The study the factors that influence the choice of offering education Online Bachelor's Degree Programs

The results were as follows :"Factors influencing to choose further educationOnline Bachelor's Degree Programs"

1)Demographic Factors , mostly female 26 aged years,single education Grade sixth/ Bachelor Degree education abroad ,Company employees monthly income over 15,000 baht

2) The factors curriculum (curriculum) : Curriculum and learning and teaching. (3.90),Technology and modern services. (3.89) ,Achievement in Learning (3.80),   Tuition Fee (3.77), and Personnel(3.60)

3) Factors of marketing mix (7Ps) influence the choice of offering education Bachelor Degree courses online As a result, The marketing mix 7Ps at a high level, including the Physical (3.89) Process (3.80), Place (3.78), People (3.67), Promotion, (3.64). Product (3.54)

the choice of offering educationOnline Bachelor's Degree   Programsand the statistical significance level of 0.05

The study focused Factors influencing to choose further education Online Bachelor's Degree Programs" the development of higher education in higher education. And affect the growth and progress of Thailand

Implementing

Online courses, no doubt, offer much freedom and flexibility. Most students enrolling for distance education courses are working full-time and are not in a situation to quit their jobs. They need a source of income to run their family's expenses and quitting their jobs means risking financial problems. Hence, in order to upgrade their educational qualifications along with a job, they prefer taking up distance learning courses.BCA

(Bachelor of Computer Application)The distance learning BCA course helps students to apply computer science principles to crack problems created by the interface connecting technology and business.

Recently, the communication systems and IT sector have become a vital component in every company's strategic plan. Hence to take advantage of the latest IT techniques and communication systems, firms look out for professionals well versed in this field. Distance learning BCA is an undergraduate degree that exposes students to assorted computer applications thereby keeping pace with the latest developments in the education.Bachelor Degree courses online

Benefits of further education Bachelor Degree courses online

1. The student gets an opportunity to learn at his own pace.Classroom learning allows you to listen to any class lesson only once. But with distance courses, the learner has the freedom to replay that portion of the audio or video tape or re-read a particular module which he/she is not clear about.

2. In classroom learning, the time spent on a particular module depends on the teacher, which is not the case with distance learning. Here, the student can decide the amount of time to be spent on any particular module.

3. Distance programmes offer students the flexibility to use time according to their requirements

4. Another added benefit is that students have access to learning anywhere and at any time with no limitations and restrictions time and location of study. It gives students ample time to spend with their family and work.

Above all, distance education saves the time and cost incurred in travelling.Distance learning is available for a wide spectrum of degree courses. Some of the IT-based distance learning courses that have gained prominence over the years include BCA, MCA, PGDCA, MScIT, MComIS and so on.

APPENDIX

Which of these variables will lead to a Model for the complex. Or difficulty in manufacturing The result isthe decision to study Online. Bachelor's Degree programsThis model is just a framework. It can only work if you understand your learners and how they learn.

ANALYSIS → DESIGN → DEVELOPMENT → PRODUCTION → QUALITY ASSURANCE

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