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Factors Influencing English Language Training Centres Choice Among Parents in Danang City

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Abstract

Foreign language learning has been in high demand among today's young people. Current language training goes beyond traditional school classes and takes place in foreign language centers, where expat instructors collaborate with Vietnamese teachers. The acquisition of new languages, including English, has therefore been effectively promoted. The purpose of this study is to uncover the factors that affect parent decisions regarding selecting an English center within Danang City, with the goal of proposing performance improvement solutions for local enterprises operating in the field.

Keywords: influential factors, English language training center, Danang City

1. Research rationale:

English has been steadily gaining its popularity overtime and commonly considered as one of the global languages. Due to the significant role it occupies in people's professions, studies and daily lives, the English language learning market is inclined to be promising. In Vietnam, parents have a decisive role in selecting an English language training center (ELTC) for their children, and they usually meticulously take into account several criteria before finally settling on the center. For firms that offer language training to children, this is a considerable hindrance.

In Danang, one of the major cities of centre VietNam, numerous ELTCs in the city have taken proactive approaches to filter and enroll outstanding and ambitious learners. Simultaneously, the quality assurance conditions are also publicly enforced and transparently

applied to attract students and especially their parents. Reality demonstrates that such educational institutions are experiencing several difficulties and obstacles as a result of a change in the student enrollment "market" caused by an increase in supply and a decrease in demand. While the tremendous increase in ELTCs has resulted in an increase in supply, the popularity of more appealing languages like as Korean, Japanese, Chinese, and others has a detrimental impact on English demand. Furthermore, ELTCs have been devoting more money to marketing efforts that offer students with enough information as well as to building the businesses' brands in order to promote better social recognition. However, not all of these companies' efforts are in the proper direction. In light of that issue, the new research topic “Factors influencing English language training centers choice among parents in Danang City” has emerged in practice and theory. The research objective is to provide groups of solutions to effectively and efficiently attract parents to select ELTCs in the future.

2. Literature Review

Previous research has shown that a variety of factors, including the environment, culture, institutions, personality, and individual quality, can influence consumer decision-making. By surveying 450 customers at Maldives supermarkets, Nguyen Thu Ha and Gizaw (2014) conducted a primary study to demystify the determinants. This study concluded that six factors influenced customers' purchasing decisions: (1) quality; (2) price; (3) brand; (4) customer attitude; (5) demography; and (6) perceived value. Meanwhile, in the article titled "Factors Affecting Purchase Decisions of Canned Tuna Brands in the Maldives", Zaeema and Hassan (2016) discovered a set of factors that influenced purchasing decisions. They were: (1) quality, (2) demography, (3) reference group, (4) brand, and (5) marketing.

For the present being, English is not only suggested as a mandatory subject in schools, but many parents believe that their children should learn English as a second language. In Vietnam, choosing an ELTC is mostly the responsibility of the young learners' parents. As a result, in the highly competitive market of English language training, it is unclear what drives parents' ultimate selections. Tuition costs, teaching personnel, facilities, reputation, and students' own language learning objectives are all essential variables in choosing a foreign language training institution, according to La Vinh Tin's (2015) research. This study's findings also revealed that income level is one of the key elements. Nonetheless, two variables, attempts to communicate with students and societal repercussions, have little bearing on school selection decisions. The orientations of these research are various recommendations on improving instructional staff quality, facilities, brand, pricing policy, and brand. Furthermore, Do Thi Nga (2015) identified 05 elements influencing parental choice of an ELTC for children aged 6 to 11, which include instructors, center competitive advantage and facilities, reputation, marketing activities, and references. In the same study, the characteristics of convenient location, tuition fees policy, and demographics had little effect on the decision to choose an ELTC for children in this age group. As a consequence, while providing ideas to entice parents, groups of resolutions connected to convenient

location, tuition rates policy, educational programs appropriate for students (age group, English ability,...) should be valued.

Almost all of the prior studies' lists of relevant elements influencing ELTC selection are as follows: educational program quality, teaching personnel, facilities, price policy, reputation, promotion,... However, none of the studies particularly suggest the concerns that need to be addressed for each group of variables influencing parental choice in selecting an ELTC in Danang City.

3. Research Methodology

The survey approach was used in this study of parents in Danang City. The data acquired from the surveys, as well as the quantitative research approach, will be utilized to elucidate the variables influencing parental decisions to choose ELTCs in Danang. This research study's data set includes both primary and secondary statistics. Secondary data, in particular, will be used to offer a clear description of the study topic as well as to analyze the trend preceding to conducting quantitative and qualitative research. On the one hand, the qualitative research approach will be used to set the stage for the research model formulation and to augment the quantitative research findings. The quantitative research approach, on the other hand, will aid in analyzing the reliability of the measuring scale as well as confirming the research hypotheses. The findings of both study methodologies will be used to examine the current state of affairs in Danang City.

The study uses the following multivariable regression equation:

$$QD = \beta_0 + \beta_1.DT + \beta_2\ CT + \beta_3.CS + \beta_4.P + \beta_5.NL + \beta_6.QT + \beta_7.AH + \beta_8.TT + \beta_9.VM + \beta_{10}.CQ + \varepsilon$$

The summary of the research hypotheses, including:

H1: The reputation of an ELTC has a beneficial impact on parental decision-making.

H2: Parental decision to pursue an ELTC is positively related to educational program perception.

H3: The perception of facilities influences parental decision to pick an ELTC.

H4: Parents' perceptions of ELTC tuition fees have a favorable link with their desire to enroll in an ELTC.

H5: Parents' decision to pick an ELTC is influenced positively by their impression of human resources.

H6: The service delivery process influences parental decisions to pick an ELTC.

H7: Surrounding persons have a positive impact on parental decision to pick an ELTC.

H8: The promotion influences parents' decision to enroll their children in an ELTC.

H9: Regional culture influences parents' decision to enroll their children in an ELTC.

H10: Relative referral has a beneficial influence on parental decision to pick an ELTC.

Selecting samples

Population: All parents have children from 3rd to 12th years old of Danang City.

Sampling technique: The sample was selected according to simple random and convenience methods. These sample procedures are appropriate for the author's study aims and research setting, ensuring that the data acquired is accurate and scientific.

Sample size: In research, the sample size has a positive association with the level of accuracy. The sample size in EFA investigations is normally at least 50, ideally 100, and the observation/measurement ratio is 5:1. (Hair et al., 2006). Some research used the Tabachnick and Fidell (2007) formula to determine sample size, which is n = 50 + 8*m (where n is sample size and m is the number of independent variables). The author employed the Hair et al. (2006) idea in this investigation, with a sample size of roughly 400.

4. Validation of the Factors Influencing Parental Decision to Choose an ELTC in Danang City

4.1 Cronbach's Alpha Reliability Analysis

The author performed a study using the official quantification to do Cronbach's Alpha analysis for observable variables to assess their mutual agreement. If the following requirements are fulfilled, appropriate observed variables will be retained: the Cronbach's Alpha if item deleted value is less than the Cronbach's Alpha value; the Corrected Item-Total Correlation value is better than 0.3; and the Cronbach's Alpha if item deleted value is larger than 0.5. To guarantee that the observed variables are acceptable for the aforementioned parameters, the study verified and deleted two factors, NL1 in the Human Resources group and AH5 in the Influence of Surrounding Persons group.

The findings of reliability analysis are shown in the table below after removing inappropriate variables NL1 and AH5 and reprocessing Cronbach's Alpha:

Table 1. Cronbach's Alpha analysis for dependent and independent variables

Observed variables	Scale mean if item deleted	Scale variance if item deleted	Correction item-total correlation	Cronbach's Alpha if item deleted	Cronbach's Alpha
Reputation					
DT1	13.861	7.993	0.628	0.787	0.824
DT2	13.763	8.004	0.645	0.782	
DT3	13.730	7.995	0.628	0.787	
DT4	13.897	8.583	0.543	0.811	

DT5	13.806	8.162	0.651	0.781	
Training program					
CT1	20.902	20.834	0.751	0.906	0.919
CT2	20.892	20.575	0.770	0.904	
CT3	20.847	20.604	0.794	0.902	
CT4	20.799	20.624	0.785	0.903	
CT5	20.950	21.081	0.717	0.910	
CT6	21.003	20.572	0.728	0.909	
CT7	20.930	20.826	0.699	0.912	
Facilities					
CS1	12.681	20.414	0.779	0.893	0.913
CS2	12.643	20.165	0.788	0.892	
CS3	12.832	18.261	0.858	0.876	
CS4	12.641	21.853	0.680	0.913	
CS5	12.761	19.991	0.792	0.891	
Tuition fees					
P1	9.829	3.956	0.604	0.754	0.800
P2	9.716	4.093	0.612	0.752	
P3	9.392	3.604	0.638	0.738	
P4	9.392	3.866	0.603	0.755	
Human resources					
NL2	28.504	25.882	0.789	0.935	0.943
NL3	28.625	26.503	0.745	0.938	
NL4	28.330	25.227	0.832	0.932	
NL5	28.370	25.613	0.802	0.934	
NL6	28.481	25.371	0.855	0.931	
NL7	28.564	25.489	0.810	0.934	
NL8	28.594	26.019	0.730	0.939	
NL9	28.622	25.746	0.782	0.936	
Service delivery process					
QT1	8.825	3.561	0.619	0.816	0.838
QT2	8.835	3.458	0.726	0.773	
QT3	8.757	3.159	0.704	0.779	
QT4	8.815	3.410	0.638	0.809	
Influence of surrounding persons					
AH1	9.877	5.028	0.640	0.765	0.815
AH2	10.239	4.945	0.641	0.764	
AH3	10.390	4.643	0.692	0.739	
AH4	9.990	5.131	0.566	0.799	
Promotion					

TT1	9.828	3.899	0.607	0.729	0.787
TT2	10.106	3.923	0.594	0.735	
TT3	9.954	3.978	0.635	0.716	
TT4	9.833	4.028	0.545	0.761	
Culture					
VM1	15.448	8.516	0.696	0.816	0.854
VM2	15.443	8.616	0.712	0.811	
VM3	15.511	9.473	0.675	0.823	
VM4	15.529	9.053	0.641	0.830	
VM5	15.408	9.278	0.617	0.836	
Referral from relatives					
CQ1	6.472	2.245	0.662	0.785	0.828
CQ2	6.432	2.125	0.750	0.696	
CQ3	6.538	2.269	0.646	0.801	
Parental decision					
QD1	6.935	1.704	0.754	0.693	0.827
QD2	6.942	1.833	0.673	0.774	

Source: Author's own computation with SPSS 20.0

The Cronbach's Alpha if item deleted values in the table are all smaller than the Cronbach's Alpha value for each set of factors. Furthermore, all of the correction item-total correlation values are larger than 0.3. The study reveals the observed variables from the questionnaire are highly appropriate (with all Cronbach's Alpha if item deleted values are greater than 0.6). The 51 observed factors in the questionnaire remained constant after the procedure.

4.2 Exploratory Factor Analysis (EFA)

Instead of examining the association of the observed variables from each group of factors in Cronbach's Alpha analysis, the study employed the EFA approach to analyze the interrelationship among the independent variables in all ten groups of factors. In other words, the EFA approach assists the author in assessing and determining the degree of stability of the 51 observed variables on the measuring scale. Through KMO, the EFA method will assess the suitability of the components (Kaiser- Meyer- Olkin Measure of Simpling Adequacy). The factors in the scale are stable if the estimated KMO is greater than the minimum value of 0.5. The sample size has a significant impact on factor loading. A sample size of more than 100 samples, according to Hair et al. (2006), necessitates the use of a factor loading greater than 0.5. Breakpoints for factors with Eigenvalues of 10 factor groupings must also have a value greater than 1.

To ensure the degree of stability following Cronbach's Alpha analysis, the study used the EFA approach to examine all 51 observed variables. The outcomes are depicted below:

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.853
Bartlett's Test of Sphericity	Approx. Chi-Square	11528.108
	Df	1275

Source: Author's own computation with SPSS 20.0

Table 3. Principal Component Factor analysis results with Varimax rotation

	Component									
	1	2	3	4	5	6	7	8	9	10
NL6	0.891									
NL9	0.839									
NL7	0.833									
NL2	0.832									
NL4	0.832									
NL3	0.823									
NL5	0.789									
NL8	0.748									
NL1	0.705									
CT4		0.855								
CT3		0.853								
CT2		0.828								
CT1		0.825								
CT6		0.800								
CT5		0.798								
CT7		0.770								
CS3			0.892							
CS5			0.848							
CS2			0.843							
CS1			0.843							
CS4			0.767							
VM1				0.787						
VM2				0.772						
VM3				0.751						
VM4				0.745						
VM5				0.713						

DT1					0.764					
DT2					0.750					
DT5					0.727					
DT3					0.711					
DT4					0.702					
AH3						0.804				
AH1						0.793				
AH2						0.788				
AH4						0.725				
AH5						0.577				
QT3							0.827			
QT2							0.825			
QT4							0.804			
QT1							0.757			
P2								0.783		
P1								0.778		
P3								0.759		
P4								0.734		
TT2									0.801	
TT1									0.797	
TT3									0.724	
TT4									0.651	
CQ2										0.892
CQ1										0.847
CQ3										0.831

Source: Author's own computation with SPSS 20.0

The study preserved 51 observed variables after validating KMO, with the premise that there is no link between the variables (H0). The study's validation of KMO and Bartlett yielded a KMO value of 0.853 with a sig. of 0.000, indicating that H0 was rejected. Furthermore, the EFA findings obtained for 10 components at Eigenvalues reached 1.633 (higher than 1), and the extracted variance was 67,56% (>50%). This finding demonstrates that the questionnaire's 10 factor groups with 51 observed variables have an influence on parents' choice of an ELTC in Danang City.

4.3 Multivariable Regression Model

The survey performed multivariable regression analysis using 10 independent variables and 1 dependent variable after finding 10 factor groups with 51 observed variables that are compatible with each other. The Enter technique was selected. The obtained findings are as follows:

Table 4. Regression coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	(0.119)	0.421		(0.282)	0.778		
	nl	0.082	0.042	0.093	1.942	0.053**	0.854	1.170
	vm	0.088	0.044	0.101	1.996	0.047*	0.765	1.307
	ct	0.080	0.038	0.095	2.088	0.037*	0.959	1.043
	p	0.101	0.049	0.100	2.081	0.038*	0.855	1.170
	cs	0.061	0.027	0.107	2.224	0.027*	0.861	1.162
	dt	0.084	0.046	0.092	1.819	0.070**	0.768	1.302
	qt	0.103	0.050	0.097	2.077	0.038*	0.907	1.102
	tt	0.089	0.048	0.090	1.843	0.066**	0.828	1.208
	cq	0.090	0.040	0.101	2.244	0.025*	0.984	1.016
	ah	0.277	0.041	0.313	6.699	0.000*	0.907	1.103

Source: Author's own computation with SPSS 20.0

*: Significance at 5% level

**: Significance at 10% level

The table of findings reveal that the independent variables employed in the model are statistically significant. The acceptance coefficient (Tolerance) findings were observed at a rather high level (from 0.765 to 0.984). Furthermore, the variance exaggeration coefficients (VIF) are all low (below 2), indicating that the independent variables are not multicollinear.

From the above results, the multiple regression equation shows the relationship between parents' choice of an ELTC with the following influential factors:

$$QD = -0.199 + 0.084.DT + 0.08\ CT + 0.06.CS + 0.101.P + \beta_5.NL + 0.103.QT + 0.277.AH + 0.089.TT + 0.088.VM + 0.09.CQ$$

5. Results of Multivariable Regression Model

According to the findings of the regression analysis, ten categories of characteristics have a beneficial impact on parents' choice of an ELTC in Da Nang City. Among all variables, the influence from relatives variable (AH) had the greatest influence on parental decision, with a regression value of 0.277. In other words, assuming no other factors change, changing factor AH by one unit affects parents' decision by 0.277 units. With values of 0.103 and 0.101, respectively, the service delivery procedure and tuition prices have the second and third greatest influences on parents' choice of an ELTC in Da Nang.

The research made suggestions based on the peculiarities of the educational environment in Da Nang, in accordance with Vietnam's foreign language education and training direction, including concentrating on the following six groups:

(i) Diversify and adapt of training programs

(ii) Develop an appropriate pricing policy

(iii) Strengthen the infrastructure system

(iv) Build and develop the brand name of the ELTC

(v) Promote and improve the effectiveness of promotional activities

(vi) Promote the development of personnel strategy.

Reality reveals that such educational institutions are facing wide-ranging difficulties and challenges as a result of a shift in the student enrollment "market" that has been attributed to an increase in supply and a decline in demand. While the massive rise of ELTCs has resulted in a growth in supply, the popularity of more attractive languages such as Korean, Japanese, Chinese, and others negatively affects the demand for English. In addition, ELTCs have been dedicating more resources to marketing campaigns that provide students with sufficient information as well as to build the firms' brands to facilitate greater social recognition. However, not all efforts of these organizations are in the right direction. The solutions given in the topic have a specific purpose, assisting English center operators in efficiently developing and implementing strategies to persuade parents to choose an ELTC for their children while also improving the performance of such training centers in the future.

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