



**THE PARENTS PERCEPTION OF THE BENEFITS OF
HORSE RIDING FOR CHILDREN IN THAILAND**

BY

MS. PLOY PATTICHART

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2014
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INDEPENDENT STUDY

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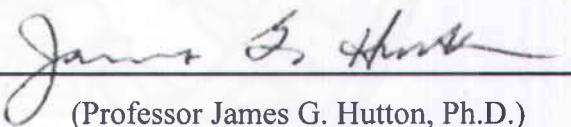
MISS PLOY PATTICHART

ENTITLED

THE PARENTS PERCEPTION OF THE BENEFITS OF
HORSE RIDING FOR CHILDREN IN THAILAND

was approved as partial fulfillment of the requirements for
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ABSTRACT

This report was aimed to examine parents' perception toward the benefits of horse riding of their children by exploring on how parents perceive about horse riding, what benefits or improvement their children actually gain when participating in horse riding, how they decide to provide horse riding as a recreational sport for children, and what are the trigger points for the horse riding activity.

In Thailand, during the past five years, horse riding has been becoming a better known sport. The industry continues grows a lot especially within Bangkok area. One of reasons behind this growth is the larger number of riders participating and becoming members of Thailand Equestrian Federation. Apart from being just only a recreational sport where children can spend their time with, horse riding provides extra benefits in both physical and psychological terms.

This research will be collected data from fifty parents of young riders in Thailand by surveys. Non-probability sampling method will be used to obtain target respondents.

Keywords: Horse Riding, Benefits, Healthy

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I would like to express my true gratitude for people who provide this opportunity to learn and to complete this research paper. First, my advisor Prof. Dr. Kenneth E. Miller who always guide and provide supportive information related to the research topic done here, also the guidance provided along the way. His time contributed to assist in this research is priceless and I am certain it is one of life time experience. Moreover, I would like to thank my family and friends for supports assisting to complete this research.

Apart from those my advisor, family, and friends, I would like to say thank you MIM program for providing me a great opportunity to explore more on horse riding industry that I am currently working in. Definitely, it is a useful research that can be applied into my career. Lastly, thank you for respondents who participate in answering in both qualitative and quantitative parts of this research.

MS. PLOY PATTICHART



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CHAPTER 1

INTRODUCTION

Background of the Study

As being know that Thailand is one of the fast developing countries in South East Asia, with economy situation growing rapidly, Thai population has been facing with higher level of stress and depression. As commonly known that recreational sport helps boosting up a person health both physically and psychologically, horse riding as a type of sport can provide such positive benefits to riders. To confirm with the common knowledge that horse riding can provide positive benefits for riders, the Journal of Behavioral Science stated that any intervention program, like a sport lesson or a horse riding lesson, can reduce the level of stress and that a person deal more effectively with tough situations in life.

Horse riding activity has been in Thailand for more than over ten decades. Riding in the past however considered being quite limited to just only small group of elite people. During the development of Thailand, until today, horse riding industry has grown overtime to be more well-known and available for ordinary people.

The riding activity has been expanding over years until the mark was made in 1976 where Thailand Equestrian Federation or TEF was established as an official organization aiming specifically to develop hose riding activity in Thailand. Nowadays, there are in total of 62 riding clubs/schools established as members of TEF and also there are over 30 of non-members. With the number of clubs in Thailand, there are over 5,000 riders (with 40% as active riders) in Thailand from the record of TEF. From the number stated, approximately 70% of members of TEF are young riders (age between 8 – 18 years old).

According to the research, there are various advantages involved with horse riding. Some of the benefits are balance, postural and equilibrium responses, muscle tone, eye and neck muscles improvement, eye vision, bilateral motor coordination, laterality, speech, language and auditory development in perception which can be classified into two main categories which are in physical and psychological benefit. Moreover, horse riding might enhance academic/work performance together with self-image/emotions. These benefits can be observed through various methods and the effects can be different among each rider.

CHAPTER 2

REVIEW OF LITERATURE

2.1 LITERATURE REVIEW

It is commonly known that sports contribute to positive effect on physical, psychological, and social development of children. The HorseTalk organization from New Zealand mentioned that the US study, using a linear regression analysis, horse riding contributes to the improvement of life skills of children. From the study, it indicated that about 25% of children' life skills development is attributable to their development of horsemanship skills. Also, previous studies by Fox and Corbin have found that physical exercise can improve self-esteem. Moreover, as stated by Danbert, recreational sports play an important part in the academic success of children. Scientifically proven, recreational sports can significantly improve grade point average.

The major benefits can be classified into two main parts, physical and psychological development. Firstly, physical benefit which are the developments of

- Balance
- Postural and Equilibrium Responses
- Muscle tone
- Eye movement and Vision
- Speech, language, and auditory perception

Secondly, psychological benefit which are mostly related to the developments of

- Social Skill
- Confidence
- Self-Discipline
- Learn to Trust
- Learn and accept mistakes

However, the level of improvement depends specifically on each child. Many studies proved the benefits of horse riding on disorder children, yet not many studies observe the benefits on the development and benefits of normal children.

2.2 RESEARCH OBJECTIVES

The purpose of this study is to examine the perception of parents toward benefits of horse riding on their children. The research provides a better understanding of the benefits; physical, psychological, and social benefits of children perceived by parents. The second objective is to study the top criteria customers use to decide which riding club they would apply for riding lessons.

2.3 RESEACH QUESTIONS

In order to accomplish the goals stated, several research questions must be answered. These questions include;

1. Whether parents perceive horse riding as benefits or risks for their children?
2. What are the benefits parents perceived children get when participate in horse riding?
3. To identify the trigger factors that affect parents' decision on adoption horse riding for their children.
4. What are the related variables influencing their perception?

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Methodology

The research has been conducted at two stages in this independent study. Both exploratory and descriptive researches will be conducted as below;

Stage I: Exploratory Research Methodology

Secondary Research - To study on market overview in term of the overall current market situation of horse riding industry in Thailand, market expansion and growth. The research method has been specifically designed to study the following topic;

- Historical data on the horse riding industry in Thailand related to growth of the industry.
- The classification of benefits of horse riding into two major parts which are physical and psychological benefits.
- Children development and benefits from playing sport.
- Proven benefits of horse riding

In-depth Interview – To do the face-to-face interview in order to first get the main information and criteria to be used in the survey and second to confirm the finding from quantitative part.

The in-depth interview questions before and after launching the questionnaire survey

1. Having your children riding horses, what are the key main benefits your children get from this activity?
2. Please describe in detail the benefits your children get.
3. Explain how you select a riding club and how you would like to have the club develop more or change in order to better satisfy you and your children.

Stage II: Descriptive Research Methodology

Survey – To study on parents’ perceptions of benefits of horse riding for children. The purpose of the descriptive research is to enhance the research result quantitatively.

The questionnaire consists of closed-end questions with limited alternatives for the respondents. The four main parts of the questionnaire consist of;

1. Screening Questions
2. Part A: The perception and Criteria in selecting the Riding Club
3. Part B: The Perceived Benefits of Horse Riding
4. Part C: Demographic Information

[See Appendix A: The Questionnaire Survey]

3.2 Sampling Procedure

Study was carried out in everywhere in Thailand as convenient sampling location where population of interest was Bangkok citizen. Both male and female parents of any age range with at least one child participating in horse riding activity were the main target respondents. Forty parents were reached online while the other twenty were reached face to face at the three main riding schools mentioned before.

3.2.1 Specific Respondent Selection Criteria

- In-depth Interview: Three respondents for before and three respondents for after launching the questionnaire survey were selected based on convenient sampling with background having their children participate in horse riding for more than a year so that parents could learn and see any improvement for their children. Furthermore, by working in this industry for years, researcher has classified parents into two main groups based on parents’ purpose giving their children horse riding lessons.
- Questionnaire Survey: 60 respondents for survey questionnaire were selected based on convenient sampling by screen questions in the survey.

3.2.2 Survey Acquisition and Recruiting Plan

- In-depth Interview: The participants or parents would have to pass the screening questions so that they are considered as “the target respondents”. Brief information, purpose of the interview, time required to complete the interview are given for the benefit of respondents. The interview takes no longer than 30 minutes.
- Survey Questionnaire: The respondents were acquired to two main channels as mentioned. Forty respondents were acquired online while other twenty were from online source. Both groups of people have to pass the screening question in the first part of the survey. [See Appendix A for the screening questions]

3.3 Data Collection

3.3.1 Qualitative Research: The In-depth Interview

- The respondents for each in-depth interview provide their answer via face-to-face channel and only by one-to-one interview. The parents from Cheangwattana Horse Riding Club, Horseshoepoint Riding Club, and the Royal Horse Riding Club were recruited and the preferred time schedules were selected by parents.

3.3.2 Quantitative Research: The Survey Questionnaire

- Firstly, secondary research was conducted via online channel together with the offline data collection from Thammasat University main library.
- Secondly, 20 set of offline Questionnaire were distributed at the three main riding schools in Thailand namely; Horseshoepoint International Riding School, Siam Polo Park Riding Club, and the Royal Horse Guard Riding Club. These strategic locations were selected because they are the main location in Thailand where target respondents take their children to take riding classes.

- In addition, 40 online questionnaires were conducted using online server i.e. <http://www.surverymoney.com/>. The server collected data and updated the data at real time as the researcher could immediately track total number of respondents.
- At least 60 completed questionnaires were to be collected for data analysis.

3.4 Data Analysis Method

3.4.1 Qualitative Research: The In-depth Interview

Before - The data collected from in-depth interview before launching the questionnaire survey was analyzed individually to identify both of physical and psychological benefits of horse riding activity if those perceived by Thai parents were the same as those perceived by worldwide researchers. Consequently, those were used to develop the specific survey questions so that survey respondents had a clear scope of their answers.

After – The data collected from in-depth interview after launching the questionnaire survey was also analyzed individually to confirm the findings from previous qualitative and quantitative part. The same set of question was used.

The data received from the total of six respondents from in-depth interviews are summarized in Part 4.

3.4.2 Quantitative Research: The Survey Questionnaire

- The raw data are screened before recording them into the excel spreadsheet form, then the verified data is analyzed by using excel, pure frequency analysis as the number of total respondent is limited at 48. Results are to be present in both pie chart and bar chart for the better and clearer understanding.

3.5 Limitation of the Study

- Accuracy of secondary data: Due to the limited research of horse riding conducted in Thailand, secondary data received mostly from international papers.
- Respondent and researcher design error: With the limited time and budget on the individual research paper and the convenient samples that are selected, there might be some errors during the research process.



CHAPTER 4

RESULTS AND DISCUSSION

4.1 THE RESULTS

The Qualitative Research Finding

Before launching Survey Questionnaire

- After the secondary research, the in-depth interview has confirmed points, for example benefits which are happiness and healthier lifestyle to be used in questionnaire survey as important factors. However, some benefits, listed by scientists or experts in researches that are too complex and inconvenient, are translated and grouped into simple ones while maintaining the main contents. Interesting points from the in-depth interview are that parents might be grouped into two main types which are the one aiming their children to be leading athlete in the riding industry, while the other one aiming their children to develop their skills. These two groups of parents look for the different benefits from horse riding, actually willing to pay at different level for riding lessons for their children, and also mean they seek for the different criteria when choosing the riding club for their children. These findings are again proven in the in-depth interview after the survey questionnaire.

The Quantitative Main Findings

The findings are collected from total of 60 parents with different background, 48 out of 60 respondents have at least a child participate in horse riding activity. The result of each questions are reported. *[See Appendix B: The Questionnaire Summary of Responses]*

4.1.1 Main Findings from Questionnaire Survey Part A

- Most parents find that horse riding is quite risky where thirty respondents (80% of total respondents) stated that horse riding is risky.

- However, being identified as risky sport, horse riding also shown to be quite exciting and fun.

- Interesting information shows that parents consider horse riding as a type of sport, not a prestigious one.

- Majority of parents (78% of total respondents) agree that horse riding provide various benefits for their children.

- Some of the variables that play important roles in choosing the riding club for their children are location, convenience of traveling, facilities provided, well trained horses, the quality of trainers, and the fee charged by the club.

At the end of part A, the question A3 allow parents to identify by themselves what factors they look for when considering joining a riding club. The result has shown that the top three factors are quality of horses, trainers, and a reasonable fee.

At the end of Part A, parents are asked about benefits they perceive when letting their children ride horses before going into more detail questions in part B. Top three listed by parents are happiness of their children, development of personal characteristic, and the improvement in socialization skills of their children.

4.1.2 Main Findings from Questionnaire Survey Part B

The main benefits perceived that are being asked in part B are those that are identified prior by the researches mentioned in the literature review part and some that researcher experience throughout 3 years the career path which are consistent from what the researches stated.

- Main findings shown that most parents agree that horse riding provide actual physical benefits for their children; Balance improvement (83% of respondents agree), postural and equilibrium responses (82% of respondents agree), muscle tone development (92% of respondents agree), better vision (52% of respondents agree), improvement in their speech and auditory perception (46% of respondents agree).

- Main findings shown that most parents also find that horse riding yield positively for their children psychological development; better social skill (83% of respondents agree), become a person with more confidence (98% of respondents agree), more self-discipline (77% of respondents agree), develop trust sense (60% of respondents agree), learn and accept their mistakes (52% of respondents agree).

- With the benefits perceived by parents, they still consider horse riding as an expensive sport as over 64% of respondents agree with the statement “Horse riding is expensive”.
- Strongly agree by parents that they will have their children participate in horse riding in the future.
- Finding in this part also shows that parents spend a lot for their children to join riding.
- 63% of parents do not own a horse; instead they rent a horse/ horses from a riding club they join. This also confirms why qualities of horses at the club play an important role as a criterion to join a club as it links with their children safety.
- Even without owning a horse, majority of parents spend a lot for horse riding comparing with other type of sports where over 75% of parents spend more than 20,000 baht per month for their children.
- The main purpose allowing their children participate in riding horses is to be a hobby where their children can relax, be happy and enjoying various physical and psychological benefits through time.

4.1.2 Main Findings from Questionnaire Survey Part C

- More than 75% of parents answering the questionnaire survey are female. Most of the time, mother is the one who bring their children to the riding club as can be seen in most riding club in Thailand.
- Most parents who have their children riding horses have a high income per month comparing to an average income per capita study by the National Statistic Office, Ministry of Information and Communication Technology of Thailand.
- Most of the time, parents take their children to ride 3 times per week. Some parents visit a club more than 4 times per week.
- Many parents know about horse riding from a friend who has had their children riding horses.

- Other than doing horse riding, most of the parents have their children participate in other type of sports also, some of them such as swimming, badminton, tennis and football.

The Qualitative Research Findings

After Launching Survey Questionnaire

As mentioned above on the findings from qualitative prior launching the survey questionnaire, parents can be grouped into two main categories; the one who aim for riding as their children's hobby and the other for athlete. This result is confirmed by looking deeply into questionnaire survey answers by those who usually bring their children for riding more than 4 times per week, willing to spend more, and look for the specific when choosing the riding club for their children. Again, this research divides respondents for in-depth interview after launching the survey into two groups to confirm the benefits of riding and the specific criteria they look for. The main findings for each group are stated here.

1. Having your children riding horses, what are the key main benefits your children get from this activity?

1.1 As children's hobby (Hobby Parents) – they look for both the development of their children personal characteristic and the ability to grow and socialize with people in the society. To be more specific, they seek for psychological development of their children more than physical one. Specific criteria they look for in choosing riding club are safety; quality of horses, and trainers.

1.2 For children to become athletes (Athlete Parents) – they look more for the physical development and the strength of their children while consider less in the psychological development. However, they also desire their children will gain psychological benefits during their children development along the path. The specific criteria in choosing a riding club are larger and more sophisticated. Since they aim for their children to become athletes, they usually own at least one horse and that is why they desire for good stable

management and service for not only their children but also for horses to live in. Other facilities provide at the riding club are usually needed and they usually spend a lot more for their children riding classes.

4.2 DATA ANALYSIS

The findings mentioned above will be used to analyze and answer each of the research questions in order to provide and get the true understanding of the benefits of horse riding activity perceived by parents who have their children riding horses, and also to provide useful and practical information for riding clubs to develop and to grow the industry in the future.

1. Whether parents perceive horse riding as benefits or risks for their children?

Parents find that horse riding is risky for their children; however from the in-depth interview and survey, it has shown that risk comes with excitement and challenge and that is why children enjoy their riding lessons and also riding competitions. From the in-depth interview, two out of six parents actually stated, “horse riding is a kind of sport and sport comes with risk and excitement, so we enjoy the benefit while we prepare the best safety for our children”.

Looking from the two main perspectives of two parent groups, hobby and athlete parents, they perceived risk similarly and they seek for the best safety for their children. However, with the purpose of Athlete parents, they are willing to pay more for their children safety but they also earn higher than average of those hobby parents.

2. What are the benefits parents perceived children get when participate in horse riding?

Most parents find horse riding beneficial to their children, but most of them do not categorize the benefits received into physical and psychological ones. They just realize those benefits in a broad picture where they can name one of them. However with the secondary research and the in-depth interview with respondents, benefits can be categorized into two main topics, physical and psychological benefits. Some of physical benefits are balance improvement, better posture and equilibrium responses, muscle tones, eye

movement and better vision, improvement in their speech and auditory perception. On the other hand, psychological benefits can be classified into major parts namely; better social skills, more confidence, more self-discipline, learn to trust others better, and also learn to accept their mistakes.

To be more specific, for two groups of parents, the hobby parents can usually be categorized by benefits they look for, the psychological ones; better social skill, more confidence, more self-discipline, learn to trust others better and also learn to accept their mistakes. For athlete parents, they clearly look for the physical development of their children so that they can ensure they pursue the strict practice lessons and finally competitions. A better and fine muscle tone, the balance improvement, and better postural and equilibrium responses are needed from consistent riding lessons.

3. To identify the trigger factors that affect parents' decision on adoption horse riding for their children.

The trigger factors affecting parents' decision can be extremely useful for stable managers who look for expanding their customer base. However, it could be more useful when selecting the target group first before adopting the trigger points studied here to promote number of customers. The most common factors parents look for their children are the quality of horses, and qualified trainers and coaches. These two main factors are the critical ones where their children safety can be ensured. The other criteria where both groups of parents look for at the same level are location and convenience. The closer the stable is, the better chance that they will join that riding club as here in Thailand, traffic is a time consuming activity and that parents do not wish to waste time on the road traveling once it is not convenient.

However, for hobby parents, they are more informal in quality of horses more than those athlete ones since the purpose is to exercise not to go after competitions where horses can be just normal school horses who can teach their children how to ride and enjoy the lessons. On the other hand, strong need for sport horses that can perform at the top is required for any stable who aim to capture athlete parents.

Some other criteria such as service provided and availability of other sport facility is a plus, like most of other sport club, the larger number of facilities a club can provide, a better score and so more inviting for people to join. Parents usually seek for other activities while children spend their time with lessons and taking care of horses as it has shown by the survey that horse riding is considered as time-consuming sport. To be more specific on the service provide, athlete parents seek in addition for one more criteria which is the service provided to horses as they usually own at least a horse for their children.

In addition, one of the crucial factors is the riding fee charged by a riding club. Again, two groups of customers shown that they concern that fee should definitely be reasonable with the quality of service provided at the club. However, in each group the willingness to pay for fee is different. Athlete parents are willing to pay more than hobby parents since they also look for a better return in term of quality of other criteria mentioned above.

4. What are the related variables influencing their perception?

Most of the respondents show that they start horse riding for their children because they hear from a friend. The second source of information where they hear about horse riding is the online channel. None of the parents actually know about riding from newspaper as it is not a common place for riding club to do their marketing activities.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 MAIN CONCLUSIONS

- 5.1.1 From the data analysis of both qualitative and quantitative parts, parents can be classified into two main groups; hobby and athlete parents where they seek for different purposes in horse riding.
- 5.1.2 Different purposes in giving horse riding activity for children lead to the specific needs for their children.
- 5.1.3 Athlete parents yearn for intensive development in physical aspects while hobby parents seek for better psychological improvement for their children.
- 5.1.4 The top two criteria both group of parent desire from a riding club are the quality of horses, and the best trainers and coaches to secure their children safety.
- 5.1.5 Considered as being an expensive sport, athlete parents willing to pay more, but again the fee should be reasonable. (however, more research is needed to be done to classified the “reasonable fee”)

5.2 RECOMMENDATIONS

5.2.1 As the same in other type of service, a company with a clear target group of customers can be more successful, the rule also applies for riding clubs here in Thailand. With a clearly defined target group of customers, a club can provide highly satisfied service at reasonable price as they do not have to waste money investing in unnecessarily facilities and assets.

5.2.2 The most critical assets that a club should invest for are horses and trainers as they play as the heart of the business. Like other sport, to become an expert you need good equipment like a good tennis racquet to play tennis; horses are the same except that they do have lives. Others criteria that parents look for in choosing a riding club for their children are again characterized by their riding purpose as

mentioned in the data analysis part. Hence, for a riding club, once selected the target customers, it can pursue the service level to match with customers' needs.

5.2.3 In this industry, people or customers usually hear and begin their riding journey because word of mouth, so in order to be successful marketing program should be placed heavily on maintaining the good relationship with existing customers. For instance, a club should employ a customer relationship management program to enhance a number of customers by exploiting the existing customer information and relationship.

For more, apart from horse riding, children usually participate in other types of sport as well, so marketing budget can be placed for promoting and cooperating with other sport club that share the same goals; development of both physical and psychological benefits of customers. Some of others sports, as survey shows related to are swimming, football, and tennis.

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APPENDICES

APPENDIX A

QUESTIONNAIRE SURVEY



Thammasat University

Master in Marketing

Dear Participant:

I am a graduate student at Thammasat University. For my individual study, I undertake a research project to determine parents' perception of the benefits of horse riding for children in Thailand.

The following questionnaire will require approximately 5 minutes to complete. There will be divided into 3 parts which are; 1) perception, 2) Benefits perceived, and 3) Demographic.

All information will remain confidential, and the result will be used and analyzed only as a total group of the participants NOT by individuals. Copies of the project will be provided to the Thammasat University instructor and to the Master in Marketing Co-coordinator. Participation is strictly voluntary and you may refuse to participate at any time.

Thank you for taking the time to assist in my educational endeavours. The data collected will provide useful information regarding our clear understanding in conducting and analyzing a market research. If you would like a summary copy of this study please complete and detach the Request for Information Form and return it to us in a separate envelope. If you require additional information or have questions, please contact us at the number listed below.

Sincerely,

Student names: Ploy Pattichart

Phone number: (+66) 81-948-8090

Email address: ploypattichart@gmail.com

Screening questions

1.	Do you have a child/children?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2.	Do any of your children participate in horse riding activities?	<input type="checkbox"/> Yes (Go to Part A)	<input type="checkbox"/> No (Go to part C)



Part 1

A1	How much do you agree with the following statements?					
		Strongly disagree			Strongly agree	
	A1.1 Horse riding is risky.	1	2	3	4	5
	A1.2 Horse riding is exciting and fun.	1	2	3	4	5
	A1.3 Horse riding is a prestigious sport.	1	2	3	4	5
	A1.4 Horse riding provides many benefits.	1	2	3	4	5
A2	Which of these factors affect you most when consider choosing a riding club/ riding school?					
		The Least			The Most	
	A2.1 Location is near to your house.	1	2	3	4	5
	A2.2 Convenience to travel to. (even it's far away)	1	2	3	4	5
	A2.3 Facilities provided other than riding activities	1	2	3	4	5
	A2.4 Well trained horses	1	2	3	4	5
	A2.5 Certified trainers	1	2	3	4	5
	A2.6 Trainers are loved by the child/children	1	2	3	4	5
	A2.7 Great service provided	1	2	3	4	5
A2.8 The riding fee	1	2	3	4	5	
A3	What are the first top three factors you look for when choosing a riding school?					1. _____ 2. _____ 3. _____
A4	Please list the top three benefits of horse riding for my children.					1. _____ 2. _____ 3. _____

Part 2

B1	How much do you agree with the following statements?					
		Strongly Disagree			Strongly Agree	
	B1.1 I notice that my child/children has balance improvement.	1	2	3	4	5
	B1.2 I notice that my child/children has better postural and equilibrium responses.	1	2	3	4	5
	B1.3 I notice that my child/children has more obvious muscle tone.	1	2	3	4	5
	B1.4 I notice that my child/children has a better eye movement and better vision.	1	2	3	4	5
B1.5 I notice that my child/children has an improvement in their speech and auditory perception.	1	2	3	4	5	
B2	How much do you agree with the following statements?					
		Strongly Disagree			Strongly Agree	
	B2.1 I notice that my child/children has a better social skill.	1	2	3	4	5
	B2.2 I notice that my child/children become more confidence.	1	2	3	4	5
	B2.3 I notice that my child/children has more self-discipline.	1	2	3	4	5
	B2.4 I notice that my child/children learn to trust others better.	1	2	3	4	5
	B2.5 I notice that my child/children learn and accept their mistakes.	1	2	3	4	5
	B2.6 The cost of riding horses is worth?	1	2	3	4	5
	B2.7 Horse riding is expensive.	1	2	3	4	5
	B2.8 Horse riding is inconvenient.	1	2	3	4	5
B2.9 Horse riding is time consuming.	1	2	3	4	5	
B2.10 My child will continue with horse riding in the future.	1	2	3	4	5	
B3	How much money do you spend for riding activity per month?	_____ Baht				
B4	Do you own a horse?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
B5	What is the purpose of riding?	<input type="checkbox"/> To become a hobby <input type="checkbox"/> To become an athlete				

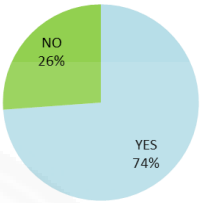
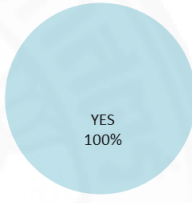
Part 3

C1	Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
C2	How many child/children do you have?	_____
C3	Age	<input type="checkbox"/> 31 - 35 years old <input type="checkbox"/> 36 - 40 years old <input type="checkbox"/> 40 years old and above
C4	What is the range of your individual income per month?	<input type="checkbox"/> 20,001 - 40,000 baht <input type="checkbox"/> 40,001 - 60,000 baht <input type="checkbox"/> 60,001 - 80,000 baht <input type="checkbox"/> More than 80,000 baht
C5	How often your child/children participate in horse riding?	<input type="checkbox"/> 1 time per week <input type="checkbox"/> 2 times per week <input type="checkbox"/> 3 times per week <input type="checkbox"/> 4 times per week <input type="checkbox"/> More than 4 times per week
C6	How did you hear about horse riding in the first place?	<input type="checkbox"/> Recommended by a friend <input type="checkbox"/> Online channel <input type="checkbox"/> Newspaper <input type="checkbox"/> Others
C7	Other than horse riding, what sport that your child/children usually go for?	<input type="checkbox"/> Tennis <input type="checkbox"/> Football <input type="checkbox"/> Swimming <input type="checkbox"/> Badminton <input type="checkbox"/> Ballet <input type="checkbox"/> Others

APPENDIX B

QUESTIONNAIRE SUMMARY OF RESPONSES

Screening Questions Total Number of Respondents: 65

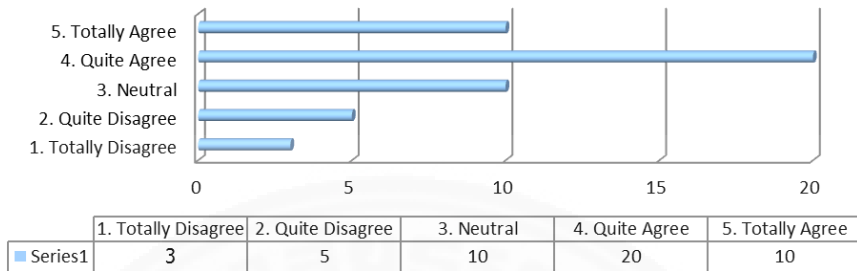
1.	<p>Do you have a child/children?</p> <p>Yes 48 (74%) No 17 (26%)</p>	 <p>A pie chart with a light blue segment representing 74% (YES) and a light green segment representing 26% (NO).</p>
2.	<p>Do any of your children participate in horse riding activities?</p> <p>Yes 48 (100%) All parents have their children participate in horse riding activities.</p>	 <p>A pie chart that is entirely light blue, representing 100% (YES).</p>

Appendix B: Questionnaire Summary of Responses

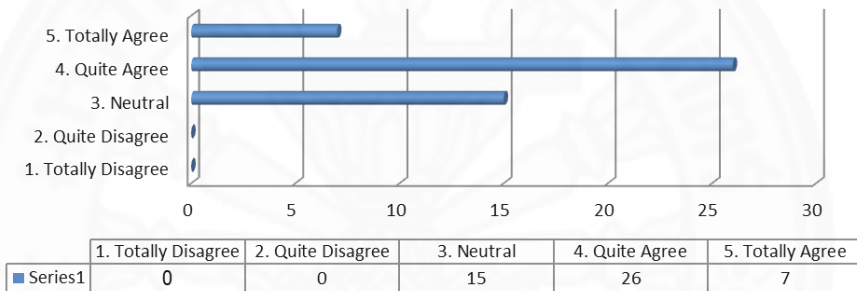
Part A

A1 How much do you agree with the following statements?

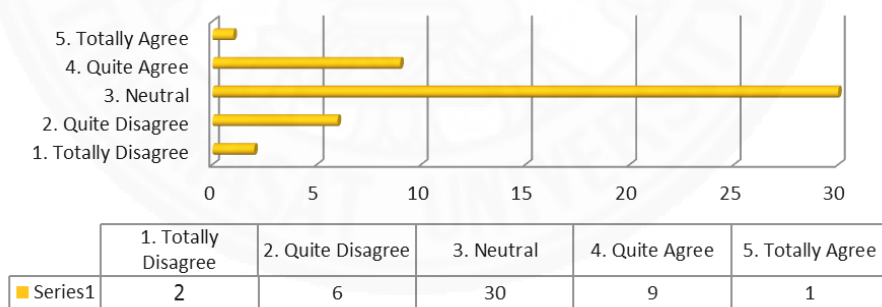
A1.1 Horse riding is risky.



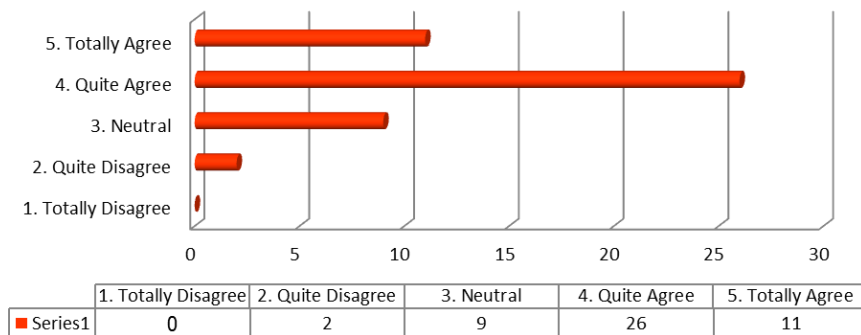
A1.2 Horse riding is exciting and fun.



A1.3 Horse riding is a prestigious sport.



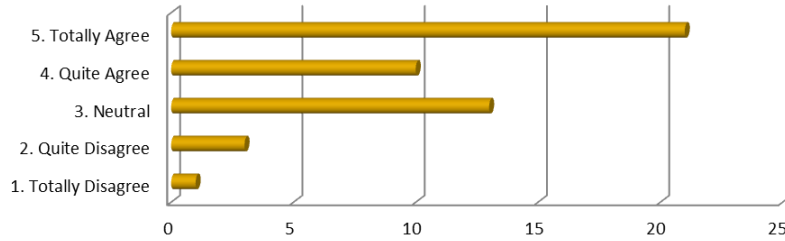
A1.4 Horse riding provides many benefits.



A2

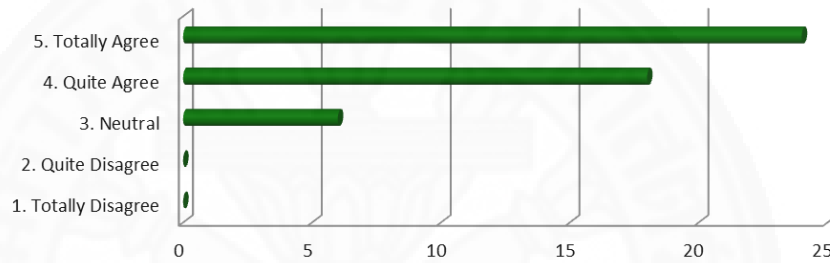
Which of these factors affect you most when consider choosing a riding club/ riding school?

A2.1 Location is near to your house.



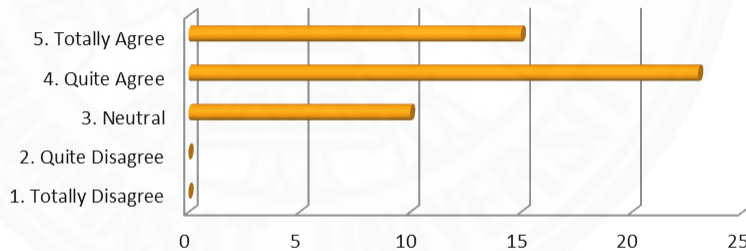
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	1	3	13	10	21

A2.2 Convenience to travel to. (even it's far away)



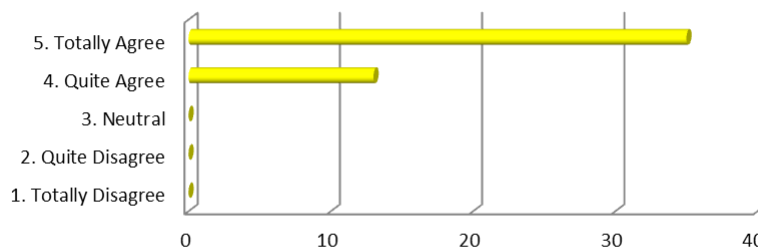
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	0	0	6	18	24

A2.3 Facilities provided other than riding activities



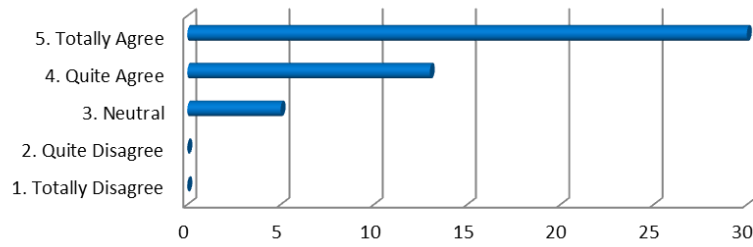
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	0	0	10	23	15

A2.4 Well trained horses



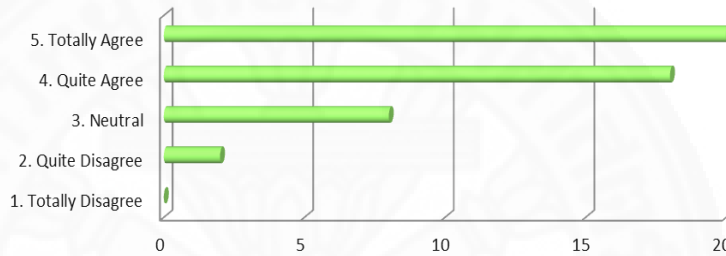
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	0	0	0	13	35

A2.5 Certified trainers



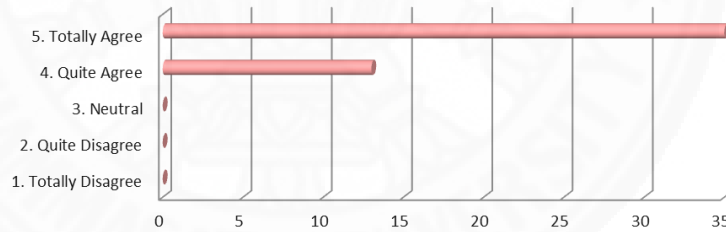
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	0	0	5	13	30

A2.6 Trainers are loved by the child/children



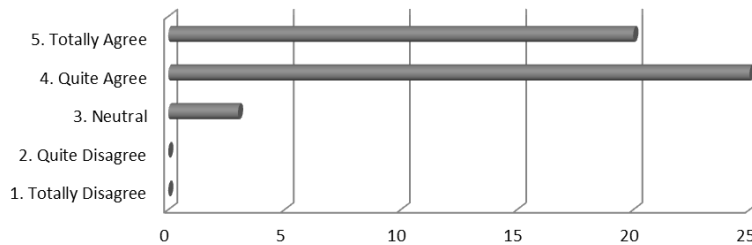
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	0	2	8	18	20

A2.7 Great service provided



	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	0	0	0	13	35

A2.8 The riding fee



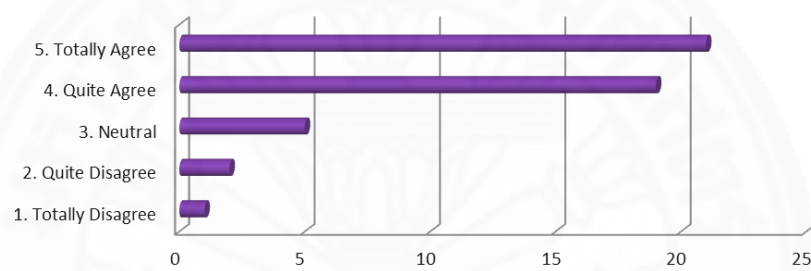
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	0	0	3	25	20

A3	What are the first top three factors you look for when choosing a riding school?	1. <u>Well trained horses</u> 2. <u>Qualified trainers</u> 3. <u>Reasonable riding fees</u>
A4	Please list the top three benefits of horse riding for my children.	1. <u>Happiness</u> 2. <u>Personal Characteristic Development</u> 3. <u>Socialization</u>

Part B

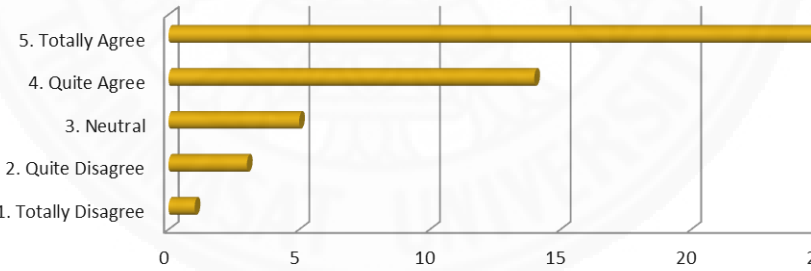
B1 How much do you agree with the following statements?

B1.1 I notice that my child/children has balance improvement.



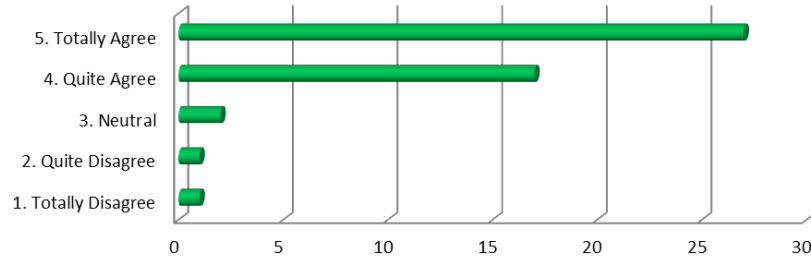
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	1	2	5	19	21

B1.2 I notice that my child/children has better postural and equilibrium responses.



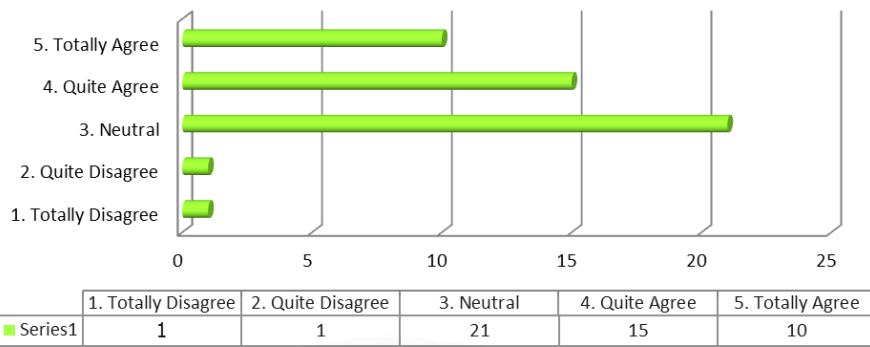
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	1	3	5	14	25

B1.3 I notice that my child/children has more obvious muscle tone.

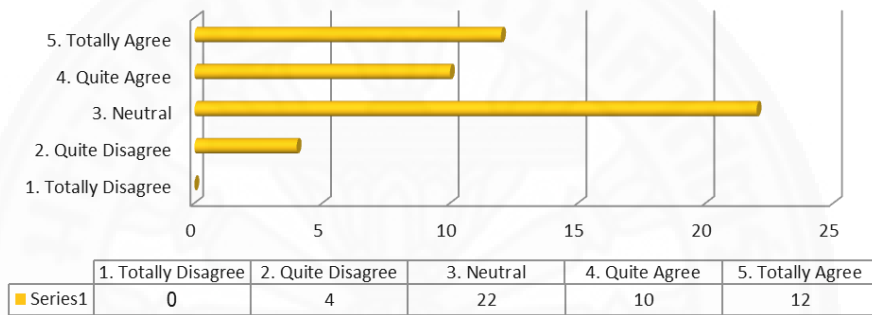


	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	1	1	2	17	27

B1.4 I notice that my child/children has a better eye movement and better vision.

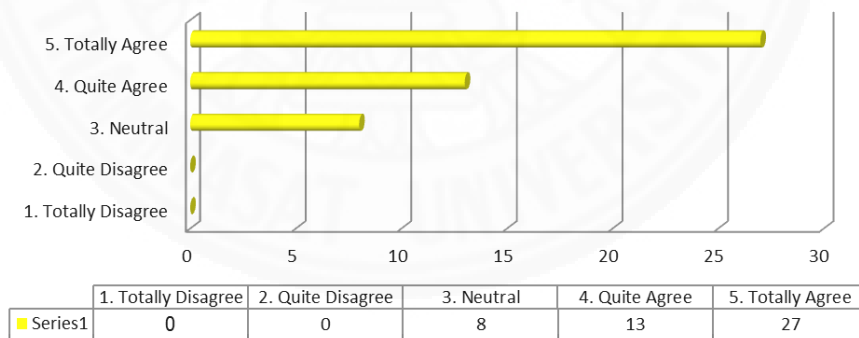


B1.5 I notice that my child/children has an improvement in their speech and auditory perception.

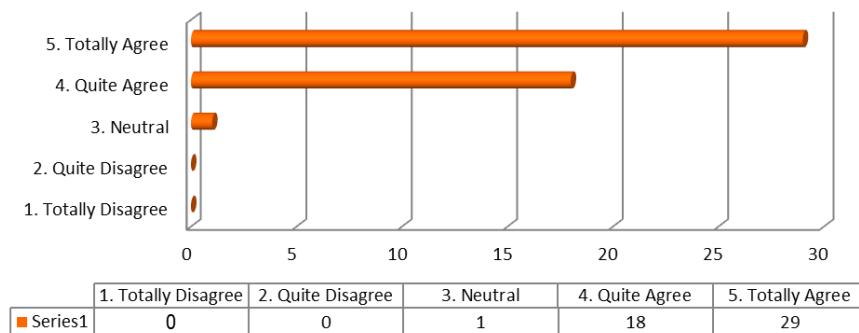


B2 How much do you agree with the following statements?

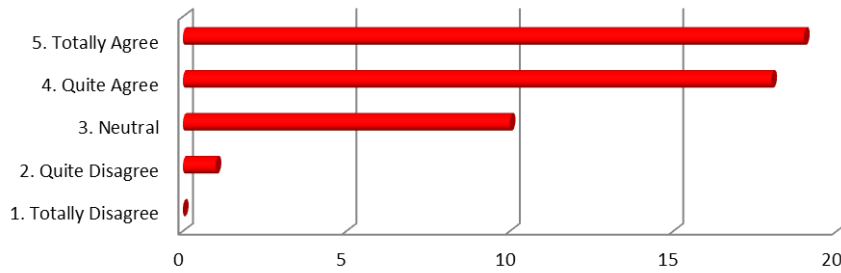
B2.1 I notice that my child/children has a better social skill.



B2.2 I notice that my child/children become more confidence.

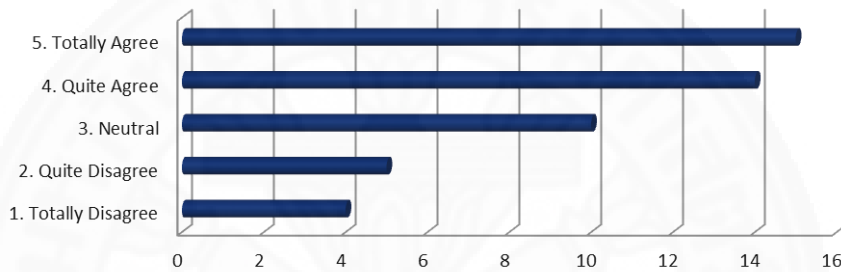


B2.3 I notice that my child/children has more self-discipline.



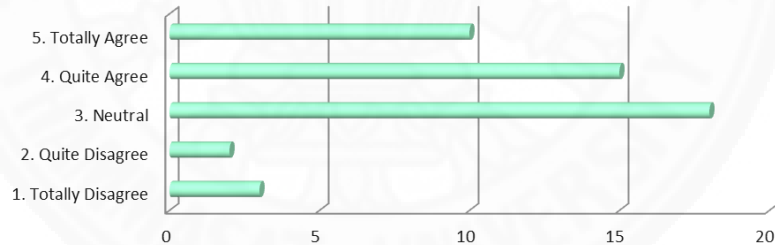
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	0	1	10	18	19

B2.4 I notice that my child/children learn to trust others better.



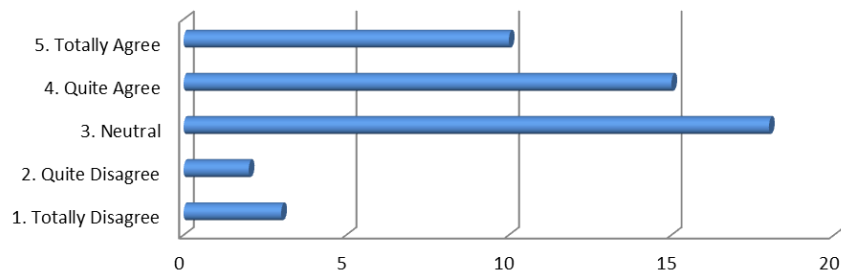
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	4	5	10	14	15

B2.5 I notice that my child/children learn and accept their mistakes.



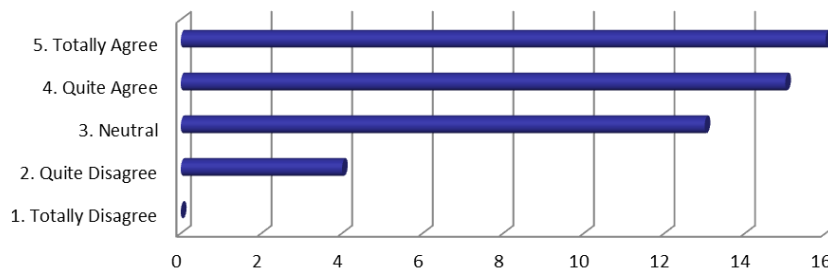
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	3	2	18	15	10

B2.6 The cost of riding horses is worth?



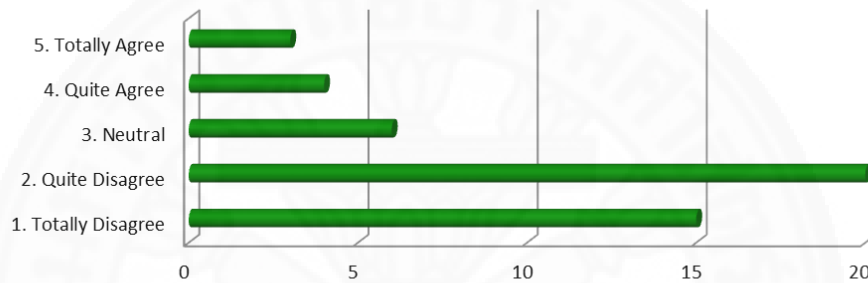
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
Series1	3	2	18	15	10

B2.7 Horse riding is expensive.



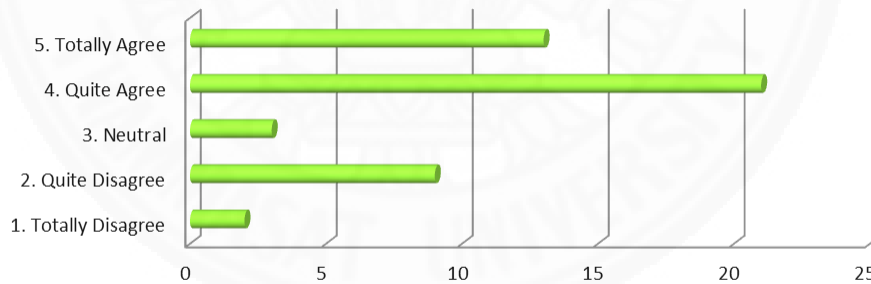
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
■ Series1	0	4	13	15	16

B2.8 Horse riding is inconvenient.



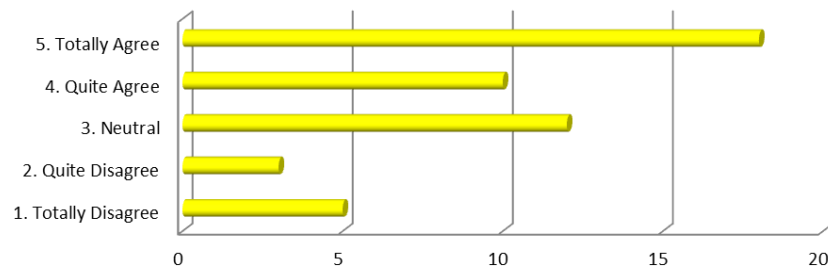
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
■ Series1	15	20	6	4	3

B2.9 Horse riding is time consuming.

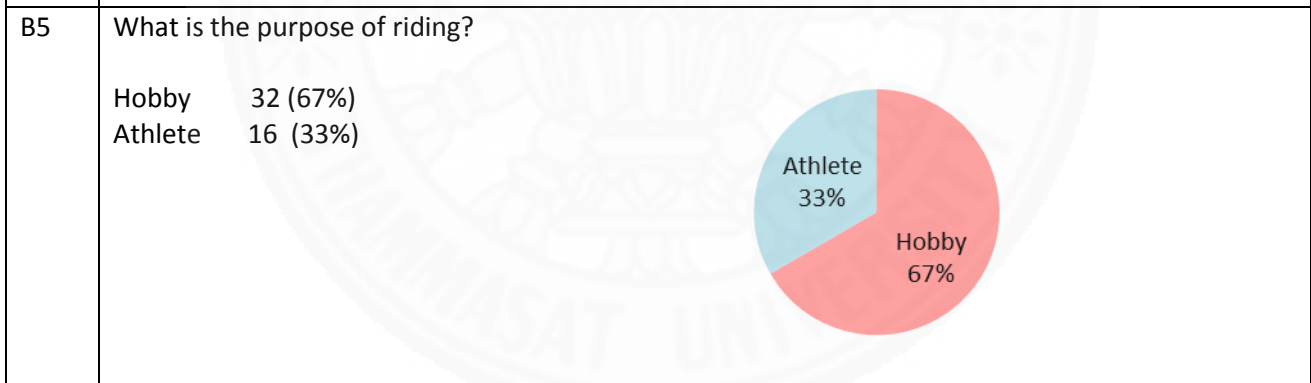
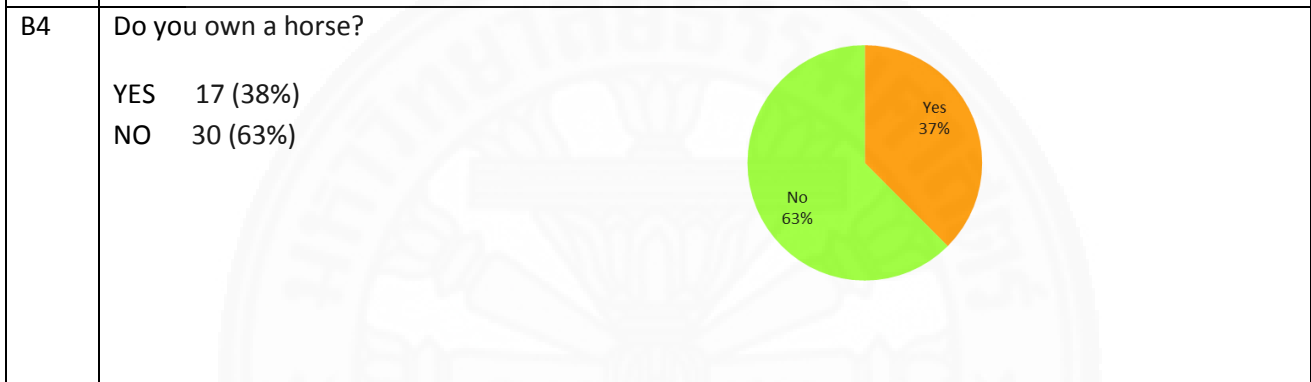
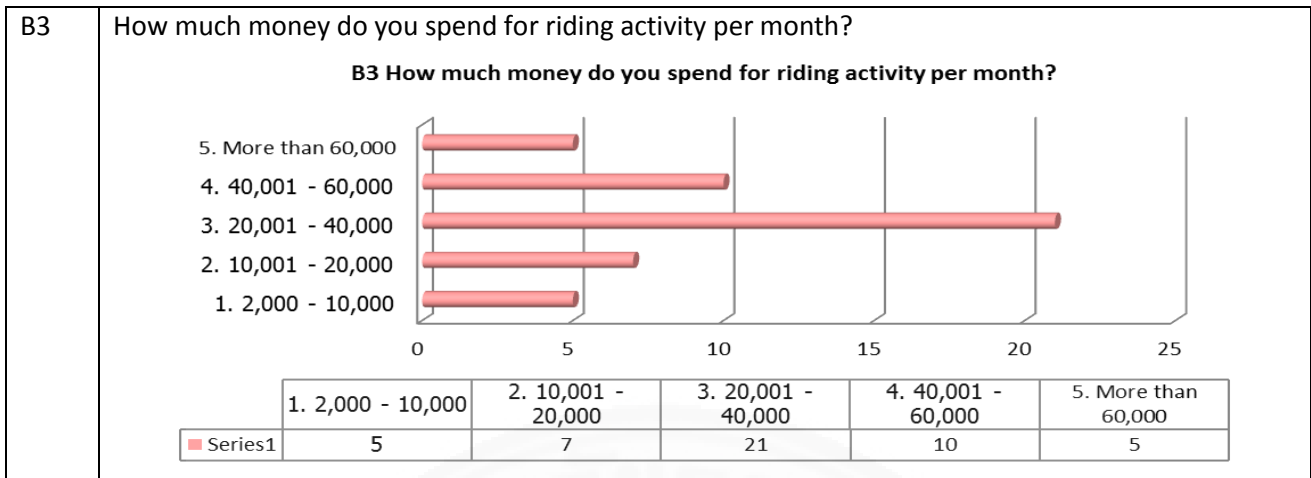


	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
■ Series1	2	9	3	21	13

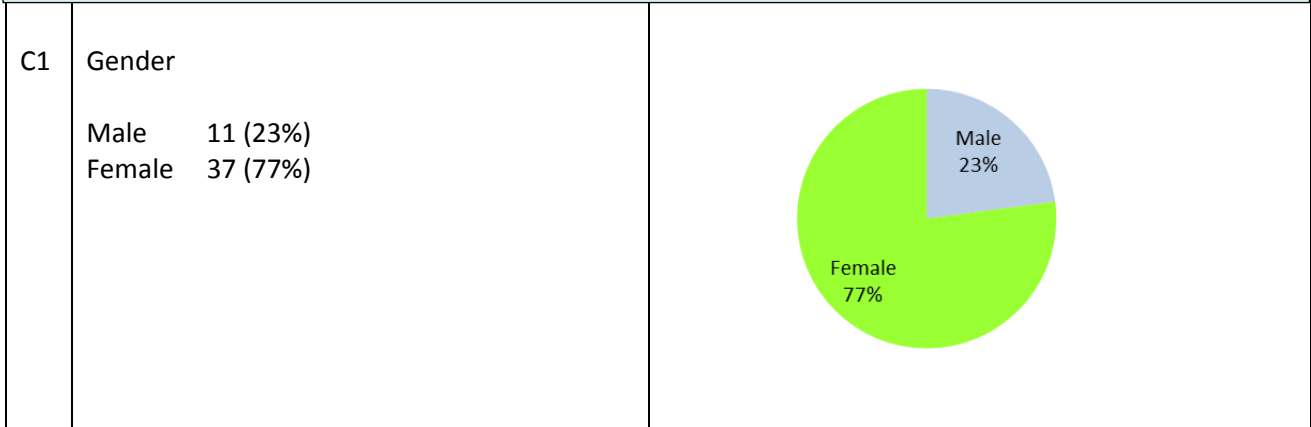
B2.10 My child will continue with horse riding in the future.

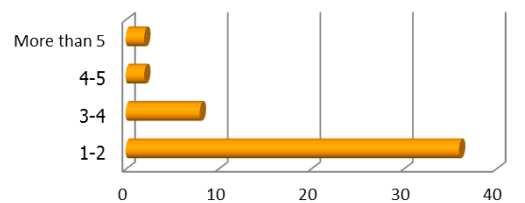
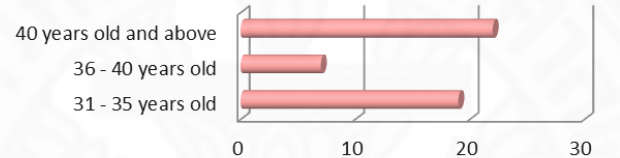
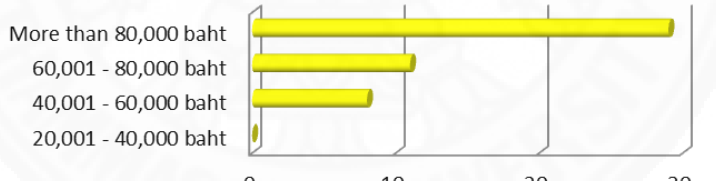
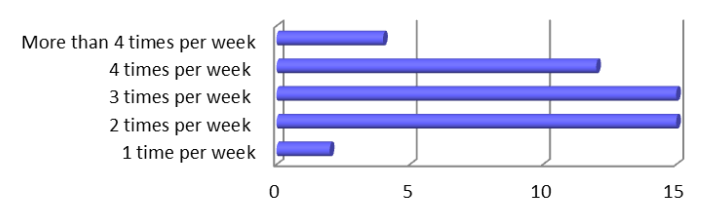


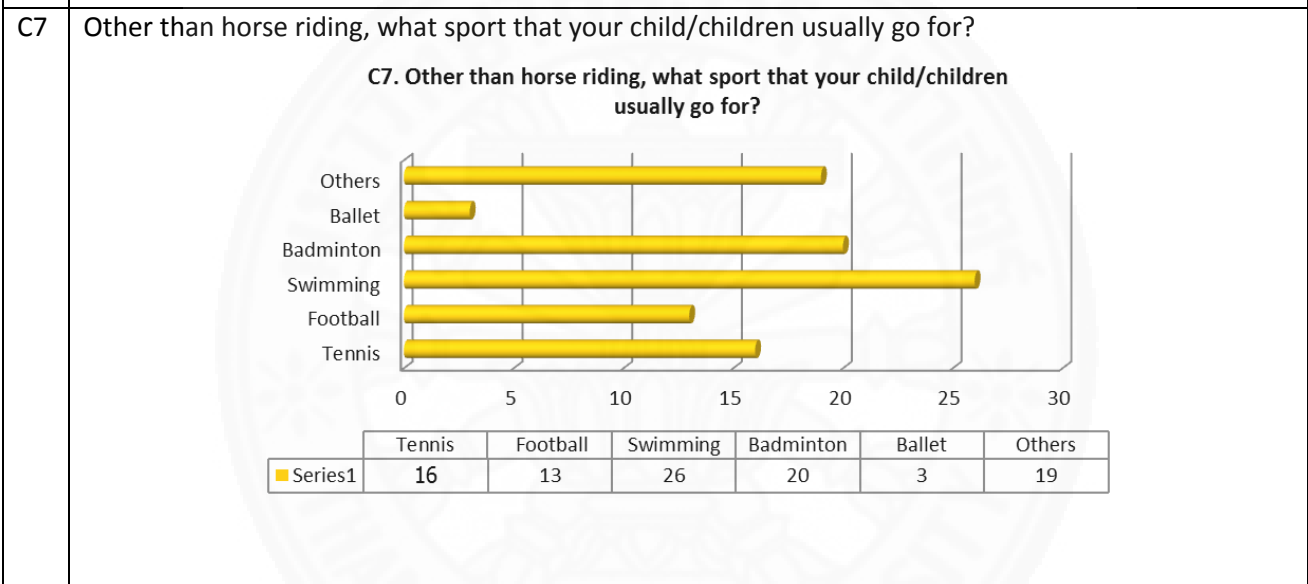
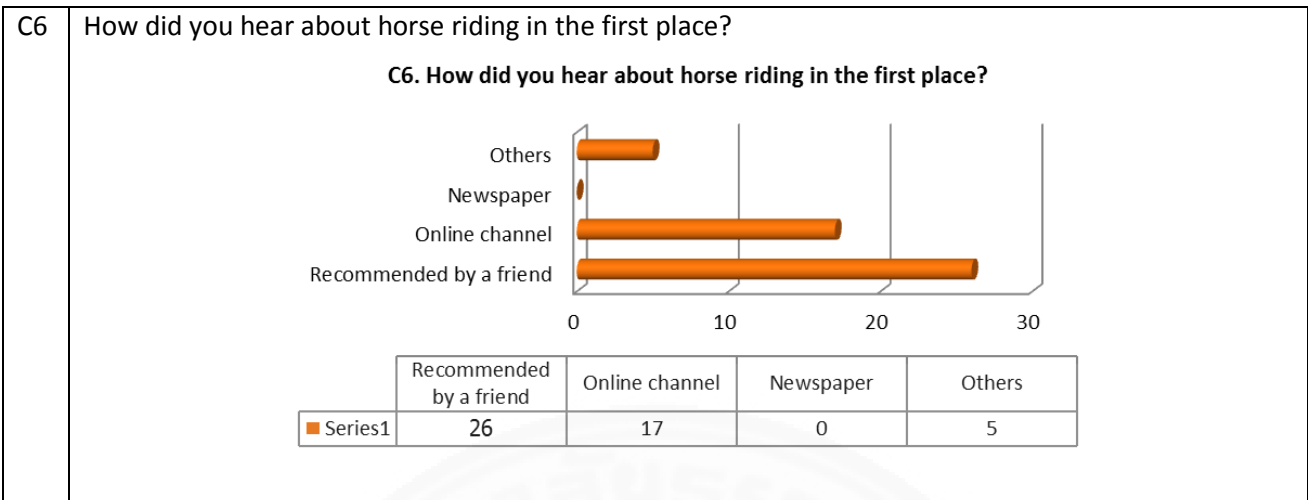
	1. Totally Disagree	2. Quite Disagree	3. Neutral	4. Quite Agree	5. Totally Agree
■ Series1	5	3	12	10	18



Part C



<p>C2</p>	<p>How many child/children do you have?</p> <p style="text-align: center;">C2. How many child/children do you have?</p>  <table border="1" data-bbox="558 593 1085 660"> <thead> <tr> <th></th> <th>1-2</th> <th>3-4</th> <th>4-5</th> <th>More than 5</th> </tr> </thead> <tbody> <tr> <td>Series1</td> <td>36</td> <td>8</td> <td>2</td> <td>2</td> </tr> </tbody> </table>		1-2	3-4	4-5	More than 5	Series1	36	8	2	2		
	1-2	3-4	4-5	More than 5									
Series1	36	8	2	2									
<p>C3</p>	<p>Age</p> <p style="text-align: center;">C3. Age</p>  <table border="1" data-bbox="510 1019 1133 1120"> <thead> <tr> <th></th> <th>31 - 35 years old</th> <th>36 - 40 years old</th> <th>40 years old and above</th> </tr> </thead> <tbody> <tr> <td>Series1</td> <td>19</td> <td>7</td> <td>22</td> </tr> </tbody> </table>		31 - 35 years old	36 - 40 years old	40 years old and above	Series1	19	7	22				
	31 - 35 years old	36 - 40 years old	40 years old and above										
Series1	19	7	22										
<p>C4</p>	<p>What is the range of your individual income per month?</p> <p style="text-align: center;">C4. What is the range of your individual income per month?</p>  <table border="1" data-bbox="462 1456 1181 1568"> <thead> <tr> <th></th> <th>20,001 - 40,000 baht</th> <th>40,001 - 60,000 baht</th> <th>60,001 - 80,000 baht</th> <th>More than 80,000 baht</th> </tr> </thead> <tbody> <tr> <td>Series1</td> <td>0</td> <td>8</td> <td>11</td> <td>29</td> </tr> </tbody> </table>		20,001 - 40,000 baht	40,001 - 60,000 baht	60,001 - 80,000 baht	More than 80,000 baht	Series1	0	8	11	29		
	20,001 - 40,000 baht	40,001 - 60,000 baht	60,001 - 80,000 baht	More than 80,000 baht									
Series1	0	8	11	29									
<p>C5</p>	<p>How often your child/children participate in horse riding?</p> <p style="text-align: center;">C5. How often your child/children participate in horse riding?</p>  <table border="1" data-bbox="462 1892 1181 2004"> <thead> <tr> <th></th> <th>1 time per week</th> <th>2 times per week</th> <th>3 times per week</th> <th>4 times per week</th> <th>More than 4 times per week</th> </tr> </thead> <tbody> <tr> <td>Series1</td> <td>2</td> <td>15</td> <td>15</td> <td>12</td> <td>4</td> </tr> </tbody> </table>		1 time per week	2 times per week	3 times per week	4 times per week	More than 4 times per week	Series1	2	15	15	12	4
	1 time per week	2 times per week	3 times per week	4 times per week	More than 4 times per week								
Series1	2	15	15	12	4								



BIBIOGRAPHY

Name	Ms. PLOY PATTICHAET
Date of Birth	September 7, 1988
Educational Attainment	2014: Bachelor Degree in Economics, Faculty of Economics, Thammasat University
Work Position	Siam Polo Park Stable Manager V&A Holdings Co., Ltd.
Work Experiences	- Siam Polo Park Stable Manager, (Present) V&A Holdings Co., Ltd - Business Development Manager (2012-2014) Vanachai Public Group Company Limited