

Brand Image Communication of Private School in the Era of Online Media

Wang Yuanyuan¹, Asst. Prof. Dr. Chamroen Kankhasri²

¹Department of Communication Innovation Management,
Faculty of Communication Arts, Rambhai Barni Rajabhat University

Corresponding author Email: zaramander2540@gmail.com

²Lecturer, Faculty of Communication Arts, Rambhai Barni Rajabhat University

Abstract

This quantitative research aims (1) to examine the Brand Image Communication of Private School in the Era of Online Media and (2) to investigate the relationship between personal demographic variables and these Brand Image Communication of Private School in the Era of Online Media. Data were collected using questionnaires distributed to 400 parents whose children are enrolled in Haikhou Maple Leaf Private School in Haikou. The sample was selected through quota sampling combined with convenience sampling, with the sample size calculated proportionally using Taro Yamane's formula. Statistical methods employed include frequency distribution, percentage, mean, standard deviation, and multiple linear regression analysis to identify relationships among the studied variables.

The findings reveal that Brand Image Communication of Private School in the Era of Online Media are significantly influenced by personal demographic factors. Specifically, the dimensions of online media perception, communication concepts, and organizational image perception show statistically significant differences at the 0.05 level.

Keywords: *Brand Image Communication, Private School, Online Media*

Introduction

Corporate image communication plays an important role in building understanding and trust in the organization. Especially in the age of online media where information can spread quickly and influence public perception. (Kaplan & Haenlein, 2010) Maple Leaf International School Haikhou is part of the Maple Leaf School network from Canada. It has carried out image communication to reflect the quality of an international school in the context of contemporary China.

However, The image of an international school reflects not only the quality of education, but also its cultural identity. Management and relationships with stakeholders such as parents. Especially in China, which is ethnically and culturally diverse. Therefore, image communication must be sensitive and consistent with the local context.

Therefore, Maple Leaf Haikhou School is distinguished by bilingual education (Chinese-English), the use of the Canadian curriculum, and the promotion of internationalization through cultural exchange activities. Therefore, image communication must reflect these characteristics clearly and continuously.

Consequently, Maple Leaf International School Image Communication Haikhou in the age of online media is a process that requires an understanding of the Chinese cultural context. Ability to use technology and clear strategy Creating a good image is not just about public relations, but about communicating in a targeted and meaningful way to audiences at all levels, consistent with public relations theory. (Wongmanta, 1999) which can lead to building trust, pride, and community engagement in a sustainable way.

Research Objectives

1. To study the current state of image communication of Maple Leaf International School in the era of online media.
2. To study the communication of the image of Maple Leaf International School in the era of online media.
3. To find out the relationship between the personal factors of students' parents and the communication of the image of Maple Leaf International School in the era of online media.

Literature Review

This study focuses on communicating the image of private schools. He chose to study at Maple Leaf International School in Haikhou, which is a very famous school. It is highly reliable and widely recognized in China. It has branches in many provinces of China. Therefore, the relevant literature review covers concepts and theories about online media. Information about Maple Leaf International School Haikhou and the theory of corporate image communication

Social media is a communication system that uses the Internet or online networks to communicate with each other. Users can create content relevant to themselves or share with the public, which reflects the rapid growth of online interaction in China. (Panwilai, 2019; Lai Lin Thomala, 2024) which mean users can interact quickly even if they live in different areas, which corresponds with findings on Thailand's internet user behavior (ETDA, 2019).

Private education refers to educational organizations established by the private sector, under the supervision of the Office of the Private Education Promotion Board. (Office of International Cooperation, 2025) Currently, private schools are under the supervision of the Office of the Private Education Promotion Board (PEC). It has a somewhat special educational management characteristics than public schools. In other words, some schools only provide education at the kindergarten level. Some provide education at both the kindergarten and primary levels, some provide education only at the secondary level, and some provide vocational education. In particular, most private schools still have problems in terms of personnel management of administrators. private school. (Overseas Trade Promotion Office in Chengdu, 2025)

The conceptual framework of this study focuses on communicating the image of Maple Leaf International School Haikou, emphasizing reputation, ethics, uniqueness, technology, and credibility. This aligns with previous studies on communication strategies in private schools. (Laksanapirom, n.d.; Tanshawong, 2018) which aims to fight to create and maintain image communication of other private

schools. In China, the image communication model obtained from this study can be used. to further develop in communicating the image of their schools to benefit them in the future.

Research Methodology

This study used questionnaires as a tool to collect data. Related theories and documents on the image communication of Maple Leaf International School in the era of online media. The questionnaire consists of closed-ended and open-ended questions to study the current state of communicating the image of private schools in the era of online media. To study the communication of the image of Maple Leaf International School in the era of online media. To find out the relationship between personal factors and the image communication of Maple Leaf International School in the era of online media.

When creating a questionnaire based on concepts and theories. After completing the study of the relevant works, it will be used to check the quality of the tools. Checking the quality of the tool is a step after the tool has been created. So, for accuracy. The researcher examined the tool according to the following steps:

1. Content Validity: The respondent submitted a questionnaire to the consultant to check the accuracy of the content. Format, Wording, Completeness of Statements, and Appropriateness of Time to Answer Questionnaires When receiving the tools back from the advisor, all the corrections are taken to improve and improve according to the suggestions.

2. Determination of the accuracy of the content and the appropriateness of the language used. This method is called Index of Item – Objective Congruence (IOC).

The data collection is divided into the following 2 types: 1. Secondary data is information obtained from documents, books, research, etc. It is the study of various theoretical concepts related to the study, such as by studying and researching from academic papers and related research. 2. Primary Data is the study of data that is collected by the method of collecting through WE Chat from the target audience who responded to an online questionnaire about communicating the image of an international school. Maple Leaf The data obtained will be used to verify the accuracy and analyze the reasons and summarize the research results.

The statistics used in research and quantitative data analysis are as follows:

1. Personal data on gender, age, education, occupation, and income using descriptive statistics, mean, S.D., and percentage.

2. Communication Strategies for the Image of Private Schools in the Online Media Era. Descriptive statistics are used, mean, S.D., and percentage.

3. Hypothesis 1 Gender Test: Using Statistics T-test to test statistically significant differences of 0.05 in age, education, occupation and income. Use statistics F-test to test for a statistically significant difference of 0.05

The researcher checked the accuracy and completeness of the answers, leading to data analysis with ready-made programs. To present the data in the form of a display table and depict the content analyzed.

Research Results

A Research Study on Image Communication of Maple International School Leaf Haikou In the era of online media, it involves collecting information by collecting questionnaires about communicating the image of international schools. Maple Leaf Haikou by choosing to collect a questionnaire to summarize the research results on the image communication of international schools. Maple Leaf Haikou In the era of online media, it is as follows:

According to the survey of personal factors, the majority of parents were female, 304 people, or 76.00 percent, were 25-35 years old, the most were 224 people, or 56.00 percent, and 316 were bachelor's degrees, or 79.00 percent, and were business owners. 175 people, accounting for 43.75 percent, earning 45,001 – 60,000 baht, accounting for 74.50 percent.

According to the survey of image communication of Maple International School. Leaf Haikou In the era of online media, it has been found that parents who enroll their children in schools There are opinions on the communication strategy of private schools in the era of online media at the highest level, and when considered on a case-by-case basis, it is found that the school communicates the image on online media that is most direct and suitable for your needs. Secondly, when there are problems or emergencies related to schools. The school has clarified or communicated with parents or stakeholders on online media, and at the very least, the management and provision of information about the school on online media is sufficient to meet your needs. The overall image of private schools in Haikou on online media is at the highest level (4.10). Considering each aspect, it was found that social responsibility (4.45), attributes (4.15), personnel (4.12), services (4.11), and governance (3.65), respectively. In terms of communicating the image of private schools in the era of online media, there are statistically significant differences at the 0.05 level between personal factors and online media concepts, communication strategies, and organizational image.

In order to promote the image of the organization, it should be presented together with other mass media such as local radio and television, newspapers, periodicals, etc. Parents and students can access information and be able to communicate. Exchange information about the school through various online media.

Conclusion

According to a survey of the image communication of Maple Private School. Leaf In the era of online media, it has been found that parents who enroll their children in Maple Private Schools Leaf in Haikou There was the highest level of opinion on the overall communication of the school's image, and when considered on a case-by-case basis, it was found that the school communicated the image on online

media that was the most direct and suitable for your needs. Secondly, when there are problems or emergencies related to schools. The school has clarified or communicated with parents or stakeholders on online media, and at the very least, the management and provision of information about the school on online media is sufficient to meet your needs.

References

- Kaplan, A. M., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Lai Lin Thomala. (2 5 6 8). Most popular social media in China Q3 2024. (online) . Source : <https://www.statista.com/statistics/250546/leading-social-network-sites-in-china>. March 5, 2025
- Nannalin Laksanapirom. Communication Strategies to Maintain and Develop Relationships of iAngelDance Ballet School. Faculty of Journalism and Mass Communication Thammasat University.
- Office of International Cooperation. Source : <https://bic.moe.go.th/>. Retrieved on March 15, 2025.
- Office of Strategy, Office of Electronic Transaction Development (Public Organization) Ministry of Digital Economy and Society. Source : <https://www.eta.or.th/publishing-detail/thailand-internet-user-behavior2019.html>. Retrieved on April 16 , 2025
- Overseas Trade Promotion Office in Chengdu. Source : <https://www.ditp.go.th/post/190105>. Retrieved on January 27, 2025.
- Panpillai (2019). Communication Strategies in the Social Media Era of Private Schools in B a n g k o k . Master of Journalism Thesis, Corporate Communication Management. Faculty of Journalism and Mass Communication Thammasat University.
- Seri Wongmanta. Bangkok: Visit Pattana Co., Ltd. (1999). Public Relations: Theory and Practice. Bangkok: Theerafilm and Tax.
- Wonghathai Tanshawong (2018). Teaching Materials for Principles of Organizational Communication Management: Corporate Image and Reputation. Bangkok: Faculty of Journalism. T h a m m a s a t University.(2019).