

CHAPTER FOUR

RESULTS

This chapter, which reports the results of the study, is divided into two parts. The first part describes the parents' background, their attitude, additional services, the relationship between the background variables and the attitude and their suggestions. The second part describes the children's background, their attitude, additional services, the relationship between the background variables and their attitude and their suggestions.

4.1 THE PARENTS

4.1.1 Personal Information

Personal information of the parents comprises sex, age, education, occupation, monthly income and horseback riding experience. The frequency and percentage are given in table 1.

Table 1. Personal Information of the Parents

Personal Information	Frequency	Percentage
Gender		
Female	21	42.0
Male	29	58.0
Total	50	100.0
Age (Max=63, Min=23)		
40 years or under	29	58.0
Over 40 years	21	42.0
Total	50	100.0
Education		
Secondary school or below	26	52.0
Bachelor's Degree or Higher	24	48.00
Total	50	100.0

(Table continues)

Table 1. (continued)

Professional		
Government Officials or State Enterprise Employees	19	38.0
Private Sector	21	42.0
- <i>Private Company Employees</i>	5	10.0
- <i>Having Own Business</i>	11	22.0
- <i>Teachers</i>	5	10.0
Others	10	20.0
- <i>House Maids</i>	9	18.0
- <i>School Employees</i>	1	2.0
Total	50	100.00
Monthly Income		
10,000 Baht or lower	14	28.0
- <i>Lower than 5,000 Baht</i>	2	4.0
- <i>5,001-10,000 Baht</i>	12	24.0
10,001-15,00 Baht	22	44.0
- <i>10,001-15,000 Baht</i>	22	44.0
Higher than 15,000 Baht	14	28.0
- <i>15,001-20,000 Baht</i>	10	20.0
- <i>20,001-30,000 Baht</i>	3	6.0
- <i>Higher than 30,000 Baht</i>	1	2.0
Total	50	100.0
Horseback Riding Experience		
Yes	14	28.0
No	36	72.0
Total	50	100.0

As shown in table 1, the majority of the respondents were male (58%) while 42 percent were female. The majority of the respondents were between 23 and 40 years old (58%) and the rest were over 40 years old (42%). However, the minimum age was 23 and the maximum age was 63. About 52 percent of the respondents

finished secondary school or below and the rest graduated with a Bachelor's degree or higher (48%). Forty percent of the parents were from the private sector, followed by those from government or state enterprises (38%) and those from other careers (20%). Most of the respondents earned 10,001-15,000 Baht monthly (44%), followed by 10,000 Baht or lower (28%) and higher than 15,000 Baht (28%). Most of the respondents had never done horseback riding (72%) while only 28 percent used to do horseback riding.

4.1.2 Parent's Attitudes toward Horseback Riding

The second part searched for the parents' attitude toward horseback riding. Closed-ended questions with the Likert 5-point scale were used to measure the degree of parent' attitudes toward horseback riding. The findings are shown in the form of frequency distribution and mean.

Table 2. Parent's Attitudes Toward Horseback Riding

Item	Attitude					\bar{x}	Attitude
	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree		
1. You think riding a horse is good exercise.	10 (20.0)	34 (68.0)	4 (8.0)	1 (2.0)	1 (2.0)	4.02	Positive
2. Horse riders have a good personality.	12 (24.0)	25 (50.0)	7 (14.0)	5 (10.0)	1 (2.0)	3.84	Positive
3. You love to have a horseback riding club in your local area.	11 (22.0)	27 (54.0)	7 (14.0)	2 (4.0)	3 (6.0)	3.82	Positive
4. You will support that horseback riding club.	9 (18.0)	26 (52.0)	11 (22.0)	3 (6.0)	1 (2.0)	3.78	Positive
5. You think horseback riding is a kind of a sport that makes animals suffer.	2 (4.0)	4 (8.0)	7 (14.0)	28 (56.0)	9 (18.0)	3.76	Positive

(table continues)

Table 2. (continued)

Item	Attitude					\bar{x}	Attitude
	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree		
6.You will support members in your family if they want to do horseback riding.	10 (20.0)	22 (44.0)	12 (24.0)	5 (10.0)	1 (2.0)	3.70	Positive
7.Being able to control a powerful animal is challenging for you.	9 (18.0)	26 (52.0)	7 (14.0)	6 (12.0)	2 (4.0)	3.68	Positive
8.You are afraid of horses.	1 (2.0)	11 (22.0)	10 (20.0)	15 (30.0)	13 (26.0)	3.56	Positive
9.You want to do horseback riding.	7 (14.0)	21 (42.0)	7 (14.0)	13 (26.0)	2 (4.0)	3.36	Uncertain
10.You like to do extreme sports.	5 (10.0)	16 (32.0)	13 (26.0)	16 (32.0)		3.20	Uncertain
11.Horseback riding is for high income people.	3 (6.0)	18 (36.0)	8 (16.0)	16 (32.0)	5 (10.0)	3.04	Uncertain
12.You think horseback riding is a risky sport.	4 (8.0)	20 (40.0)	8 (16.0)	16 (32.0)	2 (4.0)	2.84	Uncertain
13. The expense is an obstacle for you to do horseback riding.	6 (12.0)	16 (32.0)	12 (24.0)	14 (28.0)	2 (4.0)	2.80	Uncertain
Overall						3.49	Positive

*Reverse negative score at item 5, 8, 11, 12, 13.

After analyzing the data, the majority of the parents had a positive attitude toward horseback riding as an exercise and that horse riders had a good personality. They thought that using a horse in a sport was not animal abuse because they did not agree that a horse would suffer from being ridden. The parents also agreed that mastering or controlling animals were challenging for them, and they were not afraid of a horse. Moreover, they also had a positive attitude toward a horseback riding club that they would love to have and would support that club by agreeing to support their children if they wanted to do horseback riding.

Anyway, the parents were uncertain whether they wanted to do horseback riding and extreme sports or not. They were not sure that horseback riding was a symbol of social status or not. They were uncertain about its expense and its risk as well.

Even though the parents were uncertain about some aspects of horseback riding, the overall attitude toward horseback riding of the parents was positive.

4.1.3 Additional Services the Respondents Expected from the Club

In this part, the researcher asked the respondents about other additional services that they might expect the club to provide for them. The expected services were listed below.

Table 3 . Additional Services

Additional services	Count	Percentage
Riding outside the club (Trail)	35	70.0
A Restaurant	30	60.0
Learning how to groom a horse	25	50.0
A fresh coffee house	22	44.0
Renting horses for events	11	22.0
Others	5	10.0

*Choose more than one.

According to table 3, The parents wanted the club to provide riding activity outside the club or trail the most (70.0%) , followed by a restaurant (60.0%) , learning how to groom a horse (50.0%) , a fresh coffee house (44.0%) , renting horses for events (22.0%) and others (10%) that they needed were fitness room and spa, a swimming pool and a beauty salon.

4.1.4 The Relationship Between Independent Variables and the Dependent Variable

This part describes the testing of the hypotheses in order to find out the relationship between the parents' backgrounds and the attitude toward horseback riding. The findings are as follows:

Hypotheses

1. Mothers have a more positive attitude toward horseback riding than fathers.

Table 4. Gender and attitude toward horseback riding

Gender	n	\bar{x}	t	p
Female	21	3.34	-1.837	.072
Male	29	3.60		

* $p < 0.05$.

As shown in table 4, when a t-test with an independent sample was used to test hypothesis 1, no significant difference was found between the gender of the parents and the attitude toward horseback riding. Therefore, mothers and fathers had a similar attitude toward horseback riding.

2. Older parents have a more positive attitude toward horseback riding than the younger ones.

Table 5. Age and attitude toward horseback riding

Correlation with age and attitude toward horseback riding	r	p
	-.052	.719

* $p < 0.05$.

According to table 5, when Pearson's Correlation was used to test hypothesis 2, no significant difference was found between the age of the parents and the attitude toward horseback riding. Therefore, age did not influence the parents' attitude toward horseback riding.

3. Parents with a Bachelor's Degree or higher have a more positive attitude toward horseback riding than those with secondary school or below.

Table 6. Education and attitude toward horseback riding

Education	N	\bar{x}	t	p
Secondary School or below	26	3.52	.450	.655
Bachelor's Degree or higher	24	3.46		

* $p < 0.05$.

According to table 6, when a t-test with an independent sample was used to test hypothesis 3, no significant difference was found between the education of the

parents and the attitude toward horseback riding. Therefore, the parents with a Bachelor's Degree or higher did not have a more positive attitude toward horseback riding than those with secondary school or below.

4. Parents with different occupations have a different attitude toward horseback riding.

Table 7. Occupation and attitude toward horseback riding

Occupation	N	\bar{x}	F	p
Government or State Enterprise Sector	19	3.67	3.720	.032*
Private Sector	21	3.49		
Others	10	3.15		

* $p < 0.05$.

As shown in table 7, when an F-test or one-way ANOVA was used to test hypothesis 4, a significant difference was found between occupation of the parents and the attitude toward horseback riding at the 0.05 level. Therefore, government officials and state enterprise employees had a more positive attitude toward horseback riding than those from the private sector and other careers.

5. Parents with different monthly incomes have a different attitude toward horseback riding.

Table 8. Monthly income and attitude toward horseback riding

Monthly income	n	\bar{x}	F	p
10,000 Baht or lower	14	3.25	2.600	.085
10,001-15,000 Baht	22	3.64		
Higher than 15,000 Baht	14	3.51		

* $p < 0.05$.

According to table 8, when an F-test or one-way ANOVA was used to test hypothesis 5, no significant difference was found between monthly income of the parents and the attitude toward horseback riding. Therefore, Parents who had different monthly incomes did not have a different attitude toward horseback riding.

6. Parents with horseback riding experience have a more positive attitude toward horseback riding than those without horseback riding experience.

Table 9. Horseback riding experience and attitude toward horseback riding

Horseback riding experience	n	\bar{x}	t	p
Yes	14	3.70	1.823	.074
No	36	3.41		

* $p < 0.05$.

As shown in table 9, when a t-test with an independent sample was used to test hypothesis 6, no significant difference was found between the parents with or without horseback riding experience and the attitude toward horseback riding. Therefore, horseback riding experience did not contribute to a different attitude toward horseback riding.

4.1.5 Parents' Comments and Suggestions for the Horseback Riding Club

The last part of the questionnaire was a comment and suggestion part concerning the horseback riding club. The comments and suggestions are presented as follows:

- Most of the parents suggested that the expense of doing horseback riding should be set in a reasonable price so that visitors could visit more often.
- Some parents suggested that the horseback riding club should pay more attention to advertising in order to make people know about the club and its services.
- Some of the parents agreed that horseback riding activity should get support from some organizations.
- Most parents also suggested that the club should provide bathrooms for the horse riders so that they could wash themselves after any activity.

4.2 THE CHILDREN

4.2.1 Personal Information

Personal information of the children comprises sex, age, school type, school level and horseback riding experience. The frequency and percentage have given in table 10.

Table 10. Background of the children

Personal Information	Frequency	Percentage
Gender		
Female	30	50.0
Male	30	50.0
Total	60	100.0
Age		
11-12 years old	23	35.0
13-15 years old	36	43.3
16-18 years old	13	21.7
total	60	100.0
School Type		
Government School	30	50.0
Private School	30	50.0
Total	60	100.0
School Level		
Primary School	20	33.3
Secondary School	20	33.3
High School	20	33.3
Total	60	100.0
Horseback Riding Experience		
Yes	12	20.0
No	48	80.0
Total	60	100.0

As shown in table 10, the number of female and male respondents was equal at 50 percent each. The thirteen to fifteen year old respondents were the majority, followed by 11-12 year olds and 16-18 year olds respectively. There was equality between two types for the school that the respondents were studying at, 50 percent in each group. The respondents in primary schools, secondary schools, and high schools were equal. They were all around 33.3 percent. The majority of the respondents had no horseback riding experience (80%), while only 20 percent used to do horseback riding.

4.2.2 Children's Attitude Toward Horseback Riding

The second part sought the children's attitude toward horseback riding. Closed-ended questions with the Likert 5-point scale were used to measure the degree

of the children's attitude toward horseback riding. The findings are shown in the form of frequency distribution and mean.

Table 11. Children's Attitude Toward Horseback Riding

Item	Attitude					\bar{x}	Attitude
	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree		
1. You think riding a horse is good exercise.	17 (28.3)	33 (55.0)	3 (5.0)	7 (11.7)	- -	4.00	Positive
2. You love to have a horseback riding club in your local area.	16 (26.7)	31 (51.7)	10 (16.7)	2 (3.3)	1 (1.7)	3.98	Positive
3. You like to do extreme sports.	14 (23.3)	31 (51.7)	14 (23.3)	1 (1.7)	- -	3.97	Positive
4. Horse riders have a good personality.	13 (21.7)	32 (53.3)	13 (21.7)	1 (1.7)	1 (1.7)	3.92	Positive
5. You want to do horseback riding.	18 (30.0)	22 (36.7)	13 (21.7)	6 (10.0)	1 (1.7)	3.83	Positive
6. You are afraid of horses.	- -	4 (6.7)	17 (28.3)	26 (43.3)	13 (21.7)	3.80	Positive
7. You will support that horseback riding club.	10 (16.7)	29 (48.3)	19 (31.7)	1 (1.7)	1 (1.7)	3.77	Positive
8. Being able to control a powerful animal is challenging for you.	10 (16.7)	30 (50.0)	9 (15.0)	10 (16.7)	1 (1.7)	3.63	Positive
9. You will recommend your relatives or friends to do horseback riding.	4 (6.7)	31 (51.7)	20 (33.3)	2 (3.3)	3 (5.0)	3.52	Positive
10. Your family will Support you if you want to do horseback riding.	6 (10.0)	18 (30.0)	28 (46.7)	5 (8.3)	3 (5.0)	3.32	Uncertain
11. You think horseback riding is a kind of a sport that makes animals suffer.	2 (3.3)	5 (8.3)	29 (48.3)	23 (38.3)	1 (1.7)	3.27	Uncertain
12. Horseback riding Is for high income people	2 (3.3)	16 (26.7)	15 (25.0)	22 (36.7)	5 (8.3)	3.20	Uncertain

(table continues)

Table 11. (continued)

13.The expense is an obstacle for you to do horseback riding.	6 (10.0)	13 (21.7)	22 (36.7)	17 (28.3)	2 (3.3)	2.93	Uncertain
14.You think horseback riding is a risky sport.	5 (8.3)	17 (28.3)	21 (35.0)	14 (23.3)	3 (5.0)	2.88	Uncertain
Overall						3.57	Agree

*Reverse negative score at item 6,11,12,13,14.

The results showed that most of the respondents agreed that horseback riding was good exercise and that horse riders had a good personality. They also agreed that they liked the challenge since they agreed that they liked to do extreme sports. In addition, they felt that being able to control a powerful animal was challenging for them and they had a positive attitude toward horses. Many of the respondents wanted to do horseback riding and loved to have a club in their local area. They also agreed that they would recommend their relatives or friends to partake in horseback riding.

Although they wanted to do horseback riding, they were uncertain about its expense and the support from their family. Besides those, they were not sure whether riding a horse would cause suffering to an animal and whether horseback riding was a risky sport or not. They were also uncertain about the social status represented by horseback riding.

However, the students had an overall positive attitude toward horseback riding.

4.2.3 Additional Services that Children Expected from the Club

In this part, the researcher asked the respondents about other additional services that they might expect the club to provide for them. The expected services are listed below.

Table 12. Additional Services

Additional services	Count	Percentage
Learning how to groom a horse	48	80.0
Riding outside the club (Trail)	37	61.7
A Restaurant	36	60.0
Renting horses for events	29	48.3
A fresh coffee house	25	41.7
Others	14	23.3

*Choose more than one (n=60).

According to table 12, most of the children wanted the club to provide learning how to groom a horse most (80.0%) , followed by riding outside the club (Trail) (61.7%) , a restaurant (60.0%) , renting horses for events (48.3%) , a fresh coffee house (41.7%) and others (23.3%) that they needed were an equine equipment shop, horseback riding courses, internet café and a mini mart.

4.2.4 The Relationship Between Independent Variables and the Dependent Variable

This part describes the testing of hypotheses to find out the relationship between the children's background and the attitude toward horseback riding. The findings are as follows:

Hypotheses

1. Female students have a more positive attitude toward horseback riding than the male ones.

Table 13. Gender and Attitude Toward Horseback Riding

Gender	n	\bar{x}	t	p
Female	30	3.58	.217	.829
Male	30	3.56		

* $p < 0.05$.

As shown in table 13, when the t-test with an independent sample was used to test hypothesis1, no significant difference was found between the gender of the children and the attitude toward horseback riding. Therefore, female and male students had a similar attitude toward horseback riding.

2. Older students have a more positive attitude toward horseback riding than the younger ones.

Table 14. Age and Attitude Toward Horseback Riding

Correlations between age and attitude toward Horseback riding	r	p
	-.100	.445

* $p < 0.05$.

According to table 14, when Pearson's correlation was used to test hypothesis 2, no significant difference was found between the age of the children and the attitude toward horseback riding. Therefore, age did not influence the students' attitude toward horseback riding.

3. The students from private schools have a more positive attitude toward horseback riding than those from government schools.

Table 15. School Type and Attitude Toward Horseback Riding

School Type	n	\bar{x}	t	p
Government School	30	3.70	2.792	.007*
Private School	30	3.44		

* $p < 0.05$.

As shown in table 15, when the t-test with an independent sample was used to test hypothesis 3, a significant difference was found between the school type of the children and the attitude toward horseback riding at the 0.01 level. The students from the government schools had a more positive attitude toward horseback riding than those from the private schools.

4. Students from different school year levels have different attitudes toward horseback riding.

Table 16. School Class and Attitude Toward Horseback Riding

School class	n	\bar{x}	F	p
Primary School	20	3.65	.743	.480
Secondary School	20	3.50		
High School	20	3.56		

* $p < 0.05$.

According to table 16, when an F-test or one-way ANOVA was used to test hypothesis 4, no significant difference was found between the school year level of the children and the attitude toward horseback riding. Therefore, different school year levels did not contribute to different attitude toward horseback riding.

5. The students with horseback riding experience have a more positive attitude toward horseback riding than those without horseback riding experience.

Table 17. Horseback Riding Experience

Horseback riding experience	n	\bar{x}	t	p
Yes	12	3.60	.289	.774
No	48	3.57		

* $p < 0.05$.

As shown in table 17, when a t-test with an independent sample was used to test hypothesis 5, no significant difference was found between children with or without horseback riding experience and the attitude toward horseback riding. Therefore, horseback riding experience did not contribute to a different attitude toward horseback riding.

4.2.5 Children's Comments and Suggestions for the Horseback Riding Club

The last part of the questionnaire was a comment and suggestion part concerning the horseback riding club. The comments and suggestions are presented as follows:

- Many children agreed that the good quality and services of the club were very important factors and could support the club to become a tourist's attraction.
- Most of the children were concerned that the club should take good care of its horses.
- Some children also wanted the club to arrange horseback riding competitions.
- The majority of the children suggested that the costs should not be

expensive so that they could afford to visit the club.

The next chapter will be chapter five, which presents discussions, conclusions and recommendations for further research.