

ABSTRACT

The purpose of this research was to investigate factors influencing working people's decisions to take English courses at language institutions in order to identify the activities and improvements that the institutions must do to satisfy their customers' needs. This cross-sectional study explored sampled working people's personal information and investigated how factors of the four Ps of marketing mix influenced the sampled working people's decisions to take English courses at language institutions. The four Ps consist of product, price, place, and promotion.

Quota sampling was used to conduct a survey. A questionnaire was used as an instrument to survey a total of 310 working people studying at the ten targeted language institutions located in Bangkok. Descriptive statistic was used to describe the results, both percentage and ranking.

The findings were divided into three aspects. The first finding was personal information of the respondents. It indicated that females were twice as numerous as males. Most of the respondents, aged 21 – 30 years, had a Bachelor's degree, worked for the private sector, and earned average income per month at 10,001 – 20,000 Baht. The second finding was 19 from 20 factors of the four Ps got rating of 50% and above of the respondents, a very high and high level. The top three important factors influencing working people's decision to take English courses at language institutions were the convenient place when traveling, the attention and accountability to students provided by instructors, and the capability in teaching provided by instructors.