

CHAPTER THREE

METHODOLOGY

This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data, and (4) the data analysis.

3.1 SUBJECTS

The study population was many groups of working people who were studying English at ten language institutions in Bangkok, i.e., Inlingua-Bangna, Inlingua-Chidlom, British Council – Siam Square, ECC – Central Ladpraw, ECC – Samutprakarn, Business Computer Center (BCC) – Victory Monument, American University Alumni Language Center (AUA) – Huamak, American University Alumni Language Center (AUA) – Ratchadumri, English Language School - Srinakarintrwirot University – Prasanmitr, and The Language Institute – Thammasat University. The sample size was 310 working people who were taking English courses at the targeted language institutions, and quota sampling was used to conduct the survey.

3.2 MATERIALS

The purpose of this section was to describe materials and techniques employed in the gathering of the data. A questionnaire was used as the research instrument for this study to collect data from the respondents at the targeted locations. It was divided into three parts based on the objectives of the study, consisting of 25 questions and one topic required for suggestions or comments. The first part was composed of five closed-ended questions concerning personal information of respondents. The second part covers 20 closed-ended questions of the four Ps of the Integrate Marketing Mix. Those were measured on a Likert Scale. The third part was an open-ended question surveying the respondents' suggestions. Pretest process for the questionnaire was done by ten working people who were studying English at the second year of MA English for Careers Program at Thammasat University, prior to survey, to ensure that the results given to questionnaires were reliable. The three parts of the questionnaire were as follows:

Part 1: Personal Information

This part was designed to survey about demographic data of respondents. There are five closed-ended questions concerning gender, age, educational level, occupation, and income.

Part 2: The Importance of Product, Price, Place, and Promotion by the Institutions

This part consisted of 20 closed-ended questions. It was designed for surveying respondents' opinions by indicating what degree of influence affected their decision making, with the provided statements concerning the product, price, place, and promotion provided by the institutions. Each of the questions was measured on a five response choice of Likert Scale. The responses consisted of very high, high, moderate, low, and very low rankings respectively.

Part 3: Suggestions

This last part was designed as an open-ended question surveying the respondents' suggestions toward factors influencing their decision to take English courses at language institutions.

3.3 PROCEDURES

This section described the procedure for

3.3.1 Research Design

The design of this study was a cross-sectional survey. After completion of objectives setting, the researcher defined the sources of information, instruments of data collection, time frame, sampling strategy, and frame of analysis. The respondents were informed about the objectives of the research to ensure that they understood the purpose of the interview and to enable them to answer the questions most precisely.

3.3.2 Data Collection

After completion of the pretest for the questionnaires, the researcher himself gathered data by distributing the questionnaires to working people starting from early December 2008. Quota sampling was used for the distribution to the target group. The total of 398 questionnaires was distributed to the respondents who were studying English in the ten targeted language institutions. The classes that the questionnaires were distributed included conversation, grammar, reading, writing,

TOEFL, TOEIC, and Business English. The respondents were asked to answer the questionnaires by themselves. The survey was done in the evening class of the respondents during Monday to Friday and in the afternoon class during Saturday and Sunday. The completed questionnaires were collected immediately after the respondents finished. Clarifications of data were done by the respondents to the researcher immediately when unclear answers were found. There were 310 questionnaires that were completed while the 88 remainder were either no return or no completion. The completed questionnaires were 51 from Inlingua-Bangna, 9 from Inlingua-Chidlom, 15 from British Council – Siam Square, 20 from ECC – Central Ladpraw, 10 from ECC – Samutprakarn, 22 from Business Computer Center (BCC) – Victory Monument, 41 from American University Alumni Language Center (AUA) – Huamak, 16 from American University Alumni Language Center (AUA) – Ratchadumri, 77 from English Language School - Srinakarintrwirot University – Prasanmitr, and 49 from The Language Institute – Thammasat University. All of the completed questionnaires were collected by the researcher in early January 2009.

3.4 DATA ANALYSIS

The findings were written up in descriptive statistic form. The researcher analyzed the data obtained from the questionnaires part one and two by using the SPSS (Statistical Package for the Social Science) version 15.0. Percentage was used to calculate the demographic information of the respondents of part one while percentage and ranking were used to compute the influencing information of the factors of part two. Finally, descriptive analysis was used to describe the information of part three.

In summary, this chapter has shown who the subjects are and what the sample was as well as describing the instruments and procedures that were used to gather data. Moreover, the data analysis is also explained. In the next chapter, the results obtained by the questionnaires distributed will be presented.