

CHAPTER FOUR

RESULTS

The previous chapter explained the subjects, materials, procedures to collect data, and data analysis. This chapter reports the results of data collected via questionnaires responded to by 310 working people who were taking English courses at the 10 targeted English language institutions: 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 results show information about the factors influencing the working people's decisions to take English courses at language institutions which is divided into three parts based on the objectives of the study as follows:

4.1 Personal information of the respondents

4.2 The results of the importance of product, price, place, and promotion provided by the institutions

4.3 The results of suggestions from the respondents.

4.1 THE RESULTS OF PERSONAL INFORMATION OF THE RESPONDENTS

In the first part of the questionnaire, there were five questions regarding to the personal information. The results showed the demographic data of the respondents consisting of sex, age, educational level, occupation, and average income per month. The following tables outline the personal information of the respondents.

The results showed that 31.9% of the respondents were male while 68.1% were female. The results are presented below in Table 1.

Table 1. Gender

Gender	Frequency	Percent
Male	99	31.9
Female	211	68.1
Total	310	100.0

The results reveal that 54.2% of the respondents were aged 21 – 30 years. The respondents at the age of 31 - 40 years were 33.2%, 41 - 50 years were 9.7%, and more than 50 years were 1.6%. Only 1.3% of the respondents were less than 21 years old. The results are shown below in Table 2.

Table 2. Age

Age	Frequency	Percent
Less than 21 years	4	1.3
21 - 30 years	168	54.2
31 - 40 years	103	33.2
41 - 50 years	30	9.7
More than 50 years	5	1.6
Total	310	100.0

The results show that the respondents having a Bachelor's degree totaled 71.3%. 19.0% of the respondents had a Master's degree, 6.8% had a Diploma, 1.9% had a High School or Vocational school, and 0.7% had a level lower than High School. Only 0.3% of the respondents had a Doctorate. The results are presented below in Table 3.

Table 3. Education Level

Education Level	Frequency	Percent
Lower than high school	2	0.7
High school/Vocational school	6	1.9
Diploma	21	6.8
Bachelor's degree	221	71.3
Master's degree	59	19.0
Doctorate	1	0.3
Total	310	100.0

The results are that the respondents working for the private sector totaled 79.7%. 6.4% of the respondents were business owners, 5.8% were in state enterprises, and 4.5% were in the government sector. Only 3.6% of the respondents were freelances. The results are shown below in Table 4.

Table 4. Occupation

Occupation	Frequency	Percent
Government officer	14	4.5
State enterprise	18	5.8
Private sector	247	79.7
Business owner	20	6.4
Freelance such as doctor, lawyer	11	3.6
Total	310	100.0

The results reveal that 41.3% of the respondents earned average income per month at 10,001 – 20,000 Baht. The respondents who earned 20,001 – 30,000 Baht totaled 24.2% while 30,001 – 40,000 Baht totaled 10.6%. 7.4% of the respondents earned less than 10,001 Baht, 6.5% were in the 40,001 – 50,000 Baht, and 5.2% were higher than 60,000 Baht. Only 4.8% of the respondents earned 50,001 – 60,000 Baht. The results are presented below in Table 5.

Table 5. Average Income per Month

Average Income per Month	Frequency	Percent
Less than 10,001 Baht	23	7.4
10,001 - 20,000 Baht	128	41.3
20,001 - 30,000 Baht	75	24.2
30,001 - 40,000 Baht	33	10.6
40,001 - 50,000 Baht	20	6.5
50,001 - 60,000 Baht	15	4.8
More than 60,000 Baht	16	5.2
Total	310	100.0

4.2 THE RESULTS OF THE IMPORTANCE OF PRODUCT, PRICE, PLACE, AND PROMOTION PROVIDED BY THE INSTITUTIONS

The second part of the questionnaire consisted of 20 questions from question No. 6 – 25 regarding the importance of product, price, place, and promotion provided by the institutions. They were about certain factors influencing the respondents' decisions to take the English courses at the language institutions. The importance of product, price, place, and promotion were rated as very high, high, moderate, low, and very low. Very high rating was combined to high rating whereas low rating was combined to very low rating. As a consequence, the rating became categorized into three groups: 1) very high and high, 2) moderate, and 3) low and very low.

The overall results showed that 19 from 20 items of the four Ps got a rating of 50% and above from the respondents (very high and high level). Only one item of those got a rating of lower than 50% from the respondents ranking at very high and high level.

The first rank was working people's feelings about the importance of convenient place when traveling. 88.7% of the respondents rated that feeling at very high and high.

The second rank was working people's feelings about the importance of the attention and accountability to students provided by instructors. 86.5% of the respondents rated that feeling at very high and high.

The third rank was working people's feelings about the importance of the capability in teaching provided by instructors. 83.9% of the respondents rated that feeling at very high and high.

The fourth rank was working people's feelings about the importance of the proper period of studying. 81.3% of the respondents rated that feeling at very high and high.

The fifth rank was working people's feelings about the importance of the quality of course contents. 78.7% of the respondents rated that feeling at very high and high.

The sixth rank was working people's feelings about the importance of the reasonable price. 76.5% of the respondents rated that feeling at very high and high.

The seventh rank was working people's feelings about the importance of the location of the institutions located at the center of the Bangkok community. 75.8% of the respondents rated that feeling at very high and high.

The eighth rank was working people's feelings about the importance of the discount provided in the case where a student takes courses consecutively. 74.8% of the respondents rated that feeling at very high and high.

The ninth rank was working people's feelings about the importance of the varieties of course provided. 72.3% of the respondents rated that feeling at very high and high.

The tenth rank was working people's feelings about the importance of the opportunity to practice English both inside and outside classroom. 70.3% of the respondents rated that feeling at very high and high.

The eleventh rank was working people's feelings about the importance of the institution's reputation. 67.7% of the respondents rated that feeling at very high and high.

The twelfth rank was working people's feelings about the importance of the quantity and quality of classrooms and learning equipment and tools. 66.5% of the respondents rated that feeling at very high and high.

The thirteenth rank was working people's feelings about the importance of quantity and quality of textbooks in the institution's library. 64.5% of the respondents rated that feeling at very high and high.

The fourteenth rank was working people's feelings about the importance of the discount provided in the case where students register for a class as a group. 63.5% of the respondents rated that feeling at very high and high.

The fifteenth rank was working people's feelings about the importance of the instructor's academic profile and practice. 54.8% of the respondents rated that feeling at very high and high.

The sixteenth rank was working people's feelings about the importance of the services provided by the institution's staff. 51.9% of the respondents rated that feeling at very high and high.

The seventeenth rank was working people's feelings about the importance of the cheap price. 51.6% of the respondents rated that feeling at very high and high.

The eighteenth rank was working people's feelings about the importance of the permission to pay by installments. 51.6% of the respondents rated that feeling at very high and high.

The nineteenth rank was working people's feelings about the importance of the leaflet, advertisement on television, radio, newspaper, or billboard. 50.0% of the respondents rated that feeling at very high and high.

The last rank was working people's feelings about the importance of exhibition, campaign, or special event provided. 44.8% of the respondents rated that feeling at very high and high.

The overall results of the importance of the factors of product, price, place, and promotion are presented below in Table 6.

Table 6. Importance of the Factors of Product, Price, Place, and Promotion Provided by the Institutions

Ranking	Question No.	Importance of Factors of Product, Price , Place, and Promotion by the Institutions	Very High and High (%)	Moderate (%)	Low and Very Low (%)	Total (%)
1	43	Convenient place when traveling	88.7	9.0	2.3	100.0
2	32	Attention and accountability to students provided by instructors	86.5	11.6	1.9	100.0
3	31	Capability in teaching provided by instructors	83.9	13.9	2.3	100.0
4	39	Proper period of studying	81.3	16.8	1.9	100.0
5	29	Course contents	78.7	20.0	1.3	100.0
6	41	Reasonable price	76.5	21.6	1.9	100.0
7	42	Located at the center of community	75.8	21.3	2.9	100.0
8	45	Discount provided in case a student take courses consecutively	74.8	19.7	5.5	100.0
9	30	Varieties of course provided	72.3	24.8	2.9	100.0

Table 6. (continued)

Ranking	Question No.	Importance of Factors of Product, Price , Place, and Promotion by the Institutions	Very High and High (%)	Moderate (%)	Low and Very Low (%)	Total (%)
10	34	Opportunity to practice both inside and outside classroom	70.3	24.5	5.2	100.0
11	38	Institution's reputation	67.7	30.3	1.9	100.0
12	35	Quantity and quality of classrooms and learning equipment and tools	66.5	29.0	4.5	100.0
13	36	Quantity and quality of textbooks in library	64.5	33.5	1.9	100.0
14	44	Discount provided in case students register for a class as a group	63.5	29.0	7.4	100.0
15	33	Instructor's academic profile and practice	54.8	40.3	4.8	100.0
16	37	Services provided by institution's staff	51.9	42.9	5.2	100.0
17	40	Cheap price	51.6	41.9	6.5	100.0
18	46	Permission to pay by installments	51.6	32.9	15.5	100.0

Table 6. (continued)

Ranking	Question No.	Importance of Factors of Product, Price , Place, and Promotion by the Institutions	Very High and High (%)	Moderate (%)	Low and Very Low (%)	Total (%)
19	47	Leaflet, advertisement on television, radio, newspaper, or billboard	50.0	37.4	12.6	100.0
20	48	Exhibition, campaign, or special event provided	44.8	39.4	15.8	100.0

4.3 THE RESULTS OF SUGGESTIONS FROM THE RESPONDENTS

The third part was a question to ask for the respondents' suggestions. There were

13 suggestions given by 22 respondents as follows:

4.3.1 Evaluation should be provided to measure the learning capabilities of students, suggested by three of the respondents.

4.3.2 The rule of no talking in Thai should be applied during the period of studying, suggested by three of the respondents.

4.3.3 A native English teacher is needed to provide teaching for listening and speaking, suggested by three of the respondents.

4.3.4 The institutions should provide outdoor activities for practice with foreigners for learners' familiarization of the language usage, suggested by three of the respondents.

4.3.5 English for specific purpose should be provided, such as import & export, suggested by two of the respondents.

4.3.6 The institutions should provide an English class for children for more effectiveness of learning.

4.3.7 Honest services provided are the most significant issue.

4.3.8 The institutions should provide a trial class for learners.

4.3.9 To check the English knowledge and skills of new learners and arrange the English classes to match with their knowledge and skills to reduce obstacles of learning.

4.3.10 The number of learners per class should be appropriate.

4.3.11 The institutions should provide exhibitions or events of English for learners.

4.3.12 The employers have an important role of support in learning English.

4.3.13 Teaching on holidays such as Saturday and Sunday offer a convenience for working people convenient to attend classes.

In summary, this chapter has shown the factors influencing the working people's decisions to take English courses at language institutions. The results of three parts of the factors, i.e., personal information of the respondents, the importance of product, price, place, and promotion provided by the institutions, and suggestions from the respondents were described.

The findings of the study will be summarized and discussed in the next chapter.