

APPENDIX A

Questionnaire in English

Factors Influencing Working People's Decisions to Take English Courses at Language Institutions

This questionnaire is a part of an independent study required for a Master's Degree of English for Careers, Language Institute, Thammasat University. The questionnaire is designed to explore the Factors Influencing Working People's Decisions to Take English Courses at Language Institutions. The results will benefit the improvement and development of the products and services. The information will be treated with strict confidence. Your cooperation in answering this questionnaire is highly appreciated.

.....

Part 1: Personal Information

Directions: Please mark ✓ in ☐ which best represents your answer or fill out the information in the space provided.

1. Sex
☐ Male ☐ Female
2. Age
☐ Less than 21 years ☐ 21-30 years
☐ 31-40 years ☐ 41-50 years
☐ More than 50 years
3. Educational Level
☐ Lower than high school ☐ High school/ Vocational school
☐ Diploma ☐ Bachelor's degree
☐ Master's degree ☐ Doctorate
4. Occupation
☐ Government official ☐ State enterprise employee
☐ Private sector employee ☐ Business owner
☐ Freelance ☐ Others: _____

5. Average income per month
- | | |
|--|---|
| <input type="checkbox"/> Less than 10,001 Baht | <input type="checkbox"/> 10,001 – 20,000 Baht |
| <input type="checkbox"/> 20,001 – 30,000 Baht | <input type="checkbox"/> 30,001 – 40,000 Baht |
| <input type="checkbox"/> 40,001 – 50,000 Baht | <input type="checkbox"/> 50,001 – 60,000 Baht |
| <input type="checkbox"/> More than 60,000 Baht | |

Part 2: Factors of Product, Price, Place, and Promotion of Language Institutions

Directions: Please mark ✓ in the column that most matches levels of your opinions.

The Importance of Product	Very high	High	Mode-rate	Low	Very Low
6. Course contents					
7. Varieties of course provided					
8. Capability in teaching provided by Instructors					
9. Attention and accountability to students provided by instructors					
10. Instructors' academic profile and Practice					
11. Opportunity to practice both inside and outside classroom					
12. Quantity and quality of classrooms and learning equipment and tools					
13. Quantity and quality of textbooks in Library					
14. Services provided by institution's staff					
15. Institution's reputation					
16. Proper period of studying					
The Importance of Price					
17. Cheap price					
18. Reasonable price					
The Importance of Place					
19. Located at the center of community					
20. Convenient place when traveling					

The Importance of the Promotion	Very high	High	Mode- rate	Low	Very Low
21. Discount provided in case students register for a class as a group					
22. Discount provided in case a student take courses consecutively					
23. Allow students to pay by installments					
24. Leaflet, advertisement on television, radio, newspaper, or billboard					
25. Exhibition, campaign, or special event provided					

Part 3: Suggestions

Directions: Please use this space to add any suggestions or additional comments.

.....

.....

.....

.....

.....

.....

.....

Thank you for your kind cooperation in answering the questionnaire.