

FACTORS AFFECTING THE STUDENTS' DECISIONS TO STUDY ENGLISH AT
I-GENIUS ENGLISH INSTITUTE, CENTRAL LADPRAO BRANCH



Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

May 2011

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The seal of Srinakharinwirot University is a circular emblem with a multi-lobed outer border. Inside the border is a ring of Thai script. The center of the seal features a grid pattern with a large Thai character 'วิ' (W) superimposed over it.

A MASTER'S PROJECT

BY

PRASIT PHANICHTHAWORN

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AN ABSTRACT

BY

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The objective of this study was to investigate what factors affecting the students' decisions to study English at I-Genius English Institute, Central Ladprao Branch. The participants in this study were 170 students taking a course during the period of January to March 2011. The questionnaire mainly based on the components of Marketing Mix (4Ps) was applied for data collection.

The study showed that all factors including study program (product), tuition fee (price), location (place), and promotion significantly influenced the students' decisions to study English at I-Genius English Institute, Central Ladprao Branch. In addition, the analysis based on the mean scores indicated that the study program was ranked first, followed by the place, the tuition fee, and the promotion, respectively. Moreover, a further investigation revealed the most influential aspect of each factor as follows: in terms of product, the staff's hospitality and efficiency was considered the most important ; as for the price, the participants were highly affected by the school's provision of a special discount for subsequent courses; regarding the place, the classroom played the most vital role in the students' decisions to study at I-Genius English Institute, Central Ladprao Branch; and the school's guarantee of TOEIC and IELTS scores was perceived as the most influential aspect of the promotion.

ปัจจัยที่มีผลต่อการตัดสินใจของนักเรียนในการเลือกเรียนภาษาอังกฤษที่สถาบันสอนภาษาอังกฤษ

ไอจีเนียส สาขาเซ็นทรัลลาดพร้าว



เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา

ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต

สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

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การศึกษาครั้งนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยที่มีผลต่อการตัดสินใจของนักเรียนในการเลือก
เรียนภาษาอังกฤษที่สถาบันสอนภาษาอังกฤษไอจีเนียส สาขาเซ็นทรัลลาดพร้าว กลุ่มตัวอย่างใน
งานวิจัยนี้คือนักเรียนจำนวน 170 คนที่กำลังเรียนภาษาอังกฤษในช่วงระหว่างเดือนมกราคมถึงเดือน
มีนาคม พ.ศ. 2554 โดยใช้แบบสอบถามที่เน้นเรื่องส่วนประสมทางการตลาดในการเก็บข้อมูล

ผลการศึกษาพบว่าปัจจัยส่วนประสมทางการตลาดทั้งหมดซึ่งก็คือหลักสูตรหรือสินค้า ค่าเรียนหรือ
ราคา ตำแหน่งที่ตั้งหรือสถานที่ และการส่งเสริมการตลาด มีอิทธิพลอย่างมากต่อการตัดสินใจของ
นักเรียนในการเลือกเรียนภาษาอังกฤษที่สถาบันสอนภาษาอังกฤษไอจีเนียส สาขาเซ็นทรัลลาดพร้าว
นอกจากนี้ การวิเคราะห์โดยใช้เกณฑ์ค่าเฉลี่ยชี้ให้เห็นว่าหลักสูตรมีค่าเฉลี่ยสูงสุด รองลงมาคือตำแหน่ง
ที่ตั้ง ค่าสอน และการส่งเสริมการตลาด ตามลำดับ นอกจากนี้การวิเคราะห์ในปัจจัยแต่ละด้าน พบว่า
การบริการที่ดีและมีประสิทธิภาพของพนักงานเป็นประเด็นที่สำคัญที่สุดในด้านสินค้า การเสนอส่วนลด
พิเศษในการสมัครเรียนครั้งถัดไป เป็นประเด็นที่สำคัญที่สุดในด้านราคา ห้องเรียน เป็นประเด็นที่สำคัญ
ที่สุดในด้านสถานที่ และการรับรองผลคะแนนการสอบ TOEIC และ IELTS เป็นประเด็นที่สำคัญที่สุดใน
ด้านการส่งเสริมการตลาด

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Prasit Phanichthaworn

TABLE OF CONTENTS

Chapter	Page
1 INTRODUCTION.....	1
Background	1
Statement of the Problem.....	3
Objective of the Study.....	5
Significance of the Study.....	5
Scope of the Study.....	6
Definitions of Terms.....	6
2 LITERATURE REVIEW.....	8
The Concepts of a Decision.....	8
The definitions of a decision.....	8
The nature of a decision.....	9
The factors affecting the decision making.....	10
The purchase decision process.....	13
The Marketing Mix.....	15
Product	15
Price.....	16
Place.....	17
Promotion.....	17
Previous Related Research.....	18

TABLE OF CONTENTS (Continued)

Chapter	Page
3 RESEARCH METHODOLOGY.....	21
Participants.....	21
Instrument.....	22
Data Collection Procedure.....	24
Data Analysis.....	25
4 FINDINGS.....	26
General Information of Respondents.....	26
Factors Affecting the Students' Decisions to Study English at I-Genius.....	28
Study program (Product).....	30
Tuition fee (Price).....	31
Location (Place).....	32
Promotion.....	34
5 CONCLUSION AND DISCUSSION.....	37
Conclusion.....	37
Discussion.....	38
Limitations of the Study and Recommendations for Further Studies.....	42
REFERENCES.....	44
APPENDICES.....	48
VITAE.....	66

CHAPTER 1

INTRODUCTION

Background

According to the University of Thai Chamber of Commerce's Center of Economic and Business Forecast, despite the predicted economic recession hitting the country in the year 2011, one of Thailand's businesses which are believed to go rather well is educational companies including tutor and cramming schools as well as language centers ("The Top Ten Profitable Businesses in the Year 2011", 2010). People, particularly, children's parents are willing to spend their money on that vital part since they realize such an investment definitely brings about lifetime benefits (Poomvipat, 2006). Unsurprisingly, an educational business hasn't been seriously affected by bad economic condition.

As the world today is getting smaller due to a variety of technological innovations, people across countries can communicate a lot more easily with one another in almost all aspects of their lives. It can't be denied that English has widely been accepted as the most important means human beings employ to communicate internationally. This universal language has become too important for anyone to ignore because it is a key to all sources of knowledge and information. The emergence of the Internet, for example, indicates how essential English is to the world community. Even though Thais have their own language and make a great attempt to preserve this national identity, they are fully aware of the

extent to which their lives are influenced by their English proficiency. That's why a lot of people in Thailand are keen to improve their skills to use this language, which helps open up good life opportunities, especially for their work and higher education. As Thailand is now one of the world's most popular business and holiday destinations, there is obviously a growing trend toward encouraging Thai people to have a better command of English. Such a tendency is reflected in Thai elementary education up to higher level of education. It can be seen that both state and private schools or universities run English programs as another option for their students who want to study everything in English even though this language is already a compulsory subject for all levels of students joining a normal program. Still, there is a very great demand for learning English from not only students but also those having started their work and waiting for good ones. This is because they realize stronger English capability enables them to get better chance. Most well-established organizations in Thailand use English as one of the major criteria to recruit and promote their workers. Many big companies especially those in hospitality business such as hotels or airlines requires their successful candidates to have good scores of TOEIC, an international English placement test. Undoubtedly as a lot of foreign companies are currently making their investments in Thailand, the people's awareness of improving their English language keeps rising.

Since a large number of people have a great interest in studying English for different reasons, there has been a constant growth in the business of English institutes. Consequently, the market is truly huge and attracts a greater expansion of the existing institutes and an emergence of new comers. It can be seen that several language centers

become so busy and crowded that they are expanding their businesses by opening up branches in other areas (“D’ Eng Club with its revolution in Teaching English”, n.d.). More and more new schools have emerged to compete for a share of the English course market even though there are strong major market leaders like AUA, British Council or Wall Street, three of which mainly offer communicative lessons, and Fast English, Kaplan, Enconcept or Khu Somsri, all of which only focus on academic contents needed for English placement tests ranging from those used for Thai university admission to TOEFL. Moreover, most universities in Bangkok offer outsiders a variety of English courses from grammar to conversation (“English Language Schools in Thailand ”,n.d.).

Statement of the Problem

Although Thais’ demand for learning English is still very high, it is not easy for new schools to get their firm positions in this market due mainly to existing schools’ long business domination. Any newcomers wishing to enter this cutthroat competition successfully need very effective marketing strategy to establish themselves as another good option for students. It is undeniable that their products including curriculums, instructors and course systems must be good enough to attract learners. While most of the English schools choose to offer specific curriculums on either communication or academic contents designed to help students succeed in different levels of English tests, there are some institutes providing their learners with both conversation and test preparation. I-Genius English Institute, a medium-sized language center, is one such group whose communication courses are taught by native English speakers and whose Thai instructors take full

responsibility for teaching grammar, writing and skills needed for various English placement tests such as TOEIC, TOEFL and IELTS. This class arrangement lie in accordance with widely held conception that students' fluency in communication skills can be greatly improved by native teachers whereas non-native speaker teachers can help students understand and become familiar with English rules and usage through their clear explanation based on the same local language (Grubbs, Jantarach & Kettem, 2010, p. 573). In addition to a wide range of classes offered at one site to facilitate the students' learning integration, technology is nowadays employed to help learners to improve their performances more effectively. With learning innovations, students are encouraged to learn things beyond the classes which some might find boring and stressful. The new concept "autonomous learning" enables students to learn, review and practice on their own both enjoyably and efficiently through well-designed multimedia lessons (Sritakool, 2004, p. 31). Unsurprisingly nowadays, many English schools are using technology to help their students improve their English skills. I-Genius English Institute is one of them since it provides the students with "I-Lab", an English lab, where the students gain unlimited access to study and review, at their own pace, lessons on grammar, writing and other placement tests-related exercises.

With its distinctly unique product "Buffet English" which refers to the study program allowing its students to study everything as they like under a five-month period, I-Genius English Institute in some ways attracts great attention from those looking for a place to study English. This is because some people might be curious about what the school's curriculum "Buffet English" is like. Others might wonder whether the school offers a variety

of classes at one fixed price just like buffet restaurants serving a wide range of food. Even though this school has been in operation for three years, its name has been getting more familiar among those interested in learning English. Now the school has three branches, namely, Central Ladprao, Central Pinklao, and Seacon Square, each of which is located near several famous institutes including Wall Street, the British Council, A.U.A or Fast English. Up to the present time, I-Genius English Institute, a medium-sized language center, has been able to perform rather impressively in the face of very fierce competition against those market dominators.

In this regard, the researcher had a great interest in investigating what factors influenced the students' decision to study English at I-Genius English Institute.

Objective of the Study

The objective of the study was to investigate what factors influenced the students' decisions to study English at I-Genius English Institute, Central Ladprao Branch.

Significance of the Study

The results of this research will prove whether I-genius has, in the face of competition against more famous institutes, used the right strategy, "Buffet English" learning system to appeal to any interested learners of English. Moreover, the school will become aware of how successful its unique concept is through the students' satisfaction. More importantly, if the result reveals any negative aspects of the school operation, the school will immediately deal with the particular aspects effectively in order to create the most

satisfaction for the students. Besides, this study will greatly benefit other new business entrepreneurs in that their effective unique business concept can help position themselves on the market in spite of cutthroat competition with stronger rivals.

Scope of the Study

In order to achieve the objective of this study, the researcher used a questionnaire as an instrument to collect data. The questionnaire based on the components of Marketing Mix (4Ps) including product, price, place, and promotion was distributed to 170 students at I-Genius English Institute, Central Ladprao Branch regardless of demographics. The participants were randomly selected. The data collection was held during the period of March 1st -7th, 2011.

Definition of Terms

1. I-Genius English Institute

I-Genius English Institute is an English school which offers students a variety of courses under its unique learning system “Buffet English”. Also, the school provides its students with a language lab where the students can individually learn and review all the recorded academic -related lessons at their convenience. Currently, I-Genius English Institute has three branches at Central Ladprao, Central Pinklao, and Seacon Square.

2. Marketing Mix

Marketing Mix is a combination of marketing tools that are used to satisfy customers and company objectives and these tools are termed as 4Ps: product, price, place, and promotion (Teepapal, 2002).

In this study, “product” refers to the school’s study program which includes courses, a period of study, learning materials, instructors, and services.

“Price” means the school’s tuition fee comprising a course price, methods of payment, discounts, and expenses related to learning materials.

“Place” refers to the school’s location which consists of a site, classrooms, facilities, surroundings, and convenience of travelling.

“Promotion” involves the school’s methods of advertising, score guarantees, and offers on free scholarships and trainings.

CHAPTER 2

LITERATURE REVIEW

To reveal the factors influencing students' decision to study English at I-Genius English Institute, Central Ladprao Branch, the researcher has studied the concepts of a decision, the marketing mix, and the previous related research.

The Concepts of a Decision

In this part, the information mainly focuses on the definitions of a decision, the nature of a decision, the decision-affecting factors, and the purchase decision process.

The definitions of a decision.

Definitions of a decision are defined by several scholars. In this study, two academics were mentioned here.

Ofstad (1961) explained that a person who makes a decision is the one following these three steps

- showing his behavioral response to his selection of any preferred item
- deciding to do something as he plans
- analyzing what he should do after putting all the options into consideration

Harrison, (1981) concluded that a decision is an evaluation of existing options which can help anticipate the results coming from a selection.

It can be seen that Obstad's definition focuses on a person's logical thinking whereas Harrison believes that people tend to speculate what happens later as a result of their judgment about how good each choice available is. In this regard, to further understand what a decision is like and in what situation a person decides to do something, the nature of a decision should be studied.

The nature of a decision.

There are many theorists explaining the nature of a decision. In this research, one of them is brought up to help clarify what a decision is based on. Stonner (1978, pp.167-170) said that a decision can be classified into three conditions depending on situations arising at the time of making a decision:

- “Condition of Certainty “ means a decision under certain situations with adequate information for making up one's mind
- “Condition of Risk” is a decision based on the use of possibility or speculation as a tool to choose something
- “Condition of Uncertainly” is made with the use of experiences , instincts and judgments

Also, he explained that a person makes a decision because of these three reasons:

- A problem arises
- A person wants to achieve his goals

- A person wants to solve a problem or update the information.

In brief, it appears that Stonner's concept of the nature of a decision is based on different circumstances in which a person needs to choose something by using information available, past experiences, speculation at various levels. Apart from the conditions in which a decision is made, Stonner added the reasons why a person decides to do things. Equally important, to gain an insight into the ways each person makes a choice about something, it is very interesting to study factors which affect a decision.

The factors affecting the decision making.

To have a very clear idea on how a decision is made, it was essential to study what influences a person's decision. According to the Multiple Factors Theory of Decision Making and Social Action (Reeder, 1971), any human behaviors can be explained in a variety of models of social psychology. While most sociologists think that a person's social-economic statuses mainly affect his decision, Reeder maintained that a person does not make a decision as a result of exposing himself to such external influences. Each person can respond and adjust himself to them by regarding it as only beliefs which he can later choose to consider. Reeder claimed that a person might make a decision to behave in the same way but with different reasons; therefore, he further explained that any human behaviors, especially their decisions, are influenced by the following factors: goals, belief orientation, value standard, habits and customs, expectation, commitment, force, opportunity, ability, and support.

Apart from Reeder's theory about factors affecting people's decisions, it is interesting to study another principle developed by Kotler and Armstrong (2000). They stated that there are four types of customer behavior-affecting factors which should be put into consideration when it comes to studying customer behaviors: cultural factors, social factors, personal factors, and psychological factors.

Firstly, the cultural factors determine what consumers want and how they behave. These basic factors include education, custom, traditions, believes or social norms. Moreover, the cultural factors lie in strong connection with social classifications.

Secondly, the social factors are mainly related to people's daily lives and greatly influence their purchasing behaviors in different ways depending on these three criteria: reference groups, family, and roles and statuses.

- The reference group crucially means people who are referred to as a point of reference in the process of making a judgment. This group is further divided into two categories. The primary reference groups including family, friends, neighbors, and co-workers have a lot of influence on a person's decision while the secondary reference groups such as acquaintances or business counterparts or those without strong relationships do not greatly influence a person's judgment.
- The family members which comprise one's parents, siblings, spouse, and children form the most important purchasing unit. It cannot be denied that most of humans' decisions are made in this small organization. In generally, a father or a husband, as a breadwinner, has the right to make decisions on large

purchases such as buying a house while a mother or a wife as a family agent, has freedom to make a decision to buy food and clothes.

- The roles and statuses of a person influence his buying behavior. They can be varied due to people's great differences in backgrounds based on a variety of family and reference groups, definitely enabling individual to have dissimilar role and statuses.

Thirdly, the personal factors include age, occupation, financial status, education, lifestyle, family, life cycle, and characteristic. It can be seen that there is a great difference in consumption patterns and tastes among people at different ages and financial status. For example, the rich tend to make a purchase of expensive products while the poor avoid doing so. A lot of luxury sports cars can be found in the downtown areas where people are rather wealthy while those costly assets are hardly seen in the country where people enjoy their simple lives.

Fourthly, the psychological factors include motivation, perception, learning, and beliefs and attitudes. Motivation plays an important role in creating a person's activities towards satisfying a need or achieving a goal. Perception is a process of acquiring, interpreting, selecting, and organizing sensory information. Learning is changes in a person's behaviors arising from experience. Learning occurs through the interplay of drive, stimuli, cues, responses, and reinforcement. Beliefs and attitudes can be gained from action and learning. Beliefs may be based on real knowledge, opinion and faith while attitudes are a person's consistently favorable or unfavorable evaluations, feelings, and tendencies towards an object or an idea.

In short, Reeder claimed that a reason for each person's decision is influenced by relevant cluster of several factors. These factors can change depending on circumstances in which a person makes a choice, which definitely puts effects on his decision. Moreover, it appears that whenever a person is involved in making a decision, several factors can affect the process he follows and finally the judgment he makes. As for Kotler and Armstrong, they seemingly focus on external circumstances rather than internal one. Both of his cultural and social factors indicate how a person's decisions can be influenced by peripheral units such as social classes, friends, family members, co-workers, roles and statuses, norms, education, etc. However, both Reeder and Kotler and Armstrong apparently have one thing in common. The internal factors such as goals, habits, expectations, motivations, perceptions, and beliefs and attitudes also play an important role in a person's decision making.

In this regard, a person obviously makes a choice about a lot of things in almost every aspect of his daily life, especially when he buys products or service, it is important to learn a series of stages through which a buyer passes in making a choice about which products or services to purchase.

The purchase decision process.

The purchase decision process is a series of stages which people go through when they decide to purchase products or services. The process is divided into five following stages:

Stage 1 Problem Recognition

The purchase decision process starts when a consumer becomes aware of a problem they experience or what they need.

Stage 2 Information Search

After perceiving his needs, a consumer seeks information to make a decision. In this stage, a consumer tries to gain enough knowledge from any internal sources in order to create some choices for his subsequent evaluation. A consumer is encouraged to obtain further information from external sources in case what he initially gets is not adequate.

State 3 Evaluation of Alternatives

In this state, a consumer categorizes all the information collected and analyzes it to find out and compare both advantages and disadvantages to get the most worthwhile option.

Stage 4 Purchase Decision

A consumer decides to choose the best alternative at this stage after doing a careful analysis of collected information. A consumer is expected to make the best purchase decision for himself by using his own experiences and the ones shared by others.

Stage 5 Post-purchase behavior

This is the last stage in which a consumer himself uses a product or service that he buys after his careful purchase decision process. A consumer also tends to evaluate a purchase product or service to see if its features or quality really meets his satisfaction, in some ways showing whether he makes a right decision.

In brief, whenever a buyer decides to buy products or services, he undergoes the stages of the purchase decision process: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. All of these phases can be considered deliberate actions such as researching and looking for the product options.

The Marketing Mix

As a person generally makes decisions to shop for things in his everyday life, it is very interesting to become aware of what factors influence him to make a purchase. This question definitely draws great attention from any businesses whose ultimate goal is to sell their products or services. Wishing to do so successfully, they need to put into consideration these four points concerning their products or services in terms of what to offer, how much to offer, where to offer, and how to offer. These four are the essential questions to which companies must find answers that are totally beneficial to their strategic positioning. These four different aspects concentrated in a combination are generally called a marketing mix. The marketing mix is a group of marketing tools which are used together to achieve marketing objectives (Hawkins, Mothersbaugh & Best, 2007, p 19). Such tools are the following:

Product.

It is what is offered to the market to get attention, acquisition, and consumption which can meet consumers' needs and expectations. A product can be both tangible and

intangible so its definition ranges from commodities, services, concepts, places, organizations or even people. Also, a product must make a customer fully aware of its utility and value and this helps convince a customer to buy it. To be successful in selling a product, a person must consider a product strategy based on these concepts. First, a product differentiation or competitive differentiation helps make a product a lot more appealing than those from other companies. For example, Starbucks Coffee was the first coffee house that created a “Third Place” atmosphere for coffee lovers who want to relax themselves while sipping coffee at a new place, not their home or office. This was totally different from other coffee houses. Second, a product component based on its utility, appearance, quality, packaging and brand, plays an important role in convincing a customer to make a purchase. Third, product positioning which mainly focuses on designing a product to meet a specific group of customers certainly shows a producer’s great care and interest to targeted consumers, making them truly impressed by a good intention of the former. Finally, a product development can keep a product constantly attractive by improving its existing features or adding some new ones to satisfy both current and new consumers. This helps greatly enhance a product response to a consumer’s needs and expectation.

Price.

It is a value of a product or service which a person needs to pay for in an exchange for gaining ownership over it. Differences in features of a product and its capability to response to a customer’s needs result in its value and a customer makes a purchase

decision when he realizes a product has more value than its actual price. Therefore, a producer must realize a consumer's perceived value which means his acceptance of a product's higher value than its price. Additionally, a producer must put into account product costs together with related expenses and competition. However, a pricing strategy can vary according to time and circumstances

Place.

This marketing tool is a channel of distribution that serves as the means for getting a product to its customers. Therefore, place is mainly concerned with various methods of transporting and storing commodities and then making them available for consumers. Equally important, getting the right product to the right place at the right time involves the distribution system, of which the choice depends on various situations. Moreover, a producer must have a distributing agent to easily help dispatch an offered product to a consumer. A product distribution is considered an important strategy to make a consumer decide to buy a product.

Promotion.

This is a communication between a producer and a consumer to create attitudes and purchasing behaviors. To achieve this objective, such a communication needs both personal and non-personal selling. There are a variety of tools a producer uses to communicate with consumers depending on the type of products, customers or competitors. They are as follows:

Advertising is an activity with a focus to present information about a company, its product and service, or concept. The marketing strategy is mainly related to creative strategy, advertising tactics and media strategy.

Publicity and public relations mean spreading news about a product or a service to the market without any additional charges. Besides, the main objective of these activities is to create a very good attitude among its potential consumers, leading to a great image of a company and its product.

Distribution means a variety of channels through which a product or a service can be obtained. It includes both institutes and activities which help move a product or service to a market where a consumer can make a purchase easily. It appears transporting, storing or warehousing are all considered activities supporting a product distribution

In conclusion, to create the right marketing mix, a producer must make sure that his product has the right features mainly based on utility, quality and appearance. In addition, a price of an offered product must be reasonable so that a consumer can decide to buy in a large number, leading to a healthy profit for a company. Equally important, an offered product must be in the right place at the right time. A producer should ensure that an offered product is always available where it is really wanted. Finally, a producer must make the public greatly aware of his product through a variety of promotion tools.

Previous Related Research

To gain basic understanding of the current study, the researcher examined previous research as a primary data. The following four relevant studies highlighted the marketing mix factors which affected people's decisions when they chose their institutes of choice.

In 2002, a study entitled "Factors influencing high school seniors' decision to choose tutoring schools" was conducted by Kanchana Pumma. The study revealed that tutors' reputation, convenience in transportation, schools' images, reasonable prices of offered courses and advertising greatly affected the students' selection of tutoring schools. Moreover, according to the findings, students believed that attending tutoring schools could help effectively review their past important lessons and enable them to easily gain good scores in the university admission due to tutors' much better teaching techniques compared to teachers at their schools.

Rojcharoenngam (2003) studied the influential marketing factors on parents' decisions when they selected international schools in Bangkok for their children. The study revealed that among the major factors, product and place played the most influential roles. It also indicated that price and promotion put slight influence on their judgments. Moreover, personal characteristics such as age, occupation and income affected parents' decisions to send their children to the international schools while their marital status and educational level did not show any significant impacts on their decisions.

Another study conducted by Chukul (2006) on the factors influencing students' selection for mini English program. The participants were junior high school students at Ratwinit Bangkhaeo School in Bangplee, Samutprakarn Province. The findings were that the

students' attitudes toward English and their guardians' expectation towards them most influentially affects their decisions to choose the program. Also, the result showed that there was no correlation between the students' decision to join the program and factors related to personal characteristics including gender, class level, learning achievement, and guardians' economic level.

Wattana Sothornwattana (2009) carried out a study on the marketing factors relating to the selection of tutor schools in Pathumthani Province. The objective was to investigate both personal and marketing mix factors influencing students' behaviors in selecting tutor schools. The results revealed that the following factors played important roles in the students' decisions to choose tutor schools: contents of programs, documents and teaching rooms, physical image, tuition fee, marketing promotion, and place, respectively.

According to the review of the related research, a framework of ideas and concepts was constructed with the intention of providing a foundation for this study. This framework was then applied to the current study.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter presented the methodology of the study which includes participants, instrument, data collection, and data analysis. The details were shown as follows:

Participants

As I-Genius English Institute, Central Ladprao Branch has the highest number of students among three branches, it is very interesting to focus on this branch. With the nature of the school's system in which the students can start joining classes anytime when they are ready, the school has a good circulation of students. The number of the students taking their courses at I-Genius English Institute, Central Ladprao Branch from January to March, 2011 was approximately 300. This group of students consisted of high school students, undergraduates, adult learners, and those preparing themselves for overseas study.

In this regard, the table for determining sample size from a given population (see Appendix C.) developed by Krejcie and Morgan (Krejcie and Morgan, 1970) was employed to determine a proper sample size for this study. According to the referred table, the recommended sample size for a population size of 300 was 169 (see Appendix C.). However, the number of the sample was adjusted to 170. The participants who were randomly selected regardless of their demographics were the current students taking

classes during the time of the study. All the participants were willing to participate in this study when they were randomly recruited. Also, they were informed that the data they provided would only be used in this study and strictly kept confidential.

Instrument

The instrument of this study was a questionnaire which was developed through study and analysis of the marketing mix theory, decision making concepts, and previous research done on the topic.

To ensure the effectiveness of the questionnaire, the researcher had to test its validity by asking a lecturer and a university researcher apart from his advisor to check the content of the questionnaire. Accordingly, the suggestions and comments made by the three experts were used to modify the questionnaire.

In addition, a pilot study was carried out to test the quality and efficiency of the questionnaire before it was used in the main study. The questionnaires were distributed to twenty students who were not included in the main study. The pilot test was conducted at I-Genius English Institute, Seacon Square Branch on February 25th and 26th, 2011. After the pilot study, awkward questions and ambiguous wordings were identified and revised. Lastly, the final revised draft was used for gathering data. The final draft of the questionnaire used in the study was in Thai because the participants of the study were Thai students. Moreover, the English questionnaire was included in the Appendices according to the requirement of the study.

The questionnaire used in this study was as follows:

The first part, in the form of a check list, includes a respondent's general information in terms of gender and age.

The second part focuses on the factors influencing the students' decisions to study English at I-Genius English Institute, Central Ladprao Branch, based on the marketing mix including product, price, place, and promotion. To measure the level of the students' response concerning the importance of marketing mix factors, a five-point Likert scale ranking from 1 (least important) to 5 (most important) was used. The statements regarding the 4Ps marketing mix were as follows:

Product

The participants are asked to indicate the level of importance of product or study program in the following aspects: a variety of instructed skills and subjects, an appropriate period of learning, well-qualified and experienced instructors, a language lab, a reputation, and staff's hospitality and efficiency.

Price

The participants are asked to indicate the level of importance of price or tuition fee in the following aspects: a reasonable price of courses, an offer of a learner's option to pay for the course by monthly installment through credit cards without interest charges, an offer of a special discount for subsequent courses, and a reasonable charge on extra materials

Place

The participants are asked to indicate the level of importance of place or location in the following aspects: its location at a popular shopping mall, a variety of transportation

modes created by its convenient location, decent infrastructures available at the site, the shopping mall's educational complex, and the institute's classroom condition

Promotion

The participants are asked to indicate the level of importance of promotion in the following aspects: a variety of advertising methods, the school's offer on free dictionaries or gift vouchers, its offer on the free two-month refresher course, the institute's guarantee of the TOEIC and IELTS scores, and a course promotion such as scholarship and training arrangements.

Data Collection Procedure

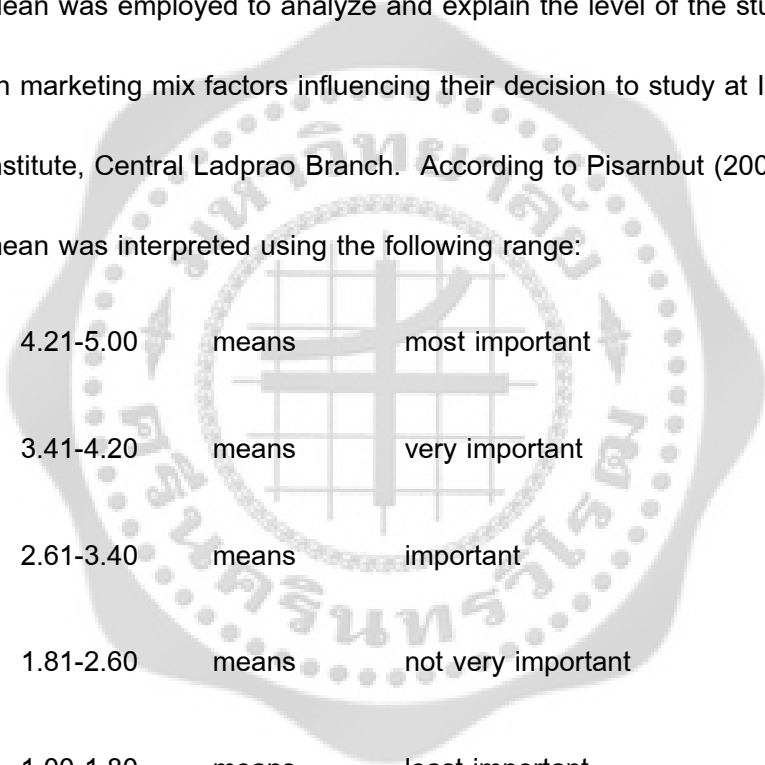
The following steps were taken as follows;

1. The researcher asked for permission from the director of I-Genius English Institute, Central Ladprao Branch, to collect data from the students studying at this branch during the time of the study. In addition, the participants were informed that the data would only be used in this study and kept strictly confidential.
2. The copies of the questionnaire were randomly distributed to the students and were completed during the periods of school break until 170 copies had been collected. The data collection was held during the period of March 1st to 7th, 2011.
3. Finally, the data from the completed questionnaires were analyzed to meet the objective of the research.

Data Analysis

The statistical analysis of the collected data was carried through the following methods

1. Percentage was used to explain the general information about the sample's personal characteristics
2. Mean was employed to analyze and explain the level of the students' opinions on marketing mix factors influencing their decision to study at I-Genius English Institute, Central Ladprao Branch. According to Pisarnbut (2007), the value of mean was interpreted using the following range:



4.21-5.00	means	most important
3.41-4.20	means	very important
2.61-3.40	means	important
1.81-2.60	means	not very important
1.00-1.80	means	least important

3. Standard Deviation (S.D) was used to analyze and explain how the data was deviated.

Finally, all the data were presented in tables, followed by a short description in Chapter 4.

CHAPTER 4

FINDINGS

This chapter presented the findings from data analysis including general information and factors affecting the students' decisions to study English at I-Genius English Institute. The data were analyzed using Statistical Package for the Social Science (SPSS) and presented in terms of frequency (F), percentage (%), mean ($\bar{X}$), and standard deviation (S.D.), followed by a descriptive analysis.

The findings were divided into two main parts consistent with the questionnaire.

Part 1: General information of respondents

Part 2: Factors affecting the students' decisions to study English at I-Genius English Institute, Central Ladprao Branch

Part 1: General Information of Respondents

The first section focused on general information of 170 students at I-Genius English Institute, Central Ladprao Branch, concerning gender and age. The data were summarized and presented in terms of frequency and percentage as shown in Table 1.

Table 1***General Information of Respondents***

General Information	F	%
Gender		
Male	72	42
Female	98	58
Age		
10-15 years	20	12
16-20 years	21	12
21-25 years	73	43
26-30 years	36	21
31-35 years	12	7
Over 35 years	8	5
Total	170	100

Table 1 reveals that 58% of the participants were female. The most common age range of the participants was from 21 to 25.

Part 2: Factors affecting the students' decisions to study English at I-Genius English

Institute, Central Ladprao Branch

This section focused on the factors influencing the students' decisions to study English at I-Genius English Institute, Central Ladprao Branch. It consists of 20 statements emphasizing four aspects of marketing mix including study program (product), tuition fee (price), location (place) and promotion. The respondents rated the importance of each factor on a five point Likert scale and the results were presented in terms of mean ($\bar{x}$) and standard deviation (S.D.) in Tables 2-7.

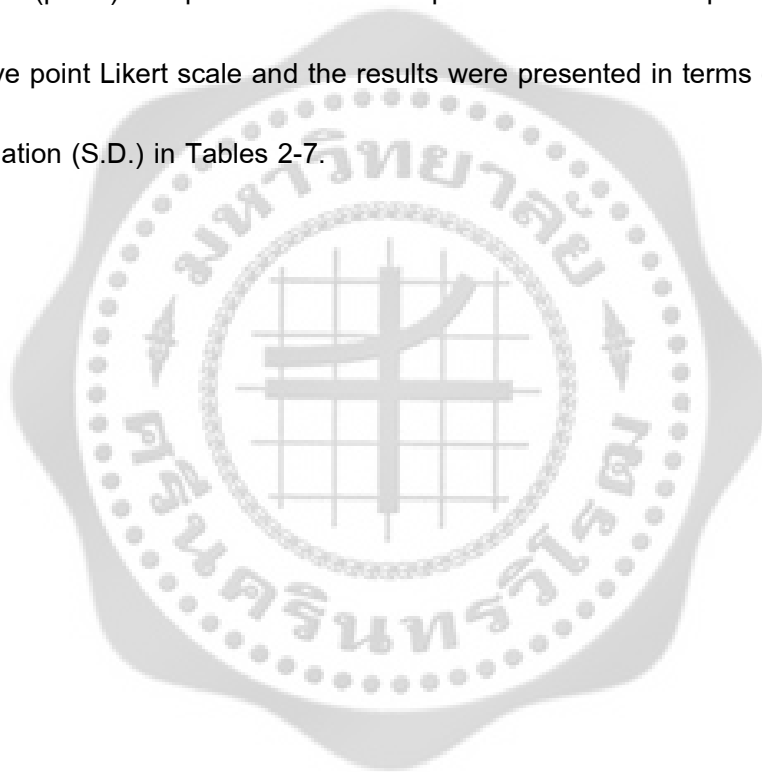


Table 2

*Factors affecting the students' decisions to study English at I-Genius English**Institute, Central Ladprao Branch*

Factors	$\bar{X}$	S.D.	Meaning
Study program	4.09	0.61	Very important
Tuition fee	3.88	0.82	Very important
Location	4.04	0.99	Very important
Promotion	3.63	0.93	Very important
Total	3.91	0.92	Very important

Table 2 indicates that all the factors including study program (product), tuition fee (price), location (place), and promotion were rated very important ($\bar{X}=3.91$). According to the mean scores of these four factors, study program was ranked as the highest one ($\bar{X}=4.09$), followed by location ($\bar{X}= 4.04$), tuition fee ($\bar{X}= 3.88$), and promotion ($\bar{X}= 3.63$), respectively.

Table 3

Product factors affecting the students' decisions to study English at I-Genius English Institute, Central Ladprao Branch

Study Program	$\bar{X}$	S.D.	Meaning
1. A variety of both academic and practical subjects are taught.	4.13	0.77	Very important
2. The period of learning is appropriate.	3.92	0.85	Very important
3. The instructors are well-qualified and experienced.	4.18	0.86	Very important
4. There's a language lab where students can continuously learn and review lessons.	4.16	0.79	Very important
5. The institute is well-recognized.	3.89	0.79	Very important
6. The staff are hospitable and efficient.	4.26	0.91	Most important
Total	4.09	0.61	Very important

Table 3 reveals that the school's study program or product was overall rated very important ($\bar{X}$ =4.09). Among the six items related to the study program, the staff's hospitality and efficiency was rated the most important ($\bar{X}$ =4.26), followed by the well-qualified and the experienced instructors ($\bar{X}$ = 4.18), the school's lab ($\bar{X}$ = 4.16), the variety of classes offered ($\bar{X}$ = 4.13), the appropriate learning period ($\bar{X}$ =3.92), and the school's reputation ($\bar{X}$ = 3.89), respectively

Table 4

*Price factors affecting the students' decisions to study English at I-Genius English**Institute, Central Ladprao Branch*

Tuition fee	$\bar{X}$	S.D.	Meaning
1. The price of the course is reasonable.	3.86	0.97	Very important
2. The learner can pay for the course by monthly installment through credit cards without interest charges.	3.87	0.81	Very important
3. The learner can get a special discount for subsequent courses.	3.97	0.88	Very important
4. The charge of extra learning material is reasonable.	3.83	0.83	Very important
Total	3.88	0.82	Very important

Table 4 shows that the school's tuition fee or price was overall rated very important ($\bar{X}= 3.88$). The respondents indicated the four items related to the school's tuition fee were similar in importance level. According to the mean scores, the offer of a special discount for subsequent courses is at the highest level ($\bar{X}= 3.97$), followed by the learner's option to pay for the course by monthly installment through credit cards without interest charges ($\bar{X}=3.87$), the school's reasonable price of the course ($\bar{X}=3.86$), and the school's reasonable charge on extra materials ($\bar{X}=3.83$), respectively.

Table 5

Place factors affecting the students' decisions to study English at I-Genius English Institute, Central Ladprao Branch

Location	$\bar{X}$	S.D.	Meaning
1. The institute is located at a popular shopping mall.	4.05	0.85	Very important
2. The location of the institute is very convenient for the learners.	4.01	0.86	Very important
3. The building the institute is located in is fully equipped with decent infrastructures including parking lot, elevators, and restrooms.	3.97	0.90	Very important
4. The building where the institute is located houses a variety of other schools, which enables the learner to study something else conveniently.	3.98	0.91	Very important
5. The classrooms at the institute are clean, bright-looking, spacious and well-equipped, creating a comfortable and warm learning atmosphere for the learner.	4.18	0.92	Very important
Total	4.04	0.99	Very important

Table 5 shows that the school's location or place was overall rated very important ($\bar{X}$ = 4.04). The importance of the five items pertaining to the location was similarly perceived by the respondents. The mean scores point out that the school's classroom condition is at the highest level ($\bar{X}$ = 4.18), followed by the school's location at a leading shopping mall ($\bar{X}$ = 4.05), the school's convenient location which offers a variety of

transportation modes ($\bar{X}=4.01$), the shopping mall's educational complex ($\bar{X}=3.98$), and its decent infrastructures ($\bar{X}=3.97$), respectively.



Table 6

*Promotion factors affecting the students' decisions to study English at I-Genius**English Institute, Central Ladprao Branch*

Promotion	$\bar{X}$	S.D.	Meaning
1. The institute uses a variety of advertising methods.	3.46	0.96	Very important
2. The institute offers premiums such as dictionaries or gift vouchers.	3.67	0.93	Very important
3. The institute offers a free two-month refresher course.	3.98	0.91	Very important
4. The institute guarantees the scores of TOEIC and IELTS tests.	4.04	0.88	Very important
5. The institute arranges a course promotion, offering free scholarships and trainings.	3.97	0.89	Very important
Total	3.63	0.93	Very important

According to Table 6, it can be seen that the school's promotion was overall rated very important ($\bar{X}=3.63$). Regarding the five items related to the school's promotion, the guarantee of the TOEIC and IELTS scores is at the highest level ($\bar{X}= 4.04$), followed by the school's offer on the free two-month refresher course ($\bar{X}= 3.98$), the school's course promotions such as offers on scholarships and training arrangement ($\bar{X}=3.97$), the school's offers on free dictionary or gift voucher ($\bar{X}=3.67$), and the school's various means of advertising ($\bar{X}=3.47$), respectively.

Table 7

I-Genius English Institute's various methods of advertising

Methods of advertising	$\bar{X}$	S.D.	Meaning
1. Flyer	3.59	0.89	Very important
2. The Internet	3.79	0.87	Very important
3. Billboard at the subway station	3.36	0.90	Important
4. Advertising sign on the handrail in subway train	3.29	0.73	Important
5. Educational magazine	3.42	0.80	Very important
6. Booth at an educational exhibition	3.61	0.83	Very important
7. Others such as the institute's book, bag, shirt and ad in notebooks	3.18	0.87	Important
Total	3.46	0.96	Very important

Table 7 shows that the school's advertising through different ways was overall rated very important ($\bar{X}= 3.46$). It appears among the seven means of the school's advertising, the Internet is at the highest level ($\bar{X}= 3.79$), followed by booth at an educational exhibition ($\bar{X}=3.61$), flyer ($\bar{X}= 3.59$), and educational magazine ($\bar{X}=3.42$) respectively. All these four methods were considered very important while the other three advertising channels were regarded as important. The mean score of billboard at the subway station is 3.36, respectively followed by advertising sign on the handrail in the subway train ($\bar{X}=3.29$), and other advertising methods such as school's books, bags, shirts, and notebook advertisements ($\bar{X}= 3.18$).

In summary, most of the respondents of this study were females (58%). The majority of the respondents were at the age of 21-25 years (43%). In terms of factors affecting the students' decisions to study English at I-Genius English Institute, Central Ladprao Branch, the respondents indicated that all the factors were very important. However, through a detailed comparison based on the mean scores, the study program (product) is at the highest level, followed by the location (place), the tuition fee (price), and the promotion, respectively. In addition, the analysis of each factor revealed that the aspect of staff's hospitality and efficiency was the most important when the students considered the study program as their reasons to study at I-Genius English Institute. Moreover, the school's special offer on a discount for subsequent courses played the most vital role in the students' consideration of the tuition fee. Regarding the location, most of the respondents considered the school's classrooms the most important. With reference to the promotion, the respondents attached much significance to the school's guarantee of the students' scores of TOEIC and IETLS tests. As for the methods of advertising, it appears that most of the respondents knew the school through the Internet.

Discussion, conclusion, limitation of the study, and recommendation for further studies were presented in Chapter 5.

CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter contained three major sections: conclusion, discussion, and limitations of the study and recommendations for further studies.

Conclusion

This study aimed to study factors affecting the students' decisions to study English at I-Genius English Institute, Central Ladprao Branch. The instrument of this study was questionnaires based on the components of Marketing Mix (4Ps). To standardize the questionnaire, advice and approval from two research experts were sought. Feedback and suggestions from the experts were used to develop an effective and reliable questionnaire. The number of the participants of this study was 170 students at I-Genius English Institute, Central Ladprao Branch, according to the table for determining sample size from a given population developed by Krejcie and Morgan. The data collection was held between March 1-7, 2011.

The results revealed that all the factors including study program (product), tuition fee (price), location (place), and promotion were rated very important by the respondents. However, the study program was ranked first according to the mean scores. Additionally, a detailed analysis illustrates that the staff's hospitality and efficiency is at the highest level in terms of product. As for the price, the school's offer on special discounts for subsequent

courses was ranked first. Regarding the location, it appears that the school's classroom atmosphere was considered the most influential when students decided to study English at I-Genius. Concerning the promotion, the school's guarantee of the TOEIC and IELTS scores was perceived as the most significant. Lastly, the results indicated that most respondents knew I-Genius English Institute through the Internet.

Discussion

As the objective of this study was to investigate what factors affected the students' decisions to study English at I-Genius English Institute, Central Ladprao Branch, the results showed that all the factors including study program (product), tuition fee (price), location (place), and promotion were rated very important. This means that the respondents took all the four marketing mix into major consideration when making a decision to study English at I-Genius English Institute. However, a further detailed analysis based on the mean scores indicated that study program was ranked first, followed by tuition fee, location, and promotion respectively. The results were consistent with the findings of Rojcharoenngam (2003) who studied marketing mix influencing towards parents' decision making behavior on international schools in Bangkok metropolitan area. Rojcharoenngam found that according to the respondents, the schools' product and place played the most influential roles while price and promotion put slight influence on their decisions. Moreover, the results firmly lie in accordance with the findings of Pumma (2002) who conducted a study entitled "Factors Influencing High School Seniors' Decision to Choose Tutoring Schools". This research revealed that upon the students' selection of tutoring schools, they regarded the school's

reputation (product) as the most important, followed by convenience in transportation (place), reasonable prices of offered courses (price), and advertising (promotion) respectively. It can be seen that these results were solidly in harmony with the work by Lazer (1971) who pointed out that product is the most important element of marketing mix for two reasons. Firstly, products represent a company's productive capabilities; therefore, a product policy and strategy is totally vital to a company. Equally important, it is a product which determines a company's profits, sales, image, and market share. Secondly, without a product, a company cannot use the other elements of marketing mix including price, place, and promotion. Consequently, product also has a great influence on those components. Furthermore, similar emphasis on product was determined in Kellerman, Gordon, and Hekmat's study (1995), entitled "Product and Pricing Courses are Underrepresented in Undergraduate Marketing Curricula". They concluded that the four elements of the marketing mix are not perceived as equally important by business people and the most influential component is product along with price.

Regarding the six items related to the study program (product), the participants indicated that the staff's hospitality and efficiency was the most important factor ($\bar{X}=4.26$) while the others were considered very important. As stated by Kotler & Armstrong (2004), people and services fall into a product component, along with other basic offerings such as goods, experiences, events, organizations, information, ideas and anything offered to the target market which satisfies customer needs. The staff employed in an organization determines the quality of offered products and services. Happy, skilled and motivated staff make happy customers because they can offer a high level of pre-sales and after-sales

support and advice, creating a competitive advantage for their company over its competitors. Accordingly, the staff's hospitality and efficiency played the most vital role in the participants' decisions to study English at I-Genius English Institute upon their consideration of the school's study program.

As for the price, it appears that the four aspects of the tuition fee were overall rated very important; however, the highest mean score lies at the school's provision of a special discount for subsequent courses ($\bar{X}=3.97$). Giving discounts to customers is one effective element of pricing strategy. Generally, shoppers have a tendency to save on money. Whether it is off-site or onsite shopping, customers are most likely to shop at stores where they get to buy things at a cheaper price. This marketing tool substantially motivates customers to continue using products or services and bring in more people. Normally, discounts are given to customers who are regular product or service users and to those who make a large purchase. Consequently, to make a great benefit from this perception, companies always lure customers with a price reduction (Kellerman, Gordon, & Hekmat, 1995). Therefore, it can be seen that the participants' decisions to study at I-Genius English institute were most greatly influenced by the school's provision of a special discount for subsequent courses, compared to the other aspects of price.

With reference to the component of place, the school's suitable classroom was ranked first ($\bar{X}=4.18$) among the five equally-rated items concerning the school's location. Kantitharangkool (2008) indicated that a classroom that is comfortable, friendly, and bright creates a very positive learning and social environment for students. Additionally, in a classroom equipped with computers and other learning-related devices, students can be

taught through slide shows or by showing films, which makes the lessons very easy and interesting for them. This not only helps in their learning but also motivates them to attend school every day (Young, 2002). In this regard, the school's high quality classroom most greatly influenced the participants' decisions to study English at I-Genius English Institute, Central Ladprao Branch.

In terms of promotion, the school's guarantee of the TOEIC and IELTS scores is at the highest level ($\bar{X}$ = 4.04) of all the equally-rated items pertaining to the promotion. The school's guarantee of the TOEIC and IELTS scores was considered product guarantee. A strong guarantee of a product makes it less threatening for customers to consider buying a product (Ford, n.d.). This promotion tool gives customers a compelling reason to buy a product today without the fear of looking bad tomorrow. This is because the main reason why people hesitate to buy a product is the perceived risk they take in purchasing a product or service. Therefore, guaranteeing a product is regarded an effective strategy to overcome the risk, making a customer's purchase risk free or at least decreasing the risk as much as possible. Hence, it cannot be denied that the respondents were most interested in the school's guarantee of the TOEIC and IELTS scores upon their decisions to take an English course at I-Genius English Institute, Central Ladprao Branch.

Concerning the methods of advertising, it can be seen that the Internet was ranked first as the most effective advertising tool ($\bar{X}$ = 3.79). This result was consistent with Suparinchai's study (2005), entitled "Internet Users' Attitudes toward Online Advertising". He argued that the Internet offers vast advertising opportunities, many of which are cheap or free. A company develops a website to advertise its product and include specific

keywords to an ad campaign so that Internet users can type in these keywords in search engines and locate a product they look for. Moreover, specialized advertising software is available on the market, which enables a company to place its product's advertisement in certain areas where its product is in great demand. Therefore, using the Internet to make known a product can help a company reach its potential customers easily. It appears that most of the participants learnt about I-Genius English Institute through the Internet, making it the school's most effective advertising method.

Limitations of the Study and Recommendations for Further Studies

Limitations of the study and recommendations for further studies are as follows:

1. The number of participants in this study was limited to 170 respondents, so it could not be referred to as the students at I-Genius English Institute in general. Further studies should examine a larger number of participants, and the findings can generally represent the overall students.
2. This study only focuses on factors affecting the students' decisions to study English at I-Genius English Institute at Central Ladprao Branch regardless of their demographic information. However, demographics may somehow affect decision-making; therefore, further studies should cover more general information about respondents such as level of education, income or learning background.
3. This study used only a close-ended questionnaire focusing on the components of Marketing Mix (4Ps). It may not provide an in-depth result because the

participants were not able to express their own opinions or suggestions concerning each factor. Further studies should incorporate a part of open-ended questions into the questionnaire so that the results of the studies will become more comprehensive.





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APPENDIX A

ENGLISH QUESTIONNAIRE

QUESTIONNAIRE

This questionnaire is designed to investigate factors affecting the students' decisions to study English at I-Genius English Institute, Central Ladprao Branch.

Part 1: General Information of respondents

Directions: Please mark ✓ in the appropriate box to indicate your answer.

1. Gender

☐ Male

☐ Female

2. Age

☐ 10-15

☐ 16-20

☐ 21-25

☐ 26-30

☐ 31-35

☐ over 35

Part 2: Factors affecting the students' decisions to study English at I-Genius English Institute, Central Ladprao Branch

Directions: Please mark ✓ in accordance with your opinion.

	Factors Influencing Decisions	Level of Importance				
		The most important	Very important	Important	Not very important	The least important
	The study program					
1	A variety of skills and subjects are taught.					
2	The period of learning is appropriate.					
3	The instructors are well-qualified and experienced.					

	Factors Influencing Decisions	Level of Importance				
		The most important	Very important	Important	Not very important	The least important
4	There is a language lab where students can continuously learn and review lessons.					
5	The institute is well recognized.					
6	The staff are hospitable and efficient.					
	The tuition					
7	The price of the courses is reasonable.					
8	The learner can pay for the courses by monthly installment through credit cards without interest charges.					
9	The learner can get a special discount for subsequent courses.					
10	The charge of extra learning material is reasonable.					
	The location					
11	The institute is located at a popular shopping mall.					
12	The location of the institute is very convenient for the learner.					

	Factors Influencing Decisions	Level of Importance				
		The most important	Very important	Important	Not very important	The least important
13	The building the institute is located in is fully equipped with decent infrastructure including parking lot, elevators, and restrooms.					
14	The building where the institute is located houses a variety of other schools, which enables the learner to study something else conveniently.					
15	The classrooms at the institute are clean, bright-looking, spacious and well-equipped, creating a comfortable and warm learning atmosphere for the learner.					
	The promotion					
16	How do you rate the importance of the following marketing channels?					
	16.1 flyer					
	16.2 the Internet					
	16.3 billboards at the subway stations					

	Factors Influencing Decisions	Level of Importance				
		The most important	Very important	Important	Not very important	The least important
	16.4 advertising signs on the handrail in subway trains					
	16.5 educational magazines					
	16.6 booths at educational exhibitions					
	16.7 others (Please specify.....)					
17	The institute offers premiums such as dictionaries or gift vouchers					
18	The institute offers a free two-month refresher course.					
19	The institute guarantees the scores of TOEIC and IELTS tests.					
20	The institute arranges a course promotion, offering free scholarships and trainings.					

Thank you very much for your cooperation.



แบบสอบถามเรื่องปัจจัยที่มีผลต่อการตัดสินใจของนักเรียนในการมาเรียน
ภาษาอังกฤษที่สถาบันสอนภาษาอังกฤษไอจีเนียส สาขาเซ็นทรัลลาดพร้าว

ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงในช่อง ☐ ที่กำหนดให้ตรงกับความเป็นจริง

1. เพศ

☐ ชาย ☐ หญิง

2. อายุ

☐ 10-15 ปี ☐ 16-20 ปี
☐ 21-25 ปี ☐ 26-30 ปี
☐ 31-35 ปี ☐ มากกว่า 35 ปี

ตอนที่ 2 ปัจจัยในการตัดสินใจเรียนภาษาอังกฤษที่สถาบันสอนภาษาอังกฤษไอจีเนียส
สาขาเซ็นทรัลลาดพร้าว

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงในช่องตามความเห็นของท่าน

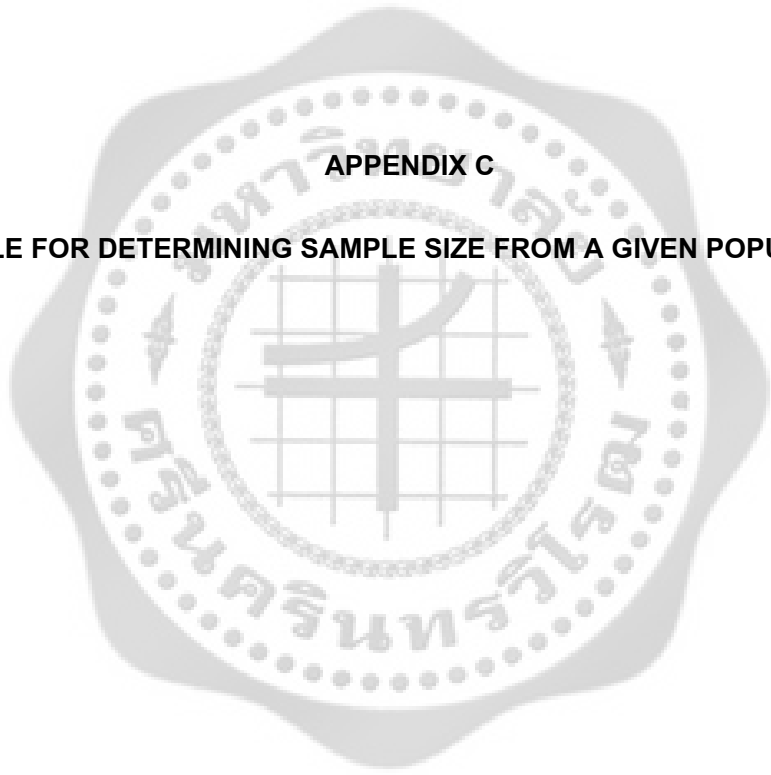
	ปัจจัยที่มีผลต่อการตัดสินใจ	ระดับความสำคัญต่อการตัดสินใจ				
		มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
	โปรแกรมที่เปิดสอน					
1	เนื้อหารายวิชาครอบคลุม ทักษะทางภาษา					
2	ระยะเวลาการเรียน เหมาะสม					
3	อาจารย์ผู้สอนมี ความสามารถและ ประสบการณ์ในการสอน มาก					

	ปัจจัยที่มีผลต่อการตัดสินใจ	ระดับความสำคัญต่อการตัดสินใจ				
		มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
4	สถาบันมีห้องปฏิบัติการทางภาษาเพื่อให้ผู้เรียนสามารถทบทวนและเพิ่มพูนความรู้และความเข้าใจ					
5	สถาบันมีชื่อเสียงและความน่าเชื่อถือ					
6	เจ้าหน้าที่ให้บริการที่ดีและมีประสิทธิภาพ					
	ค่าใช้จ่ายของหลักสูตร					
7	ค่าเล่าเรียนความเหมาะสม					
8	ผู้เรียนสามารถผ่อนชำระผ่านบัตรเครดิตโดยไม่เสียดอกเบี้ย					
9	มีส่วนลดพิเศษเมื่อสมัครเรียนครั้งต่อไป					
10	ค่าใช้จ่ายในส่วนเอกสารประกอบการเรียนเพิ่มเติมเหมาะสม					
	สถานที่ของสถาบัน					
11	สถาบันตั้งอยู่ในห้างสรรพสินค้าชั้นนำ					
12	อาคารที่ตั้งของสถาบันอยู่ในทำเลที่สะดวกต่อการเดินทาง					
13	สาธารณูปโภคพื้นฐานสะดวกครบครัน เช่น ที่จอดรถ ลิฟท์ หรือ ห้องน้ำ					

	ปัจจัยที่มีผลต่อการตัดสินใจ	ระดับความสำคัญต่อการตัดสินใจ				
		มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
14	อาคารที่ตั้งเป็นศูนย์รวม การศึกษาซึ่งอำนวยความสะดวก สะดวกให้แก่นักเรียนที่ ต้องการเรียนอย่างอื่นด้วย					
15	ห้องเรียนสะอาด สว่าง กว้างขวางพอเหมาะกับวิชา ที่สอน พร้อมด้วยอุปกรณ์ การสอนครบครัน และให้ บรรยากาศอบอุ่นและสบาย แก่ผู้เรียน					
	การส่งเสริมการตลาด					
16	ท่านให้ความสำคัญในการ โฆษณาเกี่ยวกับหลักสูตร ของสถาบันต่อไปนี้ มาก น้อยเพียงใด					
	16.1) ใบปลิว					
	16.2) อินเทอร์เน็ต					
	16.3) บอร์ดโฆษณาใน รถไฟฟ้า					
	16.4) ป้ายโฆษณาราวจับ รถไฟฟ้าใต้ดิน					
	16.5) นิตยสารการศึกษา					
	16.6) การออกบูธประชา- สัมพันธ์ ในนิทรรศการ การศึกษา					
	16.7) อื่นๆ โปรดระบุ					

	ปัจจัยที่มีผลต่อการตัดสินใจ	ระดับความสำคัญต่อการตัดสินใจ				
		มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
17	มีของสมนาคุณแถม เช่น ดิกชันนารีหรือเช็คของขวัญ					
18	มีการปรับพื้นฐานฟรีก่อนเข้าเรียน					
19	มีการรับรองผลการสอบต่าง ๆ เช่น TOEIC, IELTS					
20	มีการส่งเสริมกิจกรรมเกี่ยวกับหลักสูตร เช่น การให้ทุนการศึกษาหรือการจัดอบรมฟรี					

ขอขอบพระคุณที่กรุณาตอบแบบสอบถาม



APPENDIX C

TABLE FOR DETERMINING SAMPLE SIZE FROM A GIVEN POPULATION

Krejcie, Robert V.; & Morgan, Darlyn M. (1970, Autumn). "Determining Sample Size for Research Activities," *Educational and Psychological Measurement*. 30: 607-610.

DETERMINING SAMPLE SIZE FOR RESEARCH ACTIVITIES

ROBERT V. KREJCIE

University of Minnesota, Duluth

DARLYN W. MORGAN

Texas A & M University

The ever increasing demand for research has created a need for an efficiency method of determining the sample size needed to be representative of a given population. In the article "Small Sample Technique." The research division of the National Education Association has published a formula for determining sample size. Regrettably a table has not been available for ready easy reference which could have been constructed using the following formula.

$$S = \frac{X^2 NP(1-P)}{d^2(n-1)} + X^2 P(1-P)$$

S = required sample size

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level

N = the population size

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05)

No calculations are needed to use Table 1. For example, one may wish to know the sample size required to be representative of the opinion of 9000 high school teachers relative to merit pay increase. To obtain the required sample size enter Table 1 at N = 9000. The sample size representative of the teachers in this example is 368. Table 1 is applicable to any defined population.

Table 1.

Table for Determining Sample Size from a Given Population

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	2500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	132	1000	278	75000	382
210	136	1100	285	100000	384

APPENDIX D

MEMORANDUM TO THE EXPERT





บันทึกข้อความ

ส่วนราชการ บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ โทร. 5730

ที่ ศธ 0519.12/3343

วันที่ 23 พฤษภาคม 2554

เรื่อง ขอเชิญเป็นผู้เชี่ยวชาญ

เรียน คณบดีคณะมนุษยศาสตร์

เนื่องด้วย นายประสิทธิ์ พานิชถาวร นิสิตระดับปริญญาโท สาขาวิชาภาษาอังกฤษธุรกิจ เพื่อการสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ ได้รับอนุมัติให้ทำสารนิพนธ์ เรื่อง “ปัจจัยที่มีผลต่อการตัดสินใจของนักเรียนในการเลือกเรียนภาษาอังกฤษที่สถาบันสอนภาษาอังกฤษไอจีเนียส” โดยมี อาจารย์โสภณ จันทะคล้อย เป็นอาจารย์ที่ปรึกษาสารนิพนธ์ ในการนี้ บัณฑิตวิทยาลัยขอเรียนเชิญ อาจารย์พัชร พิพิธกุล เป็นผู้เชี่ยวชาญตรวจแบบสอบถามปัจจัยที่มีผลต่อการตัดสินใจของนักเรียนในการเลือกเรียนภาษาอังกฤษที่สถาบันสอนภาษาอังกฤษไอจีเนียส

จึงเรียนมาเพื่อขอความอนุเคราะห์ ได้โปรดพิจารณาให้บุคลากรในสังกัดเป็นผู้เชี่ยวชาญให้ นายประสิทธิ์ พานิชถาวร และขอขอบพระคุณเป็นอย่างสูง ณ โอกาสนี้

(รองศาสตราจารย์ ดร.สมชาย สันติวัฒนกุล)

คณบดีบัณฑิตวิทยาลัย

APPENDIX E

I-GENIUS ENGLISH INSTITUTE'S APPROVAL FOR CONDUCTING THE SURVEY



ที่ ศธ 0519.12/3344

บัณฑิตวิทยาลัย

มหาวิทยาลัยศรีนครินทรวิโรฒ

สุขุมวิท 23 กรุงเทพฯ 10110

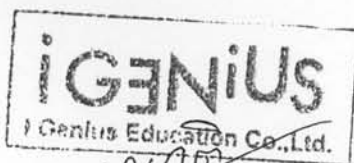
23 พฤษภาคม 2554

เรื่อง ขอกความอนุเคราะห์เพื่อการวิจัย

เรียน ผู้อำนวยการสถาบันสอนภาษาอังกฤษไอจีเนียส สาขาเซ็นทรัลลาดพร้าว

เนื่องด้วย นายประสิทธิ์ พานิชถาวร นิสิตระดับปริญญาโท สาขาวิชาภาษาอังกฤษธุรกิจ เพื่อการสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ ได้รับอนุมัติให้ทำสารนิพนธ์ เรื่อง “ปัจจัยที่มีผลต่อการตัดสินใจของนักเรียนในการเลือกเรียนภาษาอังกฤษที่สถาบันสอนภาษาอังกฤษไอจีเนียส” โดยมี อาจารย์โสภณ จันทะกล้อย เป็นอาจารย์ที่ปรึกษาสารนิพนธ์ ในการนี้ นิสิตมีความจำเป็นต้องเก็บข้อมูลเพื่อการวิจัย โดยขอให้ให้นักเรียนที่เรียนในสถาบันสอนภาษาอังกฤษไอจีเนียส สาขาเซ็นทรัลลาดพร้าว ตอบแบบสอบถามปัจจัยที่มีผลต่อการตัดสินใจของนักเรียนในการเลือกเรียนภาษาอังกฤษที่สถาบันสอนภาษาอังกฤษไอจีเนียส ในระหว่างเดือนมีนาคม 2554

จึงเรียนมาเพื่อขอกความอนุเคราะห์ ได้โปรดพิจารณาให้ นายประสิทธิ์ พานิชถาวร ได้เก็บข้อมูลเพื่อการวิจัย และขอขอบพระคุณเป็นอย่างสูง ณ โอกาสนี้



ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.สมชาย สันติวัฒนกุล)

คณบดีบัณฑิตวิทยาลัย

สำนักงานคณบดีบัณฑิตวิทยาลัย

โทร. 0-2649-5067

หมายเหตุ : สอบถามข้อมูลเพิ่มเติม กรุณาติดต่อ นิสิต โทรศัพท์ 081-551-3011, 082



VITAE

Name: Prasit Phanichthaworn
Date of Birth: 11 November 1976
Place of Birth: Bangkok
Address: 550/176, Soi Popan, Dindeang Road, Dindeang, Bangkok

10400

Educational Background

1999 Bachelor of Arts (International Relations)
Chulalongkorn University, Bangkok
2002 Master of Arts (English for Careers)
Thammasart University, Bangkok
2011 Master of Arts (Business English for International
Communication)
Srinakharinwirot University, Bangkok