



**The Influencing Factors of Consumer's Behavior in the Decision Making Process of Choosing
an English Language Center of Primary School Students in the Municipality of
Khon Kean, Mueng District, Khon Kaen Province**

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ABSTRACT

The purpose of this research was to study the influencing factors of consumer's behavior in the decision making process of choosing an English Language Center of primary school students. There were 400 sample questionnaires that were collected from parents who have children between grades 1-6 that attend an English Language Center. The data was analyzed and then was represented in tables showing frequency and percentage and thoroughly described. The assumptions were tested by Chi-square. The results of the analysis were as follows: most respondents were mothers aged between 31-40 years old with a bachelor degree qualification, occupation as a business owner whose earnings were between 20,000 – 30,000 baht monthly. Their main purposes in enrolling their children were to develop their English skills. The parents were informed about schools from people they have known. They mostly preferred weekend classes taking place in the morning. The most appropriate size of the classes was 2-5 students with a tuition fee ranging from 100 -200 baht per hour. The most effective marketing factors that were found were; product factor was to have an up to date curriculum; price or payment condition factor was to be able to study before applying to the school; place factor was to have a good classroom atmosphere; promotion factor was to offer a discount to students; personnel factor was to have professional English teachers with effective teaching skills. Some suggestions proposed by the researcher were as follows; the school should offer an up to date curriculum and various kinds of courses with quality materials. Offering the parents a free class before making their decision and offering a discount also helped in influencing their decision. The school must be clean, safe, have a good atmosphere and provide clean toilets. The school should strongly focus on obtaining professional English teachers with effective teaching skills.

Keywords : English language center, Primary education, Influencing the decision making process of choosing

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Introduction

English is an important language for international communication. It is an international language. Thailand is one of the countries that is going to be a part of the Asean Economic Community soon. Education is one of the factors that can help develop our country to progress in social, economic and politics. Thai education focuses in learning English. English is set in the foreign curriculum so that every student must learn English skills in listening, speaking, reading and writing. Even though the government supports students to learn English, the quality of English education does not satisfy students and they cannot use it in their daily life. There are many Thai people who cannot speak English. Many people think it is very important to make a plan for their children to learn English so that they can speak English well and use it efficiently in their daily life. So, many English Language Centers have been established. There are various kinds of Language Centers. Some of them have been successful but some have had to close down (Kasikorn Research Center, 2015). Each place uses different techniques, curriculums and teachers. They all want to get students to apply to learn with them. There are also many factors that influence consumer's behavior in the decision making process of choosing an English Language Center such as the location of the place, price, travelling and promotion. So the researcher is interested to study the influencing factors of consumer's behavior in the decision making process of choosing an English Language Center of primary school students in the municipality of Khon Kean, Mueng district, Khon Kaen province so people who are interested or already running a school

business can apply to use with their business strategy and know the customer's demand.

Objective of the study

1. To study the consumer's behavior in the decision making process of choosing an English Language Center.
2. To study the marketing factors which influence choosing an English Language Center.

Hypothesis

1. Gender is the factor that relates with the decision making process for tuition fee of English language centers.
2. Parents' level of education relates to the first objective of supporting their children to go to English language centers.
3. Parents' occupation relates to the first objective of supporting their children to go to English language centers.
4. Parents' income relates with the decision making process of tuition fee of English language centers.

Research Methodology

The sample group used in this study is primary school students 1-6 grade and parents in the municipality of Khon Kaen, Mueng District, Khon Kaen province who are interested and support their children to go to English language centers. The researcher used the questionnaires to collect the data. The questionnaires were collected randomly from 400 people in the sample group. There are 3 parts in the questionnaire. The first part consisted of gender, age,

level of education, occupation and monthly income. They were closed questionnaires which had the answers for respondents to choose. The second part was about the influencing factors of consumer's behavior in the decision making process of choosing an English Language Center which consisted of their experiences in learning English, the reason of choosing English language center, suitable tuition fee and learning hours per week. There were answers to choose and fill in in the questionnaire. The third part was about the influencing factors of consumer's behavior in the decision making process of choosing an English Language Center which consisted of marketing factors: product, price, place, promotion and person.

Statistical Analysis

Data was used to perform the statistical analysis by using computer software called SPSS / PC FOR WINDOWS. The first part and the second part of the questionnaire were analyzed and then were represented in tables showing frequency and percentage. The third part used a rating scale which the respondents ordered the most important factors from 1-3 (1 means the most) then were represented in tables showing frequency and percentage and then used descriptive statistic to thoroughly describe. The assumptions were tested by Chi-square.

Result

Demography

1. Gender : 282 female as 70.50% and 118 male as 29.50%.
2. Ages : 184 people with ages between 31-40 as 45.50%, 128 people with ages between 41-50 as 32% and the least was 10 people above 61 years old as 2.50%.
3. Status : A mother of the children 215 people as 53.75%, 98 people as a father as 24.50% and other parents 87 people as 21.75%
4. Degree : Bachelor degree 221 people as 55.25%, High vocational certificate 70 people as 17.50%, Master degree or higher 53 people as 13.25% and the least was middle school 10 people as 2.50%
5. Occupation : A business owner 120 people as 30%, a government officer 108 people as 27%, an officer 76 people as 19%, a housewife 58 people as 14.50% and a freelance 38 people as 9.50%.
6. Income : between 20,001- 30,000 baht 118 people as 29.50%, 30,001 - 40,000 baht 78 people as 19.50% and the least lower than 10,000 baht 26 people as 6.50%.

The results of the analysis were as follows: most respondents were mothers aged between 31-40 years old with a bachelor degree qualification, occupation as a business owner whose earnings were between 20,000 – 30,000 baht monthly.

The most important objective found for supporting the children to go to English Language Center was to develop the children's English skills. The parents were informed about schools from people they have known. They mostly preferred weekend classes taking place at 8.00-12.00 in the morning. The most appropriate size of the classes were 2-5 students with a tuition fee ranging from 100 -200 baht per hour. There were many parents who had relatives who supported their children to go to English Language Centers. Most of the parents have children

who are in grades 1-3, amount 1 child and some children are in grades 4-6, amount 1 child as well.

The most effective marketing factors that were found were

1. Product : An up to date curriculum 138 people as 34.50%. The curriculum to teach the children has to focus on the content that they can apply to use in their daily life with an up to date teaching technique.
2. Price or payment condition: To be able to study before applying to the school 194 people as 48.50%. Offering a free class for the children so they can try before making a decision attracted more parents to support their children to enroll in the class.
3. Place : A good classroom atmosphere 146 people as 36.50%. The first impression for the parents was to have a nice school and classrooms.
4. Promotion : To offer a discount to students 151 people as 37.75%. This factor helped to get more attention from the parents.
5. Personnel : A professional English teachers with effective teaching skills 167 people as 41.75%. Professional English teachers are the heart of school.

Hypothesis testing results

1. Gender is the factor that does not relate with the decision making process of tuition fee of English language centers.
2. Parents' level of education relates to the first objective of supporting their children to go to English language centers.

3. Parents' occupation relates to the first objective of supporting their children to go to English language centers.

4. Parents' income relates with the decision making process of tuition fee of English language centers.

Discussion and Conclusion

The results of the analysis were as follows: most respondents were mothers aged between 31-40 years old with a bachelor degree qualification, occupation as a business owner whose earnings were between 20,000 – 30,000 baht monthly which conforms with Thanadech,2009 except the part about occupations and income of the parents. Their main purpose in enrolling their children were to develop their English skills. The parents were informed about schools from people they have known which conforms with Natthawut,2008 in Behaviors and Factors which influence in choosing an English language center in Mueng district Chiangmai province. They mostly preferred weekend classes taking place in the morning. The most appropriate size of the classes was 2-5 students with a tuition fee ranging from 100 -200 baht per hour. The most effective marketing factors that were found were; product factor was to have an up to date curriculum; price or payment condition factor was to be able to study before applying to the school; place factor was to have a good classroom atmosphere; promotion factor was to offer a discount to students which conforms with Patcharaporn ,2010 in The important factors in choosing a tutoring school in the municipality of Ubon Ratchathani, Ubon Ratchathani



province; personnel factor was to have professional English teachers with effective teaching skills.

Suggestions

Parents are the people who make decisions for their children. Some suggestions proposed by the researcher for developing and improving the language schools were as follows; the school should offer an up to date curriculum and various kinds of courses with quality materials. Offering the parents a free class before making their decision and offering a discount also helped in influencing their decision. The school must be clean, safe, have a good atmosphere and provide clean toilets. The school should strongly focus on obtaining professional English teachers with effective teaching skills.

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