Factors Influencing Bangkokian Adults’ Decision-Making in Choosing an English Language School

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Abstract

The purpose of this study was to determine the factors influencing Bangkokian on decision-making in choosing an English language school. This study applied non-probability sampling as a sampling procedure. The questionnaires were distributed by snowballing sampling with 400 questionnaires distributed by both offline and online platforms. This study applied four statistical models including descriptive analysis, One-Way ANOVA, Pearson’s Correlation and multiple regression analysis. Most of the respondents were female. The majority of the respondents were aged between 29 - 39 years old. 76.8% of the respondents worked as private company employees and 60.5% of them worked at the operational level. Most of respondents have incomes between 15,001 baht and 40,000 baht per month. The results from multiple linear regressions analysis showed that product, promotion, people and process have positive influence on adult’s decision-making in choosing an English language school while age, occupation, job level, income, price, place, physical evidence do not have a positive influence on adults’ decision-making in choosing an English language school.

Keywords: marketing mix elements, English language school, adults’ decision making

Introduction

The global English Language Teaching industry has been forecasted to grow from 63.3 billion US dollars in 2012 to 193 billion US dollars in 2017 (New Horizons English, 2013). In 2013 Study Travel Magazine estimated the revenue of the eight leading countries of English language learning destinations. United States hold the majority at 31.7% followed by United Kingdom, Australia, Canada, Ireland, New Zealand, Malta, and South Africa. The demand for English learning is increasing especially in the countries with the low English proficiency.