

Abstract

This research is conducted to achieve three objectives: to identify factors affecting the decision of prospective students in seeking enrolment in a franchised English language school in Bangkok; to examine whether a relationship exists between identified independent variables and a dependent variable; and to measure the relationship between identified independent variables and a dependent variable.

Concerning the research methodology, the researcher practiced a method of survey. Self-administered and close-ended questionnaires were distributed to a total number of 200 respondents, male and female prospective students of franchised English language schools in Bangkok who can make their own decisions regarding franchised English language school choices.

The results of correlation analysis (Spearman's rank-order correlation coefficient) of raw data gathered showed that seven factors are identified as relating to prospective students' enrolment decisions in a franchised English language school in Bangkok. These factors are English course fees, word of mouth publicity of the school, brand name, accessibility of the school, instructors' qualifications, curriculum, and school facilities. In other words, before deciding to enroll in any franchised English language school in Bangkok, prospective students will take these seven factors into consideration. Moreover, the research also found that there is a positive relationship between these seven factors and the enrolment decision.