



**THE FACTORS AFFECTING DECISION MAKING OF
WHETHER STUDENTS USE A PRIVATE TUTOR TO
STUDY ENGLISH**

BY

MR.ADISORN CHUTHONGCHATI

**AN INDEPENDENT STUDY PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS IN ENGLISH FOR CAREERS
LANGUAGE INSTITUTE
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2015
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INDEPENDENT STUDY PAPER

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ENTITLED

THE FACTORS AFFECTING DECISION MAKING OF WHETHER STUDENTS
USE A PRIVATE TUTOR TO STUDY ENGLISH
was approved as partial fulfillment of the requirements for
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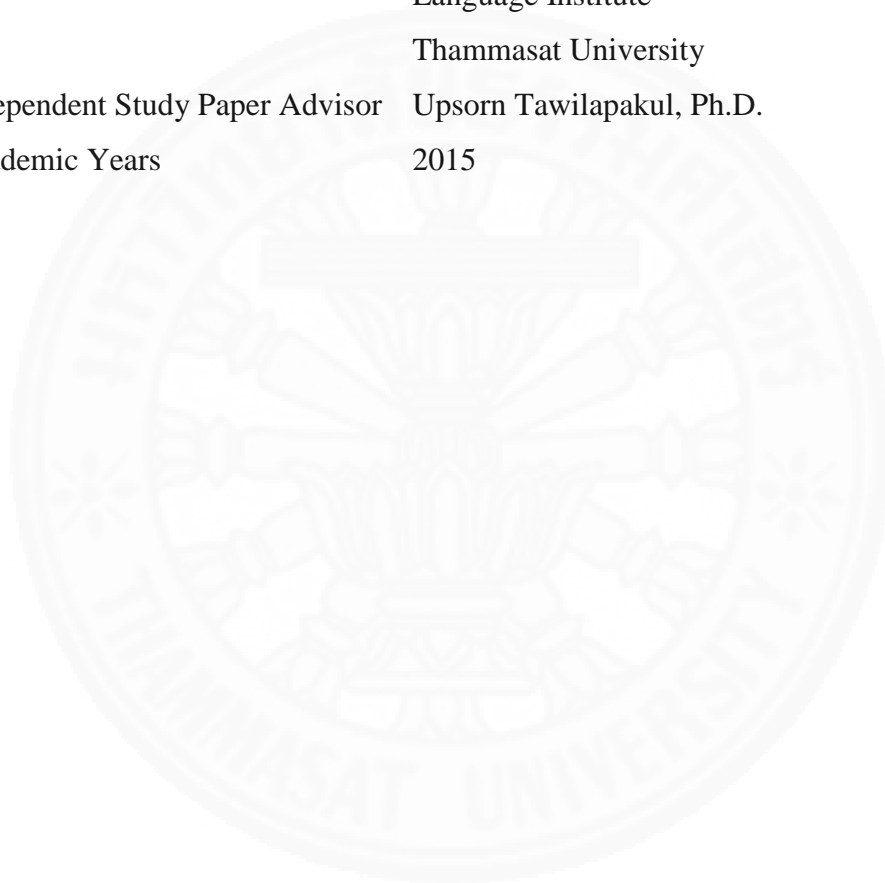
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ABSTRACT

This paper aims to examine the factors affecting decision making of whether students use a private tutor to study English according to the Marketing Mix (4Ps) factor. It provides the real needs of the students in terms of satisfaction in order to choose the tutorial schools to study English. Questionnaires were used to collect the data. The total population is 80. 40 participants are the students who attend Smart Tutor selected to investigate why they choose Smart Tutor. The others 40 participants are those who do not attend Smart Tutor selected to investigate the different views from the people who do not study with a private tutor. The first group said that product factor is the most influential factor to attract them to study at Smart Tutor. Meanwhile, the second group said that the first and foremost influential factor is price. The comparison revealed that the reason why some people do not choose Smart Tutor or any other tutorial schools is because of its price or the cost of tuition, which is not affordable. Moreover, the least important factor is product which is the strongest point of Smart Tutor. Consequently, it proves that they failed to focus on the right factor in order to gain customers in this kind of business. In addition, this study also integrates the results from preceding studies to show the influences involved in language learning in order to view different ideas and effectiveness.

Keywords: Tutorial school, Marketing Mix, private tutor

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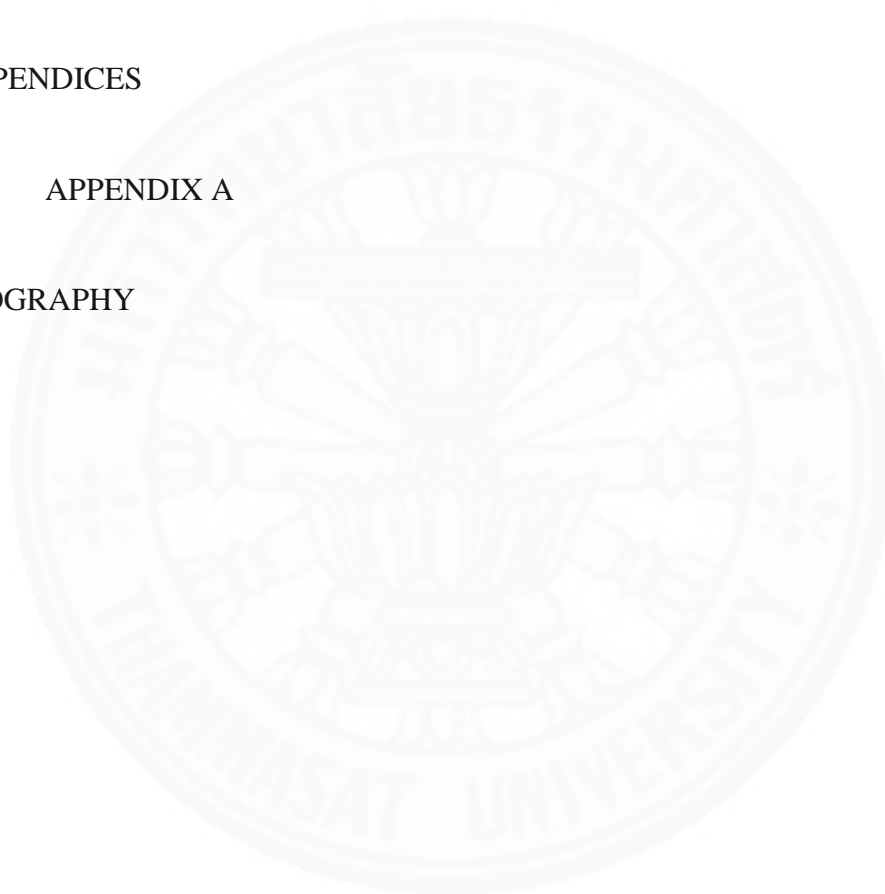
Mr. Adisorn Chuthongchati

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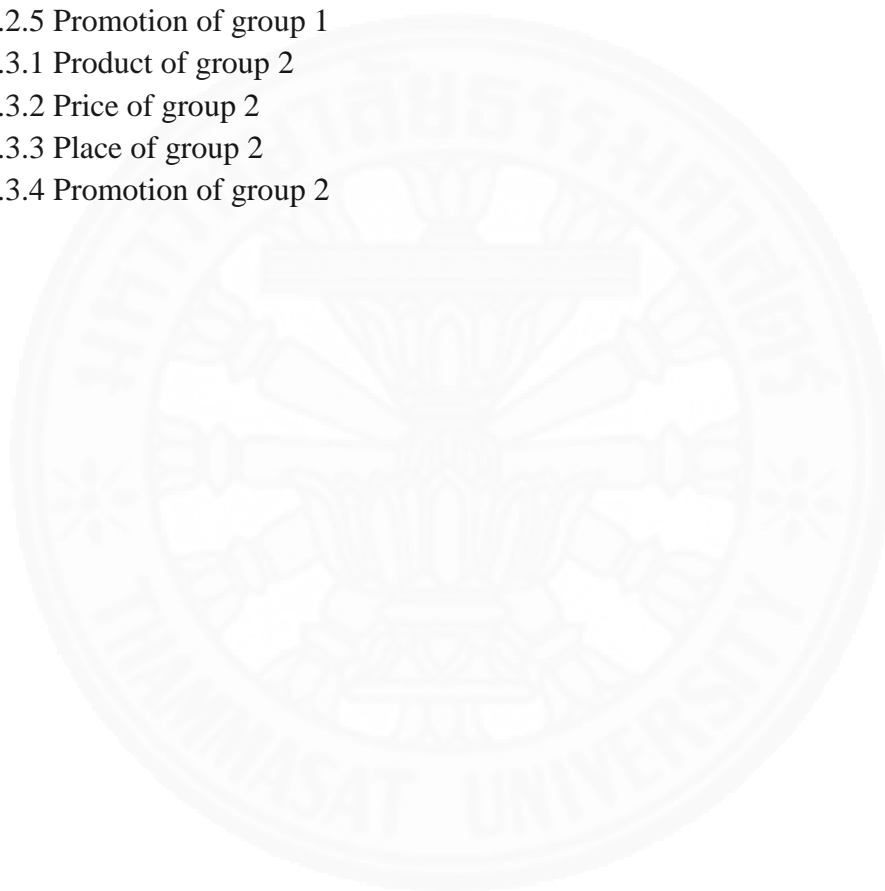
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CHAPTER 1

INTRODUCTION

1.1 Background

Tutorial schools are a place of educational community where students and parents believe that they can get a better result after they attend this special course. Nowadays, we cannot deny that attending tutorial schools has become a massive trend and is very popular for students in Asia, especially in Thailand. Many students attend these schools in order to improve their examination results and achieve their goals.

Consumer behavior is one of the most significant keys to success in business. It should be an entrepreneur's main concern because consumer behavior is basically individual preference. Consumer behavior refers to the buying of the ultimate consumer. Many factors, specificities and characteristics influence the individual in his decision making process.

Smart Tutor was chosen because of the intense, unique and customized study course programs that Smart Tutor provides. As tutorial schools play a major role in enhancing student knowledge, there is a need for this study is to improve the quality of English teaching in tutorial schools.

Furthermore, this study aims to reveal what the factors are affecting the decision making of whether students use a private tutor to study English because when you want to invest in something you need to understand not only the feedback of your loyal customers but also people who are not your customers as well. Additionally, the results of this study will help Smart Tutor and also other tutorial schools to provide better service and quality of teaching, including the proper distinctive courses for students.

1.2 Research questions

1.2.1 Which factor, according to the Marketing Mix Strategies affect the decision making of students to choose to study English at Smart Tutor?

1.2.2 Which factor, according to the Marketing Mix Strategies affect the decision making of students not to choose to study English at Smart Tutor?

1.3 Research Objectives

The objectives are listed as follows.

1.3.1 To study factors affecting decision making of students who choose Smart Tutor to study English.

1.3.2 To study factors affecting decision making of students who do not choose Smart Tutor to study English.

1.4 Definition of terms

The researcher illustrates the definition of terms to make you understand easier. The key terms in this research are as follows:

1.4.1 Tutorial schools

Tutorial schools in this study refers to tutorial schools in the Ladprao area; *Kru Somsri, Kru P'Nan, British Council, and Smart Tutor.*

1.4.2 Marketing Mix

Marketing Mix is one of the marketing strategies which is the way to achieve marketing goals. Marketing Mix is always applied to run a business and consists of *Price Place Product and Promotion (4 Ps)*. As this research is in the field of English academics and the researcher does not want to make it too businesslike the researcher adapts it into his own meaning. For price, it refers to the affordable price of the courses. Place refers to the location of the business. Product means the courses and also the outcome of the students. Promotion means the advertising.

1.5 Significance of the study

The study of finding the factors affecting decision making of whether students use a private tutor to study English is significant in the following ways:

1.5.1 The study provides the exact factors of the students' needs in terms of satisfaction and what is the real motivation that can attract students to study English in tutorial schools.

1.5.2 The results of this study demonstrate the guidelines to enhance strength and reduce weakness of tutorial schools and to improve the quality of teaching English.

1.5.3 The results of this study can serve as a model to improve the service and quality of teaching in tutorial schools according to the Marketing Mix towards customers' (students) satisfaction.

1.6 Limitation

Regarding the limitation, Tutorial schools in this study are based only in the Ladprao area, which means that the study may not cover any variations beyond this area.

1.7 Scope of the study

This study is limited to the location where the researcher will collect the data. For those who do not attend Smart Tutor, the researcher will randomly select the respondents around Union Mall, in front of KFC, because this is the place where students always come for studying a special course. Moreover, the researcher uses an adapted Marketing Mix which is changed into an English academic style to make it different from the business field. Moreover, in this research there are four main types of factors affecting decision making of whether students use a private tutor to study English which is derived and adapted from the Marketing Mix strategy of 4Ps: place product price promotion.

CHAPTER 2

REVIEW OF LITERATURE

This presents a review of the literature concerning consumer decision making, in particular. The content is divided into three sections. Section 2.1 discusses the researcher's main concern about consumer behavior which is basically individual preference. In section 2.2, consumer behavior is based on a few strategies which lead to the second concern regarding marketing strategies, Marketing Mix. Then it is followed by the last section which is a summary of three previous relevant studies.

2.1 Consumer Behavior

Consumer behavior is a significant factor which needs to be considered while improving marketing strategy in the firm. It is impossible to anticipate the needs and desires of the customers without having a complete understanding about consumer behavior.

A consumer is person who has needs and purchasing power which causes purchasing behavior and use behavior. Solomon (2007 p.7) defines consumer behavior as "a study of processes involved when individuals or group select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and desires". Vice versa, (Kotler, Bowen and Makens, 2006) said that consumer behavior is affected or controlled by the culture, social person and psychological characteristic.

Thus, consumer behavior means actions of individuals to find, select and decide on the place to study regarding services and satisfaction through their feelings, experiences and personal reasons. Also transitions of economy, society, culture and technology can affect consumer behavior as well. Additionally, understanding consumers contributes the best to any organization and for this, models would work great.

2.2 Marketing Strategies

Business strategies are applied here because they can reveal the real factors and needs of the customers in order to find out what are the factors influencing decision making of whether students use a private tutor to study English. Marketing

Strategies is the way to satisfy target markets and it is the way to achieve marketing goals with a long-term satisfaction. Marketing Strategy seeks to provide the customer with more value than the competition, while still producing a profit for the firm. Marketing strategy is formulated in terms of the Marketing Mix, which involves determining the product features, price, communications, distribution and services that will provide customers with superior value, resulting in the complete product. The purpose of the profits among the competition can be done by using the marketing mix.

2.2.1 Marketing Mix

Marketing Mix is one of the marketing strategies that a number of people or a company that runs a business applies in their administration. The Marketing Mix which is also known as the 4P's is used by suppliers; it is a tool available for a company to implement the marketing strategies to reach the established goals. The Marketing Mix are four variables (4Ps) (Kotler & Armstrong, 1997a) as follows:

Product

Product refers to the method used to improve or differentiate the product or goods and increase sales or target sales more effectively to obtain a competitive advantage. Additionally, it is the key to satisfy the needs and wants of the customers. This study refers to the courses of Smart Tutor.

Price

Price is the pricing strategy used to make the product affordable towards customers. It is important for suppliers to know the market and also keep their eyes on the rival. This study refers to the price of courses that customers will pay for.

Place

Place represents a spot where product is distributed to the customers. In this research, however, it refers to the location of tutorial schools that are easy to go to. Moreover, it is about the convenience in terms of the registration process and access to the school and course information and several other considerations.

Promotion

Promotion refers to the method that is used to build and improve consumer demand. Promotion is a form of communication that organizations use to inform, persuade, or remind people about the products. There are four components which is called the Promotion Mix as follows:

-Advertising is to effectively inform or persuade customers

-Public Relations are the activities designed to create a favorable image of business, products or policies.

-Sales Promotion is a variety of short term incentives to encourage trials or purchase of a product or services. It is used to convince customers to buy immediately.

-Personal Selling is like a direct sale, face to face selling in which sellers try to persuade customers to make a purchase.

2.3 Previous related studies

A number of researchers have conducted English as a second language and related studies about factors affecting the quality of teaching English. The researcher has gathered some previous related studies regarding the influences involving language learning in order to view different ideas and effectiveness as follows:

2.3.1 Ivana (2009) discussed factors affecting the quality of teaching English (as a second language) This research examines four factors; Teacher's skill and

qualification, Teaching process, Working condition and Evaluation and monitoring which can have a significant impact on the success of teaching English as a second language at a college level. The purpose of this study is to find how quality teaching can be achieved and maintained in a language program. The research revealed that teaching and learning are complicated. Factors which considerably influence teaching are a teacher's skills and qualifications, the teaching process itself, working conditions and monitoring. Every teacher has to plan carefully and use all available mechanisms to assure quality teaching.

2.3.2 Attapol Khomkhein (2010) conducted a study of factors affecting language learning strategy by Thai and Vietnamese EFL learners. There are two main objectives of this study which are: 1) to determine three factors: how gender, motivation and experience in studying English affect the choices of language learning strategies; and 2) to compare the roles of these factors and the pattern of language learning strategy used by Thai and Vietnamese students. The researcher used questionnaires to collect the data. 200 questionnaires were distributed to the first and second year students of Thai and Vietnamese universities. The total number of the participants was 136 undergraduates which contained 84 EFL Thai students, 26 males, and 58 females. There were 52 undergraduate students for the Vietnamese university, 24 males and 28 females. The result revealed that gender within groups does not yield a significant influence. In contrast there is a statistically significant difference by gender across nationalities. For motivation, Vietnamese are stronger than Thais. There are two possible explanations for these findings in this regard. First, the different pattern and frequency of strategies use by gender in the current study are probably affected by other variables such as ethnic background, cultural background, language learning environment, etc. Second, the number of participants of each gender is another factor that cannot be controlled in the present study. This study is not yet a comprehensive research because the researcher thoroughly investigated in the specific information, gender. However, the results deeply demonstrate what the possible factors are probably affected and cross culture which perfectly show the difference of Thai students and Vietnamese. Nevertheless, although it cannot apply for the whole population, this study should be replicated in studying another leading

neighbor country because the results might show the significant difference that we could see their aspects towards English language and use these results to enhance our country.

2.3.3 Jenjira jitpaiboon (2012) conducted a study of behavior and satisfaction influencing second language in a university. The researcher collected the data by using a questionnaire. The sampling was 120 participants who were undergraduate students at Chiang Mai University and used the accidental random sampling to observe. The results of this study showed that most of the undergraduates were female coming from the social science faculty more than science. English is the most crucial language followed by Chinese. The duration of studying is 2 hours per day. The most interesting part of media use is to study music and lyrics. The satisfaction of students revealed that teaching by mother tongue was rated at highest score, followed by the duration of studying as well. This study is almost comprehensive because they focused on the students' aspect, yet there are two points that the study failed to include, that is the *bias of subjects for the study*. Additionally, *the views of students* who do not want to study English and why should be added.

As mentioned above, the factors affecting success of students towards second languages, English, can be distinguished by the following criteria: background, environment of the school and community, duration of study, qualification of teacher and motivation. The data used for analyzing about the factors affecting decision making is from students. Many studies focused on specific students to collect the data but some did not, the third one collected the data by using accidental sampling to observe. So, as these researches led to the encouragement of second language in Thailand, in order to reduce the weakness and enhance strong points, the replicating researcher should cover not only the all criteria that I mentioned before but also add the both sides of students to reveal the true aspects of students who are in and out of school. The data from students who do and do not attend tutorial schools is interesting because, these days, attending tutorial schools has become more popular. Thus, these sources could be finally compared to identify the factors influencing students to study English in private tutorials. Most importantly, the study should cover all criteria as well in order to acquire the aim of the study.

CHAPTER 3

RESEARCH METHODOLOGY

The methodology used in the research consists of three parts: Section 3.1 describes participants in details. Section 3.2 explains about research instruments where the format of questionnaire will be demonstrated. Lastly, section 3.3 shows data analysis. Details will be described as follows:

3.1 Participants

At Smart Tutor, we mainly offer short courses which take up to 4 days per week to complete. The total population is 80. 40 participants are the students who attend Smart Tutor. The others 40 participants are those who do not attend Smart Tutor. To make a comparison and analyze the data, we will randomly select the respondents in front of the KFC, G Floor at Union Mall. The accidental random sampling will be used to observe because it is obvious that random sampling eliminates bias by giving all individuals an equal chance to be chosen, the only one which is proper. The questions in this study represent a combination of tabulated description with tables between whether students use a private tutor to study English or not. All respondents will receive a cute Smart Tutor pen as compensation. Each participant who agrees to do a questionnaire will be asked to read and sign an informed consent form prior to participating and promised their complete anonymity.

3.2 Research Instruments

Questionnaires used in this research exclude inquiries about general information and subjects. The instrument in this research consists of one set. The questions are written in two versions, English and Thai. The questions are designed for the respondents who are not comfortable to read and give answers in English. The questionnaire consists of two parts as follows:

3.2.1 Each of them consisted of two parts. The first part was the type of respondent. It is divided into two circles to tick. The first on the left is for those who attend Smart Tutor, while the other one is for those who do not attend any tutorial schools. Then, the researcher will provide a note with bold letters to direct the participants, i.e. for those who attend Smart Tutor classes, they are supposed to answer questions 1-10. On the other hand, for those who do not, they can skip to questions 11-20.

3.2.2 The second part covered two segments which contained the consumer behavior and factors affecting decision making of students for choosing Smart Tutor to study English. This part contains 20 close-ended questions, which will be rated based on a five-point Likert scale. The Likert scale questionnaire is adapted from Gardner & Aleksejunie's study (2011) and Zent's (2012) teaching materials. The basic concept of this kind of questionnaire is that people can give you facts and it is easy and fast to answer and control the results with the questioner. Moreover, a Likert scale is usually appropriate for encouraging your respondents to select the response that most reflects how they feel.

3.3 Data analysis

The questionnaires were distributed to the target group using convenience random sampling to obtain the data. 40 questionnaires were specifically distributed to the students who chose Smart Tutor for study English. For those who do not attend, we used accidental random sampling to collect the data. We randomly selected the respondents at the Union Mall in front of KFC G Floor, from 10.00 a.m. to 12.00 p.m. because this mall has several tutorial schools and also many people in this place. Moreover, it is easy for the researcher to collect the data because Union Mall is the place where students are normally walking around. Saturday and Sunday were the day we observed because most students or people usually go at Union Mall on weekends.

All completed questionnaires were analyzed using descriptive statistics. We used frequency, percentage, means and comparison tables of data and marketing mix factors affecting decisions to whether students use private tutors to study English. Thus these can help the researcher reveal the answers of the research questions.

CHAPTER 4

RESULTS AND DISCUSSION

The previous chapter viewed the subjects of the study, materials and procedures of data analysis. This chapter presents the findings of the study which has three parts following the format of the questionnaires. The data analysis is conducted by using the frequency, percentage, mean and standard deviation (S.D.). Section 4.1 demonstrated the demographic data, emphasizing the type of respondents, which are two types, the students who do and do not attend Smart Tutor. Section 4.2 showed the results of factors affecting decision making of student who choose Smart Tutor to study English. Section 4.3 revealed the results of the factors affecting decision making of students who do not use private tutors to study English.

4.1 Type of the respondents

The first part of the questionnaire examined the demographic data, emphasizing the type of respondents solely. Type of the respondents is divided into two groups, the students who do attend Smart Tutor and do not attend Smart Tutor. The table reveals information in the form of frequency and percentage of the respondents as follows:

Table 4.1 Type of respondents

Type of respondents	Frequency	Percentage
Attend Smart Tutor	40	50%
Do not attend Smart Tutor	40	50%
Total	80	100%

Table 1 showed the entire number of respondents was 80 students. Both groups of students were equal at 40 persons or 50% each.

4.2 The factors affecting decision making of student who choose Smart Tutor to study English.

The second part of the questionnaire was divided into two subparts for two different groups of respondents. This part sought to determine the respondents' factors affecting decision making of choosing Smart Tutor to study English according to the Marketing Mix factors. The closed-ended questions with five-point Likert scale were used which is the crucial tool for measuring the degree of opinion. The findings were divided into four tables for explicitly presenting three main factors of Marketing Mix 4Ps, including items 1-4 which measure Product factor, item 5 which measures Price factor, items 6-8 which measure Place factor, and items 9-10 which measure Promotion factor.

In Tables 3, 4, 5 and 6 the results were demonstrated in the form of frequency, percentage, mean, and standard deviation (S.D.). On account of mean scores, those data were interpreted into five ranges at the scale values in Table 2 as follows:

Table 4.2.1 five ranges scale value and level of satisfaction

Scale Value	Level of satisfaction
4.21-5.00	Strongly Agree
3.41-4.20	Agree
2.61-3.40	Moderate
1.81- 2.60	Disagree
1.00-1.80	Strongly Disagree

The following tables will be described according to the Marketing Mix factor to measure the degree of satisfaction of the consumer behavior and factors affecting decision making of students who use a private tutor to study English as follows:

Table 4.2.2 Product

(Statement)	(level of satisfaction)					M	S.D.
	Strongly Agree 5	Agree 4	Moderate 3	Disagree 2	Strongly Disagree 1		
(Product) 1.The course is varied	12 17.50%	21 52.50 %	7 30.00%	-	-	4.13	0.686
2.Style of teaching is understandable and fun	5 12.50%	21 52.50 %	14 35.00%	-	-	3.78	0.660
3.Teaching material is contemporary	3 7.50%	21 52.50 %	16 40.00%	-	-	3.67	0.616
4.The additional knowledge can be used in your daily life	8 20.00%	20 50.00 %	12 30.00%	-	-	3.90	0.709
TOTAL						3.86	0.442
						8	

As shown in Table 4.2.2, most of the respondents agreed that product influences choosing Smart Tutor to study English as shown in the mean score of 3.86. Factors concerning product that influence the selection of Smart Tutor included varied course (M = 4.13) additional knowledge (M = 3.90) style of teaching (M = 3.78), and teaching material (M = 3.67) respectively.

Table 4.2.3: Price

(Statement)	(level of satisfaction)					M	S.D.
	Strongly Agree 5	Agree 4	Moderate 3	Disagree 2	Strongly Disagree 1		
(Price) 5. Cost of courses is reasonable	4 10.00%	22 55.00%	14 35.00%	-	-	3.75	0.630

As described in Table 4.2.3, the findings revealed that most of respondents (22 respondents or 55%) rated agreed that price affects their decision to choose Smart Tutor to study English. The mean score was 3.75. Table 4.9 Purpose of watching English language movies with subtitles

Table 4.2.4: Place

(Statement)	(level of satisfaction)					M	S.D.
	Strongly Agree 5	Agree 4	Moderate 3	Disagree 2	Strongly Disagree 1		
(Place) 6. Various branches and the convenient location to get to.	3 7.5%	22 55.00%	11 27.50%	4 10.00%	-	3.60	0.778
7. The environment of the institution and classrooms are inviting.	4 10.00%	21 52.50%	15 37.50%	-	-	3.73	0.640

8. Facilities are fully-served.	1 2.50%	20 50.00 %	17 42.50%	2 5.00%	-	3.50	0.64 1
TOTAL						3.60	0.47 0

As can be seen in Table 4.2.4, on average, respondents agreed that place is a factor affecting decision making to choose Smart Tutor to study English ($M = 3.60$). The environment of the institution and the classroom is the most significant factor ($M = 3.73$), followed by various branches and convenient location to get to ($M = 3.60$), and lastly followed by facilities are fully-served ($M = 3.50$) respectively.

Table 4.2.5 Promotion

(Statement)	(level of satisfaction)					M	S.D.
	Strongly Agree 5	Agree 4	Moderate 3	Disagree 2	Strongly Disagree 1		
(Promotion) 9. The institution always advertised through Facebook regularly	3 7.50%	9 22.50%	23 57.50%	5 12.50%	-	3.25	0.776
10. Offers a variety of discounts.	1 2.50%	21 52.50%	17 42.50%	1 2.50%	-	3.55	0.597
TOTAL						3.40	0.521

As shown in Table 4.2.5, most respondents rated as moderate that promotion influenced choosing Smart Tutor to study English ($M = 3.40$). Respondents agree that the institution offers a variety of discounts ($M = 3.55$). The least important statement is that the institution always advertised through Facebook regularly in item 9 as shown by the mean score of 3.25.

4.3 The factors affecting decision making of students who do not use private tutor to study English.

This part sought to determine the respondents' factors affecting decision making when not choosing Smart Tutor to study English according to the Marketing Mix factors. The closed-ended questions with five-point Likert scale were used which is the crucial tool for measuring the degree of opinion. The findings were divided into four tables for explicitly presenting the three main factors of Marketing Mix 4Ps, including items 11-13 which measure Product factor, item 14 which measures Price factor, items 15-18 which measure Place factor, and items 19-20 which measure Promotion factor.

The results were demonstrated in Tables 7-10, which report the finding regarding the 4Ps, in form of frequency, percentage, mean, and standard deviation (S.D.).

Table 4.3.1 Product

(Statement)	(level of satisfaction)					M	S.D.
	Strongly Agree 5	Agree 4	Moderate 3	Disagree 2	Strongly Disagree 1		
(Product) 11. The reputation of tutorial schools.	14 35.00%	21 52.50%	4 10.00%	1 2.50%	-	4.20	0.723

12. The qualifications of private tutors.	16 40.00%	20 50.00%	4 10.00%	-	-	4.30	0.648
13. Courses are directly provided in terms of a student's need.	27 67.50%	9 22.50%	4 10.00%	-	-	4.35	0.622
TOTAL						4.28	0.474

As shown in Table 4.3.1, most of the respondents strongly agreed that product highly influences choosing private tutors to study English (M = 4.28). The most important factor in terms of product is courses based on a student's need (M = 4.35), followed by the qualification of private tutors (M = 4.30). The least influential factor is the reputation of tutorial schools in item 11 which has the mean score of 4.20.

Table 4.3.2 Price

(Statement)	(level of satisfaction)					M	S.D.
	Strongly Agree 5	Agree 4	Moderate 3	Disagree 2	Strongly Disagree 1		
(Price of product) 14. The reasonable cost of courses	27 67.50%	9 22.50%	4 10.00%	-	-	4.58	0.675

As described in Table 4.3.2, most of respondents strongly agree that price factor can affect their decision to choose private tutors to study English. The reasonable cost of courses was rated in the mean scores of 4.58.

Table 4.3.3 Place

(Statement)	(level of satisfaction)					M	S.D.
	Strongly Agree 5	Agree 4	Moderate 3	Disagree 2	Strongly Disagree 1		
(Place) 15. The branches of tutorial schools	16 40.00%	18 45.00%	6 15.00%	-	-	4.25	0.707
16. The location of the tutorial schools	19 47.50%	13 32.50%	8 20.00%	-	-	4.27	0.784
17. The environment of the institution and classes	19 47.50%	17 42.50%	4 10.00%	-	-	4.38	0.667
18. The amenities provided by tutorial schools. (Wi-Fi, Beverage, Toilet, Sitting area)	27 67.50%	12 30.00%	1 2.50%	-	-	4.65	0.533
TOTAL						4.38	0.503

As can be seen in Table 4.3.3, most of respondents strongly agree that place factor influenced choosing tutorial schools to study English (M = 4.38). The most influential factor is amenities provided by tutorial schools (Wi-Fi, Beverage, Toilet, Sitting area) (M = 4.65). The second most influential factor is the environment of the institution and classes top (M = 4.38). The third influential factor is the location of the institution (M = 4.27). Lastly, the branches of tutorial schools is the least influential factor (M = 4.25).

4.3.4 Promotion

(Statement)	(level of satisfaction)					M	S.D.
	Strongly Agree 5	Agree 4	Moderate 3	Disagree 2	Strongly Disagree 1		
(Promotion) 19. Advertise through social media.	18 45.00%	10 25.00 %	11 27.50%	1 2.50%	-	4.13	0.911
20. Offer a variety of discounts.	25 62.50%	12 30.00 %	3 7.50%	-	-	4.55	0.639
TOTAL						4.33	0.692

As shown in Table 10, most of the respondents strongly agreed that promotion influences choosing private tutors to study English ($M = 4.33$). The most important factor is offer a variety of discounts ($M = 4.55$). The least influential statement is advertise through social media ($M = 4.13$).

The findings of the study will be summarized and discussed in the next chapter.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

This chapter contains five sections. Section 5.1 presents a summary of the study, section 5.2 describes a summary of the findings, section 5.3 presents a discussion of the key findings presented in the prior chapter and it is divided into two sections in accordance with the research questions: (1) Which factor, according to the Marketing Mix Strategies affect the decision making of students to choose to study English at Smart Tutor? (2) Which factor, according to the Marketing Mix Strategies affect the decision making of students not to choose to study English at Smart Tutor?, followed by section 5.4 where conclusions will be provided, and in section 5.5 the pedagogical implications followed by suggestions for further research will be provided as well.

5.1 Summary of the study

This section summarizes the objectives, subjects, materials, and procedures of the study as follows:

5.1.1 Objectives of the study

The main objective of this study was to study factors affecting decision making of students who choose and do not choose Smart Tutor to study English. Additionally, finding strong and weak points of tutorial schools is another objective.

5.1.2 Subjects Instruments and Procedures

The total population was 80. 40 participants are the students who attend Smart Tutor. The others 40 participants are those who do not attend Smart Tutor. To make a comparison and analyze the data, we randomly selected the respondents. The research instrument in this study was a questionnaire divided into 2 parts, including type of respondent and measuring respondents' satisfaction through four main factors affecting decision making of whether students use a private tutor to study English with a five-point Likert scale. The questionnaire was distributed to the respondents in April 2016. After the data were collected, the findings were analyzed by Microsoft excel, represented in the form of frequency, percentage, mean and standard deviation (S.D.).

5.2 Summary of the findings

The results of the study can be summarized as follows:

5.2.1 Personal data of the respondents

The total of the respondents were 80. The type of the respondents is divided into 2 groups; the students who do attend Smart Tutor and do not attend Smart Tutor. Both groups are divided equally at 40 students each (50%).

5.2.2 Factors affecting decision making of students who choose Smart Tutor to study English.

The high mean score of product (M = 3.86) items made it clear that most respondents agreed with product highly influencing choosing Smart Tutor to study English. This is shown in item 1 “The course is varied” as shown by the mean scores of 4.13, followed by item 4 “The additional knowledge can be used in your daily life” in the mean scores of 3.90. For price and place factors, both factors were generally at agree level. As for promotion factor, although this factor was rated at moderate level with mean scores of 3.40 there was another item in agree level. For example, item 10, most of the respondents agreed that “Smart Tutor offers a variety of discounts” in the mean scores of 3.55.

5.2.3 The results of factors affecting decision making of students who do not use private tutor to study English.

The price factor is the most influencing factor that can affect student to choose private tutors to study English with mean scores of 4.58. Product factor was the least influencing factor affecting decision making of students who do not choose private tutors as shown in the mean scores of 4.28. It showed that the reputation of tutorial schools is not that significant in order to make a decision to choose a private tutor (M = 4.20).

5.3 Discussion

This section includes a discussion to answer the research question in Chapter 1. It is divided into two sections in accordance with the research questions: (1) which factor, according to the Marketing Mix Strategies affect the decision

making of students to choose to study English at Smart Tutor? (2) Which factor, according to the Marketing Mix Strategies affect the decision making of students not to choose to study English at Smart Tutor?

5.3.1. Which factors, according to the Marketing Mix Strategies, affect the decision making of students to choose to study English at Smart Tutor?

Taking into account part II in the questionnaire, the discussions were separated into four parts as we have four factors.

As seen from the findings “Product factor” is the most influencing factor when choosing Smart Tutor to study English as shown by the mean scores of 3.86. The course that Smart Tutor provided is the most influential factor in terms of product with the mean score of 4.13. It is followed by additional knowledge can be used in students’ everyday lives as the mean scores were accounted for at 3.90. According to the background of this study, students believed that tutoring can enhance their results on exams. It showed that the reason why students considered Smart Tutor to study English was the product of Smart Tutor is promising. In order to improve the quality of the product, Smart Tutor should change their teaching material to be trendier, including instructional media, because it was rated lowest in product factor. Additionally, the teacher has to plan carefully and use all available mechanisms to assure quality of teaching.

As shown in Item 5 in the questionnaire which measured “Price Factor” the result of the findings revealed that it is the second influencing factor for those who select Smart Tutor to study English shown by the mean score. This study proved that the cost of courses of Smart Tutor is reasonable. On the other hand, the meaning of reasonable means fair and sensible, but it could be inferred that it might still expensive for some people. Although if we compare this to the product of Smart Tutor, which is the most influencing factor for students, we would see that it is worth it to pay, but not for some. To compete with the competitors, Smart Tutor should reduce the cost of the curriculum to be more affordable in order to attract consumers.

Regarding “Place Factor” the result of the findings showed that most respondents rated agree as the third influencing factor to choose Smart Tutor to study English. This finding was consistent with Attapol’s (2010) study, indicating that the environment of the school is one the criteria that could be distinguished because it is

the place where students have to stay for a long time. Although, this study proved that the place of Smart Tutor was good, but each item was rated very low, such as Item 8 “facilities are fully served” showed that Smart Tutor does not provide enough facilities to the customer. So Smart Tutor should meet the needs of the customer, for example, they need to distribute questionnaires to ask the needs of the customer and assess the desire from them and make it real.

As for “Promotion Factor” the result of the findings showed that most respondents still rated agree as the fourth influencing factor to choose Smart Tutor to study English. Even though students rated agree this factor is the downside of the tutorial schools. According to the findings of this study, it demonstrated that Smart Tutor does not encourage promotions enough. Although promotion factor is one of the strategies that can gain customers but they do not focus on this factor enough.

Lastly, we can say that the reason why students choose Smart Tutor to study English is that its product can guarantee them that they will get a better grade and succeed in their aims. The greatest thing for those students was a good grade which presented their responsibility and intelligence.

5.3.2. Which factors, according to the Marketing Mix Strategies, affect the decision making of students not to choose to study English at Smart tutor?

This section will discuss the second research question. In order to find the real needs of the customers we need to meet not only our customers but also the people who are not our customers to have their perspectives towards the tutorial schools. Moreover, the results can involve people to create new approaches to enhance one’s company to be at the highest point. Taking into account part II in the questionnaire, the discussions were separated into four parts as follows:

The first and foremost influential factor is price; the results of the findings illustrated that most respondent rated this at strongly agree as shown by the mean scores. It is the first influencing factor to select the tutorial schools to study English. Price is one of the decision making factors which is in the purchasing decision.

Place factor is the second influencing factor to select the tutorial schools to study English. The complete amenities provided by tutorial schools and overall environment and classes affect students the most as revealed in the mean scores. This finding showed that place is the essential part that tutorial schools must concern

themselves with because a great amount of a student's time is spent sitting in a school. One of the very first areas that make an obvious impact towards student success is the physical environment in the classroom. Additionally, the branch is as important as the location of the tutorial schools in that it is easy to get to.

Promotion is considered to be the third influencing factor that can affect students to choose tutorial schools to study English. Sales promotions can bring positive effects towards consumer buying behavior.

Surprisingly, product factor is the least influential factor. Moreover "the reputation of the tutorial schools" is not that significant in order to find the place to study English but the most significant thing was that the courses are directly provided in terms of a student's need. This finding was consistent with the Schiffman and Kanuk (2007, P.96), defining the consumer behavior as "*the behavior that consumer display in searching for purchasing, using, evaluating, and disposing of products and service that they expect will satisfy their needs*". This finding proved that the essential path to success is to satisfy customer needs and understand them, then the reputation will definitely follow afterward.

Therefore, group 2's perspective clearly said that the initial factor that can affect their decision to buy is price factor. The second factor is place. The third is promotion and, surprisingly, product is not that essential in order to choose a tutor; customers might believe that the product of each institution would be great as it should be. When compared to result of part 1, it clearly shows that the cost of the curriculum remains expensive so it is undeniable that price plays a crucial role in making a decision by students and customers. Another reason is the location and overall environment of Smart Tutor which does not provide more branches and also the amenities such as Wifi, beverages, and the sitting area need to be improved besides the location of Smart Tutor might not be easy to get to.

5.4 Conclusion

The following conclusion can be drawn from the above discussion.

5.4.1. The first research question in this study focuses on the factors affecting decision making of students who use a private tutor to study English

regarding which factor according to the Marketing Mix factors. The results elucidate that product factor affects a student's decision to choose Smart Tutor to study English.

5.4.2. The second research question was created to consider which factors affect decision making of students who do not use a private tutor to study English, according to the Marketing Mix factors. The results can be clarified from the questionnaire that most students' prior concern is price factor so it can be inferred that if there is the reason why students do not choose tutorial schools it is because of the expensive cost.

5.5 Recommendations for further study

Based on the findings and conclusions of this study, two recommendations are made for further research.

5.5.1 Age is likely to affect the result of this study. After the researcher collected the data, most of the students were aged around 15-22. It can be assumed that the reason why they do not attend the tutorial schools is because youth cannot earn money and they reckon it is expensive for them. Although the expense of the course will be paid by their parents but it can lead them to be afraid of asking their parents for the cost of the courses.

5.5.2 Questionnaires should add more parts for open ended questions in order to ask the exact needs of the customers and then improve tutorial schools strengths and reduce weaknesses.

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APPENDICES

APPENDIX

แบบสอบถาม

ปัจจัยที่มีผลต่อการเลือกเรียนภาษาอังกฤษกับติวเตอร์ที่สถาบันภาษา

The factors affecting decision making of whether students use a private tutor to study

English

ตอนที่ 1: ข้อมูลทั่วไป

Part 1: Information of respondent

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงใน ○ หน้าข้อความเกี่ยวกับตัวผู้ตอบแบบสอบถาม

Direction: Please mark ✓ into ○ that match your information.

Do attend at Smart Tutor

Do not attend at Smart Tutor

ตอนที่ 2 พฤติกรรมผู้บริโภคและปัจจัยการเลือกเรียนภาษาอังกฤษกับติวเตอร์ที่สถาบันภาษา

Part 2: The consumer behavior and factors affecting decision making of whether students use a private tutor to study English

DIRECTION: For each question below please mark ✓ down in a column provided that matches to your opinion.

เกณฑ์สำหรับการให้คะแนน

Criteria of level of The factors affecting decision making of whether students use a private tutor to study English

เห็นด้วยมากที่สุด = 5 คะแนน

strongly agree = 5 point

เห็นด้วย = 4 คะแนน

agree = 4 point

ปานกลาง = 4 คะแนน

moderate = 3 point

ไม่เห็นด้วย = 2 คะแนน

disagree = 2 point

เห็นด้วยมากที่สุด = 1 คะแนน

Strongly disagree = 1 point

**NOTE: .For those who attend Smart Tutor class, please answer question 1-10.
On the other hand, for those who do not, they can skip to question 11-20.**

	ประเด็น (Statement)	ระดับความพึงพอใจ (level of satisfaction)				
		มากที่สุด Strongly Agree	มาก Agree	ปานกลาง Moderate	น้อย Disagree	น้อยมาก Strongly Disagree
1	ด้านผลิตภัณฑ์ (Product) คอร์สเรียนมีความ หลากหลาย The course is various					
2	รูปแบบการสอนเข้าใจง่าย และสนุกสนาน Style of teaching is understandable and fun					
3	สื่อการสอนมีความ ทันสมัย Teaching material is contemporary					
4	สิ่งที่เรียนสามารถ นำไปใช้ได้จริง The additional knowledge can use in your daily life					
5	ด้านราคา (Price of product) ค่าคอร์สมีราคาที่ สมเหตุสมผล Cost of courses is reasonable					

6	ด้านสถานที่ (Place) มีสาขารองรับมากมายและสะดวกในการเดินทาง The branch is various and the location is convenient to go.					
7	บรรยากาศในห้องเรียนและสถาบันมีความน่าเรียน The environment of institution and class are very good to attend.					
8	มีเครื่องอำนวยความสะดวกเพียงพอ Facilities are fully-served					

ประเด็น (Statement)	ระดับความพึงพอใจ (level of satisfaction)				
	มากที่สุด Strongly Agree 5	มาก Agree 4	ปานกลาง Moderate 3	น้อย Disagree 2	น้อยมาก Strongly Disagree 1

9	ด้านส่งเสริมการขาย (Promotion) มีการโฆษณาผ่าน Facebook อย่างสม่ำเสมอ The institution always advertised through Facebook regularly.					
10	มีส่วนลดราคาออร์สมากมาย A lot of discount is offered					

- For those who do not attend at Smart Tutor, please answer number 11-20.

Direction: In order to consider the tutorial schools to study English, Which statements do you agree most?

	ประเด็น (Statement)	ระดับความพึงพอใจ (level of satisfaction)				
		มากที่สุด Strongly Agree 5	มาก Agree 4	ปานกลาง Moderate 3	น้อย Disagree 2	น้อยมาก Strongly Disagree 1
11	ด้านผลิตภัณฑ์ (Product) ชื่อเสียงของสถาบัน The reputation of tutorial school					
12	คุณสมบัติของอาจารย์ ผู้สอน The qualification of private tutor					
13	คอร์สที่สอนตอบ โจทย์ที่ ผู้เรียน Courses are directly provided in terms of the need of students.					
14	ด้านราคา (Price of product) ราคาคอร์สเรียนที่ สมเหตุสมผล The reasonable cost of courses					

	ประเด็น (Statement)	ระดับความพึงพอใจ (level of satisfaction)				
		มากที่สุด Strongly Agree 5	มาก Agree 4	ปานกลาง Moderate 3	น้อย Disagree 2	น้อยมาก Strongly Disagree 1
15	ด้านสถานที่ (Place) สาขาของสถาบัน The branch of tutorial schools					
16	สถานที่ตั้งของสถาบัน The location of the tutorial schools					
17	บรรยากาศในห้องเรียนและสถาบัน The environment of institution and classes					
18	เครื่องอำนวยความสะดวกในสถาบัน (ไวไฟ, ห้องน้ำ, น้ำดื่ม, ที่นั่งพัก) The complete facilities in tutorial schools (Wi-Fi, Beverage, Toilet, Sitting area)					
19	ด้านส่งเสริมการขาย (Promotion) การโฆษณาผ่าน Social Media The advertising through social media.					
20	มีส่วนลดราคาคอร์ด Discount is offered.					

.....Thank you for your participation.....

BIOGRAPHY

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