



**ATTITUDE OF THAI EMPLOYEES WORKING IN  
LOGISTICS COMPANIES TOWARD WRITING  
ENGLISH EMAILS IN THE WORKPLACE**

**BY**

**PHURINAT THIRASISOMBAT**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE  
OF MASTER OF ARTS IN CAREER ENGLISH FOR  
INTERNATIONAL COMMUNICATION  
LANGUAGE INSTITUTE  
THAMMASAT UNIVERSITY  
ACADEMIC YEAR 2021  
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AN INDEPENDENT STUDY

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ENTITLED

ATTITUDE OF THAI EMPLOYEES WORKING IN LOGISTICS COMPANIES  
TOWARD WRITING ENGLISH EMAILS IN THE WORKPLACE

was approved as partial fulfillment of the requirements for  
the degree of Master of Arts in Career English for International Communication

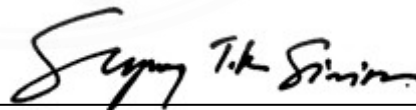
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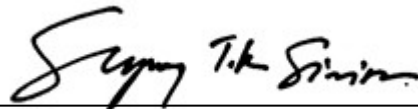
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Independent Study Title	ATTITUDE OF THAI EMPLOYEES WORKING IN LOGISTICS COMPANIES TOWARD WRITING ENGLISH EMAILS IN THE WORKPLACE
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## ABSTRACT

For Thai workers in the logistics business, writing English emails is challenging, but it has the potential to help them advance in their careers. The purpose of this study was to determine how Thai employees in a logistics company felt about written business English emails in the workplace. The 50 participants, who usually communicated in English at a logistics firm, were obtained using the simple random sampling method. The participants were invited to fill out three-part questionnaires and participate in discussions to learn about Thai employees' opinions about writing business English emails at a logistics company. The results indicated that the participants think that writing in English is one of the most important skills required in today's workplace and that having good business emails English writing skills can result in better career opportunities they also believe that improving business emails English writing skills are essential for their job.

**Keywords:** Thai workers, the logistics business, writing English emails

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Phurinat Thirasisombat

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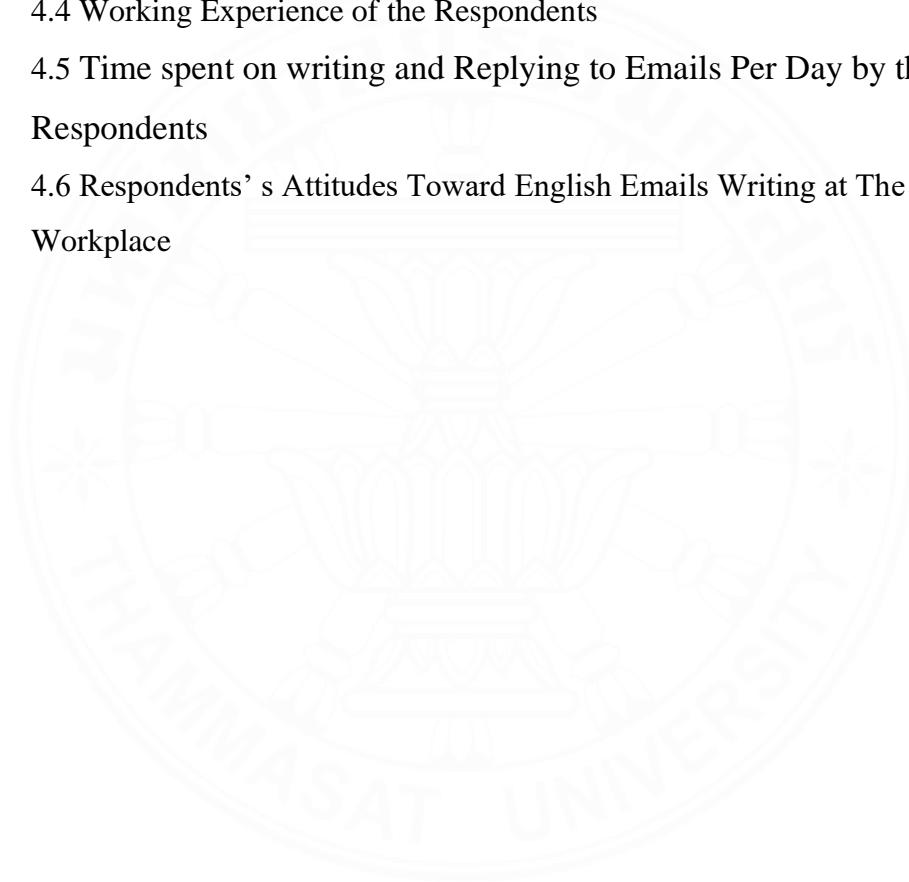
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# CHAPTER 1

## INTRODUCTION

### **1.1 Background of the Study**

Many organizations have already utilized communication technology. In the logistics industry, communication systems are employed for cooperation in transportation, warehousing, order processing, material management, and procurement. According to Disney (2004), the use of communication technologies providing information for all logistics organizations is to improve performance.

#### ***1.1.1 Email***

Janfaza, Shahsavari, & Soori (2014) stated that electronic mail (Email) is a tool used widely to send messages over the internet from senders to one or more recipients. Thus, it has several business advantages. Besides, emails are a way to communicate that can save money and time. Therefore, it is better than other methods. It is employed in several logistics firms because they use it for connecting outside and inside the network.

#### ***1.1.2 English Writing in Emails***

According to Petterson (2015), people from various countries need to contact others more than in the past; then Guffey & Du-Bacock, (2010) said that people utilize writing to transmit messages, ideas, and feelings to establish strong relationships and understanding in today's organizations, thus it's a useful skill. Hence, the English language is frequently utilized for this purpose in writing emails. In the case of international communication, people working in a logistic company always write Emails in English to communicate with customers who are foreigner

### **1.2 Research Objectives**

To investigate attitudes of Thai employees working in the logistic company towards writing business English emails in the workplace

### **1.3. Research Questions**

What are the attitudes of Thai employees working in a logistic company towards writing business English emails in the workplace?

### **1.4. Definitions of Key Terms**

1) Emails refer to electronic messages sent through a network from one computer user to one or more receivers.

2) English emails writing skills refer to the ability to use English emails writing approaches.

3) Attitude refers to the opinion of participants toward writing business English emails problems in the workplace.

4) Employees refer to people working in a logistic company and being participants in this research.

5) A logistic company refers to a workplace that has involved operations in English located in Bangkok.

### **1.5. Scope of the Study**

This study investigated the attitudes of Thai employees working in a logistics firm regarding writing business English emails in the workplace. Fifty employees were participating in this research. The research tools were a survey and interviews. Besides, the survey consisted of three parts with eighteen questions and the interview was five questions.

### **1.6 Significance of the Study**

The researcher believes that the results of this study will serve as a useful guide for the business in terms of English email writing abilities and can be helpful for Thai workers working in the logistic company to improve their English email writing abilities.

### **1.7 Organization of the Study**

The study includes five chapters as follows:

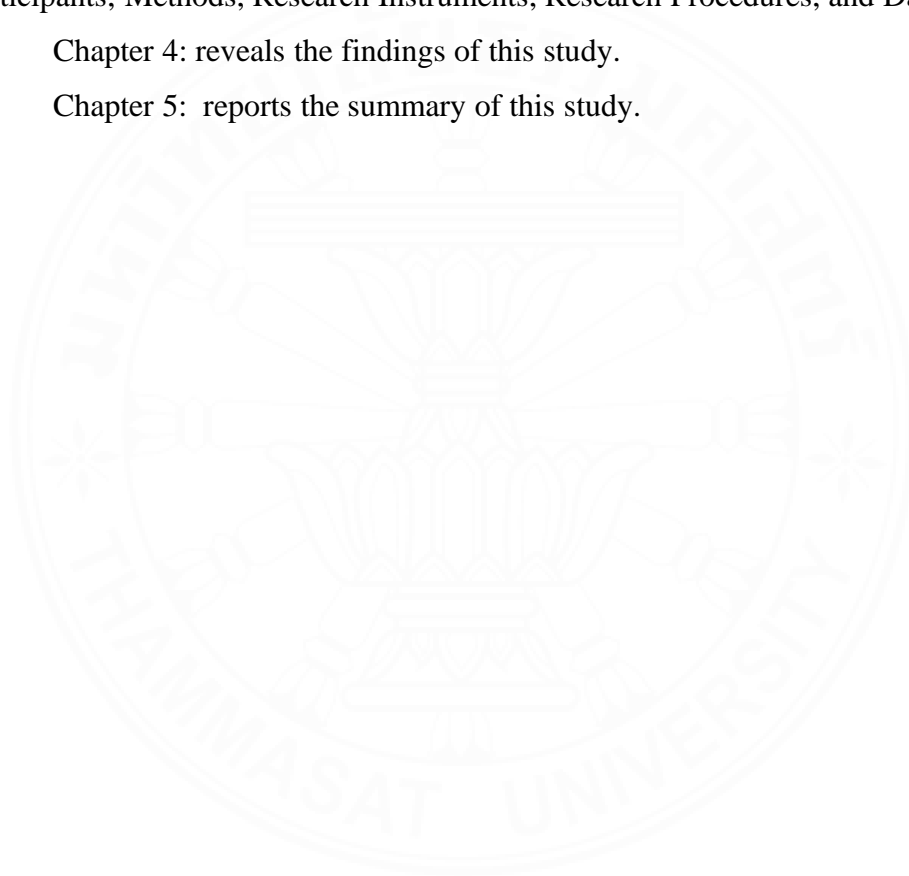
Chapter 1: The study's background, research questions, aims, definitions of words, significance, and organization are all included in the introduction.

Chapter 2: This includes the literature review of attitudes, writing, the problems in English business writing, the improvement in English business writing, electronic mails (emails), the importance of E-mail in an organization, effective email writing, and related studies.

Chapter 3: focuses on the research methodology, which consisted of Participants, Methods, Research Instruments, Research Procedures, and Data Analysis

Chapter 4: reveals the findings of this study.

Chapter 5: reports the summary of this study.



## **CHAPTER 2**

### **REVIEW OF LITERATURE**

This section reviews the literature that is relevant to the study on the Attitudes of Thai employees working in logistics companies toward writing English emails in the workplace. To respond to the study questions of 1) What are the attitudes of Thai employees working in a logistic company towards writing business English emails in the workplace, the content consists of eight sections. The first section provided definitions and components of Attitudes. Then, the second section discussed the importance of writing and the four main stages of writing. The third part presented the problems in English business writing and the fourth section revealed how to improve English Business writing. The fifth section discussed electronic mail, and the sixth part presented the importance of E-mail in an organization. Finally, the last section was the related studies.

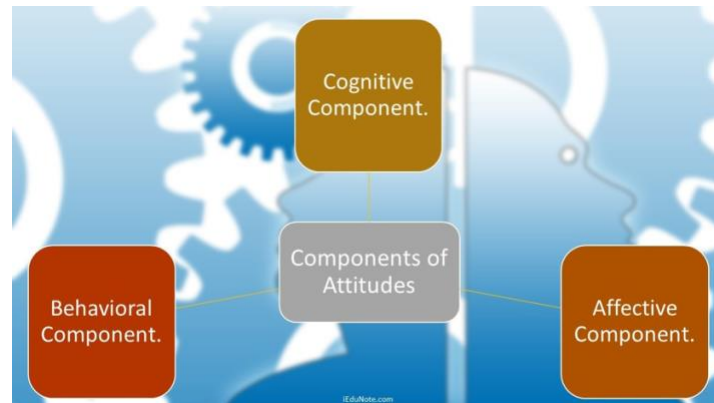
#### **2.1 Attitudes**

##### ***2.1.1 Definitions***

Attitude has several meanings. Several theories defined an attitude. Triandis (1971) presents the meaning of an attitude as an emotion-charged concept that predisposes a group of behaviors to a specific set of social situations. Then, attitude is a different psychological context organized via experience and appears to have a direct influence on the individual's reaction to all things and events that it is linked to, according to Allport (1971). Therefore, attitude can be either a positive or negative feeling or opinion on an object, concept, or emotion.

##### ***2.1.2 Three Elements of Attitude***

Wood and Wood (1980) found that attitude has three components: cognition, affect, and behavior.



Beliefs, thoughts, and characteristics are the first cognitive components. As a result, it is the element of an attitude that displays one's point of view or opinion. It's the component of a person's attitude that has to do with his or her general knowledge. Second, the affective component refers to the emotional or feeling component of an opinion. It has to do with emotions or feelings that have arisen. The final component is the behavior component, which is a person's desire to behave in a specific manner toward an item.

### ***2.1.3 The Importance of Attitude in the Workplace***

Fallah (2020 ) stated that having a positive attitude is critical to increasing productivity in the workplace. This is because people with a positive mindset are more likely to be interested in everything that they do. Therefore, employees with a positive work attitude consider their work and strive to provide it at their best. As a result, they can produce high-quality work. To encourage employees to have a positive attitude toward the organization, the company should provide good working circumstances, reward their efforts, and demonstrate that they are good resource.

## **2.2 Writing**

According to Kellogg (2001), writing is a mental activity that involves putting one's memory, thinking ability, and linguistic command to effectively express one's ideas. Writing is a key skill in the generation of language. It is considered a difficult

talent, especially in situations when Thai employees are using English as a second language and experience numerous problems in writing.

### ***2.2.1 The Importance of Writing***

According to Satya Sri Durga (2018) there are five reasons why writing is important as follows:

- 1) To create technical documents and journal articles, as well as to provide accurate facts and data.
- 2) To look for and obtain information.
- 3) To write, among other things, presentations, and reports.
- 4) To enhance communication abilities.
- 5) To improve creativity, exploration, and self-awareness

### ***2.2.2 The Four Main Stages of Writing***

Planning, writing, editing, and reviewing are the four fundamental steps of writing, according to Elbow (2000)



**Planning:** Before writing a text, writers should spend more time planning. Elbow (2000) said that gathering ideas, data, and information is necessary. Fitzmaurice & O'Farrell (2013) stated that there are three parts to writing which are the introduction, the main body, and the conclusion.

**Writing:** Following the plan's outline, writers put thoughts into sentences and paragraphs.

**Editing:** Writers should double-check their work for errors in spelling and grammar. It's critical to proofread the text before publishing it.

**Reviewing:** This stage provides writers with an opportunity to receive a second view of their work.

### **2.3 The Problem with English Business Writing**

Kapil (2020) revealed that organization, format, grammatically accurate writing, and word choice were the most common problems in English email writing.

Decharotchanawirun (2015) showed that The Classic Chairs Company's most common challenge in business writing was creating grammatically acceptable emails with a variety of vocabulary in their business.

Khruawan and Khaourai (2021) stated that the most prevalent significant challenges students had in email writing were picking proper technical words and being unable to employ the right grammar in business English emails

Chuandee (2016) said that using proper grammar in the workplace for Thai staff at the studied educational company was a concern with English email and vocabulary issues.

Wannadilok (2017) showed that the use of appropriate vocabulary, good grammar, assembling a proper structure, cultural awareness, and composing the message body were all problems concerning English writing.

Mala thong (2015) and Barua (2017) indicated that using correct grammar and language barriers are problems for Thai students.

### **2.4 The Improvement in English Business Writing**

Saylor Foundation (2012) suggested that failures in written communication could be solved by the following:

- A) Pay attention to the details: Spelling errors and poor grammar are two of the most typical impediments to efficient written communication. Even though this issue appears to be extremely extensive, it reflects the author's complete lack of understanding or carelessness in correcting errors.
- B) Understanding the target meaning: Because various words have different meanings, the writer must be aware of the intended audience and use appropriate wording to ensure that they understand and interpret the message appropriately.



- C) Considering nonverbal language: Nonverbal language in writing, including font symbols, color, design, and timing, can obstruct a reader's understanding.
- D) Review, reflect and revise: A writer should spend time revising their writing, going through the main points, supporting information, and the relationships between the various elements. Additionally, the writer should consider the writing from the standpoint of the reader to ensure efficient communication

### **2.5 Electronic Mail (emails)**

Every organization now relies on good communication, which includes e-mail. Electronic mail (e-mail) is defined by the Cambridge Dictionary as a system for sending and receiving messages via the internet using computers. Since the 1990s, email has had a considerable impact on the workplace, and its popularity as a way of transmitting digital messages between digital devices over the internet has increased (Kokemuller, 2007). Emails were cited by Guffey & Du-Babcock (2010, p.100) as an alternate communication route. According to Nutpoung (2013), email has evolved into an important worldwide communication tool that several people utilize for a variety of purposes.

### **2.6 The Importance of Emails in an Organization**

With today's level of organized information, interaction on time, and efficient communication, Storey & Quintas (2001) said that it is hard to organize those factors. Consequently, effective applications for information and communication strategic management are urgently required by enterprises. According to Figallo & Rhine (2002), several companies required communication methods with a low cost to share information and knowledge for encouraging more interaction. In some firms, working in different geographic locations may cause difficulty in cooperation. However, emails play an essential role in business today. The low cost, rapid communication, and convenience of using emails help to reduce potential communication errors. Besides, Rego (2007) stated that organizations frequently collaborate across geographical boundaries, interacting via emails to produce projects, generate innovation, solve complex organizational challenges,

propose new organizational strategies, develop new services, and even manage projects. Therefore, many companies use e-mail as one of their main communications technologies.

## 2.7 Effective Emails Writing

Guffey & Du- Babcock (2010, p.111) mentioned emails that are well-organized are structured as follows: Subject line: Summarize email contents

- 1) Opening: State the main idea
- 2) Body: Include basic information and describe the main point.
- 3) Conclude: Make a request, clarify the message, or provide a final opinion

According to Hassett (2003), there are some general recommendations to write an effective emails which are shown below:

- 1) Avoid informality and jargon
- 2) Keep emails messages brief and to the point
- 3) Avoid being aggressive to avoid causing misunderstanding. Organize messages and communicate clearly and concisely
- 4) Before sending, proofread and use good English, grammar, and spelling.
- 5) Examine the emails you've received in detail before responding.

## 2.8 Relevant Research

Dharmajiva (2017) investigated Thai working workers' attitudes toward adopting business English as a lingua franca (BELF) in international companies, as well as the challenges they faced when speaking in English at work. The survey included 53 Thai employees in Bangkok who worked in various positions, fields, and companies. The findings demonstrated that Thai personnel showed positive attitudes regarding utilizing English for business purposes and were fully aware of the relevance of English in today's corporate environment.

Sukhayuvana (2016) investigated the attitudes of adult learners towards the use of Thai employed by an English teacher in their English-speaking class. The findings stated that the majority of adult learners have a positive attitude towards using L1 in an English-speaking class. Most of them believed that using L1 in class is beneficial to learners

Sathongnoan (2007) researched The Attitudes Toward writing English Among loss Prevention and Security Retail Offers. This study included fifty respondents who were employed as security officers at a hypermarket chain's headquarters. The findings revealed that the three most common attitudes and talents related to English writing were that English writing is a fundamental skill everyone should have, writing in the English language is one of the most important skills required in the company, and they believe that they can become an excellent writer if they write regularly.

Chuandee (2016) studied written business English email problems among Thai employees in the studied educational company. The participants of the study were 18 Thai employees who were employed by an educational company. The research tool in this study was a questionnaire that included both closed-ended and open-ended items. Thai employees at the educational firm were unconcerned about the method and format of email writing, according to the study's findings.

Wannadilok (2017) studied 75 employees from the Fraud Department and the Call Center Department at GSB's headquarters who were investigated for email writing issues. A questionnaire was used to collect data, which was then analyzed with SPSS to compute the frequency, percentage, average, and standard deviation of the information. As a result, the problems with emails writing were discovered to be the tone of formality, followed by problems with choosing acceptable vocabulary, correct syntax, creating a proper structure, cultural awareness, and composing the message body.

Kapil (2020) aimed to examine the problems in email writing and provide suggestions on ways to improve it among Thai workers. The participants' most common concern in writing emails was organization and format, followed by producing grammatically accurate emails and word choice, according to the findings. When it came to advice for developing English writing skills, the participants preferred to perform self-study and have their firm provide in-house training in English business writing skills

Tienteerakul (2016) aimed to investigate the elements that influence AIA junior staff's motivation to enhance their business English e-mail writing at AIA Co., Ltd. The findings demonstrated that AIA junior workers are serious about improving their business

English emails writing skills, with age, gender, and educational background all having a positive link

Male Thong (2015) looked into difficulties with non-native English speakers producing English business emails in an international real estate service company in Thailand. This study discovered three types of issues with non-native English-speaking employees writing English business emails in an international real estate service company: business writing skills, email issues, and non-native English-speaking employees writing English business emails in an international company.

Barua (2017) investigated the writing problems of 3rd-year students of the Humanities faculty of Mahachulalongkornrajavidyalaya University. The result of the study indicates that the majority of students believe that writing is the hardest skill to learn. Their most serious problem is grammar; an overall mean  $\bar{x} = 3.28$  indicated a moderately high level of problems. But they also found overall means of  $\bar{x} = 3.80$  as high-level problems in vocabulary,  $\bar{x} = 3.14$  in spelling,  $\bar{x} = 2.72$  in punctuation.

Phanbua (2011) aims to investigate students' attitudes toward English learning at a school and the link between independent factors (gender and previous English course grade) and students' attitudes toward English learning. Mttayom Suksa 2 at Muangpranburi School was the source of the study's participants. There were 183 students who have not been chosen at random. The findings demonstrated that most kids had a positive attitude toward English study in school

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Participants

In this study, all information was collected from fifty participants working in a logistics company's Import, Export, and Accounting departments. They were diverse in terms of age, gender, educational background, and social status. Daily, they communicated in English.

Simple random sampling was employed to select the respondents. Simple random sampling is a method in which every person has the same possibility of being selected. In this research, simple random sampling was employed to select the respondents in both quantitative and qualitative methods

For sample size, the researcher used the Yamane formula to determine the size of the sample.

The formula is shown below

$$n = \frac{N}{1 + Ne^2}$$

N= Population

n = sample size

e = Sampling error value (1% or 5% is allowed)

Finding a sample size (n) in this research

$$N = 50$$

$$e = 5\%$$

$$44 = \frac{50}{1 + 50 * .05^2}$$

This means that the sample size (n) in this research must be at least 44 participants. To prevent errors in collecting data, the participants should be more than 10 % of 44.

### 3.2 Methods

Quantitative and qualitative methods were used in this study. Data-gathering processes that generate numerical data are included in the quantitative method, so it is mainly investigated using statistical methods. On the other hand, the qualitative method entails acquiring and analyzing non-numerical data.

### 3.3 Research Instruments

In quantitative approaches, a questionnaire was undertaken to collect data from the participants to answer the research question of what the attitudes of Thai employees are working in a logistic company toward written business English emails in the workplace. The questionnaire was adopted from Sahongnoan (2017). Then, the questionnaire was divided into three sections.

The first section covered the respondents' general background information. Gender, age, present position, length of employment, educational background, and frequency of writing English were all included. Therefore, this section of questions was all created in a multiple-choice format. The second section investigated how employees feel about utilizing English Email writing in the workplace. At this point, participants were asked to use a five-point Likert scale to express their feelings about their writing ability and English proficiency. The rating criteria range from 5, classified as the following:

- 5 = Strongly Agree
- 4 = Agree
- 3 = Neutral
- 2 = Disagree
- 1 = Strongly Disagree

The third section asked the participants to write their problem and solution. writing Skill.

In the qualitative approach, an in-depth interview was applied to gather information from the participants. They were asked about problems and improvement of writing skills. There are five questions.

### **3.4 Rsearch Procedures**

The data from questionnaires and interviews were analyzed by using all quantitative and qualitative methods in this study. Questionnaires were all online and were sent to all fifty participants working in the logistics company to fill out an online survey. In addition, there were four employees selected to interview, which was through face-to-face interviews. These four employees were the two overseas coordinators from each Import and Export department, the Air Freight manager, and the Accounting Assistant Manager. They always use English E-mail to contact customers inside and outside.

### **3.5 Data Analysis**

#### ***3.5.1 Quantitative Question***

Frequencies, percentage values, means, and standard deviations were calculated using descriptive statistics by employing the Statistical Package for the Social Sciences (SPSS) software.

Section 1: The employees' information which was gender, age, working experience, departments, and time spent on writing an email, and education was computed into percentages, means, frequencies, and standard deviations to describe the characteristics of participants in this research

Section 2: To identify the attitudes and abilities to writing English of employees in a logistics company, the data were calculated using mean scores based on the responses to the 5- point Likert scale interpreted as follows.

**Table 3.1**

*Interpretation of the Attitudes and Abilities to Writing English*

Mean Score Range ( $\bar{x}$ )	Level of agreement
4.21-5	Strongly agree
3.41- 4.2	Agree
2.61-3.4	Neutral
1.81- 2.6	Disagree
1.00 -1.8	Strongly Disagree

Section 3: Analyzing the answers of the respondents

***Qualitative question***

Data from an in-depth interview was evaluated by recording the talk during the interview about the problems and developing writing skills from the four employees working in the logistic company in the Import departments, Export departments and Accounting departments who were the two overseas coordinators from each Import and Export department, Air Freight manager, and Accounting Manager. They always used English E-mail in their work.



## CHAPTER 4

### RESULTS AND DISCUSSION

This chapter presents the results to address the research question: What are the attitudes of Thai employees working in a logistic company towards written business English emails in the workplace? The results were obtained from the questionnaires and interviews completed by fifty Thai respondent employees working in logistics companies.

There are four sections as the following:

1. General background information
2. The attitudes toward English Email writing at the workplace
3. Open-ended question
4. In-depth interview

#### 4.1 General Background Information

This section describes the respondents' backgrounds, including gender, age, educational working experience, and time spent on writing per day.

**Table 4.1**

*Gender of the Respondents*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	34	68.0	68.0	68.0
	Male	16	32.0	32.0	100.0
Total		50	100.0	100.0	

Table 4.1 displays the total number of responses and percentages. The results revealed that 34 respondents (68%) were female, and 16 respondents were male (32%)

**Table 4.2:***Age of the Respondents*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-25	24	48.0	48.0	48.0
	26-30	14	28.0	28.0	76.0
	31-35	1	2.0	2.0	78.0
	36-40	3	6.0	6.0	84.0
	41-45	3	6.0	6.0	90.0
	46-50	1	2.0	2.0	92.0
	51-55	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Table 4.2 shows the number and percentage of the respondents by age. The majority of the responders, which is 48 percent, were between the ages of 21 and 25, followed by 26-30 years old is 28 percent. Then, this was followed by ages between 51-55 years old which is 8 percent. Moreover, those aged between 36-40 years old and between 41-45 years old were 6 percent. Finally, a total of 2 percent of respondents were 46-50 years old.

**Table 4.3***Educational Background of the Respondents*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School Certificate	0		0.0	0
	Vocational / High Vocational Certificate	1	2.0	2.0	2.0
	Bachelor Degree	42	84.0	84.0	86.0
	Master Degree	7	14.0	14.0	100.0
	Doctoral Degree		0.0	0.0	0
	Total	50	100.0	100.0	

Table 4.3 shows that approximately 84.0 % of the fifty participants, which is 42 participants, received a bachelor's degree. Next, seven participants completed a master's degree (14%), and one obtained a Vocational / High Vocational Certificate (2%).

**Table 4.4**

*Working Experience of the Respondents*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Less than a year	19	38.0	38.0	38.0
1-2 years	10	20.0	20.0	58.0
3-4 years	2	4.0	4.0	62.0
More than 5 years	19	38.0	38.0	100.0
Total	50	100.0	100.0	

According to Table 4.4, 38% of the employees had worked for more than five years, which was the same who were employed for less than a year, and the rest had one to four years of experience

**Table 4.5**

*Time Spent on Writing and Replying to Emails Per Day by the Respondents*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Less than an hour	14	28.0	28.0	72.0
1-2 hours.	13	26.0	26.0	26.0
3-4 hours	9	18.0	18.0	44.0
More than 5 hours	14	28.0	28.0	100.0
Total	50	100.0	100.0	

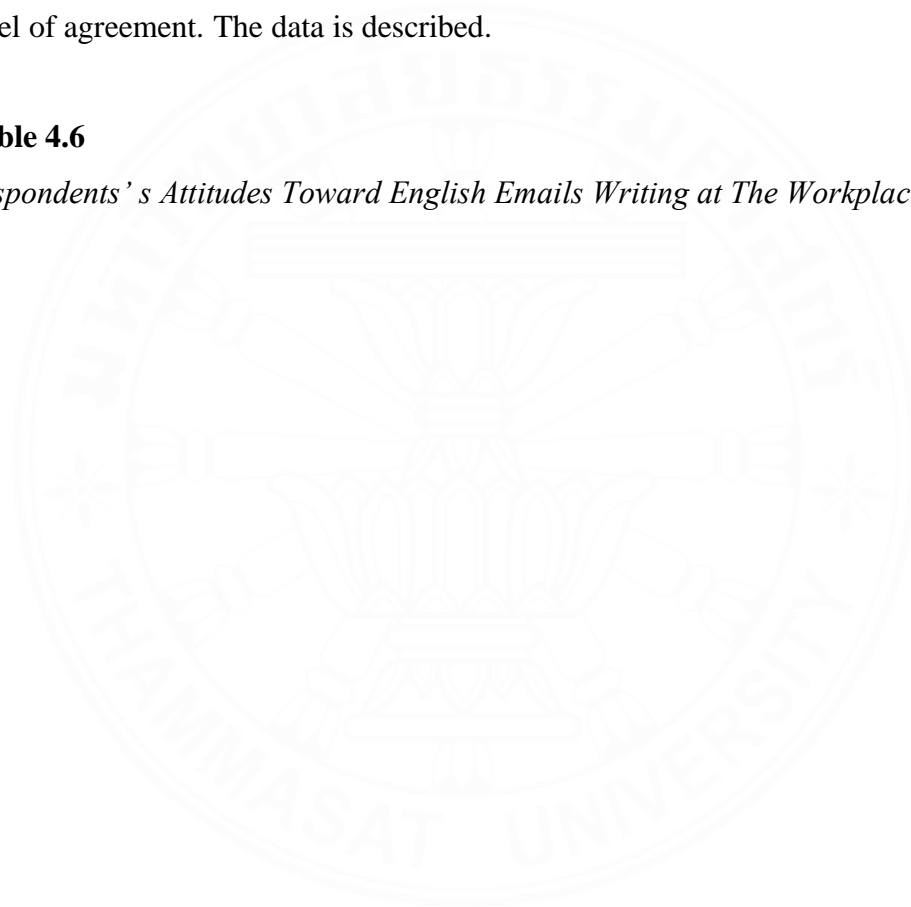
Table 4.5 shows that 28 % of respondents spent less than an hour and more than 5 hours per day writing or responding to English business emails and the remaining spent between 1 to 4 hours.

#### **4.2 The Attitudes Toward English Emails Writing at the Workplace**

The second section explores the Thai workers' opinions toward English emails writing at work. The researcher employed a five-point Likert scale to determine the level of agreement. The data is described.

##### **Table 4.6**

*Respondents' s Attitudes Toward English Emails Writing at The Workplace*



Items	N	Mean	Std. Deviation	Level of Interpretation	Ranking
1. English writing is a fundamental skill that everyone should have.	50	4.06	.913	Agree	4
2. Nowadays, English writing is one of the most important skills required in the company.	50	4.20	.857	Agree	1
3. I feel that I can be a good writer if I practice writing regularly.	50	3.82	.919	Agree	9
4. Email English writing is challenging	50	3.98	.845	Agree	6
5. I'm happy when I write E-mail in English in working	50	3.44	.929	Agree	11
6. I'm confident when I write email in English for communication	50	3.36	.964	Neutral	12
7. Having good business Email English writing skill can create better career opportunities and advancement.	50	4.18	.941	Agree	2

8. Improving business Email English writing skill is necessary for my job	50	4.16	.997	Agree	3
9. The limit of time to write or read email in English can lead to miscommunications	50	4.00	.969	Agree	5
10. Grammar and vocabulary are my problems in English email writing	50	3.60	.926	Agree	10
11. I can improve my English business email writing skill from examples in my workplace.	50	3.98	.979	Agree	7
12. The company should provide the training course for improving English business email writing skill	50	3.94	.913	Agree	8
<b>Total</b>	<b>50</b>	<b>3.89</b>	<b>0.93</b>	<b>Agree</b>	

Table 4.6 demonstrates the results of the respondents' attitudes towards written business English emails in the workplace. Consequently, the overall mean in Table 4.9 was 3.89 which can be interpreted as an agreed level. Three items had the highest mean were item 2, item 7, and item 8. The highest one was item 2 which had a mean of 4.2, then the standard deviations of items were 857. Item 2 mentioned that nowadays,

writing in English is one of the most important skills required in the company. Therefore, the results revealed that the most of participants felt that the ability to write in English is one of the most crucial abilities necessary in the organization. Item 7 claimed that having good business Email English writing skills can create better career opportunities and advancement with a mean of 4.18 and the standard deviations of 0.941. Then, there was item 8 for which the mean was 4.16 and the standard deviation was 0.997 which says that improving my business Email English writing skills is necessary for my job. Nonetheless, there are two items that the means are equal. They are item 4 and item 11. In item 4, it said that Email English writing is challenging and item 11 stated that I can improve my English business email writing skill from examples in my workplace. In addition, the data also indicates that a minority of participants were confident when they write emails in English for communication which is item 6 having 3.36 for the mean and 0.9638 for the standard deviation

#### **4.3 Open-Ended Question**

This section applies content analysis to report evidence gathered from the respondents' answers.

##### ***4.3.1 The Problem with Email English Writing***

This section demonstrates the difficulties respondents have when they send emails in English to their business associates. Only twelve people out of 50 did not respond to the open-ended section, accounting for 24% of the total respondents. The difficulties that were described were divided into two categories. They were Vocabulary and Grammar

**Vocabulary:** Most respondents stated that vocabulary is the main difficulty for them in working to write an email in English because they do not know what proper words they should use for communication. So, these issues caused the customer to not understand the content in the email and misunderstand. Moreover, there are some specific words used in the logistics industry that is the other primary challenge for Thai employees working in the logistic industry. Some of them said that spelling is a big difficulty for them because they do not know how to spell the correct one. Then, some

respondents reported a lack of vocabulary knowledge as a significant issue. Consequently, they think that this caused them not to be able to write an email in English according to a vocabulary limitation. Moreover, most of them mentioned that they do not know about formal words and informal words so respondents think that this can affect their professionalism and the reputation of the company. Therefore, Thai employees working logistics tips misinterpreted and misunderstood conversations due to all these obstacles.

**Grammar:** The second problem for writing an email in English for Thai employees working in the logistic industry was grammar. Several Thai workers said that they are so concerned about their grammar when they write an email in English to communicate with their customers because they think that grammar can affect their professionalism and the reputation of a business. Hence, respondents in this study said that having correct grammar can preserve the image of a company and make it simple for their customers to understand what important information they want their clients to know. In addition, they think that using proper grammar can make a company more reliable.

#### ***4.3.2 Solution for Problems of Email English Writing***

This section demonstrates solutions to emails and English writing concerns for workers inside the logistics business in Thailand. Only thirteen respondents out of 50 did not respond to this open-ended section, accounting for 26% of the total respondents. A variety of effective techniques to improve business English emails writing was given by the respondents. Most respondents stated that taking an English writing course is the best way to improve their business English emails writing skill skills because they think that there are people who can guide them and teach them how to write good English. Furthermore, they still think that taking an English writing course saves their time and is so convenient. Seeing good examples of English writing from other people in the office is the other way which was recommended by respondents to improve business English emails writing skills. Several of the respondents said that they can improve their business English emails writing skills by learning from the old emails in the company. They think that learning how to write emails in English from the old emails



in the company can make them know how to correctly write an emails in English. Then, they adapt it into their writing emails to make it easier to understand and making it more concise. On the other hand, there are a few respondents who said that seeing phrases from a film and seeing a good example from the internet can increase their ability to write emails in business English. Some respondents recommended that reading more articles in English can enhance your email writing skills in business English. They said that they can know plentiful vocabulary by reading more English-language articles. Moreover, the respondents mentioned that they can learn more deeply about good English writing patterns from English articles. Besides, some of the respondents said that reading more articles in English can improve all their English skills.

#### **4.4 In-Depth Interview**

Due to the obvious scope of the research, it is necessary to obtain as much relevant information as possible from the selected employees. The data obtained from the employees are presented as follows:

##### **The overseas coordinators from the Import department**

1. What level of writing English are you at?

ANS: She said that her English level is average. Then, she stated that she has studied English since she was young, and she loves to speak English. On other hand, she said that she is not good at English, but she can communicate in English

2. What are your problems with writing English emails?

ANS: She said that there are several words used in each business and they are not the same. Thus, she stated that she struggled with vocabulary because of a variety of words in business. In the logistic industry, there is a specific vocabulary that is employed in writing E-mail for communicating with customers. Consequently, she said that she knows a few words related to logistic industrial language and she does not know what words she must use when she must write an E-mail to her customer. However, she stated that she does not have problems with grammar and a rush of time when she writes Emails in English

3. Do you want to improve your business English emails writing skills at work?

ANS: She wants to improve her business English emails writing skills because she thinks that it is important

4. Please give some suggestions to provide the ways to solve the writing English E-mail problems?

ANS: To enhance E-mail writing skills in English for the business of logistics, she suggested that we should find texts which are related to the logistics industry so that we can learn about vocabulary and adapt it to our writing.

### **The oversea coordinators from the export department**

1. What level of writing English are you at?

ANS: She said that her English writing skills are acceptable and that she can write emails in English for communicating with a foreigner

2. What are your problems with writing English E-mail?

ANS: Her difficulties in writing English E-mail were grammar, the structure of sentences, and specific words in business and time. She said that she is always concerned about her grammar and does not know if her writing is correct or not. She often checks her writing before sending it to her customers. Moreover, she said that she does not know the good structure of sentences and the formality of writing. When she responds to her customers via email, she usually writes in a phrase and does not write in a full sentence. Thus, she said that she does know how to write in the informal pattern of writing. Then, she claimed that there is a specific logistic vocabulary that is used when she writes an email to communicate with a consumer. This was her circumstance in writing an email in English because she does not know what proper words she should use in her writing. In addition, time was another problem because she does not have much time to write.

3. Do you want to improve your business English emails writing skills at work?

ANS: She said that she looks to develop her business English emails writing skills because she thinks that it is so important. In her opinion, having excellent writing skill and English ability can provide a variety of advantages in business. For example,

she stated that having good writing English skills can make her have a better job and she can gain more salary. Then, she remarked that clients will comprehend what we want them to realize appropriately if we utilize email appropriately. Furthermore, she emphasized that grammar and vocabulary are very essential in writing because they can impact the company's reputation. She said that grammar and vocabulary can hurt a company's image because customers who are English native speaker speakers are concerned about how to use grammar and vocabulary so they may not respond emails if they are not careful about using grammar and vocabulary. On another hand, customers coming from eastern countries may not be concerned about grammar and vocabulary. Therefore, grammar and vocabulary may not be vital for them, but they consider the content in email significantly.

4. Please give some suggestions to provide the ways to solve the writing English emails problems.

ANS: She suggested that we should learn how to write Emails in English from examples in the workplace because we can adapt it to our writing. similarly, she said that we should know the English skills because we can communicate with customers and co-workers easily so that they can understand what we try to make them know.

### **Accounting Assistant Manager**

1. What level of writing English are you at?

ANS: she thought that her English proficiency is good

2. What are your problems with writing English emails?

ANS: She said that her English E-mail composing challenge was that the receiver sometimes does not understand the message that she sent to them. Also, vocabulary is another difficulty for her in writing English E-mail because she does not know several words which are employed in the logistic business. On other hand, she said that grammar is not her problem in writing English E-mail because she thinks that the same-way understanding between sender & receiver is more important than grammar.

3. Do you want to improve your business English emails writing skills at work?

Why? State your reasons

ANS: She stated that she wants to improve her business English e-mail writing skills because it is crucial when she must communicate with foreigners.

4. Please give some suggestions to provide the ways to solve the writing English emails problems

ANS: She recommended that we should understand how to compose email in English from work cases so that we may apply it to our language.

### **Air Freight manager**

1. What level of writing English are you at?

ANS: In her duty, she said that she must contact Thai customers and foreign customers. She said that her level of writing English is medium. When she must contact a foreign customer, she often considers information that she wants to understand from the receiver more than grammar

2. What are your Problems with writing English emails ?

ANS: She stated that she can have a conversation, but she said that she has problems writing English emails. They are grammar, vocabulary, and having the same understanding between her and the receiver.

3. Do you want to improve your business English emails writing skills at work?

ANS: She claimed that she wants to improve her ability in English emails writing skills. She mentioned that she takes a private online English course that focuses on communication. In her opinion, grammar is not more important than the content. It does not matter, but the content in emails must make sense

4. Please give some suggestions to provide the ways to solve the writing English emails problems

ANS: To improve English emails writing skills for the logistics industry, she recommended that taking an English course or reading English texts can enhance emails writing skills in English



## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

This chapter includes (5.1) a summary of the investigation, (5.2) summary of the results, (5.3) discussion, (5.4) conclusion, and (5.5) suggestion for further study.

#### **5.1 Summary of the Study**

This section summarizes the objectives, subject, materials, and data collection procedure of the study as follows:

##### ***5.1.1 Objectives of the Study***

This study aimed to investigate the attitudes of Thai employees working in the logistic company toward written business English emails in the workplace

##### ***5.1.2 Subjects, Materials, and Data Collection Procedures***

A total of 50 employees from the logistic company took part in the study, who used English in business email writing to contact overseas companies. A collection of questionnaires and in-depth interviews were used to conduct the research. The SPSS program was used to analyze the survey data, and tables of mean scores and standard deviation were used to display the various responses from the respondents.

#### **5.2 A Summary of the Findings.**

The results of the study can be summarized as follows

##### ***5.2.1 Demographic Information***

According to the data collected, most of the respondents, which were 34 respondents (68%), were female and most of them were between the ages of 21 and 25. Moreover, many of the responders received a bachelor's degree, which was 84.0 % of the fifty participants, which were 42 participants. Most responders have worked in the

company for more than five years and less than a year, then they spent less than an hour and more than 5 hours per day writing or responding to English business email.

### ***5.2.2 The Attitudes of Thai Employees Working in a Logistic Company Towards Written Business English Emails in the Workplace***

The questionnaire results reveal that the respondents agreed at a very high level, and they were enthusiastic about using English to write emails. They believe that writing in English is one of the most important skills required in today's workplace and that having good business Emails English writing skills can result in better career opportunities and advancement. They also believe that improving business emails English writing skills is essential for their job

### ***5.2.3 The Problem with Emails English Writing***

The primary challenge for Thai employees working in the logistic industry were vocabulary and grammar. In vocabulary obstacles, most of the respondents said that they do not know what proper words they should use for communication, and they are confused with various terms employed in the logistics industry. Then, they have a lot of difficulty with spelling and formality. When writing an emails in English for communication with clients, several Thai workers expressed anxiety about their language, believing that it could harm their professional reputation and that of their company.

### ***5.2.4 Solution for Problems of Emails English Writing***

Most respondents believe that attending an English writing course is the greatest option to improve their corporate English emails writing ability because they believe that having somebody who can advise and educate them on how to write good English is the better way to improve their writing English. Furthermore, they think that enrolling in an English writing course saves them time and is convenient.

### 5.3 Discussion

The majority of respondents in this study had favorable attitudes toward English writing because they stated that writing in English is one of the most significant abilities required in the workplace nowadays and that improving business emails English writing skills is necessary for their job. They also felt that having good business emails English writing skills can create better career opportunities and advancement. According to Sathongnoan (2007), the three most common attitudes and abilities associated with English writing were that writing in English is a vital ability that everyone should have; writing in English is one of the most significant skills necessary in the firm, and they feel that if they write consistently, they can become good writers. Besides, Rajprasit (2015) said that the effective use of English can create better jobs and his Thai computer engineering participants also said that speaking English was vital for their professional progress since they had to communicate with foreign colleagues and clients. Then, the majority of all those who responded said that they suffered from vocabulary and grammar. Decharotchanawirun (2015) stated that the problem for Thai employees is that they cannot use a wide range of vocabulary in their business English emails.

### 5.4 Conclusion

The study aimed to investigate the attitudes of Thai employees working in a logistic company towards written business English emails in the workplace. The sample of the study was 50 Thai employees working in a logistics firm in Bangkok, Thailand. The design of the study consisted of collecting data from questionnaires and interviews. The main instruments of the study were multiple-choice, a 5-point Likert scale, and open-ended questions that were distributed to a sample of Thai employees working in a logistics business. As a result, the respondents had positive attitudes toward using Email in English. The participants were pleased with the use of English to write emails. They believe that writing in English is one of the most important skills required in today's work environment, and so that improving business Email English writing is vital for their job. They also think that having good business Email English writing skills can result in better career



opportunities and advancement. The findings of this study will be useful to businesses in terms of English emails writing abilities, as well as Thai workers in the logistics industry who want to improve their English email writing skills. This will not only help in improving the quality skills, but it will also build organizational interaction. The respondents stated that they were encountering significant difficulties in Email English writing. The significant problems for Thai employees working in a logistics company were not knowing what proper words to use for communication, various terms employed in the logistics industry, spelling, and formality. In addition, most respondents say that taking an English writing course is the best way to improve their skills to write corporate English emails.

### **5.5 Recommendation for Future Research.**

The purpose of this study was to discover the attitudes of Thai employees working in a logistic company. The findings of this study are believed to be beneficial to both Thai employees and logistic enterprises operating in Thailand. Therefore, the following recommendations for further research are offered based on the findings and conclusions of this study:

- 1) Because this study only included a small number of Thai employees (N=50), the results would be more accurate and valid if future studies included more participants from a wider range of firms.
- 2) With a small sample size, this study focused specifically on attitudes toward English email writing. As a result, future research may concentrate on various views regarding English skills with a larger sample size.
- 3) This study focuses on the attitudes of Thai employees working in a logistic company in Bangkok only. It is suggested that future studies be conducted on employees working upcountry as well.
- 4) Apart from this employment, there are several interesting occupations that require English writing on a regular basis and should be investigated

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**APPENDICES**

## APPENDIX A QUESTIONNAIRE

This questionnaire is one of the methods that the researcher uses to gather the information needed to complete a study titled “Attitudes of Thai employees working in logistics companies toward writing English emails in the workplace”

### Part 1: Demographic Information

#### 1. Gender

A) Male

B) Female

#### 2. Age

A) 21-25

B) 26-30

C) 31-35

D) 36-40

E) 41-45

F) 46-50

#### 3. Level of study

A) Vocational / High Vocational Certificate  
Certificate

C) High School

B) Bachelor's Degree

D) Master's Degree

#### 4. Work Experience

A) Less than a year

B) 1-2 years

C) 3-4 years

D) More than 5 years

#### 5. Time spent on writing or replying English business email per day

A) Less than an hour

B) 1-2 hours

C) 3-4 hours

D) More than 5 hours

## Part 2: The attitudes toward English Email writing in the workplace

The attitudes toward English Email writing in the workplace	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. English writing is a fundamental skill that everyone should have					
2. Nowadays, writing in English is one of the most important skills required in the company.					
3. I feel that I					

<p>can be a good writer if I practi ce writin g regula rly.</p>					
<p>4. Email Englis h writin g is challe nging</p>					
<p>5. I'm happy when I write E- mail in Englis h in worki ng .</p>					
<p>6. I'm confid ent when I write email in Englis h for</p>					

comm unicat ion					
7. Havin g good busine ss Email Englis h writin g skill can create better career opport unitie s and advan cemen t.					
8. Impro ving busine ss Email Englis h writin g skill is necess ary for					

my job .					
9. The limit of time to write or read email in English can lead miscommunication.					
10. Grammar and vocabulary are my problems in English handwriting .					
11. I can improve my English					



<p>business email writing skill from examples in my workplace.</p>					
<p>12. The company should provide the training course for improving English business email writing skill</p>					

Part 3: Problem and Solution for writing English emails to Thai employees working in logistics companies

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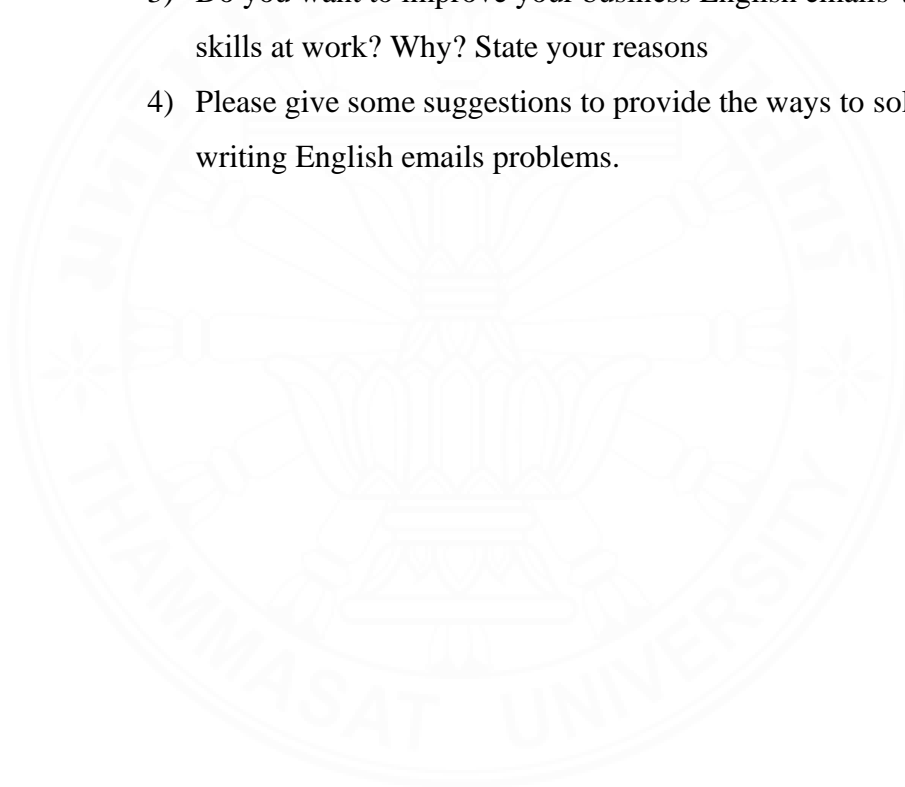


## **APPENDIX B**

### **INTERVIEWING**

The respondents were required to provide their opinions and suggestions on solving the Writing skill problems using the open-ended questions.

- 1) What level of writing English you are?
- 2) What are your Problems with writing English emails?
- 3) Do you want to improve your business English emails writing skills at work? Why? State your reasons
- 4) Please give some suggestions to provide the ways to solve the writing English emails problems.



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