

English Online Learning: A Case Study of Thai Vendors

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Abstract

The purposes of the present study were: 1) to examine whether, after using the English for Vendors (EV hereafter) program, the vendors improve their language learning achievement; and 2) to explore vendors' attitudes toward learning through the EV program.

There were twenty participants involved in this investigation. The main research instruments were EV program and a questionnaire of vendors' attitudes toward EV program. After completing the EV program, the participants were asked to answer the questionnaire about their attitudes toward learning through the EV program.

The results of the present investigation revealed that the participants' performance scores between the pretest and the posttest were statistically and significantly different at $p < .00$. Consequently, the EV program improved the vendors' performance in their communicative competence. According to their attitudes toward learning through the EV program, the results obtained from the questionnaire showed that the vendors believed the EV program was appropriate ($\bar{X} = 3.43$) and they had very positive attitudes ($\bar{X} = 3.74$) towards learning through the EV program.

Key words: Online learning, English communication skills, English for vendors