

Behavior and Factors Affecting Management of English Tutoring Business in Bangkok, Thailand

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Abstract

This article aims to study on behaviors on selection of English tutoring business of students in Thailand and to study on factors affecting management of English tutoring business of students in Thailand. The target populations were 400 students at English tutoring business. The results of the study on behavior on selection of English tutoring business of students in Thailand revealed that most students studying at English tutoring business were the 12th grade students in English-Mathematics program. Their average GPQA was ranged from 3.01-3.50 and their allowances obtained from their parents were ranged from 4,501 – 5,500 baht. Their parents owned personal businesses with average income over than 40,000 baht. Their most favorite subject with the best grade was English and it also influenced on their decision making on studying at English tutoring business. When considering on their behaviors on tutoring, it was found that most of them selected Language Tutoring School named Inlingua in the highest level and they were introduced by their friends. Tutoring schedule was on weekends with tutoring fee ranged from 10,001 – 15,000 baht per semester. Tutoring hours were ranged from 2 – 3 hours. Their reasons on tutoring were to improve their grade and their English skills because they thought that English is very necessary in present world. 2) The results of the study on factors that could mutually predict selection of English tutoring business of students in Thailand had statistical significance at .05, from multiple regression analysis, there were 4 variables of prediction equation including: personal variable ($\beta = .313$); process variable ($\beta = .276$); product variable ($\beta = .185$); and environmental variable ($\beta = .115$) whereas percentage of prediction was 42.5. When considering on details emphasized by students, it was found that: 2.1) for personal variable; students emphasized on communication skills, friendliness, and teaching techniques of tutors enabling them to understand on lessons and pass their exams easier; followed by 2.2) for process variable, students emphasized on fun and enjoyable teaching process with appropriate teaching techniques and formats for better understanding; 2.3) for product variable, students emphasized on tutoring school's reputation and reliability of both tutoring school and tutors as well as reputation of tutors and learning achievement of former students; and 2.4) for environmental variable, students emphasized on convenience and size of

tutoring school with appropriate classroom management of instruction as well as number of students that should be suitable for classroom's size, respectively.

Keywords: Behavior, Management, English Tutoring business