

English Communication for a Staff Car Dealer Company in Pathumtani Province, Thailand

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Abstract

The purpose of this research aimed at. Firstly, to study the ability of English communication for a staff car dealer company in Pathumthani province, Secondly, to analyze the frequency of using English communication for a staff car dealer company in Pathumthani province and 3) and to propose the ways of English communication solving for a staff car dealer company in Pathumthani province.

This study was a mixed-method between qualitative and quantitative research in nature. A questionnaire was used for collecting quantitative data from 60 staffs and an in-depth interview was used for collecting qualitative data from 7 key informants. An analyzing quantitative data statistic including Frequency, Percentage, Mean and Standard Deviation (SD) was used and a content analysis was used for analysis.

Results of the study were as follows:

1. From study ability of English communication for a staff car dealer company in Pathumthani province, it was found that the first part of study ability of English communication was ($\bar{X} = 2.72$). So, it can be interpreted that the students had a medium level, and second part was the frequency of using English communication was ($\bar{X} = 4.26$). Which is interpreted as being at high level.

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2. The analysis frequency of using of English communication for a staff car dealer company in Pathumthani province. It revealed that frequency of using of English communication was ($\bar{X} = 3.82$). Which was interpreted as being at high level.

3. Regarding propose the ways to develop English communication for staff car dealer company in Pathumthani province, It found that they were required to study the biggest challenge to develop English communication skill by the of practice self-learning, did not be afraid of, did not be shy and fearful, English business was very important for many things in daily life, strategy of good speaker was seeking for the way to express to speak English in the public speaking that they did not feel nervous or fear when they speak English, learning English effectively was not be afraid to make mistakes when speaking English, be confident, made sure that you get lots of practicing and used it real situation such as seminars, meetings or conference, the process of communication was step of effective communication from customer service representatives is imperative to solving problems quickly, study International Phonetic Alphabet in order to know how to pronounced and to spoke English, ideas to speak English with customers are to talk with them in English while making sales and meeting their needs, overcoming shyness and fear were necessities, international trade agreements are concluded in English, improving English by YouTube, TV, podcast, BBC, VOA, English conversation, chat on Facebook and group discussion were fruitful for the English improving. Moreover, the company should provide a budget to improve the staff's English communication. For instance, the budget for training English or employee seminar both internal and external countries.

Keywords: English Communication, Car Dealer, Car Company, Staff, Ability

Introduction

The English Language is our primary source of communication. It's the method through which we share our ideas and thoughts with others. Some people even say that language is what separates us from animals and makes us human.

There are thousands of languages in this world. Countries have their national languages in addition to a variety of local languages spoken and understood by their people in different regions. (Roger C. Pace, 2003).

Joe McVeigh, (2011). Stated English language is central for communication such as political, economic, social, educational, cultural, and tourism. Nowadays, English in Thailand has been accepted as an international language. Thai people learn English through early childhood in school until university and some of them continue to learn in private courses. The English language is important for roles in daily life. Besides, knowing English gives a chance to get a good job, and is important to understand other cultures. English is the dominant language and it has become almost a necessity for people if they want to work in global workplaces. Research has determined that business between countries is conducted most frequently in English. Many factors demonstrate the importance of English such as English is an international language used in education, business, and social and political contexts, as (Saundra Hybels. 2007) stated in his research. The learners need to improve their ability of English, especially speaking and listening skills, to compete with other nations. People need these skills to communicate with foreigners both outside and inside their country. English communication has an important role for multinational corporations and industries who are investing in Asia and for Thai people who want to work with them as well. When people begin interacting with other people in society, communication is inevitable; the ability to communicate in English is needed as an essential skill. It is not easy for people who do not use English as a first language or second language to communicate with foreigners.

In Effective Models of Communication, Hamilton and Parker describe a barrier as an obstruction that brings communication breakdown. An obstacle is a temporary blockage to communication that can be removed with effort. Communication obstacles are one of the most common communication problems in an organization. Communicator anxiety can hinder communication success in all

situations. Language barriers can lead to culture shock for new non-English- speaking background migrants. They often assume that a complicated language like English can be learned quickly and easily. (Staley J. Baran2010).

In terms of education, the ASEAN Community will provide the people with equitable access to human development opportunities by promoting life-long learning, human resource training, and capacity building and by promoting the use of English language, ICT, and applied science and technology (William D. Brooks.1993). As the ASEAN countries are transforming into a single entity, English as the working language will be used among the non-native speakers of English in ASEAN. If any ASEAN member emphasizes the English language, there will be greater chances and higher benefits. Thus, Thailand needs to prepare and improve its human resources in terms of English language proficiency for the rising competition in the ASEAN Community in 2015. The next section, therefore, concentrates on the importance of English in ASEAN. (Neil Murray, 2012)

For car dealer business in Pathumtani, now a day we have increased foreign customers from many countries and those people use English for communicating with peoples. Since two to three later, the car dealer's business got a lot of complaints from foreign customers about communication missing especially communication in English. If they ignore this issue, it will become a big problem in the future and affect the business negatively surely. So, to establish a strong business relationship, effective communication practices must be established. Many opportunities for poor communication take place in any work environment, (Robert B. Denhardt. 2015). The boss may not have received an important email from a subordinate, or order might not have been shipped on time due to a missed phone call. No matter how minor or major lack of communication is, poor communication will strain the productivity of the organization. Awareness of such problems in communication is the first step toward solving them. So communicative skills are a very important role to make people understand each other more effectively.

Anyway, in this research, the researcher would like to find out the level of English communicative ability for the staff car dealer company in Pathumthani as perceived by customers, which can help us to know the overall employee's competency skill conversation and for preparation so far. Because miss communications can create big problems and be the cost of company operation.

Objectives of Research

1. To study ability of English communication for staff car dealer company in Pathumthani province.
2. To analyze the frequency of using English communication for staff car dealer company in Pathumthani province.
3. To propose the ways to develop English communication for staff car dealer company in Pathumthani province.

Research Methodology

The current research is both qualitative research and quantitative research procedures. Thus, the way of data collection mainly emphasized the result of making a survey by designing a questionnaire, interviewing people, participating. Every stage of data collection is performed step by step to make things easier and useful to value the study.

Quantitative data to provide the participants' attitudes towards the reading aloud, the information obtained from the questionnaire was analyzed by the mean and standard deviation (S.D), and then it was interpreted. The data obtained from the questionnaire was tallied for frequency and calculated for the mean.

Qualitative data was to determine the English communication of a staff car dealer company by providing them topics to speak, interview and discuss with

them. Percentages, the average mean, and standard deviation are employed to provide the level and extent in studying English pronunciation of the students in the areas of the language syllabus, textbooks, teaching aids, and teaching techniques.

Due to the population of the study will be minimum 60 staff at car dealer company in Pathumthani, they are using English as second languages for their communications in the car dealer company.

The questionnaire targeted students and it consists of 29 questions. The students are asked to select from the following choices: (1) Strongly disagree, (2) Disagree, (3) Fairly agree (4) Agree and (5) Strongly agree.

The data is collecting information from the target group of the previous research study, consisting of the 60 staff, by answering the questionnaires, the researcher makes up the questions and suggestions, opinions about ability of English communication and the propose of English communication. Especially, in-depth interview, the researcher has emphasized those lecturers who are the professional teachers in English subjects.

To analyze the data obtained from questionnaire on English communication of staff, and to find out the ways to solve English communication skills for the staff. To analyze the data obtained from in-depth interview about the importance of English communication and the ways to improve English communication for a staff car dealer company in Pathumthani province. For statistic method, the researcher has used descriptive analysis percentage, mean and standard deviation (S.D.), to analyze, calculate, the data in summary up.

Results of Research

Findings are presented in response to the research questions as follow.

Answering the first objective:

Findings for English communication for staff car dealer company in Pathumthani province.

The objectives of the study are aimed to present the results of data analysis from the study of English Communication of a staff car dealer company in Pathumthani province. Quantitative method is to use with questionnaire as research tool, all research data are analyzed through a statistics sciences program.

Table 1 The ability English communication skill

No	Statements	\bar{X}	SD	Level
1	I have an ability in English listening skill	2.42	.561	Low
2	I have an ability in English Speaking skill	3.08	.787	Medium
3	I have an ability in English Reading skill	2.98	.701	Low
4	I have an ability in English Writing skill	2.38	.739	Low
	Total	2.72	.378	Low

According to information shown above, the results collected which are the overall mean score and standard deviation of English communications skill are ($\bar{X} = 2.72$) So, it can be interpreted that the staff had a medium level.

Table 2 The needs for English communication for a staff car dealer company

No	Statements	\bar{X}	SD	Level
1	Knowing English vocabulary related to the Sales field	4.27	.778	High
2	Good pronunciation with English communication	4.17	.717	High
3	Spoken discourse of sales topics	4.13	.833	High
4	Delivering a presentation in a meeting	4.17	.668	High
5	Writing reports in English	4.30	.720	High
6	Writing manuals which include technical terms used in the Sales field	4.30	.720	High
7	Talking with customers in English	4.35	.709	High
8	Using English with career	4.40	.718	High
9	Talking in English everyday	4.27	.861	High
	Total	4.26	.090	High

According to information shown above, the results collected which are the overall mean score and standard deviation of frequency of using English communications at the level of finding is $\bar{X} = 4.26$. Which is interpreted as being at high level.

Answering the second objective: Finding for frequency analysis of using English communication.

Table 3 The frequency of using English communication

No	Statements	\bar{X}	SD	Level
1	I use English communication by writing business letters in appropriate formats	3.60	.785	High
2	I use English communication by writing daily reports	3.60	.807	High
3	I use English communication by speaking and messages for customers	3.68	.651	High
4	I use English communication by taking telephone messages	3.73	.733	High
5	I use English language because it useful for future career plan	3.60	.643	High
6	I use to answer the phone in English	3.73	.800	High
7	I use a dictionary to help me understand unfamiliar words	3.68	.813	High
8	I'm communicating with my customers	3.80	.860	High
9	I use English communication as answer and respond to foreign customers	3.73	.778	High
10	I use English communication to provide basic information in English regarding the products, services for customers	3.85	.732	High
11	I know the basic conversation used in company	3.80	.659	High
12	I ask a native speaker to correct me when I speak	3.85	.709	High
13	I encourage myself to speak English with customers	3.92	.671	High

No	Statements	\bar{X}	SD	Level
14	I use English to greet, welcome, and introduce the products	3.98	.725	High
15	I ask my customers to use simple language, and I avoid difficult topics.	4.02	.854	High
16	I learn more English skills in order to improve the effectiveness of my communication abilities	4.55	.675	High
Total		3.82	.234	High

According to information shown above, the results collected which are the overall mean score and standard deviation of the use of English communications of car dealer companies' staff at the level of finding is $\bar{X} = 3.82$. Which is interpreted as being at high level.

Answering the third objective: proposing the way to develop English communication

Findings from the interview's people:

From content of interview, the research found that they were require to study the biggest challenge to develop English communications skill by the of practice self-learning, don't be afraid of, don't be shy and fearful, English business were very important in our daily life, strategy of good speaker was seeking for the way to express to speak English in the public speaking that they do not feel nervous or fear when they speak English, learning English effectively was not be afraid to make mistakes when speaking English, be confident, make sure that you get lots of practicing and use it real situation such as: seminars, meetings or conference, the process of communication was step of effective communication from customer services.

Conclusion and Discussion

Using good communication skills are essential for successful personal and business relationship. Communication is the process of people sharing thoughts, ideas and feelings with each other in commonly understandable ways. However, some staff had the ability in speaking skills, reading skills, writing skills, listening skills. (Pan Verros. 2011)

Regarding to the respondents “the needs of English communication” according to researcher found that almost all of them needed to Know English vocabulary related to the sales field, they wanted to be a good pronunciation with English communication, they need a Spoken discourse of sales topics, they needed delivering a presentation in a meeting, they needed a writing reports in English, they needed a writing manuals which include technical terms used in the sales field, they needed talking with customers in English and so on. (William F. Katz, 2013)

The researcher found that almost all of them used English communication by writing business letters in appropriate formats, they used English communication by writing daily reports, they used English communication by speaking and writing messages for customers, they use English communication as taking telephone messages.

Suggestions

Recommendation for practice

- 1) To practice from social media, internet, customers and native Speaker, English talks, tell the story, speech contest to improve better communication skills.
- 2) The staff must have their view on improving them English communications, they must practice hard by self-learning such as Television, Ted talks, and whatever way to improve their English.
- 3) They must speak English in the company at all times and also with native speakers.

Recommendation for the further study

- 1) Suggestion for the study of English communications skill at private English programs in the car dealer company should be paid attention to the study.
- 2) Further study for staff car dealer company should have an assertiveness with a strong intention to improve English communication techniques.
- 3) A study of strategies learning on English communication through public speaking should be studied.

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