

## ABSTRACT

**Title** : A Survey of Problems in Using English for Communication of the  
Souvenir Vendors at Chaweng Beach Samui Island Suratthanee Province

**By** : Jariya Pakdee  
Rinrada Binsama  
Phawinee Yod-on

**Degree** : Bachelor of Arts

**Program** : English for International Communication

**Department** : Foreign language

**Advisor** : Tinutda Komol

**Academic year** : 2013

The objective of this research was to investigate problems in using English for communication of the souvenir vendors. The sample was 30 souvenir vendors at Chaweng Beach Samui Island Suratthanee Province. The instruments used for data collection was open-ended questionnaire. The data collected were computed and analyzed via descriptive statistics percentage, average value and standard deviation.

The results of the research indicated that the problem in using English for communication of souvenir vendors in speaking skills was at a low level. The vendors were unable to communicate in English with proper grammar was the highest problem and subordinate were unable to communicate and understand the needs of customers, have little experience in speaking English, not confidence in speaking English, unable to convince foreign customers into the shop, unable to tell customers about detailed information of products in the shop, unable to convince customers to buy a product in the shop, unable to use English language fluently in conversation with customers, unable to deal with prompt situations, feel afraid when talking to foreign

customers, unable to explain in English when customers bargain, unable to provide correct answers to customers correctly, unable to use vocabulary correctly, and unable to use English idioms correctly respectively.

The problem in using English for communication of the souvenir vendors in listening skills was at a low level. The vendors have problems in listening to English accent of foreign customers was the highest problem and subordinate were unable to understand customer questions, unable to translate meaning that foreigners speak, unable to get the main idea when communicating with customers and unable to understand the body language of the foreign customers want to communicate respectively.