

ABSTRACT

Title : English Communication Problems of Merchants at ASEAN Trade Market, Songkhla

Authors : Suchada Kimtan
Cholticha Sae-ngow
Wanlarm Tongnum

Degree : Bachelor of Arts

Program : English for International Communication **Department:** Foreign Languages

Advisor : Thitinart Kumyod

Academic Year : 2013

This research aimed to explore English communication problems of merchants at ASEAN Trade Market, Songkhla. Sixty merchants at ASEAN Trade Market were selected by using quota sampling method to take part in this study. They were categorized into 4 main groups based on their goods: clothing (15), food and beverage (15), electric appliances (15), and miscellaneous items (15). The instrument used in this research was a questionnaire on English communication problems of merchants. The data was analyzed for descriptive statistics by using percentage, average value (\bar{X}) and standard deviation (S.D.).

The results of personal information showed that most of the merchants were female, aged between 21 to 35. Most of them hold lower bachelor's degrees. Most of them had an experience in learning English, but they only sometimes use English in their daily life.

The findings also showed that the merchants at ASEAN Trade Market had difficulty in English communication at a high level, both in listening (\bar{X} =4.00) and speaking (\bar{X} =3.95).