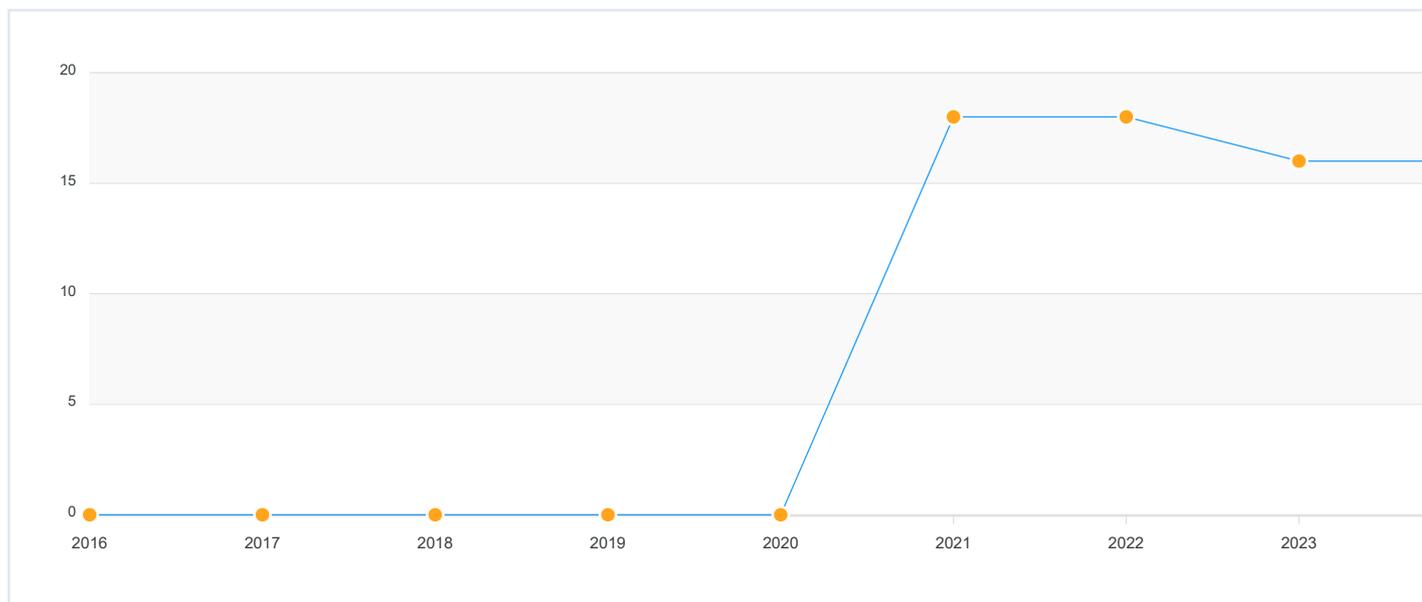




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We have reached a decision regarding your submission to Asian Journal of Arts and Culture (AJAC) "Need Analysis of English and Chinese for Communication in the New Business through the Digital Platform of Woven Fabric Group in Phetchabun Province ". Please submit your revision in 30 days so that we can proceed. Please indicate your modifications within the text. Please also attach your responses to the reviews'comments in the separate sheet.

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# Need Analysis of English and Chinese for Communication in the New Business through the Digital Platform of Woven Fabric Group in Phetchabun Province

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## Abstract

This research aims to study the context and the need for using English and Chinese for communication in a new business through digital platforms among the weaving group in Phetchabun province. The qualitative research method was employed to collect data through interviews with 20 participants selected by purposive sampling from the Ban Klong Bon Tai weaving group in Chon Dan district, Phetchabun. Participants were chosen based on their active membership, engagement in product creation or sales, and expressed willingness to improve their language skills. The findings reveal that the group members lacked experience in communicating with foreigners and faced challenges in listening and speaking skills in both English and Chinese due to a lack of foundational knowledge and skills in these languages. Additionally, the group expressed a desire to develop communication skills to convey prices, product names, and material details. The research indicated that using language for business communication, particularly in English and Chinese, remains a significant obstacle for local entrepreneurs. It also highlighted ongoing challenges for policymakers and educators in finding methods to enhance language capabilities for entrepreneurs with no prior language background, thereby boosting their competitive potential in the digital economy. The findings suggested that language capability enhancement was critical for local entrepreneurs to expand their markets and boost competitiveness in the digital economy. A comparative analysis with similar studies internationally highlights the significant role of English and Chinese proficiency in entrepreneurial success. Moreover, this study considers the long-term economic impact, such as increased employment opportunities and improved income distribution within the community.

**Keywords:** Need analysis, English for communication, Chinese for communication, Digital platform

## Introduction

Phetchabun Province is one of the second-tier provinces that is currently receiving support for tourism and community products that promote tourism from both the public and private sectors. However, from preliminary inquiries with community members regarding the development of community products, it was found that although the province has channels for showcasing products, such as on the provincial website or the Phetchabun Community Development Office, some product groups are still not widely recognized and are only available in Thai. Therefore, to align with the development and enhancement of human resource potential, which is a crucial factor in driving the

economy and creating competitive capabilities, especially in using English for tourism, whether for Thai or foreign tourists. The development of entrepreneurs' potential is another means to generate income for people in the community, which aligns with the master plan under the national strategy on tourism issues for the years 2018 to 2037 (National Economic and Social Development Council, 2018). Additionally, it is in line with the development plan of Phetchabun Province, specifically the second development issue, which focuses on promoting and developing tourism to create added value. It also corresponds with the Sustainable Development Goals (SDGs), particularly in the area of

ensuring inclusive and equitable quality education and promoting lifelong learning for all (Quality Education: SDG4) and fostering sustained, inclusive economic growth, full and productive employment, and decent work for all (Decent Work and Economic Growth: SDG8).

Digital platforms are tools or mechanisms that most businesses today utilize or engage with to create a competitive advantage by responding to the changing business landscape under the concept of customer convenience in the process of co-creating value (Blaschke et al. , 2018; de Reuver et al. , 2017; Pongsakornrungsilp and Schroeder, 2011). This is particularly evident in online business operations, such as digital platforms like Facebook, Airbnb, Grab, or Lazada.

In terms of promoting trade within the community and access to technology, it tends to be quite challenging due to the diversity of the entrepreneurial groups. However, regarding the issue of using foreign languages, such as English and Chinese, or other languages for trade communication with foreigners, the people in the community still face difficulties and wish to enhance their product groups. Additionally, the research by Pharasakul (2019) found that one of the expectations and satisfactions of foreign tourists regarding their shopping experience in Bangkok is the ability of sellers to use English and Chinese, which demonstrates that English and Chinese are crucial for promoting the economy of the local population.

From the aforementioned sources and issues, the research team were interested in studying the context and the need for using English and Chinese language among entrepreneurs in a new business through digital platforms as well as exploring the method to create innovative learning materials in three languages (Thai-English-Chinese) for business communication for the weavers of Ban Klong Bon Tai in Chon Dan district, Phetchabun province as well as addressing other community needs. This will lead to increased income for the community. Moreover, community enterprise operators in Phetchabun province will gain academically from this research's findings as they pertain to the development of English and Chinese business learning curricula. Community and social benefits include increased income and enhanced educational possibilities for community members. In

terms of economic sectors, the benefits include lower unemployment and a higher quality of life. It also has implications for policymakers in Phetchabun Province as they continue to develop language capacity plans for community enterprises.

### **Objective**

To study the context and the need for using English and Chinese for communication in a new business through digital platforms among the weaving group in Phetchabun Province.

### **Method**

This qualitative research was conducted in Chon Daen District, Phetchabun Province, using interviews, observations, and focus group discussions. Data were collected from document studies, participatory and non-participatory observations, as well as in-depth interviews, and then the data were analyzed through content and thematic analysis, along with descriptive summaries. The research process was carried out as follows:

1. Study documents and theoretical concepts related to English and Chinese for communication in new business communication through digital platforms, analysis of the needs for English and Chinese language.
2. Develop research tools, including semi-structured interviews, and unstructured interviews.
3. Conduct field research to study the context of using English and Chinese for trading goods in the community, and to examine the demand for using English and Chinese for communication in new business communication through digital platforms among the weaving group in Phetchabun Province through interviews and observations.
4. Analyze contextual data on the use of English and Chinese languages for trading goods in the community, study the demand for using English and Chinese for communication in new business communication through digital platforms, and summarize the research findings.

### **Participants**

The study involved 20 members of the Ban Klong Bon Tai weaving group, selected via purposive sampling. Criteria for selection included: (1) active membership in the weaving group, (2) involvement in

product creation or sales, and (3) expressed willingness to improve English and Chinese skills. This group was chosen due to its recognition by the Lat Khae Sub-district Administrative Organization for professional development and its readiness to enhance language capabilities, making it a suitable case for studying language needs in a community enterprise context.

### Research instruments

The instruments used in the research are as follows:

1. Semi-structured interviews exploring the contexts and needs for English and Chinese in business communication.
2. Observation forms document regarding language use and digital platform engagement.

### Data collection

The research team collected data using:

1. Observations: Field visits were conducted to observe language use in product transactions and digital engagement.
2. Comparative Analysis: Findings were compared with similar international studies to assess common trends and unique challenges.
3. Interviews: Semi-structured and unstructured interviews were conducted with participants to gather insights into their language challenges and business needs taking (30-40 minutes per participant), guided by the following questions:
  - 3.1 What is your role in the weaving group?
  - 3.2 Currently, through which channels do you sell your products?
  - 3.3 Besides the current distribution channels for your products in the community, what new sales channels would you like to explore for your business?
4. How many foreign tourists come into the community to purchase your products?
5. What would you communicate to foreigners in English or Chinese?
6. Do you think you have problems communicating in English with foreigners?
7. If you have communication difficulties, which skill do you think you struggle with the most?
8. If you communicate with foreigners and do not understand, what strategies do you have for communication or problem-solving?

9. Do you want to develop your English and Chinese language skills? Which ways?

10. What topics in English and Chinese would you like to develop most?

11. What type or medium of learning materials do you prefer?

### Data analysis

The data were analyzed using content and thematic analysis of open-ended responses, followed by a descriptive narrative synthesis.

### Findings

The Ban Klong Bon Tai weaving group, established in 2006 with support from the Sub-District Administrative Organization and later aided by Princess Maha Chakri Sirindhorn's livelihood project in 2010, produces cotton-based bags and pillows. Its main sales channel is Phu Fah shops, supplemented by provincial exhibitions and a minimally updated Facebook page. The research findings are summarized in the table below follows:

From Table 1, it can be seen that the Klong Bon Tai weaving group in Chon Daen District, Phetchabun Province, was established by a gathering of women in the community who have the skill of weaving passed down from ancient times. Later, they were supported by the vocational assistance project of Her Royal Highness Princess Maha Chakri Sirindhorn in 2010. The group has sought to increase funds by organizing stock purchases and distributing dividends annually, with 10% set aside as capital for the group. The group has a Facebook page and website from the community development department but it is not frequently updated.

Regarding the use of English and Chinese language, the findings indicate that the members of the weaving group have never communicated with foreigners and have not had the opportunity to converse in English with them. Additionally, the members of the weaving group face significant challenges in their listening and speaking skills. As for the Chinese, they do not know and have never used it for communication either. Members of the weaving group have the desire to develop their skills in communicating in English and Chinese concerning vocabulary, expression, and pronunciation, and the need to use English to explain prices and specify product types, product names,

materials used, and sources of materials. Eco-friendly bags Foldable mat, reed pillow, yoga mat. Scarf and square pillow, focusing on listening and speaking skills

with a learning manual that is easy-to-read words and simple translations.

**Table 1** Summarizes the research findings on the context and the need to use English and Chinese for new business communication methods and digital technology among the weaving group in Phetchabun Province.

Issues	Research Results
1. The role in managing the community enterprise of the Ban Klong Bon Tai weaving group.	From the interview, it was found that the Ban Klong Bon Tai weaving group was established by local residents in the community, bringing together those who are skilled in weaving. It received budget support from the Sub-District Administrative Organization and registered as a community enterprise in 2006. In 2010, it was coordinated to participate in the livelihood assistance project of Her Royal Highness Princess Maha Chakri Sirindhorn. Initially focused on weaving fabric, the group has since developed its products into bags and pillows made from cotton, which are the group's recommended items. The group seeks additional funding by organizing share purchases (pooling money together) and distributes dividends annually, with 10% set aside as capital for the group. Currently, the main distribution channel for their products is through sales to Phu Fah shops as well as occasional booths at provincial product exhibitions and OTOP events. The group has a Facebook page, though it is not frequently updated, and there is a website managed by the community development department.
2. The channels for selling products in a new business model, aside from the channels you currently use to distribute products in the community.	The weaving group wants to expand the market but doesn't know how to do it. They also would like to sell more products because currently, the orders for Phu Fa which is the main shop of their exported products have decreased.
3. The role and issues of using English and Chinese for communication among the members of the community enterprise group of the Klong Bon Tai weaving group.	From the interview, it was found that the weaving group in Klong Bon Tai has never communicated with foreigners and has not had the opportunity to communicate in English with them. However, the need to develop their language skills since they face difficulties in listening and speaking skills the most. Particularly in Chinese language, they have no knowledge and have never used it for communication either.
4. The need to develop English and Chinese language skills among the members of the community enterprise group of the Klong Bon Tai weaving group.	From the interview, it was found that the weaving group members have a desire to develop their English and Chinese communication skills including vocabulary knowledge, confidence in expression, and pronunciation. They also would like to use English to explain prices and describe product types, product name, materials used, source of materials, for example, eco-friendly bags foldable mat, reed pillow. yoga mat, scarf, square pillow, focusing on listening and speaking skills.
5. What types or media of learning would you like to use to develop your English and Chinese language skills?	From the interview, it was found that the weaving group members have a desire for learning materials in the form of a manual that includes phonetic transcriptions and simple, ready-to-use words.

Some example products of the Ban Klong Bin Tai weaving group:



Figure 1 Pillow / 枕头

Source: Meunchong and Kantapat (2023)



Figure 2 Bag / 布包

Source: Meunchong and Kantapat (2023)



Figure 3 Yoga Mat / 瑜伽垫

Source: Meunchong and Kantapat (2023)

Some examples of interview extracts.

**Extract 1**

“In the past, I only sent things to the Phu Fah store. When it was time, a truck would come to pick up the goods from the group, so I rarely got to meet foreigners and didn't use English much at all. I couldn't speak it at all, and my Chinese was even worse”.

(Group members of the weaving group, the interview)

**Extract 2**

“Right now, I only have Facebook, under the name 'Grandma's Crafts.' I have a daughter who helps me, but we don't do much because there used to be a grandmother in the village who could weave, so she taught us how to weave, and we continued to pass it down. We came together to form a group because we wanted to increase our income”.

(Group members of the weaving group, the interview)

**Extract 3**

“We would like to speak English and Chinese. When we went to sell our products, it would be nice to meet foreigners. If there were a skilled teacher, that would be great so we could practice speaking”.

(Group members of the weaving group, the interview)

The three extracts indicated that the English and Chinese languages are essential for communication in the trade of goods among local entrepreneurs. However, they still face challenges in using both languages for communication due to a lack of foundational knowledge. This is considered a challenge in learning, but they are open-minded and eager to improve themselves, showing readiness to learn English and Chinese.

Based on this study's findings, language serves as a crucial tool for communication and plays a significant role in driving the local economy. The ability of community members to communicate in foreign languages can enhance the recognition of local products, leading to increased economic opportunities. Consequently, this can contribute to higher income

levels and an overall improvement in the quality of life within the community.

**Discussion**

From the study of the context and the need to use English and Chinese for communication in new business formats and digital technology among the weaving group in Phetchabun province, it was found that the weaving group was established by a gathering of women in the community who have the skill of weaving passed down since ancient times. Later, they received budget support to register as a community enterprise in 2006 and participated in the livelihood assistance project of Her Royal Highness Princess Maha Chakri Sirindhorn in 2010. This led to the development of their woven products from traditional fabrics to bags and pillows, which are the group's recommended items. Additionally, the group has sought to increase funds by allowing members to purchase shares, distributing dividends annually, and allocating 10% back into the group's capital. Currently, their main distribution channel is selling products to Phu Fah shops, and they occasionally participate in provincial product exhibitions and OTOP events. The findings of the study align with Phoungmanee et al. (2022), who studied the development potential of the community enterprise group weaving at Ban Kang Pla, Mueang District, Loei Province. It was found that the community enterprise group at Ban Kang Pla has been utilizing traditional weaving wisdom to generate income since 1982. They have created a unique pattern known as the “Kang Pla Pattern”. Currently, 32 members are producing plain woven fabrics, skirts, and processed products. The group is managed with a focus on participatory processes, strong leadership, continuous knowledge development, and the establishment of cooperative networks with other enterprises for product distribution. The study identified that for the development potential of the Ban Kang Pla community enterprise group, it is essential to implement local wisdom and product development methods, innovate and expand into new products, ensure product sustainability, and promote marketing channels. Internationally, Ahmad and Khan (2023) highlight English proficiency as critical for entrepreneurship education in Malaysia, noting similar listening and speaking challenges among students.

Meanwhile, Alindra (2023) in Indonesia emphasizes Mandarin's role in marketing to Chinese consumers, suggesting a parallel need for Chinese skills in Phetchabun to tap into growing Chinese tourist markets. These studies underscore a global trend: language skills enhance entrepreneurial competitiveness, a finding applicable to Phetchabun's weaving group.

Regarding long-term economic impact, developing English and Chinese skills could significantly boost employment and income distribution. By accessing international markets via digital platforms, the group could increase orders, potentially employing more weavers and diversifying products. Income from exports could be reinvested into the community, reducing unemployment (currently a concern in rural Thailand) and improving quality of life through higher household earnings. For instance, if 50% of sales shifted to foreign tourists, annual dividends could rise, amplifying the group's 10% capital reserve and supporting sustainable growth. Generally, the long-term economic benefits include:

1. Increased Employment: Language-proficient sellers can cater to a broader customer base, leading to higher sales and job creation.
2. Higher Income Distribution: Better language skills enable market diversification, reducing reliance on seasonal domestic demand.
3. Sustainable Community Growth: Enhanced language capabilities contribute to better digital marketing strategies, fostering a competitive local economy.

In terms of the need to develop English language skills, it was found that the weaving group in Klong Bon Tai has never communicated with foreigners and has not had the opportunity to communicate in English with them. Additionally, the members of the weaving group faced significant challenges in their listening and speaking skills. As for the Chinese language, they did not know and have never used it for communication either. Members of the weaving group desired to develop English and Chinese skills for communication, including vocabulary knowledge, self-expression, and pronunciation. They also needed to use English to state prices and describe product types, product names, materials used, and the sources of materials, for example, eco-friendly bags, foldable mats, rattan pillows, yoga mats, scarves, and square pillows, with

focus on listening and speaking skills as well as a desire to communicate through a manual format that includes easy-to-read words and simple translations. These research findings align with the study by Khwankhong et al. (2020) which analyzed the skills and ability to use English in basic communication of the Bangrakam OTOP group in Phitsanulok province. It was found that the ability of the OTOP group in Phitsanulok province overall was at a low level. Additionally, it aligns with Poengtrummarong (2018) studied the need for the Chinese language to communicate and compared the Chinese language to communicate with tourists classified by hotel staff status of the front office in Muang district, Kanchanaburi province with 260 front offices. The findings indicated that the Chinese language was very highly required. The Chinese language needs to be communicated sort on the status of the hotel's front office staff was found that different genders. Additionally, Alindra (2023) explored the effectiveness of using Mandarin as a business strategy for marketing local products to Chinese consumers, especially given the presence of Chinese-owned companies in Indonesia. Mandarin proficiency was crucial for effective communication, as limited language skills could hinder information exchange in marketing.

### Limitations of the study

This study's reliance on a single group of 20 participants limits its generalizability. Responses may be influenced by social desirability bias, where participants overstate their willingness to learn due to perceived expectations from researchers or local authorities. Time constraints may have restricted deeper exploration of individual needs, and the lack of prior language exposure among participants could skew perceived difficulties. External factors, such as fluctuating tourist numbers or digital platform accessibility, were not fully controlled, potentially affecting the findings' applicability.

### Recommendations

1. Expand research to multiple community enterprises for broader insights.
2. Develop tailored learning materials (e. g. , trilingual manuals) and assess their impact.
3. Conduct longitudinal studies to track the economic benefits of post-language training.

4. Collaborate with policymakers to integrate language training into community business

### Conclusions

Local woven fabrics are products that show the uniqueness and identity of the community and also generate income for people in the community. The Ban Klong Bon Tai weaving group's language needs reflect a broader challenge for rural entrepreneurs: bridging local skills with global markets. English and Chinese proficiency, paired with digital platforms, could elevate their products' visibility, aligning with national and provincial economic goals. This study informs curriculum development and policymaking for sustainable community growth.

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