CHAPTER 1 INTRODUCTION

1.0 Introduction

As a result of the tremendous growth of globalization, foreign language teachers now are operating in a multitude of countries, teaching language learners from diverse backgrounds (Li & Jin, 2020). Since English is currently the most important language in the world, there are many native English speaking teachers (NESTs) teaching English in other countries than their own native countries or non-native English speaking teachers (NNESTs). However, according to Hayes (2009), there are more than 63,000 of NNESTs teaching English to some 9.6 million students in Thailand.

Nowadays, parents encourage their children to learn English from an early age. Either by teaching their children at home, by playing English songs and videos for them, or by sending them to an international school or a school with an English curriculum, and due to tuition costs for native NESTs, the cost of these schools is much greater than typical Thai schools. In fact, there are many advantages of learning English with NNESTs. According to the research conducted by Walkinshaw and Oanh (2014) on native and non-native speaking teachers in Japan and Vietnam, NNESTs provided more efficient and effective instruction, better exam preparation, and much clearer explanations of problems in terms of grammar, exams, and problem-solving. However, Walkinshaw and Oanh conducted their research from the perspective of the students, not the parents, who are the ones who pay for the service. Students in middle and high school have more freedom to decide who they want to study with or where they want to study at. Meanwhile, for children ages 2 to 6, parents are the most influential and determine where their children will study.

For this study, the questionnaire will be conducted and given to 100 parents in Thailand especially, ones those who have toddlers (1-2 years old kids) or preschool age (3-6 years old). It is to see their satisfaction as a customer towards NNESTs (Thai teachers) in providing a service to their children as an English teacher in a preschool.

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