

# Needs Analysis for English Language Usage for IT Retail Staff

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## ABSTRACT

This study aimed to investigate the English language needs of IT retail staff in Nakhon Si Thammarat, Thailand, where English is becoming increasingly crucial due to the growing number of non-Thai customers. The study employed questionnaires and semi-structured interviews to collect data from 30 IT retail staff at BaNANA Central Nakhon Si, one of the largest IT stores in the southern region of Thailand. The analysis focused on identifying challenges in English usage for IT retail storefront operations, pinpointing the necessities of English-language skills and knowledge of topics and contents essential for effective communication in the IT retail business, and determining the learning materials needed by the IT retail staff. The findings revealed that while the staff recognized the necessity of English for storefront operations, particularly in listening and speaking skills for enhanced customer service and increased revenue from foreign customers, they faced challenges in catering to this segment. Most IT retail staff assessed their English proficiency as being low across all aspects. The study highlighted the preference of IT retail staff for comprehensive English skills throughout the sales process, emphasizing the need for a training course, particularly through short-form video content platforms like Reels, YouTube, and TikTok. The staff also expressed interest in practicing specific English words and phrases used in IT stores through role-playing segments to improve their communication skills and succeed in sales.

**Keywords:** English language usage, needs analysis, IT retail staff, storefront operations