CHAPTER THREE
METHODOLOGY

This research was conducted with first year Assumption University undergraduate students to study the factors influencing first year Assumption University undergraduate students' purchasing decisions on foreign brand name fashion products. The research details are as follows:

3.1 SUBJECTS

The population group was the first year Assumption University undergraduate students from 11 faculties. The sample was selected from these groups. The quota sampling design was used to select the sample size. The sample size was only 200 students both male and female students.

3.2 MATERIALS

A questionnaire was used to collect the data for this research on several topics about factors influencing first year Assumption University undergraduate students' purchasing decision of foreign brand name fashion products. The questionnaire was be adjusted from the Independent Study topic on "Factors Influencing First Year Thammasat Undergraduate Students' Purchasing Behavior of Foreign Brand Name Fashion Products" by Ms. Mayuree Tangjiwatanahul. The questionnaire consisted of four parts as follow:

Part 1: General Information

The first part concerned general information of the respondents. There were four close-ended questions and one short question.

- Gender
- What is the Faculty which you are studying in?
- How much money do you receive per month?
- How do you earn your monthly income?
- How much money do you spend in purchasing foreign brand name fashion products per month?

Part 2: Behavior of purchasing foreign brand name fashion products

The second part concerned First Year Assumption University Graduate Students' Purchasing Behavior. There were two close-ended questions.

- What foreign brand name fashion products which do you like to purchase?
- How often do you purchase foreign brand name fashion products?

The second question in this part was a rating question which in a five point scales as follows:

5 = Very Often (More than 4 times/month)

4 = Often (3-4 times/month)

3 = Not Often (1-2 times/month)

2 = Sometimes (one time/2 months)

1 = Rarely (one time/3months or longer)

Part 3: First Year Assumption University Graduate Students' attitudes toward factors influencing the purchasing of foreign brand name fashion products

The third part concerned first Year Assumption University Graduate Students' attitudes toward the factors influencing the purchasing of foreign brand name fashion products which was divided into 4 elements as follows:

- Cultural factors
- Social factors
- Personal factors
- Psychological factors

A Five-Point Likert Scale was used to measure the data in this part. The method of score calculation for these 2 parts was as follows:

5 = Strongly Agree   2 = Disagree

4 = Agree   1 = Strongly Disagree

3 = Neural

Part 4: Comments and Suggestions

There was only one opened-end question which provided space for comments and suggestions about the import of foreign brand name fashion products.

3.3 PROCECURE

        A self-administered questionnaire was used to collect the data for this research from the first year Assumption University undergraduate students at Assumption University, both at Hua Mark and Suvarnabhumi Campus. The respondents were asked to answer the questionnaires by themselves. The questionnaires were distributed to first year Assumption University undergraduate students at Hua Mark Campus two times in the morning and after lunch at each faculty building. The other same sets of questionnaires were distributed to first year Assumption University undergraduate students at Suvarnabhumi Campus two times in the morning and after lunch at the CL Building.

3.4 DATA ANALYSIS

        The SPSS (Statistical Package for the Social Sciences) Version 15.0 was used to analyze the data collected from the questionnaires.

- Part 1: General Information
- Part 2: Behavior of purchasing foreign brand name fashion products
- Part 3: First Year Assumption University Graduate Students' attitudes toward the factors influencing purchasing of foreign brand name fashion products
- Part 4: Comments and Suggestions

Frequency Distribution and Percentage were used to analyze the data from part 1 and 2.

Arithmetic Mean was used to analyze the data from part 3.

Width of interval scale= (Maximum Value-Minimum Value)/ Number of level

$$= (5-1)/5$$

$$= 0.80$$

The results were transformed into levels of decision making as follows:

Mean	Result
4.21-5.0	Strongly Agree
3.41-4.20	Agree
2.61-3.40	Neutral
1.81-2.60	Disagree
1.00-1.80	Strongly Disagree

In summary, the raw data was be calculated and summarized and the results are presented in the next chapter.