

CHAPTER THREE

METHODOLOGY

This study aimed to study saving behavior in 2 vendor groups: at the Prannok market and the Dhevej market. This chapter describes (1) the subjects, (2) the materials; (3) the procedures used in the collection and analysis of the data, and (4) the data analysis.

3.1 SUBJECTS

The respondents were women vendors who sold vegetables, fruits, and food at the Prannok market and the Dhevej market. The sample size was 32 vendors in each market. The investigator chose these markets because they were famous and their products were similar to each other.

3.2 MATERIALS

The research instrument in the study was a questionnaire which was used to collect data. The questionnaires were designed to obtain data on how vendors created savings. These questionnaires were separated into 2 parts and comprised of open-ended questions. On the first page, the respondents were informed about the purpose of conducting this research and provided with instructions before answering the questionnaires.

The questions were classified into 2 parts as follows:

Part I: Demographic information

Part II: Savings behavior, patterns of savings, determinants of saving, and knowledge of saving.

Data for the respondents come from a cross-sectional survey to assess saving behavior. The purpose of the study was to obtain data on saving. The following section describes data collection, analysis methods and sample characteristics.

3.3 PROCEDURES

3.3.1 Research Design

The study of Money Savings Behavior Among Women Vendors in Bangkok: A Comparison of Vendors at the Prannok market and the Dhevej Market Prannok market and Dhevej market used questionnaires to collect data from 64 samples. The population was 64 women vendors selling products at these markets. The investigator used cross-sectional studies to collect data and used the quota-sampling to choose the samples.

3.4 DATA COLLECTION

The copies of 64 questionnaires were distributed to the respondents at Prannok and the Dhevej market: 32 in each market.

The investigator visited the Prannok market and the Dhevej market to meet targeted respondents and ask questions. The investigators asked the questions and checked answers by themselves because the respondents sometimes didn't understand or didn't give answers so that the investigator had to explain and to communicate with them until they gave the answers.

3.5 DATA ANALYSIS

The data from the correspondents were analyzed by using the Excel programme for statistical analysis for descriptive research. Statistical devices such as frequency and percentages were used to clarify saving behavior differences on money savings behavior between women vendors at the Prannok and the Dhevej markets as follows.

The surveys were administered in December 2008 and survey respondents were asked whether they saved. The question was the first attempt to identify who saved money or not. Each response was coded, and software generated frequencies. The data were used to describe the study and to demonstrate the findings.

In summary, this chapter has shown that the subjects of this study were 64 women vendors at the Dhevej market and the Prannok market. The questionnaire was used in data collection. Frequency and percentage were used to analyze the responses which will be presented as results in the next chapter.