

CHAPTER THREE

METHODOLOGY

This study is a cross-sectional design, based on the survey approach that attempts to find out public attitudes toward the six-month relief package of free water, free electricity and free buses, and changes in their behavior after the announcement of the measure. This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data analysis.

3.1 SUBJECTS

The subjects were people both males and females in any occupation aged between 20 and 60 living or working in Rattanakosin Island area. The quota sampling method, which is one of the methodologies for non-probability sampling, will be employed and the sample size will be 100 people for this study.

3.2 MATERIALS

A questionnaire will be the instrument for this study. The questionnaire consist of 33 questions and is divided into four parts as follows:

3.2.1 Demographic information which consist of 7 questions, asking for general information of people living or working in Rattanakosin Island area in any occupation such as gender, age, marital status, education, occupation, monthly income and accommodation.

3.2.2 Questions concerning public attitudes toward the six-month relief package of free electricity, free water and free buses. The attitude will be measured by questions number 8 to question number 20. A 5-point of Likert Scale will be used.

3.2.3 Questions concerning the behavior of using water, electricity and buses that have been changed after the announcement of the six-month relief package of free electricity, free water and free buses. The change in consumption behavior will be

measured by question number 21 to question number 33 in the third part of the questionnaire. A 5-point Likert Scale will be used.

3.2.4 The respondents' comments and suggestions.

3.3 PROCEDURES

Procedures in the study can be discussed regarding 2 topics as follows:

3.3.1 Research Design

The study is a quantitative research with non-probability sampling design using non-proportional quota sampling.

3.3.2 Data Collection

The data collection took place in the end of December 2008. Data was collected by distributing 100 questionnaires to people both males and females aged between 20 and 60 living or working in any occupation in Rattanakosin Island area.

3.4 DATA ANALYSIS

The data gained from the respondents was analyzed by using the Statistical Package for Social Sciences (SPSS) program, version 11.0 and the descriptive statistics such as percentage and frequency will be examined.

In summary, this chapter has explained how and when all the details, plus the data, were collected and analyzed. In the next chapter, the findings will be presented