CHAPTER THREE
METHODOLOGY

This chapter describes: 1) the subjects, 2) the materials, 3) the procedures used in the collection of data, and 4) the data analysis.

3.1   SUBJECTS

The subjects of this study were 120 customers who visited and bought rice seeds at the Ratchaburi Rice Seed Center from December 2008 to January 2009.

3.2   MATERIALS

The research instrument was the questionnaire divided into three main parts as follows:

Part I: Close-ended and open-ended questions to collect demographic data on the subjects and general background of the samples.

Part II: Close-ended and open-ended questions on how to reach the information via the channels of communication.

Part III: Rating scale questions used to measure opinions of respondents on the influence of rice seed buying decision factors. Each question was measured with a Likert-type scale of five levels: Strongly agree, agree, uncertain, disagree and strongly disagree. The score at each level is as follows:

Level	Score Value
Strongly agree	5
Agree	4
Uncertain	3
Disagree	2
Strongly disagree	1

3.3   PROCEDURES

3.3.1   Research Design

This study was a descriptive research design to describe the influence of various affective factors on customer buying decisions at Ratchaburi Rice Seed Center. In doing the study, first, the questionnaire was designed and piloted. After that, it was adjusted and then distributed to the subjects.

3.3.2   Data Collection

One hundred and twenty copies of the questionnaire were distributed to customers at Ratchaburi Rice Seed Center between December 2008 and January 2009.

3.4   DATA ANALYSIS

The data derived from the questionnaire were analyzed by using the SPSS Program to find out the frequency, percentage, mean, as well as the analysis as per the Likert Scale ranking from 5 (strongly agree), 4 (agree), 3 (uncertain), 2 (disagree), and 1 (strongly disagree).

$$\text{Width of interval scale} = \frac{\text{Maximum Value} - \text{Minimum Value}}{\text{Number of Level}}$$

$$= \frac{5 - 1}{5}$$

$$= 0.80$$

These scores were interpreted as follows:

4.21-5.00	=	strongly agree
3.41-4.20	=	agree
2.61-3.40	=	uncertain
1.81-2.60	=	disagree
1.00-1.80	=	strongly disagree

In summary, this chapter described the subjects, materials, procedures and data analysis. In the next chapter, the results of the findings are presented.