

CHAPTER THREE

METHODOLOGY

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

3.1 SUBJECTS

The population of the survey was employees of one of the largest Information Technology companies in Bangkok, in every department at the headquarters building around Payathai district and another customer' sites where employees were working at one of the largest banks in Bangkok at the headquarters building around Rajburana district.

The sample size was calculated according to the Yamane formula with variance $\pm 5\%$. The total number of the population was 1, 500 so the sample size was 316.

$$n = N / (1 + (N * e * e))$$

n = Sample size for N population

N = Population

e = Variance of sample ($\pm 5\%$)

Hence, the sample size could be calculated as following:

$$\begin{aligned} n &= 1,500 / (1 + (1,500 * 0.05 * 0.05)) \\ &= 1,500 / (1 + 3.75) \\ &= 315.79 \end{aligned}$$

However, for the purpose of this independent study, the sample size was minimized to 110.

3.2 MATERIALS

The research instrument in this study was a self-administered questionnaire properly adjusted from those in the related studies. This questionnaire was divided into

two parts. The first part, which comprised 11 closed-ended questions, concerned demographic information of the respondents including the respondents' sex, age, educational level, marital status, number of children, occupation, and monthly income. Moreover, the questions also included the questions as follows:

- Who do respondents live with?
- What type of residence is the current residence of respondents?
- What is respondents' current residential location?
- What is respondents' current workplace location?

The second part concerning the aspect of decision making on buying a condominium contained 36 statements which were categorized into 5 aspects:

- (1) Price
- (2) Location
- (3) Marketing and Promotion
- (4) Facilities
- (5) Trustworthiness of the company

In this part, a 5-point Likert's rating scale was applied to score each statement. Respondents were asked to rate their level of agreement with each statement about different factors affecting their decision making on buying a condominium. The responses were rated at five levels and scored as follows:

- 5 = Strongly Agree
- 4 = Agree
- 3 = Neutral
- 2 = Disagree
- 1 = Strongly Disagree

3.3 PROCEDURES

3.3.1 Research Design

This research was a cross-sectional design to investigate the consumers' decision making on buying condominiums among people of different genders, marital status and income.

3.3.2 Data Collection

The self-administered questionnaires were used to gather primary data from the target group at one of the largest Information Technology companies in Bangkok. Respondents worked around Payathai district and at customers' sites where employees were working around Rajburana district in the first week of November 2008. The participants were asked to answer the questionnaire by themselves. The questionnaires were distributed to the respondents at one building around Paholyothin road and another building around Rajburana road in the morning in front of the door. Then they were collected two times – after lunch and before the end of the work day - in front of the door. For other sites, questionnaires were distributed to the project manager of those sites. Two days later, the questionnaires were collected from those team leaders.

3.4 DATA ANALYSIS

The data obtained from the questionnaires were analyzed by using SPSS (Statistical Package for the Social Sciences) version 15.0.

Frequency Distribution and Percentage were used to describe the demographic information of the respondents in the first part of the questionnaire.

Arithmetic Mean and Standard Deviation were used to calculate the decision making of consumers regarding price, location, marketing and Promotion, facilities, and trustworthiness of the company.

Chi-Square Test was used to find out (1) the relationship between gender and their decision to buy condominium in Bangkok, (2) the relationship between marital status and the respondents' decision making, and (3) the relationship between income level and their decision making.

A Five-Point Likert Scale was used to grade indicators on aspects of decision making on buying a condominium, in terms of price, location, marketing and promotion, and trustworthiness of the company in the second part of the questionnaire. They were described by “mean” and “standard deviation”. The width of the scale can be calculated by using the following formula.

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

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

$$= 0.80$$

Then each mean could be interpreted into the levels of decision making by using the following criteria.

4.21-5.00	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, this chapter described the population and sampling, the research instrument, research design, procedures used in data collection, and data analyses. The next chapter will present the findings of the study.