

CHAPTER THREE

METHODOLOGY

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 SUBJECT

The sample of this survey was parents in the Bangkok area with children aged under 7. The quota sampling method was applied to obtain the sample of 108 in line with Bangkok Metropolitan Administration 2003 figures. Furthermore, the study was conducted at toys departments in well-known department stores (e.g. Siam Paragon, Emporium, Central Chidlom, and Tokyu), specialty toy stores (e.g. Toy R Us, For Kids), the Children's Discovery Museum (Bangkok), Yooyenwitthaya School, St. Dominic School, and at work places.

3.2 MATERIALS

The research instrument in this study was a self-administered questionnaire developed by the researcher based on the objectives of this research study and contained 65 questions. The questionnaires consisted of close-ended questions, using a Likert Scale, and open-ended questions. The questionnaire was divided into four sections as follows:

Part 1: Background Information of Parents

Part 2: Parents' Perception of Wooden Toys

The second part concerned the dimensions of parents' perception of wooden toys categorized in 4 aspects with a total of 28 questions:

- (1) Educational value
- (2) Entertainment value
- (3) Safety
- (4) Attractiveness – design & function

Part 3: Desirable Characteristics of Wooden Toys

The third part concerned the dimensions of desirable characteristics of wooden toys categorized in 4 aspects with a total of 25 questions:

- (1) Design
- (2) Function
- (3) Benefits
- (4) Price

For the second part and the third part, 5-point Likert's rating scales were applied to score each statement. The responses were gauged at five levels and scored as follows:

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

Part 4: Comments

The fourth part contained open-ended question to assess parents' experience in playing with toys and obtain suggestions regarding the development of a good toy.

3.3 PROCEDURES

3.3.1 Research Design

This research study used cross-sectional design to describe the perceived value and desirable characteristics of wooden toys in the views of parents of children aged under 7 years old.

3.3.2 Data Collection

A self-administered questionnaire was used to gather primary data from the target group at toys departments in well-known department stores (e.g. Siam Paragon, Emporium, Central Chidlom, and Tokyu), specialty toy stores (e.g. Toy R Us, For Kids), Bangkok Children's Discovery Museum (Bangkok), Yooyenwitthaya School, St. Dominic School, and at work places.

The questionnaires were distributed by the researcher on weekends at the target places by quota sampling and collected on the same day when finished. In addition, some of the questionnaires were distributed via email by the researcher. Then, upon completion, the participants returned the questionnaires via email to the researcher within one week.

3.4 DATA ANALYSIS

The SPSS (Statistical Package for the Social Science) program version 15.0 was used to analyze the data. Descriptive statistics such as frequency, mean, and percentage were used to describe the data.