

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 SUBJECTS

This study aims to find out the buying behavior of customers and the factors that influence customers to select cold beverages from drink dispensers in convenience stores. The study samples were 166 people who live, study and work in 4 areas of Pathumwan, Bang Rak, Sathon and Vadhana of inner Bangkok. The accidental and snowball sampling was used to distribute the questionnaires in order to achieve the research objectives.

3.2 MATERIALS

A questionnaire was the instrument for this study. The questionnaire was developed by the researcher and adapted from other studies. The questionnaire of this research was divided into four parts as follows:

Part I: General information of the respondent

This part was designed to survey the demographic data of respondents. There were six questions focusing on gender, age, marital status, education, occupation and monthly income.

Part 2: Purchasing behavior of cold beverages from dispensers in convenience store

The second part was designed to explore the respondents' purchasing behavior.

Part 3: Influencing factors for purchasing of cold beverages from dispensers in convenience store.

This section attempts to evaluate respondents' level of importance regarding the factors that influence their purchase of cold beverages from dispensers in convenience stores. The respondents were asked to choose the rating boxes that matched their opinions and Likert scale was used to measure the importance level of the influencing factors as follows:

Most important = 5 points

Important = 4 points

Neutral = 3 points

Unimportant = 2 points

Mostly unimportant = 1 points

Part 4: Suggestions

This part was open-ended for respondents’ suggestions. Their opinions could be valuable for any next step improvements.

3.3 PROCEDURES

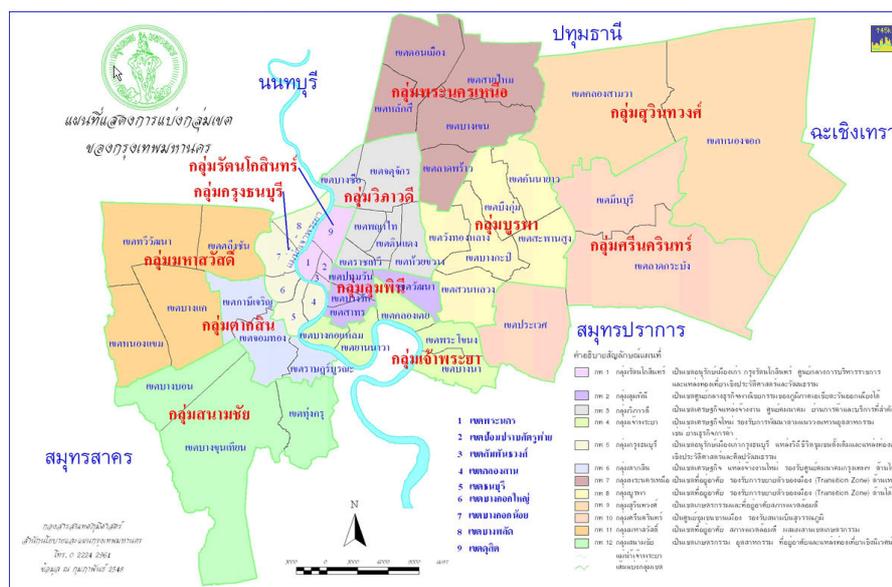
3.3.1 Research Design

The cross-sectional study used to describe the buying behavior and influencing factors for purchasing beverages in convenience stores. After setting the objectives of this study, the researcher defined the source of the data and the instruments of data collection, sampling method and frame of analysis.

3.3.2 Data Collection

The questionnaires were used to collect primary data. The researcher gathered data by distributing the questionnaires to 200 respondents who live, work and study in districts of Pathumwan, Bang Rak, Sathon and Vadhana and these areas are called “Lumpini Group”. These areas are districts for business, service and travel. To select the samples, accidental and the convenience sampling method were employed.

Figure 1. Map of city development of districts in Bangkok Metropolis



Source: http://www.bangkokgis.com/Mapstorage/01_rule/2548/distzone/

3.4 DATA ANALYSIS

After the questionnaires were collected, the Statistical Package for Social Sciences (SPSS) program for windows version 11.5 was used to analyze the data. The results were written up in a descriptive statistical form, which were frequency and percentages. The results will be shown in the next chapter.