

## **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 (POPULATION AND SAMPLING)**

The subjects in this study are 101 employees of Canon Marketing (Thailand) Co., Ltd in various sections.

#### **3.2 MATERIALS (INSTRUMENTATION)**

A set of questionnaires was used as the research instrument in this research which is composed of 3 parts as follows:

##### **Part 1: General Information**

This part shows the demographic information: gender, age, working years, and working position

##### **Part 2: Measurement of stress levels**

The measurement tool consists of 3 groups of questions with 21 questions in total; factors caused by the supervisors, colleagues, and customers. Items are rated with 4-point Likert-type responses, showing frequency of stress occurrence as follows:

- 1 = None
- 2 = Mild
- 3 = Moderate
- 4 = Severe

##### **Part 3: Coping stress strategies**

This part contains questions about coping with stress strategies. Items are rated with 4-point Likert type responses as follows:

- 1 = Never
- 2 = Sometimes
- 3 = Often
- 4 = Regularly

The 33 questions in this part are concerned with 3 coping strategies. Each strategy is composed of the sub-strategies as follows:

1. Problem-focused coping strategy
  - 1.1 active coping strategy: 3 related questions are 1, 10, 23
  - 1.2 planning strategy: 3 related questions are 2, 12, 14
  - 1.3 suppression of competing activities strategy: 3 related questions are 8, 22, 29
  - 1.4 restraint coping strategy: 3 related questions are 3, 7, 19
  - 1.5 positive reinterpretation and growth strategy: 3 related questions are 9, 17, 23
  - 1.6 acceptance strategy: 3 related questions are 13, 30, 33
2. Social support coping strategy
  - 2.1 seeking social support for instrumental reasons strategy: 3 related questions are 24, 28, 32
  - 2.2 seeking social support for emotional reasons strategy: 2 related questions are 5, 20
3. Avoidance coping strategy
  - 3.1 denial strategy: 3 related questions are 6, 15, 25
  - 3.2 behavioral disengagement strategy: 3 related questions are 16, 26, 31
  - 3.3 mental disengagement strategy: 2 related questions are 11, 27
  - 3.4 alcohol and/or drug use strategy: 2 related questions are 4, 18

### **3.3 PROCEDURES**

#### **3.3.1 Research Design**

The questionnaires used in this study were adopted by Taweesak Kritjaroen (2004) which was the standard stress level and coping strategies test. However, the researcher changed some questions in the questionnaires to be related with the organizational environment of the respondents.

### 3.3.2 Data Collection Method

Copies of the questionnaires were distributed to all 101 Canon Marketing (Thailand)'s employees in the position of officers, supervisors, temporary staff, and managers from various divisions who were asked to complete the questionnaire and return it within one week to the researcher. Confidentially, the subjects were not required to reveal their names.

## 3.4 DATA ANALYSIS

The data obtained from the complete questionnaire was analyzed by using the Statistic Package for the Social Science (SPSS), version 16 for statistic analysis. The findings are described in descriptive statistics as follows:

The data derived from the first and second part is analyzed by using descriptive statistics including frequency and percentage.

The data derived from the third part uses descriptive statistics in percentage only since the questions in this part are grouped into sub-categories as mentioned earlier in Materials (instrumentation) part (No.3.2)

In summary, this chapter shows the overall methodology which is used in analyzing the data. In the next chapter, the result of this research study is presented.