

CHAPTER THREE

METHODOLOGY

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

3.1 SUBJECTS

The sample size of the survey was 200 adults aged 25 or higher living in the Bangkok area. They must have their own personal MP3 players. The study was conducted around Bangkok especially in the central business area due to the availability of the target group and the convenience of the researcher. In addition, the quota sampling was used to set the sampling size because the researcher could not estimate the total population size due to a lack of statistical records.

3.2 MATERIALS

The research instrument in this study was a self-administered questionnaire which was developed based on the objectives of this study – total 25 questions. It consists of closed-ended questions, open-ended questions and Likert Scale divided into 5 parts as follows:

3.2.1 Part 1: Demographic Information

This part consists of 8 closed-ended questions with open-ended options regarding personal information about gender, age, educational level, occupation, income as well as about the respondent's device information.

3.2.2 Part 2: MP3 Player Purchasing Reasons

This part consists of 5 statements to measure the attitudes of adults toward MP3 player purchasing reasons. Each of the items was measured on Likert scale of five response choices.

3.2.3 Part 3: Attitudes toward Marketing Factors Influencing MP3 Player Purchasing Decision

This part consists of 12 statements to measure the attitudes of adult toward marketing factors (the four Ps) influencing MP3 Player purchasing decision. Each of the items was measured on Likert scale of five responses.

3.3 PROCEDURES

3.3.1 Research Design

A descriptive cross-sectional design was used to conduct this study. It is useful in obtaining an overall picture as it needs only one collection of data. In addition, it provides a quick process to obtain the results. The survey was conducted by using questionnaires as the instruments of assessment.

3.3.2 Data Collection

The self-administered questionnaires were used to gather primary data from the target group in business areas of Bangkok such as Silom, Sathorn, and Sukhumvit during weekdays as well as Thammasat University, Prachan campus during the weekend. The participants were asked to answer the questionnaire by themselves. The questionnaires were distributed by the researcher to respondents at lunch time and after working hours in the evening during weekdays and at any available time during the weekend. The completed questionnaires were collected right after the respondents finish. Some of the questionnaires were distributed by the researcher's friends to their colleagues. Then, the completed questionnaires were collected and sent back to the researcher.

3.4 DATA ANALYSIS

The data from questionnaires will be analyzed by the Statistical Package for the Social Sciences (SPSS) program version 15. Frequency and percentage will be calculated to analyze the subjects' response which will be presented as results in the next chapter.