

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

The subjects of this study are permanent employees, contracted employees, and temporarily contracted employees who are working at the following 10 companies:

1. Toyota Motor Thailand Ltd.
2. Adidas Thailand
3. Bangkok Insurance Public Co Limited
4. CP Seven Eleven Corporation
5. Evergreen Shipping Agency (Thailand) Co., Ltd
6. Scenario Company Limited
7. Loxley Public Company Limited
8. Thai Union Manufacturing
9. Sumitomo Corporation Thailand Limited
10. Claoride Thailand Limited

3.2 MATERIALS

The research instrument in this study is a questionnaire with closed-ended and open-ended questions.

The question is divided into 3 parts as follows:

3.2.1 Part 1: Demographic Characteristics

This part consists of six closed-ended and open questions about gender, age, marital status, education, occupation, and monthly income.

3.2.2 Part 2: The factors that affect the behavior of drinking coffee or water

This part deals with the factors that influence the behavior of drinking coffee or water with 10 closed-ended questions, along with a ranking question in which 1 equals the most important and 5 equals the least important.

3.2.3 Part 3: The perception of drinking coffee or water

This part contains 18 statements aiming to explore the perception of drinking coffee or water by using Likert scale. Respondents are asked to indicate their agreement levels which are strongly agree, agree, uncertain, disagree, and strongly disagree. Moreover, the questions are based on the 3 premises theory of reasoned-action—general knowledge, personal attitude, and subjective norm.

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 will be conducted by using questionnaires as the instruments of assessment. The questionnaire will consist of 3 parts; the first part is about the general information of respondents, the second part is the factors that affect the behavior of drinking coffee and water, and the third is about the perception of drinking coffee and water. A cover letter will be included, which describes the purposes of the study.

3.3.2 Sample of the study

The employees in the 10 companies are the study population. The respondents have enough income and education to assume that they can afford for coffee and have information about the effects of coffee towards health. The sample size will be 200.

3.3.3 Data Collection

The purposive sampling design is employed to select this sample. This sampling method means that members of the population are chosen based on their relative ease of access as well as availability and they are normally representatives of the target population. 200 questionnaires will be distributed to 10 companies each of

which will get 20 set of questionnaires. 80% of the sample size is expected. The duration of this data collection is two weeks in January.

3.4 DATA ANALYSIS

The data from questionnaires will be analyzed by the Statistical Package for the Social Sciences (SPSS) program version 12. Frequency and percentage will be calculated to analyze the subjects' response which will be presented as results in the next chapter.