

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 SUBJECTS**

The subjects were undergraduate students who were currently studying at Thammasat University, Silpakorn University, and Chulalongkorn University, the total number was 120. The subjects were randomly selected in a similar number and gender from each university.

#### **3.2 MATERIALS**

The research instrument used in this study was a questionnaire. The questionnaire consisted of 23 questions, with closed-ended and multiple choice. The questionnaire was divided into 3 sections as follows.

1. Demographic information which consisted of 6 questions, asking for general information about the students such as university, faculty, year of study, sex, monthly income, and daily expenses.
2. Questions concerning knowledge and understanding of plastic bags and global warming consisted of 4 multiple choice
3. Questions concerning behavior in using plastic bags consisted of 12 multiple choice and 1 open-ended question for any recommendations and suggestions from the respondents

#### **3.3 PROCEDURES**

Procedures in the study can be discussed regarding 2 topics as follows:

##### **3.3.1 Research Design**

The study is quantitative research with a non-probability sampling design using non-proportional quota sampling.

### **3.3.2 Data Collection**

The data collection took place around the end of January, 2008. Data was collected by distributing 120 questionnaires to the university students who were studying at Thammasat University, Silpakorn University, and Chulalongkorn University.

## **3.4 DATA ANALYSIS**

The data gained from the respondents was analyzed by using the SPSS program (Statistical Package for the Social Science) version 12.0 for statistical analysis.

In summary, this chapter has explained how and when all the details, plus the data, were collected and analyzed. In the next chapter the findings will be presented.