

CHAPTER THREE

METHODOLOGY

This chapter describes the subjects, the materials, the procedures used in the collection and analysis of the data, and the data analysis.

3.1 SUBJECTS

This research study aimed to examine all the factors influencing purchasing decisions of laboratory managers. The main subjects in this study were 70 laboratory managers throughout the kingdom of Thailand using a sampling method. All of these laboratory managers work in three segments: government hospitals, private hospitals and private laboratories. For both public and private hospitals, this research focused on regional and provincial hospitals with more than 201 beds.

3.2 MATERIALS

A questionnaire was the instrument for this study. The questionnaire was divided into four parts as follows:

Part I: Respondents' profile

The first part was designed to survey about demographic data of respondents. There were six questions focusing on gender, age, education, (government officer or private sector), number of beds and number of specimens per day.

Part II: Respondents' purchasing behavior

This part consisted of four items for surveying the opinions and ranking respondents' purchasing behavior.

Part III: Factors influencing purchasing decisions

This part consisted of 50 items and was designed for surveying respondents' opinions by indicating if they agreed or disagreed with the provided statements about their influences on purchasing behavior. The ratings in this part were based on a 5-point Likert Scale. The responses were calculated as follows:

Most influential	=	5 points
Very influential	=	4 points
Moderately influential	=	3 points
A little influential	=	2 points
Least influential	=	1 points

Part IV: Suggestions

The last part was open-ended for respondents' suggestions.

3.3 PROCEDURES

The distribution of 70 sets of questionnaires was conducted between November and December 2007 by 10 sales representatives and the researcher himself throughout Thailand. The completed questionnaires were collected by the distributors.

3.3.1 Research Design

The design of this study was a cross-sectional survey. After setting the objectives for the study, the researchers defined the sources of information, instruments of data collection, time frame, sampling strategy and frame of analysis. The respondents were informed about the objectives of this research to ensure that they understood the purpose of the interview, enabling them to answer the questions more precisely.

3.3.2 Data Collection

After the questionnaire was modified, the researcher gathered data by distributing the questionnaires to laboratory managers during the customers visiting period on weekdays starting from November 2007 by using the proposed sampling method. All laboratory managers at each facility were approached. All of the completed questionnaires were collected by the researcher and the 10 sales

representatives within January 2008. The laboratory managers were informed that this research constitutes partial fulfillment of the requirements for a Masters' Degree of Arts in English for Careers, Language Institute, Thammasat University at the beginning of the questionnaire.

3.4 DATA ANALYSIS

After the questionnaires were collected, the Statistical Package for Social Sciences (SPSS) program for Windows version 12.0 was used to analyze the data. All variables to be studied were encoded and information from the questionnaires was transformed into numbers for computation. The findings were written up in descriptive statistic form, which were frequency, mean, rank and percentage. The results will be described and summarized in the next chapter.