

## **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 study population is adolescents who drink imported alcoholic beverages. The study area will be Huay-kwang because this area contains entertainment outlets and shopping malls where adolescents gather for many activities. Purposive sampling was used to select the adolescents for the study until the total number of 200 respondents was reached.

#### **3.2 MATERIALS**

The research instruments in the study were 200 questionnaires with closed-ended questions and open-ended questions.

The questionnaire is divided into four parts as follows:

##### **3.2.1 Part 1 Demographic Characteristic**

This first part consists of five closed-ended questions about gender, age, education, monthly income and occupation.

##### **3.2.2 Part 2 The consumption behavior on imported alcoholic beverage**

This part asks about the consumption behavior and the consumer decision-making process with 12 open and closed-ended questions.

##### **3.2.3 Part 3 Attitude and others factors toward imported alcoholic beverage**

This part contains 18 questions to investigate their attitude and some factors influencing the drinking of imported alcoholic beverages.

At the end, there are open-ended questions for the suggestions and other comments about imported alcoholic beverages.

### 3.3 PROCEDURE

The procedures of this research can be described as follows:

#### 3.3.1 Research Design

This research study is a cross-sectional design to examine adolescent attitudes towards consuming imported alcoholic beverages. The study design is to collect information on adolescent attitudes via a 5-point scale questionnaire on the Likert Scale, part of which includes close-ended questions.

#### 3.3.2 Data Collection

The questionnaires will be filled in by respondents who are willing to participate. The covering letter will be included, which describes the purpose of the study. It is expected that data collection will begin in November 2007 and end in December 2007. Analysis and writing up of the results will take 1-2 months.

### 3.4 DATA ANALYSIS

This research uses the statistical Package for Social Science (SPSS) program, to analyze the collected data. The results will be interpreted descriptively in order to draw a conclusion.

In summary, this chapter has shown the methodology of this research by describing the subjects, the materials, the procedures and the data analysis of the study. In the next chapter, the results of this research will be presented.