

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 population of this study was the employees who work at Adidas Sourcing Limited, Thailand Representative Office. The company is involved in the service business being a representative office responsible for searching for the source of manufacturing of footwear and garments in Thailand, qualifying and controlling the quality and quantity of goods produced or hiring factories in Thailand to manufacture goods, and reporting business trends relating to footwear and garments in Thailand to Adidas Sourcing Limited Headquarter. There are a total 120 employees, comprised of 25 male employees and 95 female employees (Adidas HR as of December 2007). Although the majority of employees are women, not many women are given managerial positions. From the total of 13 departments of Adidas, only 5 departments are headed by women. The sample size of this study was 120 employees who were asked to answer the questionnaires, but only 96 questionnaires were collected. The questionnaires were distributed to the sample group in order to collect data from the respondents who could provide the best information to achieve the objectives of the study.

3.2 MATERIALS

The research instrument in the study was a questionnaire consisting of three parts.

The first part was designed to ask personal information of the respondents which consisted of age, gender, education background, and number of years each respondent had worked with his/her female managers.

The second part was focused on the respondents' attitudes toward their female managers. This part consisted of 30 items showing subordinates attitudes in four main categories, namely personality and leadership style, knowledge and skills, fairness, and the human relations of female managers.

The third part provided open-ended questions which aimed to let the respondents freely answer the additional two questions which were designed to be used as supportive information to the main categories in Part II.

3.3 PROCEDURES

3.3.1 Research Design

The survey was conducted by undertaking a cross-sectional study design, also known as one-shot with the study population in order to find out the attitudes of subordinates toward female managers.

3.3.2 Data Collection

The data collection procedure was organized in the workplace of Adidas Sourcing Limited, Thailand Representative Office. In this study, the 120 questionnaires were given to the respondents in January, 2008. The responses were gathered after the 96 respondents finished completing their questionnaires two weeks later.

3.4 DATA ANALYSIS

The first part of the questionnaire was designed and analyzed by using the Statistical Package for the Social Sciences (SPSS) version 10.0.5 to calculate the frequency and percentage.

The second part of the questionnaire was measured with the Likert 5-point scale to display the frequency distribution, mean and standard deviation. The responses were calculated as follows:

| | | |
|------------------------|---|----------|
| Strongly Agree (SA) | = | 5 points |
| Agree (A) | = | 4 points |
| Neutral (N) | = | 3 points |
| Disagree (DA) | = | 2 points |
| Strongly Disagree (SD) | = | 1 point |

The number of interval scale were the highest score minus the lowest score and divided by two based on the interval scale of attitude. The interval scale of attitude was calculated by the formula below:

$$\begin{aligned} \text{Interval} &= \frac{\text{Range (R)}}{\text{Class (C)}} \\ &= \frac{5-1}{2} \\ &= 2.00 \end{aligned}$$

Then, the mean value of data derived from each statement was interpreted according to the range below:

$$\begin{aligned} 3.01 - 5.00 &= \text{Positive Attitude} \\ 1.00 - 3.00 &= \text{Negative Attitude} \end{aligned}$$

The third part of the questionnaire was measured by ranking the highest frequency and percentage of the best qualification and personality found in female managers, and by categorizing the group of management style that female managers need to improve.

In the next chapter, the results of the study of subordinates' attitudes toward female managers at Adidas Sourcing Limited, Thailand Representative Office, will be presented.