

CHAPTER THREE

METHODOLOGY

This study was designed to find the opinions of female white-collar workers in four companies located in the Sathorn area; two companies were foreign transportation companies and two companies were local petrochemical companies.

3.1 SUBJECT

The population and sampling design are described in details as follows.

2.1.1 Population of the Study

The population of this study was those female employees who work in two transportation companies and two petrochemical companies in the Sathorn area. The researcher purposively selected two foreign transportation companies located in this area namely Maersk Line (Thailand) Co., Ltd. and DAMCO (Thailand) Ltd. and two petrochemical companies namely HMC Polymers Co., Ltd. and Bangkok Synthetics Co., Ltd.

Figure 1. The Locations of Selected Companies

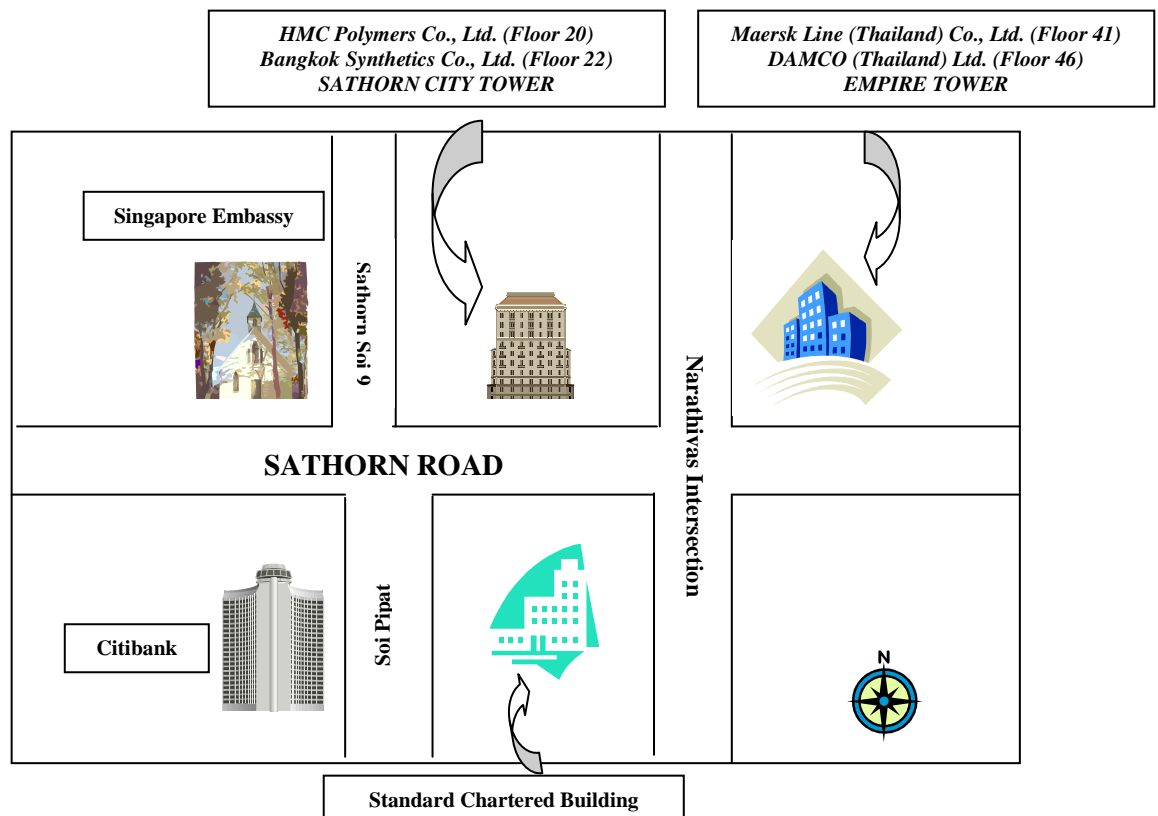






Figure 2. Profile of Selected Companies

COMPANY PROFILE	 MAERSK LINE	 damco	 HMC Polymers <small>An associate of PTT & LyondellBasell</small>	 BST
Type of Business	International Ocean Carrier	Independent Shipping Agency	Petrochemical	Petrochemical
Offices	Empire Tower, River Wing East, 41/F 195 South Sathorn Road, Yannawa, Sathorn Bangkok 10120	Empire Tower, River Wing East, 46/F 195 South Sathorn Road, Yannawa, Sathorn Bangkok 10120	Sathorn City Tower, 20/F 175 South Sathorn Road, Tungmahamek, Sathorn Bangkok 10120	Sathorn City Tower, 22/F 175 South Sathorn Road, Tungmahamek, Sathorn Bangkok 10120
Telephone No.	02 752 9000	02 752 9000	02 679 6388	
Facsimile No.	02 752 9099	02 752 9099	02 679 6380	
Website	www.maerskline.com	www.damco.com	www.hmcpolymers.com	www.bst.co.th
Total Staff (white-collars only) (Feb 2008)	246	120	218	205
Female Staff	160	72	75	74

Selection Criteria

These companies were chosen because of:

- Nationality (Foreign/Thai)
- Industry
- Location

Maersk Line (Thailand) Co., Ltd.

This company was chosen because it represents a foreign company specializing in ocean transportation. It is located on the 41st floor of Empire Tower building, South Sathorn Road.

DAMCO (Thailand) Ltd.

This company was chosen because it represents an international independent shipping agency. It is located on the 46th floor of Empire Tower building, South Sathorn Road.

HMC Polymers Co., Ltd.

This company was chosen because it represents a Thai company specializing in the petrochemical business. It is located on 20th floor of Sathorn City Tower building, South Sathorn Road.

Bangkok Synthetics Co., Ltd.

This company was chosen because it represents a Thai company specializing in the petrochemical business. It is located on 22nd floor of Sathorn City Tower building, South Sathorn Road.

3.1.2 Sample Size

Twenty-five female white-collar workers from each company were randomly selected as samples of the study. Therefore, the total sample size was 100 female white-collar workers. The sample size in the local petrochemical companies was about 30% of female employees which accounted for one-third of the total employees while in the foreign transportation companies, it was about 20% of female employees which accounted for half of the total female employees.

One representative from each company was purposively selected for an in-depth structured interview. Each interviewee represented the female white-

collar workers in different levels namely; staff level, supervisory level, manager and director.

3.1.3 Sampling Design

The stratified random technique suggested by Kumar (1999, pp. 158-159) was used in this study. It was chosen for several reasons:

1. The population can be divided into strata which could narrow the scope of sampling
2. The members of each stratum (or in this case means female white-collar workers in each company) are assumed to have homogeneous characteristics.
3. It is convenient for gathering data since these four strata are purposively selected.

By utilizing this sampling technique, the four companies are purposively selected to represent two strata. Then, in each stratum, the simple random sampling method is used in order to find 25 female white-collar workers in two local petrochemical companies and two foreign transportation companies. Moreover, these two strata are assumed to have heterogeneous characteristics.

3.2 INSTRUMENTATION

For the interview, the researcher used MP3 for recording for accuracy and reference. The quotations from the interview transcripts have been edited to promote readability and clarity.

Some examples of the main questions from the interview follows:

- How do you consider your career advancement compared to your friends or other people who work in the same field?
- What are the factors contributing to your career advancement?
- What are the factors that delay your career progression?
- Do you believe that any of the three factors (social influence, domestic responsibility and personal aspiration) is a barrier for career advancement?

A questionnaire was formulated and randomly distributed to female white-collar workers in four selected companies. It was divided into 3 parts.

The first part focuses on the general information of the respondents. Ranges of age, marital status and levels of education were provided for the respondents' convenience. The informants were asked to fill in their current position in this part.

The second, third and fourth parts are about social influence, domestic responsibility and personal aspiration factors that are believed to be barriers for women's career advancement. In each part, there are 10 statements in which the respondents were asked to choose the rating scale that mostly matched their opinion.

<u>Rating Score</u>	<u>Interpretation of the Score</u>
5	Strongly agree
4	Agree
3	Uncertain
2	Disagree
1	Strongly disagree

Likert scale was used to measure the reliability of the questionnaire in Part II to Part IV. The questionnaires in English and Thai appear in Appendices A & B respectively.

3.3 PROCEDURES

3.3.1 The Study Design

An appointment with one representative of each company was made for an interview.

Based on the one-shot contact with the study population, a cross-sectional study design was used in this study in order to find out which of the three factors contributed to the existence of the glass ceiling phenomenon most influentially. The summated rating scale or the Likert scale was also used to test this aspect.

3.3.2 Data Collection

The questionnaire was distributed in HMC Polymers Co., Ltd. by the researcher herself. For other three companies, the researcher asked friends who work at these companies to be her representative to distribute the questionnaire. The time frame for data collection was from 28th January to 15th February 2008.

3.4 DATA ANALYSIS

After the questionnaires were collected, the data were coded and analyzed by using the Statistical Package for the Social Sciences (SPSS) program. This program was considered suitable and appropriate for analysis of the data for this study. The data analysis was based on descriptive statistics and inferential statistics as the following details.

1. The frequency distribution and percentage was used to analyze general information of the respondents.
2. Cronbach's Alpha Coefficient was used to evaluate the reliability of the questionnaire in Parts II – IV by applying the 5-point Likert scale.