CHAPTER THREE
DESIGN AND 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

This research study is a cross-sectional design to investigate the attitudes of consumers in the Sathorn, Silom and Phatumwan areas toward KFC's Healthy Menu. The study design is to collect information about the working people's attitudes through closed-ended questions. A 5-point Likert Scale is incorporated to measure the respondents' attitudes in specific areas. Closed-ended questions are also integrated to gather the respondents' general information.

3.2 MATERIALS

The research instruments include a questionnaire which is divided into 4 parts with closed-ended question, Likert Scale and an open-ended question as per the following:

1. Demographic information
2. Consumers' attitudes toward KFC healthy menu
3. Consumers' attitudes toward Marketing- Mix Strategy
4. Suggestions

The responses from the Likert Scale question are calculated as follows:

Very likely	=	5 Points
Likely	=	4 Points
Average	=	3 Points
Unlikely	=	2 Points
Very unlikely	=	1 Point

3.3 PROCEDURES

A self-administered questionnaire was used to collect data from employees in the Pratumwan, Sathorn and Silom areas. The study population was the employees working. The sample size of the study was 150 male and female employees in the 3 study areas. That was, once the respondent walked on the street for having lunch, he/she would be approached and asked for his/her willingness to fill in the questionnaire. One question that needs to ask before the respondent fills in the questionnaires was if that person has ever tried KFC's Healthy Menu before, and then they could fill the questionnaires. Once he/she positively responded, the questionnaires would be completed. This procedure was used until the target number of 150 respondents has been reached.

3.4 DATA ANLYSIS

The descriptive statistics: percentage, mean, standard deviation and multiple regression were used to analyze data.

3.5 DURATION OF STUDY

3.5.1 Study Work Schedule

The timing of this study will be from January to April 2009

Monthly/Year	Jan.				Feb.				March				Apr.			
Week Activities	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1. Planning Phase																
Determine sample																
Pilot Pre-test questionnaires																
Revising questions																
Post-test questionnaires																
2. Implementation Phase																
Conduct Survey																
Data Collection																
3.Analysis Phase																
Data Verification																
Data Processing and Analysis																
4. Report Phase																
Report Writing																
Report Printing																
Report Dissemination																