

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 sample in this study was limited to a Thai working woman group. All respondents were employed by one of five private organizations in Bangkok as follows:

1. Thai Plastic and Chemicals Public Company Limited;
2. L.P.N. Development Public Company Limited;
3. Advanced Info Service Public Company Limited;
4. KASIKORNBANK Public Company Limited; and
5. Canon Marketing (Thailand) Company Limited.

All respondents had to have an experience of a purchasing transaction via internet once at least. These study results are probably not generalized to overall consumers.

3.2 MATERIALS

This study was constructed by using a questionnaire in a survey. The questionnaire was divided into three parts as follows:

Part 1: Demographic profile of the respondents

Part 2: Experience of internet usage and online purchasing transactions

Part 3: Factors influencing decision making of working women towards online business transactions

3.3 PROCEDURES

The questionnaire was designed and distributed to 100 women. All respondents were asked in advance for their voluntary cooperation. If any respondent was not comfortable providing information, he or she had the right not to. Also, the

researcher would distribute the questionnaires to the respondents and wait until each respondent finished the questionnaire in order to clarify the questions in case the respondent was unclear with any question.

The process of data collection was conducted within 30 days. Some questionnaires that were not completely answered were not taken into consideration.

3.4 DATA ANALYSIS

The Statistic Program for Social Sciences (SPSS) program version 12.0 was used to analyze the data. The descriptive statistics such as frequency and percentage were applied.

In summary, this chapter has shown the methodology used in the collection and analysis of the data. In the next chapter, the results of the study will be presented.