

## **CHAPTER THREE**

### **METHODOLOGY**

This chapter describe: (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 in this study were 280 Thai and Indian members working at Precious Shipping Public Company Limited (PSL) at the head office in Bangkok. However, since the staffs in the company were mostly working overseas, only a hundred staff members were used as the sample in the study.

#### **3.2 MATERIALS**

This research instrument in the study was a questionnaire which referred to the research created by Shotikarn Bhundhuchareon (2002), and consisted of closed-ended questions and a Likert scale. There were two parts in the questionnaire as follows:

Part I: Demography of the respondents

The questions in this part were composed of six questions about general information of the respondents: gender, age, educational background, occupation, experience in working with people of other nationalities and frequency of chances to communicate with them.

Part II: Explored the opinions about the intercultural communication problems faced by Thai employees. The questions were divided into two parts; problems in Oral and Written communication in daily work and cultural problems.

#### **3.3 PROCEDURES**

##### **3.3.1 Research design**

The study was survey research using a questionnaire

##### **3.3.2 Data Collection Method**

The researcher distributed the questionnaires to 100 staff who worked in PSL and collected them within 2 days after the respondents finished completing them.

### **3.4 DATA ANALYSIS**

The data obtained from the completed questionnaires was analyzed by SPSS system and will be presented descriptive form and in tables. All findings in the survey will be analyzed to answer the research questions.