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 target population for this study is 150 undergraduate students who were studying in any faculties at Rangsit University.

3.2   MATERIALS

The research instrument in the study was a questionnaire with open and closed-ended questions. The questionnaire was divided into four parts as follows:

3.2.1 Part 1: Demographic Data

This part consists of three closed-ended questions about gender, age, and faculty.

3.2.2 Part 2: Awareness and Participation in CSR Activities

This part consists of eight closed-ended questions about awareness and participation in CSR activities.

3.2.3 Part 3: Factors Influencing Students' Interest in CSR Activities

This part contains 25 statements aiming to explore factors influencing students' interest in CSR activities by using Likert scale which is adapted into three scales. Respondents are approached to indicate their agreement levels which are disagree, uncertain, and agree.

3.2.4 Part 4: Suggestions

This part gives the opportunity for the respondents to share their comments and suggestions about CSR activities.

3.3   PROCEDURES

3.3.1 Research Design

A cross-sectional design, also known as one-shot or status studies, was taken to conduct this study. It is useful in obtaining an overall 'picture' as it stands at the time of study.

3.3.2 Data Collection

The non-probability sampling method was used to gather samples for the study. The questionnaires were distributed to 150 undergraduate students who were studying at Rangsit University.

3.4   DATA ANALYSIS

The data derived from the questionnaires was analyzed by using the SPSS program. Descriptive statistics such as frequency, percentage, and mean were used to analyze the data collected. Pearson Chi-square was used to analyze the relationship between awareness and participation.

The criterion for rating scale of Part 3 was as follows:

Each statement was rated in 3 levels.

Response	Score
Agree	3
Uncertain	2
Disagree	1

$$\text{Width of the interval scale} = \frac{\text{Maximum score} - \text{Minimum score}}{\text{Number of level}}$$

$$= \frac{3 - 1}{3}$$

$$= 0.7$$

From the above formula, the mean score of each statement is explained below

Mean	Result
1.00-1.70	Low
1.61-2.40	Moderate
2.41-3.10	High

In summary, this chapter illustrated the methodology of this research concerning subjects, materials, procedures, and data analysis. In the next chapter, the research results will be presented.