

CHAPTER THREE

METHODOGY

This chapter describes the subjects, the materials, the procedures used in the data collection, and the data analysis.

3.1 SUBJECTS

This research study was a cross-sectional study to investigate the attitudes of Bangtao Thai-Muslim People towards the expansion of real estate business in Bangtao area, Phuket.

The population of this study was Thai-Muslim people in Bangtao area, Phuket, and the respondents were selected by using a purposive sampling design. The total number of subjects in this study was 120 person; all of them were Bangtao Thai-Muslim residents living in Bangtao area. Only people aged 15 years old and over were included in the study.

3.2 MATERIALS

The research instrument in the study was a questionnaire which was divided into three parts, with closed-ended questions in a five-point Likert Scale for measurement. In addition, the questionnaire was translated into Thai in order to ensure that the respondents understood the questions clearly.

The three parts of the questionnaire contained the contents as follows:

Part One: Demographic information of the respondents

This part consisted of the closed-ended questions related to the general information of the respondents such as gender, age, educational background, occupation, and average income per month.

Part Two: Attitudes towards the expansion of real estate business

In this part, the respondents were asked how they felt in terms of economic, environmental, social, and cultural aspects in order to measure the level of agreement and disagreement with the expansion of the real estate business. Specifically, this study focused on three kinds of real estate businesses which were hotels and resorts,

residential properties, and shopping plazas. All parts used a five-point Likert scale as a part of the questionnaire format.

Part Three: Suggestions

The last part was designed to obtain further suggestions and recommendations related to the four main aspects, which were economic, environmental, social, and cultural, from the respondents by using open-ended questions. In this part, respondents could give further opinions about real estate expansion.

3.3 PROCEDURES

The procedures in the study were as follows:

3.3.1 Research Design

The study was a cross-sectional design which aimed to examine the attitudes of Bangtao Thai-Muslim people towards the expansion of the real estate business in Bangtao area. The information collected from Thai-Muslim people in Bangtao community was analyzed via a five-point Likert scale.

3.3.2 Data Collection

The questionnaire was the instrument for the data collection. The questionnaires were distributed from January 13-19, 2009. The data was collected by purposively approaching Bangtao Thai-Muslim people in the Bangtao Community, Phuket. Before answering the questionnaire, the respondents were asked for their cooperation and the purposed of the study was explained.

3.4 DATA ANALYSIS

The Statistical Package for Social Sciences (SPSS) program version number 14 was used to analyze the data such as frequency distribution, and percentage. The data is presented in the form of tables and description in order to draw conclusions.

The research took approximately four months. The planning phase was conducted in November. Next, the implementation phase and analysis phase was finished in December 2008 and January 2009, respectively. Finally, the reporting phase was finished in February 2009.