CHAPTER THREE
METHODOLOGY

This chapter illustrates the research methodology used in studying factors affecting customers' decisions on purchasing toothpaste in the Bangkok area. It is composed of four sections including (1) the subjects, (2) the materials, (3) the data collection, and (4) the data analysis.

3.1 SUBJECTS

The subjects were customers aged over 25 years in the Bangkok area. The total sampling size was 120 respondents. They were selected by accidental sampling.

3.2 MATERIALS

A questionnaire was used as the research tool to survey the factors affecting the subjects' decision on purchasing toothpaste in the Bangkok area. The questionnaire was divided into 3 parts with 43 questions.

Part I. This part consists of personal information of the respondents and general information on purchasing toothpaste. It includes gender, age, marital status, educational level, occupation, personal salary, and kinds of toothpaste used and the places to buy toothpaste. (Nominal scale)

Part II. This part is about factors influencing the respondents' decisions on purchasing toothpaste. The questions are based on the attitudinal scales (Likert scale) as follows:

Response	Average Value
Extremely Agree	4.21 – 5.00
Agree	3.14 – 4.20
Uncertain	2.61 – 3.40
Disagree	1.81 – 2.60
Extremely Disagree	1.00 – 1.80

Part III. This part asks for additional comments in order to recheck the respondents' thoughts and other opinions.

3.3 DATA COLLECTION

The questionnaires were distributed to 120 respondents aged over 25 in the Bangkok area during January 2009. The questionnaires were collected right after the respondents completely filled out all questions.

3.4 DATA ANALYSIS

The data obtained from the questionnaires were presented with cross tabulation and frequency distribution using the Statistical Package for Social Sciences Program (SPSS) version 11.5 for data analysis.

The data in the first part, general information of the respondents, were analyzed by descriptive statistics. Personal variables such as gender, age, marital status, educational level, occupation, personal salary, and kinds of toothpaste used and places were described using percentage and frequency (nominal scale).

The second part, factors influencing the respondents' decisions on purchasing toothpaste, was described using percentage, mean, and standard deviation (likert 5-point scale).

The last part, additional comment, was analyzed manually and described using percentage and frequency.

Hypotheses were tested by t-test and F-test. The level of significance of 0.05 was established to determine the acceptance or rejection of each research hypotheses.