

CHAPTER THREE

METHODOLOGY

This chapter describes the research methodology including (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

This research aimed to measure the degree of teenagers' satisfaction with Wall's and Nestle ice cream. The subjects were M.6 students who are studying at high schools in the Bangkoknoi Area. Five institutes including Satri Watrakang School, Chinorotwittayalai School, Suwannaram Wittayakom School, Watdusitaram Secondary School and Suananant School were chosen as research sites for comparison of the satisfaction because sample in the same area helped reduce interfering variables. Due to time constraint and limited resources, the subjects were 250 students, represented by 50 students from each school.

3.2 MATERIALS

A questionnaire was used to collect the data for this study. It consisted of three parts with closed-ended questions (first two parts) and open-ended questions (last part).

Part one consisted of 7 closed-ended questions. It concerned the demographic information of respondents such as gender, age and daily allowance. Moreover, it included questions asking about ice cream consumption behaviour such as the frequency of ice cream purchasing, the amount of money spent when purchasing ice cream, the most favored type of ice cream and the preferred brand of ice cream.

Part two included 36 closed-ended questions concerning measurement of teenagers' satisfaction with Wall's and Nestle ice cream. It was divided into 3 categories: satisfaction of brand acceptance, satisfaction of brand image and satisfaction of marketing strategies. Respondents were asked to rate statements about

their satisfaction with 5-point Likert-type scale: extremely agree, agree, uncertain, disagree, and extremely disagree. The last part asked the subjects for their suggestions.

3.3 PROCEDURES

The procedures of this study were divided into:

3.3.1 Research Design

This research study was a cross-sectional design to identify the degree of teenagers' satisfaction with Wall's and Nestle ice cream. A five-point Likert-type scale questionnaire was designed to collect the data.

3.3.2 Data Collection

The researcher distributed 250 questionnaires to M.6 students from five high schools in the Bangkoknoi area; that was 50 questionnaires for each school. A teacher from each school helped to distribute the questionnaire to the students. A cover letter issued by the Language Institute of Thammasat University was attached with the questionnaire so that each school understood the purpose of this study. This process lasted about 1 month during December 2008 – January 2009.

3.4 DATA ANALYSIS

The Statistic Package for Social Sciences (SPSS) program version 12.0 was used to analyze the data. The descriptive statistics such as percentage, frequency, mean and standard deviation were examined.

Likert 5-point rating scale was used to evaluate the level of teenagers' satisfaction with Wall's and Nestle ice cream. The respondents were required to make choices from the scale as follows:

1 means "strongly disagree"

2 means "disagree"

3 means "neither agree nor disagree/unsure"

4 means "agree"

5 means "strongly agree"

$\frac{\text{Highest score} - \text{Lowest score}}{\text{Total rating level}} = \frac{5 - 1}{5}$ $= 0.8$
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From the above formula, the results can be explained according to the satisfaction level as follows:

Satisfaction Level	Score
Excellent	4.21-5.00
Good	3.41-4.20
Moderate	2.61-3.40
Bad	1.81-2.60
Very Bad	1.00-1.80

In the next chapter, results from the data analysis will be described to review the teenagers' satisfaction with Wall's and Nestle ice cream.