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 main participants in this study were selected by using non – probability sampling: quota method. The subjects were equally selected to get the total of 120 samples. Those office women ages 23 or above and working in the metropolis of Bangkok were invited to participate in the study. These office women were those who work in the Sukhumvit area.

3.2   MATERIALS

Questionnaires were used as the instrument of this study. The questionnaires contained four parts with close-ended questions, the Likert Scale and open-ended questions. The first part was general information such as age, education, occupation, etc. The second part was asking for characteristics of brassiere purchasing behavior. There are twelve questions focused on brassiere selection habits. The third part was opinion toward brassiere products. This part consisted of 10 items and was designed to survey respondents' opinions. The rating in this part was based on 5-point Likert Scale. The responses were calculated as follows:

Very much   =   5 points

Much   =   4 points

Moderate   =   3 points

Little   =   2 points

Very little   =   1 point

The fourth part was asking for suggestions from respondents toward brassiere products.

3.3   PROCEDURES

This section describes the procedure for the study of considerations of office women in choosing brassieres in urban areas of Bangkok

3.3.1   Research Design

The research study is a cross-sectional design to describe behavior for choosing brassieres of office women in the metropolis of Bangkok.

3.3.2   Data Collection

The questionnaires were randomly distributed to 120 office women working in the Sukhumvit area. The surveys were conducted on weekdays during November. The samples were asked to fill in the questionnaires and return them within twenty minutes. Then, the data was collected for editing and analyzing.

3.4   DATA ANALYSIS

After the questionnaires were collected, the statistical package of Social Sciences (SPSS) program version number 15 was used to analyze the data. The descriptive statistics as percentile, frequency, mean, mode and standard deviation were used. The results will be described and summarized in the next chapter.