CHAPTER III

RESEARCH METHODOLOGY

Research Design

The study "Consumers' Awareness of Cooked Food Safety in Mueang District, Nonthaburi Province" was survey research.

Population

To determine the number of consumers, preliminary data collection was conducted twice: during 05.00 a.m. – 19.00 p.m. on Tuesday 30 November, 2004, a regular weekday when there were 1,050 consumers and during 5.00 a.m.– 19.00 p.m. on a weekend Saturday, 4 December 2004 when there were 1,290 consumers. The average number of the population per day was approximately 1,170 persons.

Sample Size

The sample size was calculated using Yamane Formula (Yamane, 1973).

Yamane Formula

$$n = \frac{N}{1+N\,(e)^2}$$

N = Population Size

n = Sample Size

e = Sample Size for Error of ± 5%

When

N = 1,170

$$e = 0.05$$

$$n = \frac{1,170}{1+1170\,(0.05)^2}$$

$$= \frac{1,170}{1+1,170\ (0.0025)}$$

$$= \frac{1,170}{1+4.5}$$

$$= 298$$

Research Instrument

Questionnaire was used as research instrument. The questionnaire was divided into five parts as follows (appendix A):

Part 1: Demographic factors including sex, age, marital status, education, occupation and income.

Part 2: Information sources of cooked food safety which focused on the following media: newspaper, television, radio, poster, leaflet, magazine, sign, internet, person media and effect/benefit of information received.

Part 3: Marketing mix factors of cooked food safety. Cooked food were focused on product, price, place and promotion, was classified into 3 level of consumers' opinion scales namely high, moderate and low.

High	=	3	scores
Moderate	=	2	scores
Low	=	1	score

The score for this rating scale was calculated and adjusted (Kajornsin, 2002) as follows:

1. Calculating range = Largest score – Smallest score
= 3 – 1
= 2

2. Determining frequency = 3

3. Calculating interval = $\frac{\text{Range}}{\text{Frequency}}$
= $\frac{2}{3}$
≈ 0.67

Mean score by interval setting

2.36 - 3.00	means	High
1.68 - 2.35	means	Moderate
1.00 - 1.67	means	Low

Part 4: Consumers' awareness of cooked food safety. The awareness was classified into 3 level scale namely high, moderate and low. The rating scale for consumers' awareness of cooked food was assigned as follows:

Positive questions

Often	=	3	scores
Sometimes	=	2	scores
Seldom	=	1	score

Negative questions

Often	=	1	scores
Sometimes	=	2	scores
Seldom	=	3	score

The mean score for this rating scale was calculated and adjusted (Kajornsin, 2002) as follows:

1. Calculating range = Largest score – Smallest score

= 3 – 1

= 2

2. Determining frequency = 3

3. Calculating interval = $\frac{\text{Range}}{\text{Frequency}}$

= $\frac{2}{3}$

≈ 0.67

Mean score by interval setting

2.36 - 3.00	means	High
1.68 - 2.35	means	Moderate
1.00 - 1.67	means	Low

Part 5: Problems and suggestions.

Pre-testing of Research Instrument

Questionnaire was pre-tested with 20 consumers who bought cooked food in Nonthaburi Local Government Market I in order to have content validity. Some improvements on the questionnaire were made.

Data Collection

Data were collected from consumers who bought cooked food in Nonthaburi Local Government Market I Mueang district, Nonthaburi province on January - March 2005.

Data Analysis

Data were analyzed and presented through percentage, mean, and standard deviation. Chi-square at the 0.05 level was employed to test hypotheses.