

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) data analysis.

3.1 SUBJECTS

Young adults aged 18 – 30 at the four districts of central Bangkok, Patumwan, Bangrak, Sathorn, and Wattana, were selected by using non-probability sampling: quota sampling. Respondents who had visible characteristics of being in their young-adulthood were equally selected from those four districts of Bangkok which was thirty people from each area with the overall population of 120 people.

Districts	Patumwan	Bangrak	Sathorn	Wattana
Quantity (People)	30	30	30	30

3.2 MATERIALS

The research instrument in the study was a questionnaire with closed-ended and open-ended questions (see Appendix C). The questionnaire was divided into four main parts as follows:

Part 1: Demographic data consisted of sex, age, education, occupation, and monthly income

Part 2: Book purchasing behaviors contained the following questions: buy or not buy books, reasons for not buying, frequency of purchasing per month, amount of money spent each time, number of books bought each time, type of books selected, and place to buy books.

Part 3: Reasons for book purchasing behaviors contained the questions about reference group, marketing mix, lifestyles, and other factors.

Part 4: Opinions and suggestions toward book industry.

3.3 PROCEDURES

3.3.1 Research Design

This research used cross-sectional design to describe the book purchasing behaviors of young adults in central Bangkok.

3.3.2 Data Collection

Before sending out the questionnaire, the researcher pre-tested the questionnaire with twenty colleagues at Nanmeebooks Co., Ltd. to check the reliability and completeness. The pre-test results showed that there were some additional points, for example, the students were added up to the question about occupations, cookbook was included in the question of types of books selected, national book fairs was another place that the pre-test respondents suggested, and reading prologue or synopses may be another factor influencing customers to purchase books. Then, 120 self-administered questionnaires were distributed to the respondents aged 18 – 30 from Patumwan, Bangrak, Sathorn, and Wattana districts. Thirty participants were selected from each of these four districts by using quota sampling. The duration of the data collection was two weeks in December 2006.

3.4 DATA ANALYSIS

The statistical package of Social Sciences (SPSS) program was applied to analyze the data from the questionnaire. The descriptive statistics such as frequency, mean, and percentage are explained in detail in the next chapter.

In summary, this chapter has shown the methodology of this survey. In the next chapter, the results of this study will be revealed.