

## **CHAPTER THREE**

### **METHODOLOGY**

This study aimed to study the purchasing behavior towards the modern technology like portable audio players of the teenagers as well as to study the attitudes of parents towards teenager purchasing behavior. 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**

Teenagers aged between 13-19 years old and who conducted some activities like shopping, meeting and learning at the Center Point were the population used in this study. The investigator used the Center Point because the Center Point is the most famous place in Bangkok where teenagers like to go.

#### **3.2 MATERIALS**

The questionnaires, which were used as the instrument to collect primary data of this study, were separated into 5 parts and composed of closed-ended and opened-ended questions. The opened-ended questions were used to ask the respondents' opinion while the closed-ended questions used in the section as follows:

**Part 1:** Background information of the respondents

**Part 2:** Teenagers' behavior on purchasing and using portable audio players.

**Part 3:** The attitudes of parents towards teenager purchasing behavior for portable audio players

**Part 4:** The media that influenced teenager purchasing behavior

**Part 5:** Other opinions and comments

### **3.3 PROCEDURES**

#### **3.3.1 Research Design**

The Study of Teenager Purchasing Behavior towards Modern technology: A Case Study of Portable audio players used questionnaires to collect data from 150 samples. The population was 150 teenagers aged between 13-19 years old who went shopping, meeting and doing activities at the Center Point. The investigator used the quota-sampling as a method to choose the samples which meant that the target samples should have their own portable audio players.

#### **3.3.2 Data Collection**

To collect data, the questionnaires were distributed to the respondents in the Center Point. This questionnaire were divided into 5 parts and composted of closed-ended and opened-ended questions. In addition, the investigator also provided another 20 questionnaires in order to replace the erroneous answers in any questionnaire.

The investigator visited the Center Point and asked for target respondents who were willing to participate in the study. The questionnaires were distributed to the respondents without any guidance regarding the answers and immediately collected after the respondents finished their answers. To avoid any repeat respondents, the investigator changed the area of study such as the north, middle and south. Also the investigator asked the respondents before giving them questionnaires if they had ever answered these questionnaires before.

### **3.4 DATA ANALYSIS**

All data collected from all the respondents were processed by SPSS program for statistical analysis for descriptive research by using descriptive statistics such as frequency, percentages and means as follows:

Part 1: Frequency and percentages were used to describe the background information of the respondents

Part 2 and Part 3: Table 7 to table 11 used percentages and frequency to describe the purchasing behavior of the respondents. However, table 12 to table 14 were designed to use the Likert Scale to measure the degree of agreement of the

respondents towards each question. Each scale distinguished values ranging from 1 to 5 as follows:

Scale	Mean Range	Meaning
5	1.00-1.49	Strongly Agree
4	1.50-2.49	Agree
3	2.50-3.49	Moderately
2	3.50-4.49	Disagree
1	4.50-5.00	Strongly Disagree

Part 4: In this part the respondents could answer more than one choice because the investigator would like to investigate the impact of each media that affected the respondents' purchasing behavior. Percentages were used to show the degree of the media affected the respondents' purchasing behavior. In addition, the pie chart was used for easier presentation.