

CHAPTER THREE

METHODOLOGY

3.1 SUBJECTS

The population of this study were fifty parents, either fathers or mothers, who lived in Muang district, Kanchanaburi province as they played an important role in supporting their children's activities and sixty children who were in primary school, secondary school and high school from both private and government schools and lived in Muang district, Kanchanaburi province as they are the targeted customers of the club. The accidental random sampling method was used to select the respondents of Muang district, Kanchanaburi province.

3.2 MATERIALS

The research instruments in this study were two closed-ended questionnaires: one for the parents and the other for students. Both questionnaires were divided into three main parts.

For the parents, the first part was about personal background, i.e., sex, age, the number of sons or daughters, education, occupation, monthly income and horseback riding experience. The second part consisted of 13 questions, which asked about their attitudes toward horseback riding.

For the students, the first part was also about personal background, i.e., sex, age, school type, school level, a person they lived with and horseback riding experience. The second part asked about their attitudes toward horseback riding and consisted of 14 questions, which was different from some of the parents' questions at item 11 and 12 (see appendix). In this part, the same as the parents', the respondents marked the blank space according to their opinions. The 5-point rating scale, ranging from " Highly positive" to " Highly negative" was used. The criteria and meaning of the rating is clearly presented in the following table.

Rating score	Range	Interpretation of the score
5	4.21-5.00	Highly Positive
4	3.41-4.20	Positive
3	2.61-3.40	Uncertain
2	1.81-2.60	Rather Negative
1	1.00-1.80	Highly Negative

3.3 PROCEDURE

3.3.1 Research Design

This research is a cross-sectional design to investigate the attitudes of local people in Muang district, Kanchanaburi toward horseback riding.

3.3.2 Data Collection

The data was collected from the primary source. The researcher courteously approached the subjects by going to the Tesco Lotus shopping mall and some government offices in Muang district, Kanchanaburi in order to ask the respondents who were either mothers or fathers to fill out the questionnaires.

For the respondents who were students, the researcher asked for assistance from her friend who is a teacher at Wisuthrangsri school to distribute the questionnaires to her students. Moreover, the researcher also used accidental sampling to distribute the questionnaires and explained the questions to students from other schools in Muang district, Kanchanaburi herself.

The respondents who were willing to fill out the questionnaire were informed about the purpose of the study and confidentiality of the answers given.

3.4 DATA ANALYSIS

The data obtained from the respondents were analyzed by using The Statistical Package for Social Sciences (SPSS) version 10.0.5. The descriptive statistics, i.e., frequency, percentage and mean were used to analyze the data, whereas the inferential

statistics, i.e., t-test, one-way ANOVA and Pearson's Correlation were used to test the hypotheses.

1. Frequency Distribution and Percentage were used to analyze answers in the form of a checklist concerning the respondents' demographics such as gender, age, education, school type, etc.

2. Arithmetic Mean was used to calculate the average level of the attitudes of the respondents toward horseback riding.

3. t-test was used to find out the relationship between the respondents' gender, education, school type and level of their attitude toward horseback riding.

4. One-Way ANOVA was used to find out the relationship between the respondents' occupation, income, school level and their attitude toward horseback riding.

5. Pearson's Correlation was used to find out the relationship between the respondents' age and their attitude toward horseback riding.

In summary, this chapter has shown subjects, materials, procedures and data analysis for studying the attitude of local people in Muang district, Kanchanaburi toward horseback riding. In the next chapter, the results of the study will be presented.