

## **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 target population for this study is 150 Thai youth at Siam Square. The reason for selecting youth at Siam Square rather than other places is because they can represent trend, value of Thai youth in Thailand. Moreover, Siam Square is one of favorite places for youth doing activities, such as shopping, or studying together. Moreover many companies use this place for launching new products.

#### **3.2 METERIALS**

A questionnaire with open and closed-ended questions will be used as a tool for the survey. This method is effective and efficient in terms of time and budget. The questionnaire is divided into four parts as follows:

##### **3.2.1 Part 1: Demographic Information**

This part consists of five questions about sex, age, level of education, career, and income per month.

##### **3.2.2 Part 2: Perception Information**

This part consists of nine questions about perceptions on whitening cream.

##### **3.2.3 Part 3: Usage Information**

This part deals with whitening cream usage and consists of eight questions.

##### **3.2.4 Part 4: Suggestion**

This part gives the opportunity for the respondents to share their ideas or comments about whitening cream.

### **3.3 PROCEDURES**

#### **3.3.1 Research Design**

This research study is a cross-sectional design to examine perceptions of Thai youth at Siam Square on Whitening Cream.

#### **3.2.2 Data Collection**

A questionnaire with open and closed-ended questions will be used as the tool for the survey. Data collection will take place on weekends during Dec 1, 07-Jan 31, 08. This method is effective and efficient in terms of time and budget because the researcher can do a survey by himself and can get information from the respondents immediately when asking questions.

### **3.4 DATA ANALYSIS**

The data derived from the questionnaires will be analyzed using the SPSS program (Statistical Package for the Social Science) version 12. Descriptive statistics such as frequency and percentage will be used for data analysis.

In summary, this chapter illustrated the methodology of this research concerning subjects, materials, procedures, and data analysis. In the next chapter, the research results will be presented.