

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

The aim of chapter 3 is to provide the research methodology in order to achieve the objective of this study. The research is conducted to discover the factors that directly and indirectly correlate to the growth of Import/Export Trade between Bangladesh and Thailand. It is important to select an appropriate method to ensure the accuracy of the data. To achieve applicable information, the researcher has applied the methods as follows:

#### **3.1 Research method**

The researcher has both applied quantitative and descriptive research methods in this study. The descriptive research method is employed to identify the role and significant of using personality questionnaire in recruitment and selecting import and Export business assumption during the time of research. The researcher opted to use this research method considering the objective to obtain second data from the respondents. The advantage of descriptive research method is due to its flexibility, can use either qualitative or quantitative data or both. So, this method give the researcher greater options in selecting the instrument for data collection.

#### **3.2 Questionnaire Distribution (Sources of Data)**

There are two parts of the Questionnaire Distribution. Part 1 gives the Demographic Background and Part 2 gives the Responses from the responders. Since the questionnaires are distributed by the researcher in various places such as Chamber of Commerce in Bangkok, International Trade Promotion at Nonthaburi, Seminars on Customs Department, Business people and import/export companies. The questionnaire was divided into two Parts: general information of respondent and questionnaire survey the factor affecting the growth of Thai-Bangladesh export/import Trade.

***Part 1: general information of respondents***

In this section, researcher focuses on the general information of Thai-Bangladesh export/import Trade. It contains social-demographic characteristic of the respondents such as Sex, Age, education, occupation, income. This part also concerning on the characteristic of Thai-Bangladesh export/import Trade's consumer, to survey their purpose of using doing export/import Trade such as for their business.

***Part 2: relevant to questionnaire survey the factor affect on the growth of export/import Trade between Thai and Bangladesh.***

The questionnaire contains questions that identify the advantage that impact behind the growth of Thai-Bangladesh relation and export/import Business. The structures of questionnaire were used as the Likert format. In this survey, five choices are provided for every question or statement. The choices represent the degree of agreement and disagreement of each respondent has on the given question. The scale below was used to interpret the total response of all the respondents for every survey question by computing the weighted means as:

5 = Strong Agree    4 = Agree    3= Neutral    2 = Disagree    1 = Strong disagree

<b>Range</b>	<b>Interpretation</b>
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

The selection of questionnaire Likert survey as this, enable the respondent to answer the survey easily. More than that, this research instrument allowed the researcher to carry out the quantitative approach effectively with the use of statistic for data interpretation. In order to test the validity of the questionnaire used for the study, the researcher tested the

questionnaire to some senior students in order to get suggestion and comment from them. The answers of these respondents were not a part of the actual study process; it was only use for testing purpose. After the question have been answered by senior respondents, the researcher asked the respondent for any suggestion or any necessary correction to ensure further improvement and validity of the instrument. The researcher revised the survey question based on the suggestion and comment of senior respondents. The researcher then excluded the questions that irrelevant and change unclear sentence of difficult terminologies word into simpler ones in order to ensure comprehension as well as easily for respondent to answer.

### **3.3 Selection of Sample groups**

The target population of the study is Thai- Bangladesh Export/Import Trading and relations in both these two countries. The questionnaires were given to both male and female in Bangkok, Thailand and Chittagong, Bangladesh. The sample size will be 400 people with in Thailand and Bangladesh. The sample will be identified randomly thus qualifying it's as a non probability sample as it will be based on Interviewer judgment. In order to determine whether personality questionnaire dose play an important role in conducting for this research, a total 400 respondents were asked to participate. To achieve significant information, the participation qualified for sample selection. This qualification ensured that the participants understand the nature of personality questionnaire and its use for employment, making the survey items easy for them to accomplish.

The respondents were selected from difference place within Bangkok and Chittagong, provinces in Bangladesh. In this way, questionnaire distributed for total 400 participations were selected from this areas. This study also aim to determine whether personality questionnaire play an important role in conducting recruitment and appraisal procedures.

Simple random sampling was done for sample selection. This sampling method is conducted where each member a population has an equal opportunity to become a part of the sample. As all members of the population have an equal chance of becoming a research

participant, this is said to be the most efficient sampling procedure. In order to conduct this sampling strategy, the researcher defines the population first, listed down all the members of the population and then selected members to make a sample.

### 3.4 Data Collection

The data collected from 400 respondents in different places within Bangkok, Dhaka and Chittagong. Long province was analyzed by using SPSS program to find out the outcome of data. The SPSS program was used to find frequency, percentage, average and standard deviation. It also used to test the research hypothesis by using T-test, One-Way ANOVA, simple correlation and regression. In order to apply appropriate method, researcher has chosen various methods to analyze as follow:

**Part I-** Frequency and percentage were used to analyze general information of respondent such as gender, age, education, occupation, maximum income per month.

**Part II-** In order to assess the level of agreement and disagreement from respondent on the environment factors affecting on the growth of A STUDY OF THE THAI-BANGLADESH IMPORT & EXPORT TRADE (ASPECTS OF SUCCESS- SYSTEM AND PROCEDURES), namely: Political Stability, Market Economic, Economic Growth, Growth of Infrastructures, Language, Commodities and Procedures. Researcher has used SPSS program to find average of mean ( $\bar{X}$ ) and standard deviation (S.D). The level of measurement of ( $\bar{X}$ ) and (S.D) as follow:

Average	Meanings
4.50 – 5.00	Strong agree
3.50 – 4.49	Agree
2.50 – 3.49	Neutral
1.50 – 2.49	Disagree
1.0 – 1.49	Strong disagree

**Part III-** To test the hypothesis of study, researcher uses T-test and F-test (One-way ANOVA) to compare the respondent who has difference demographic background such as sex, age, occupation, income views on the factor affecting on the growth of Thai-Bangladesh import and export Trade in difference way.

Researcher used (simple correlation) method to assess the relationship of environment Factors; customer behavior and service mix which direct and indirect correlation the growth of Thai Bangladesh relations on import/export Trade. Also, researcher used (regression) Method to find out the rank of environment factor, to show that which factors strong or less Influence on the growth of A STUDY OF THE THAI-BANGLADESH IMPORT & EXPORT TRADE (ASPECTS OF SUCCESS- SYSTEM AND PROCEDURES).