Chapter 3

Methodology

3.1. Methodology

The Methodology used in this study is based on the primary data, linked to questionnaires. The researcher chose quantitative analysis for this study and has used information from literature review to make questionnaires.

3.1.1 Data Collection Instruments

After collection of the questionnaires, the researcher printed copies of the questionnaires and distributed to different tourist destinations with Chinese travellers to get their responses. The tourists were supplied with questionnaire, paper and pen to help fill out the research paper. The researcher also made the questionnaires on website and sent emails to respondents China. After completing the questionnaires from the population, the respondents sent back the completed questionnaires by email. The researcher applied used SPSS statistical analysis, to analyze the Data.

3.1.2 Population and sampling in general

When collecting data from respondents or general population, it is always difficult to measure every individual in the population for that reason a subsample must be taken from a portion of the individuals in the population. The research populations are Chinese people who watch Thai soap opera. The sampling unit is the unit on which the actual measurement of a character is made. For this research which we choose people who living in Yunnan Province
and Chinese who travel to Thailand. Most of the questionnaires completed in Bangkok.

3.1.3 Determine the sample size

The sample size for this study will be 200 respondents for this research study. A total of 400 questionnaires were distributed and the feedback result was only up to 200 questionnaires completed, 100 destroyed, and 90 missing.

3.1.4 The approach of this study

The approach of this study is the correlation study with quantitative research methods. To quantify date and generalize results from sample to the population of interest; to measure the incidence of various views and opinions in a chosen sample. This study will examine effect of Chinese travelers which Thai soap opera. This study has had a great number of Chinese traveller come Thailand, so the method of quantitative research is more appropriate to facilitate gathering date from larger sample size.

3.1.5 The research area

The main location will be in Bangkok where a lot of Chinese travellers frequent. The research will also cover Yunnan province of China through dispatching questionnaires by emails to respondents to tour destinations.