Chapter 3
Research Methodology

This research is China Steel Industry Analysis (opportunities and challenges)and the researcher has used qualitative research methods. The purpose of this research provides there search methodology to achieve the objectives of this research. It's very essential to select the suitable methods to make sure on giving a validity and accurate data in research.   This chapter shows the methods chosen the instrument data collection, data analysis and sampling process. This chapter provides research methodology of the research which includes topic such as Sample Groups, Questionnaire Distribution, and Data Collection though Questionnaires, Books, Journals by analyzing the acquired date by using SPSS Program. 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 factor that direct and indirect correlation on the growth of China Steel Industry   opportunities and challenges It is important to select an appropriate method to ensure the accuracy of the data. To achieve applicable information, the researcher has applied the method as following:

3.1 Research method

The descriptive research method was used for this survey study. To define the descriptive type of research, William G. Zikmund 2010 stated that the descriptive research is to describe characteristic of object people, groups, organization or environment, in other word, descriptive research tries to "paint a picture" of a given situation by addressing who, what, when, where and how question. Creswell (1994) stated that the descriptive method research is to gather information about the present existing condition. With the definition above, is strong emphasizing on describing rather than on interpreting. The aim of descriptive research is to verify formulate hypotheses that refer to the present situation in order to elucidate it. The descriptive research method approach is quick and practical in terms of financial aspect. Moreover, this method allows a flexible approach, Likewise, when importance new

issues and questions arise during the duration of the study, further investigation may be conducted.

On the other hand, descriptive method research is a type of research that is mainly concerned on describing the condition and the degree in detail of the present situation. This method is used to describe the nature of the situation as it exists at the time of the study and to explore the cause of particular phenomena. The aim of descriptive research method is to obtain an accurate profile of people, events or situations. With the research type, it is essential that the researcher already has a clear view about the factor affect on the growth of China Steel Industry Analysis opportunities and challenge had mention which the phenomena being investigated before the data collection procedure is carried out.

The researcher uses this kind of research method to obtain as second data from the respondents and combined with primary data which obtained from published articles, book, annual report to formulate rational and draw conclusion and recommendation for the study.

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，kunming s Steel Industry companies。The questionnaire was divided into two Parts: general information of respondent and questionnaire survey the factor affecting the growth of China Steel Industry opportunities and challenges

Section 1: general information of respondents

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

Section 2: relevant to questionnaire survey the factor affect on the growth of China Steel Industry .

The questionnaire contains questions that identify the advantage that impact behind the growth of China Steel Industry 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

Range	Interpretation
5	Strong Agree
4	Agree
3	Neutral
2	Disagree

| 1 | Strong 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- china Export/Import Trading and relations in both these two countries. The questionnaires were given to both male and female in Bangkok, Thailand and china, kunming.

Sample size

The sample of this research is calculated by using Taro Yamane (Yamane, 1973) formula with 95% confidence level. The calculation formula of Taro Yamane is

presented as follows.

$$n = \frac{N}{1 + N(e)^2}$$

n= sample size required   N = number of people in the population

        e = allowable error (%)   Substitute numbers in

formula: n = 399

(Rounded)

The sample size will be 399 people with in Thailand and china. 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 399respondents 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 kunming, city in china. In this way, questionnaire distributed for total 399 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 399respondents 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 suing 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 China Steel Industry (opportunities and challenges), namely: Political Stability, Market Economic, Economic Growth, Growth of Infrastructures, Language, Commodities and Procedures. Researcher has used SPSS program to find average of mean ($\overline{X}$) and standard deviation (S.D). The level of measurement of ($\overline{X}$) 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 China Steel Industry . 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 China Steel Industry Analysis (opportunities and challenges)