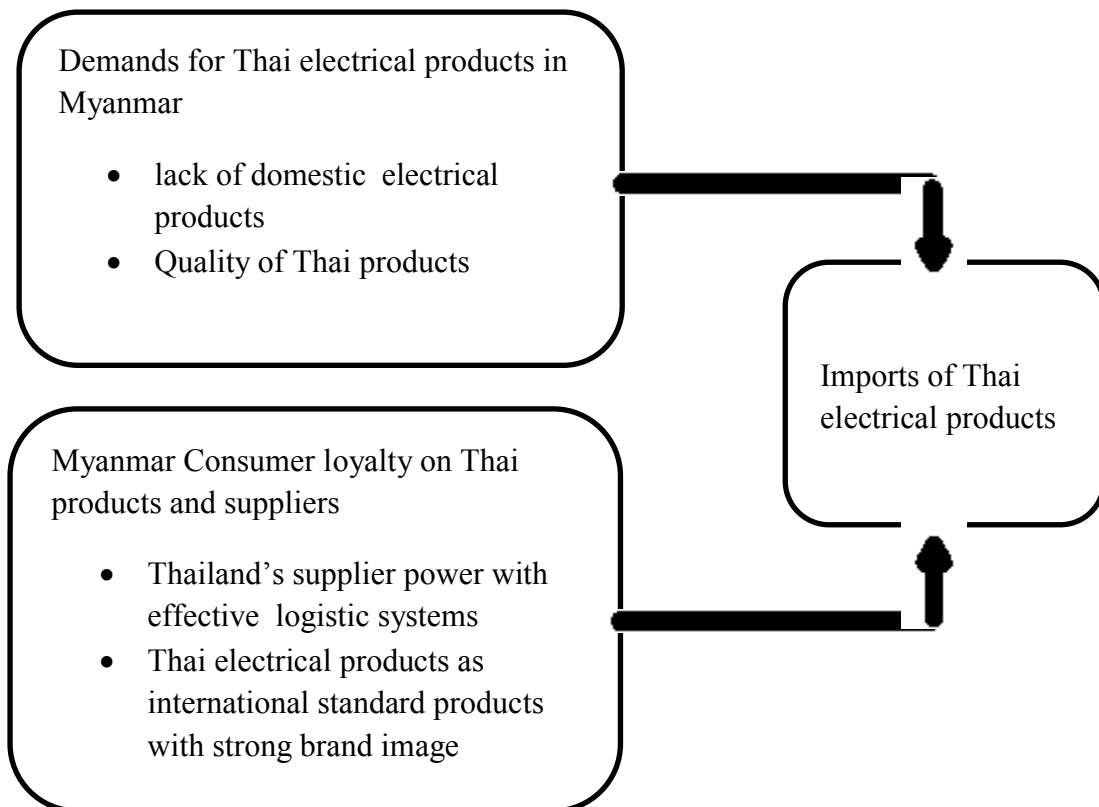


Chapter 3

Research methodology

3.1 Conceptual model



3.2 Research method

This research is planned to use the quantitative method research by using survey to investigate and find out demands and consumer loyalty on imports of Thai electrical products in Myanmar market. As the demography sector or target population size, the research approaches 120 questionnaires related to Myanmar electrical importers and contractors as from electrical field in Yangon. All questionnaires provided answers to writing questions in

self-administered surveys. The questions and answers were email, phone call and direct interviews. All data are used as primary data which are data gathering for this research in hand. The method helps to find out solutions from analysis of questionnaires with hypothesis testing. By collecting all data of answer-sheets, SPSS software is used as the tools to actual the results from the survey questions and interviews. It helps to find out relations or non-relationship between variables of the study.

3.2.1 Hypotheses

- X₁ - H₀ : There is no relationship between demands for Thai electrical products in Myanmar and imports of Thai electrical products.
- X₁ - H₁ : There is a relationship between demands for Thai electrical products in Myanmar and imports of Thai electrical products.
- X₂ - H₀ : There is no relationship between Myanmar Consumer royalty on Thai products & suppliers and imports of Thai electrical products.
- X₂ - H₁ : There is a relationship between Myanmar Consumer royalty on Thai products & suppliers and imports of Thai electrical products.

3.2.2 The elected level of significance

This study used 95% of significant level

3.2.3 Statistical notation of hypotheses

X ₁	-	H ₀	:	ρ	=	0
		H ₁	:	ρ	≠	0
X ₂	-	H ₀	:	ρ	=	0
		H ₁	:	ρ	≠	0

3.2.4 Formulate a decision rule of the study

Spearman Rank-Order Correlation Coefficient

$$r = 1 - \frac{6 \sum_{i=1}^n d_i^2}{n(n^2 - 1)}$$

$$d = (x_i - y_i) \text{ or } (y_i - x_i)$$

Both 'x' and 'y' measured by rank

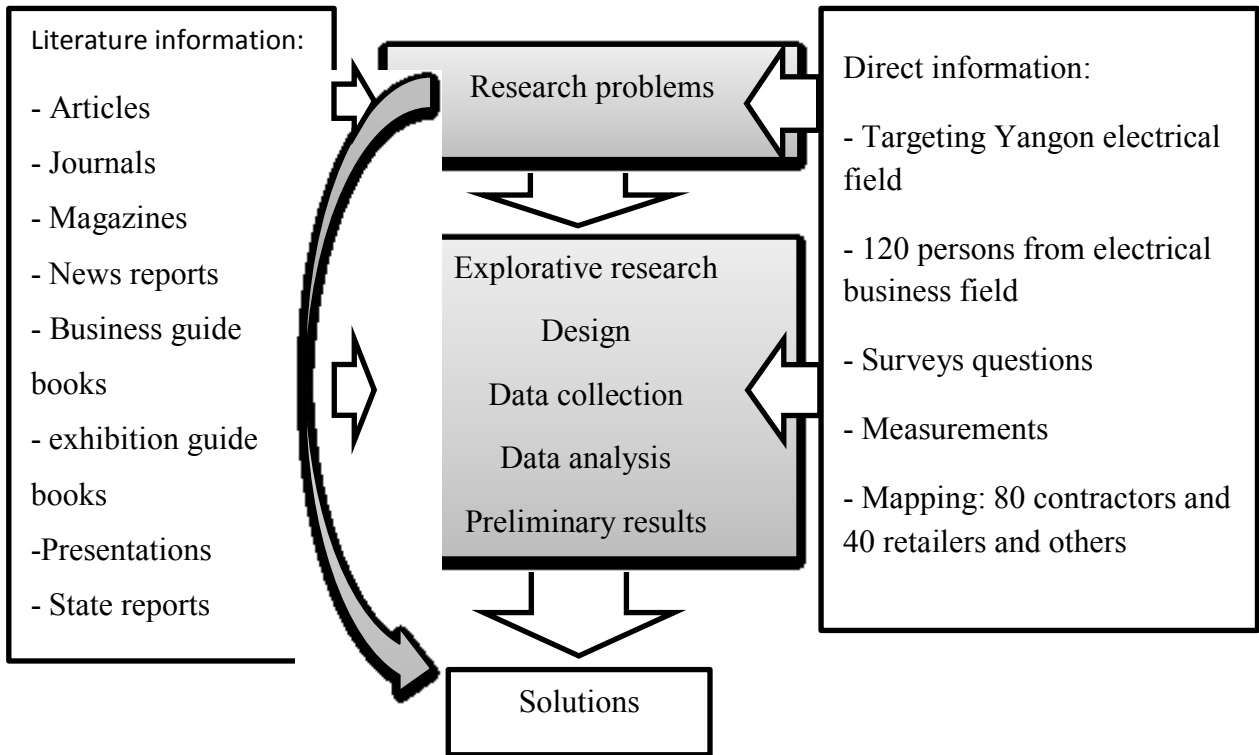
Using 5-point likert or any other scaling tools

3.2.5 Make a decision whether reject or accept hypotheses

95% of confidence level is acceptable (1-0.95) $\longrightarrow Z_{0.05}$

Then $Z_{0.05} = 1.95$

3.3 Figure of research design



3.4 Sampling design

As sampling design of this study, the rules and procedures are used with elements of the targeting population, sampling unit, sampling frame and sampling mode.

3.4.1 Targeting population

According to 2014 census, Myanmar has more than 52 million populations and around about 6 million of that population in Yangon city. This reach targeted the electrical market in Myanmar. Thus, the questionnaires were only for electrical importers and contractors from Yangon area which is the major electrical market of Myanmar. All

participants were from electrical sectors. Most of them are electrical engineers who are contractors and project engineers. And some are electrical retailers. The specific size of targeted people was used to support the judgmental sampling method as the sampling method of this research to provide final results.

3.4.2 Sampling unit

Target population for the sampling unit is the business organizations and enterprises who are importers and contractors of electrical sector in Yangon. They import or consume Thai electrical products in Myanmar. Individually most of them are electrical engineers in the products and contractors who take responsibility for electrical parts of building and construction projects.

3.4.3 Sampling frame

The frame of sampling directs as following:

- People from Electrical trading business organizations in Yangon
- People from enterprises and company of contractors who supply electrical products in Construction projects in Yangon
- Retailer from Yangon who import Thai electrical products and supply electrical products in Construction projects in Yangon

3.4.4 Sampling mode

The sampling mode was used as the judgmental sampling which is non-probability and it brought people from Electrical trading business organizations, enterprises and company of electrical contractors from Yangon for the purposes of this research

achievement. It was an intention of own judgment for choosing populations of participants in this research to understand groundwork situations of Thai electrical products consumers in the priceless limited time of the research period.

3.5 Data sources

Primary sources	Secondary sources
1. Questionnaires for contractors and retailers from Yangon	1 Articles
2. Data and information from constructions sites in Yangon	2 Journeys
	3 Magazines
	4 News reports
	5 Business guide books
	6 exhibition guide books
	7 Presentations
	8 State reports
	9 Research books

3.5.1 Primary data

For this research paper works, primary sources are collected in different ways such as direct interviews importers of electrical trading companies and with electrical contractors who work closely with electrical sectors of construction projects in Yangon. Some data and information are collected from constructions sites. Apart from that, there is some data from electrical export companies of Thailand and some information from logistic or shipping companies in both Myanmar and Thailand sides. Most of sources are from groundwork in electrical fields.

3.5.2 Secondary data

Secondary data is gathered not only from various kinds of websites, academic books and exhibition hands books concerning with electrical export and import trading business but also from articles, and journeys, magazines, and news reports about political and social factors which give information about current electrical market situation to support and firm the research work. Moreover, business guide books and government presentation handout dealing with variety of business laws and other data sources of state affairs. Additional, there is information from electrical exhibition guide books of Myanmar and Thailand.