

Chapter 3

Research Methodology

The methods for collecting the data will be presented in this chapter; data that will be analyzed against the theories in the second chapter. The different methods will be presented and justified why they suit this study best. This chapter shows an overview of the data collection procedure that is conducted to answer the research question and the overall purpose.

3.1 Introduction

The integrated marketing communications is a part of Siam University's marketing strategic plan to attract new undergraduates and graduated students. An IMBA department is committed to excellence in students' academic outcomes. Students, herein, are well-prepared for work in the international business level. However, there are also a lot of problems with it. In conducting this survey, we tried to provide a picture of attitudes of students towards various types of reasons influencing their marking-decision for enrollment, and IMC for Siam University in the future.

3.2 Research Procedure

3.2.1 Sample

The sample group was selected from 40 IMBA students responded randomly in the Siam University area. The subjects are from IMBA student background and demographically reflect 65 % of males and 35 % of females. The age distribution reflects

the following percentages: 2.5 % respondent under 22 years old, 75 % respondents are 23 -30 years old and about 20 % are age 31- 35 years old.

3.2.2 Survey Approach

- Primary Data

The approach towards sampling data is mainly concerned with the people who are going to get into Siam University.

- Secondary Data

The secondary data have been collected through the channels of information as follows:

- Siam Library (Maruey)
- Media
- Internet
- Internal Source
- IMBA office
- Friends
- Others

3.2.3 Instrument Development

The appropriate instrument uses for this report has been developed in form of questionnaire that consists of questions to examine with target sampling group. Questionnaire is illustrated in Appendix.

The instrument, which use in coordinating with questionnaire instrument is SPSS Program. The SPSS is the standard statistical analysis program that use worldwide to help in statistical matter as well as analysis.

3.2.4 Draft of Questionnaire

The draft questionnaire was composed of 24 items, which explored facts, opinion and behaviors of each subject on the study of integrated marketing communication of Siam University IMBA department to make the right making decision in their new enrollment.

Afterward of pre-test questionnaire were discussed with the course instructor to test their understandability, researcher proceeded to the next step.

3.2.5 Final Questionnaire

After the satisfactory result on pretest questionnaire, then will proceed with final 40 questions in total.

3.2.6 Data Collection Procedure

- Approach Process

The questionnaires were distributed to the Siam University service and outstanding of the graduate students and the working people randomly selected subjects to complete. The researcher declared its purpose of study. Respondents have free choices in participation with questions or not.

- Response Rate

Overall response rate from sampling group is at 100 %. From total attempt to 24 items, finally we could get 40 respondents with responding to all items.

3.2.7 Data Analysis (Processing Capability)

The analysis capability is combining between application program capability and our capability for analysis. To analyze all relevant data, the SPSS program was utilized. The simple statistics was employed to discover the frequency percentiles and the mean for each category.

3.2.8 Framework for analysis

The framework of this dissertation report is to overview the study of the integrated marketing communications of Siam University IMBA Department.

3.3 Summary

In overall, chapter 3 explained scope of research and processes that is undertaken to collect information, both primary and secondary data, and instruments adapted for analysis along with processing capability of information. The research methodology has been declared under purpose for reader to access the quality of information providing for further operation.