Chapter 3

3.1RESEARCH METHODOLOGY

This chapter seeks to explain how the study was carried out. What technique was used to help the researcher collect data to come up with this writing?

This research employed both quantitative and qualitative methods of data collection. The qualitative data were collected by interviewing some people who deal in gemstone at the Silom Gem tower. This group of people has the requisite knowledge about the factors that affect the gemstone business in Thailand for the past 5 years. It used the large number of subjects that are measurable which assist in realizing what the significance variables are and then analyze the relationship that exist between them. Again by using the interview techniques to gather the necessary data, qualitative method of data collection helps in understanding what will be analyzed and this data analysis process will create new knowledge and perspectives on the matter. By so doing, old knowledge will be reviewed and updated to suit present day situations.

Quantitative data on the other hand were collected through administering of questionnaires. The use of statistical methods to analyze the data were also employed to include; Analysis of Variance (ANOVA), Standard Deviation (SD).

3.1 RESEARCH DESIGN

The research design serves as glue that holds the research project together. In order make the structure of the study look good, a design is needed to show how the entire major parts of the study work together. All research has to pass through some phases which include but not limited to the following:

- ➢ Identification of the research purpose and topic
- ➢ Defining the research problem
- ➢ Determining the concept of the research
- ➢ Collection of the necessary data for the research
- ➢ Analysis and interpretation of the research data and
- ➢ Stating the findings and the recommendations

In this view, the above phases are already been distributed in this work as follows. The first two phases have been considered in chapters one and two and the third and fourth phases are to be considered in this chapter. Chapter four is to cover the analysis and interpretation of the collected data whereas chapter five is to cover the final phase, that is, the finding and recommendations.

3.2 METHODS OF DATA COLLECTION

Two methods of data collection were used to include the following:

➢ Primary data and

➢ Secondary data

3.2.1 PRIMARY DATA

This process is also known as first hand data collection process. This study therefore depended heavily on primary data where data were collected from the field on the subject under investigation. As stated above, the main techniques used to get the primary data were interviews and questionnaires. Interviews were conducted with gemstone dealers in Silom. This was done simply due to the fact that they are the main people data can be obtained from. It was done to seek their opinions on the factors that affect gemstone business in Thailand.

3.2.2 SECONDARY DATA

Secondary data are data from already existing literature rather than empirical data. That is someone else work that is related to this study which may or may not have some gaps. These gaps are as a result of changing circumstances and conditions in our everyday lives. In view of this, this study seeks to address the gaps that exist in the past works of others. In doing this, secondary data were obtained from internet, articles, magazines, newspapers and other local news that discussed the factors affecting gem and jewelry business in Thailand. All these secondary data were gathered purposely for literature review to ascertain the gray areas needed to be addressed and offer suggestions on solving the problem in the gem and jewelry business in Thailand. This method saves a lot of time however because it is already available in books, internets, magazines, journals etc. this study however depended less on secondary data.

3.3 SAMPLING TECHNIQUES

This study adopted both probability and non-probability sampling techniques where some respondents were equal chances of being selected for interview and questionnaire administration. By so doing, the systematic sampling technique was employed to select 80 gem and jewelry dealers out 100 dealers for face to face interview. So in all, the sampling size amounted to 100 respondents targeted. Purposive sampling as a non-probability sampling technique was used to gather information based on the purpose of the study, that is, the factors relating to gems and jewelry business in Thailand where specific people were selected such as the gem and jewelry association heads, few owners of the gem and jewelry companies and few buys of gems and jewelry. This technique did not give everyone the equal chance to be selected.

3.4 TECHNIQUES AND TOOLS OF DATA ANALYSIS AND PRESENTATION

• TOOLS FOR DATA ANALYSIS

The collected data was edited to avoid unwanted information and has been

arranged in proper sequence. It was also classified to facilitate suitable tabulation, graphs, charts, diagrams wherever necessary. A suitable statistical technique has been used for analyzing data such as ANOVA, t test, etc. by using statistical tools like SPSS and MS-EXCEL. This will further help to draw meaningful conclusion. The different tools used for data analysis are:

• Tabular analysis

• Coding

• Charts

• Pie chart & Bar Diagram

The data analysis and interpretation included in chapter third, it deals with the responses and views of consumers as well as jewelers as respondents. This chapter also incorporates the statistical analysis to prove the hypothesis. In conclusion, this study was carried out mainly through the use of interviews and questionnaires. All these were done on face to face bases.

HYPOTHESIS TESTING

For hypothesis testing the following statistical techniques are being used on the tabulated data.

• t- test

• ANOVA (Analysis of Variance)

In the current research design is being applied and values are interpreted with the help of the table as well as SPSS software