

CHAPTER 3

RESEARCH METHODOLOGY

This research is the quantitative research metrology which is based on descriptive research and survey research by using questionnaire as a data tool. The research will focus on the factors affecting on the consumer behavior in consuming clean food at DJ Poom Menu restaurant in Bangkok.

. The research will be conducted using survey methodology by operating under procedures as follows:

1. Formulating population and sample
2. Research instrument
3. Determining research instrument
4. Data collection
5. Data analysis
6. Statistics used in data analysis

3.1 Formulating population and sample size

Population

The population will be the customers who come to DJ Poom Menu restaurant for eating clean food. The population is from various gender groups, age groups, marital status groups, education level groups, occupation groups and monthly income groups and Marketing mix (product, price, place and promotion).

Sample size

The questionnaire will be distributed to 200 customers at DJ Poom Menu restaurant.

3.2 Research instrument

For the study, questionnaire is used as the research instrument. The questionnaire consists of 3 parts. The first part of the questionnaire is the demographic information of the respondents. The second part of the questionnaire is the choices of Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu restaurant are asked in five point Likert scales. The third part of the questionnaire is the consumer behavior in consuming clean food at DJ Poom Menu restaurant.

3.3 Determining research instrument

The questionnaire is formulated through the following steps:

1. Understanding conceptual framework of the study.
2. Brain storming for questions that will be used in the questionnaire.
3. Selecting the relevant questions and sequencing the questions in order.

4. Test the reliability of the questionnaire.

Result of the reliability testing of questionnaire is as below:

The questions in the questionnaire that associated with Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu restaurant have the reliability at the level of $\alpha = 0.810$. For the study using SPSS program to interpret the result, if the value of α is more than 0.75 then the questionnaire is acceptable.

3.4 Data collection

This research will be used primary data. The primary data will be collected by questionnaires.

Researcher has distributed questionnaires to sample group on 1st November – 1st December 2015. The completed questionnaires will be processed for coding and analyzing through SPSS.

3.5 Data analysis

The data of this study will be analyzed by computer through package software (SPSS: Statistical Package for Social Sciences) as follows,

1. The demographic background information of the respondents and the consumer behavior in consuming clean food at DJ Poom Menu restaurant will be analyzed and presented using descriptive statistic in form of Frequency and Percentage.

2. The information of the Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu restaurant will be ranged and presented using descriptive statistic in form of Mean (\bar{X}) and Standard Deviation (SD).
3. The information of the Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu restaurant will be analyzed and presented using compare means statistics in forms of Chi-square test.
4. The scoring of questionnaire will be analyzed by using five – points rating scale or five – Likert scales.

The five – point Likert scales are as follow: (Agree to the factor)

Strongly Agree	5 points
Agree	4 points
Neither Agree nor Disagree	3 points
Disagree	2 points
Strongly Disagree	1 point

Researcher used the criteria to scale rating of class interval of Best (1970) to interpret the Mean score of the Marketing Mix factors affecting consumer behavior in consuming clean food at DJ Poom Menu restaurant.

Class interval = $\frac{\text{Maximum-Minimum}}$

Class number

Average from 4.21 to 5.00 is considered as strongly agree to the factor (Absolutely True).

Average from 3.41 to 4.20 is considered as agree to the factor (True to a high degree).

Average from 2.16 to 3.40 is considered as neither or general to the factor (True to a moderate degree).

Average from 1.81 to 2.60 is considered as disagree to the factor (True to a minimal degree).

Average from 1.00 to 1.80 is considered as strongly disagree to the factor (Not true at all).

3.6. Statistics used in data analysis

3.6.1 Basic statistics

1.1 Percentage

$$P = F/N * 100\%$$

Where

P = Percentage

F = Frequency to be converted to percentage

N = Numbers of frequencies

1.2 Mean

$$\bar{X} = \frac{\sum x}{n}$$

Where

\bar{X} = Mean

$\sum x$ = Summation of the scores

N = Numbers of data

1.3 Standard Deviation

$$S.D. = \sqrt{\frac{(x-\bar{x})^2}{n-1}}$$

Where

SD = Standard Deviation

X_i = Value of information

\bar{X} = Mean

n = Numbers of data

3.6.2. Statistical for hypothesis testing

Testing the relationship between the demographic characteristic in term of gender and behavior of spending clean food per meal, And between the Marketing Mix factors in term of product's taste and frequency of consuming clean food by using Chi-square test:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

O = the frequencies observed

E = the frequencies expected

\sum = the 'sum of'

