

# CHAPTER 3

## RESEARCH METHODOLOGY

### 3.1 Research Design

The research would like to study the factors influencing Chinese consumer decisions to buy condominium in Thailand and trying to analysis how real estate risk factors, marketing mix and social culture factors influencing Chinese customers making decision. The study has defined the research methods as below:

Those factors affecting Chinese consumer decisions to buy condominium in Thailand are defined as independent variables which are:

- ✓ Gender
- ✓ Age
- ✓ Income
- ✓ Education
- ✓ Occupation
- ✓ Marital status

This study uses the questionnaires asking 700 Chinese (who were in Thailand now or once come to Thailand) by using the convenience sampling method.

This study uses the questionnaires to find the answer of the hypothesis. The questionnaire has

Part one asking about demographics which are gender, age, education background, monthly income, occupation, marital status;

Part two asking the following:

- ✓ How real estate risk factors affect Chinese consumer decisions to buy condominium in Thailand;
- ✓ How marketing mix factors affect Chinese consumer decisions to buy condominium in Thailand;
- ✓ How social culture factors affect Chinese consumer decisions to buy condominium in Thailand;

### 3.2 Data collecting instruments

- ✓ Primary data:

Queries about personal information of the sample there are gender, age, education background, monthly income, occupation, marital status.

✓ Second data:

Books, internet search, theories and others

### **3.3 Data collecting**

Researcher has distributed questionnaires to sample group on internet on 14<sup>th</sup> August – 30<sup>th</sup> Oct 2014. The completed questionnaires will be processed for coding and analyzing through SPSS.

### **3.4 Data analyse**

Primary data:

Second data: books, internet search theories and others.

And attempt to get the real data and ideas to research the factors which one of each hypothesis is the most affecting the condominium purchase behavior. The survey approach to research the results, deductive analyse and then analysis logical reasons.

Researcher has selected survey methodology by operating under procedures as follows:

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

#### **3.4.1 Determining population and sample size**

Population

The study population is the Chinese in Thailand older than 20 years. They may study or work in Thailand. As estimated the remaining permanent Chinese alien population was estimated at fewer than 200,000.

**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.

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

Where

$n$  = sample size required

$N$  = number of people in the population

$e$  = allowable error (%)

Substitute numbers in formula:

$$N = 1 + \frac{200000}{1 + 200000(0.05)^2}$$

(Rounded)

After calculated the sample size by substituting the numbers into the Yamane formula, the result is 399.96, and the researcher choose 700 persons as sample size.

### 3.4.2 Research instrument

Research instrument of this study is the questionnaire about the youth's attitude toward Thai cuisine. The questionnaire consists of open-ended question, check-list question and five point Likert scale and is divided into 2 parts as follows:

**Part 1** Queries about personal information of the sample there are gender, age, education background, monthly income, occupation, marital status, emphasis on personal background. .

**Part 2** Queries about the factors affecting Chinese in Thailand attitude toward condominium purchase in Thailand, and the preference of condominium purchase in Chiangmai, Bangkok , Pattaya and Phuket as well as condominium purchase motivation in Thailand. This part of questionnaire is a five point Likert scale questions. It is divided into 3 aspects as follows:

1. Real estate risk factors;
2. Marketing mixing factors;
3. Social culture factors;

### 3.4.3 Formulating research instrument

The instrument used for collecting data in this study is questionnaire with the research formulating processes which are;

1. Studied documents and related researches that associated with the factors affecting the Chinese attitude toward Thailand condominium purchasing, as the guidelines for formulating the questionnaire.
2. Formulation of the questionnaire by setting questions according to the purpose of research, about factors affecting the Chinese attitude toward Thailand condominium purchasing, which is a five point Likert scale's questions.
3. Tested the validity of the questionnaire about factors affecting the Chinese attitude toward Thailand condominium purchasing, by consulting the lecturer in order to consult for recommendation and improvement.
4. Researcher has distributed the pretest to the respondents that have the same specification as research population of this study by distributing 30 sets of questionnaire, then analyzing for the reliability of questionnaire that set the rating scale by using Cronbach's Alpha-Coefficient.

Result of the reliability testing of questionnaire is as follow:

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### **RELIABILITY ANALYSIS - SCALE (ALPHA)**

Reliability Coefficients

N of Cases = 30.0                      N of Items = 32

Alpha = 0.796

The questions that associated with the factors affecting the Chinese customers condominium purchase decision in Thailand have the reliability at the level of  $\alpha = 0.796$  the result of  $\alpha$  that more than 0.75 is acceptable.

#### **3.4.4 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 personal information of the sample will be analyzed and presented using descriptive statistics in forms of Frequency and Percentage.
2. The importance of factors affecting the Chinese customers condominium purchase decision in Thailand will be ranged and presented using descriptive statistics in form of Mean and Standard Deviation.

3. The information about the factors affecting the youth's attitude toward Thai cuisine will be analyzed and presented using descriptive statistics in form Chi – square.
4. The scoring of questionnaire will be analyzed by using five – points rating scale or five – Likert scale.

Five – point Likert score:

Strongly agree to the factor	5 points
Agree to the factor	4 points
Neither to the factor	3 points
Disagree to the factor	2 points
Strongly disagree to the factor	1 point

Researcher used the criteria to scale rating of class interval of Best (1970) to interpret the Mean score of factors affecting Chinese condominium purchase decision.

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

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

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

Average from 2.61 to 3.40 are considered as neither to the factor (True to a moderate degree)

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

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

### **3.4.5 Statistics used in data analysis**

#### **3.4.5.1. Basic statistics**

##### 3.4.5.1.1 Percentage

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

Where

P = Percentage

F = Frequency to be converted to percentage

N = Numbers of frequencies

#### 3.4.5.1.2 Mean

$$\bar{X} = \frac{(\sum x)}{N}$$

Where

$\bar{X}$  = Mean

$\sum x$  = Summation of the scores

N = Numbers of data

#### 3.4.5.1.3 Standard Deviation

$$SD = \sqrt{\frac{\sum(x_i - \bar{x})^2}{n-1}}$$

Where

SD = Standard Deviation

$X_i$  = Value of information

$\bar{x}$  = Mean

n = Numbers of data

### 3.4.6. Statistical for analyzing the reliability of the questionnaire

Analyzed for the reliability of questionnaire, which set the rating scale by using Cronbach's Alpha-Coefficient:

$$\alpha = \frac{n}{n-1} \left[ 1 - \frac{\sum v_i^2}{v_t^2} \right]$$

Where

$\alpha$  = Reliability

$n$  = Number of questions in questionnaire

$V_i$  = Variability of each of question score

$V_t$  = Variability of each of overall questions' score

### 3.5 Statistical for hypothesis testing

Testing the difference in mean between demographic background with diet habit and eating behavior and attitude of Thai cuisine by using t-test and F-test:

$$t = \frac{\sum D}{\sqrt{\frac{n \sum D^2 - (\sum D)^2}{(n-1)}}} \quad df = n-1$$

Where  $D$  = Difference between each data

$N$  = The total of data