

Chapter 3

Research Methodology

1. Research Methods

This study approached with the qualitative methods of research design. The hypotheses testing of this study analyzed based on the answers of questionnaires from respondents. This paper described the frequency, descriptive statistic and hypothesis testing. The questionnaires of this study included multiple choice questions with five points scale and the answers of questionnaires are taken from the customers of MPT in Myanmar. These measurements of the testing for variables are nominal level and ordinary level [Likert]. The hypotheses testing analyzed with the correlation coefficient of Pearson Method. The cognitive component reflects the awareness and knowledge of products or services of individual towards the aims of the study. Likert scale will measure on choices of customers from positive to negative how they strongly agree or disagree.

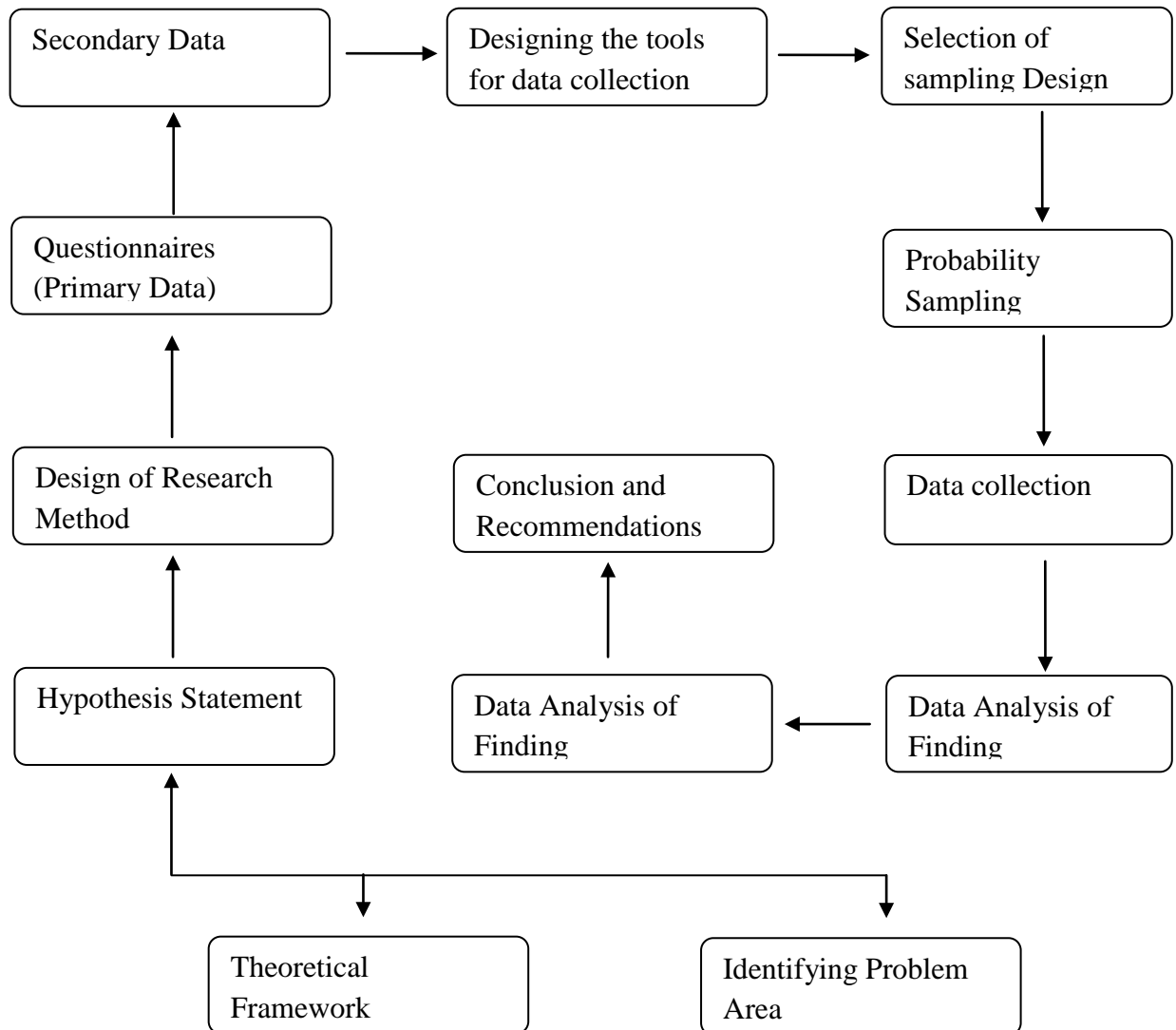
1. Sampling Design

This study will be modified by sampling design with four steps as target population, sampling plan, sampling method and sample size.

1.1 Target Population

This is designed that the target population of the questionnaires from the customers of MPT Myanmar. By doing this paper, it studied on the customer's satisfaction of MPT Myanmar. These questionnaires distributed to the ordinary people around the country.

1.2 Sampling Frame



1.3 Sampling Plan

This sampling plan method is useful for the study of marketing strategy in MPT, Myanmar. The answer of MPT's loyalty customers analyzes that it effective on the marketing strategy in MPT, Myanmar how it is. This sampling plan of strategy is around 250 populations. Target population, ample size with the formula by probability sampling method.

1.4 Sampling Method

MPT telecom industry has running only in Myanmar providing SIM cards, internet packages and other such as SMS and so on. This study analyze how effectiveness on the marketing strategy in MPT, Myanmar. The study of questionnaires used sampling method of random in probability method.

1.5 Sample Size

This study was calculated by the Yamane formula (1970) as follow;

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

Where:

n = sample size required

N = number of population

e = allowance error (5%)

Therefore,

$$n = \frac{150}{1+150(0.05)^2}$$

$$n = \frac{150}{1+0.375}$$

$$n = 109$$

After the calculated the sample size with these numbers by Yamane formula, the number of sample is 109.091 when the error is 5 % and the confident is 95, this is acceptable of the sample size.

2. Data Sources

These sources of information were collected from primary data and secondary data as follow;

2.1 Primary Data

For the study, these questionnaires are distributed to the ordinary people who are customers of MPT, Myanmar in Yangon, Mandalay regions and other provinces related with this company.

2.2 Secondary Data

This secondary data was collected from marketing department of MPT by emails, and line calls as internal part. Another one was collected from MPT's official web site, local media, Journals, magazine and newspapers as external part.

