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Chapter 3 5.1 INTRODUCTION In this chapter is to summarise the key study objectives of the research and what is processes of the intention to satiate these objectives. On this chapter's framework is merely identical with steps defined by Kotler and Keller (2006) in their model for research process. This particular chapter will start off with a basic outlook of the research process, which will be followed by a short summary of the data collection methods and sources provided within the project. The main idea behind

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this chapter is to explain the key **research decisions made in collecting information** with **the** appropriate satisfaction on **the** given objectives of **the**

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research. 5.2

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RESEARCH DESIGN To guide **the research** study **towards its objectives,** a **research design** is used **as a detailed** blueprint **(Aaker (1996), Kumar (1998) and Day (1998)). The research design** therefore, includes **the**

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key elements of the research process along with constructing **the** objectives **of** the **research**

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by looking in to the data that is available as well as laying down the procedures that are appropriate for data collection. Moreover, it will provide with issues related to sampling, processing and analyzing the data. The author will use this methodology to illustrate by making use of adequate strategies of research

research. This particular section validates the purpose of choosing the research design that is afigurative for the quantitative research on stage-two; being the main area of consideration for this study. By obtain answers and well examine the research questions, required a suitable research project which can be plan by effective research design (Cooper & Schindler 2001; Davis & Cosenza 1988). The three fundamental research designscan be recognize in the literature which are: exploratory, descriptive, and casual designs (Cooper & Schindler 2001). Basing on the previous studies, study can be consider as a successfully identified constructs and formulated hypotheses. By formed research problem and by stated noticeably in the purposes of the research therefore convincing that, the most suitable design for this study is the descriptive design. (Sekaran 2000; Zikmund 1997). The research that is descriptive, gradually benefits on describing and measuring the factors in theinfluencing consumers' online purchase intention. Following later in this study will include the justification for the data collection methods.

pivotal part (Kotler and Keller, 2006).Whether the requirement in the project related to

decisions or not, precisely defined research information is still be required (Kotler and Keller 2003). Checking and re examining of literature that is already existing

then therefore it is curtail for the researcher to gather useful collected

is defined by Aaker and Kumar (1998) as the data that can be collected by giving questionnaires in person or through organizations for a different purpose rather than the solution of the problem. The balance sheets of a company, its sales figures, prior research reports and profit and loss statements can

Similarly, the data can also be collected

incorporates the simplest techniques for the collection of data. The researchers generally start by gathering the secondary data as defined by Kotler et al. (2001), because it gives background knowledge to their following primary researches. However, the data derived from the secondary research can also be subject to errors. A research project can be inefficient if it relies on the secondary data alone for seeking information to aid a project of research; even when the data has been found, it is the responsibility of a researcher to be able to ensure that the appropriate data fits the project for research, it is accurately collected and reported, is up to date and objective (Kotler et al. 2001). The secondary sources were gathered from various sources in order to facilitate the study. Sources like, newspapers, textbooks, academic journals and various other means of electronic media helped to obtain the

project. The

> **purpose at hand (KOTLER, ARMSTRONG, SAUNDERS, WONG, 2001). With the**

limitation of obtained data from secondary research, therefore, the researchers were suggested to take into account impartiality and precision while conducting the primary research. By undertaken primary research, the researcher should be able to gather

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> **both qualitative and quantitative in order to** analyse **the data**

efficiently. The researcher should be able to measure and structure with the results and facts in the factors concerned. This technique of research enables the researcher

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> **to be able to** adequately collect **the** point **of**

view of the respondents, which further helps to successfully adopt the quantitative method of analysis to examine their attitudes. Questionnaires and personal interview help to measure this method. The data in this research will be collected through the internet self-administered surveys, for they are being largely used by researchers to reduce their costs and time in terms of collecting data from the online users (Dillman, 2000; Grossnickle&Raskin 2001; Churchill 1987). Although the online survey data

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> **may not be as precise as behavioral observation, it is a** proven to be dependable
>
> **method for researching respondents' attitudes** (Grossnickle&Raskin 2001). **The** Cost and accuracy are the key assets of a self-administered online survey (Aaker, Kumar & Day 1998), where the benefit for respondents able to answer the questionnaire in theirs convenience. The proposals of the particular study concentrated on obtaining information regarding the stimulus and attitudes of the Internet users while purchasing products on the Internet. Those respondents were targeted by the author who had the knowhow of the Internet and used the Internet in their day to day basis. The difficulty for gathering the research on these types of respondentsis due to the fact that they often go to university, institutions, offices, or factories during the daytime. As a result of this, the author considered an online questionnaire that has been self administered as probably the most suitable method for this study. In summary, the author believed that an online **self-administered** questionnaire **was** deemed **to be the** most
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> suitable **and practical for** the collection of **quantitative data** in **this** particular **study.**

By using an online survey provided many benefits to this research which included cost, geographic coverage, no bias from an interviewer's involvement, and more authentic survey results. Strategies to overcome weaknesses, such as response rate, computer literacy, and understanding of questionnaires have been proposed. Because of this data collection method is suitable for this study, which will cover and ensure that the questionnaire respondents are also keen Internet users. On next section will provide with the sample design of this study. Qualitative and Quantitative data As defined by Saunders (1997), the feelings, attitudes

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and motivations of a group of **sample** in **consumers** can be analyzed by means of qualitative research. **Qualitative research is often** being criticism **for its** minor **sample size and the extent to which** explanation **of results is** dependent **on the subjectivity and interpretation of the researcher (PROCTOR, 1997).** Therefore **many of executive decision makers prefer to rely on quantitative research. Quantitative research** which involving in **collecting data that can be statistically analysed with the ability to express results numerically. It is generally recognised, however, that quantitative results are ineffective as true measures of feelings and beliefs.** According to **Gordon and Langmaid (2000)** identify **that** the majority **researchers will** often **discuss** and compare **two types of** researches **in their suitability to the particular research project.** The hybrid methodologies **have** been adopted by the majority of researchers as proven that both approaches are pivotal **(GORDON, LANGMAID, 2000; DOHERTY, ELLIS-CHADWICK, HART, 1999).** After **the consideration of the various data collection procedures available to the research project,** the quantitative method **has been**

deemed to be most appropriate method.

benefit of

5.5 Research POPULATIONS and Sample According to internet world statistic (2009) reported that there are over 16.1 million internet users in Thailand, which calculated as

Therefore, according to those information and references, the sample of the characteristics of Internet buyer's can be taken from Bangkok. The author has decided to use Non-Probability sampling because Ghauri and Gronhaug (2002) have referred to it as the easiest method of conducting sampling. Similarly, pilot surveys along with 100 questionnaires and control on Quota are necessary to conduct a pre-test on some of the respondents to ensure the reliability and soundness of the questions before they are dispatched to the respondents. In order to remove questions that can confuse the respondents; Choudrie and Dwivedi (2005) defines this particular approach to be extremely imperative. Saunders et al, 2003 has defined sampling as identifying the individuals who have information that is relevant to the objectives of the research. Most of the studies related to the marketing research take a limited sample from the total population by keeping in mind their question of research rather than asking questions from an entire population. In order to construct their samples, the researchers must firstly decide to choose between

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non-probability and **probability sampling. When each** population **element is chosen**

randomly, the probability sampling comes into play, but as stated by Proctor (1997), this can be extensively expensive for it consumes a lot of time in order to fulfil the probability sample requirements. In non-probability sampling, a purposeful method is used to select the participants. Proctor (1997) has identified the three different categories

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of non-probability sampling, which are: **Quota Sampling-** when **the researcher**

divides

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and assigns cells to relevant group **of interest**

based on his knowledge of the population in total. The researcher simply needs to input the completed cells for the population being studied is represented through the sample. 1.

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Convenience Sampling- the researcher ultimately makes decisions **on who is included in the sample. There is no formal sample design**

howeverif the researchers successfully apply

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the sample with **reasonably representative of the research population** into **this method**

then therefore it

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can provide useful data to the researcher. 2. **Judgement Sampling- this method** depends **on the expertise of the researcher.**

The similarity of this method to convenience sampling but only concentrate with further emphasis which

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put on selecting a sample in which therefore the **errors of judgement in the selection will cancel each other out. Consideration of different sampling techniques** deemed **that** to use **a true probability sample was not possible due to cost and time restrictions. In adopting a non-probability sample,** lead **researcher** to select **a combination** in **both quota and convenience sampling methods.** In this particular **research** project, the research **objectives**

are to study the existing users of the Internet. A sample of 10 respondents will be used in the pilot test with various ranges of respondents, having different sexes, professions and age groups. The author believes that, selecting this method of pilot test, will provide with substantial questionnaire improvement. The sample used

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for the population **of the study** will be **a** reflection **of the**

Thai people in general. The final sample will include 100 questionnaires to be filled from both females and males with the age group of 20-29 years old. Sample size. The researcher decides to use the simple design of sample which is due to the limitation in time, resources and conditions. Therefore by considering with the relevant target population of this study, the researcher prefers to use a random sample rather of the ideal probability sample.The random sampling means it is different to probability sampling; whichhas no restricted on the figures of sample sizes (Saunders et al, 2007).According to Bryman and Bell (2007) required the sample size consist of the minimum of 200 samplings in order to make justify findings,the precision does not depends on the sample size, it is better to saythat "increasing the size may increase the likely precision of a sample". Also, it is important that the results of questionnaire copies are valid and referable so therefore will possible to generate the findings of this research.With the number of the Internet users involved with online purchasing extensively,by pursuing an accurate consequence the research will require with the larger effective responses. 5.6 Questionnaire design With the

creation of an attractive layout of questionnaires, which tend to provide higher rates of Customers' respondent (Dillman, 1983).The major disadvantage of postal questionnaires is due to a low response rate; therefore the design of a questionnaire would tend to be as simple as possible.By apply with this method help the researcher towith the encouragement to interviewees to fill the questionnaires.Thus, the questionnaire is to be published online (www.my3q.com) which will effectively able gain higher volumes of interviewees. The expected number of interviewees is 200 people which the researcher aims for obtaining an objective and measurable result. In effective questionnaire design should contain clear presentation and comply with understanding in the respondent's mind.In this dissertation, the questionnaire featured with, explains the topic anddefine 'how' to responds to the questions, specially, acknowledgement to the participants.The definitions in the questionnaire are also a key instruction. In order to minimise the errors between different understanding of physical shop and online shop image,the researcher provides both clear definitions and images in the questionnaire.In the question contents, all of the questions are being asked based on the hypotheses.There are several questions in order to test each hypothesis.To ensure each question is answered, the researcher will set appropriate answering rules and arrange questions in suitable order to prevent all the interviewees from missing out on any questions. The questionnaire will be categorized into three different parts in order to analyze the attitude of the people in Thailand towards purchasing online: The part of the first question is based on demography i.e. age, gender and income, in order to identify the rate of buying online to be able to use the checklist in measuring the variables related to the characteristics of the consumers. The second one applies five points of Likert scales in order to rate the approach towards the six variables namely,

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perceived usefulness, attitude, **perceived ease of use, subjective norms, trust and**

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behavioural intention. Lastly, the final one is based on measuring the perception of the respondents towards shopping online by use of open ended questions. Pilot testing The researcher has been undertaking the pre-tests in two stages with few testers. Although the pre-test result would not be recorded in this dissertation, but however, it still providing with helpful for the questionnaire designs. In the first stage, by collected on the spellings and grammars to ensure and reduceany possible errors or misunderstanding of the question description for respondents.The second stage, the questionnaire has been examined on considering numbers of participants in order to secure the suitable understandable questions being used in this questionnaire. 5.7 DATA COLLECTION The table below summarizes the collection method of primary data

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for the research project: | |Method | |Data type |Quantitative | |Data collection |Questionnaires | |procedure | | |Sample |Sample of 100 | | **|respondents consisting| | |both males and | | |females.**

| In order to accomplish the key elements of data collection, the way the questionnaire is

designed is extremely important. A questionnaire is defined by (Proctor T, 1997) as the instrument for the collection of data which according to (Kinnear Taylor, 1996) is used to determine the characteristics of the respondents, their past behaviours and their attitudes. While

important factors need to be considered which include, coding boxes, directions to the respondents, the background information of the questionnaire and so on. 5.8 Analysis of Data and Processing: In this research, by providing SPSS statistics program, the author is able to analyse and understand the data which has been gathered

be able to establish and clarify the relationship between the means and the variable; with the help of these analyses. 5.9 Conclusion

appropriateness in each one of them. The explanations for the methods chosen and the decisions taken have been made clear. In the Chapter 6, i.e. the next dissertation chapter, the research findings of the project have been highlighted.