

## CHAPTER 3

### Research Methodology

The research studies The Influence of Individual Overseas Purchasing. 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

#### 3.1 Determining population and sample size

##### Population

The study population is the citizen between 15 to 44 years old in China. The Dongguan government announced that the population of age 15 to 64 is 7.35million in 2010, we can infer that youth population is about 4.41 million.

##### 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:

$$n = \frac{4410000}{1 + 4410000(0.05)^2}$$

n=400

(Rounded)

After calculated the sample size by substituting the numbers into the Yamane formula, the result is 399.96, and the researcher choose 400 persons as sample size.

### **3.2 Research instrument**

Research instrument of this study is the questionnaire about The Influence of Individual Overseas Purchasing. The questionnaire consists of check-list question as follows:

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

Part 2 Queries about the factors affecting people attitude toward overseas purchasing.

### **3.3 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 youth's attitude toward Thai cuisine, 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 Influence of Individual Overseas Purchasing
3. Tested the validity of the questionnaire about factors affecting The Influence of Individual Overseas Purchasing by consulting the lecturer in order to consult for

recommendation and improvement.

### **3.4 Data Collection**

Researcher has distributed questionnaires to sample group on internet on 12th August – 16th August 2014.

The study had a target population of 400 and a Sample Size of 178. This was made up of 67 males and 111 females (Demographic Data). The age of the participant was captured in the research topic (young adults) and it was estimated to be in the range of 18-40 years old. According to research data, the number of consumers who lean to shopping online overseas is become more and more. Majority of the participant prefer medicine products, cosmetics products (119) than other products. With the higher concern about new born baby, many customers would like to buy baby products from overseas to make sure the quality and safe (35) Fashion products are always popular no matter where it is, data shows a number with 88. Even the overseas purchasing developing fast, the local shopping model acceptability (71.82%) still higher than overseas shopping style (28.18%). The most concern problem for customers are the honesty of the seller, due to customers don't know them directly, pay all before get products is a risky deal model, however many participates said they wouldn't spend much one time in case of be fooled.

With the uncomprehensive research for this topic, we could forecast the overseas purchasing model is being higher influenced in recent life, it brings many convenience for customers which could buy products from all over the world with the smart phone or any digital products. We cannot ignore the fast growing speed of the overseas purchasing, no matter which channel you choose.