

CHAPTER 2

METHODOLOGY

The research methodology to be employed for this research project ought to be considered upon three essential issues. They are: (1) the specific objectives of this research, (2) the availability of data sources, and (3) the completeness of data sources with the reliability of final results and their respective analysis.

2.1 Target population

The populations of this survey study comprise of two distinct groups.

1. The population of real estate developer in Phuket was drawn from the availability of the data, which were found from Real Estate Club, Department of Land and World Wide Web. Therefore, the total population of real estate developer in Phuket is 76 projects.

Table 2.1 Target population of real estate developer in Phuket

Location	Target Population
Phuket town and Kathu	15
Patong and Kalim	7
Kata and Karon	6
Kamala, Chengtalay, Sunrin	19
Rawai, Naiharn, Chalong	17
Talang, Pa-kok, Ao-por	4
Naiyang and Maikao	6
Panwa and Ao Makam	2
Total real estate develop	76

Source: Phuket Real Estate Club (2006) and Department of Land (2006)

2. The foreigner stays in Phuket, which can categorize into 2 groups as long stay tourists and expatriates. The number of long stay tourists in Phuket from Phuket Immigration Office in Phuket Town is estimated to be around 7,227 people in 2006. Whereas, number of expatriates in Phuket is estimated to be around 12,000 people (Immigration Office, 2006).

46

2.2 Sample size

The sample size for real estate developers in Phuket as the representative for entire population is 44 projects. The researcher chooses the real estate project, which set their property's selling price of more than 10 million Thai baht per unit as the property target its market on long stay tourists and expatriates, who seek western standard with good quality finishing. The properties are defined by their ocean views and proximity to the water (Exclusive Homes, 2007).

Moreover, the researcher applies Taro Yamane's theory (1967) to calculate the sample sizes for long stay tourists and expatriates in Phuket with the confidence interval at 95%. Therefore, the population variable or (e) is 5 percent and the total number of long stay tourists and expatriates in Phuket is 19,227.

According to the formula:

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

e = Confidence interval at 95%, so e = 0.05

N = number of population = 19,227

n = sample size

Substituting the equation:

$$n = \frac{19,227}{1 + 19,227(0.05)^2}$$

$$n = 392$$

Therefore, the sample size for long stay tourists and expatriates is 392.

Table 2.2 Sample size of long stay tourists and expatriates in Phuket

Type of Population	No: of Population	No: of actual sample	Adjusted Number of Sample	Percentage (%)
1. Long stay tourists	7,227	147.35	147	37.59
2. Expatriates	12,000	244.65	245	62.41
Total	19,227	392	392	100.00

2.3 Sampling method

The judgment sampling was used as sampling method for real estate develop, which each sample respondents target its market on long stay tourists and expatriates in Phuket and also set their property's selling price of more than 10 million Thai baht per unit.

Moreover, the researcher selected convenience sampling method, which is convenient and inexpensive for the sample of 392 long stay tourists and expatriates in Phuket from 19,227 people.

2.4 Instrument Selection

Tools for data collecting processes were designed as the questionnaires for both long stay tourists and expatriates group and real estate developer and salesperson group. The questionnaires used in the study for long stay tourists and expatriates consisted of 4 parts as following.

1. The first part is closed - end question to categorize the respondents in

group and to measure the correspondent's behavior.

2. The second part is rating scale, which measured the influential factor on the customer's decision making in choosing real estate in Phuket.
3. The third part is opened - end question, which gather the respondent's recommendation to real estate developer and Thai government.
4. The fourth part is also closed - end question which gather the
4. respondent's social and demographic data pertaining to race, gender, age group, marital status, family size, occupation, educational qualification, and monthly household income range.

Whereas, the questionnaires used in the study for real estate developer and sale person consisted of 3 parts as following.

1. The first part is closed - end question to gather the information of each real estate project.
2. The second part is rating scale, which measured the important factor on the customer's decision making in choosing their real estate in Phuket.
3. The third part is opened - end question, which gather the respondent's recommendation or suggestions about the issue in real estate and their opinion toward the long stay tourists and expatriates market in Phuket.

2.5 Data Collection

Both primary and secondary data have been collected for this study

2.5.1 Primary data:

The research methodology is survey method by questionnaires. The questionnaire to real estate developer or sale person was given to 44 real estate projects in Phuket. The purpose of this questionnaire is to gain an inside knowledge of how real estate developer analyze their marketing mix and their project.

Moreover, the second questionnaires were distributed to the long stay tourists and expatriates in Phuket. The respondents were requested to fill in the questionnaires in accordance to their perception. The researcher collected the questionnaire from the Immigration Office from in Phuket Town from March 12 - April 16, 2007.

2.5.2 Secondary data:

The objective was to get the statistic information of the number of tourist arrival and revenue from tourism in Phuket from Tourism Authority of Thailand, as well as statistics of long stay tourists and expatriates in Phuket from Phuket Immigration at Phuket Town. The researcher also sought the information from websites, magazines and textbooks as to gain more information on the number of real estate, which have been developing and its trends.

2.6 Data Analysis

The analysis is based on quantitative features. The SPSS (Statistical Package for the Social Science) was employed to analyze the final result of quantitative method as following.

2.6.1 The questionnaire for long stay tourists and expatriates

1. Part 1 Analyzing the need for real estate of the sample population by analyzing the frequency and percentage
4. Part 2 Analyzing the factor that influence the buyer to purchase the real estate by mean and standard deviation
5. Part 3 Analyzing the demographic information of the sample population by analyzing the frequency and percentage
6. Part 4 Analyzing by T-test and one-way ANOVA testing at 0.05 as to comparing the demographic factor influence to the buyer decision making.

2.6.2 The questionnaire for real estate developer and sale person

1. Part 1 Analyzing the nature of real estate's sample population by

analyzing the frequency and percentage

2. Part 2 Analyzing the important factor that influence the buyer to purchase their real estate by mean and standard deviation
3. Part 3 Collecting the recommendation and suggestion from real estate develop and sale person regarding to real estate issues.

2.7 The level of importance to be measured

The searcher can range important factor in 5 levels with the interval of $5-(1/5) = 0.80$ as follows:

Score 1.00 - 1.80 points	very low important factor level
Score 1.81 - 2.60 points	low important factor level
Score 2.61 - 3.40 points	intermediate important factor level
Score 3.41 - 4.20 points	high important factor level
Score 4.21 - 5.00 points	very high important factor level

To compare the opinion of long stay tourists and expatriates relating to marketing mix, T-test at 0.05 significance level (95% significance level) was the tool to indicate the significance level among the groups.