

Chapter 3

Data collecting

The purpose of this paper is to study the changing of attitudes towards marriage decision of working women and to find out whether the improvement of women status has any significant effect on Chiang Mai women's decision to marry.

3.1 Data Source

3.1.1 Primary Data is the information is collected from the questionnaire including interview from the 6 sampling group

3.1.2 Secondary Data is the information from searching from all documents, including many researches available in the Chiang Mai University library, Humanities Faculty library, Social Science Faculty. Some of the information comes from Internet.

3.2 Sampling Groups

The target group is 180 working women (the women who earn an income and are financially independent) of all marital status in Mueang District, Chiang Mai. In this paper the occupation groups were divided into 6 groups. Those are:

Group 1 Specialists: people qualified or employed in one of the profession, such as, doctors, teachers, nurses, engineers, architects, dentists, pharmacists.

Group 2 Administrative and policy makers: people who have position to administer the company such as managers, managing directors, including lawyers.

Group 3 Officials and office workers: people who work in an office including government workers.

Group 4 Business people: people who are the owners of the shop or some business.

Group 5 Service people: people who have duty in servicing, such as, public relations, fight attendants, cashiers, waitresses, and beauticians.

Group 6 Unskilled workers: people who do hard physical work that is not skilled, such as coolie, servant.

3.3 Research instrument

The data was collected in form of a questionnaire in Thai version (see appendix page 50) to investigate the attitudes of working women in Mueang district, Chiang Mai. The questionnaires were handed out to 180 women in 6 occupation groups. It was divided into 4 parts. Those are:

Part 1: Biographical Data of the respondents

In this part, the questions focus on general backgrounds of respondents, such as, marital status, age, level of education, career and income.

Part 2: Attitudes toward marriage.

In this part, it was separated in 2 aspects as follow:

- 1 General attitude towards marriage and change in women's family role
- 2 Factors that affect women's decision towards marriage.

Part 3: The factors that cause changing age of marriage or women's decision to stay single.

Part 4: The attitudes of working women toward single women who are over 40 years old.

3.4 Collecting of Data

3.4.1 Define target groups

3.4.2 Develop questionnaire – the questions must cover general background information of the respondent and also have a full quality to survey the attitude toward marriage.

3.4.3 Pilot questionnaire – the questionnaire was piloted before distributing to the target group to ensure that it can survey the attitude of respondent.

3.4.4 Distribute the questionnaire to the target groups

3.4.5 Analyze data

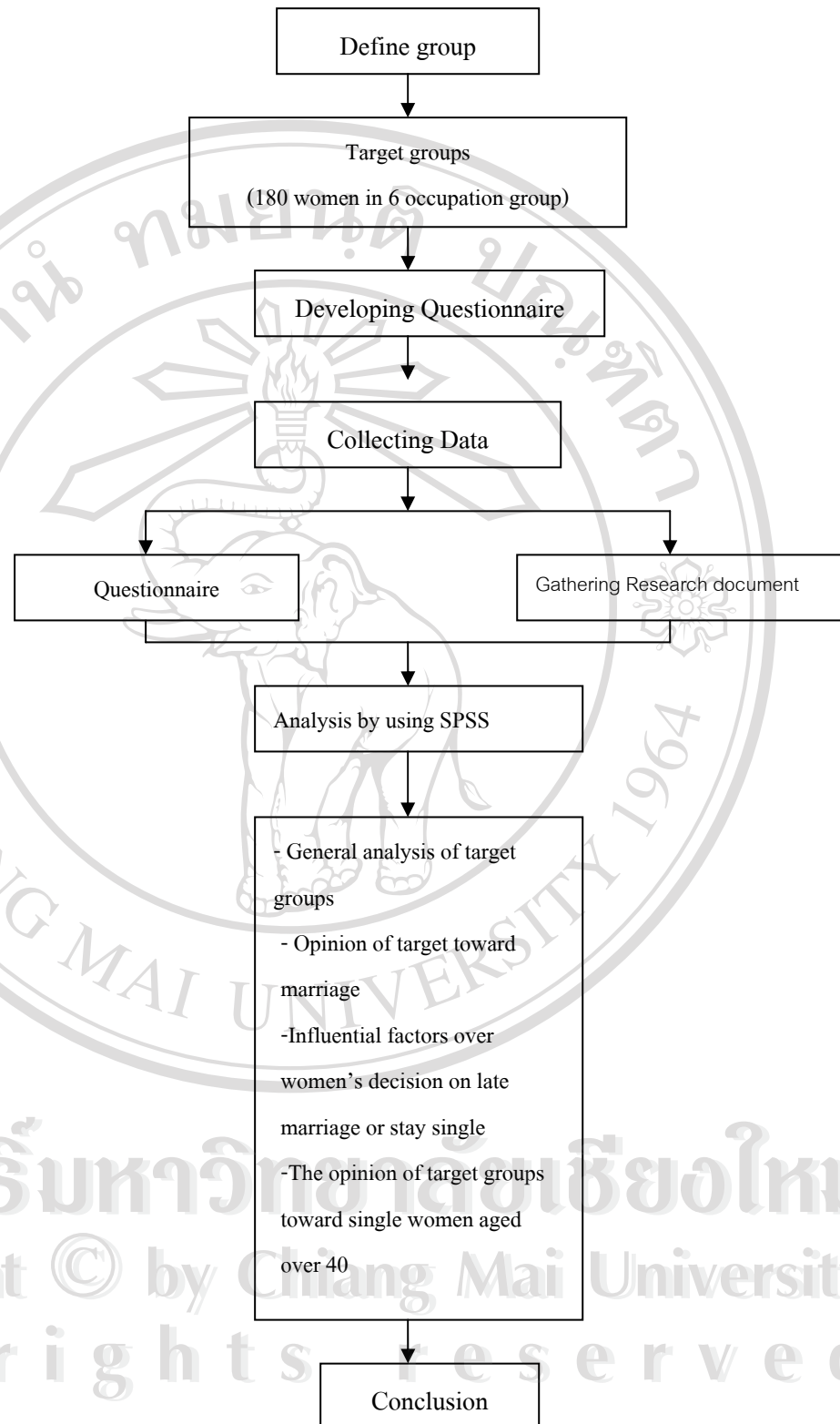


Figure 3.1 The process of the study.