CHAPTER THREE

RESEARCH METHODOLOGY

This chapter describes the measuring instruments, data collection and analysis.

3.1 SURVEY QUESTIONAIRE

This survey covers the Federal Territory Kuala Lumpur. Through Ministry of International trade and Industry (MITI) we have identified 28 Malaysian companies registered with MITI who are doing business in Vietnam currently from Federal Territory Kuala Lumpur. Out of this figure only 21 companies agreed to be interviewed. Therefore this analysis gives a response rate of 75%.

The questionaire consist of 3 main sections.

Section one consist of 20 questions from a to t, which describes the general expectations of Vietnamese government towards investment, the barriers to investment as well as the general perception of respondents towards investment in Vietnam.

In order to facilitate analysis these questions are grouped into three categories.

Category one describes the general expectations of Vietnamese government towards investors which is reflected on questions 1j and 1m.

Category two describes the perpective of Malaysian Companies Towards Vietnam which is reflected in questions 1a, 1b, 1c, 1n, 1r,1s, 1t and 1p.

Category three decribes the various barriers that investors need to face in doing business in Vietnam which is reflected in question 1d, 1e, 1f, 1g, 1h, 1I, 1k,1l and 1o.

In section one respondents were asked to indicate the degree to which they agreed with each statement as description of themselves as investors in Vietnam. Each item or statement was to be rated on a 5 point Likert scale, in which 1 = "strongly disagree", 2 = "disagree", 3 = "neither agree or disagree", 4 = "agree" and 5 = "strongly agree". An aggregate involvement score is then computed for each respondent by summing up the scores of the fine statement in each of the category indicated earlier.

For section two of the questionaire a list of 10 factors from a to j are provided indicating the various barriers that are faced by Malaysian investors in Vietnam. The respondents are to rank it in order of greatest barrier to the least important using a scale of 1 to 10 as suggested by Chase and Barasch[10] Whereby 1 denotes the greatest barrier and 10 denotes the least important barrier.

Section three of the questionaire consist of the general characteristics of the responding companies towards this research. In this section there are seven characteristics stated to develop the profile of companies surveyed. These characteristics are 3a = "form of business ownership", 3b = "amount invested", 3c = "types of business involvement", 3d = "types of business investment by industry", 3e = 'length of investment project', 3f = number of business projects" and 3g = "expected period for return on investment".

A copy of questionaire is provided in the appendix.

3.2   SAMPLE COLLECTION

For the purpose of this research personal interview technique was used.

Based on covenience sampling the respondents were confined to companies doing business in Vietnam originating from Federal Territory Kuala Lumpur, listed with MITI. Of 28 companies listed by MITI only 21 companies consented to the survey. In each companies the senior managers involved in projects in Vietnam were interviewed. Each interview session took about one hour.

3.3 DATA ANALYSIS

The data obtained were analysed using the Statistical Package for the Social Sciences (SPSS) system to compute the mean scores and standard deviations. As the number of respondents were below thirty statistical analysis such as ANOVA and Cronbach's Coefficient Alpha Reliability test were not applicable as suggested by Green and Tull.[14]