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BESSH-2016

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(BESSH-2016), Osaka, Japan**

# **Book of Full Paper Proceedings**

**International Conference on  
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**Ms. Ani Wahyu**

International Conference on Business Economic, Social Science & Humanities” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

**Ms. Ani Wahyu**

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**BESSH-16****Developing Community Enterprise Management in line with Sufficiency Economy Philosophy: A Case Study of Yai Da Garden Community in Rayong Province, Thailand**Isaree Karnreungsiri<sup>1\*</sup>, Dr. Nattaya Praditsuwon<sup>2</sup><sup>1, 2</sup> Srinakharinwirot University, Thailand

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**Abstract**

This research was conducted under the participatory action research approach. It focused on the community participation in establishing learning process for management as well as integration of activities: human resource management, financial management, production management, and marketing management. All these are in line with the sufficiency economy philosophy, which is bestowed by His Majesty the King of Thailand for self-reliance. The research results illustrated that Yai Da garden community enterprise has moderate overall potentiality for both the process aspect and the performance aspect. Upon completion of this research, it is suggested that in developing Yai Da garden community enterprise management, the knowledge enhancement for community members should be the first priority for building trust towards the benefit of community enterprise. Furthermore, continued support from both the government and private sector is required, especially sources of funding for sustainable community development.

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*Keywords*— Community Enterprise Management, Sufficiency Economy Philosophy, Community in Thailand

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**Introduction**

In developing communities which are the main root of Thai economic, it is necessary to focus on sustainable development. Therefore, Thai government has set a crucial policy to raise up a competitiveness of the community which will bring about self-creating career and income. This lead to an enforcement of Community Enterprise Promotion Act B.E. 2005, which stated that Small and Micro community Enterprise (SMCE) is the community organizations managing community fund for self-sufficiency of families and communities (Inwanget.al., 2011).

This Act aims at promoting community enterprises by enhancing traditional knowledge and skills, generating income, assisting each other, developing management skill, and community types. This would support community in developing self-reliant and strong local economic (Community Enterprise Promotion Division, 2012). Community Enterprises operate under self-sufficiency economic philosophy which has been brought up in the 1970s during His Majesty's speeches. Sufficiency Economy is a method of development based on moderation for families, communities, and government (Office of the Chaipattana Foundation, 1996).

Yai Da garden community enterprise is an enterprise that operates based on this philosophy. It is located at Taphong Sub District in Rayong province of Thailand, which is well known for the most fruitful area of durian, rambutan, mangosteen, longan, etc. (Rayong Public Relation Office, 2014). This community enterprise was established in 2007 by seven neighborhood groups around Yai Da garden: SaphanKhaSamakkee, Pa Nan, Khang Ban, Nong Glad, NongYaiSamakkee, Gas Chivaphap, and BorHin Tai. They proceeded on formal registration in September 2015 and having Mrs. BoonchuenPokeaw as a group leader. The purpose of the establishment is to support a better life of community by creating part time career and generating higher income (Rayong Provincial Office of Tourism and Sports, 2014).

Presently, people in Thapong are facing an overload compostable waste of fruit and vegetable, and a pollution caused by chemical fertilizers and insecticides. As a result, the government is trying to encourage the use of organic fertilizers. This helps to reduce the cost of farm operation as well. They are encouraging production activities besides agriculture,

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mutual managing, and maintaining water system with local residents, supporting self-reliant production and self-consumption oriented activities rather than market oriented one (The Eastern Province Cluster Office of Strategy Management, 2014).

Yai Da garden community enterprise has adopted the government good practice in managing farm operation according to self-sufficient economy. They have concentrated on learning, sharing knowledge, and producing organic fertilizers by using local materials and using in all local gardens. This will help reducing costs of operation and improvement in land degradation management (Pokaew (personal communication), 2014).

The community development towards an increase in self-competitiveness by integrating management of production, technology, design, finance, and market will lead to sustainable development in long term (Department of Industrial Promotion, 2012). Therefore, in order to achieve this target, the author is interested in conducting this research with the hope that the research results will help in identify guidelines for Yai Da garden community enterprise management.

### Literature Review

This paper focuses on community enterprise management in line with sufficient economy philosophy. This philosophy is a philosophy conceived and developed by His Majesty King BhumibolAdulyadej of Thailand over 60 years of tireless development work to improve the lives of the Thai people and bring them a genuine and lasting happiness (Thai Embassy, 2015).

His Majesty concerned that modern development, which emphasized only the economic expansion, might eventually lead the country to crisis. Therefore, he stressed the importance of building a 'good and stable foundation' before further progress could be developed. This means that instead of putting the emphasis on the expansion of the industrial sector prior to development, the stability of the basic economy should be established first. That is, assuring that the majority of rural people have enough to subsist first. This is a method of development that stresses the distribution of income to build the overall economic foundation and stability of the country before going on to a higher level of development (Office of the Chaipattana Foundation, 1996).

The principle of sufficiency economy stresses the importance of adopting the middle path for appropriate conduct by the population at all levels of society (individual, family, community, and nation) in terms of development and administration in order to modernize in line with the forces of globalization (Thai Embassy, 2015). Therefore, sufficiency economy is classified into three components: moderation, reasonableness, and risk management.

#### *Moderation*

Sufficiency at a level of not doing something too little or too much at the expense of oneself or others, for example, producing, and consuming at a moderate level.

#### *Reasonableness*

The decision concerning the level of sufficiency must be made rationally with consideration of the factors involved and careful anticipation of the outcomes that may be expected from such action.

#### *Risk Management*

The preparation to cope with the likely impact and changes in various aspects by considering the probability of future situations.

In addition, decisions and activities must be carried out at a sufficient level depending on two conditions. Firstly, Knowledge, comprising all-round knowledge in the relevant fields and prudence in bringing this knowledge into consideration to understand the relationship among the field so as to use them to aid in the planning and ensure carefulness in the operation. Secondly, Virtue to be promoted, comprising the awareness of honesty, patience, perseverance, and intelligence in leading one's life (Office of the Chaipattana Foundation, 1996).

On a personal level, the philosophy of sufficiency economy can be adopted by all people simply by adhering to the middle path. The awareness of virtue and honesty is also essential for people as well as public officials (Office of the Chaipattana Foundation, 1996). On a business level, they must have a sense of morality. Honest and knowledgeable manner.

Life with patience, perseverance, consciousness, intelligence, and diligence. To keep balance and be ready to adapt to changes quickly and extensively in both the social and cultural environment of the outside world as well (Sufficiency Economy Movement Sub-committee, 2007).

On a community level, it is taking action to achieve self-first. It can be performed relative to the market if there is a surplus. The deal, which must learn to market and competition. The group is using their networks to business interests, including the use of traditional knowledge and local identity (Community Enterprise Institute Foundation, 2010). Finally, on the nation level, sufficiency economy can lead to the goal of establishing economic stability. Fundamentally, Thailand is an agricultural country; therefore, the country's economy should be keyed towards agro-economy and food stability in order to establish a stable economic system to a certain degree. This is an economic system that can help lessen the risk or economic instability in the long run (Office of the Chaipattana Foundation, 1996).

### Methodology

This research was conducted under the participatory action research approach. It focused on the community participation in establishing learning process for management. Samples of this research included seven groups of Yai da community enterprise, each consisted of one leader and two members, totaling twenty-one samples. The procedures used when collecting data were as follows;

#### *Data about Potentiality of Yai Da Garden Community Enterprise Management*

Data about Potentiality of Yai Da Garden Community Enterprise Management were collected by focus group. The questionnaire used was adjusted from the potentiality evaluation form which was developed by Department of Community Enterprise Promotion and Thailand Productivity Institute in line with Total Quality Management. The questionnaire was divided into two parts.

##### *Part I Process Aspect*

Part I Process Aspect consisted of six sub-aspects; for example, community enterprise mission, community enterprise operational planning, marketing management, knowledge and information management, membership management and product, and service operational management.

##### *Part II Performance Aspect*

Part II Performance Aspect consisted of one aspect, which is operational outcome of Yai Da garden community enterprise. The respondents chose to rate each aspect one out of three levels: Good = 3 points, Moderate = 2 points, and Need adjusted = 1 point.

#### *Data about Establishing Learning Process for Community Enterprise Management in line with Sufficient Economic Philosophy*

Data about Establishing Learning Process for Community Enterprise Management in line with Sufficient Economic Philosophy were collected from three activities.

A field trip to visit good practice model of community enterprise, which was Prasomsarp garden community enterprise in Rayong. Research tool used was field trip evaluation form.

Workshop training on good practice for community enterprise management. Research tool used was workshop evaluation form.

Focus group for brainstorming on guidelines for developing Yai Da garden community enterprise management under the aspects of production, human resources, finance, and marketing. Research tool used was focus group evaluation form.

In analyzing the data, while the qualitative data were analyzed by using analytic induction to obtain a summary overview, the quantitative data were analyzed with descriptive statistics, such as frequency, percentage, average, and deviation.

### Results

The Potentiality of Yai Da Garden Community Enterprise Management.

Table 1:

*An evaluation of the potentiality of Yai Da garden community enterprise management.*

Aspects of Potentiality	Mean	Meaning
Part I Process Aspect		
1) community enterprise mission	2.29	Moderate
2) community enterprise operational planning	2.14	Moderate
3) marketing management	1.86	Moderate
4) knowledge and information management	1.94	Moderate
5) membership management	1.79	Moderate
6) product and service operational management	2.00	Moderate
Total I	<b>2.11</b>	Moderate
Part II Performance Aspect		
1) operational outcome	2.13	Moderate
Total II	<b>2.13</b>	Moderate
Total of Part I and II	<b>2.12</b>	Moderate

It was found that Yai Da garden community enterprise has a moderate overall potentiality for the process aspect: community enterprise mission, community enterprise operational planning, marketing management, knowledge and information management, membership management and product and service operational management, and the outcome evaluation (operational outcome). Details of evaluation were expressed as below;

*Part I: Process Aspect*

1. Community enterprise mission: The leader of the community, Mrs. Bunchuen Pokaew (personal communication), has high responsibility. She has recognized the sustainable resource management by using wasted vegetable and fruit to produce organic fertilizers. As a result, the production cost of the members' gardens was reduced by 30 percent.
2. Community enterprise operational planning: The community has the main written plans focusing on increasing income for the members and reducing cost of production. The plans were declared to the members and implemented accordingly.
3. Marketing management: The product of the community is an organic fertilizer and the main customers are local farmers. Initially, the community has low production capability. So, the market development and network are not required at this stage. Despite this, the feedback from the customers are followed by using questionnaire asking about the satisfaction and demand on the product.
4. Knowledge and information management: The community has inconsistently recorded only some parts of their operational information on computers. Anyway, it is not systematic and consistent due to lack of administrator. They have used the social media in disseminating the information of the upcoming tourists to the members.
5. Membership management: The community has not yet set the rules and regulations for membership. The current 20 members are volunteers.
6. Product and service operational management: The community purchased wastes of vegetable and fruit from the members and used them as the raw material in producing organic fertilizers. Although the members were informed about production processes, equipment, and quality controls, no production manual was developed.

### *Part II Performance Aspect*

- Operational outcome: The members have earned higher income from participating in the production and marketing of the organic fertilizer. Most of the community's activities that related to the fertilizer production and tourism were well success.
- An Establishing Learning Process for Yai Da Garden Community Enterprise Management in line with Sufficient Economic Philosophy.

A field trip to visit Prasomsargarden community enterprise, a good practice model. It was found that all respondents rated this activity and benefit obtaining from this activity at an average of highest satisfaction. They gained knowledge about production techniques, material management, distribution, and marketing, including good practice for agricultural management. This is the most crucial advantage for guiding the way to reduce cost, maintain soil components and preserve natural resources for sustainability.

Workshop training on good practice for community enterprise management. In a workshop training, the samples were provided with knowledge and practices to integrate and solve problems of management, production, human resource, finance, and marketing. All these are in line with the sufficiency economy philosophy, which is bestowed by His Majesty the King of Thailand for self-reliance. It was found that all respondents rated this activity and benefit obtaining from this activity at an average of highest satisfaction.

They got several aspects of important knowledge, such as grouping as a community enterprise, determining goals, plans and job specification, allocating profits, calculating cost of production, allocating benefits, growing plants by low cost techniques, developing a various kind of fertilizers, using fertilizer for maximize benefit, and developing brand and packing for marketing.

The respondents expressed many problems that they have been facing. One was insufficient members. The present members of Yai Da garden community consisted of 20 volunteers who irregularly helped the community. Therefore, the fertilizer production was based on inconsistency and resulted in an unstable income.

Focus group for brainstorming a plan for developing Yai Da garden community enterprise management.  
The samples gave the ideas for developing a plan as below;

#### *Developing human resource management*

They determined the goal of increasing fertilizer production for sufficiently utilization in 50 families of the community. This will lead to a reduction in production cost of about 50 percent. The first priority essential plan is to provide knowledge of cluster for raising up income and reducing cost. This will positively increase trust towards community enterprise.

Additionally, they will establish a learning center for agricultural academic services. Several activities about training in producing organic fertilizers and demonstrating fruit and vegetable preservation are developed. This will lead to development of creative tourism, which will bring about an increase in the number of both domestic and foreign tourists.

#### *Developing production management*

They will develop material requirement plan for acquiring composts only from gardens in the community. A traditional hand tool, called hoe, will be used in production for cutting composts. They plan to use a compost mixer which will be ordered from a supplier in their own area. A manual for fertilizer production will be published and distributed to all members in the community as well.

#### *Developing finance management*

They will develop financial and accounting system for higher efficiency by using retained earnings. The treasurer will be assigned to administer the system. They will approach academics and researchers who have conducted researches in this area for monetary support.

#### *Developing marketing management*

They will develop new products beside the organic fertilizer that is already existed. The new product will be called "fermented liquid" and will be made from fish wastes. This liquid will help in accelerating growth of plants. It will be sold at 100 baht per bottle, same as the organic fertilizer which is sold at 100 baht per package (30 kilograms). While the organic fertilizer packaging is made of natural jute sack, the fermented liquid packaging will be made of plastic bottle. The logo of Yai da community enterprise will be stamped on the package, including components and instruction.

The target market of the organic fertilizer is agricultures. On the other hand, students and academics researchers, who come from many provinces all over the country, will be the target market for tourism. Public relation will be performed on social network, such as Facebook and Instagram.

### Discussion & Conclusion

Yai Da garden community enterprise has a moderate overall potentiality because they are just in the initial stage of operation. Thus, some functions of operation are not yet developed properly. Moreover, the residents of the community do not trust much in the enterprise management. If they are provided sufficient knowledge and the essence of community enterprise, then they will be willing to be the members of the community. As a result, the community will be able to earn more fund. Despite this, the community should determine a profit allocation method for the members, which is the standard for good managing enterprises (Department of Industrial Promotion, 2012).

Yai Da garden community enterprise's aim is in line with the sufficient economy philosophy, which focuses on community empowerment and strengthening based on sufficiency in developing. This means ensure that the majority of rural people have enough to subsist first before emphasizing on the expansion of the industrial sector (Sufficiency Economy Movement Sub-committee (2007). Therefore, the way that the members of the community come and join the enterprise voluntarily, share their experience and techniques, use the local resources for the maximum utilization, and agree to follow the practice ways of Prasomsarp garden community enterprise, a good model garden (Chamneansri, 2015), increases their trust in the benefit of grouping and makes them more willing to develop further in enterprise management.

The knowledge that the members of the community got from a field trip to Prasomsarp garden community enterprise can help them by improving production processes. This corresponds with the research of Silk-Weaving Groupin Surin Province (Pabuet.al., 2013), which found that the members of the groups gained more knowledge in developing products and production from taking a field trip. This provided them an idea in developing their products to meet the quality measurements. Besides this, the knowledge that they gained from workshops will be used in developing new product of bio extract, fermented liquid, which made from fish wastes. This will help them to generate their income in the future. This is in line with the research on community enterprise of food processing products in Samuthprakhon province of Thailand (Kongnual et.al., 2010), which found that a work shop can help the members of the group develop ideas together in creating a various kinds of products by using local resources. The problem in management that the community is facing, especially in the structure of the community enterprise, is corresponded with the research of Khonkhan Province about the development of community enterprise towards ecological tourism (Somsawaset.al., 2012). The research found that management problem aroused due to lack of knowledge. Thus, Yai Da garden community should apply the knowledge of management and clearly form the organizational structure and the job descriptions for the members.

The idea of the community to develop into a learning center is similar to the concept that many successful gardens in terms of management hold on to. For example, Chaluay Learning center developed the garden to be a center of vegetable and fruit production center. They focused on the sustainable agricultural approach and use their own organic fertilizers in production, which lead them to receive the best award in Durian Contest for two consecutive years (Chaluay Garden Learning Center, 2015).

Consequently, the plan to develop the community into a learning center is an appropriate idea. This will give them a chance to be a good model garden in adopting sufficient economy for the enterprise management. The members of the community will have their own center for learning and practicing knowledge and techniques. They will have the opportunities to communicate and share experience among the members, tourists, and academics.

In conclusion, guidelines for Yai Da garden community enterprise management are recommended as below;

#### *For Yai Da garden community enterprise*

- They should put an effort into building trust between community members. This can be done by persuading community members to join formal or informal meetings, which provide knowledge about an importance and benefits of community enterprise. This will lead to an increase number of members and community fund in the future.
- They should take into actions all the plans that they developed when brainstorming in order to improve their management potentiality towards the goal of increasing income and efficiently reducing cost.

- They should cooperate with relevant organizations that supervise community enterprise development, such as Department of Community Industrial Development, Foundation of Community Promotion, and Sufficiency Economy Movement Sub-committee, for both monetary and academic continuous support.
- They should contact financial institutes for soft loan with grace period and low interest rate. This can be used for extension on production and marketing in the future.
- They should regularly update information about community potential development and adjust their performance according to the standard of community management system.

#### *For relevant organizations*

- They should create connections with all relevant organizations in order to integrate their efforts in supporting community enterprises in the same directions.
- They should strongly and consistently assist the community in managing their enterprise. Fund allocation and practice program are required to be provided for sustainable community development.

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BESSH-16

**The Study of Common Respiratory Problems, Symptom Experiences, Symptom Management and Outcomes of Pre-school Children via their Caregivers**

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Abstract

This research aimed to investigate 1) To study the symptom experience, symptom management and the outcomes of the common respiratory problems in pre-school children via their caregivers 2) To study the relation between the symptom experience, symptoms management, the outcomes with personal and health data. Caregivers caring for three to six year old pre-school children were recruited by simple random sampling from Tumbol Satengnok. 192 of them were selected to complete a set of questionnaire and another eight to be informants for semi-structure interviews. Descriptive statistics were applied for quantitative data analysis—frequency, percentage, mean, and standard deviation. Pearson product moment was also used to determine the hypotheses. Qualitative data were classified to be categories using content analysis. The findings showed that the caregivers are general mothers who have experiences in taking care of the children having common respiratory symptoms. They knew the symptoms by assessing the changes of playing behaviors and physical happiness. The caregivers reported that most problems are caused by some of the children's over playing activities. Therefore, they tried to manage the symptoms showed by reducing some of the activities, using traditional herbs, and making more caressing touch their children. For the outcomes of symptom management, 50 percent could be recovered without seeking another treatments. Symptom experience, symptom management and the outcomes of pre-school children caregivers were statistically significant differences,  $p < 0.01$ . Age was statistically significant difference in Symptom experience and symptom management,  $p < 0.01$ , whereas it was no significant difference in age and the outcomes correlation,  $p < 0.05$ .

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**Keywords**— Care Experience, Symptom Management, Respiratory Disease, Pre-school Children Caregivers

Background

Although medical technologies and the effectiveness of modern medicines are highly advanced, there are a considerable number of pre-school children admitted to hospitals due to respiratory problems. This group of children are physically disadvantaged because their airway systems are still underdeveloped (short and narrow). Their immune systems are not yet effective. The illness will affect them physically and mentally if they are not well and correctly cared for. They are likely to have more complexities i.e. infected inner ears, pneumonia, collapsed lungs and oxygen deficiency which can lead to mortality. The children have to rely on their caregivers to respond to their needs (physical, mental, emotional and societal) The parents play a paramount part in their well- being. If they do not receive proper care from their parents, they will be unhealthy, slow-learning and emotionally affected.

The main objective of assessing the caregiving for young children is to differentiate between normal and abnormal conditions as well as being able to manage basic health problems. Chanadda Sasom et al. (2555) studied the effectiveness of the prevention of acute lower respiratory infections in children under 5 years old. She found that the environment and the caregivers' behavior are significant risk factors in children's pneumonia. The disease can occur due to their mothers having insufficient preventative knowledge. The result supports the study of Luksmee Sanbun et al. (2555). They conducted research into the school age children's breathing difficulties; the symptom experiences, symptom management strategies and the outcomes via the caregivers. They found that the caregivers managed better in caring for asthmatic children than in preventing the illness. This research suggested that the preventive knowledge dissemination needed to be better developed. More specifically, they suggested that; children need to see health care personnel regularly even when there are no symptoms; children need to be dressed warmly when the temperature is low and changeable; children need to

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be observed after giving them bronchodilators; bedding needs to be cleaned. All these suggestions focus on home care prevention.

There is more research related to the home care prevention for children who have respiratory problems from the Sateng Nog community project (2556-2558). The project involved the conference and experience sharing of the caregivers in community. The research found that the caregivers often used local traditional medicines in caring for their sick children, for instance, to treat coughing, they would apply red lime stone paste mixed with crushed fresh basil leaves on the children's chests. Some made a tonic drink by mixing basil leaves and honey. For blocked noses, they would put a crushed shallot under the pillows. If their children have runny noses they would bathe them with warm water, mixing it shallots and tamarind leaves, the properties of which, they believe, would clear the airways. Some may use limestone powder and lime juice or fresh turmeric and vegetable oil for better respiration. All in all, the mother's quality of care is the main factor related to the children's well-being. Moreover, environmental factors as well as their way of life also played a major role in health and well-being.

The aforementioned research demonstrated that the common respiratory problems in children, especially pre-schoolers, is significant for the health care system and requires careful attention from parents, health care personnel and so forth. The parents are the most important people in preventing and managing these illnesses. Awareness of the signs and symptoms as well as the decision to seek treatment are also necessary. In order to solve these problems holistically and to find out a new and sustainable solution, I am interested in studying the symptom experience, symptom management and the outcomes of the common respiratory problems in Pre-school children via the caregivers. I hope that the results of the studies will assist relevant parties to conduct effective planning, provide useful information to promote good health for all the children and a healthier nation.

#### Research Objectives

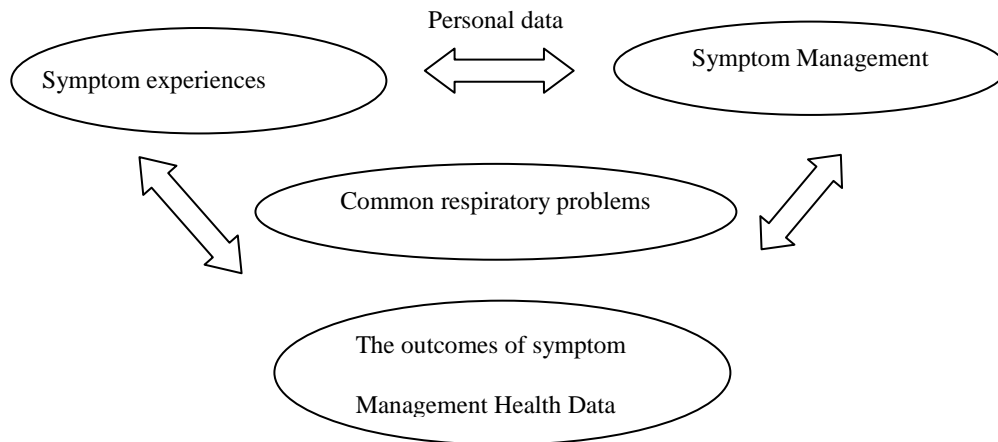
- 1) To study the symptom experience, symptom management and the outcomes of the common respiratory problems in pre-school children via their caregivers
- 2) To study the relation between the symptom experience, symptoms management, the outcomes with personal and health data.

#### Hypothesis

The symptom experience, symptom management, the outcomes and the personal and health data are related.

#### Framework

I applied the Framework of Dodd et al. (2001) (Dodd, Facione, Faucett, Froelicher, Humhreys & Lee et al.) coupled with the knowledge of the primary care of the respiratory problems. The framework consists of 3 concepts 1) symptom experiences 2) symptom management strategies 3) the outcomes. These 3 concepts are related. Moreover I took nursing concepts i.e. personal, health and sickness which have influence on the symptom management into account. In this study, I chose to look at pre-school children and studied especially common respiratory problems. However the target group is very young, so I chose to conduct the study mainly via their caregivers.



## Research Execution

This is a descriptive research project aiming to study the symptom experiences, symptom management and the outcomes of the symptom management of the common respiratory problems in Pre-school children via their caregivers. Moreover, I intended to study the relation between the symptom experiences, symptom management, the outcomes with personal and health data.

The target groups are pre-school children aged between 3-6 years at the Sateng Nog community. The target group requirements are as follows 1) 3-6 years of age; 2) They have no other sickness, e.g. T.B., Heart disease.

The data was derived from a 30% sample of a target population of 542, i.e. 180 people. In order to generate a sufficient sample response after distributing the questionnaires, I sent out 220 questionnaire sets and received 192 sets in return. The method of study is simple random sampling.

### Research Tools

The Caregivers' questionnaires were developed and adapted from the work of Dodd et al., 2001) to find out the general information about the caregivers and children as well as the symptom experiences, symptom management, and outcomes. It consists of 5 parts.

- Part 1 General information about the caregivers
  - Part 2 Information regarding children's general information and health condition.
  - Part 3 Symptom experiences questionnaires
  - Part 4 Symptom management questionnaires
  - Part 5 The outcomes of symptom management questionnaires
- Score meanings:
- 1.0- 1.49 score = low in symptom experiences, symptom management, outcomes
  - 1.50- 2.49 score = medium
  - 2.50- 3.49 score = good
  - 3.50- 4.00 score = very good

### Research Tools quality inspection

- I have developed my own research tools based on text books, research papers, articles and related research.
- The tools were presented to 3 specialists to check the validity of the content questions, and the accuracy and comprehension of the language used. The calculation for the relevant index used IOC theory (Index of Objective Congruency). A questionnaire with an IOC more than 0.5 is generally acceptable by the specialists. After that procedure, I revised and improved the questionnaire texts to make them more precise.
- After improving the research tools, I piloted them using 30 people who had the same criteria of my main target group. I applied the Cronbach's alpha coefficient to determine the reliability of the questionnaire. The result was 0.77
- Finally I improved the tools by focusing on the questions. I rearranged them in order to get the most efficient tools for my data gathering.

## Data Analysis

### Quantitative Analysis

1. The Personal data has been analyzed in terms of percentage frequencies.
2. The symptoms experience, the symptom management strategies and the outcomes of the symptom management along with the personal and health data have all been analyzed in terms of the frequency, means, percentages, and standard deviation.
3. The relation between the symptom experience, the symptom management, the outcomes and the Personal and health data was analyzed by using the correlation Pearson product moment and chi square.

### Qualitative analysis

I used content analysis and double-checked the accuracy with the group sample.

### Data Collection

1. I went through the research questionnaires with research assistants. I also explained the objectives and the research procedures before we conducted the research. The introductory procedures are as follows: The research assistants introduced themselves to the samplers, requesting their cooperation. They were then asked to give their consent. The sample group had right to choose whether they want to take part in the research or not. In cases where that the sample group could not read, the research assistants would read for them. The respondents would then choose their own answers.
2. For the caregiver interview section, the research team conducted group interviews after using the questionnaires in order to collect more information.

### Conclusion

The majority of the caregivers were females, aged between 31-40 years of age. They are the children's mothers. Their religion is Islam. They are employed, healthy and married. They are secondary school educated. The incomes are enough to get by but without savings. The majority of them consult the health care officers when their children have respiratory problems. They would seek some advice from family and community members i.e. grandparents, volunteers and neighbors in that order. The children under their care are mainly girls. They have no congenital deceases. The previous year, the children under their care had respiratory problems 3-4 times and the majority of them did not need to be admitted to hospital. The environmental condition around their houses is more likely to affect the children; for instance, houses near dusty roads, houses near the rubbish dumping ground. Pets ( cats, birds), agro chemicals used on fruit and vegetables in that order. There are some other factors too, for example, a wet and windy environment.

Caring levels for children with respiratory problems; care experience, symptom management and outcomes.

Table 1:

*Means for care experience, symptom management and outcomes of the common respiratory problems in pre-school children via their caregivers*

Topics	X	SD	Interpretation
1 Care experiences	2.85	1.06	good
2Symptom management	2.21	0.75	moderate
3 outcomes	2.91	1.13	good
total	2.45	0.76	moderate

The study found that the 3 research topics are moderate level ( $x=2.45, sd=0.67$ ) whereas the care experience and the outcomes are in good level ( $x=2.91, sd=1.13$ ), the next is care experience ( $x=2.85, sd=0.106$ ) the symptoms management came last ( $x= 2.21, sd=0.75$ ).

#### *Symptom experience study of pre-school via care givers*

We found that the most obvious symptoms of respiratory problems are; children with runny noses, puffiness, and fever; children not breathing easily; sobbing and a lack of appetite. In some serious cases they are out of breath, physically inactive and the chests are concave. Some cannot sleep at night because of a blocked nose. The additional interviews found that the children who have problems will breathe more quickly than normal. The chests are moving up and down. When they go to bed at night, they would breathe heavily and producing wheezing sounds. Their appetite is decreased. The care givers have to be with them all night. They do not dare to go to bed for fear that the children may die. They are worried that the children's condition will worsen. The caregivers noted that if the conditions become worse, the children refuse to have any kind of food; on the contrary, when they are better the children will be happy, hungry and sleepy.

#### *Symptom Management Strategies*

If the children are exhausted, the care givers would raise the children's heads up. They would help them with bronchodilators which they got from the local district hospital. They would suck the phlegm out by using red rubber suctions ( 62%, 55.20% and 31.80% in that order). They would take the young children to get some medicine straight away when they realized that children were panting. They won't leave it until the children are puffing severely as the caregivers were aware that it was a serious condition.

Some caregivers would use local herbal medicine, for example, putting crushed young tamarind leaves and shallots into warm water for bathing. Some would put the aforementioned herbal medicines under the children's pillows (they claimed that runny noses would stop within 2 days). By putting fresh crushed garlic under pillows, the children would reportedly sleep well all night because of clearer airways. By applying crushed fresh turmeric and vegetable oil on children's noses, the children would reportedly be able to breathe easily so that they would not be agitated. By putting crushed hibiscus and jasmine flowers on towels and then placing them on the children's foreheads for 10-15 minutes it was claimed that they would recover from a fever.

The caregivers would manage runny nose symptoms by observing the color of the mucus, providing them with mucus-reducing medicine and raising the children's heads higher while they are sleeping (70.30%, 55.70 % and 43.80 % respectively). Moreover, they would stop them swimming, ban them from eating ice, stop taking them out of the house, limit bathing to only once a day. They reported that sucking out mucus by using the red rubber suction was painful for the children. They would cry after that. They would also use the traditional, herbal medicine, for instance, applying juice of crushed hibiscus flowers onto the body, applying turmeric and vegetable oil on the noses or inhaling fresh chopped garlic and shallots.

The caregiver would reduce the children's temperature by using wet towels (either hot or cold water) or giving fever-reducing medicine obtained from the local community hospital, and they would check the children's body temperature at home (81.30%, 55.70% and 41.70 % respectively). Furthermore, the caregivers would dress the children light. For the traditional herbal medicine, they would use "ya kheaw" (green medicine) mixed with water for bathing and hair washing to treat the fever. The fever symptoms would occur at various stages of the children's growth, from months-old to years, from crawling to walking and from teething.

The caregivers would observe the phlegm color and then give them cough medicine which they obtained from the local community hospital and also raise the children's heads up while they were sleeping (60.90%, 45.30% and 47.90 % respectively). Additional remedies mentioned also include drinking warm water and avoiding fried/oily food and icy drinks; letting them sleep on their sides and patting them lightly on their backs; using traditional herbal medicine. For example, they would apply crushed Thai gooseberry leaves mixed with white limestone paste to the children's noses 3 times a day which would relieve the cough but was messy to use. Some parents might also make honey and lime tonic drinks for the children.

The caregivers reported giving the children smaller amounts of food for each meal but they would feed them more often. They would substitute boiled rice for steamed rice. They would feed the children more milk ( 62%, 69.80% and 41.10% respectively). The additional methods mentioned are as follows ; making the children eat at least 3-5 bites at time of feeding; cooking different nutritious foods instead of the usual meals; feeding them some soft food , sweet drinks, fruit juice or hot drinks. In some cases, they would also feed the children with oranges. Additional interviews found that if parents were worried about their children losing weight, they would buy them some vitamin tablets. They would sit with them and tell them stories while the children were having their meal.

The caregivers would hold the children until they managed to sleep, cover them with blankets and use herbal medicines (71.40%, 62 % and 6.80% respectively). Additional methods included hugging, singing songs or walking about. From the additional interview, the parents reported taking turns hold the children, putting them in the cradle or using herbal medicine.

#### *The outcomes of the symptom management*

The study of the relation between the symptom experience, the symptom management and the outcomes.

The study found out that Age exhibited a statistically significant relation in symptom experience and symptom management  $p= 0.05$  ( $r = .125$ ). The symptom experience and symptoms management was also showed a significant relation  $p= .001$  ( $r =.501$ ). The symptom experience and the outcomes of the symptom management also exhibit a significant statistically relation  $p= .001$  ( $r = .649$ ). The symptom management and the outcome of the symptom management likewise shows a statistically significant relation at  $p= .001$  ( $r = 408$ )

#### *Discussion*

The respiratory infection in pre-school children is a more problematic health care issue than any other sickness. If the infected children do not receive proper treatment, it would lead to complications with the potential result that they may

die. From the study of the symptom experience, symptom management and the outcome of symptom management of the pre- school children via the caregivers, it was found that the three aspects exhibit a significant relation of moderate strength. The outcomes of the management, which received the highest scores, is ranked at a high level. The next is the symptoms experiences, ranked also at a high level. Last but not least, the symptoms management is ranked at the moderate level. These results reflect that the caregivers' abilities in managing common respiratory problems in pre-school children are still inefficient. They don't have enough knowledge and skills in caring. Moreover, the symptom experience strategies and the outcomes of the management are significantly related ( $p = .001$ ). If the caregivers have proper knowledge, the problems will be decreased. The number of children who need to seek other treatment from the hospital will also decrease. In the personal data factor section, we found that age, symptom experiences and symptom management have statistically significant relation ( $p = .05$ ). The result pointed out that the age of the caregivers will positively affect the symptom experience and symptom management. However, the outcomes of the management will rely on other factors.

In regard to symptom experiences, the majority of the targeted children are living with their parents. The mothers are the main caregivers in the family. The parents are of working age. Age is related to the children's symptom experiences. Nowadays, the care givers can easily gain access to the health care information, due to the low cost of the treatment thanks to the government subsidies especially for pre-school children. There are primary health care institutions nearby; for instance, the sub district hospital where the doctors would be available some of the days. The caregivers received the information and education from the health care staff. The study found that firstly, the caregivers who have the symptom experience will recognize that the children under care are having respiratory problems. Secondly, they will observe the degree of symptom severity and how the respiratory symptom affect the children. This study's findings align with other research into the efficiency of the prevention of the acute lower respiratory infection in children lower than 5 years old. (Chanadda Sasom, Pimpaporn Krunklin, Nittaya Taiyapirom, 2555). Their recommendations are as follows: 1) Avoiding the risk factors which lead to the acute respiratory infections by supporting the caregivers to have efficacy, social support, participatory learning and advisory services. 2) Providing the target children and the care givers with food which help to support the immune system.

However, the study of respiratory symptoms which affect children has different findings from the study of Thitima Suklerthakoon et al. (2552). They studied the needs of the children's caregivers and found out that they needed to know how the severe respiratory sickness affects the children's growth, development, intellect, mentality and behavior. The parents were worried about what the effect would be on their children after being admitted to hospital, whereas in the case of lesser severe symptom, these effect are not considered a priority.

The children's target group is too young to look after themselves. Bringing them up well depends on their caregivers. If the caregivers have knowledge, it will reflect on the symptom management and outcomes. This is supported by the work of Supajit Apichaiwad (2553) . She studied coaching for parents looking after the children aged between 1 month- 5 years who were admitted at the Vajira Phuket Hospital. She found that the mothers who had been coached would take better care of their children than the parents who been simply informed about how to take care of the sickness (statistically significance  $p = .01$ ). Later, once the control group had been coached, the statistically significant difference rate was  $p = .01$  comparing with the none coaching. This result reflect how important the hands-on skill of the parents is.

Oranuch Ruengkajon and Waraluck Kittiwatpaisarn (2554) conducted experimental research on the efficiency of asthmatic patients in self- prevention and management in Ranord District, Songkha province. They found that after the patients have been organized and trained in self –prevention and management programs, they could care for themselves and manage to control the symptoms.

The outcomes of symptom management. The results showed that the caregivers were manage the symptom well. The signs that motivate the caregivers to take the children to see doctors and nurses are: concave chest, puffing, and nose expansion while breathing (60.90%, 59.90% and 53.10% respectively). The signs telling the caregiver that they can no longer look after the children by themselves are the children not getting better after taking medicine for 3-4 days. They gauge increasing sickness levels by observing if the children are pale, moody, sobbing, unconscious, vomiting, feverish, exhausted, out of breath or coughing all the time. It was estimated that if the children had respiratory problems 10 times, the parents themselves would manage to look after the children without taking them to see health care staff 5 times. But in order to have the good symptom management result, the parents need to have knowledge. Rungkarn Oamsin (2553) studied the improvements in parents' behavior to reduce respiratory infections in primary school children at a day care center. She found out that the education of parents has a relation to the rate of infections and that parents' behavior was similarly related to respiratory infections and diarrhoea in children. To sum up the caregivers need to have knowledge and skills in order to be able to look after the children effectively.

#### *The cost and fee factor*

The research also found that the medical costs and fees are free of charge for visits to the local community healthcare establishment. This factor therefore has no direct effect on children.

#### Suggestions

Nursing practitioners can assist the primary health care staff to understand and realize that the adaptation of the information is essential.

For the purposes of education, this can be a guideline for developing the nursing curriculum by focusing on knowledge adaptation, using an holistic approach and focusing on family as the focal point of child care.

For the research aspect, the results can be applied in planning to improve the efficiency of the caregivers. The ultimate goal is to enable them to care for the children at home.

#### Suggestions for Future Research

More qualitative research into knowledge and practice for improving of the family's efficiency. This should be developed in conjunction with local traditional knowledge in child care in regard to symptom experience, the symptom management and outcomes of symptom management for the common respiratory problems.

The result of these research findings can be used basic information for future research.

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**Tourism as A Good Business? Rethinking Some Phenomena under the Development of Tourism Industry**

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Abstract

Over the last few decades, there is a significant growth in the popularity of tourism industry. Among a variety of tourism, cultural tourism is the most welcomed type. Although there is numerous positive economic effects brought to local communities by tourism, the development of it also had several negative impacts in cultural aspects. This paper mainly discusses the paradox and imbalance between the prevalence and prospect of developing tourism, and the current situations and problems brought by its development. In the main body of this paper, some phenomena under the development of tourism will be examined and thought. Later on, the researcher also talks about some new directions had been taken by certain local creative people, changing from top down to bottom up. In conclusion, it also highlights some problems still need to be thought by the authorities, so that cultural tourism can actually have a good effect on the destinations and places, and actually convey the core cultural values owned by every place.

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*Keywords*— Cultural Tourism, Tourist Gaze, Destination Image, Tourist Experience, Core Cultural Values

Introduction

Nowadays, tourism has evolved into a global phenomenon in economic and social aspects, with its continuous growth and expanding diversification, becoming one of the most important economic sectors and social activities in the world. Present-day tourism is a key contributor to development of local destinations, being a major export sector for many countries. These dynamics have transformed tourism into a key trigger for socio-economic development (“Why tourism?” n.d.; World Tourism Organization, 2011). Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations. This global spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors - from construction to agriculture or telecommunications (“Why tourism?” n.d.).

As reported by UNESCO, tourism is the world’s largest industry and studies predict its increasing growth (“Tourism resources,” n.d.). UNWTO’s long term forecast *Tourism Towards 2030* (2011) forecasted that global international tourist arrivals are anticipated to reach close to 1.4 billion by 2020. The 1.5 billion mark will be in sight by 2023, and the number is expected to reach 1.8 billion by 2030. International arrivals in emerging economy destinations are expected to keep growing at double the pace (+4.4% year) of advanced economy ones (+2.2% a year). In absolute terms emerging economies will add on average 30 million arrivals a year, compared to 14 million by advanced economies. As a result, from 2015 emerging economies will receive more international tourist arrivals than advanced economies and will surpass 1 billion arrivals by 2030. Tourism is thus an important factor in the economy of many countries and in the management of many cultural sites and natural areas. Being a people-oriented industry, tourism also provides many jobs, which have helped revitalize local economies (“Tourism resources,” n.d.).

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As the World Tourism Organization (UNWTO) pointed out, cultural tourism is one of the fastest growing segments among global tourism markets, that is, cultural tourism has had a significant position in today's tourism market. According to data provided by UNWTO, an estimated 37% of tourist activities are relevant to culture in the tourism experiences of international tourists (Gartner & Lime, 2000; Richards, 2003). Coming into 21st century, while the tourism market is flourishing and still in the ascendant, the cultural attractions offered by a certain country or area, which are unique, informative and creative, will be of great benefit to enhancing tourism industry (Goeldner, Ritchie, & McIntosh. R., 2000; Richards, 1996).

This broad market indicates that cultural tourism is moving away from its former association with a narrow cultural elite toward becoming a significant global phenomenon. As the cultural tourism market grows, the focus of cultural tourism is also rapidly changing from a preoccupation with sites and monuments into a much wider phenomenon, covering all aspects of 'high' and 'popular' culture. Cultural tourism consumption is no longer restricted to 'serious' and purposeful visits to revered cultural sites, but has also become part of the 'atmosphere' of places to be soaked up by tourists and residents alike (Gartner & Lime, 2000, p. 187).

As Yan (2008) said, there is a close relationship between culture and tourism. To revitalize the culture, it needs to attract the participation of the public with tourism activities; it also needs culture to enhance the depth and content of tourism in a place. However, is business really a good business? Just take a closer look, some phenomena can be observed, which will be discussed in the later section.

#### On the Phenomena under the Development of Tourism through the Tourist Gaze

In general, Tourism is the momentary movement of people to destinations outside their normal places of work and dwelling, the activities undertaken during their stay in those destinations, and the facilities built to meet their needs (Mathieson & Wall, 1982). Also, the definition provided by UNWTO is widely accepted and frequently used: "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." (UNWTO, 1979) As Urry (2002) mentioned, tourism involves the notion of 'leaving', of a limited breaking with established routines and practices of everyday life and allowing one's senses to engage with a set of stimuli that contrast with the everyday and the normal.

As proposed by Urry (2002), there are certain minimal characteristics of tourism, which is listed as follows:

1. Places are chosen to be gazed upon because there is anticipation, especially through daydreaming and fantasy, of intense pleasures, either on a different scale or involving different senses from those customarily encountered.
2. The tourist gaze is directed to features of landscape and townscape which separate them off from everyday experience. Such aspects are viewed because they are taken to be in some sense out of the ordinary
3. The gaze is constructed through signs, and tourism involves the collection of signs. - Culler: 'the tourist is interested in everything as a sign of itself.'
4. An array of tourist professionals develop who attempt to reproduce ever-new objects of the tourist gaze. These objects are located in a complex and changing hierarchy

When it comes to tourism in this age of cultural and creative industries, I found a popular type of tourism in recent years, that is the way of "experience". More and more tourist factories and traditional industries try to transform themselves through incorporating experience and the so-called "DIY tour" into their core event. However, I thought there is one fundamental element lacking in these sorts of events, that is, the authenticity and depth of the cultural value itself. With spending only little time visiting and "experiencing" the site, tourists can only get a superficial understanding through quick and casual observation. No matter how many times they visit and experience the local site, tourists won't genuinely understand, let alone identify with the local culture, since they don't actually understand the true value of local culture in the process of shallow experience. Just as in *Lolita* (1962) HumbertHumbert concluded: "We have been everywhere. We have seen nothing" (cited in Urry & Larsen, 2011, p. 67).

As far as I am concerned, the value and meaning of tourism lies in the unique culture owned by every specific place. Through the way of tourism, tourists can be driven to visit the place, so as to further understand value of local culture. The value of culture is created from features owned by different places, connecting with local strength, producing commodity and service, so as to generate physical output value and intangible value added. Such value is the reason affecting whether a place can be operated for a long time. However, one of the problems seen in tourism these days is that they are just serial reproduction of culture for tourism.

As Urry (2002) argued, services related to tourism are one of the most difficult “products” to produce. Since the cultural expectations towards the experience in tourism are continuously changing, so is it in offering of such services. And as Tuan (1977) highlighted the importance of sense of place: “if we pay attention, we can quickly learn abstract knowledge about a place. If we have the vision of artists, we can immediately indicate visible quality of environment. However, when it comes to the ‘feeling’ about a place, it takes longer time to be acquired. Such feeling is often formed during several years, from repeating fleeting and ordinary experience day after day (cited in Cresswell, 2006, p. 80). Without the deep experience, tourists will not experience and understand the authentic value of the place itself.

Is tourism really a good business? In her book *Overbooked*, Becker (2013) offered her observation: In the United Arab Emirates, the development of tourism depleted the local culture. Most of the local young people can only speak simple English, having difficulty to recognize Arabian. With the disappearing of language, later will be that of culture and customs. Besides, Becker (2013) quoted from Carol Greenhouse, who is the department Chair of Anthropology at Princeton University, that tourism shaped the single type of shopping malls, hotels, KTV, bar, and restaurants- such a mode of cultural blending gradually erases the characteristics of local culture. In other words, tourism changed the local culture into commodities to please foreign tourists. Also, from the imbalance between “gazing” and “gazed, tourism might deplete the culture and identity of local society. This is especially true in the development of indigenous tourism in Taiwan. The Harvest Festival, which was originally traditional ritual held by the indigenous tribes, just be made bigger in scale and attracted a great deal of tourists. However, do the tourists really understand the real meaning of the festival? This is still a question to be discovered.

### Case Studies

In the case of indigenous tourism, tourists always want to appreciate the most traditional indigenous dancing, taste the most authentic indigenous food. They also want to visit the original island without any modern convenient store. However, this can be seen the so-called the invention of tradition. Under the modern development, tourists still want to see and experience the dancing of indigenous tribes, but not to experience their living nowadays, which is such a paradoxical phenomenon.



Figure 1: The indigenous dancing

Source: <http://yahoo.yododo.com/guide/014075842B6E1DB0402881D340757B3B>



Figure 2: Red coral becomes a special local product  
Source: <http://goo.gl/JcZOkd>

Another example is the popularity of tourism in Hualien. In recent years, red coral suddenly becomes a special local product in Hualien, which Chinese tourists must buy when they visit Hualien. The cultural values owned by Hualien itself is no longer seen, but the tourists only put important on the process of buying special products. This is another weird phenomenon here in Taiwan.

Still more, the high-heeled shoe-shaped church recently built is also a strange phenomenon. According to the designer, this church is built for the purpose of memory. Residents living in the neighboring regions used to suffer from Blackfoot disease. Some girls suffering from the disease had to have their legs be amputated, leading to the cancellation of wedding, also remained unmarried and spent the rest of their life at a church. Therefore, the tourism authorities in this area just build this church as the memory to girls never having the chance to wear high-heeled shoes. Many tourists think this story is too farfetched, and there is no link to the local place, the building of this attracted a wide discussion on the Internet.



Figure 3: The church in the shape of a high-heeled shoe  
Source: <http://www.cdn.org.tw/News.aspx?key=7589>

The Beimen Crystal Church can be referred to as the reason why the high-heeled shoe-shaped church is built. This may be the origin of such boom of church. Although the church has attracted many tourists to take pictures, I think it's really weird, since it's actually not related to the local area, which is actually used to produce salt in the past.

In summary to the above examples, the current phenomena are actually worrisome. In this series of reproduction, we are actually losing more and more sustainable cultural planning. We are losing the local characteristics, also we didn't get into understanding to the life of local residents, this is really a shame.



Figure 4: The Beimen Crystal Church

Source: <http://www.ettoday.net/news/20141004/409534.htm>

However, except the above-mentioned negative examples of tourism, I would like to take the positive one using the feature of local place. Motivated by his wish to preserve local culture of Jhushan Township, the founder of TOWNWAY, Pei-Jun He, chose to run a B&B reconstructed by an old house. Instead of running a coffee shop or restaurant with the old house, B&B is the best way to keep tourists stay for the longest time. Only in this slow and deep way, tourists can notice the value for local culture, so as to have substantial effect on local economy. Through integrating local cultural elements into products and tours, tourists are guided to appreciate stories of local. Later on, he even invited students to stay in the town to act as volunteer. In this way, introducing various external professionals with local resources, so that helping in the industry reform and tourism marketing, became the unique business model of TOWNWAY. With more and more volunteers contributed to this place with their proficiency, some young people from local even been attracted to go back to do something to their home town, which is the most meaningful part in this case (Lin, 2014).

Besides, Mountain Lodge is a hostel opened by young people in the scenic little town, Nanzhuang. They refurbished an old house by the river and turned it into a cozy and eco-friendly hostel for natural and cultural lovers ("Mountain Lodge" n.d.). Hsing-Wei Chiu, the founder of Mountain Lodge, chose the way of running hostel with the intention to engage in local community in a new way. He built up the way of working for accommodation exchange in the hostel. Actually, what the people doing work exchange done is exactly the same as doing community building, including painting for the community, drawing the community map, making postcard, and shooting documentary for the community. However, with the name of work exchange, youngsters just come in great numbers, and Chiu even have to introduce them to other places in need of volunteer (Chiu, 2014).

There are mainly three advantages of bringing people into the village: promoting local tourism, bringing young people back to their home town, and create cultural attractions for the village with personal specialty owned by different work exchanger (Chiang & Wu, 2014, p. 161). With the problem of tourism without local characteristics in his hometown, Chiu (2014) sees the opportunity for young people, so as to play the role of mediator, bringing wisdom and labor back to village, and bring much more possibilities to the local. With his central idea caring for the culture of Hakka village, he came up with such a creative way, so that young people can find a way to enter the village, and co-create future for the village together.

When it comes to co-creation, the following case is worth mentioning. Instead of operate and manage it personally, the founder of Small Inn, Chung-Feng Liu, chose to make it open to every visitor. Travellers living in Small Inn helped to co-create everything in this small house. With the way of living, eating, traveling and mellowing out, travellers have the chance to experience and feel the core beauty of Dulan, and also contributed in co-creating the beauty of this small house



(Chen, 2009). Compared to the shallow way of developing tourism only gazing on some visible spots, tourists can have unique experiences in such a creative and innovate way, which is really an alternative way in developing tourism.

Still more, when it comes to salt pans, people may be more familiar with the much more famous Jingzaijiao Tiled-paved Salt Fields in Tainan's Beimen area (北門井仔腳瓦盤鹽田). As far as I am concerned, this can be discussed from the concept of "gazing" mentioned before. Compared to Salt Fields in the Beimen area, tourists visiting Tainan Salt-Pan Eco-Village might be disappointed, since there is not that spots to be seen and took photo with. Nevertheless, this is not a bad thing, as what actually matters and needed to be emphasized is the core cultural value owned by this site, not just the visual attractions to be gazed upon.

Tainan Salt-Pan Eco-Village was formerly called Anshun Salt Work (安順鹽場), which is one of the most advanced salt pans in Japanese colonial period. It was established in 1919 and began to produce salt ever since then. In the year 1994, all production of salt in Anshun Salt Work was formally terminated because of the establishment of Tainan Technology Industrial Park. In the same year, part of this site was set up as Sicao Wildlife Reserve (四草野生動物保護區). Later on, another part was planned as Taiwan Salt-Pan Eco-Village (鹽田生態文化村) by Tainan City Government in the year 2002, and formal activation of it was held by Minister of the Council for Cultural Affairs in 2003, in the same year, salt pans in this site began to produce salt again.

Tainan Salt-Pan Eco-Village is located in the current Taijiang National Park. There is complete ecology of salt industry preserved in this village, thus it is able to comprehensively understand the process of salt production and transportation, and living environment of salt workers at that time here. With the beauty of salt fields, tourist can experience the fun of traditional activities, including evaporating brine, carrying and collecting salt. In spite of the seemingly comprehensive plan of development, this site gained little caring until now, and is still unknown to most people living in Tainan City. Currently, a group of people caring about it claims this site, intending to execute a series of cultural and creative operation here. And this former Anshun Salt Work is formally named as Tainan Salt-Pan Eco-Village (台江鹽田生態園區).

### Discussion

In the process of pursuing cultural creativity and regeneration, we will inevitably think that: What are the ways done by others? What is the successful mode of others? Although it is able to find the solution quickly by following this pattern, it will also be possible to lose the distinctiveness of cultural heritage at hand quickly. No matter the historical meaning or memorial value advocated by the sensible, or the economic effect and long-term development, it all needs to be thought around the context of cultural heritage itself. Otherwise, we might just copy and move the doppelganger of other popular sites, not think from the distinctive features owned by every place. In my opinion, the development of tourism, especially cultural tourism, should go back to the local characteristics, making the local features already exist be seen, instead of only copying popular sites overseas.

I would like to quote the concept of a case introduced by Shanqi (2015). In a project developing tourism for a small island used to make a living by traditional industry, instead of proposing ways stereotyped and changeless, Shanqi guided students and residents of the island think from inside of the island, encouraging them to continuously reinforce and strengthen content of the island. In this project, the object is to design the island into a place will be visited and identified by people, not just attract tourists in a short time. There is the largest difference between "visited one hundred times by ten thousand people" and "visited just once by a million people", and the key point is to dig out characteristics of the local place, not just copy and imitate other popular tourist attractions. In this way, tourists can get deeper understanding of local culture, and the identity from residents for the environment they live can also be aroused.

The above-mentioned case really cast a matter worth pondering to me. Reflecting upon the situation in Taiwan, more and more cultural villages are built with just copying and mimicking the attractions overseas. However, there are abundant attractions with unique characteristics here in Taiwan. Without thinking and seeing the beauty of local place, but just follow the pattern from foreign countries, as far as I am concerned, is the biggest problem in Taiwan. Seeing the problem is just as good start, as long as we can define the problem and face it, we can think of some constructive solution, so as to put an end to the current paradoxical phenomena.

### Conclusion

I would like to quote this paragraph in *Overbooked*, "Go back to the original intention of tourism: traveling to see and appreciate things in the original place, the local culture, the atmosphere sent by the place itself, instead of reproducing recreational villages, SPA, golf courses and theme parks, which attract tourists but damage the core values of a place at the same time" (Becker, 2013). This might be the most ideal direction of tourism development; however, it's a pity that the current development of tourism just goes the reverse direction, especially in the case of Taiwan.

Just as Urry (2002) mentioned, ‘whom are the tourism developed for?’ This is just similar to what Becker (2013) said, ‘many tourism facilities built for the development of tourism (airports, golf courses, luxury hotels, etc.), hardly has any help to the welfare of publics living in the local area. Likewise, the wealth brought by tourism to the developing countries, actually is very uneven in the distribution. Of course, we also have to ask, ‘what other developing strategies are feasible for the developing countries?’ If there is no other feasible strategies at hand, it seems those countries have no choice but to develop the characteristics of their own in the tourism, so as to attract tourists more and more from other countries.

Although it seems all such phenomena haven’t be seen and thought by the authorities, there had been some actions taken by certain local creative people, changing from top down to bottom up. It’s great to see all the efforts of such people, not building some quick and temporary attractions to attract tourists, but manifesting the core cultural value owned by local destinations. After all, what we need is not just the visible attractions like the high-heeled shoe-shaped church, but the experience and life, the real meaning owned by every culture, which is not visible with the eyes, but with care.

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**BESSH-16**

**A Model of Mobilization Process to Enhance Immunity for Disadvantaged Children in Social Change: A Case Study of A Non-Government Organization**

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**Abstract**

The aims of this research were to understand models of mobilization process for enhance immunity of disadvantaged children, to inquire into the causes by classifying into levels; individual and organization related to success, and to find the results from the mobilization process for enhance immunity of disadvantaged children in social change by classifying into levels; individual and organization. To address these questions, the intrinsic case study was the case studies that selected with purposeful sampling method chosen by the inclusion criteria emphasized a personal choice. Information-rich case could answer the purpose of research was profound in its entirety. The Informant in this study was using 3 primary key-informant groups; non-government organization and disadvantaged children under 18 of age; and a group of informant that was family members of disadvantaged children who were dwelling in Deejai community. Data were collected by in-depth interview, participatory observation, and focus group. Data analysed was by the content analysis. The reliability of the data was check by means of technical triangulation for monitoring datatriangulation. The research showed 3 models of mobilization process for enhance immunity of disadvantaged children in social change were as follows; 1) Model of life skill promoting process, 2) Model of health promoting process, and 3) Model of media literacy learning promoting process. All the mentioned processes impacted on strengthen immunity of children living in urban crowded community area linked to positive outcome toward children's problem resolution. The causes-related success of mobilization for enhance immunity of disadvantaged children consisted of 5 main causes were as follows; child center, disadvantaged children, family, community, and outer entities. There were 2 main results of mobilization toward developing immunity of disadvantaged children were to non-government organization and to disadvantaged children and the families.

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**Keywords**— Mobilization, Immunity, Disadvantaged Children, Non-Government Organization

**Objective of the Study**

1. To understand models of mobilization process for enhance immunity of disadvantaged children.
2. To inquire into the causes by classifying into levels; individual and organization related to success.
3. To find the results from the mobilization process for enhance immunity of disadvantaged children in social change by classifying into levels; individual and organization.

**Introduction**

The change of society in dynamic is effect to the people, including to children and youth. Especially, children and youth who living in urban areas, which is a group of disadvantaged children with the crowded living environment. Growing up under the environment that does not promote to the children to creative and most people living with hustle and compete. As a result, such as risk behavior to children and youth, night drinking, drug controversy, sexual risk behaviors. These are made mentally weak conditions to them. There is no immunity in lifestyle appropriately. (Commission on social development and women's Affairs, youth, people with disabilities and disadvantaged children by the Senate Commission on children and youth, 2011).

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UNICEF Has said that the current number of children and youth in slums more and more. There are disadvantaged and most vulnerable populations of the world lack even the most basic services and cut right to have a prosperous life (UNICEF, 2012). And sustainable development that “Jose G. Vargas-Hernandez” gave information that need to requires the cooperation from organizations, government, private businesses and community support operations. (Jose G. V, 2008). To work with the disadvantaged children there have NGOs work together to develop young drivers. It found that organizations that have distinguished work with disadvantaged communities is a long time. “Bhumi Jai Foundation” This is an organization that operated for over **30** years to develop the disadvantaged children both depth and breadth by working through 5 centers: 1) Coordination Center Bhumi Jai Foundation 2) Bhumi Dee Center 3) Bhumi Dain Center 4) Bhumi Dain Dee Center 5) Bhumi Jai Dee Center

Review of the literature and research about the format of mobilization process for enhance immunity of disadvantaged children of the Non-governmental organizations (NGOs). Found about the format case of the mobilization process for enhance immunity of disadvantaged children in both quantitative and qualitative research. However, a study case base on the issue of management learning in the context of the NGO. At the time of the researching on the model of mobilization process to enhance immunity for disadvantaged children of non-government organizations, also found no issues about the mobilization process for enhance immunity of disadvantaged children in the context of the NGO. This data is not sufficient to explain the phenomenon to the mobilization process to enhance immunity for disadvantaged children that participation of each sector and the consequences to the discovery of mobilization process to enhance immunity for disadvantaged children under the transformation of society.

The research aimed at understanding to the NGOs; mobilization process to enhance; what causes individuals and organizations associated with success and the effects on the individual level? The researcher was selected to Bhumi Dee center as "Field", which is one of five centers of the foundation's operations. The center has a great landscape to work with disadvantaged children living in congested cities with high population mobility, family divorce, abandoned, living in an environment full of temptations are risky to behavior. Until Bhumi Dee center providing services to disadvantaged children in communities. Open space to children to play and learn through a variety of activities. Disadvantaged children participate and innovate, act on their own. It gives children the opportunity to learn life skills and the development of immunity

Researcher was to study the layout of the mobilization process to enhance immunity for disadvantaged children under the transformation of society in the form of mobilization process of organizations, cause individual and organization related to success. The consequences mobilization process to enhance immunity for disadvantaged children under social changes in individual and organization using qualitative research methodology, specific case studies to research for knowledge, details about the mobilization process to enhance immunity for disadvantaged children in urban areas of the organization that took place in the context of the scope and specific, which contribute to the understanding of the phenomenon on issues ( Chai Phothisita, 2005).

The results can also beneficial to NGOs, children, family and society, as well as vital organizations that work for disadvantaged children in an area that resembles a similar context to disadvantaged children are immune to confronted and viability under conditions of changing society.

### Literature Review

This research used the idea about NGOs to understanding the meaning, form and nature operations of the NGOs to perform the mobilization process to enhance immunity for disadvantaged children. Concept of disadvantaged children is to understand the meaning and characteristics of disadvantaged children. The Ideas about the transformation of society to understand the meaning of change and social change, types and causes of changes, the level of social change. The sociology theory using Structural Functional Theory (Alvin L, Bertrand, 1967), this approach looks at society through a macro-level orientation, which is a broad focus on the social structures that shape society as a whole, and believes that society has evolved like organisms. Symbolic Interaction Theory (John, 1941), analyzes society by addressing the subjective meanings that people impose on objects, events, and behaviors. Subjective meanings are given primacy because it is believed that people behave based on what they believe and not just on what is objectively true. Thus, society is thought to be socially constructed through human interpretation. People interpret one another's behavior and it is these interpretations that form the social bond. The human ecology theory (Bronfenbrenner, 1979), is a way of looking at the interactions of humans with their environments and considering this relationship as a system. In this theoretical framework, biological, social, and physical aspects of the organism are considered within the context of their



environments. *The psychological concept* using Social Learning Theory (Bandura, 1986). Albert Bandura posits that learning is a cognitive process that takes place in a social context and can occur purely through observation or direct instruction, even in the absence of motor reproduction or direct reinforcement. In addition to the observation of behavior, learning also occurs through the observation of rewards and punishments, a process known as vicarious reinforcement. The theory expands on traditional behavioral theories, in which behavior is governed solely by reinforcements, by placing emphasis on the important roles of various internal processes in the learning individual. Operant Conditioning Theory, Burrhus F. Skinner (1904-1990) (Referred to in Somphoch Eaimsupasit, 1993), is a learning principle in which environmental contingencies or more specifically, discriminative stimuli (antecedents) influencing its consequences are controlled and manipulated to change behavior. Maslow's General Theory of Human & Motivation explained that each human being has the potential to be suggestive enough for themselves. Maslow subsequently extended the idea to include his observations of humans' innate curiosity. His theories parallel many other theories of human developmental psychology, some of which focus on describing the stages of growth in humans. Maslow used the terms "physiological", "safety", "belongingness" and "love", "esteem", "self-actualization", and "self-transcendence" to describe the pattern that human motivations generally move through (Maslow, 1954). Philosophy of Sufficiency Economy involve the improvement of production inputs, such as soil, water, farmland, capital and agricultural knowledge, the conservation of natural resources and environment. Regardless of its scope, the heart of each project is simplicity. The absence of complexity in both concept and technology, which have to be reasonable, take a short time to apply and solve problems effectively, as well as be conducive to sustainable development (Sufficiency economy Centre, the southern: Surat Thani province, 2014 Online). The concept of community development is describes the development of a community collaboration of government, private sector and NGOs in order to develop and enhance the quality of community to co-operation to improve the living conditions of the community. And support community to a better standard of living (Jeerapan Kanchanachitra, 2013). Concepts of social work. Helping to prevent and resolve or implement everything to help support humans to enjoy both physical and mental. The processes, procedures and practices or actions which require both a science and an art to restore and improve the capacity of individuals, families and communities to be able to live a normal life (Jongjit Soponkhanapon, 1987). Research related to the theme of the mobilization process with the current study, which are mobilization process by forms of community organization. Causal factors of mental immunity of youth, management of learning, a study of life and providing education and helping disadvantaged children of the NGO. This study, researchers used both a sociological and psychological comparable to findings.

#### Methodology

The research of A Model of mobilization process to enhance immunity for disadvantaged children in social change: A case study of a non-government in Bangkok. The researchers selected study Qualitative Research (Qualitative Research) in the form of a case study (Case Study) is a research focused on the study of specific cases that provides the breadth and depth of the selected case study and intrinsic Cases. Which the focus is on aimed to investigate the truth about the contents of the case; this can lead to answer the research set perfectly. (Chai Phothisita, 2005).

#### Research on the Information Provider

##### *Key-Informant Group*

Researchers have defined user groups provide an important into 3 groups; key-informant group 1; Non-Organizations, which consists of Executives: 2 persons, Project chief: 1 person, Officer main field: 1 person to satisfy the objectives 1, 2 and 3. Key-informant group 2; Disadvantaged children under 18 of age: 6 persons to satisfy the objectives 2 and 3. Key-informant group 3; Family of disadvantaged children to satisfy the objectives 2 and 3.

##### *Selection of the Key -Informant*

Researchers have selected a case study by a purposeful sampling based on inclusion criteria that researchers have determined by information Rich Case in that Case intended to research deeply (Chai Phothisita, 2005).

#### Research Methods

1. In-depth interviews; researchers used a method of in-depth interviews with all 3 primary key-informant groups to know aspects of the format of the mobilization process for enhance disadvantaged children. Including data collection

to answer research questions deeply detailed. In response to the objective of all research questions by in-depth interviews, these are the questions that the open-ended data providers can be told stories and experiences to know aspects of the format of the mobilization process for enhance disadvantaged children openness and flexibility.

2. Participatory Observation. Researchers used participatory observation in the context associated with the informant. The observation relies on the participation of LofLand (referred to Chai Phothisita, 2005), to provide accurate, to collect and complete information on the issue. This framework is observed 1) Background and personal 2) Behavior 3) Behavioral patterns. 4) Relation. 5) Participation. 6) meaningful. Participatory observation led the researchers to understand the form of the mobilization process for enhance disadvantaged children under the transformation of society and the environment as well.
3. Focus Group Discussion. Group chat is used by researchers to study specific to Key-informant group 2; which is seeking to study or join point covers the answers to research from multiple perspectives. Information is through dialog on the discussion, comments and experiences of a group of Key-informant. Make it possible to ensure a wide range of information, reliability, and accuracy issues.

#### Data Analysis

Researchers have analyzed data simultaneously during the collection of data to be analyzed to validate the data in this study to provide a clear understanding of the format of the mobilization process for enhance disadvantaged children under the social changes. By using the organize information and data code. (Chai Phothisita, 2005).

##### *Check the reliability of the data*

To check the reliability of the data by the method of “Triangulation” techniques to determine the data triangulation is to examine the data from different locations, and different time intervals to determine if the async storage locations and different data will also be the same or not (Chai Phothisita, 2005). In this research, researchers have used the method to determine the reliability of the data by monitoring data from multiple sources to verify the reliability of the data by more than one data collection method and the informant is a data validation.

#### Discussion & Conclusion

The research of the mobilization process for enhances disadvantaged children under the transformation of society: a case study of one of the NGOs in Bangkok. Researchers discovered that presents a summary and discussion results into 3 parts; part 1 A model of mobilization process to enhance immunity for disadvantaged children; Part 2 Cause - related success of the mobilization process for enhances disadvantaged children; Part 3 The effect of mobilization process for enhances disadvantaged children in social change, by the following details:

##### *A model of mobilization process to enhance immunity for disadvantaged children*

From this research, found the process of the mobilization process for enhances disadvantaged children 3 process as following details:

##### *Model of life skill promoting process*

A model of life skill promoting process means experiences, creating opportunity, developmental of the child, the space of ideas for children, media space for children's imagination to promote creative learning process until the discovery of the potential of their own. As a model of life skill promoting process with 2 main elements;

1. The elements of strengthening immunity through play and activities are able to describe the elements of strengthening immunity through play that children play under the appropriate environment and consistent learning, children participate designed play area such as climbing trees, sand play, house's tree etc. Elements to strengthen the immune system through a variety of activities to develop through their own activities, such as road safety activities, cooking activities, drug campaign activities etc.

2. The element of a person including; director of playing, children and youth leaders, family of disadvantaged children, communities and other relevant organizations. From a model of life skill promoting process, when considering such a situation comparable to structural functionalism of Talcott Parsons according to the structural functionalism (Referred to Sirirat Aedsakul, 2012). When a social function and is associated with mutual support. The duty is a group of activities that continue to satisfy the needs of the social system. When any part has changed to cause the other part have been changes accordingly. The model of life skill promoting process is a life skill of Bhumi Dee center as activist of social system. When the main system of society cannot serve to solve the problem thoroughly, Bhumi Dee center coming to serve the needs of the social system fix to disadvantaged children with immune up to as mutual support.

A model of life skill promoting process consisted of 4steps; 1) Environment of space to play and recreational activities appropriate. 2) Design of a wide range of activities. 3) A director for facilitating to play of disadvantaged children. 4) Team meeting after action review (AAR) to summary.Brought new strategies to promote self-esteem of disadvantaged children, discuss strategies with cause and effect, strategies to stimulate learning, strategies agreement of disadvantaged children and strategies continuous learning in operation a model of life skill promoting process.The process and strategy mentioned above, considered comparable to the Symbolic Interaction Theory of George Mead Herbert mentioned that mind, self and the society are something caused by the process of social action that affect human behavior. Mead mentioned; Mind is a mind of humans is different from animal. Self is an ability to interact with itself and ideas with others. A model of life skill promoting process and strategies making disadvantaged children gives meaning to things in the environment, and then disadvantaged children will be able to give meaning to their own development from the interaction, which is a social process that occurs (Alvin, 1941).

*"We do to promote disadvantaged children to play in the water, let children know that water is a liquid, it is wet. They will learn life-skills. We did not plan activities but they are told that they wanted to do by themself. The child will help to achieve learning process to make them learn to grow; the thoughts, body, mind. "*

*(Staff of Bhumi Dee center)*

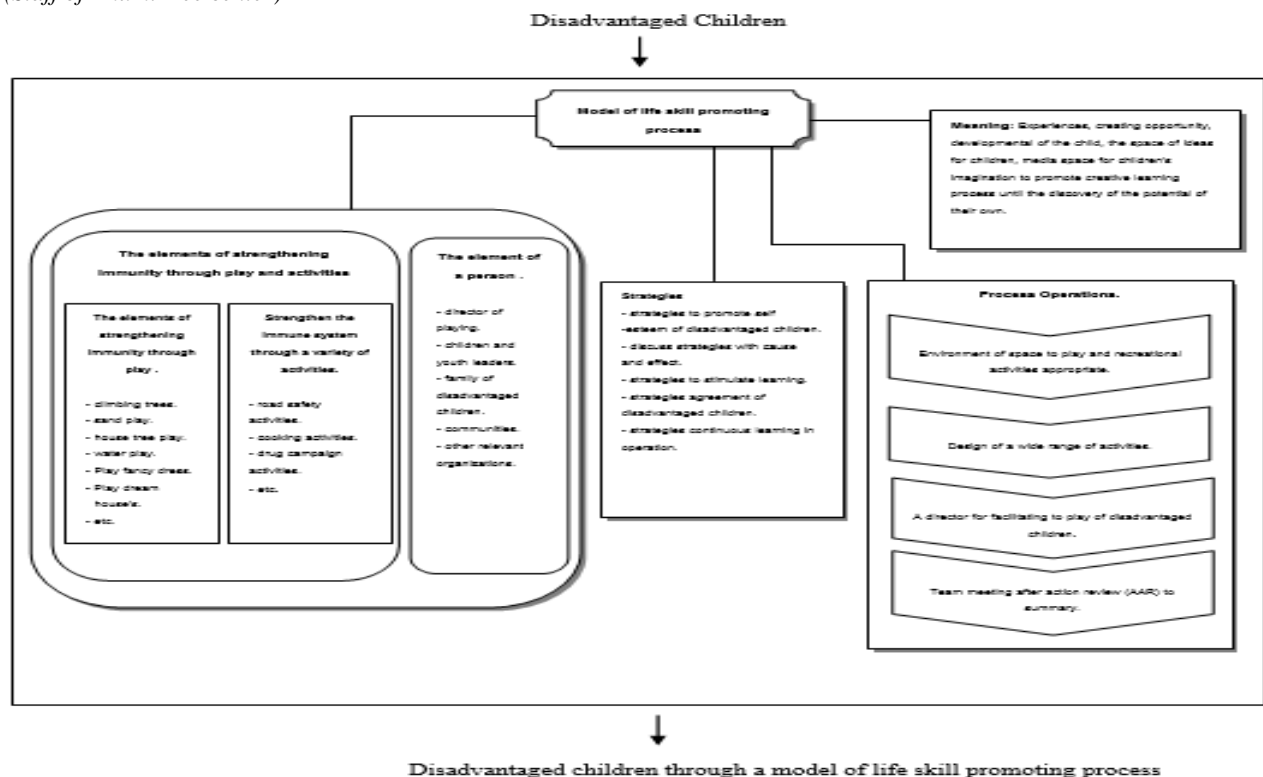


Figure 1: A model of life skill promoting process

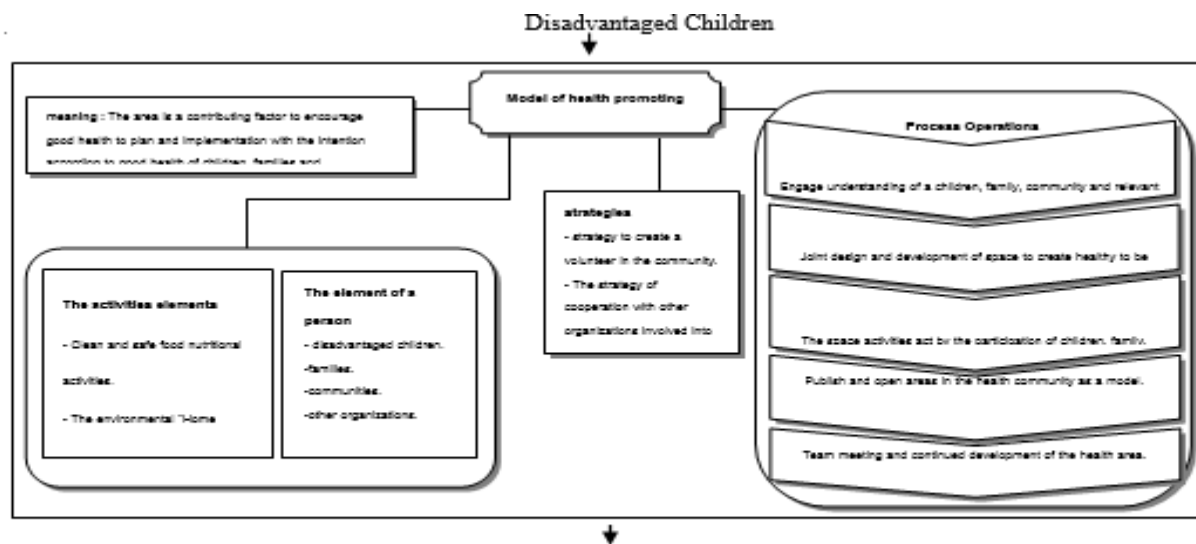
### Model of health promoting process

Model of health promoting process means the area is a contributing factor to encourage good health to plan and implementation with the intention according to good health of children, families and communities by process is participatory and sustainable management of all children in the family, community and other organizations involved leads to a life of quality and integrity.

There are elements of a model health promotion processes consists of 2 main elements; (1) the activities elements 2 activity: 1) Clean and safe food nutritional activities, advocacy activities in Community stores with quality of clean cooking, it's choices for their children to be safe, hygienic and delicious. 2) the environmental "Home livable, communities attractive"; good environment starting from cleans the House of their own, to clean and safe, recover environment in the community to be safe and livable by colorful art came as a method according to the environment in the community. (2) Personal; model of health promoting process requires cooperation from all sides, whether it is the disadvantaged children, families, communities, and other organizations involved to make a health promotion process to efficiently.

Model of health promoting process consisted of 5 proceeding were as follows; 1) Engage understanding of a children, family, community and relevant external organizations 2) Joint design and development of space to create healthy to be appropriate and consistent contextual community. 3) The space activities act by the participation of children, family, community, and other relevant organizations. 4) Publish and open areas in the health community as a model. 5) Team meeting and continued development of the health area to adopted the strategy to create a volunteer in the community and the strategy of cooperation with other organizations involved into operation model of health promoting process. From above mentioned comparable to the concept of Bronfenbrenner's ecological systems theory with a particular behaviors are involved of the disadvantaged children, microstructures in the environment that is close to the children are children and parents interact together. There are also other units such as the classroom, school, and community. Sectoral structure, which is the largest of the social system including all associated systems including all associated systems, is a big cultural and social sub culture. Immune system caused by a model of health promoting process related to interacting systems which link environmental systems, such relationships between children to children, between families and communities, between communities and other relevant organizations (Bronfenbrenner, 1979).

*"Using health goals would start from children, they are healthy both physically and mentally as well. There are children and community-owned together. The idea is by pulling the unit in the area, which may be non-government cooperation work." (Staff of Bhumi Dee Center).*



Disadvantaged children through a model of health promoting process  
Figure 2: A model of health promoting process

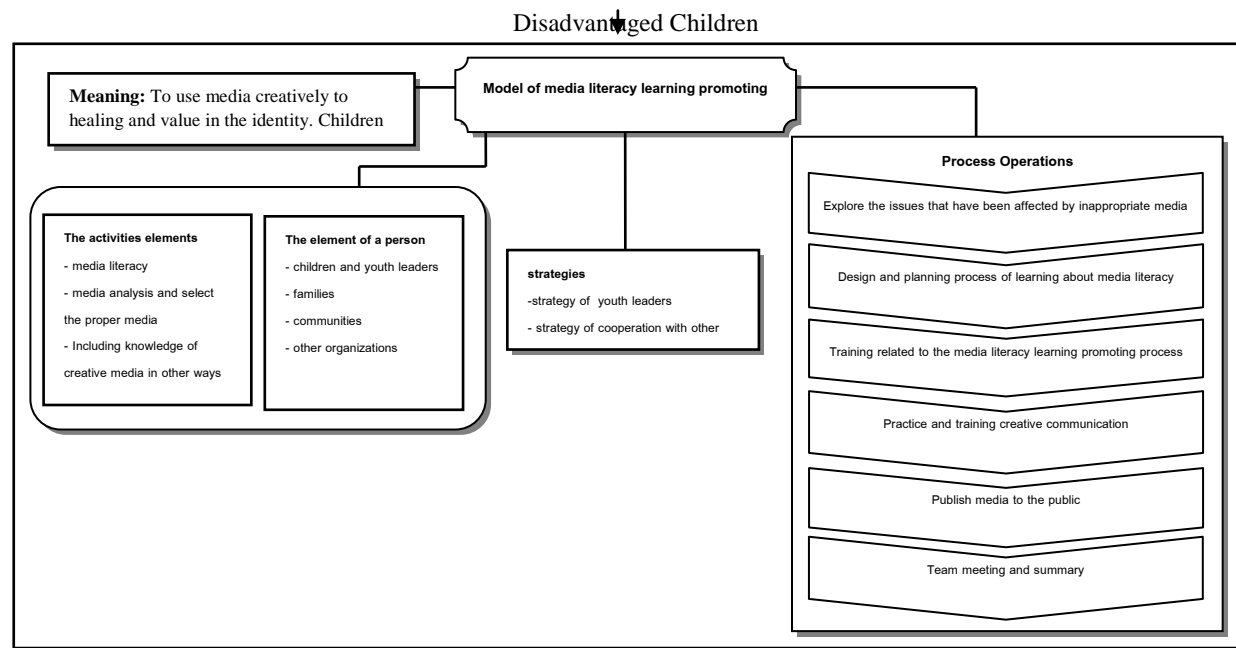
### Model of media literacy learning promoting process

A model of media literacy learning promoting process means intellectual development of children in the media creating value in the absence. Children get and use quality media appropriate to the development by age. Including media literacy by both recipients and providers of communication at the same time to contribute to the development of life skills of themselves, family and social community. A Model of media literacy learning promoting process consists of 2 main elements; (1) Activities: Awareness about media literacy, media analysis, Select the proper media. Including knowledge of creative media in other ways, so that children have the knowledge to produce their own media community. (2) Personal: including the children and youth leaders, families, communities and other organizations involved.

A model of media literacy learning promoting process consists of 6 steps; 1) Explore the issues that have been affected by inappropriate media. 2) Design and planning process of learning about media literacy by participation from all sectors. 3) Training related to the media literacy learning promoting process. 4) Practice and training creative communication. 5) Publish media to the public. 6) Team meeting and summary to adopted the strategy of youth leaders and the strategy of cooperation with other organizations involved into operation model of media literacy learning promoting process too efficiently.

Considering to the model of media literacy learning promoting process, comparable to the social learning theory of Bandura. Mentioned is social learning make people learn without the need of expression. Just to the acquisition of new knowledge, considered learning has occurred. Behavior of individuals as a result of the interaction of personal, environment and behavior that expressions, which is the relation of this 3 part influential both affects individual support for knowledge and learning resources with media literacy learning cause educate to disadvantaged children relative to environment and Cause behavioral immunization (Bandura, 1986). Considering the situation of the media which was developed by the modernization technology, disadvantaged children quickly access information, various media, such as pornography, drama or movie violence. These are as a result of the progress of social dynamics unceasingly which is caused by the change of the society. A change in the system of human relationship in the combination in the society is the change that can see with eyes in various aspects of how to live, such as food and dressing. This has effected changes in the relation system of a person different from the original. So when society changes would affect the mobilization process for enhance disadvantaged children.

*"Children are safe to reach the right media, distinguish the good media and bad media, knowledge about media literacy and see for example and let the children think."*  
(Staff of Bhumi Dee Center)



Disadvantaged children through a model of media literacy learning promoting process

Figure 3: A Model of media literacy learning promoting process

### *Causes- related of models of mobilization process for enhance immunity of disadvantaged children*

In that part of cause related of models of mobilization process for enhance immunity of disadvantaged children, the cause result 2 levels as follows:

Causes of individual level are causes resulting from disadvantaged children consists of causes of individual, which indicated that can consider 4 causes as follows: 1) Want to change themselves is the impetus that occur within the disadvantaged children. From the review and see their problems. 2) Complicity and do it manually when the disadvantaged children attended the idea plans design and make by themselves. 3) Good life quality: children come to counseling by the hope that learning will bring themselves to their. 4) Perceived acceptance from others. The children work assist in the operation of various matters, such as preparation of place, show music; assigned tasks, makes a child feel accepted the ability of self from others. Considering comparative to the Maslow's General Theory of Human & Motivation explained that there is a hierarchy of human motivation when sequence from low level to the highest level. The sequence of human motivation on describing the stages of growth in humans; stage 1 Physiological, stage 2 Safety, stages 3 Belongingness and Love, stage 4 Esteem, stage 5 Self-actualization and Self-transcendence. Disadvantaged children are motivated to join in the mobilization process for enhance to bring Self-transcendence (Maslow, 1954). External cause of individual is the cause of the environment from a group of friends, being among the friends both junior and senior to warning behavior modification in a proper way and encouragement during the trying to modify the behavior which is the kind of friend.

Considering to causes of individual can be on a level comparable with the Symbolic Interaction Theory of George Herbert Mead, mentioned that self-development through social process by Interaction as their own view reflected the view that visible to others and lead to their meaning with other things in the environment, which is a social process that occurs. As disadvantaged children who have views about their own identity wants to change themselves and wanted the quality of life by what means is to aware the acceptance from others (John, 1941).

*"In the past who scold me, I will turn it back. Then I go home and think that why don't try to change myself? In case there may be any change in myself. Then P'Manao and P'Joe came to say with me, "if you want to be a good guy you also can do it. They made me want to do something good for the community. They make me know that I'm grown up, and what I need to do."(Disadvantaged children)*

### *Causes of organization level*

Cause of organization consists of 6 causes as follows: 1) An ideological commitment to the mission of the organization, from the executive, head project director and officer who conducted the ideological commitment to the mission of the organization. 2) In the context of understanding the mission of the authorities as well as the local people to work together. There are tricks to the context of the profoundly. 3) Placing duties on the mission. 4) Targeting a clear mission work. 5) Activities designed that correspond the problem's situation. 6) Create innovation Works consistently. The context of the NGOs in Thailand is an organization that is independent from the Government based on the gathered interested groups or groups with common goals in order to helping to resolve problems in the society. Social services, social development including social security without any benefit as Bhumi Dee Center is working in the slum to solve the problem of disadvantaged children. Problems such as abandoned situation, growth alone, residential environment is not appropriate by the mobilization process of the immunity for disadvantaged children (Petprasoet, 1999).

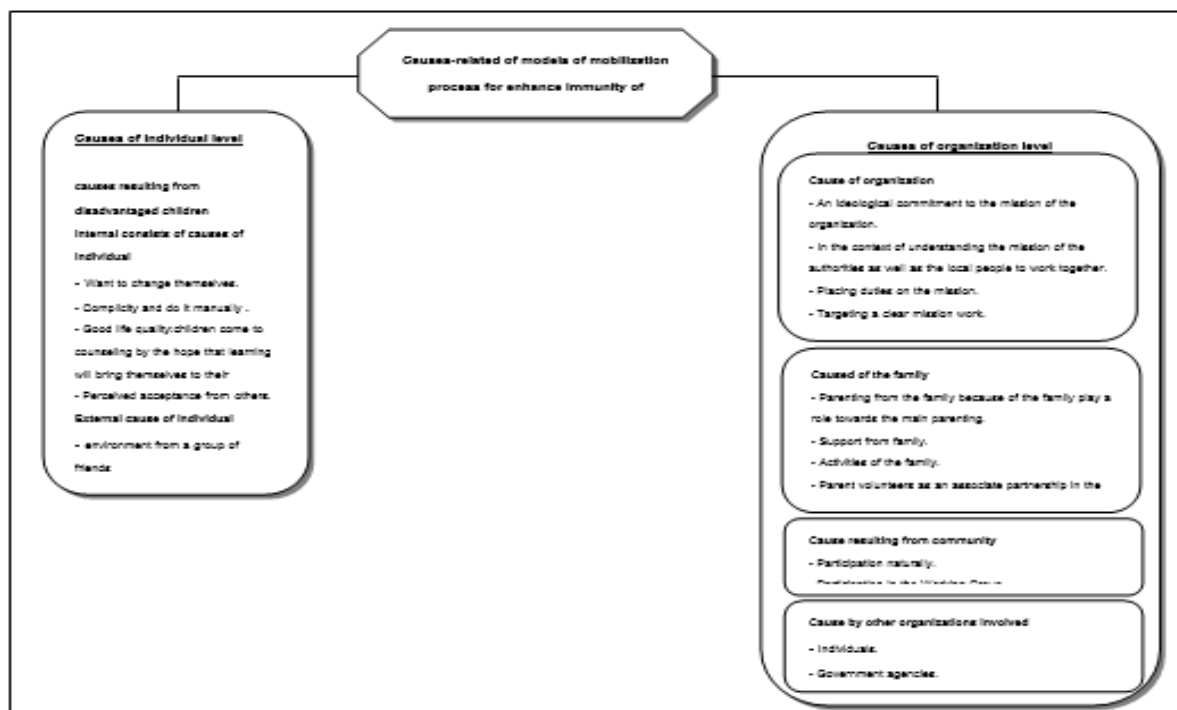
Caused of the family consists of 4 causes as follows: 1) Parenting from the family because of the family play a role towards the main parenting, grow properly according to their ages and immunity. 2. Support from family. When children get support from family that makes them have space to play, learning space, relax area to meet friends and other children in the community. 3) Activities of the family. Making disadvantaged children learn to care Families are important and spend time together. 4) Parent volunteers as an associate partnership in the immunization of disadvantaged children and community work as a unit. Comparable to Bronfenbrenner's ecological systems theory, mentioned that each system creates a person's behavior and may change by people in their systems developed or grown from different environmental will behavior and habits are inevitably different affect. Family is an environment close to the disadvantaged children. When families have the knowledge and understanding of their responsibilities in raising children, ages as appropriate environmental system that will allow children to have proper behavior and good habits, according to the environment around them (Bronfenbrenner, 1979). It is also comparable to Social Learning Theory of Bandura, mentioned that observational learning can occur without an observable change in behavior by observing into 4 main modeling as follows: 1) Behavioral Modeling is behavior that turns out. 2) Verbal Modeling is modeling have written or told to do. 3) Symbolic Modeling is a modeling has a picture or sound through various media. 4) Kinesthetic Modeling with a modeling using

touch. The family as a modeling to the children to learn things through by observations that affect to behavior of the inner (Bandura, 1986).

Cause resulting from community consists of 2 causes as follow: 1) Participation naturally, Even the people in the community will have different mission and way of life. But if people have free time and know that there are activities that will engage themselves, they will take the time to participate in the activity. 2) Participation in the Working Group. The Working Group is established in the community up, the commission working in the community to contribute to mobilization process to enhance immunity for disadvantaged children has continued and is a further problem in that it has a center of coordination comparable to Social Learning Theory of Bandura mentioned that Mesosystem, which links the microstructure, interacting together. The relationship between the children and the community environment are interrelated. When the community sees the problem with children in their own communities has to be involved in solving problems and learning along the way between the community and the children (Bronfenbrenner, 1979).

Cause by other organizations involved consists of 3 causes as follow: 1) Individuals is an opportunity to allows outsiders to join the mobilization process to enhance immunity for disadvantaged children, as volunteers to share and learn together, such as some people have energy, some people donated, some people has strong knowledge, some people have a strong resource which is very important to assist in the work of child development 2) Government agencies, to support budget in project development, support specialist knowledge as a parallel work of Bhumi Dee Center and government agencies. 3) Private sector agencies, to support the budget training to volunteers, support activities and special activities such as support activities and field trips to various attractions for children. Comparable to structural functionalism of Talcott Parsons, mentioned that the social system and duty are support each other. Duty is group of activities that go on by needs of the social system. When any part is changed to cause, the other parts have changed. Organizations involved to supporting the work of NGOs and support of operation to a change to be better. In order for social system implementation went well, in the mobilization process to enhance immunity for disadvantaged children (Referred to Sirirat Aedsakul, 2012).

*"Although some of the staff not there, but we did not neglect the children. We have a little activity with the target directly, is a group of children, family and community focused on getting the development activity participation of children and communities. Whether it is playing in the playground will give children participation by all. "* (Executive of Organization)



**Figure 4: Causes-related of models of mobilization process for enhance immunity of disadvantaged children**

*The results of mobilization process to enhance immunity for disadvantaged children under the change of the society*

The results of mobilization process to enhance immunity for disadvantaged children under the change of the society, the result 2 issues as follows:

*The results of mobilization process to enhance immunity for Non-government organizations*

The results of mobilization process to enhance immunity for Non-government organizations consists of 2 issues include; issue 1) Results targeted in the mobilization process to enhance immunity for Non-government organizations, which divided into 4: (1) Operations recreation to children. (2) Modeling play for children's development. (3) Development and expansion of creative children's learning. (4) Policies for children that children can protect and to contribute to immune to the life of society. Issue 2) Actual results of mobilization process to enhance immunity for Non-government organizations found that the actual results can determine with 8 reasons: (1) Occurrence pattern and the process of learning to play for children's development, design to evaluate the needs, action plan, as well as lessons and develop a continuous process. (2) Occurrence the master life skills promotion areas for children in a slum, community, organizations and other agencies can be used to conform to their own context. Strengthening immunity through play and through a variety of activities for disadvantaged children and participation of all sectors (3) Occurrence in the Modeling of knowledge guides to approach to child development, which is the approach area for creative. As a guide to those interested to create the right environment for the children in their area.(4) Training course to promote knowledge understanding the importance of having a children's area. Play and creative activities, including creative space for their own children. (5) Life skills network for children in a slum city, to extend the prototype to various regions. Make the network work for the development of children in the various regional and district administrative organizations (TAO) nationwide. (6) Wellness area for disadvantaged children in slums of cities to promote food consumption, including knowledge about home and community are clean and safe. Cause of the process work participation of every sector of the community, as a result, until the children, family has better mental health.(7) Driving the national agenda in 2009 to strengthen the immune system and play through a variety of activities. By building partnerships with organization network are working on child advocacy in order to expand the concept to take place across the country. (8) Award's Winner The playground design from "International Association for the child's Right to play". Results of mobilization process to enhance immunity for Non-government organizations have both scientific and artistic professions in order to help humans, recognize to prevent and resolve the problem of their own, family and community.Views of social work As NGOs have access process to enhance immunity for disadvantaged children.The community joined in the children's protection and to encourage disadvantaged children. (Rex A. Skidmore, 1964, Referred to Jongjit Soponkhanaporn, 1987).

*Results of mobilization process to enhance immunity for disadvantaged children and families*

Results of mobilization process to enhance immunity for disadvantaged children consist of 2 levels as follow: Level 1 Attitude, in which the attitude levels can also be divided into 2; (1) Knowledge of Healthy. Disadvantaged children have knowledge about hygiene to follow in order to better health from process to enhance immunity inserted into knowledge about hygiene activities, such as knowledge about clean eating, safe a house activities. (2)Thought is clear the mind, when children have safe and wide area to play. Children think Activities freely without coercion. It's the mind relaxed, carefree. Discrimination can think more rationally. Make children thinking practice to distinguish rationally from the real issue, distinguish and compare the different situations and link information support and confirm what happened, such as disadvantaged children can distinguish and an understanding of substance abuse and introduce warning friends whose behavior drugs should not be involved. Self-esteem has the potential within the push and pull of disadvantaged children throughout the important activities and assignments, disadvantaged children look at themselves. They are people who value ability, was also recognized by a group of friends in community, and outside community.

Level 2: Skills;Leadership. Disadvantaged children are involved from the design, conduct and conclude that the child has developed and ready to lead others in doing new activities, such as children gathered media that reflects the troubled teen, health problems. Experience of children in learning occurs to be leadership. Coexist with others in society. Strengthening the immune system through play and activities making children learn, understands and be able to share with others as well, such as play together to help keep the device properly, share toys with friends. Appropriate behavior, disadvantaged children learn what is done is acceptable or not acceptable of process to enhance immunity, such as instilling appropriate behavior, how polite are responsible to themselves and others. Responsibility for themselves and other. Disadvantaged children absorb and learn responsibility for themselves and others of a minor until it has been assigned the task of adult, help clean up. Kindness, children helping others with the knowledge and skills they have been working for the public to the problem of participation, solve problems and create benefits such as the environment, such as to the wall community, colorful houses in the community livable, campaign on road safety.



Comparable to the Social Learning Theory of Bandura, mentioned that causes a person's behavior as a result of the interaction of personal factors, environment and behavior showed that all 3 parts of this are the mutual influence. Disadvantaged children learn about health, leadership, appropriate behavior. There are result of the joining process to enhance immunity to behave in their own (Bandura, 1986). Beyond comparable to Operant Conditioning Theory of Skinner, mentioned that learning about placing a condition that action to help extra stimuli until the cause of the original stimuli response such as the original, a person's behavior, learning is the aftermath from interacting with the environment. Bhumi Dee Center is goal-oriented behavior to children with behavioral immune. The operation, which has been using positive reinforcement for children such as praised behave appropriately as a main activity in cooperation with the authorities. All this negative reinforcement, sanctions and halt to unwanted behavior and remain fixed such as behavior of the disadvantaged children say profanity, shall be punished by a stop and rest for 3 minutes (Referred to Sompoch Eaimsupasit, 1993). Immunization is ready to accept the consequences and changes are expected to occur in the future. Protect themselves with the preparation and the impact of various changes. (Sufficiency economy philosophy, 1997)

Results of mobilization process to enhance immunity for families consist 5 as follow: (1) Children have a safe play area. Bhumi Dee Center has been providing services to children by open areas and a variety of activities. Make a safe space in children's play. As a result, parents of anxiety that may occur with children such as accident. (2) Children with knowledge. Parents look at their children and promoting their knowledge such as knowledge occupations in the future, idea of progress and creativity. (3) Child immunization such as reduced aggressive behavior, helping others, more confidence, responsible for helping work at home. (4) Knowledge of proper child rising. Families receive appropriate knowledge towards raising children makes with the knowledge and understanding to parenting practices appropriately such as saying to children should use the appropriate tone, not to curse and blame to child. (5) Family relationships. When the family join activity of process to enhance immunity disadvantaged children, such as the pair play parents game, disadvantaged children and parents joint activities together on mother's day. Making families feel the relationship between a child with their own. Immunity to children, family should have the opportunity for the child to learn the way of life from the family. Love start from the family, curing generosity that must be created from the actual touch. Have time and opportunity to share to each other in the family, child activities are shared in the family, Get child to self-tolerance towards other enticement to seek common ground in the reserves as a team. When the disadvantaged children and family are attending to events and acts in parenting and love. Therefore, affect the family Makes children more self-immunity (Phichet Bunyati, 2004).

*"Come play in the center, we adapt to the society more than before. When someone insults, we will suspend the mood. There will teach young that can do, this is not to be good to do. Other people who have seen us as the bad boy, as a delinquent, become the children helping society; we have braved to expression, using our brave idea to talks."*  
(Disadvantaged children)

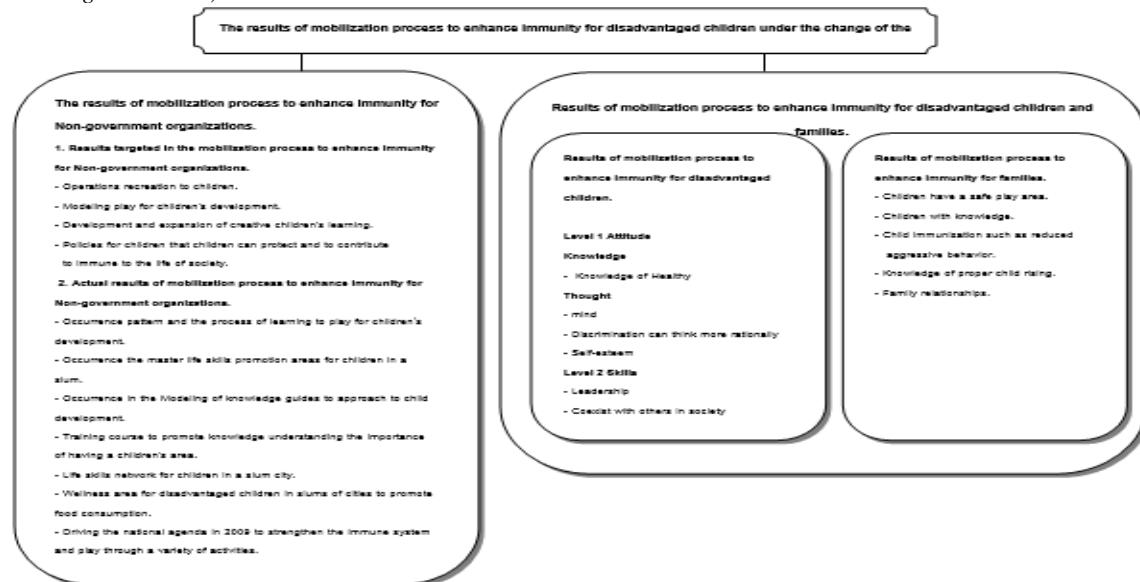


Figure 5: The results of mobilization process to enhance immunity for disadvantaged children under the change of the society

## Recommendations

### 1. Action Proposal

#### 1.1 Non-Government Organizations. (NGOs)

Developing knowledge support to staffs. Create a partnership in community, including awareness work. As a result, the Group of people in society and build a participation through new media various and maximize the realization of the process to create the immunity of disadvantaged children to public and private organizations.

#### 1.2 Disadvantaged children

Approach the process to enhance immunity for disadvantaged children to development of disadvantaged children from the beginning until the child's immune in themselves as a process and encourage disadvantaged children are in the right environment safe contributing to create a continuous immune.

#### 1.3 Family

The family is a good example of the problem of child literacy has changed rapidly of society.

#### 1.4 Communities

Encouragement the participation of people in the community.

### 2. Policy Proposal

#### 2.1 Non-Government Organizations. (NGOs)

Knowledge management in various significant of the process to enhance immunity for disadvantaged children of organization's operations and publishing, including meeting for learning and exchanging situation the issues of the children, to develop the process to enhance immunity for disadvantaged children.

#### 2.2 Government

In the joint operations, support staffs that have the expertise, training knowledge and work on field. Provide a national forum for knowledge exchange annually.

### 3. Suggestions on the further Research

- Research on the mixed methods, in the process to enhance immunity for disadvantaged children of NGOs.
- Do the Action Research, when the form of the implementation process to enhance immunity for disadvantaged, should make up with other areas in the action research or research participant operating.
- Study on a model of mobilization process to enhance immunity for disadvantaged children in other areas compared to disadvantaged children in urban slums, strengths-weaknesses seen in the area the same or different context.

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**BESSH-16****Personal and Social Environmental Factors Related to Intellectual Facebook Consumption Behavior of Undergraduate Students in Bangkok Metropolis**Tanapat Janpipatpong<sup>1</sup>, Ungsinun Intarakamhang<sup>2\*</sup><sup>1, 2</sup> Behavioral Science Research Institute, Srinakharinwirot University, Bangkok, Thailand

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**Abstract**

Nowadays, Facebook has become one of the most popular social communication tools. In contrast, it can cause both benefits and harm leading to negative outcomes to the individual and the society. The purpose of this correlation-comparative research was to investigate the power of prediction of personal and social environmental factors on intellectual Facebook consumption behavior. The sample was 510 undergraduate students in Bangkok chosen by proportional stratified random sampling. The instrument used was 6-rating scale questionnaire with 6 measurements of variables with reliability from .66 to .87. The data were analyzed and presented by Hierarchical Multiple Regression. The results showed that personal (self-regulation, online media literacy, positive attitude toward intellectual Facebook consumption behavior) and social environmental factors (perceived social norms, peers influence) altogether predicted students' intellectual Facebook consumption behavior in overall aspects and in four aspects that could account for from 36.10% to 69.20% with statistically significant at the .01 level, and had effect size between 0.56 to 2.24. Implications for developing intellectual Facebook consumption behavior among undergraduate students and future research regarding intellectual Facebook consumption behavior are discussed.

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*Keywords*— Intellectual Consumption Behavior, Facebook, Social Media, Undergraduate Student, Bangkok

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**Introduction**

The number of Facebook users tends to increase steadily every year. In 2012, Thailand ranked 13<sup>th</sup> from Facebook users' countries around the world with 18.2 million users, and in 2014, Thailand has 30 million registered Facebook users and ranked in 9<sup>th</sup> place with Germany. In ASEAN, Thailand has fewer Facebook users than just Indonesia and the Philippines. Furthermore, survey of Facebook users also found that Bangkok metropolitan area has the most Facebook users rates with 15.4 million users (55%) of all Facebook users (Raphiphan, 2014; Research Information and Data Center, 2014; Vichienwanitchakul, 2015). Facebook has benefits in communication without boundaries, at any time and place, but it can also be harmful and can lead to negative outcomes affecting the individual and the society. In addition, literature reviews related to Facebook user behavior has still no empirical study clarifying the role of pattern in using Facebook, but found in survey research about frequency, time, and activities involving the use of Facebook.

According to survey research, it pointed out that young people who were studying in college or university made up the majority of all Facebook users. On a positive note, they could develop effective communication skills and could be an important resource to the development of the society. Moreover, if they could develop their skills, they would be able to reach far in their goals and live in the society with confidence and a sense of self-worth.

In this study, we would like to study causal factors related to intellectual Facebook consumption behavior of undergraduate students based on social cognitive theory (Bandura, 1986) and other concepts to form the conceptual framework which considered from personal factors (self-regulation, online media literacy, and positive attitude toward intellectual Facebook consumption behavior) and environmental factors (perceived social norms and peers influence).

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Hence, these two factors have significant influence to human behavior according to behavioral science concept (Suvannathat, 1994).

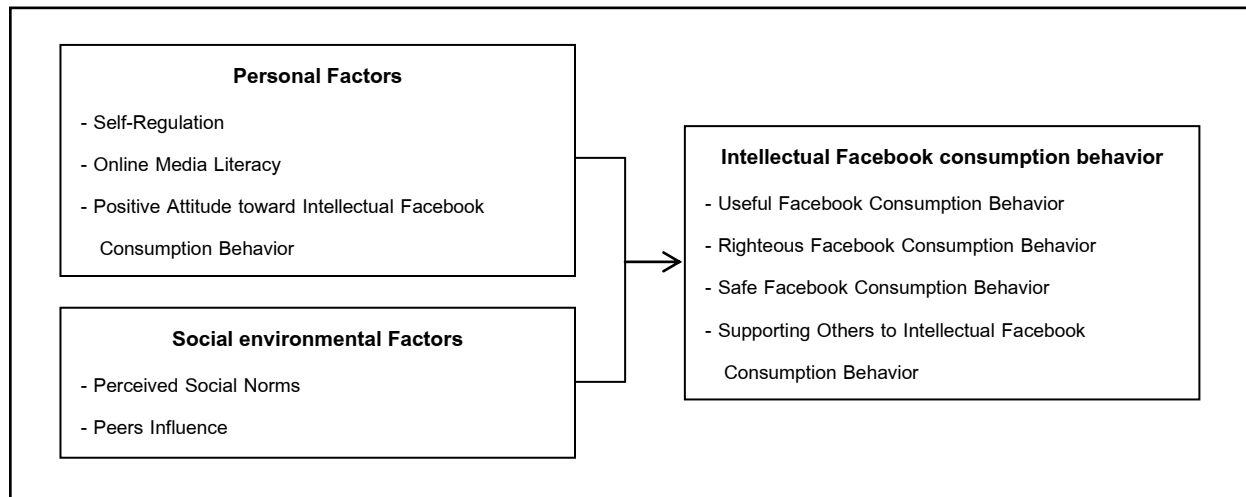


Figure 1: Conceptual Framework

#### Research Goal

To investigate the power of prediction of personal and social environmental factors on intellectual Facebook consumption behavior of undergraduate students in Bangkok.

#### Research Hypothesis

Personal and social environmental factors can predict intellectual Facebook consumption behavior of undergraduate students, overall and each aspects, more accountable than prediction with either personal or social environmental factors with statistically significant at .05 level.

#### Method

##### Participants

The participant of this study was undergraduate students in Bangkok metropolitan. This sample was drawn by proportional stratified random sampling from undergraduate students who were studying in semester 1, 2015 located in public and private universities in Bangkok metropolitan. The researchers collect the data by proportion of the number of undergraduate student in each major of each university such as humanities and social science, science and technology and health science. After the data collection, data was obtained from 510 undergraduate students from public and private universities in Bangkok, constituting a good sample size.

##### Instruments

The instruments instructed the respondents to choose the answer which best described their thoughts, feeling, and actions by using a 6-rating scale with response possibilities ranging from 1 (strongly disagree) to 6 (strongly agree). The instruments were used in this study as follow;

1. Questionnaire of intellectual Facebook consumption behavior; In order to measure activity that acted on Facebook such as post, share, like, and chat etc. through thinking process with reasoning, we provide a content of four types of intellectual Facebook consumption behavior (useful, righteous, safe, and supporting others). The Cronbach's alpha coefficient was .87
2. Questionnaire of self-regulation; In order to measure ability to manage, control the feelings, plan action that leading to desired goals. The Cronbach's alpha coefficient was .67
- 3.
4. Questionnaire of online media literacy; In order to measure ability to use online communication skill with knowledge and comprehension in selective, analyze, and interpret messages before decide to believe or not, or to act or denied. The Cronbach's alpha coefficient was .66

5. Questionnaire of positive toward intellectual Facebook consumption behavior; In order to measure psychological characteristics consisted evaluated knowledge of Facebook benefit and feeling like or dislike to act on Facebook. The Cronbach's alpha coefficient was .85
6. Questionnaire of perceived social norms; In order to measure perceived about how social respect and expect to use Facebook with value and utility. The Cronbach's alpha coefficient was .81
7. Questionnaire of peers influence; In order to measure about persuaded or guide, including conform or imitate from people such as peer groups, parents and professor. The Cronbach's alpha coefficient was .77
1. The resulting coefficient alpha reliabilities of all 6 scales were reasonably high.

#### Data Analyses

The data analyses was used to analyze the descriptive statistics (percentage, mean and standard deviation) and hierarchical multiple regression analysis (HMRA)

### Result

#### Demographic data of the samples and average scores for each variable

From the sample of 510 undergraduate students, the majority of participants were female (59.2%). Most of the participants have been studying in public university (55.9%). Most of the participants have been studying in humanities and social science (43.1%). Most of the participants were using Facebook through the smart phone (87.5%). Most of the participants were using Facebook more than three hours a day (31.8%). Most of the participants were using Facebook before sleeping (80.0%). Most of the participants were using Facebook for chatting (84.7%).

Table 1:

Summary of Descriptive Statistics (N=510)

Variables	$\bar{X}$	SD
Self-regulation	3.39	1.06
Online media literacy	3.93	1.14
Positive attitude toward intellectual Facebook consumption behavior	3.98	1.18
Perceived social norms	4.01	1.23
Peers influence	3.77	.74
Intellectual Facebook consumption behavior in overall aspects	3.66	.49
- Useful Facebook consumption behavior	3.80	.90
- Righteous Facebook consumption behavior	3.58	.86
- Safe Facebook consumption behavior	3.43	.99
- Supporting others to Intellectual Facebook consumption behavior	3.71	.69

Moreover, as shown in Table 1 indicated the descriptive statistics, the average self-regulation was quite low (Mean = 3.39, SD = 1.06), as same as their average safe Facebook consumption behavior (Mean = 3.43, SD = .99). While the average score was medium in righteous Facebook consumption behavior (Mean = 3.58, SD = .86), Intellectual Facebook consumption behavior (Mean = 3.66, SD = .49), supporting others to intellectual Facebook consumption behavior (Mean = 3.71, SD = .69), peers influence (Mean = 3.77, SD = .74), and useful Facebook consumption behavior (Mean = 3.80, SD = .90), and they had quite high online media literacy (Mean = 3.93, SD = 1.14), positive attitude toward intellectual Facebook consumption behavior (Mean = 3.98, SD = 1.18) and perceived social norms (Mean = 4.01, SD = 1.23). The range of all scale score was 1-6.

From Table 2, the result of hierarchical multiple regression for predicting intellectual Facebook consumption behavior showed that 1) all personal and social environmental factors could explain overall intellectual Facebook consumption behavior positively at .01 significant level ( $\beta = 2.24$ ) and all predictors could account for 69% of the variance in overall intellectual Facebook consumption behavior, with peers influence is the most effective predictor ( $\beta = .42$ ). 2) All predictors could explain useful Facebook consumption behavior positively at .01 significant level ( $\beta = 1.88$ ) and could account for 65% of the variance in useful Facebook consumption behavior, with positive attitude toward intellectual Facebook consumption behavior is the most effective predictor ( $\beta = .59$ ). 3)

## Predicting the Intellectual Facebook consumption behavior

Table 2:

Hierarchical multiple regression analysis to predict Intellectual Facebook consumption behavior (N=510)

Variables	Intellectual facebook consumption behavior									
	Overall		Useful FB consumption		Righteous FB consumption		Safe FB consumption		Supporting others	
	$\beta$	t	$\beta$	t	$\beta$	t	$\beta$	t	$\beta$	t
<i>Model 1</i>										
Perceived social norms	.28	6.17**	.49	8.85**	-.60	-1.00	-.34	-4.74**	.36	5.83**
Peers influence	.54	12.06**	.20	3.68**	.49	7.58**	.38	5.40**	.18	2.86**
<i>Model 2</i>										
Perceived social norms	.09	1.67	-.08	-1.35	.23	3.53**	.003	.046	.04	.48
Peers influence	.42	9.88**	.14	3.03**	.40	7.99**	.28	5.12**	.16	2.55**
Self-regulation	.25	9.71**	-.22	-8.04**	.54	17.64**	.59	17.45**	-.18	-4.77
Online media literacy	.16	4.08**	.15	3.61**	.11	2.36*	-.04	-.74	.08	1.44
Positive attitude.	.13	3.45**	.59	10.52**	-.36	-5.88**	-.27	-.27	.33	.33**
<i>Model 1</i>	$R^2 = .62$		$R^2 = .43$		$R^2 = .20$		$R^2 = .05$		$R^2 = .28$	
Social environmental factors	Adjust $R^2_{\text{Change}} = .62$		Adjust $R^2_{\text{Change}} = .43$		Adjust $R^2_{\text{Change}} = .20$		Adjust $R^2_{\text{Change}} = .05$		Adjust $R^2_{\text{Change}} = .28$	
	F = 413.74		F = 196.74		F = 63.51		F = 14.85		F = 94.19	
<i>Model 2</i>	$R^2 = .69$		$R^2 = .65$		$R^2 = .58$		$R^2 = .48$		$R^2 = .36$	
Personal & Social environmental factors	Adjust $R^2_{\text{Change}} = .07$		Adjust $R^2_{\text{Change}} = .21$		Adjust $R^2_{\text{Change}} = .38$		Adjust $R^2_{\text{Change}} = .42$		Adjust $R^2_{\text{Change}} = .09$	
	F = 39.31		F = 104.73		F = 151.80		F = 138.38		F = 23.76	
	$f^2 = 2.24$		$f^2 = 1.88$		$f^2 = 1.38$		$f^2 = 0.92$		$f^2 = 0.56$	

\* $p < .05$  \*\* $p < .01$ 

All predictors could explain righteous Facebook consumption behavior positively at .01 significant level ( $\beta = 1.38$ ) and could account for 58% of the variance in righteous Facebook consumption behavior, with self-regulation is the most effective predictor ( $\beta = .54$ ). 4) All predictors could explain safe Facebook consumption behavior positively at .01 significant level ( $\beta = .92$ ) and could account for 48% of the variance in safe Facebook consumption behavior, with self-regulation is the most effective predictor ( $\beta = .59$ ). Finally, 5) all predictors could explain supporting others to intellectual Facebook consumption behavior positively at .01 significant level ( $\beta = .56$ ) and could account for 36% of the variance in supporting others to intellectual Facebook consumption behavior, with positive attitude toward intellectual Facebook consumption behavior is the most effective predictor ( $\beta = .33$ ).

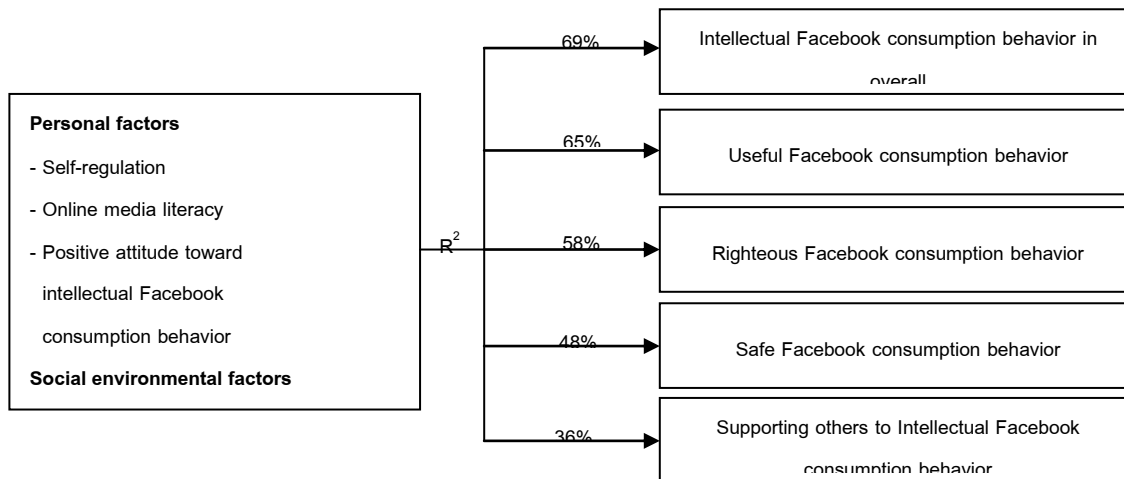


Figure 2: Result of Hierarchical multiple regression analysis

## Discussion & Conclusion

The current study set out to determine the predictive power of personal factors (self-regulation, online media literacy, and positive attitude toward intellectual Facebook consumption behavior), and social environmental factors (perceived social norms, and peers influence) on intellectual Facebook consumption behavior both overall and each four aspects (Useful Facebook consumption behavior, righteous Facebook consumption behavior, safe Facebook consumption behavior, and supporting others to intellectual Facebook consumption behavior). All the hypothesized regression coefficient of the personal and social environmental factors on intellectual Facebook consumption behavior, both overall and each four aspects, was supported.

Peers Influence; we found that peers influence was the most predictive factors on overall intellectual Facebook consumption behavior. Because influence from surrounding people is also a social environmental factor, affecting how they think and live. Undergraduate students who were still studying in university are influenced by peers, family and college professors who indicated that positive pattern of Facebook consumption. This allowed them to learn, absorb and imitate this behavior through either direct or indirect methods through a two-way communication pattern which exposed them to concepts, methods and consumption pattern from people surrounding them (Chuawanlee, Jinng, & Thanachanan, 1996; Vanindananda, 1994). The findings were consistent with several previous studies which demonstrated that modeling from peer group could predict media consumption behavior (Joyrod, Kasemnet, & Jinng, 2010; Rattanadilok, 2004).

Positive attitude toward intellectual Facebook consumption behavior; we also found that positive attitude toward intellectual Facebook consumption behavior was the most predictive factor on intellectual Facebook consumption behavior in some aspects; useful Facebook consumption behavior and supporting others to intellectual Facebook consumption behavior. The findings were consistent with concepts of McGuire (1969), which said attitude determined the direction of individuals' behavior towards whether a matter is good or bad, whether we like or dislike it, and led to related behavior. Furthermore, it was consistent with previous studies which demonstrated that positive attitude toward social media consumption behavior is most influential (Wang et al., 2015; Akarachantachote et al., 2012) and also consistent with the study of Sareerasart, Vanindananda, & Suppareakchaisakul (2012), which demonstrated the direct effect of positive attitude toward creative and safe internet consumption behavior and found that it had direct effect and the most predictive power on internet consumption behavior for learning and in supporting for peer group to creative and safety internet consumption behavior.

Self-regulation; we also found that self-regulation was the most predictive factor on righteous Facebook consumption behavior and safe Facebook consumption behavior. Undergraduate students who have high self-regulation can control their actions by self-observation, judgment process and self-reaction. When they observed what they are doing, they could decide to act upon situations such as using more polite words or logging off Facebook after each session. These self-regulations could bring about self-reactions that could motivate them to decide whether to perform those actions or not (Bandura, 1977). The finding was consistent with some several previous studies which demonstrated the predictive factor of self-control on both creative and safe internet consumption behavior (Sareerasart, Vanindananda, & Suppareakchaisakul, 2012) and intellectual consumption behavior (Charoenrat, 2012; Tansuwannond, Wongpinpech, & Leesattrupa, 2010).

## Direction for Future Research

1. The finding found that self-regulation, and positive attitude toward intellectual Facebook consumption behavior were the personal factors that can be developed individually. Such variables have relationships and effects to intellectual Facebook consumption behavior. Hence, there should be experimental research to improve self-regulations along with the development of other social network awareness and positive attitude toward intellectual Facebook consumption behavior.
2. There should be a similar study in a different sample group, such as children, adolescence, or working adults as they have different developmental levels from the sample in this study.
3. There should be a study in path analysis to determine which variable has direct or indirect effect to undergraduate students' intellectual Facebook consumption behavior.

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