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The changing of Thai consumers in the last decade

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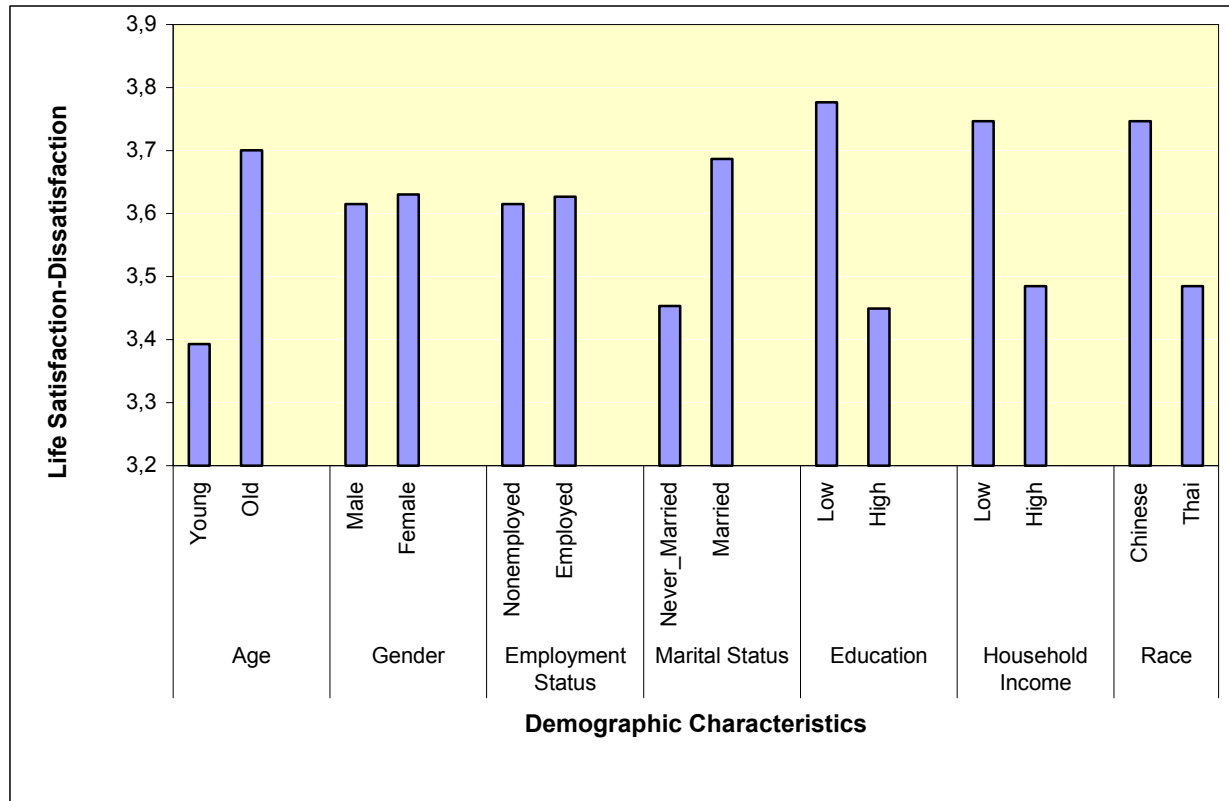
1. Introduction

In 2000, Thais were somewhat pleased with their lives with an average overall life satisfaction at 3.59 on a scale of dissatisfaction - satisfaction. Approximately 50 percent of Thais are satisfied with their lives, around 30 percent of them are neutral and the rest are dissatisfied with their lives in general. The number of people who are satisfied with their lives has not changed in the past decade. Moreover, according to t-tests, the means of satisfaction with overall life have not changed as well.

Table 1 and Diagram 1, which is derived from that Table, shows the difference of the life satisfaction-dissatisfaction ratings between various demographic groups. It clearly follows that, Thais are not equally satisfied with their lives as a whole. The younger who are 21-29 years old are more satisfied with their lives than the older who are at least 30 years. The ones with at least some college education are more satisfied with their lives than those with lower education. Those with the household income of at least 25,000 Baht/month are more satisfied with their lives than the ones with lower household income. If the demographic indicators of Table 1 are regressed on life satisfaction, the following result is obtained :

$$\begin{aligned}
 LS = & 3.74 - 0.04SEX - 0.01MARY - 0.06RACE \\
 & (12.82) \quad (-0.42) \quad (-0.05) \quad (-0.42) \\
 & - 0.05EMPLOY - 0.18EDU^* - 0.20INC^* + 0.24AGE^* \\
 & (-0.50) \quad (-1.74) \quad (-2.08) \quad (1.84) \\
 \hline
 R^2 = & 0.043 \quad \bar{R}^2 = 0.029 \quad F_{7,490} = 2.97 \quad p = 0.005 \\
 & * = \text{significant at } \alpha \leq 0.10
 \end{aligned}$$

The regression result for 2000 indicates that demographic characteristics can only explain 4.3% of the variance in life satisfaction of Thais, which is about twice times less than in 1989.

Diagram 1 : Life satisfaction and demographic characteristics**Table 1 : Life satisfaction-dissatisfaction over demographic groups**

	Age		Gender		Employment Status		Marital Status		Education		Household Income		Race	
	Young	Old	Male	Female	Non employe d	Employed	Never Married	Married	Low	High	Low	High	Chinese	Thai
GLS	3.39	3.70	3.62	3.63	3.62	3.63	3.45	3.69	3.78	3.45	3.75	3.48	3.64	3.63

It is noteworthy that during the past decade, Thais are generally better educated and richer but their life satisfaction is not greater. That is to say, more is not necessarily better. This means that the more we learn and earn, does not necessarily lead to greater happiness. This evidence is supported by the result of another regression analysis indicating that satisfaction with one's level of education and satisfaction with one's income can explain 14 % of variance in life satisfaction of Thais. This suggests that subjective measures of well-being are a much better predictors of overall life satisfaction than objective indicators.

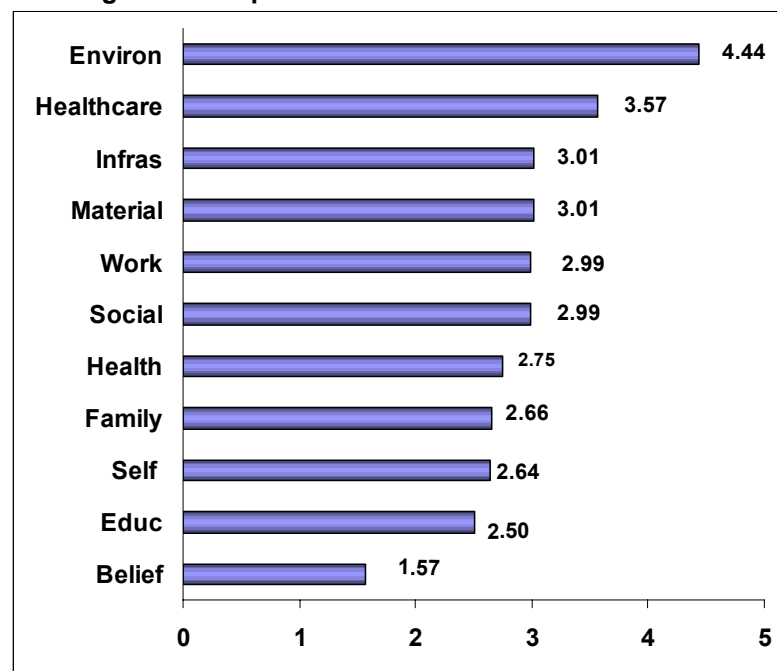
2. Current satisfaction with domains of life

Happiness or life satisfaction can be explained by several theories which in turn leads to various kinds of studies of quality of life (QOL). According to the trait theory, happiness is a predisposition characteristic of an individual. That is to say, one has a global propensity to experience things in a positive way, and this propensity influences the momentary interactions one has with the world. In other words, one enjoys pleasures because one is happy, not vice versa. To this end, Wilson stated that "the happy person emerges

as a young, healthy, well-educated, well-paid, extroverted, optimistic, worry-free, religious, married person with high self-esteem, high job morale, modest aspirations, of either sex and of a wide range of intelligence" (Wilson 1967, p. 294). On the other hand, the state theorists have proposed that a happy life is merely an accumulation of happy moments (Lewinsohn and MacPhillamy 1974, Chekola 1975, Lewinsohn and Amenson 1978). This situational perspective is related to the Lockean reductionistic or atomistic views in philosophy (Kozma and Stones 1980). According to the goal theory, people will be happy when they achieve the goals they desire. Furthermore, life can be viewed as composed of various domains of life or various goals. This part-whole relationship is a basic framework for this study. Although, the sum of the parts may not be equal to the meaningful whole, the study of the domains of life will shed some light for marketers who want to better the consumers' Quality of Life (QOL).

This study drops some unimportant domains of life from the previous study of the author (Leelakulthanit, Day and Walters 1991). These include spiritual life, consumption, recreation, life in Thailand, Thai government and Bangkok administration. However, this study does incorporate the domains of life that are likely to be important to Thai lives including belief leading one's life, educational life, infrastructure and environmental aspects of life. This results in only 11 domains of life in the current study instead of 13 domains of life as in Leelakulthanit (1989). Thais are most pleased with the belief leading their lives and most displeased with the environmental aspects of their lives with the mean satisfaction of 1.57 and 4.44 respectively. In between, Thais are somewhat pleased with their educational life, self, family and personal health with a mean satisfaction of 2.5, 2.64, 2.66 and 2.75. They are somewhat pleased with work life, social life, material possessions and infrastructure with a mean satisfaction of 2.99, 2.99, 3.01 and 3.01 respectively. Finally, they are almost neutral with health care as shown in Figure 1.

Figure 1 : Graph of satisfaction with domains of life



Environ = Environment
Material = Material Possessions

Infrass = Infrastructure
Educ = Education

3. Current Thai consumers' values

The happiness of a person can be explained by several theories. According to the goal theory, people have different goals and desires, and therefore what makes them happy will differ. If people make progress toward their particular goals, and act in accordance with their values, they are likely to be happy. For instance, Emmons (1986) found that people have greater life satisfaction if they possess important goals. Likewise, Oishi, Diener, Suh and Lucas (1999) revealed that what made people happy depended on their values. Our regression analysis indicates that what is important to Thai lives are family, work and material possessions (Table 2). In other words, what Thai consumers value in their lives are the satisfaction with family, work and material possessions.

Table 2 : The results of multiple regression of overall life satisfaction on satisfaction with specific domains of life

Domains of life	Beta coefficient	Standard error	t for $H_0: \beta=0$	Prob. > t
Intercept	1.940	0.231	8.391	.000
FAM	0.356	0.057	6.274	.000*
SOC	- 0.002	0.060	- 0.035	NS
WOK	0.153	0.059	2.606	.010*
PHEA	0.064	0.043	1.481	NS
BELIF	0.040	0.071	- 0.556	NS
SEL	0.028	0.065	0.043	NS
HCA	0.050	0.040	- 1.293	NS
MAT	0.102	0.050	2.055	.041*
EDUC	0.027	0.056	0.476	NS
INFRA	0.013	0.051	0.259	NS
ENV	0.030	0.038	- 0.753	NS
Summary Statistics:				
$R^2 = .311$	$R^2 = 0.29$	$F_{11,351} = 14.414$	$p = .000$	

* = Significant at $\alpha \leq .05$

FAM = Family Life

SOC = Social Life

WOK = Work Life

PHEA = Personal Health

NS = Not significant at $\alpha \leq .05$

BELIF = Belief

SEL = Self

HCA = Health Care

MAT = Material Possessions

EDUC = Education

INFRA = Infrastructure

ENV = Environment

It is noteworthy that satisfaction with material possessions and work are the source of physical well-being whereas satisfaction with family tends to be the source of psychological well-being. The two kinds of needs are not substitutable because they are perceived as dissimilar. It should become clear that human needs cannot be fulfilled just by having or possessing but should be satisfied by relating or loving as well.

Moreover, these needs may often be in conflict because of the limited time and energy resources that a particular person has. If people spend their time and energy more on one aspect of life, e.g., working, they will have less time and energy for other aspects of life, such as e.g., family, social life and recreation. Additionally, working too hard may have a direct negative influence on private life through a negative emotional spillover. Therefore, people should have a balance in their lives.

Another balance should be that of economic well-being and environment, or not sacrificing the benefits of long term environmental well-being with an immediate economic gain. However, the data reveal that Thais are concerned with their economic well-being not environmental well-being. That is to say household income as well as its satisfaction lead to Thai life satisfaction, whereas the satisfaction of environment does not. Therefore, the challenging task of the marketers and policy makers is to instill the spirit of environmental concern to Thais. Specifically, Thais would be much better off by not having to pay for short term earnings, the price of long term irreversible environmental deterioration any more.

4. To whom the values lie

The knowledge of Thai consumer values will be useful for mass marketers who want to address the needs and wants of the whole consumer. However, consumers can generally be segmented further into various groups of differing demographic characteristics, such as age, gender, race, education, employment status, marital status and household income. It is found that the younger consumers who are 21 to 29 years old, tend to value their personal health, whereas the older consumers are likely to value family, work and material possessions. It is noteworthy that these two groups are very much different in their values and have nothing in common. Likewise, the male and the female groups also have no common values. Particularly, the male tend to value themselves (self life) and material possessions. On the other hand, the female are likely to value family and work. However, the less-educated and the better-educated groups share the common value of family but they are different in terms of work and material possessions. Specifically, the less-educated need work whereas the better-educated need material possessions. Similarly, Thais have common values of family and work irregardless of employment status. Obviously, the employed value their work lives which the unemployed cannot share, especially after the recent Asian economic crisis. On the other hand, the married and the never-married share the common values of family and work although the former are the only ones who value material possessions. Likewise, Thais seem to need family irregardless of their household income. However, the lower household income group tends to value personal health while the higher income group values work life instead. This may be because the former group cannot afford to be sick and the latter group cannot afford to be laid off, especially after the massive close down of financial institutions in 1997 and the following years. It is noteworthy that nowadays some Thais tend to value health care negatively especially in the groups of the older, the less educated and the lower household income earners. The reason may be that these groups have to rely more on public instead of private health care after the recent economic crisis. In short, Thais tend to have the common value of family and they can be differentiated by the values of work and material possessions. Particularly, material possessions contribute to the Thai QOL only in the segment of older, male, better educated and married people whereas family contributes to almost all Thais as shown in Table 3.

Table 3: To whom the values lie

Demographic characteristics		Sample size	Value	R-bsq
Age	Younger	71	PHEA	0.275
	Older	267	FAM WOK MAT -HCA	0.301
Gender	Male	150	SEL MAT	0.267
	Female	191	FAM WOK	0.347
Education	Low	172	FAM WOK -HCA	0.274
	High	169	FAM MAT	0.266
Employment status	Employed	352	FAM WOK MAT	0.290
	Non-Empl.	107	MAT FAM	0.193
Marital status	Married	260	FAM WOK MAT	0.273
	Never-Mar.	81	FAM WOK	0.276
Household income	Low	183	FAM PHEA -HCA	0.205
	High	158	FAM WOK	0.361

PHEA = Personal health
WOK = Work
HCA = Health care

FAM = Family
MAT = Material Possessions
SEL = Self

5. Worse off aspects of life

Basically, according to the multiple discrepancy theory (Michalos 1985), people can evaluate their life situation as better off or worse off by comparing their current situation with their own past or with relevant others or with what they expected or deserved. Apart from that, they are likely to value various aspects of their lives differently. Taken together, the expectancy-value theory predicts that the final satisfaction with various domains of life will be the result of the weighted satisfaction values of those aspects of life. Generally, in this study, the weight will come from the beta coefficients in the multiple regression analyses and the satisfaction comes from the mean value of how Thais feel about their lives for those particular domains. Therefore, according to the expectancy-value theory, Thais are most satisfied with family (with weighted satisfaction value of 3.49), followed almost equally by work and material possessions (with weighted mean values of 3.86 and 3.90 respectively). This means that material possessions and work life deserve more attention from marketers and policy makers than family life. However, marketers who happen to deal with all other aspects of life may want to promote the value of these before being able to satisfy those needs.

6. Who's worse off as compared to relevant others

For different market segments, people in a particular segment may want to compare the important aspects of their lives with relevant others. For instance, the males who value self life and material possessions are likely to compare their satisfaction with these important aspects of their lives, with the female counterpart. Theoretically, the males will feel unhappy if they are less satisfied with these domains of life than the females. Actually, it is found that they are equally satisfied with these aspects of life. In other words, the univariate F-test does not show any significant difference. On the other hand, the females who value family and work will compare themselves with the males in these aspects of life. The data reveal that they are also equally satisfied with these domains of life. Therefore, they are supposed to be equally happy. However, in case of common values, the expectancy-value theory is still applied in such a way that the weighted satisfaction value should be compared instead. Mathematically, this can be done by comparing the beta coefficients of the regression of that domain of life of the related counterparts to see whether they are different. Additionally, the difference of the mean satisfaction value of that particular aspect of life should also be compared. If any one of these two tests comes out as significantly different, it indicates that they are not equally satisfied with that aspect of life. Considering various segments of the market, it is found that the mean satisfaction value of the important domains of life of these segments are not significantly different between the subgroups of different age, gender, education, employment status and marital status. However, it is found that the higher household incomes tend to be more satisfied with their work life. Moreover, the weights of the common values of family are not found to be significantly different in all segments except for the groups of varying household incomes. Specifically, those with household incomes of at least 25,000 Baht/month (approx. € 521) will value their family lives more than those with lower household incomes. Furthermore, the common value of material possessions is not found to be significantly different, regardless of the employment status. In sum, the expectancy-value theory will predict that the high household income group tend to be more satisfied compared to the low household income earners with the aspects of family and work. That is to say, the worse off group in terms of family and work life is the low household income group and these less satisfied needs remain to be fulfilled.

7. Understanding the Thais of today

Generally, according to regression analyses, satisfaction with education and household income can predict life satisfaction much better than their objective indicators. This evidence supports the notion that one psychological feeling can be better explained by some other psychological feeling, than by their objective counterparts. Basically, people can be satisfied or dissatisfied as the result of their comparison of the important aspects of their lives with relevant others. Specifically, the younger will compare their personal health with the elder. According to the MANOVA test of mean difference, it is found that the ones who are 21 to 29 years old are satisfied with their lives more than the older ones because of their greater satisfaction with their wellness, stamina and mobility. On the other hand, the elder will compare their family life, work life, material possessions and health care services with the younger. These who are at least 30 years of age are more dissatisfied with their lives than the younger because of greater dissatisfaction with their parents, brothers and sisters. Moreover, the low educated will compare their family, work and health care services with the high educated. The result reveals that the ones with lower than college education are

more dissatisfied with their lives because of their lower satisfaction with their home-life and parents, brothers and sisters. However, the high educated will compare only their family and material possessions with the low educated. The data suggest that the ones with at least college education are more satisfied with their lives than the low educated because of their greater satisfaction with their home-life, parents, brothers, sisters and their houses. Additionally, the low household income tend to compare their family life, personal health and health care with their counterparts. The ones who have the household income of less than 25,000 Baht/month are less satisfied than their counterparts in terms of their marriage, home-life, children, grandchildren, parents, brothers, sisters, wellness, local hospitals and clinics. On the other hand, the ones who have the household income more than 25,000 Baht/month tend to compare their family and work life with their counterparts. It is found that the high household income are more satisfied with the low household income in the same subdomains of family life as mentioned earlier and several other subdomains of work life including availability of work, earnings, job security, autonomy and advancement opportunities.

8. Changing values of Thai consumers

During the past decade, the lasting values of Thai consumers tend to be family and material possessions. The new emerging value seems to be work and the disappearing values are self and spiritual life. It is noteworthy that the current value of work comes into existence after the economic crisis of July 1997. It is likely that in time of economic trouble. Thais tend to be more concerned with their work and not take it for granted as before. The changing Thais are also likely to be more family oriented rather than self oriented as before. Through the economic crisis, Thais may learn to be more helpful for their needed family members instead of concerned only about oneself. Furthermore, the changing Thais tend to be only materialistic instead of being spiritualistic as well. This means that the balance between material and spiritual well-being has no chances to be in place. It follows that the law may have to play a greater role instead of the ethics. Logically, without a right mind, people are likely to misbehave and eventually end up in jails instead of in temples. That is to say marketing for the mind becomes increasing important as compared to marketing for the body.

According to the regression analyses of important aspects of life in the last decade (Leelakulthanit 1989) and the current significant domains of life as mentioned earlier, the changing value of Thai consumers can be summarized as shown in Table 4.

Table 4: Changing value of Thai consumers in the last decade

Demographic Characteristics		Changing Value			Remark
		Same	New	Disappearing Value	
Age	Younger	NA	PHEA	None	No value in 1998
	Older	FAM MAT	WOK-HCA	SPR	
Gender	Male	SEL MAT	None	FAM	
	Female	FAM	WOK	MAT SPR	
Education	Low	FAM	WOK-HCA	MAT	
	High	None	FAM MAT	SEL	
Employment status	Employed	NA	FAM WOK MAT	NA	No value in 1989
	Non-Emp.	NA	MAT FAM	NA	No value in 1989
Marital status	Married	NA	FAM WOK MAT	NA	No value in 1989
	Never-mr.	NA	FAM WOK	NA	No value in 1989
Household income	Low	FAM	PHEA-HCA	MAT SEL SPR	
	High	NA	FAM WOK	NA	No value in 1989

N/A = Not Applicable
 PHEA = Personal health
 FAM = Family
 MAT = Material possessions
 WOK = Work
 HCA = Health care
 SPR = Spiritual life
 SEL = Self

It is noteworthy that the value that appeals to almost all segments of Thai consumers and never changed during the last decade is family. Therefore, it seems that the Thai core value is the family. More objectively, also household income and education are consistent predictors of Thai life satisfaction. That is to say, economic well-being as indicated by absolute household income (not relative household income, nor increasing household income) is vital to the Thai QOL. Thus, a challenging task of the social marketer is the marketing to the "have nots" in order to better their QOL in terms of their health and loving needs.

Additionally, human capital investment in terms of "education to all" is very much needed to better the quality of Thai lives. The trend is that the higher the education attained, the better people are in making use of their knowledge, being able to be on their own, being reasonable and being able to learn by themselves.

However, it is a pity that education is not effective in instilling the spirit of helping the society. It is found that the new emerging value of many segments of Thais is work life and this tends to be an appropriate contemporary value for the economic crisis. It should also be noted that the value of material possessions has disappeared from the female, lesser educated and low household income subgroups. That is to say, the opportunities for marketing tangibles to these segments of the market have been lost. To regain these opportunities, the marketers may have to point out the importance of this value before satisfying it. Moreover, there is a shift of materialistic values from the segment of the low educated to the high educated. This means that a new opportunity exists of marketing tangibles to the segment of the high educated which is of a greater market potential.

9. Who is better off and worse off in the last decade

In general and based on a t-test, overall satisfaction of Thai life has not changed during the past decade. This is because the level of satisfaction with the significant domains of life including family, work and material possessions have been the same. However, the two insignificant domains of life which Thais are less satisfied with now are social life and health care. According to the MANOVA test of mean difference of the significant domains of life in various subgroups of population, Thai QOL today is generally the same as before except for the segments of different gender and household income. Specifically, men tend to be better off than before in terms of mobility, but more dissatisfied with doctor's fees, prices of medicines and drugs than before. However, contrarily, women are likely to be worse off than before in the aspect of mobility, but show similarities in terms of being more dissatisfied with doctor's fees, prices of medicines and drugs than before. The people who earn household incomes of less than 25,000 Baht/month are more dissatisfied with their houses and apartments than in the last decade. This means that there exists an opportunity for marketers and policy makers to better satisfy the housing needs of the lower income group. It is noteworthy that the people who earn household incomes of more than 25,000 Baht/month tend to be better off with their autonomy of work and opportunities of expressing their abilities than in the last decade.

10. Material life and beyond

An evaluation of material possessions for Thais is likely to be a comparison of these with relevant others as well as with the level they expect to have. An alternative evaluation of using their own past experiences as reference point has been ruled out. This is because satisfaction with material possessions remained the same during the past decade even when the average income of Thais has been increasing. When people compare their material possessions with relevant others (for instance, females comparing themselves with males or vice versa) and find differences, social inequality may or may not be experienced. It will only be experienced when e.g., female satisfaction with material possessions is different from that of the males or vice versa. From this viewpoint, social equality for material possessions is found to be the case for Thais. Specifically, the level of satisfaction with material possessions is not significantly different across age, gender, education, employment status, marital status. Moreover, although the high household income group is more satisfied with their material possessions than the lower household income group, neither group values material possessions. From a marketing point of view, material possessions are valued by the segments of Thais with the age of 30 years or older, male, with at least some college education, both

employed and non-employed and married (Table 4). In general, currently, Thais value saving and investments the most followed by houses/apartments, private transportation (cars, trucks, etc.), furniture and appliances, and clothing, accessories and jewelry respectively (Table 5).

Table 5: The changing of rank-orders of correlation of satisfaction with material possessions and life satisfaction in the last decade

Aspects of Material Possession	Year		Changing Correlation
	1989	2000	
Houses/apartments	1 (0.354)	2 (0.337)	-0.017
Saving and investments	4 (0.259)	1 (0.352)	0.093
Furniture and appliances	3 (0.277)	4 (0.285)	0.008
Private transportation	5 (0.215)	3 (0.308)	0.093
Clothing, accessories and jewelry	2 (0.319)	5 (0.280)	-0.039

Note: all Pearson correlations are significant at $p \leq 0.05$

On the one hand, between aspects of material possessions the greatest change occurred with saving and investments from almost the least important to the most important to QOL. Similarly, the second most increasing important aspect of material possessions to Thai QOL is private transportation (Table 5). On the other hand, the most decreasing important dimension of material possessions to QOL is clothing, accessories and jewelry. However, the importance of furniture and appliances and houses/apartments to the QOL remains relatively the same as before (Table 5). It seems to be that furniture and appliances and houses/apartments tend to satisfy the basic needs of Thais, whereas saving and investments seem to address the financial security needs especially after the recent economic crisis. However, private transportation which offers convenience and comfort to Thais is cherished even more today.

The aesthetic value of clothing, accessories and jewelry is not as important as before. Taken together, Thais seem to be more pragmatic conscious rather than status conscious now. However, it remains to be seen whether the functional value of consumption will take precedence over the status or image value of consumption for long. Moreover, many market segments tend to value various aspects of material possessions differently. Particularly, Thais who are at least 30 years old value houses/apartments most, but value furniture and appliances least, and males tend to value houses/apartments most, but clothing, accessories and jewelry least. Furthermore, people with a minimum of college education and the employed value clothing, accessories and jewelry the most, but cars least. Finally, the other two segments with similar needs are the non-employed and the married. These market segments value houses/apartments the most and value cars the least. These results are summarized in Table 6.

Table 6 : Rank-orders of correlation of satisfaction with material possessions and life satisfaction

	The Old	Male	High Education	Employed	Non-Emp.	Married
Houses/apartments	1	1	2	1	1	1
Saving and investments	2	3	3	3	2	2
Furniture and appliances	5	2	4	3	3	4
Private transportation	3	4	5	5	5	5
Clothing, accessories and jewelry	4	5	1	1	4	3

Note: Non-emp. = unemployed, laid-off, retired, disabled, housewives and students

Intuitively, income is supposed to be a source of material possessions and a larger income will lead to a better material well-being. In fact, it is the satisfaction with material possessions that will in turn lead to the satisfaction with income or sufficient income which can be less. This is based on the fact that more is not necessarily better, if we are never satisfied. Material possessions should not be viewed as an end in itself. At best, it should be a means to an end of better life satisfaction. Otherwise, we are likely to become addicted to the things we possess and forget other aspects of our lives. A happy person is not one who only has, but one who can contribute and love. That is to say, we are not what we have. We are more of what we do and what we truly are. This is in line with Fromm's notion of having, doing and being (Fromm 1976). This saying can also be supported by the result showing that satisfaction with material possessions, work and family will lead to life satisfaction at an increasing degree in that order. Additionally, happiness can come from striving and struggling for some worthy goals (Frankl 1959). Besides, activities will be seen as pleasurable when the challenge is matched with one's skill (Csikszentmihalyi 1975). If the activity is too easy, boredom will develop. If it is too difficult, anxiety will occur. Although self domain of life is not significant to life satisfaction, its result shows that physiological needs or the level of competence in one's profession contribute less to life satisfaction than psychological needs. These needs include the ability to get along with others or social skills, being respected, self confidence and one's achievement. This is in line with Maslow's hierarchy of needs which range from physiological need, safety need, sense of belonging or social need, self-esteem and self actualization. Moreover, Thais are likely to be more collectivist now, because the self dimension of life is no longer important to the QOL. Apart from that, work life becomes important as well as family life. This means that Thais are not individualistic or self-concerned, but are more family and work concerned. Thais seem to value the sense of belonging to the work group in addition to only belonging to the family as before. However, the Thais' concerns for society still remain to be seen. As it is, they still are not concerned about health care, educational services, infrastructure and the environment they live in. This may be because the Thai economic and social development plans have not been focusing on human lives except the latest one. All the previous plans have tended to emphasize economic development as an end in itself. Only the current Eighth Economic and Social Development Plan of 1997-2001, starts to target people's lives as a focal point for development instead. Economic development should be just a means to better the quality of human lives. This evidence can also be supported by the difference

in the real GDP per capita ranking of Thailand and its Human Development Index ranking (UNDP, 2000, p. 158). The negative value of this difference suggests that Thai economic development is not properly transformed into human development, particularly in areas such as education and health. Moreover, it should be noted that the belief of giving, not possessing, is positively related to satisfaction with material possessions which in turn leads to life satisfaction. This is an example of an indirect contribution of a certain belief to the QOL. However, there are some other beliefs that may lead to a better life which is a topic we now turn to.

11. Spiritual life

It is found that beliefs of self-reliance, will power (or where there is a will, there is a way) and helping others are significantly correlated with life satisfaction. This means that these three beliefs somehow lead to a better QOL of Thais. Thai lives will be much better if they feel that they have the power to make themselves happy. Their days are filled with hope for achievement. Besides, they can get the most out of their lives by contributing to others. These kinds of themes deserve to be promoted more widely through music, stories, novels, dramas and advertisements. However, there is an ethical spirit which seems to be more widely used by the public policy makers than the business men. This is the spirit to deliver the greatest good to the greatest number. This spirit of public marketing for a better QOL can also be very well applied to the private sector. From a marketing point of view, the greatest good that marketing should deliver to the consumers is their whole life satisfaction, not only their satisfaction with consumption or material possessions. That is to say, a normative goal of marketing is to satisfy the whole life, not consumption; and this should be lifelong, not only in the short run. Moreover, if marketers want to deliver goods or services to the greatest number of customers, these things should be at affordable prices. In fact, from a life satisfaction perspective, the greatest number is the equality of life satisfaction across different market segments or social equality in public policy terms. A questionable case of ethical marketing is the selling of products with planned obsolescence, because it creates extraordinary garbage and overusing resources. This means that the company earns a short term profit with the likely consequence of environmental damage in the long run. That is to say, the company is marketing the bad to the greatest number. In this case, an alternative for the company to market a good to the greatest number in the long run is to donate its profit to charities. The free services offered by the charities will eventually enable everybody to get access to what he or she needs. This will also help to restore the company image in the eye of the public. However, an example of ethical marketing in this situation is the selling of green products by using the reduce-reuse-recycle strategy. An even better example is marketing a cheaper product with a cleaner environment, made possible by a new technology that will help to reduce waste in the production process. The best case is that the company also donates its profit for the charities. This will enable the company to contribute to everybody in other aspects of life as well as material life and the environment. The company is eventually marketing the greatest good to the greatest number. From a public policy perspective, social equality should be attained when everyone is equally satisfied with his or her life. In fact the same products and services offered by the politicians to everybody may end up with different satisfaction. The reason of being is that people evaluate the things they get by not only comparing them with relevant others, but also taking into account their past experiences or their own aspiration levels. The lesson learned for the policy makers is that social equality

cannot be achieved without equal life satisfaction, not equal objects across different subgroups or market segments of various ages, genders, education, employment status, marital status, races, occupations and income.

12. The balances view of QOL

In our lives, we all have limited resources to spend in order to satisfy various domains of life. Thus, we ought to be more careful in spending our time, energy and money in order to maintain a balance in our lives. Similarly, society also has limited natural resources to be utilized more appropriately in order to better the Thai QOL. That is to say, the balance view of Thai QOL should be taken more seriously.

The first balance is between economic development and environmental quality. It has been documented in the literature that economic development tends to be inversely correlated with environmental quality. In the past decade, Thais have experienced rapid economic growth until the economic crisis of 1997. The bright side of this growth is that the standard of living of Thais is better, especially in the urban areas like Bangkok metropolitan. The increasing purchasing power or disposable income enables the Thais to consume more. This, however, tends to yield a much larger waste disposal which in turn results in a worse environmental quality. Besides, there is a greater waste discharge from the production processes which also yield an environmental degradation. This suggests that the balance between economic development and the environmental quality should be somehow maintained. From a policy point of view, the government and investors or funding agencies should only promote investment of green companies which can be characterized by their green products, green production processes, green technologies and green management. Training, advising and monitoring the established companies for green environment should also be emphasized. It is noteworthy that promoting green companies is better than controlling the non-green ones because preventing the environmental problems is obviously far better than solving them.

The second balance is between technology and culture. Generally speaking, technology will move people towards a modern fast paced lifestyle, materialistic concerns and universalism. Urban Thais tend to eat fast food, buy brand names, play computer games, take foreign language lessons and communicate through e-mail. This well connected world through the computer network may turn Thais into world citizens. If we are not aware of this change, we may lose our cultural identity in the worldwide web.

The third balance is between ethics and law. From behavioural learning theory, a good deed should be promoted and a bad deed discouraged. It follows that ethical behaviour should be granted freedom and rewards, and the unethical, e.g., deforestation, corruption and drug trafficking, should be punished severely.

The fourth balance is between self and others. From the study, it was shown that Thais are more concerned with private domains of life including material possessions, work and family than their public domains of life, e.g., health care, infrastructure and environment. Specifically, the regression analyses show that satisfaction with material possessions, work and family is positively related to life satisfaction but satisfaction with all other domains of life is not significantly related to it. This indicates that Thais are more

concerned with self than others. Thai private concerns will be more legitimate when they lead to some beneficial impacts to the public. Otherwise, they might be a public burden. Proper personal health care, for instance, will minimize the situation of being in a long line in order to see the doctors, which in turn will yield a smaller load for public health care. It implies that health education, especially for the poor, is better than curative medicine for all. Another example is the consumption of green products and that a reduce-reuse-recycle strategy should be encouraged, otherwise the enormous disposal will be a mountain of garbage. In this way, the consumers can help to prolong environmental quality which is a public concern.

The fifth balance is between work life and family life. Family has always been an important domain of Thai lives in the past decades, but work just becomes important to Thais now. It indicates that at present, Thais tend to have a better balance between their family life and work life as never before. Contrarily, especially in the old days, Japan and western cultures are likely to be another way around. That is to say, Japanese people used to work until dying, followed by U.S. and European people in a similar fashion. However, nowadays, these people are trying to work less and live better, in order to maintain the balance in life.

The sixth balance is between the material life and the spiritual life. Thais tend to be materialistic these days, because their concern about spiritual life is disappearing. This happens mainly because nowadays Thais are likely to attach to the things they own and forgone the old buddhist spirit of giving. They tend to forget that material wealth can at best be the means to a better QOL and should not be an end in itself.

Finally, the seventh balance is between having and loving. This balance is often mistaken by an inaccurate understanding that giving loved objects is loving. In fact, giving is just a way to show love, but not a love itself. To really love, people have to give their love without expecting anything in return. To many, love is sharing, caring, growing others, giving their best to others and love satisfies. After all, things cannot last, but love will.

13. Strategies for better QOL

In order to deliver the greatest good to the greatest number, mass customization or 1-to-1 marketing is likely to do the best job. Logically, mass marketing under economies of scale will lower the cost of the products and make them affordable to the greatest number. However, this strategy will generally not be able to satisfy everyone due to the various needs of people. Thus marketers often try to better satisfy their target markets by segmentation. In this case, marketers may be able to deliver the greater good but to a smaller number. To really maximize life satisfaction, marketers will have to customize its offers to each individual. Then, customization is a way to deliver the greatest good but this time to an even lesser number. So far, it seems that there is a trade-off between the greatest good and the greatest number. A desirable strategy should be the one which can offer the greatest good to the greatest number. This is mass customization or 1-to-1 marketing which can bring the best of both worlds together. Through 1-to-1 or internet marketing with a good record of individual behaviour, marketers can satisfy each individual at mass. An alternative way to attain the greatest good for the greatest number is the mixed strategy of doing any combination of mass marketing, market segmentation and customization. For example, policy makers

may want to first prioritize the problem of life dissatisfaction by asking each individual how satisfied they are with their life. The "dissatisfied" answer indicates the problem of that particular person. After this customization strategy, the dissatisfied persons with the same aspects of life should be grouped to form a certain segment. After an attempt to satisfy these segments, the remaining dissatisfied people should still be satisfied by customization and this can be done through a handling of individual complaints by the 24-hour hotline or internet. Another example is prevention of health problem by giving health education. To educate people for self healthcare, the mass media can be used for marketing. If any particular individual is dissatisfied with this mass education, he or she can still ask questions through the phone. This customization strategy will eventually satisfy everybody. In short, the strategies for achieving the greatest good for the greatest number can be summarized as shown in Figure 2.

Figure 2 : Strategies for the greatest good for the greatest number

		Good	
		Low	High
Number	Low	Ineffective segmentation	Effective segmentation
	High	Mass marketing	Mass customization

Moreover, the greatest good for the greatest number is likely to be attained much better by a partnership between various organizations be it businesses, government and non-governmental organizations (NGOs) or consumers. Examples are oil producing companies, forming a group aiming at preventing oil leakage in order to protect the environment, or Sahapatanapiboon Company organizing tutoring for high school students for their university entrance examinations, or car manufacturer Toyota buying rice from farmers without going through middlemen and selling the rice to its employees at a cheap price. Still other examples show how businesses can better consumer lives through government by several means. For instance, Unilever (Thailand) donated green areas to Bangkok Administration for slum communities and Toyota Motors (Thailand) and the Ministry of Education joined hands in donating used books.

Alliances between businesses and NGOs are also an interesting road to follow. For instance, the Petroleum Authority of Thailand teamed up with an NGO in order to develop its rice seedlings. Finally, Thai consumers can also join hands together to better others' QOL. Examples are the employees of Padaeng Industry Public Company Limited having established a group in order to develop a nearby community in the Tak province, or the Karawanbun project of the Volksiam club and the scooter lover club aiming at travelling and donating along the way.

Generally, policy makers may want to deliver the greatest good for the greatest number, or provide good QOL to all. If this intention cannot be fulfilled for whatever reasons, Thais have to be more active in bettering their own lives or just lower their expectation levels of what they want to get out of life or various domains of lives. In this way, Thais can be satisfied at all time even when the private and public policy makers fail. From a marketing viewpoint, to satisfy Thai lives, policy makers should pay more attention to improving education and income, especially for the underprivileged.








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APPENDICES

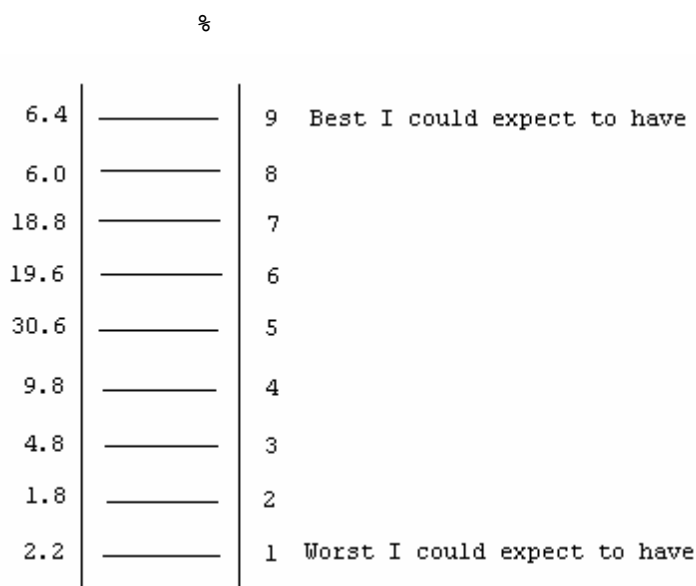
Satisfaction Level	Percentage
1 (Completely Satisfied)	7.6%
2	11.2%
3	24.2%
4	38.6%
5	11.6%
6	3.6%
7 (Completely Dissatisfied)	3.2%

A.3 Here are some faces expressing various feelings. Below each is a letter.

%	1.2	1.8	5.2	25.2	37.0	23.6	6.0
							
	A	B	C	D	E	F	G

Circle the letter under the face which comes closest to expressing how you feel about your life as a whole.

A.4 Below is a picture of a ladder. At the bottom of the ladder is the worst life you might reasonably expect to have. At the top is the best life you might expect to have. The other rungs are in between.



Circle the number on the ladder which best reflects your life as a whole.

PART B: HOW SATISFIED OR DISSATISFIED YOU ARE WITH THE VARIOUS ASPECTS OF LIFE

This part deals with various aspects of your life (e.g., family life, work life), you will be asked about how you feel about each aspect of your life. Please circle the number that best reflects your current feelings about each aspect of life – taken into account what has happened in the last year and what expect in the near future – by using the following key:

- 1 = I am extremely pleased with this aspect of my life
- 2 = I am quite pleased with this aspect of my life
- 3 = I am somewhat pleased with this aspect of my life
- 4 = I am neither pleased nor displeased with this aspect of my life

5 = I am somewhat displeased with this aspect of my life

6 = I am quite displeased with this aspect of my life

7 = I am extremely displeased with this aspect of my life

A = I never thought about it

B = The question does not apply to me

Please circle the number which best reflects **your feeling** about the following aspects of your family life. If none of seven numbers correctly describe your feeling, please circle either A or B.

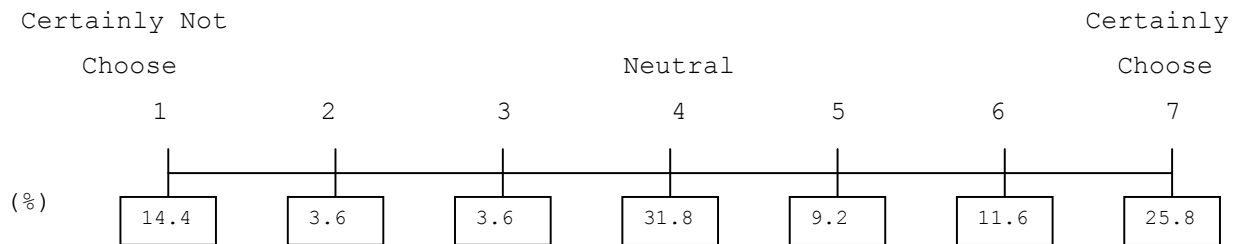
	Extrememly pleased					Extremely displeased		Never thought about it	Don't apply
	1	2	3	4	5	6	7	A	B
1.Family Life									
your marriage.....	13.8	22.0	13.8	12.8	4.4	3.6	1.4	0.8	27.4
your home-life.....	14.6	37.4	23.2	13.4	5.2	3.8	1.6	0.6	0.2
your children,grandchildren.....	19.6	35.4	15.6	8.8	4.4	1.6	1.2	1.4	12.0
your housing.....	14.8	36.4	23.2	13.4	5.8	4.0	2.0	0.4	0.0
your neighborhood.....	8.8	29.6	22.4	24.4	6.8	4.4	2.8	0.8	0.0
Availability of trasportation.....	20.0	37.8	18.6	11.6	6.8	3.2	1.8	0.2	0.0
your parents,brothers,sisters.....	31.0	43.0	11.4	9.4	2.2	1.6	0.6	0.0	0.8
2.Social Life									
your friends.....	15.2	41.0	19.0	17.8	3.4	1.0	0.8	1.0	0.8
your neighbors and acquaintances.....	8.6	31.0	24.6	27.8	4.0	1.6	1.6	0.4	0.4
chance to spend time with other people...	7.2	24.0	30.0	23.8	8.4	3.4	1.6	1.6	0.0
clubs, social organizations.....	2.6	10.6	16.0	30.0	5.6	4.8	1.4	6.4	22.6
convenient meeting places.....	6.4	28.6	20.4	26.6	4.2	4.2	0.8	5.2	3.6
IF YOU ARE NOT EMPLOYED, SKIP QUESTION 3 AND GO DIRECTLY TO QUESTION 4									
3.Work Life									
availability of work.....	6.8	30.0	16.6	9.4	7.4	3.0	2.0	0.0	24.8
your working conditions.....	6.4	28.4	18.2	10.4	7.6	2.8	1.4	0.0	24.8
the people you work with.....	7.8	24.2	18.4	12.6	4.2	1.6	0.6	1.4	29.2
hour worked.....	6.4	27.4	21.0	11.4	4.6	3.2	1.4	0.0	24.6
your earnings.....	4.2	24.4	18.4	10.6	9.2	6.0	2.6	0.0	24.6
your job security.....	9.0	26.6	13.6	11.0	6.6	5.6	2.2	0.6	24.8
retirement program.....	1.0	5.8	2.6	3.4	1.6	1.8	1.2	0.8	81.8
autonomy.....	19.2	32.4	10.4	5.8	3.8	2.2	1.2	0.4	24.6
opportunities of expressing your abilities	14.0	26.0	16.4	10.6	3.8	2.4	1.2	0.6	25.0
advancement opportunities.....	6.4	20.4	13.0	17.2	7.6	4.4	2.8	3.0	25.2
4.Personel Health									
your wellness.....	18.6	34.4	17.0	10.4	12.4	6.0	1.0	0.2	0.0
your stamina.....	15.4	38.8	19.8	10.8	10.0	4.2	1.0	0.0	0.0
your mobility (ability to get around your own)	19.6	41.2	18.0	9.2	6.4	4.8	0.8	0.0	0.0
your appearance.....	11.8	37.8	20.8	11.4	10.2	5.8	1.6	0.6	0.0

	Extrememly pleased					Extremely displeased		Never thought	Don't apply
	1	2	3	4	5	6	7	A	B
5.Beliefs Leading One's Life									
should help others.....	57.4	26.6	10.8	3.4	0.2	0.2	1.0	0.4	0.0
good deeds lead to good results.....	67.2	18.6	5.8	4.4	0.6	0.6	2.8	0.0	0.0
do not bother others.....	70.0	23.4	4.4	2.0	0.0	0.0	0.2	0.0	0.0
self reliance.....	75.0	21.4	2.2	1.2	0.0	0.0	0.2	0.0	0.0
make yourself worthwhile to the society	59.0	23.4	11.2	5.2	0.4	0.2	0.4	0.2	0.0
where there is a will ,there is a way.....	72.2	16.0	7.8	1.8	0.4	0.0	1.8	0.0	0.0
this life is with fate.....	12.8	4.8	5.8	15.2	5.2	10.6	41.4	4.2	0.0
being able to choose what you do is									
happiness.....	55.2	23.0	9.4	5.8	0.8	0.4	5.2	0.2	0.0
doing what you like is happiness.....	47.8	19.6	10.4	8.8	2.6	0.2	10.0	0.6	0.0
giving yields happiness.....	53.8	21.4	13.2	8.4	0.6	0.2	2.4	0.0	0.0
greedy is great.....	2.2	0.6	2.0	6.0	3.6	9.8	72.6	2.8	0.4
6.self									
your achievement of personal goals									
(self-actualization)	11.4	26.6	23.4	13.4	12.6	8.2	3.4	0.8	0.2
your ability to get along with others,									
social skills.....	19.8	44.2	20.4	11.2	3.6	0.0	0.2	0.6	0.0
the respect shown to you by others.....	13.4	40.6	27.0	16.2	1.6	0.6	0.4	0.2	0.0
the level of education you have.....	6.4	24.8	19.2	15.4	15.6	12.0	5.6	0.6	1.0
your level of competence in your trade									
or profession.....	12.4	33.8	23.4	13.2	5.4	3.6	2.2	0.4	5.6
the confidence in yourself.....	27.2	40.8	18.2	9.2	3.0	0.8	0.8	0.0	0.0
7.Health Care									
local hospitals and clinics.....	9.2	34.6	23.0	13.6	7.2	4.0	2.4	0.6	5.4
competence of local doctors.....	12.8	38.8	19.2	14.4	3.6	2.4	1.2	0.8	6.6
emergency medical transportation.....	2.6	10.4	7.8	13.0	3.8	1.0	1.2	11.0	49.2
doctor's fee.....	4.6	19.0	19.6	20.4	17.6	8.8	4.4	1.2	4.4
hospital charges.....	3.8	15.4	16.8	18.0	16.2	11.2	3.6	3.8	11.2
prices of medicines and drugs.....	3.8	19.2	19.2	21.2	17.4	10.0	4.8	1.4	3.0
8.Material Possessions									
your house(s)/apartment(s).....	16.2	38.6	17.2	11.8	4.2	7.8	2.6	0.4	1.2
your furniture and appliances.....	13.2	39.6	21.8	13.8	5.0	5.2	1.2	0.0	0.2
your private transportation,for									
instance,car(s),truck(s)	11.2	28.2	16.4	12.8	5.2	4.4	1.6	0.4	19.8
your clothing, accessories and jewelry...	11.6	38.4	20.6	20.2	4.6	1.6	1.0	1.0	1.0
savings and investments.....	7.0	24.8	21.2	17.2	13.8	9.6	3.6	0.6	2.2
9.Education									
learning from schools can be used in works	15.2	33.0	18.8	14.6	6.6	6.4	2.8	1.0	1.6
education makes you live morally.....	18.6	43.6	19.6	11.0	2.2	1.8	0.6	1.0	1.6
education makes you helpful to the society	16.6	41.8	23.2	11.4	3.0	1.4	0.6	0.6	1.4
education makes you able to be on your own	29.2	43.2	16.8	5.2	2.6	0.6	0.4	0.6	1.4
education makes you reasonable.....	27.2	47.8	16.6	4.4	1.4	0.2	0.2	0.8	1.4
learning enable you to seek for knowledge									
on your own.....	27.8	42.6	18.4	6.2	1.6	0.8	0.2	1.0	1.4
education distribution or education									
equality.....	4.4	15.4	17.8	18.0	20.6	14.0	8.6	0.4	0.8
chances to get your education.....	12.2	27.4	17.8	10.2	15.0	10.4	5.6	0.8	0.6

	Extrememly pleased					Extremely displeased		Never thought	Don't apply
	1	2	3	4	5	6	7	A	B
I. Infrastructure									
water.....	16.6	37.2	17.2	9.8	9.6	5.6	4.0	0.0	0.0
electricity.....	17.0	37.2	17.6	10.8	9.4	3.8	4.2	0.0	0.0
public transportation (e.g. buses).....	6.0	23.4	17.2	18.6	13.6	8.2	6.6	0.6	5.8
telephone.....	17.0	38.2	21.8	10.6	4.6	4.6	1.4	0.4	1.4
mails.....	17.2	40.0	22.8	11.2	2.6	2.2	0.6	1.0	2.4
streets.....	12.0	31.4	22.6	11.2	11.6	8.0	2.8	0.2	0.2
sewage.....	8.4	22.2	19.0	12.2	14.6	14.0	9.2	0.4	0.0
..Environment									
air.....	8.0	20.6	13.2	9.8	17.4	16.4	14.6	0.0	0.0
canals.....	2.0	10.2	8.8	14.8	21.6	18.6	18.8	1.6	3.6
sound/peace.....	6.8	17.0	12.8	16.8	17.4	14.8	14.4	0.0	0.0
quantity of dirt.....	4.6	12.8	12.8	12.6	16.2	21.0	19.8	0.2	0.0
garbage collection.....	9.2	24.8	21.0	15.4	11.6	9.6	8.4	0.0	0.0
parks/green areas.....	4.0	15.2	18.4	17.4	18.4	15.6	9.0	1.2	0.8
forests.....	1.8	9.0	11.4	21.4	19.0	18.4	14.4	1.6	3.0
natural resources.....	1.6	8.8	11.6	22.8	18.8	19.2	12.0	2.6	2.6
population density.....	1.6	9.0	10.4	17.2	22.8	19.2	19.0	0.6	0.2
cleanliness of the city.....	2.4	14.4	20.8	17.6	19.8	14.6	10.4	0.0	0.0
life and possession safeties.....	4.0	12.8	12.2	13.2	17.4	20.2	20.2	0.0	0.0

Part C: Willingness to Vote for the Ex-Governor (Dr. Pichit Rattakul)

If the previous governor was a candidate in the latest election, how likely you will want to vote for him.



Part D: Some Background Information

Please indicate which response to the following questions best represents your (or your family's) situation.

All your information will be kept strictly confidential.

1. Your sex

<u>41.8%</u>	1.1 Male	<u>58.2%</u>	1.2 Female
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2. Your age

<u>11.8%</u>	2.1 Under 25	<u>13.0%</u>	2.2 25 to 29
<u>14.0%</u>	2.3 30 to 34	<u>29.4%</u>	2.4 35 to 44
<u>17.6%</u>	2.5 45 to 54	<u>9.4%</u>	2.6 55 to 64
<u>4.8%</u>	2.7 65 and over		

3. Your marital status

<u>67.4%</u>	3.1 Married	<u>26.8%</u>	3.2 Never married
<u>2.6%</u>	3.3 Widowed	<u>2.6%</u>	3.4 Divorced
<u>0.6%</u>	3.4 Separated		

4. How far did you go in school?

<u>4.4%</u>	4.1 Less than lower primary school
<u>9.2%</u>	4.2 Lower primary school
<u>14.8%</u>	4.3 Upper primary school
<u>9.8%</u>	4.4 Lower secondary school
<u>15.2%</u>	4.5 Upper secondary school
<u>19.0%</u>	4.6 Some college
<u>24.4%</u>	4.7 College graduate
<u>3.2%</u>	4.8 Advanced degree

5. What is your employment status?

<u>75.6%</u>	5.1 Employed(part/full time)	} go to 7
<u>4.2%</u>	5.2 Unemployed, laid-off	
<u>4.4%</u>	5.3 Retired, disabled	
<u>10.6%</u>	5.4 Housewife	
<u>5.2%</u>	5.5 Student, not employed	

6. What is your occupation?

<u>5.0%</u>	6.1 Administrator or professional (e.g., physician, nurse, teacher, lawyer, accountant, engineer, architect)
<u>5.2%</u>	6.2 Government officer except those specified in 6.1
<u>18.8%</u>	6.3 Employee in a private business or bank or big store.

<u>21.4%</u>	6.4 Merchant
<u>9.2%</u>	6.5 Own-Business (e.g., landlord, own-hotel)
<u>7.0%</u>	6.6 Skilled or semi-skilled laborer (e.g., carpenter, repairman for electrical appliances, tailor, hairdresser)
<u>7.4%</u>	6.7 Unskilled laborer (e.g., house-maid, construction laborer)
<u>1.4%</u>	6.8 Others (write in) _____

7. What is your religious preference?

<u>98.0%</u>	7.1 Buddhism	<u>0.8%</u>	7.2 Islam
<u>1.2%</u>	7.3 Christianity	<u>0.0%</u>	7.4 Hinduism
<u>0.0%</u>	7.5 None		
<u>0.0%</u>	7.6 Other (write in) _____		

8. What is your nationality?

<u>89.0%</u>	8.1 Thai	(Then Go Directly to Question 10)
<u>10.6%</u>	8.2 Chinese	
<u>0.4%</u>	8.3 Other (write in) _____	

9. How do you identify yourself?

<u>4.8%</u>	9.1 Thai
<u>4.6%</u>	9.2 More Thai than Chinese or the others
<u>1.6%</u>	9.3 More Chinese or the others than Thai
<u>0.0%</u>	9.4 Chinese or the others

10. How many people are there in your household? (household refers to yourself and the others who share the same household budget for groceries, utilities and other household items) write in _____

<u>2.0%</u>	10.1	1
<u>7.4%</u>	10.2	2
<u>17.8%</u>	10.3	3
<u>20.4%</u>	10.4	4
<u>19.4%</u>	10.5	5
<u>9.8%</u>	10.6	6
<u>9.4%</u>	10.7	7
<u>5.0%</u>	10.8	8
<u>0.6%</u>	10.9	9
<u>3.8%</u>	10.10	10
<u>1.0%</u>	10.11	11

<u>0.8%</u>	10.12	12
<u>1.0%</u>	10.13	13
<u>0.8%</u>	10.14	14
<u>0.4%</u>	10.15	16
<u>0.2%</u>	10.16	20
<u>0.2%</u>	10.17	30

11. How many people in your household (including yourself) have income from employment and/or family support? (write in)

<u>21.8%</u>	11.1	1
<u>40.2%</u>	11.2	2
<u>17.0%</u>	11.3	3
<u>10.4%</u>	11.4	4
<u>5.2%</u>	11.5	5
<u>2.2%</u>	11.6	6
<u>1.6%</u>	11.7	7
<u>0.6%</u>	11.8	8
<u>0.6%</u>	10.9	9
<u>0.2%</u>	11.10	10

12. According to the fact that income may have an impact on satisfaction with various aspects of life, we would like you to estimate your monthly household income (household income includes wages, salary, pension, interest, rent, dividend, and other income which you and the others in the household receive).

<u>0.2%</u>	12.1	less than 1,500 Baht/Month
<u>0.8%</u>	12.2	2,000 - 2,499 Baht/Month
<u>0.4%</u>	12.3	2,500 - 2,999 Baht/Month
<u>1.6%</u>	12.4	3,000 - 4,999 Baht/Month
<u>5.6%</u>	12.5	5,000 - 6,999 Baht/Month
<u>6.4%</u>	12.6	7,000 - 8,999 Baht/Month
<u>8.2%</u>	12.7	9,000 - 11,999 Baht/Month
<u>8.4%</u>	12.8	12,000 - 14,999 Baht/Month
<u>10.0%</u>	12.9	15,000 - 19,999 Baht/Month
<u>10.8%</u>	12.10	20,000 - 24,999 Baht/Month
<u>7.0%</u>	12.11	25,000 - 29,999 Baht/Month

<u>11.4%</u>	12.12	30,000 - 39,999 Baht/Month
<u>8.2%</u>	12.13	40,000 - 49,999 Baht/Month
<u>20.2%</u>	12.14	50,000 Baht/Month or more
<u>0.8%</u>	12.15	Refused to Answer

Table 6: Interviewee Profile

Demographic Characteristics		Percentage of Interviewees	Percentage of Bangkok Pop.
Gender	Male	42	48
	Female	59	52
Age	21-24	12	16
	25-29	13	16
	30-34	14	14
	35-44	29	24
	45-54	18	16
	55-64	9	8
	65 and over	5	6
Marital Status	Married	67	52
	Never-married	27	42
	Non-married	6	6
	Refused to Answer	0	0
Employment Status	Employed	76	63
	Non-Employed	24	37
	Refused to Answer	0	0
Religion	Buddhism	98	95
	Islam	1	4
	Other	1	1
Education	Lower Primary School Or Less	14	25
	Upper Primary School	15	16
	Lower Secondary School	10	15
	Upper Secondary School	15	20
	Some College	19	5
	Beachelor Degree	24	17
	Advanced Degree	3	2
	Refused to Answer	0	0

Table 7: Satisfaction with Significant Domains of Life Across Subgroups of Population

	MEAN	FAM	SOC	WOK	PHEA	BELIF	SEL	HCA	MAT	EDUC	INFRA	ENV
Age	Young	2.677	2.917	2.859	2.615	1.692	2.800	3.773	3.117	2.611	3.220	4.422
	Old	2.682	3.153	3.035	2.717	1.583	2.609	(3.636)	2.914	2.513	3.017	4.509
Gender	Male	2.602	2.973	2.918	2.478	1.587	2.627	3.868	2.923	2.514	3.164	4.408
	Female	2.757	3.097	2.976	2.854	1.688	2.783	3.540	3.109	2.611	3.073	4.524
Employment Status	Employed	2.679	3.035	2.947	2.666	1.638	2.705	3.704	3.016	2.562	3.119	4.466
Marrital	Married	2.670	2.980	2.872	2.748	1.662	2.680	3.771	3.034	2.614	3.213	4.323
	Never married	2.689	3.090	3.022	2.584	1.614	2.730	3.638	2.997	2.511	3.024	4.608
Education	Low	2.718	3.049	2.924	2.786	1.704	2.734	(3.642)	3.063	2.765	2.960	4.345
	High	2.641	3.021	2.969	2.546	1.571	2.676	3.766	2.969	2.359	3.277	4.586
Household Income	Low	2.748	3.103	3.120	2.745	1.618	2.726	(3.682)	3.163	2.568	3.079	4.381
	High	2.611	2.967	2.773	2.588	1.657	2.684	3.726	2.869	2.869	3.158	4.550

Note : The positively significant domains of life are colored (shaded) whereas the negatively significant domains of life are shaded in the light blue color.

FAM = Family Life

SOC = Social Life

WOK = Work Life

PHEA = Personal Health

BELIF = Belief

SEL = Self

HCA = Health Care

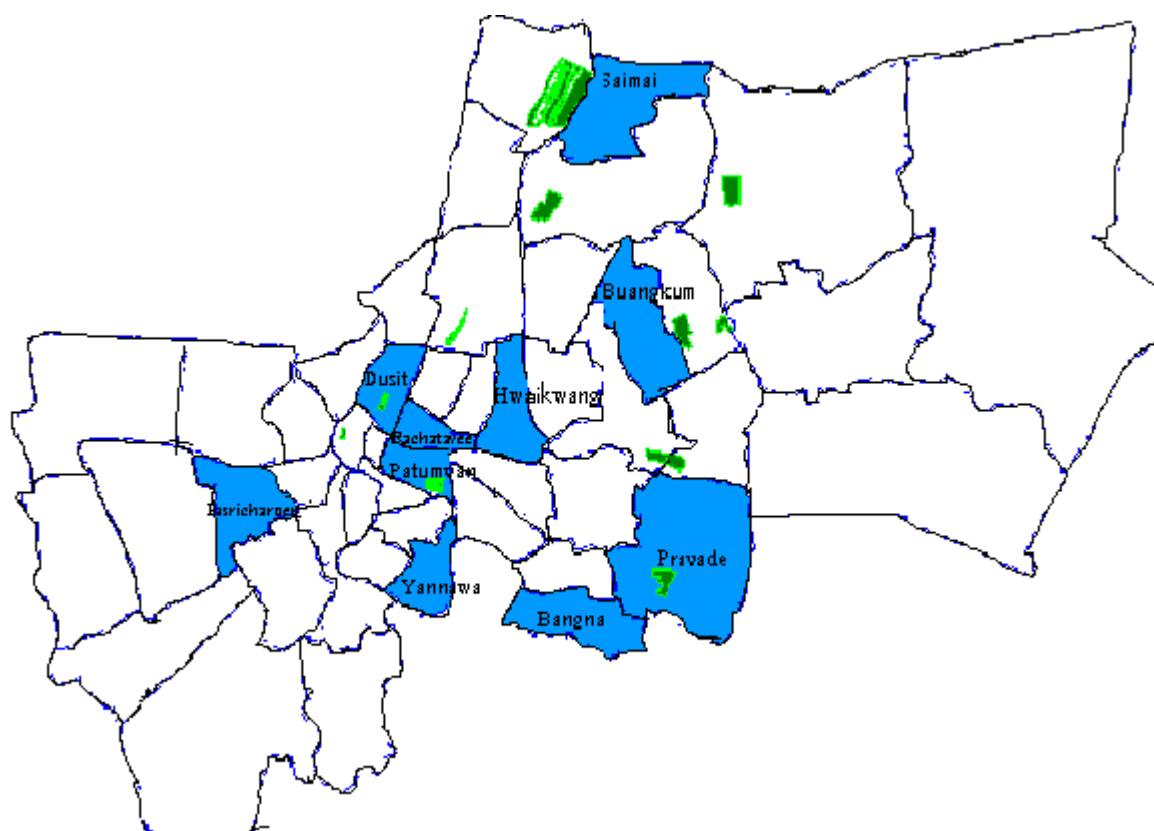
MAT = Material Possessions

EDUC = Education

INFRA = Infrastructure

ENV = Environment

Figure 5: The Geographic Distribution of Sampling Districts



District	GLS Mean
Saimai	3.2267
Bangna	3.3650
Pasicharoen	3.4900
Dusit	3.6033
Pravade	3.6117
Hwaikwang	3.7150
Yannawa	3.7350
Buangkum	3.7550
Rachatavee	3.8300
Patumwan	3.9100

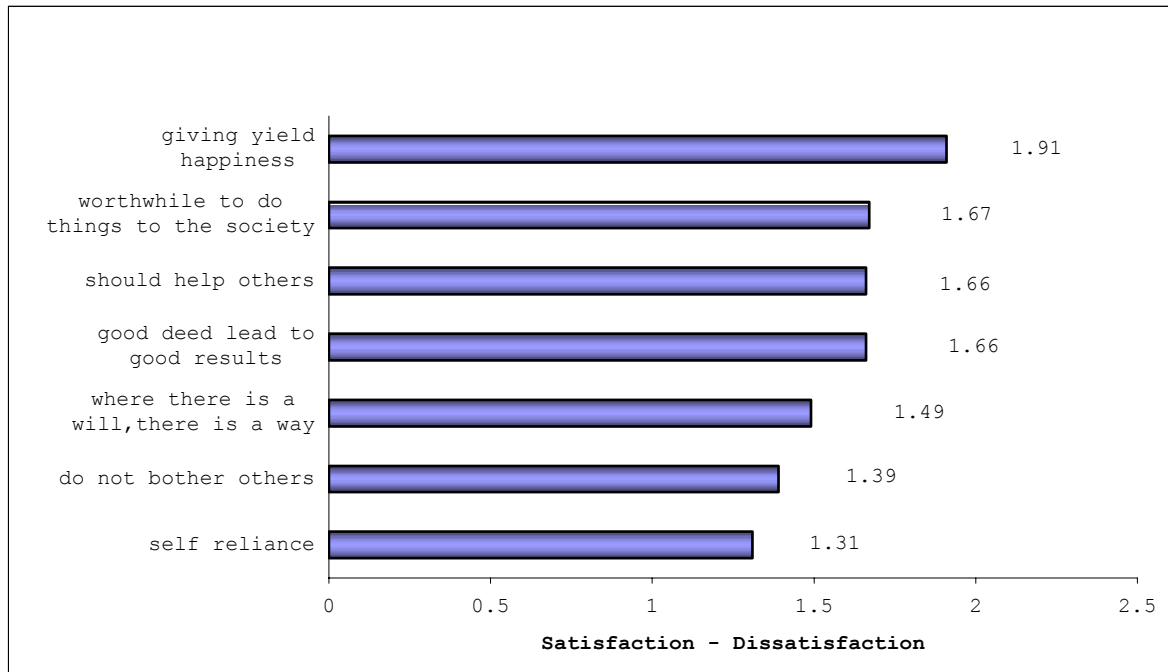
Figure 6: Satisfaction with Beliefs Leading One's Life**Overall Mean = 1.5710**

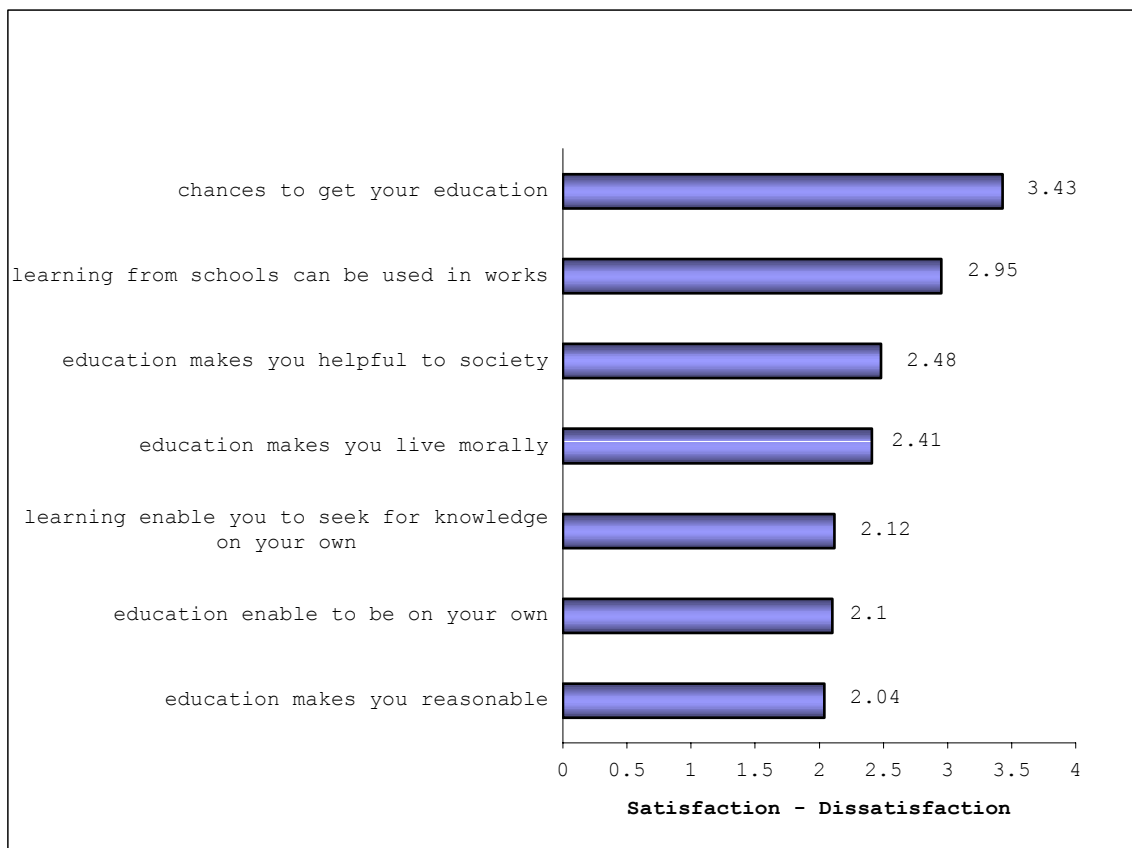
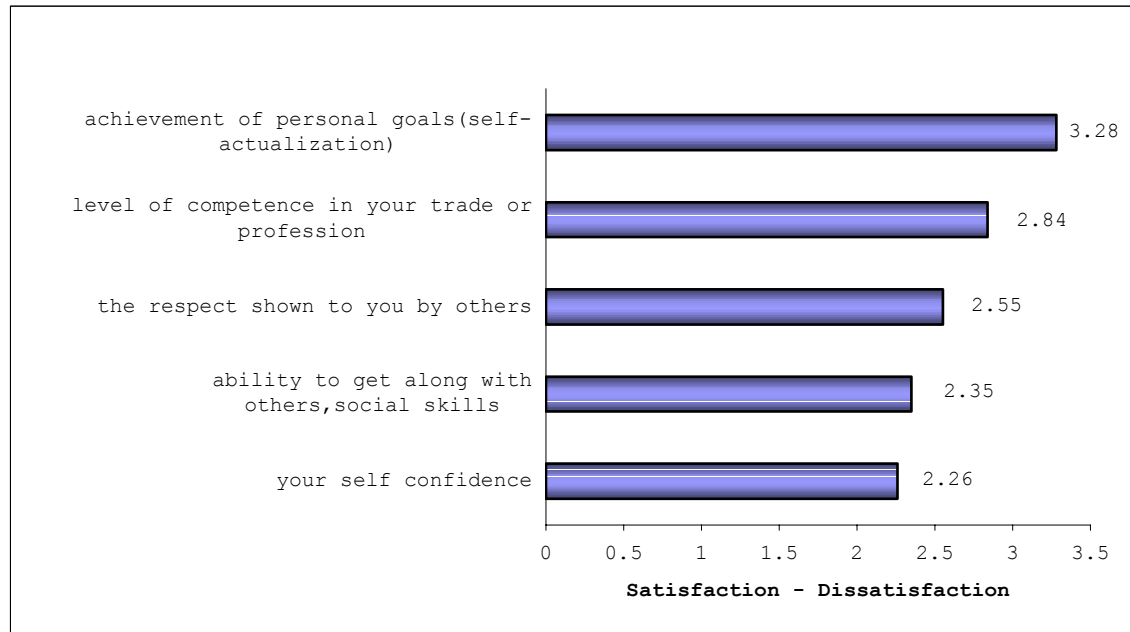
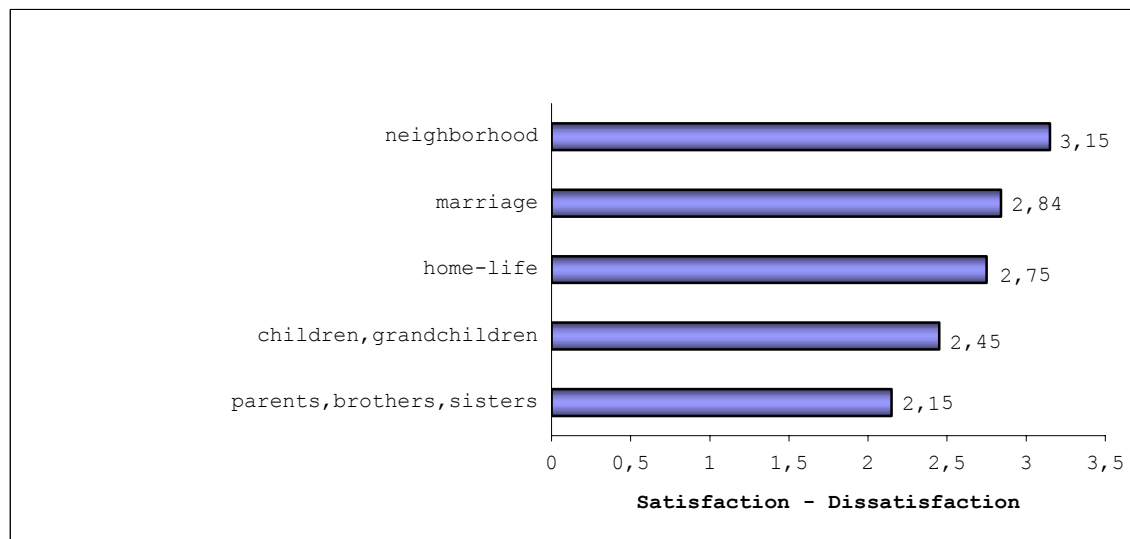
Figure 7: Satisfaction with Education**Overall Mean = 2.5048**

Figure 8: Satisfaction with Self

Overall Mean = 2.6376

Figure 9: Satisfaction with Family Life

Overall Mean = 2.6621

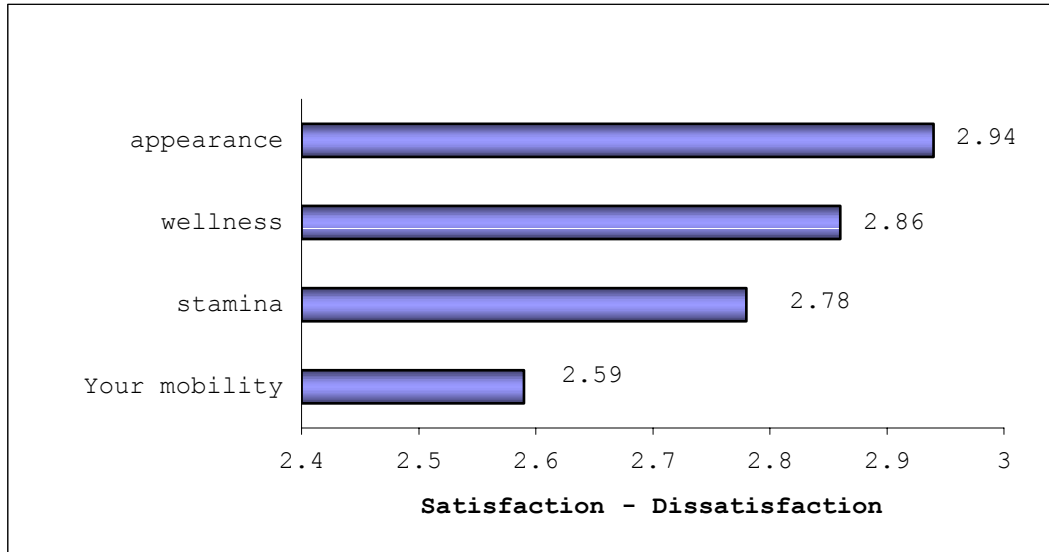
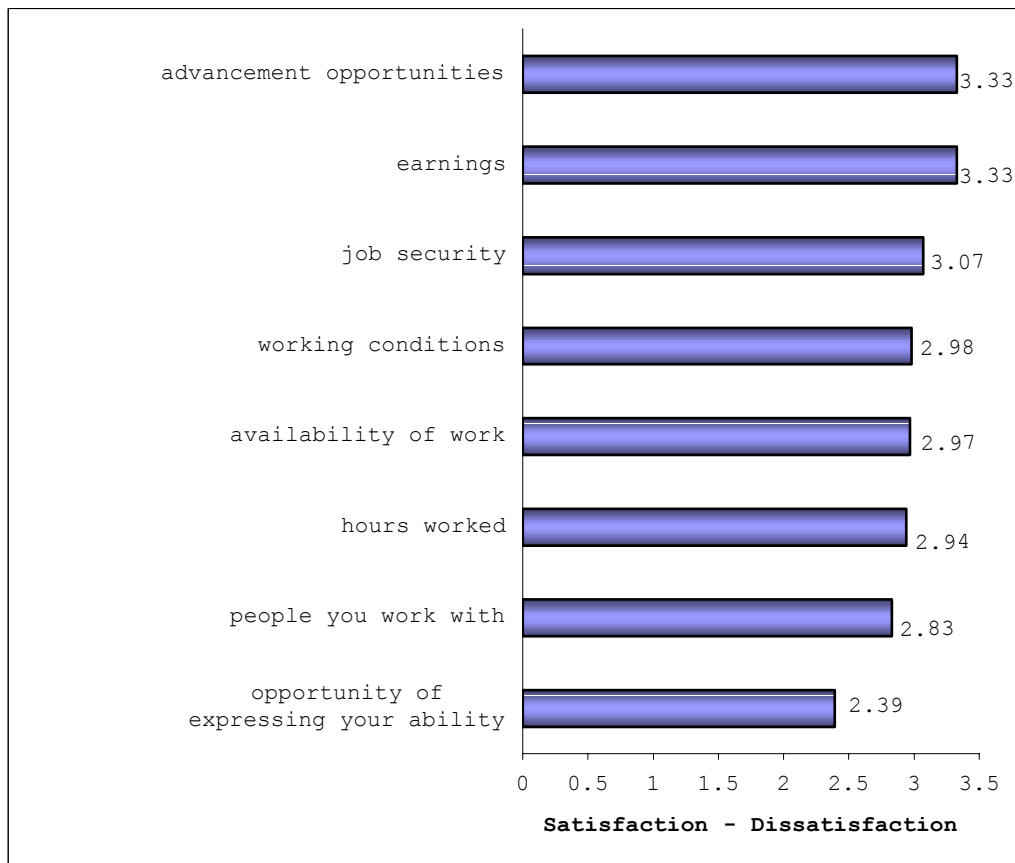
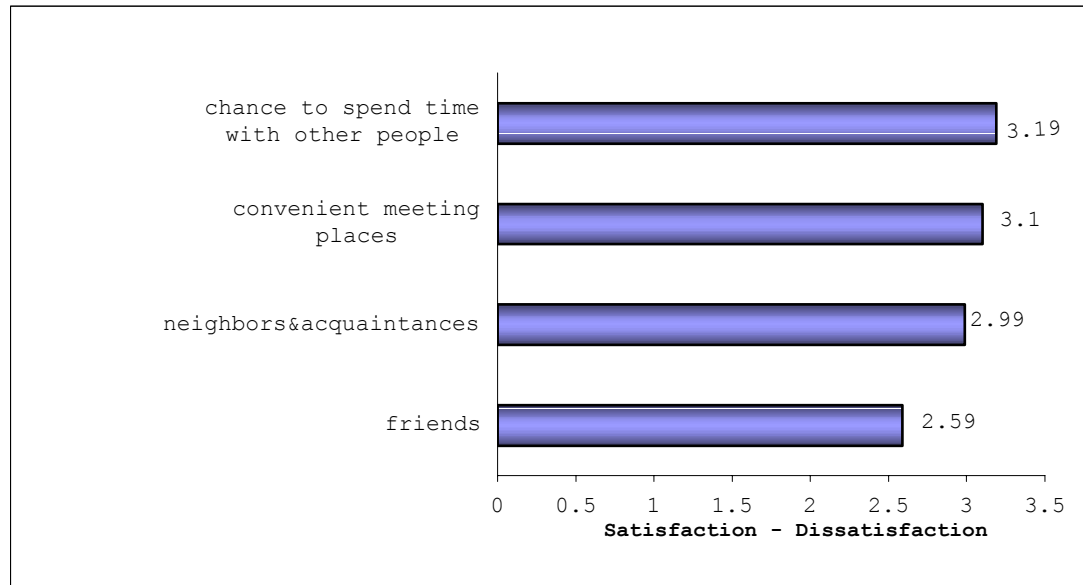
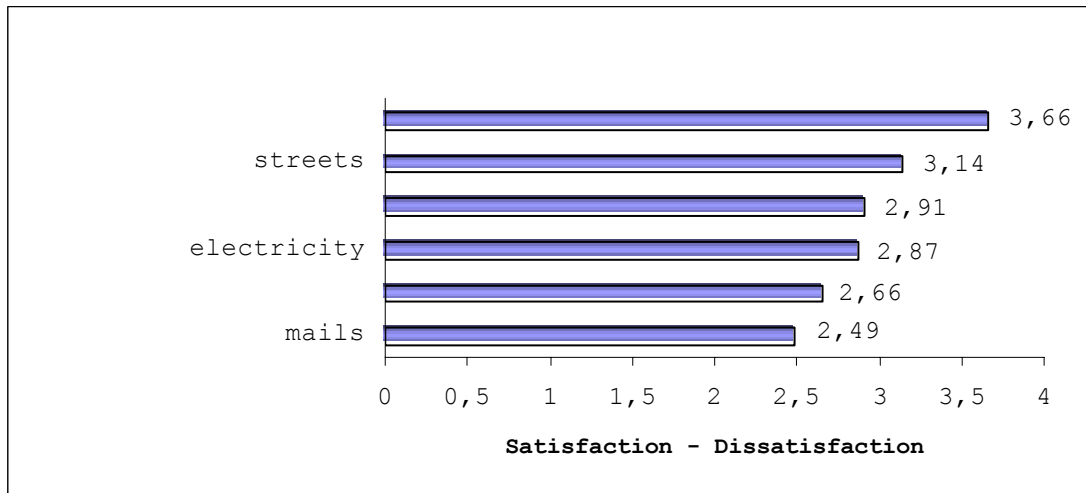
Figure 10: Satisfaction with Personal Health**Overall Mean = 2.7454****Figure 11: Satisfaction with Work Life****Overall Mean = 2.9874**

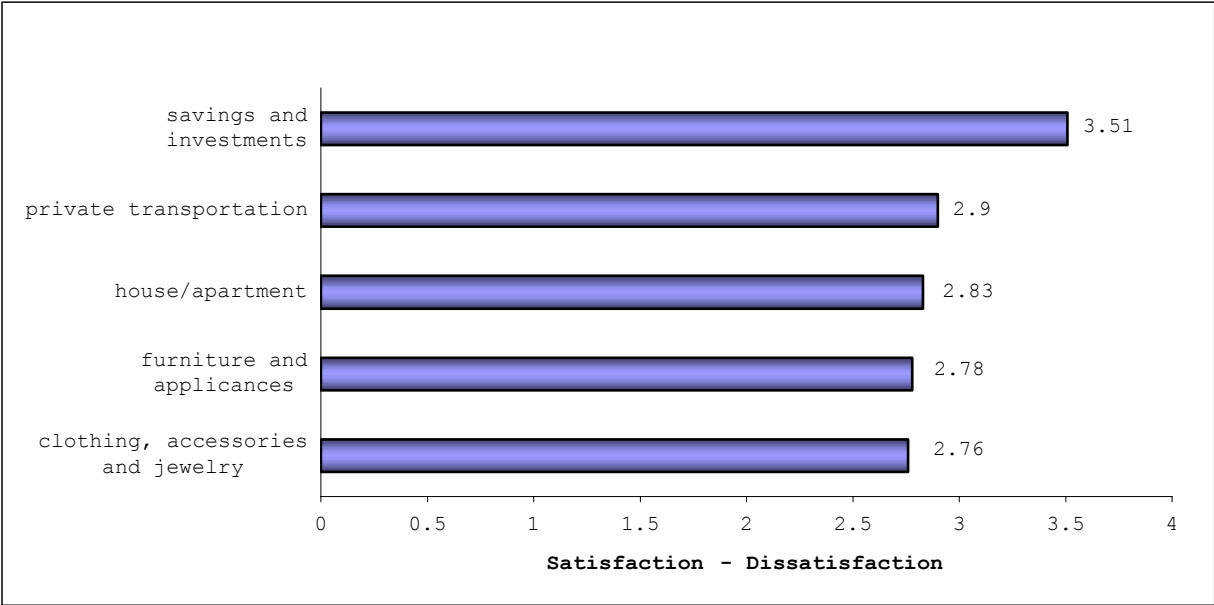
Figure 12 : Satisfaction with Social Life

Overall Mean = 2.9897

Figure 13: Satisfaction with Infrastructures

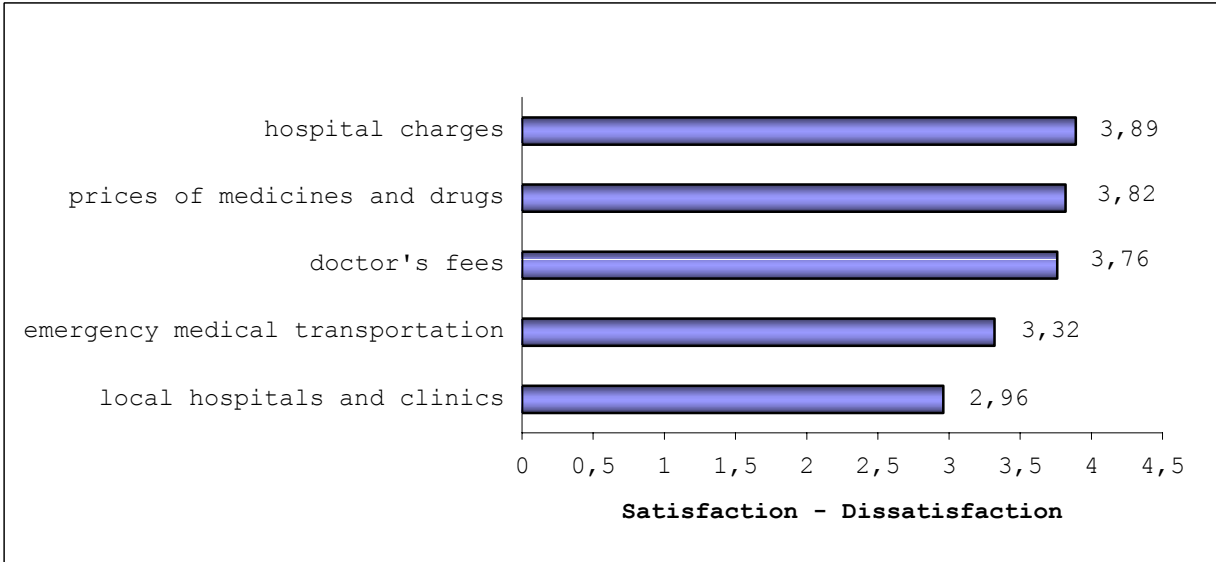
Overall Mean = 3.0096

Figure 14: Satisfaction with Material Possessions



Overall Mean = 3.0099

Figure 15: Satisfaction with Health Care



Overall Mean = 3.5743

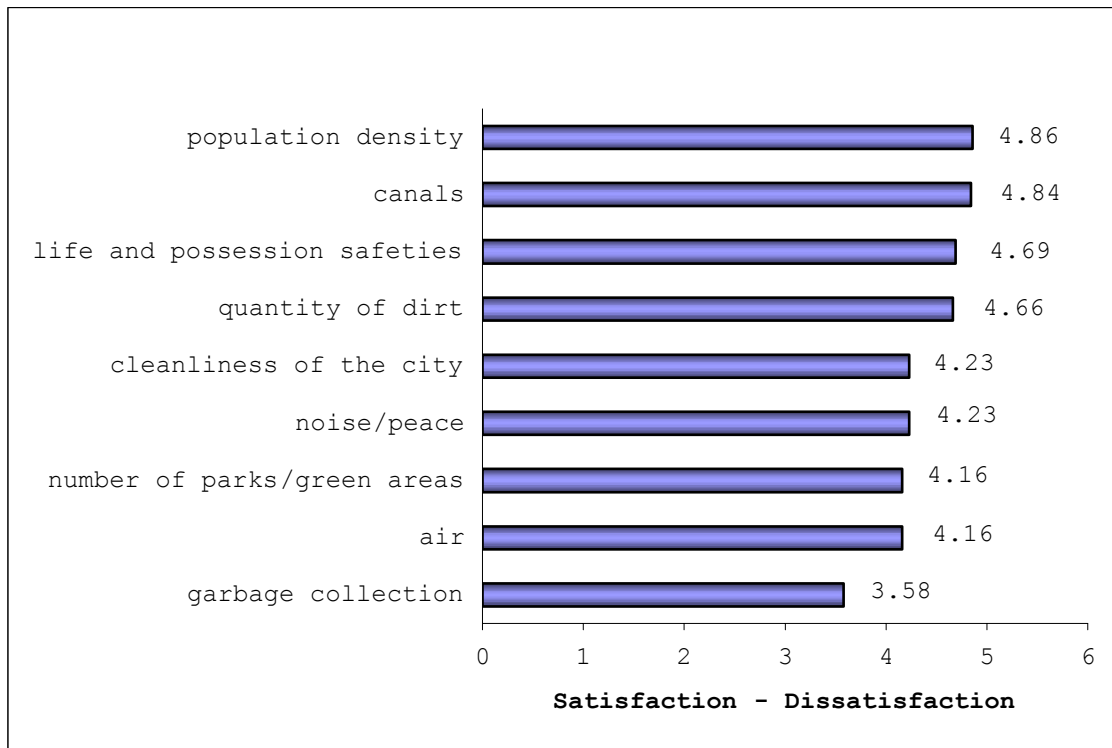
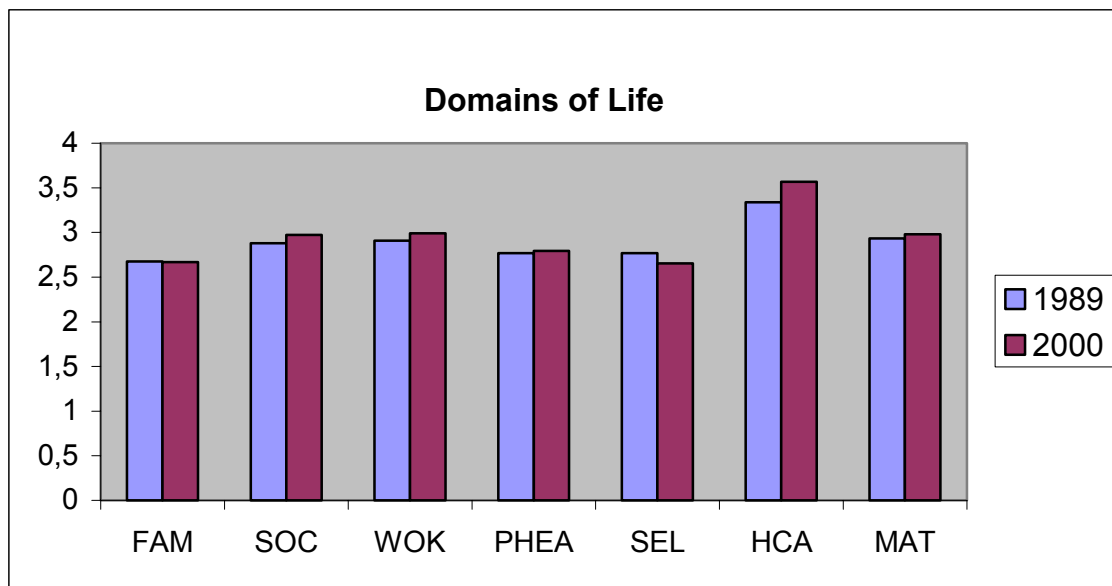
Figure 16: Satisfaction with Environment**Overall Mean = 4.4380**

Figure17 : Comparison of Satisfaction with 7 domains of life in this past Decade



	FAM	SOC	WOK	PHEA	SEL	HCA	MAT
1989	2.6768	2.8781	2.9070	2.7683	2.7672	3.3358	2.9328
2000	2.6676	2.9720	2.9899	2.7925	2.6523	3.5682	2.9786

FAM = Family Life

SOC = Social Life

WOK = Work Life

PHEA = Personal Health

SEL = Self

HCA = Health Care

MAT = Material Possessions