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Research paper

A Study of Psychosocial Factors Related to Preserving Thai Traditions of Undergraduate Students

Shuttawwee Sitsira-at

Department of Psychology, Faculty of Humanities, Srinakharinwirot, Bangkok 10110, People's Kingdom of Thailand

Abstract

This correlational comparative study aimed at investigating important psychological and situational predictors of preserving Thai traditions, as well as, finding the groups at risk of not preserving Thai traditions. The sample of 1,297 undergraduate students from 10 universities in junior and senior levels was obtained. The sample consisted of 265 male students and 1,032 female students. The stratified quota random sampling was used. The hypotheses are tested by Multiple Regression analysis. Results of the research found that the positively correlation between students' psychological traits, social situations, psychological states and preserving Thai traditions is statistically significant at .01. Results of the total sample from multiple regression analysis indicated that behavioral intention to Thai-value was the first important predictor of this behavior, followed by social norm, cultivated by families, opening for information, role model, core-self-evaluation, attitude toward Thai products, psychological immunity, perceived ease of shopping Thai products, ego identity, and Future orientation and self-control with the accuracy of 45.3%. The highest predictive percentage of 31.6% was found in male students with the same important predictors as the total group. Furthermore, the results showed that male in senior students were the groups at risk of not preserving Thai traditions.

Keywords: *Preserving Thai Traditions, Psycho Social Factors, Undergraduate Students, Thailand*

1. Introduction

The Thai lifestyle was positively and negatively impacted by consuming popular foreign culture and products. Many innovation has helped to improve the Thai lifestyle, for example, modern communication, better tools and instruments, and improvement in medicine. However, these benefits of progress have also brought negative consequences to the society as well, especially issues of loss of national identity. Thai people believe that foreign culture and products will give them a luxurious lifestyle. This is an importance problem in Thai society today. The problem of consuming popular foreign culture and products is deepening widely among adults and teenage group as well. It is changing people's views and values and influencing Thai traditional behavior. Leelapata1 interviewed and observed 100 undergraduate students. She found that most students favored Thai products. They wished the Thai government would increase promotion of Thai products to the whole country. Some students travel abroad and buy and eat popular foreign products. They do this because they want to be a modern person. The researcher suggests that (a) the value of Thai products should be promoted, (b) Thai products exhibitions should be promoted, and (c) students should have a sense of patriotism for Thai people when they buy Thai products. The researchers2-5 found that the correlation coefficients between Thai behavior and quality of life domains, e.g., psychological domain, social relationship domain, and environment domain, were significant in positive and negative values.

The Cultural Thai Nation Committee6 (2017) realized a change in lifestyle in Thai new generation. The Thai lifestyle was positively and negatively impacted by consuming popular foreign culture and products. The National Culture Board have announced 5 basic of Thai-values. There are (1) diligent self-reliance and responsible (2) Saving and Serving (3) Discipline and respect for the law (4) The virtue of religion and (5) Patriotism. Prayut Chun-Ocha7, Prime Minister of Thailand, has released a statement on the television program entitled "12 Thai-values," which should be promoted as a key values in Thai society. There are (1) loyalty to the nation, religion, monarchy, which is the current national institution (2) honesty, sacrifice, patience, ideology, good things for the collective (3) gratitude to parents, and teachers (4) direct and indirect learning (5) reserve Thai Culture and Thai Traditional (6) being moral, honest, good looking towards others, generous and sharing (7) understand and learn the right democracies with constitutional monarchy (8) discipline, respect for the law, and respect for the elderly (9) consciousness, knowing, thinking, acting, and following the guidelines of His Majesty the King (10) know how to live with the philosophy of Sufficiency Economy (11) don't give up on low power or passion, and ashamed of their religious sins (12) taking into account the interests of the public and the nation over their own interests. He look forward to building Thailand stronger, so create a good standard in Thai society.

In this research, the researcher is interested in the study of psychosocial factors related to preserving Thai traditions. This research examines correlation between students' psychological traits, social situations, psychological states and preserve Thai tradition in undergraduate students, as well as their predictive percentage, of preserving Thai traditions, and I investigated the groups at risk of not preserving Thai traditions. The conceptual of this research study is based on the Interactionism Model8-10 which suggests that there are at least three groups of antecedent factors affecting human behavior. The first group is psychological traits, such as future orientation and self-control, ego identity, psychological immunity, core-self-evaluation. The second group is

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situational factors, which are the living and nonliving environments surrounding us, i.e., cultivated by families, role model, opening for information, social norm. The final group is psychological states. This kind of psychological process is dynamic, and varies according to the situation, i.e., attitude toward Thai products, behavioral intention to Thai-value, and perceived ease of shopping Thai products. The sample is undergraduate students because they are considered to have high preserving and purchasing power (Office of Youth Promotion and Protection, 2009) and critical to the future of the country.

2. Materials and Methodology

The sampling consists of 1,297 undergraduate students from 10 universities. The stratified quota random sampling was used. The sample consists of male students and female students in junior and senior levels. In this research, the sample comprises 371 (92.75%) Thai undergraduate students at Srinakharinwirot University who are randomly select and stratifies into 3 levels. The sample consists of 265 males (20.4%) and 1,032 females (79.6%) at the junior and senior levels. The self-reporting questionnaire used to collect data is divided into 12 parts; 1) preserving Thai traditions is a dependent variable in this research 2) future orientation and self-control 3) ego identity 4) psychological immunity 5) core-self-evaluation 6) cultivated by families7) role model 8) opening for information 9) social norm 10) attitude toward Thai products 11) behavioral intention to Thai-value and 12) perceived ease of shopping Thai products. perceived ease of shopping Thai products. The operational definitions of preserving Thai traditions is defined as behavior of conservation of good Thai culture. Learn and appreciate Thai fine arts. The importance and participation in the National Day, the important day of religion, and the important day about the king. Participating in activities or traditions related to Thai customs and lifestyle, such as Songkran, Loy Krathong, and say "sa-wad-dee" to show identity of the Thai. The measurement is in the form of a 6-point summated rating scales; strongly true, true, nearly true, nearly not true, not true and strongly not true. Someone with a high score exhibit stronger preserving Thai traditions than someone with a lower score. As the validity of this scale that alpha coefficient 0.859. This edition of scale consists of positive and negative items, and therefore has different criteria in scoring as follows; a positive question, if answered "strongly true," will receive 6 points, and a negative question, if answered "strongly not true," will receive 1 point. A pilot questionnaire was constructed by the researcher and try out questionnaire to 203 samples. Researcher investigated item discrimination (3.313 to 13.524), item-total correlation (0.225 to 0.712). As the validity of 12 scales were alpha coefficient 0.771 to 0.905. Confirmatory factor analysis indicated that12 measurement models consistent with the empirical data. Pearson's products moment correlation coefficient and multiple regressions were used to hypothesis testing.

3. Results

The results and finding of this research are presented in two sections; 1) correlations between variables in the study 2) results from multiple regression analysis and 3) other important results. Results of the research found that the positively correlation between students' psychological traits (future orientation and self-control, ego identity, psychological immunity, core-self-evaluation), social situations (cultivated by families, role model, opening for information, social norm), psychological states (attitude toward Thai products, behavioral intention to Thai-value, and perceived ease of shopping Thai products) and preserving Thai traditions is statistically significant at .01. Results showed in table 1.

Table 2 shows results in total sample from multiple regression analysis, which indicated that eleven psychological and situational factors. There were: 4 variables concerning students' psychological traits, composed of future orientation and self-control, ego identity, psychological immunity, core-self-evaluation which predicted preserving Thai traditions with percentage of 11.5%; 4 variables concerning students' social situation, consisting of cultivated by families, role model, opening for information, social norm which predicted preserving Thai traditions with percentage of 37.1%; and 3 variables concerning psychological states, composed of attitude toward Thai products, behavioral intention to Thai-value which predicted preserving Thai traditions with percentage of 26.9%. Overall was the co-variance explanation of the preserving Thai traditions at 45.3%. The results in total sample of Psychological traits indicated that ego identity was the first important predictor of preserving Thai traditions, followed by core-self-evaluation, and psychological immunity. Result of social situations found that opening for information was the first important predictor of preserving Thai traditions, followed by cultivated by families, social norms, and role model. Result of Psychological states indicated that behavioral intention to Thai-value was the first important predictor of preserving Thai traditions, followed by attitude toward Thai products. The overall important predictors indicated that behavioral intention to Thai-value was the first important predictor of preserving Thai traditions, followed by social norm, cultivated by families, opening for information, role model, core-self-evaluation, attitude toward Thai products, Psychological immunity, perceived ease of shopping Thai products, ego identity, and Future orientation and self-control.

Furthermore, four psychological traits could account for preserving Thai traditions in the total samples with 11.5%, and with the highest predictive percentage of 13.2% for female students. The important predictive traits were ego identity (= .21) and core-self-evaluation (= .15). The lowest predictive percentage of 5.4% was found in male students that consisted of core-self-evaluation (= .23). Four social situations could account for preserving Thai traditions in the total samples with 37.1%, and with the highest predictive percentage of 37.5% for senior students. The important predictive trait was opening for information (= .30). The lowest predictive percentage of 5.4% was found in male students with the same important predictors as in senior students and the total group. Three psychological states could account for preserving Thai traditions in the total samples with 26.9%, and with the highest predictive percentage of 33.6% for male students. The important predictive traits were behavioral intention to Thai-value (= .81). The highest and lowest predictive percentage of 33.6% and 22.8% were found in male students and junior students with the same important predictors as in the total group.

Table. 1. Correlation between students' psychological traits, social situations, psychological states, and preserving Thai traditions.

Var.	FS	EG	SP	CSE	FA	MO	IN	SN	ATT	BI	PE
PTT	**.136****	**.292****	**.135****	**.279****	**.448****	**.438****	**.489****	**.044****	**.373****	**.492****	**.337****
FS		.648**	.691**	.371**	.465**	.352**	.380**	.647**	.485**	.492**	.620**
EG			.688**	.638**	.479**	.417**	.408**	.489**	.433**	.476**	.543**
SP				.575**	.419**	.392**	.336**	.578**	.454**	.458**	.592**
CSE					.347**	.302**	.325**	.274**	.278**	.328**	.372**
FA						.559**	.523**	.500**	.544**	.622**	.597**
MO							.538**	.382**	.478**	.580**	.518**

IN								.326**	.517**	.599**	632**
SN									.541**	.548**	.632**
ATT										.900**	.632**
BI											.651**

Note: PTT = Preserving Thai Traditions, FS = Future orientation and self-control, EG = Ego identity, SP = Psychological immunity, CSE = Core-self-evaluation, FA = Cultivated by families, MO = role model, IN = opening for information, SN = Social norms, ATT = attitude toward Thai products, BI = behavioral intention to Thai-values, PE = perceived ease of shopping Thai products

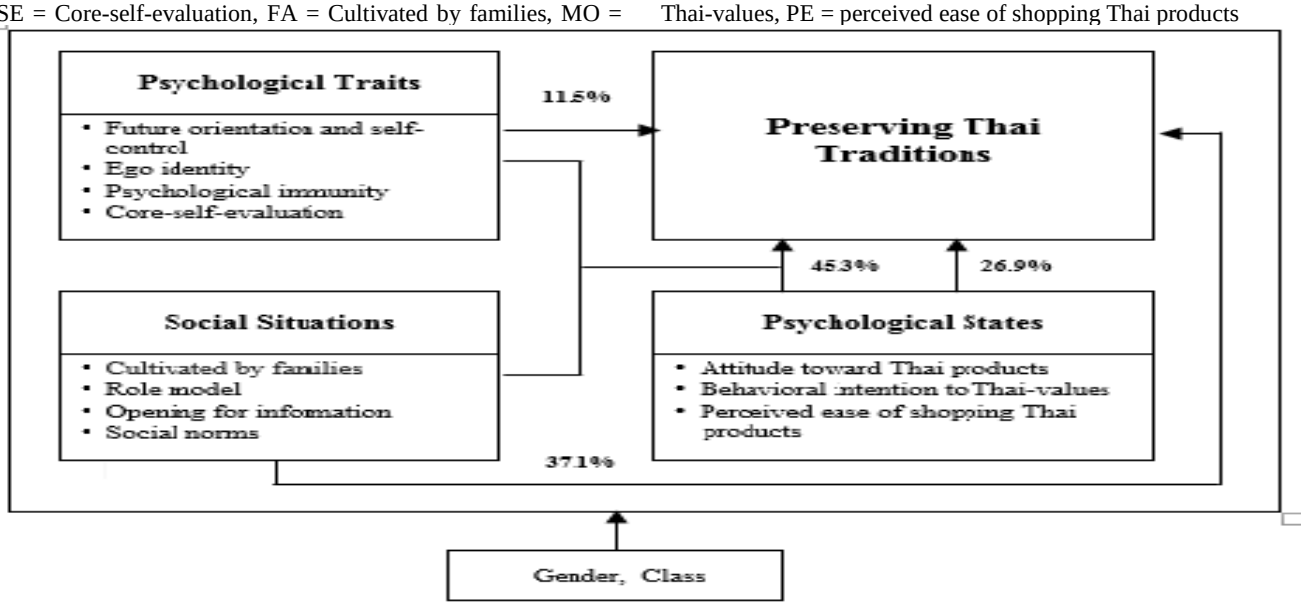


Figure 1 Conceptual framework and relationship among variables in the study

Table. 2. Summary of predictive percentages and important predictors of preserving Thai traditions.

Group	cases	Psychological traits (1-4)			Social situations (5-8)			Psychological states (9-11)			Overall (1-11)		
		R^2%	Pred.	β	R^2%	Pred.	β	R^2%	Pred.	β	R^2%	Predictors	β
Total	1,297	11.5	2,4,3	.28,.19,-.17	37.1	7,5,8,6	.30,.31,-.29,.20	26.9	10,9	.81,-.36	45.3	10,8,5,7,6,4 9,3,11,2,1	.50,-.35,.19 .18,.10,.09. -19,-.13,.12 .11,-.08
Male	265	5.4	4	.23	34.9	7,5,8,6	.26,.31,-.25,.23	33.6	10,9	.87,-.34	46.6	10,8,5,6,9	.76,-.38,.22 .16,-.24
Female	1,032	13.2	2,4,3	.30,.22,-.21	37.1	7,5,8,6	.32,.31,-.31,.19	23.9	10,9 11	.72,-.38 .11	44.9	7,5,8,10,4,6 11,3,9,2,1	.20,.19,-.37 .41,.08.,18 -.13,-.17,.14 -.10
Junior	681	12.6	2,3,4	.33,-.26,.21	36.9	7,6,8,5	.31,.21,-.34,.30	22.8	10,9	.76,-.35	42.0	7,5,8,10,4,6 11,3,9,2,1	.21,.12,-.41 .45,.23,.08. -.16
Senior	616	11.2	2,4	.21,.15	37.5	7,5,8,6	.30,.32,-.24,.19	31.5	10,9 11	.82,-.40 .10	48.5	10,8,5,7,9,4 1,11,6,3,2	.57,-.30,.18 .17,-.23,.12 -.13,.17,.09
													-.12,.10

The biosocial background results from multiple regression analysis indicated that the highest predictive percentage of 48.5% was found in senior students with the same important predictors as in the total group. They were behavioral intention to Thai-value (□ = .57), social norm (□ = -.30), and cultivated by families (□ = .18). The second level predictive percentage of 46.6% was found in male students with the same important predictors as in senior students and the total group. They were behavioral intention to Thai-value (□ = .76), social norm (□ = -.38), and cultivated by families (□ = .22). The lowest predictive percentage of 42.0% was found in junior students with the important predictors that consisted of opening for information (□ = .20), cultivated by families (□ = .19), and social norm (□ = -.37).

In this study, the biosocial characteristics of students were compared and contrasted. Table 3 shows a summary of F-values by performing a two way ANOVA on preserving Thai traditions using gender and class as independent variables in the total sample. The results revealed that female students had higher preserving Thai traditions than male students ($F = 23.02$, $p < .01$; Mean(female) = 37.86, Mean(male) = 35.78). Junior students had higher preserving Thai traditions than senior students ($Fclass = 7.71$, $p < .01$; Mean(junior) = 37.42, Mean(senior) = 37.42). A two way interaction between gender and class was found in this study ($F = 11.05$, $p < .01$). Results showed in table 3.

Table. 3. Summary of F-values by performing two way ANOVA on preserving Thai traditions using gender and class as independent variables in total sample

Source	Tp.III SS	df	MS	F	Sig.
Corrected Model	1322.28	3	440.76	11.20	.000
Intercept	1141015.93	1	1141015.93	28993.79	.000
gender	906.02	1	906.02	23.02	.000
class	303.75	1	303.75	7.71	.006
gender * class	434.92	1	434.92	11.05	.001
Error	50884.45	1293	39.35		
Total	1871054.00	1297			
Corrected Total	52206.73	1296			

a. R Squared = .025 (Adjusted R Squared = .023)
Note: Tp.III SS = Type III Sum of Squares

Table. 4. Post hoc in terms of Scheffe'

Gender	class	code	n	Mean	11	21	12
					37.74	37.10	34.46
female	senior	22	490	37.98	0.24	0.88	3.42*
female	junior	11	542	37.74		0.64	3.28*
male	junior	21	126	37.10			2.64*
male	senior	12	139	34.46			

Table 4 shows post hoc in terms of Scheffe'. The results revealed that these three pair variables were significant. First, female in senior students (Mean = 37.98) had higher preserving Thai traditions than male in senior students (Mean = 34.46). Secondly, female in junior students (Mean = 37.74) had higher preserving Thai traditions than male in senior students. Finally, male in junior students (Mean = 37.10) had higher preserving Thai traditions than male in senior students. Thus, the results showed that male in senior students was the groups at risk of not preserving Thai traditions

4. Discussion

This study indicated that ego identity was the first important predictor of preserving Thai traditions in psychological traits factors. Ego identity was individual characteristics that was awareness of their role. There are know, understand, accept own differences and others. They has a role to accordance with the needs of society and adaptable when changes situation.11 A person will support and realize the values of their cultures and traditions. Furthermore, they will prefer their own country's products and dressing in traditional Thai clothes as a sign of national unity.2 12-13 Erik Erikson14-15 explains human behavior developed identity in adolescence. Social relationship between them and the other that was socialized from parent, peer, teacher, or role model. This is what motivate people to behave ego identity.16-18

Result of social situations found that opening for information was the first important predictor of preserving Thai traditions. Opening for information was attention and focus on the news that is knowledge of language, culture and Thai traditions. Limsilathong19 explained that the Ability to search for information was related to the behavior of data searching, which was classified by method of search, location of search, time of search, frequency of search, time of a day of search and type of data. Previous literature review indicates that ability to search for information was a positive correlation coefficient with behavior. Priwutipong20 studied the communication behavior on the cultural perception of high school students. The study found that the influence of media was a positive correlation coefficient with cultural information's perception. Leelapata1 found that the influence of media had a statistically significant difference overall on Thai patriotism and each dimensions, e.g., Thai culture, Thai tradition and Thai products. Thanompanyarak5 found that there was positive significant relation between social environment and Thai patriotism at .01 level.21

Behavioral intention to Thai-value was the tendency to act, and ready to support or not support close people based on the direction of cognitive and affective evaluation on Thai-value. Behavioral intention is a positive correlation coefficient with behavior, e.g., the participants' attentive behaviors as students22, life quality behavior23, or level of ethics.24 Previous research results indicated that psychological states composed of nationalism were important predictors of Thai consumer behavior.2

Results from post hoc in terms of Scheffe' suggested that something needs to be done to improve preserving Thai traditions in the groups at risk of not preserving Thai traditions, who were male in senior students. In addition, training in psychological characteristics, namely, ego identity should be encouraged to the students in order to improve preserving Thai traditions. The suggestion of publishing Thai traditional and exhibiting Thai products should be considered. Families, teacher, friend, and celebrities in society should be role model for Thai new generation. Preserving Thai traditions should be properly provided for Thai people, and every level of educational at Thai institutions should encourage preserving Thai traditions.

5. Conclusions

Undergraduate students' psychological traits, social situations, psychological states were the co-variance explanation of the preserving Thai traditions at 45.3%. Factors of social situation, consisting of cultivated by families, role model, opening for information, social norm which the highest predicted preserving Thai traditions with percentage of 37.1%. Ego identity was the first important predictor in psychological traits factors. Result of social situations found that opening for information was the first important predictor of preserving Thai traditions. Behavioral intention to Thai-value was the first important predictor in psychological states factors. The highest predictive percentage of 31.6% was found in male students. The results of post hoc showed that male in senior students were the groups at risk of not preserving Thai traditions.

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