

CHAPTER FOUR

RESULTS

This chapter illustrates the results of the study from 127 out of 140 participants. The wastage from the distributed questionnaire was 13 sets, less than 10%.

Subsequent to the data analysis by SPSS version 13.0, the statistic was described and tabulated into 5 parts:

- 4.1 Demographic Information of Participants
- 4.2 Behavior and Preference to Spa Career of Participants
- 4.3 Expectancy in Spa Career of Participants
- 4.4 Expectancy and Feasibilities to Work Abroad of Participants
- 4.5 Effect of External Sources to Preference to Work Abroad

4.1 DEMOGRAPHIC INFORMATION

Demographic information was composed of gender, age, marital status and education level. There were 117 female and 10 male participants. The numbers of respondents in each age range did not vary extensively. From Table 1, the largest group, 23.6%, was in the range of 31-35 years and the smallest group, 13.4%, was in the range of 36-40 years.

Table 1 Age

	<u>Frequency</u>	<u>Percent</u>
21-25 years	26	20.5
26-30 years	28	22.0
31-35 years	30	23.6
36-40 years	17	13.4
Over 41 years	26	20.5

In terms of marital status, 51.2% were single and 30.7% were married. The rest were divorced and separated.

The last demographic data was the level of education. As shown below in Table 2, 63% had finished the secondary level, while 17.3% had graduated with a Bachelor degree.

Table 2 Level of Education

	Frequency	Percent
Secondary Level	80	63.0
Diploma	9	7.1
Bachelor Degree	22	17.3
Higher Level	5	3.9
Others: Primary Level	11	8.7

4.2 BEHAVIOR AND PREFERENCE TO SPA CAREER

This part described respondents' working background, behavior and preference to domestic spa working.

The results revealed that 56.7% had worked in spa career and 72.4% had attended spa training.

In the aspect of their expertise, as shown in Table 3, 30.9% specialized in Thai massage and 25.2% specialized in oil massage.

Table 3 Career Expertise

	Frequency	Percent
Thai Massage	71	30.9
Massage for Remedy	15	6.5
Oil Massage	58	25.2
Facial Massage	42	18.3
Scrubbing/Beauty treatment	44	19.1

In examining their purpose after training, the top two answers attaining 24.4% were to work in a day spa and to work abroad as presented in Table 4.

Table 4 After-training Purpose

	Frequency	Percent
Study further	13	8.3
Open own spa operation	24	15.4
Work in a day spa	38	24.4
Work in a hotel/resort spa	27	17.3
Work abroad	38	24.4
Freelancing	16	10.2

Regarding working behavior, 82.7% of spa therapists replied that they should not frequently change their job. However, in terms of reasons why they were interested in spa service, in Table 5, the major findings were 35.8% for High Income, 25.1% for Freelancing and 18.9% for Individual Competency.

Table 5 Reasons Leading to Their Work Interest

	Frequency	Percent
Freelancing	40	25.1
Able to work by oneself	16	10.2
Individual competency	30	18.9
High income	57	35.8
Nice and fragrant workplace	15	9.4
Others: to work in family business	1	0.6

The last outcome of this part was on the monthly income they preferred to get from local spa working. Table 6 showed that 34.6% needed 14,001 Baht up and 30.7% needed 12,000-14,000 Baht.

Table 6 Preferred Monthly Income From the Domestic Work

	Frequency	Percent
6,000 - 8,000 Baht	9	7.1
8,001 - 10,000 Baht	17	13.4
10,001 - 12,000 Baht	18	14.2
12,001 - 14,000 Baht	39	30.7
14,001 Baht up	44	34.6

4.3 EXPECTATIONS IN SPA CAREER

This part resulted in revealing the spa therapists' expectation on their career. Table 7 demonstrated that the top three of the "Very High" level were 52% who expected for the new experience they would gain, 46.5% who expected to work abroad and 44.9% who expected for security of spa operation.

Table 7 Expectations of Spa Career

	Level of Agreement (%)				
	Very high	High	Fair	Less	Very less
You expect high salary.	37.0	40.2	22.8		
You expect high massage fee.	31.5	44.9	23.6		
You expect high benefits	37.0	31.5	28.4	3.1	
You expect stability of spa operation.	44.9	37.8	16.5	0.8	
You expect good reputation of spa house	31.5	40.2	25.2	3.1	
You expect convenience to go to work.	37.8	43.3	18.1	0.8	
You expect a workplace close to your home.	33.1	46.5	17.3	3.1	
You expect new experiences you will attain.	52.0	33.8	13.4	0.8	
You expect to work abroad.	46.5	22.0	22.8	5.5	3.2
You expect to open your own spa.	32.3	21.2	30.7	13.4	2.4

4.4 EXPECTATIONS AND FEASIBILITY TO WORK ABROAD

This part was aimed to investigate participants' expectations, feasible tendency and other effects on their working preference.

80 spa therapists (63%) considered that their expectation might be realised; whereas, 44 of them (34.7%) believed that it would absolutely realise.

The next analyses were the cross tabulation on the feasible outcome and the top three highest expectation as in Table 8, 9 and 10.

In Table 8, 64 participants, equivalent to 50.4%, who had high and very high expectation to gain new experiences, pointed out that their expectation might be realised; whereas, 43 participants, equivalent to 33.9%, thought that their expectation would absolutely realise.

Table 8 Feasible Outcome towards Expectations for New Experience (Frequency)

	Very high	High	Fair	Less	Total
Absolutely yes	27	16	1	0	44
Maybe	39	25	15	1	80
Absolutely no	0	2	1	0	3
Total	66	43	17	1	127

As shown in Table 9, there were 49 therapists (38.6%) who put high and very high expectation to work abroad, thought that it might be possible, while 38 therapists (29.9 %) thought it was absolutely possible.

Table 9 Feasible Outcome towards Expectation to Work Abroad (Frequency)

	Very high	High	Fair	Less	Very less	Total
Absolutely yes	26	12	5	0	1	44
Maybe	33	16	22	6	3	80
Absolutely no	0	0	2	1	0	3
Total	59	28	29	7	4	127

The last cross tabulation of these issues presented that 62 therapists (48.8%) who had high and very high expectation in the stability of spa operation, also thought that their expectation would be realised. Likewise, 41 therapists (32.3%) thought that it is absolutely possible they can expect spa house stability.

Table 10 Feasible Outcome towards Expectation on Spa Firmness (Frequency)

	Very high	High	Fair	Less	Total
Absolutely yes	23	18	2	1	44
Maybe	33	29	18	0	80
Absolutely no	1	1	1	0	3
Total	57	48	21	1	127

In this study, it was shown that 70.1% of the samples wanted to go to work abroad. 66.1% of them had friends working abroad. Consequently, 80.3% of them had heard both good and bad points of working situations abroad. The major good perception which 52.7% had heard was about the income and benefit satisfaction as in Table 11.

Table 11 Positive Aspects of Working Abroad.

	Frequency	Percent
Income and benefit satisfaction and new experience attainment	67	52.7
High income if good at massage	1	0.8
Good tip	2	1.6
Being honored by foreigners	10	7.9
Accommodation safety	2	1.6
Language knowledge attainment and work progress.	8	6.3
No comment	37	29.1

Among the negative points they heard, as disclosed in Table 12, the most common perception (19.7%) was being forced into prostitution, 12.6% of them were stated as having hidden services and 11.8% of them were on working 24 hours. However, 43.3% did not specify their perception.

Table 12 Negative Aspects of Working Abroad

	Frequency	Percent
Being taken advantage on working hours: working 24 hours	15	11.8
Having hidden sexual services	16	12.6
Being forced into prostitution	25	19.7
Not gaining the committed salary	4	3.2
Having income lower than expected	1	0.8
Having poor welfare	5	3.9
Being dangerous	4	3.2
Having bad colleagues	2	1.5
Having no comments	55	43.3

In addition, 76.4% of them had heard about the insecurity or danger in working abroad. The zone where the participants ultimately preferred to go was Europe, the 1st rating at 62.2%, then America and Canada, the 2nd rating at 20.5%.

Compared to domestic work, 36.2% showed their opinions that working abroad was absolutely better than in Thailand, and another 36.2% thought that it might be better, as in Table 13.

Table 13 Working Abroad Is Better Than in Thailand

	Frequency	Percent
Absolutely yes	46	36.2
Maybe	46	36.2
Unsure	29	22.8
Absolutely no	5	4.0
No comment	1	0.8

The next table, Table 14, presents on the expected income from working abroad. 29.1% expected to earn 40,000 Baht. 27.6% expected to gain 80,000 Baht and 25.2% expected to get 60,000 Baht. The groups of their expectation were not highly diverse.

Table 14 Expected Income from Working Abroad

	Frequency	Percent
20,000 Baht	9	7.1
40,000 Baht	37	29.1
60,000 Baht	32	25.2
80,000 Baht	35	27.6
100,000 Baht up	14	11.0

In terms of their expectation from working in a spa abroad, Table 15 indicated a “Very High” level for expecting a high income (62.2%), expecting to attain language knowledge (52.7%) and security of spa operation (48.8%). Also 19.7% revealed the lowest expectation to marry a foreigner.

Table 15 Expectation of Working Abroad

	Level of Agreement (%)				
	Very high	High	Fair	Less	Very less
You expect for high income.	62.2	26.0	11.0	0.8	
You expect to attain new experience.	48.8	38.6	11.8	0.8	
You expect to attain language knowledge.	52.7	31.5	13.4	1.6	0.8
You expect to stay or spend time abroad	35.5	29.1	29.1	5.5	0.8
You expect to marry a foreigner.	14.2	7.9	37.8	20.4	19.7

4.5 EFFECT OF EXTERNAL SOURCES TO PREFERENCE TO WORKING ABROAD

The final part described two tables in the form of cross tabulation. Firstly, it was on the spa therapists' negative awareness from insiders towards their need to work abroad. From the overall aspects, 74 participants, equivalent to 83.2%, who wanted to work abroad, heard both good and bad points. 19 of them, equivalent to 21.4%, realized the bad news on the deception to work as a prostitute and 12 of them (13.5%) heard about the hidden services their friends faced, as stated in Table 16.

Table 16 Effects of Negative Information towards Their Needs to Work Abroad (Frequency)

	Want to go	Don't want to go
Being taken advantage in terms of working hours: working 24 hours	9	6
Having hidden sexual services	12	4
Being forced into prostitution	19	6
Not gaining the committed salary	3	1
Having income lower than expected	1	0
Having poor welfare	3	2
Being dangerous	2	2
Colleagues	2	0
Having no comments	38	17

Secondly, it was on their recognition of lack of safety or danger in working abroad towards their needs to go abroad. In Table 17, 71 of the respondents, accounting for 79.8%, who wanted to go abroad, had heard about the insecurity or dangerous situation of working in foreign countries.

Table 17 Recognition of Unsafe Situation towards Their Needs to Work Abroad (Frequency)

	Want to go	Don't want to go
Having perception of danger	71	26
No perception of danger	18	12

The findings of this study will be summarized and discussed in the next chapter.